



A Plan for Derbyshire

to benefit from the London 2012 Olympic and Paralympic Games

The London 2012 Olympic and Paralympic Games will be held from 27 July - 9 September 2012. There will be over 200 nations competing in 26 Olympic sports, 130 in the 19 Paralympic sports, supported by up to 70,000 volunteers and 56,000 Olympic family and sport federation members.

The Games have the potential to change the lives of individuals, to inspire a generation of young people, encourage more people to become more active and to generate significant additional economic wealth through business and tourism opportunities. The spirit of bringing together many countries from around the world offers the opportunity to celebrate cultural diversity and to help bring local communities from different cultures closer together. The 2012 Games could be a major influence in helping to transform Derbyshire into an even better place to live, work and play.

The local authorities and other partners within Derbyshire recognised the importance of establishing a management group to make the most of the 2012 Games in the county and to link effectively with the regional and national groups. The Derbyshire Management Group for the 2012 Games was established in April 2007 and involves senior representatives from local authorities and organisations representing business and economic development, tourism, sport, culture and communities.

The Group has managed the production of a county action plan which highlights the key opportunities for the people of Derbyshire. The plan will continue to evolve and develop as new opportunities and new programmes linked to London 2012 emerge over the next 4 years. The Derbyshire Action Plan for the 2012 Games can be found on the Derbyshire Sport web site (www.derbyshiresport.co.uk/london2012).

The purpose of the Derbyshire plan is:

To ensure that Derbyshire plays its full part in contributing to the success of the London 2012 Olympic and Paralympic Games and equally to maximise the opportunities and potential of The Games to inspire young people, improve the economy in the county and the health and well being of the people of Derbyshire.

We have made a good start in the county. Partners are committed to working together to maximise the opportunities associated with London 2012 and this work will really gather pace after Beijing '08 and as we enter the Olympiad in the run up to London 2012. It is a great opportunity, let's make sure we make the very most of it.

Peter Richardson
Chair, Derbyshire Management Group for the 2012 Games
Sport England East Midlands, Regional Sports Board Member

The Derbyshire Plan for the 2012 Games

Inspiring young people

- Lord Coe in his speech to the International Olympic Committee said: "London's vision is to reach young people - young people all around the world and connect them with the power of The Games". Our plan is to connect the young people of Derbyshire with The Games and to explore how this can be achieved across the whole curriculum in schools and more broadly in the community.
- Partners will be working to deliver the Public Service Agreement 22: " Deliver a successful Olympic Games and Paralympic Games with a sustainable legacy and get more children and young people taking part in high quality PE and Sport."
- Work has already begun to achieve this vision and additional funds have been made available within the county to improve opportunities for young people through "The Five Hour Offer". From 2008 onwards there will be increased opportunities to participate in school sport, extended activities and a new infrastructure to promote sport and community links will be introduced within FE colleges.

More People Playing Sport in Derbyshire

- The 2012 Olympic Games and Paralympic Games will provide a 'once in a lifetime' opportunity to provide a shop window to promote the benefits of sport and active recreation.
- In 2008 in Derbyshire as a whole, less than 21% of adults are sufficiently active each week to gain a health benefit and 50% do little or no exercise at all.
- The importance of encouraging more people to become active and involved in active recreation and sport will be recognised within the local area agreements (LAA) in both Derby City and Derbyshire. Increasing adult participation in sport for 3 x 30 minutes a week, by 1% of the population annually will be one of the 35 priority targets within each LAA.
- By 2012 as a result of great partnership working and improved marketing, more people in Derbyshire will be involved in sport and active recreation and will be healthier as a result.



Developing Talented Sports People in Derbyshire

- It is likely that there will be Derbyshire performers representing Great Britain in the Olympic and Paralympic Games in 2008. We plan to showcase this local talent in order to inspire the next generation of potential international sports men and women.
- We launched the Derbyshire Talented Athlete Programme in December 2007. This will be developed further over the next 2 years to improve the talent pathways in the county and to bring more support to those young performers who have the potential to compete for England or Great Britain in the future.
- We will use the focus on the Paralympic Games to create more opportunities for disabled people in Derbyshire to take part in sport and to develop performance pathways so that more disabled people from Derbyshire go on to compete internationally in sport.



Derbyshire businesses bidding for London 2012 contracts

- To date, 5 businesses in Derbyshire have won contracts associated with London 2012. There will be opportunities for many more businesses in Derbyshire to tender for contracts. This will provide a stimulus for businesses to become more fit for purpose and put in place all of the processes and policies required to bid for Games related contracts.
- The Games will provide a focus to encourage more businesses to become actively involved in promoting healthy lifestyles within their work force, bringing long term health and productivity benefits.
- The Games will provide a great opportunity to improve the dialogue between sport and business, to increase the level of partnership working and sponsorship links with community sport in the county.



Derbyshire a place to visit before and after 2012

- The Games will provide a boost to tourism in the country. Derbyshire will market itself as a great place to visit, to the many people associated with the 2012 Games who will be coming to Great Britain between 2008 and 2012. The Games has the potential to boost the local service/tourism sector through increased visitor numbers.
- Throughout the period of the Olympiad, there will be a greater focus on the promotion of the many natural active recreation sites within the county such as the cycling and walking trails and on the promotion of sporting and cultural events in the county.
- Partners in the county will be working to promote Derbyshire County Cricket Club and Repton School as training venues for overseas teams and to maximise the promotional and sports development opportunities if teams do train in the county.



The Cultural Olympiad in Derbyshire

- The Cultural Olympiad will be used to inspire communities to develop more opportunities for young people to become involved in cultural activities.
- The Cultural Olympiad will use the potential of bringing together many countries from around the world, to celebrate cultural diversity and to help bring local communities from different cultures closer together.
- It will be important to generate a positive legacy through cultural and sports participation; audience development, cultural skills, capacity building, urban regeneration, tourism and social cohesion and international links.



Encouraging volunteering in Derbyshire

- The Games will be used to help inspire people in Derbyshire to become involved in volunteering in sport, culture and community groups.
- We aspire to have hundreds of volunteers from Derbyshire involved directly with the Games in London. This can provide a great boost to the volunteering programmes in the county in the years leading up to The Games and for years afterwards.



The Next Steps

The Derbyshire Partnership Forum and The Derby City Partnership have both considered and approved the Derbyshire Plan for the 2012 Games. This means that all of the local authorities and key strategic bodies within these two local strategic partnerships have endorsed the purpose and key objectives within this plan.

Over the next 12 months Derbyshire 2012 Management Group for the 2012 Games will host a number of stakeholder events in each of the key themes within the county plan, to gather more views and engage partners and communities in the planning and delivery of the key activities.

The challenge now is to drive forward activities within each of the themes and to ensure that the excitement associated with London 2012 actually does contribute to improving the lives of people in the county and that the 2012 Games contribute to making Derby City and Derbyshire as a whole, a better place to live, work and play.



Derbyshire Management Group for the 2012 Games

The Derbyshire Management Group for the 2012 Games will be looking to expand its membership in the next 12 months so that it includes champions who can drive forward each of the key themes. The current members of the management group are listed on the web site (www.derbyshiresport.co.uk/london2012)



Useful Contacts and Web Sites

The key contacts are listed below

Chair	Peter Richardson c/o Derbyshire Sport
Sport	David Joy, Derbyshire Sport Tel: 01773 748907 david.joy@derbyshire.gov.uk
Business	George Cowcher, Derbyshire and Nottinghamshire Chamber Tel: 01246 212500 george.cowcher@derbyshire.org
Tourism	David James, Destination Management Partnership Tel: 01332 594690 david.james@derby.ac.uk
Culture	Ray Rippingale, Derby City Council Tel: 01332 256094 ray.rippingale@derby.gov.uk

East Midlands Development Agency

East Midlands Coordinator for the 2012 Games	Tracy Croft Tel: 0115 988 8479 regionalcoordinator@emd.org.uk
East Midlands Project Officer for the 2012 Games	Tom Gee Tel: 0115 988 8307 regionalcoordinator@emd.org.uk
Creative Programmer	Paul Brookes Tel: 0115 988 8577 paulbrookes@emd.org.uk

Useful Web Sites

London 2012	www.london2012.com
Emda	http://2012.emda.org.uk
Derbyshire Sport	www.derbyshiresport.co.uk/london2012