

Report of	Meeting	Date
Director People and Places (Introduced by the Executive Member for People, Councillor John Walker)	Executive Cabinet	12 August 2010

## 2012 OLYMPIC GAMES – ACTION PLAN

### PURPOSE OF REPORT

- To outline initiatives that will make up the Council's 2012 Olympic Games Action Plan

### RECOMMENDATION(S)

- That the initiatives listed in Section 12, form the basis of the Council's action plan to maximise the benefits arising from the 2012 Olympics.

### EXECUTIVE SUMMARY OF REPORT

- The 2012 Olympics provides an opportunity to further the Council's strategic objectives. Resourcing a programme of works will be an issue. A list of proposed actions is shown in Section 12.

### REASONS FOR RECOMMENDATION(S)

#### (If the recommendations are accepted)

- To maximise the benefit's arising from the 2012 Olympic Games.

### ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

- Do nothing – rejected.
- A more ambitious programme – this was rejected given the lack of funding opportunities to support such a programme.

### CORPORATE PRIORITIES

- This report relates to the following Strategic Objectives:

Put Chorley at the heart of regional economic development in the Central Lancashire sub-region		Develop local solutions to climate change.	
Improving equality of opportunity and life chances	✓	Develop the Character and feel of Chorley as a good place to live	
Involving people in their communities	✓	Ensure Chorley Borough Council is a performing organization	

### BACKGROUND

8. The 2012 Olympics take place between 27 July and 12 August 2012, in London, followed by the Paralympic Games between 29 August and 9 September 2012.
9. The Olympics are a fantastic opportunity to encourage people to participate in, not only sport, but other community activities that could be inspired by the games, for example, volunteering, community activities and cultural initiatives.
10. There are economic benefits that arise from the Olympics too. Tourism will increase during 2012 and it is envisaged that tourists will go further a field than just London. Work is underway across Lancashire and the North West to maximise this opportunity. Local businesses have already benefited from contracts awarded as part of the Games, for example, Adlington Welding Supplies.
11. Officers have explored what Chorley Council could do to make the most of the opportunities presented. Clearly, this needs to be tempered by resources that will be available to deliver programmes of work. We have been successful in securing external funding to deliver much of our existing work in this area. However, opportunities to secure external funding are becoming tighter and there is no specific Olympic fund to bid into.
12. Given the limited opportunities to attract external funding, and the financial pressures we will need to address over the coming years, it is considered appropriate to bring a series of existing activities together to form our Olympic programme of activities and events.

<b>Project</b>	<b>Description</b>
Chorley Smile Picnic in the Park	The annual event be given an Olympic focus in 2012
Torch Relay	We will bid to bring the national Torch Relay to Chorley
Get Up and Go	All activities throughout 2011 and 2012 be given an Olympic feel. Possible Inspire Mark project. This would include all initiatives that form the Get Up and Go programme.
Leisure facilities	Active Nation and Glendale to promote facilities using the Olympics as a marketing tool
Disability Awareness Day REACH event	An Olympic theme for the event in August 2012
Sports Development and Health Promotion work	All Sports Development and health promotion work to be linked to the Olympics, this could start straight away. Important to note that this isn't a new brand or strap line, but making reference to the Olympics in the wording for initiatives.
Volunteering programme	In the run up to 2012, and in 2012, use the Olympics as a catalyst to encourage people into volunteering
An Olympic floral display	Flower bed planted in a prominent position to coincide with the Olympics
Chorley's Hall of Sporting Fame, including an exhibition at Astley Hall	Create a celebration of Chorley sporting greats and public display

## IMPLICATIONS OF REPORT

13. This report has implications in the following areas and the relevant Directors' comments are included:

Finance	✓	Customer Services	
Human Resources		Equality and Diversity	
Legal		No significant implications in this area	

**COMMENTS OF THE DIRECTOR OF TRANSFORMATION**

14. The report sets out the resource position for any work associated with the Olympics. The suggested programme builds on the work we are already undertaking and there will be limited additional resources required. Any resources that are required will be contained within current cash budgets.

JAMIE CARSON  
DIRECTOR PEOPLE AND PLACES

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Jamie Carson	5988	26/07/2010	