

Report of	Meeting	Date
Chief Executive	Council	6 November 2012

## SPORTING AMBASSADORS

### PURPOSE OF REPORT

- To create the role of sporting ambassador to recognise athletes who live in the borough and have demonstrated excellence in their chosen sport and represented the country. In addition, to appoint those Olympians and Paralympians from the borough who have agreed to be sporting ambassadors.

### RECOMMENDATION(S)

- That the role of sporting ambassador is created and that the residents from the borough who represented Team GB and Paralympics GB at London 2012, who are willing, are appointed to the role.

### EXECUTIVE SUMMARY OF REPORT

- The report proposes the creation of a role of sporting ambassador, and the appointment of Rik Waddon, Natalie Jones (Waddon), Graeme Ballard and Holly Bleasdale.

<b>Confidential report</b> Please bold as appropriate	Yes	<b>No</b>
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### CORPORATE PRIORITIES

- This report relates to the following Strategic Objectives:

Strong Family Support		Education and Jobs	
Being Healthy	✓	Pride in Quality Homes and Clean Neighbourhoods	
Safe Respectful Communities		Quality Community Services and Spaces	
Vibrant Local Economy		Thriving Town Centre, Local Attractions and Villages	
A Council that is a consistently Top Performing Organisation and Delivers Excellent Value for Money			✓

### BACKGROUND

- The borough of Chorley has been extremely well represented in international competitions during 2012, with members of Team GB and Paralympics GB who live in the borough achieving great success in the Olympics and Paralympics.
- Following the success over the summer, the Mayor announced at the Council meeting in September that she intended to invite the Council to create the role of sporting ambassador

and offer it to residents of the borough who had represented the country in the Olympics and Paralympics.

### **SPORTING AMBASSADOR ROLE**

7. The role of sporting ambassador would recognise the huge effort and achievement that the athletes have made in representing the country at the Olympic and Paralympic games, and the pride the borough has in residents achieving this success.
8. In addition, it will recognise the role that they play in inspiring the next generation of athletes who will hopefully have similar achievements in the future. Although there would be no obligation on them to take part, the sporting ambassadors would be invited to take part in sporting and leisure events and activities which the council organises, such as the schools' relay which took place over the summer.
9. As the role would be created to recognise and congratulate the athletes, it is proposed that the council would recognise those appointed to the role in the following ways:
  - A formal presentation by the Mayor on behalf of the council.
  - Including their images on the banners on Market Street
  - Dedicating the 2012 Christmas lights switch on to them, and inviting them to switch on the lights.

### **APPOINTING ATHLETES TO THE ROLE**

10. Following the September Council meeting, contact was made with the five residents who took part in the Olympics or Paralympics to ask them if they would like to accept the role of sporting ambassador:
  - Rik Waddon
  - Natalie Jones (Waddon)
  - Graeme Ballard
  - Holly Bleasdale
  - Bradley Wiggins
11. Rik Waddon, Natalie Jones (Waddon), Graeme Ballard and Holly Bleasdale have responded to accept the offer. Bradley Wiggins has previously indicated that he is flattered by the recognition, but he would prefer not to accept any further recognition.
12. If the Council agrees to create the role and appoint the athletes to the role, they would be invited to a presentation from the Mayor and the Christmas lights switch on event on 24 November. If they could not attend on that day, arrangements will be made for a suitable date. The replacement banners for Market Street will also be ordered.

### **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		Integrated Impact Assessment required?	
No significant implications in this area	✓	Policy and Communications	

### **COMMENTS OF THE STATUTORY FINANCE OFFICER**

14. There may be small amounts of expenses if needed by the ambassadors, but this would be contained within existing budgets.

## COMMENTS OF THE MONITORING OFFICER

15. No comments.

GARY HALL  
CHIEF EXECUTIVE

There are no background papers to this report.

<b>Report Author</b>	<b>Ext</b>	<b>Date</b>	<b>Doc ID</b>
Chris Sinnott	5337	24 October 2012	Sporting Ambassador