



NORTHAMPTONSHIRE STRATEGY FOR LONDON 2012





Introduction

The overall vision for the Olympic legacy in Northamptonshire is that the county is recognised as : “The county with the fastest growing cultural and sporting participation”.

The London 2012 Olympic and Paralympic Games will be held from 27th 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 sports federation members.

The Games have the ability to change lives and the Northamptonshire 2012 Steering Group aims to galvanize local partners to ensure a lasting legacy is achieved in the county.

The main focus will be:

- Children and Young People
- Sport
- Health and Wellbeing
- Business Investment and Tourism
- Cultural Olympiad

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Outcome 1 – Children and young people.

Every child and young person to be inspired by the Olympics by 2012.

Key actions include:

- Every school and college to sign up to ‘Get Set’ programme
- All schools and colleges encouraged to run Olympics inspired projects
- Every school and college given the opportunity to participate in a Cultural Olympiad inspired event
- Every child to have access to an Olympics ‘Open Weekend’ event
- Every school to engage with the National School Sport Week
- Increase junior participation in sport and support more juniors to become member of quality sports clubs
- All schools and colleges to deliver sports leadership learning opportunities.

Lead

Children and Young People’s Service

Children and Young People’s Service


Children and Young People’s Service

Northamptonshire Sport / Cultural Forum

Children and Young People’s Service

Northamptonshire Sport

Children and Young People’s Service



Outcome 2 – Sporting

Supporting talented athletes to perform at an international level and attracting international teams and events to the county.

Key actions include:

- Sporting Champions Fund utilised to encourage potential Olympians
- Support schemes for talented young people in every LA district to access free training facilities
- Attract Olympic teams into the county’s six official pre games training camp venues
- A comprehensive programme of activities to support the official ‘Open weekends’ leading up to the Games
- Bring more adults back into sports clubs as participants, officials, coaches and volunteers
- Deliver a strong cross-sport promotional campaign of events and competitions across the county
- Work with the county’s unique sporting assets, such as Silverstone and Adrenaline Alley to develop legacy opportunities

Lead

Northamptonshire Sport

Local Authorities

Northamptonshire Enterprise Ltd

Northamptonshire Sport

Northamptonshire Sport

Northamptonshire Sport & Cultural Forum

Northamptonshire Sport & Cultural Forum





Outcome 3 – Health and Wellbeing

Significant increase in participation levels contributing towards Northamptonshire becoming the fittest county in England.

Key actions include:

- Deliver an annual programme of mass participation sporting and cultural events
- Widen the availability of free health checks linked to comprehensive fitness incentives
- Roll out the Workplace Health Programme across all public and private sector employers
- Deliver a comprehensive marketing campaign using 2012 to deliver health and wellbeing messages
- Utilise the regional 2012 brand as an accreditation mark for physical activity and health initiatives within the county

Lead

Northamptonshire Sport & County Council

NHS Northants

NHS Northants

NHS Northants

All partners



Outcome 4 – Business Investment & Tourism

Winning business, supporting the economy of Northamptonshire and developing international links.

Key actions include:

- Develop and market the Northamptonshire opportunity to targeted countries
- Maximise awareness of 2012 Games related business opportunities across the wider community
- Provide access to local business support services to enable companies to successfully compete for Games related opportunities
- Publicise and promote contract winners so more opportunities can be generated and market share increased
- Exploit the 2012 platform and grow visitor numbers before, during and after the Games
- Develop Northamptonshire's tourism offer by building closer links with sport and cultural events
- Raise product and service quality standards via the tourism 'Quality Improvement' programme

Lead

Northamptonshire Enterprise Ltd

Northamptonshire Enterprise Ltd

Northamptonshire Enterprise Ltd

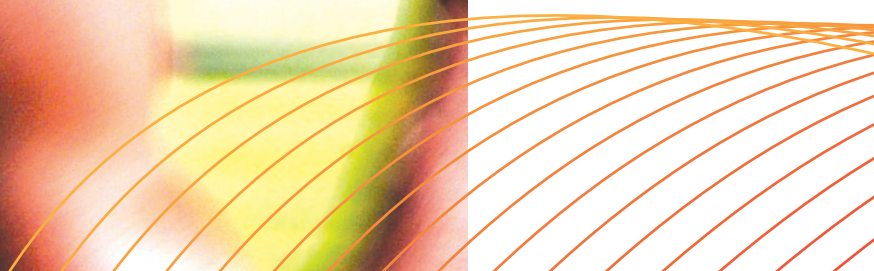
Northamptonshire Enterprise Ltd

Northamptonshire Enterprise Ltd

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Northamptonshire Enterprise Ltd





Outcome 5 – Cultural Olympiad

Improve Northamptonshire’s national and international profile through the promotion and celebration of our unique cultural heritage and assets.

Key actions include:

As part of the Cultural Olympiad, deliver a vibrant programme of events that:

- Reflects the county’s rich cultural heritage and outstanding natural environment
 - Engages with young people and their families
 - Contributes towards enhanced health and wellbeing
 - Builds capacity within the existing cultural sector
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- Promote and increase engagement with the Open Weekend programme
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- Engage with Cultural Olympiad major projects where possible as they develop
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- Develop a series of temporary outdoor and indoor live sites

Lead

Northamptonshire County Council



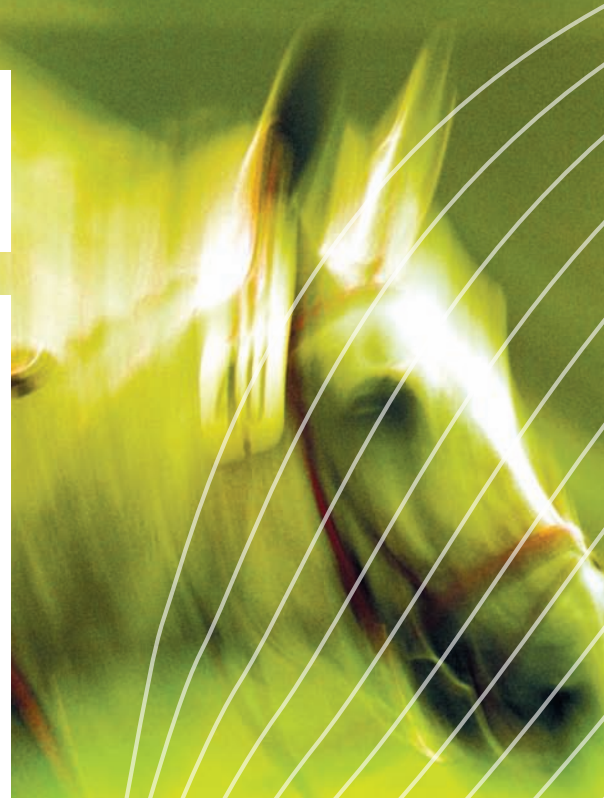
Northamptonshire County Council

Northamptonshire County Council

Northamptonshire County Council

Cross Cutting Themes

- Raise the profile of Northamptonshire locally, nationally and internationally
- Promotion of healthy diets, using local caterers at 2012 related events
- Use our talented individuals as the face of PR campaigns
- Increase and upskill volunteers through closer engagement with our communities
- Marketing and promotion – to highlight the county in London and around Olympic venues
- Promotion of Inspiremark



For further information please contact:
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