

One Year On!

A Progress Report on how Sport in Kent has responded to the challenge of 2012

On 6 July 2005, the International Olympic Committee announced that London would host the 2012 Olympic and Paralympic Games. Kent County Council established with its partners the Kent 2012 campaign to ensure that the County secured maximum benefit from the Games in terms of sport; tourism; economic development; inward investment; volunteering; skills and training; schools and young people; transport; promotion, publicity and profile.

Kent County Council's Sports Development Unit has focused much energy on planning and delivery to ensure that the sporting legacy of the Games is achieved for Kent. With partners, a great deal of work has been carried out related to 2012. This report provides a summary of how the sports agenda for 2012 has been taken forward in Kent in the year since the announcement.



Desired Outcomes for Kent Sport from the 2012 Olympic and Paralympic Games.

The following six outcomes for sport in Kent have been identified:

- Provide a high number of volunteers, top performers, coaches and officials for both the Olympic and Paralympic Games.
- Provide greater specialist sports facility development in Kent (rather than multi-sport facilities).
- Establish a number of sports preparation camps for visiting Olympic and Paralympic teams, to result in enhanced international contact with those nations across sport, leisure, tourism and business.
- Sport to be at the top of the political agenda, resulting in enhanced sports development structures with no fixed term appointments and higher profile for work in sport.
- Sport recognised for its contribution to health, quality of life, community and economic development and regeneration, community safety, education and social cohesion.
- Increased participation in sport and physical activity in Kent.



Provide a high number of volunteers, top performers, coaches and officials for the Olympic and Paralympic Games

- Secured Dame Kelly Holmes as Kent 2012 patron, in order to inspire young people to strive for excellence.
- Established the Kent Paralympian Fund in partnership with the Denne Group, providing £25k per annum for potential Paralympians from Kent.
- Produced literature for, and campaigned to, raise funds from commercial companies via the Kent 20:20 Conference and Kent Business Awards Dinner.
- A fund to develop talent in sport was established by Maidstone Borough Council.
- Began planning for an 'Elite Coach Mentoring Project' to develop coaches for the Games and to develop Kent's talented performers.
- Re-focused the Kent County Council Coaches Scholarship Scheme, to provide financial assistance to top level coaches.
- Agreed with London Organising Committee for the Olympic Games (LOCOG) and the British Olympic Association (BOA) to develop the BOA 'Passport Scheme' in Kent, giving benefits to top performers.
- Met with the British Paralympic Association to establish a working arrangement through which Kent could be a 'test bed' for Paralympic pilot programmes.
- Offered 120 courses and seminars to clubs, volunteers, officials and governing bodies of sport, training 1,453 volunteers, officials, coaches and teachers in the process.
- Expanded the Kent County Council Sports Development Unit's 'Disability Associate Officer Scheme' to cover 15 Paralympic sports, including appointing new Associates in Sailing, Goalball and Sitting Volleyball. They will work to put structures in place to support and develop potential Paralympians from Kent.
- Identified 17 potential Paralympians from Kent who are in Great Britain squads currently, to receive dedicated support from Kent leading up to 2012.
- Began planning for the extension of benefits within the Kent FANS Scheme, through which 330 national level performers and their coaches receive free use of 50 sports and leisure centres county-wide for their training.
- Linked the Kent Sports Volunteers Project to the emerging national 2012 Strategy for Volunteering and provided 142 volunteers with placements and training with the 2012 Games in mind.
- Made an offer to LOCOG that Kent be used for piloting 2012 volunteering programmes.
- Made input into a regional bid for European Social Funding for volunteering and coach development associated with the Games.



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Specialist Sports Facility Development

- Dartford Judo Centre was opened by HRH The Princess Royal, following funding from Dartford Borough Council, the British Judo Association, Sport England Lottery Funding and Kent County Council. The Centre could develop future Olympians and Paralympians and be used as a preparation camp prior to the Games.
- A national standard Mountain Biking circuit was opened at Bedgebury Pinetum.
- Identified the specialist facility needs of 40 sports in Kent.
- Explored the potential development of major new facilities in Olympic and Paralympic sports of Equestrianism, Volleyball and Swimming.
- Advice was given on the planning, design, funding and management of 129 sports facilities, some of which could provide specialist training or preparation areas associated with the Games.

Sports Preparation Camps

- Sent messages to 200 National Olympic Committees and 202 Paralympic Associations worldwide suggesting Kent as the location for preparation camps.
- Launched the Kent 2012.org website, with a preparation camp emphasis.
- Audited Kent's sports facilities to identify their capacity to accommodate international team preparation, produced a brochure and map identifying the sites and distributed them worldwide.
- Organised a seminar in September 2005 attended by 92 facility managers to address preparation camps; and agreed the way forward in logging associated accommodation and medical requirements, and clustering the county for potential preparation camps.
- Accommodated or planned visits from China, Japan, Korea, Belgium, Holland, Rumania, Sweden and Estonia on sports matters, with view to Kent accommodating preparation camps in the future. Further contacts within Kent in specific sports were extended with the USA, Canada and Australia.
- Raised with the British Paralympic Association the potential for Kent to accommodate part of the Great Britain squad and holding camp in 2012.

Sport to be at the top of the Political Agenda and recognised for its contribution to Health, Quality of Life, Community and Economic Development and Regeneration, Community Safety, Education and Social Cohesion.

- Established the Kent Olympic and Paralympic Advisory Board, involving Kent's two Members of Parliament who have a sports remit, under the Chairmanship of Kent County Council's Cabinet Member for Communities, Michael Hill OBE.
- Kent County Council extended the remit of its Sports Members' Group to the Sports, Olympics and Paralympics Group, and established a Cross-Directorate Group to ensure full involvement in 2012 matters across the authority.
- Kent County Council agreed to feature Sport and the Olympics and Paralympics within its 'Towards 2010' plan; and securing sports legacy from 2012 has been embedded within the 'Vision for Kent' and 'Kent Prospects'.
- The significance of sport benefiting from 2012 has been raised in presentations with Kent Partnership, Kent Ambassadors, Kent Thameside Delivery Board and Business Link Kent, amongst others.
- Many district councils in Kent have considered reports on how sport in their areas could benefit from 2012.
- Sport in Kent has featured within a Big Lottery Fund bid from the 'Well Being Fund' and within a European Social Fund Bid.
- The Sport, Leisure and Olympics function within Kent County Council now features within a new Communities Directorate, to enable the wider agendas such as community safety to benefit from sport.
- County-wide projects involving Kent County Council and districts have been progressed to benefit the wider agendas. Examples include the Kent Sport Leadership Project, the work with Charlton Athletic Community Trust and the involvement of sport within the Kent Physical Activity and Nutrition Alliance.

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Increased Participation in sport and physical activity in Kent.

- Held, via the Schools Advisory Service of Kent County Council, a Schools' Olympic and Paralympic Week, involving 300 of Kent's schools.
- Organised 'East Kent Olympic' events, with minority sports.
- Promoted a number of Paralympic sports, such as Sitting Volleyball; establishing new clubs and opportunities.
- Secured Sport England funding for the expansion of club, coach and volunteer development work in Kent.
- 72 projects were funded by Kent County Council to increase sports activity on school sites in out-of-school hours.
- Advice was given to 254 schools on facility development and increasing the community use of their premises.

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