



Making the most of the 2012 Olympic and Paralympic Games

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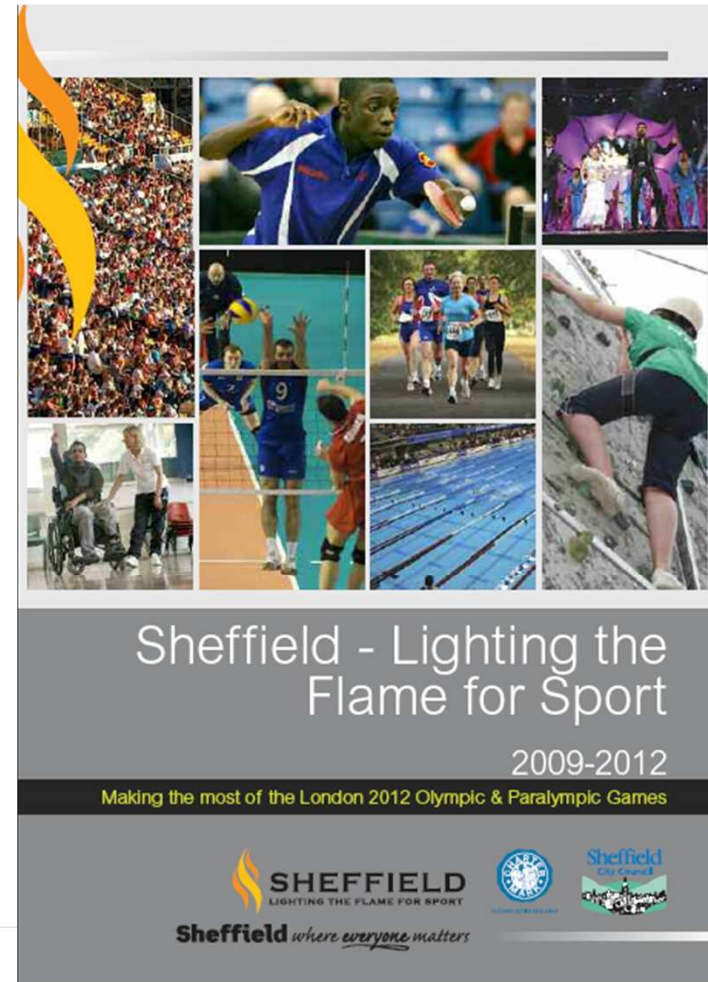


- Benefits of the 2012 Games
- 2013 Major Events Programme
 - Opportunity for discussion



1. Increase participation in sport and physical activity
2. Coach and volunteer development
3. Top level sport
4. The Cultural Olympiad
5. Major sports events and International Training Camps
6. Business development

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Benefits for Sheffield so far...

- **60** - The number of national and international events in 2011/12.
- **45** – the number of international training camps as a direct result of London 2012
- **50,000** - Number of additional people (visitors)
- Ever increasing participation rates since 2006
- **£30 million** - Economic benefit
- **101** - Number of Team GB and ParalympicsGB athletes training in the city





Benefits for Sheffield so far...

- At least 10 Sheffield businesses have won direct contracts to supply the ODA who are building the Olympic park e.g. Arnold Laver & Pitchmaster PMB
- 55% of Sheffield schools have applied for Get Set (2012 education programme)
- Sheffield's adult (16 years and over) participation rate in sport and active recreation has increased ever since 2006 - against a static national picture since 2008. There was a 3% increase in those doing at least 3 active recreation sessions per week and 7% in those doing at least one.
- Sheffield has held in excess of 50 Cultural Olympiad projects. The Beautiful Games exhibit drew 150,000 visitors in Sheffield and 300,000 at the V&A in London, as well as the Sheftival event in the Don Valley Bowl.
- 11 London 2012 Games "Inspire" projects have been commissioned in Sheffield e.g. Care Home Olympics
- 2 x new disability clubs have been established in Sheffield (Boccia and Goalball)
- Sheffield chosen as one of only three National Centres for Sport and Exercise Medicine, which benefits from a £10m capital investment.





2012 Successes

- 110,000 take to the streets for Torch Relay.
- Major sports events programme
- Individual's performances
- Media coverage





High Performance Success

- 1 in 7 GB athletes competing at the games will have prepared in Sheffield
- 101 Olympic/Paralympic athletes are from, or trained in Sheffield (permanent roll of honour in the Winter Garden)
- 36 medallists in all trained or were from Sheffield, across the sporting spectrum.
- GB volleyball women's and British Table Tennis programmes last year saw support from SCC, SIV, SHU, Claremont, Stagecoach to keep them in Sheffield
- Discussion with ITTF and China to have a European Training base at EIS Sheffield. Also regional base for England Netball, Judo and five GB World Class Sports Programmes.
- Ping for table tennis across the city.





Torch Relay / Games Time / Paralympic Flame

- Hugely successful – 11,000 across the city and 20,000 in city centre alone.
- SAYLS volunteers joined the GamesMakers
- Paralympic Flame at the Sheffield Fayre - 10,000 people





2013 Major Events Programme - Highlights

- British Junior Open Squash Championships - Jan
- British Athletics and European Trials and Indoor Athletics Championships – Feb
- The British Universities Championships – Mar
- Global Manufacturing Festival - Mar
- World Snooker Championships – Apr
- British Disability Swimming Championships
- Sheffield Half Marathon – Jun
- DocFest – Jun
- Sheffield Children’s Festival – Jun
- British Swimming Championships – Jun
- Cancer Research UK - Race for Life - Jun
- Cliffhanger – Jul
- Tramlines – Jul
- British Transplant Games - Aug
- Sainsbury’s School Games - Sep
- Art In The Gardens – Sep
- Made Festival – Sep
- Sheffield Food Festival – Sept
- European Karate Championships - Oct
- Fright Night – Oct
- Off the Shelf – Oct/Nov
- Christmas Lights, Switch On – Nov
- British Figure Skating Championships – Nov / Dec





Legacy

- World class venues
- SCC, STH and both universities partnership for NCESEM
- Award winning delivery
- ITTF European Table Tennis Hub
- Brazillian NOC – Road to Rio
- Improved relationship with GB Sports based here (TT, Diving, Boxing, Volleyball) - events, participation
- Capilatise on “games makers” – volunteer network
- Schools Games





Long Term Legacy

- Sustainable Venues
- Reducing Health Inequalities
- Growing Clubs



Partners

- Sheffield International Venues
- Marketing Sheffield
- Sheffield Hospitality
- Welcome to Yorkshire
- UK Sport
- University of Sheffield
- Sheffield Hallam University
- National Governing Bodies of Sport / International Federations
- Sheffield Academy of Young Leaders
- Claremont Hospital





- Questions



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