



Leicester  
City Council

**WARDS AFFECTED**  
City-wide

Cabinet

15<sup>th</sup> October, 2007

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**Leicester European City of Sport (United Kingdom) 2008 and Preparing for the Special Olympics 2009 and the Olympic and Paralympic Games 2012**

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**Report of the Corporate Director – Regeneration & Culture**

**1. Purpose of Report**

- 1.1 Leicester was awarded European City of Sport 2008 by the European Capital of Sport Association. This report proposes that Leicester promote 2008 as a Year of Sport to coincide with the honour, link with the 2008 Beijing Olympics and Paralympic Games, the commencement of the London Olympiad and encourage citizens to participate in a fit and active lifestyle to improve health inequalities in the City.
- 1.2 This report explains our intention to use our European City of Sport status as a catalyst to develop strategic links regionally, nationally and across Europe to develop a strategic plan up to, including and beyond the 2012 Olympic and Paralympic Games to be held in London, also incorporating the Special Olympics scheduled for Leicester in 2009.

**2. Summary**

- 2.1 Promoting the City as Year of Sport 2008 will help to link sport and physical activity with health and help to coordinate a wide range of sporting events and activities both local and city-wide.
- 2.2 It will also act as a foundation block to develop a five-year long term strategy for the delivery of legacy in partnership with the 2012 Executive Working Group.

**3. Recommendations**

- 3.1 It is recommended that Cabinet approve the promotion of “Leicester – Year of Sport 2008” and delegate authority to officers to deliver the initiative.
- 3.2 It is further recommended that officers are delegated with the task of developing in partnership with the 2012 Executive Working Group a five-year strategic plan centred on fully exploiting the benefits of European City of Sport, Special Olympics 2009 and the 2012 Olympic and Paralympic Games and that this plan is reported to Cabinet.

## **4. Report**

### **4.1 Background**

4.1.1 Leicester was awarded European City of Sport 2008 status by the European Capital of Sport Association and it is felt this is an ideal opportunity to promote Leicester in 2008 as a Year of Sport to raise its profile in the UK and Europe and to encourage more people than ever before to participate in sport and physical activity.

4.1.2 In addition, it can introduce and celebrate a myriad of activity and events with particular emphasis on the 2012 Olympic and Paralympic Games and our successful bid for Special Olympics 2009.

### **4.2 The 2008 European City of Sport - UK**

4.2.1 The title of 2008 European City of Sport –UK means the city now ranks as a major European centre for sporting excellence and good practice. It is the first time the UK award has been presented. This award runs from 1st January 2008 to 31st December 2008.

4.2.2 As part of its term as 2008 European City of Sport - UK, Leicester is obliged to ensure that it will continue to lead the way and demonstrate good practice to others by an ongoing commitment to the ACES manifesto: enjoyment in exercise, willingness to achieve, sense of community and an inclusive approach to sport, learning fair play, improvement of health and to promote the universal Olympic values on a municipal level.

4.2.3 The city is also committed to carry out the following:

- Leicester will be responsible for organising a one day conference in January 2008 on the topic of Sport and Integration. During this conference the award and presentation of a flag and trophy to Leicester would take place. The flag would be retained and the trophy returned after 12 months. We are also required to nominate a minimum of two short listed candidate cities for the award in 2009.
- To provide a representative (Head of Sport) to assist with the development of ACES.
- To represent the UK in a European-wide network of sporting cities.
- All literature and marketing material during 2008 should be branded with Leicester European City of Sport United Kingdom 2008.

### **4.3 2008 Year of Sport proposals:**

4.3.1 The title European City of Sport 2008 – United Kingdom offers Leicester a wealth of opportunities which can be delivered through a five-year strategic plan.

4.3.2 These could include joint partnership working with neighbouring Councils and agencies such as Sport England, Government Office – East Midlands and East Midlands Development Agency.

4.3.3 As part of the Year of Sport, officers will develop the strategic plan in partnership with the work currently being undertaken by the 2012 Executive Working Group.

4.3.4 Further investigation will be necessary to identifying whether further funding (additional to the Year of Sport 2008 initiatives) will need to be sourced. If so, this will be the subject of budget strategy discussions.

- 4.3.5 The European City of Sport award 2008, the Special Olympics 2009 and the 2012 London Olympic and Paralympic Games offers the City a unique opportunity to strategically plan, with others, to obtain maximum benefit for the City of Leicester and its residents.
- 4.3.6 This could include opportunities around preparation camps, young people, equal opportunity benefits, legacy benefits, and events attracted to the City and County.
- 4.3.7 To use the 2008 Year of Sport theme to encourage more people to attend and take part in sporting opportunities that reflect the European City of Sport manifesto objectives and Olympic movement values – united in friendship, United through Sport.
- 4.3.8 To coincide with the city's inaugural European City of Sport –UK conference in January 2008, the council working with local partners to develop and launch an attractive sporting events programme, which reflects the city's unique sporting & cultural heritage in preparation for the start of the London Olympiad.
- 4.3.9 The council's sports services will co-ordinate Leicester's inaugural Summer of Sport '08 to encourage local communities including individual sports clubs, schools, disability groups, youth and community groups, to apply for assistance and funding to stage local sporting events in which members of the public would be able to participate, free of charge.
- 4.3.10 The key aim of the Summer of Sport 08' programme is to provide further opportunities and encourage more people to participate in sport and physical activity.
- 4.3.11 Events would run across the city ranging from multi sports festivals, sport club open days and taster sessions providing a range of opportunities for the community to take part in.
- 4.3.12 Profiling of Leicester – Year of Sport 2008 would take place in prominent positions in the City.
- 4.4 Year of Sport 2008 events programme**
- 4.4.1 This is just a summary of what could be included alongside in addition to the community events programme outlined in 4.3.3.

<b>2008</b>	<b>Sports Events</b>
March – date tbc	Annual Women in Sport & Physical Activity Conference – Braunstone Leicester Centre
18th March	Sport Relief 2008 – encourage people to take part in the inaugural one mile run – potential city centre route to be considered. Working in partnership with BBC Radio Leicester
March – date tbc	Swimathon 2008 – Aylestone leisure Centre, Cossington Street Sports Centre, New Parks Leisure Centre & Evington Leisure Centre
June 23rd	(IOC) Olympic Day Fun Run celebrations - city primary schools take annual fun run & events
June - date tbc	Annual Leicester-shire Partnership Youth Games (10th) – providing an opportunity for city school children to take part in an Olympic style event
June, July, August	A Summer of Sport – working in partnership with national governing bodies delivering sport across the City to young people free of charge
July - date tbc	Women’s Race For Life – to encourage 10,000 women to take part in Leicester’s 10th anniversary race
August - date tbc	A&L Sports Fest 2008 – city centre showcase event for sport and physical Activity
October -date tbc	City of Leicester Marathon – full and half marathon in the city with a potential finish in Humberstone Gate

4.4.2 The programme of events would include our partners in the professional clubs, the voluntary and private sectors. No event would be too large or too small to be profiled.

4.4.3 A volunteer programme would be introduced in partnership with Voluntary Action Leicester to encourage more people to volunteer particularly in preparation for Special Olympics 2009 and London 2012.

#### **4.5 Conclusion**

4.5.1 By profiling Leicester 2008 as a year of Sport, the City would be able to celebrate its spirit of inclusion and equity, helping individuals, clubs and organisations to meet their objectives for the benefit of all. This needs to be seen in the context of developing a strategic plan for the Special Olympics 2009 and the Olympic and Paralympic Games 2012.

4.5.2 The City’s profile would be raised, reflecting our recent successes, particularly in terms of achieving Beacon status.

4.5.3 Promoting the City in this manner would raise the regeneration of Leicester locally, nationally and internationally.

## 5. **FINANCIAL, LEGAL AND OTHER IMPLICATIONS**

### 5.1. **Financial Implications**

There are no financial implications. Funding of the programme will be met by the Sports Services existing budgets.

*Paresh Radia, Senior Accountant, Financial Services, R. & C. (2526507)*

5.2. Financial implications relating to the strategic planning elements of the report are still to be investigated but will be reported into the Budget Strategy process for 2008/9..

### 5.3. **Legal Implications**

If members consider that this proposal promotes or improves the City's social well-being, then the Council has the power to do anything that it considers likely to achieve that object, with the exception of raising money.

*Greg Surtees, Senior Solicitor, Commercial & General Team, Legal Services (2526453)*

## 6. **Other Implications**

OTHER IMPLICATIONS	YES/NO	Paragraph references within the report
Equal Opportunities	Yes	4.1, 4.2, 4.2.2, 4.2.3, 4.3.3
Policy	Yes	Sports Strategy 2006-2008
Sustainable and Environmental	No	
Crime and Disorder	Yes	
Human Rights Act	No	
Elderly/People on Low Income	Yes	

## 7. **Background Papers – Local Government Act 1972**

7.1 There are no background papers.

## 8. **Consultations**

Paresh Radia, Senior Accountant, Financial Services, Regeneration & Culture – 1<sup>st</sup> August 2007

Greg Surtees, Senior Solicitor, Commercial & General Team, Legal Services – 2<sup>nd</sup> August 2007

## 9. **Report Author**

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## **DECISION STATUS**

<b>Key Decision</b>	No
<b>Reason</b>	N/A
<b>Appeared in Forward Plan</b>	N/A
<b>Executive or Council Decision</b>	Executive (Cabinet)