

**By:** Mike Hill, Cabinet Member, Community Services  
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**To:** Cabinet, 6 February 2008

**Subject:** Kent 2012 Progress Report on 2007

**Classification:** Unrestricted

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**Summary:** The attached report is presented for information and summarises progress during 2007 on the Kent Campaign for the 2012 Games.

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## **Introduction**

1. The Kent Campaign for the 2012 Games was established and is managed by Kent County Council via its Sport, Leisure and Olympics service within the Communities Directorate. The Campaign seeks to ensure that the County derives maximum benefit and long-term legacy from the London 2012 Olympic Games and Paralympic Games.

2. The Campaign involves a partnership of a wide range of organisations in Kent working together under a Coordinating Group; and nine sectoral task groups who aim to `ensure delivery` within the areas of sport, the arts, tourism, economic development and regeneration, volunteering, transport, skills and training, schools and young people, and communications and media.

3. The Campaign has a strategy, which was publicly launched in May 2007 by Dame Kelly Holmes, who is the patron of the Kent Campaign. To date, the work on the Campaign has entailed:

(a) raising awareness of the opportunities for Kent's companies, schools, sports clubs, arts organisations and individuals to take advantage of the Games and be inspired to strive for excellence in all that they do

(b) establishing robust structures to take the work forward

(c) producing a strategy

(d) delivering against the strategy, whilst planning for the long-term benefit for the County.

4. Although the Communities Directorate leads the work on the Campaign, it involves Units across Kent County Council. To ensure cross-Directorate working on 2012 matters, the Cabinet Member for Community Services established and Chairs a Cross-Directorate Group involving Cabinet Members with key roles on 2012. Also, he Chairs a Kent Olympics Advisory Board, which has in its membership

the two Kent Members of Parliament who have an Olympics remit (Hugh Robertson and Derek Wyatt). There is also an all-party Kent County Council Sport, Olympic and Paralympic Group, which provides advice to the Cabinet Member for Community Services.

### **Resource Implications**

5. The Progress Report on 2007 activity contains no additional resource implications for Kent County Council.

### **Recommendations**

Cabinet Members are asked to note the contents of the Progress Report on 2007.

### **Background Documents:**

Attached: Kent Campaign for the 2012 Games: Progress Report on 2007.

Kent Strategy for the 2012 Campaign (see [www.kentsport.org/london2012](http://www.kentsport.org/london2012) for full document or request a copy of the summary of key actions contained within the Strategy)

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