



# Game on

Nottingham





## Background

This paper identifies the programme of activities, events and programmes that are being delivered by Nottingham City Council and partners as part of the Nottingham offer for the London 2012 Olympic and Paralympic Games.

It presents the activities in chronological order starting with activities and programmes that contribute towards the pre Games offer, before moving into Games time delivery and the legacy activities and outcomes that will follow:

| Date  | Event  |
|---|--|
| Present   | Game On branding and   |
| Present   | Nottingham Champions.  |
| Present   | Nottingham International Cultural Exchange(NICE) for Schools and Young People. |
| Present   | City Schools Competition Calendar  |
| Present   | Nottingham in Bloom Castle Carpet Bed competition                              |
| 23 <sup>rd</sup> March                              | Official opening of Victoria Leisure Centre                                    |
| 31 <sup>st</sup> March – 16 <sup>th</sup> September | Living Silk Exhibition   |
| March – September                                   | Community Support and Festivals  |
| 28 <sup>th</sup> April                              | City v University Games  |
| 28 <sup>th</sup> – 29 <sup>th</sup> April           | Big Splash   |
| May – September                                     | Illuminate   |
| May – June  | School Games Flag Relay  |

| Date   | Event                                |
|--|--------------------------------------|
| 25 <sup>th</sup> – 29 <sup>th</sup> June     | School Sport Festival                |
| July - August                                | Holiday activities                   |
| July - August                                | Citycard Sport and Leisure Promotion |
| July - September                             | Leisure Centre's                     |
| July – September                             | Health Walks                         |
| July   | Jamaica 50                           |
| 28 <sup>th</sup> July                        | Street Racing                        |
| 4 <sup>th</sup> August                       | Riverside Festival Sports Zone       |
| 2 <sup>nd</sup> September                    | Disability Sport Festival            |
| 7 <sup>th</sup> – 15 <sup>th</sup> September | World Event Young Artists            |
| November                                     | Nottingham Sports awards             |



**Present**

**Game On Branding and Website**

The creation and launch of the Game On branding and associated website provides a central location for the promotion of the whole Nottingham offer. The website includes a newsfeed for latest developments, videos and blogs of Nottingham Champions and information about the events and activities taking place during this period.



**Nottingham Champions**



Online blogs, videos and case studies of Nottingham people connected to the Games. These include athletes with inspirations of competing at the Games, officials, coaches, Torchbearers and volunteers, as well as previous Olympians that live in the city. They will tell their stories about the Games and their aspirations to motivate and inspire fellow city residents.

We have 10 Champions at present including Ruebyn Richards, Jess Sylvester, Sasha Matthews, Jack Whelbourne, David Richardson and are continuing to grow and expand this list.



**Nottingham International Cultural Exchange (NICE) for Schools and Young People.**



On-line exchange of children & young people's artwork, (images, media, writing) between Nottingham schools' partner schools, inc. France, Spain, Germany, Nepal, Lebanon, Brazil, Mexico, Jamaica, China, Pakistan, twin cities, and open world wide.

**City Schools Competition Calendar**

Ongoing programme of leagues and competitions in over 20 different sports offered to all City primary and secondary schools. All competitions will feature the awarding of School Games Gold, Silver and Bronze medals as well as an end of year School Sport Awards Ceremony

**Nottingham in Bloom Castle Carpet Bed competition**

Schools design competition for one of the carpet beds in Nottingham Castle to celebrate the London Games in 2012. The winning design will be planted in the castle grounds during June 2012 and will remain in there until October 2012.



# Game on Nottingham



## March

**Official opening of Victoria  
Leisure Centre**  
23<sup>rd</sup> March

Official opening to mark reopening of the Centre and will launch the Game On delivery period.

- VIP opening to include Councillors and Nottingham Champions to open centre.
- Game On dressing through the day.
- at the Champion - challenge for local schools and the public to beat the performances of the Nottingham Champions in swim and gym activities
- Public free access open day from 3pm



**Living Silk Exhibition**  
31<sup>st</sup> March – 16<sup>th</sup> September



A major exhibition from the Hangzhou National Silk Museum. With events and marketing assisted by the Illuminate Group and MA students in Art & Design from Nottingham Trent University. The regional launch of 'Stories of the World' will take place in the gallery on Thursday 29<sup>th</sup> March and the formal exhibition launch on Friday 30<sup>th</sup> March.

Support package for community groups and organisations to deliver their own 2012 themed activities and events. Package includes:

**Community Festivals**  
March – September

- Game On Community Toolkit to support groups to deliver activities; featuring ideas for delivery, step by step guide to deliver an event and Game On marketing resource to promote events
- 6 funding surgeries to support sports clubs and community groups to identify and apply for national funding and resources. Up selling on funding bids to incorporate 2012 themed activities (eg club wanting to start new team, host Game On themed open day to drive recruitment
- Encouraging Area Committees and Ward Councillors to consider funding requests (£2,012 per area) from local ward based groups to deliver 2012 themed activities and events and to simplify this process through liaison with Neighborhood Action Officers

# Game on Nottingham



## April

### **City V University Games** 28th April

New event featuring Nottingham clubs competing against teams from Nottingham University across 11 different sports. These include:

- Badminton, Basketball, Hockey, Netball, Squash, Table Tennis, Ultimate Frisbee, Volleyball, Korfbal, Women's Football and Archery

Over 300 local people and students will participate in the event, with an eventual winner being determined, either the City or the University. Annual event will pursue for future years



### **Big Splash** 28<sup>th</sup> / 29<sup>th</sup> April



Big Splash is a 10 month National Awareness Campaign aimed at inspiring the nation to swim, it starts in May 2011 and will finish in April 2012 with a 1km swim challenge. Victoria Leisure Centre is a regional flagship site for the event and will host all local 1km challenges. In addition Nottingham Champions will feature, Game On branding through the event and promotion of the Nottingham Swim School.

## May

### **Illuminate** May - September

Nottingham Museums' Young Arts Collective [22 individuals] selecting Chinese items from the collection to accompany the National Silk Museum's exhibition loan from China. The group have created a logo and set up a Facebook page to pass on information about their involvement with the project. They will write and participate in a stop frame animation film using figures inspired by the Nottingham collections, to accompany the exhibition. Several museum volunteers have also supported the latter element. The filming will take place at Wollaton in August.

### **School Games Flag Relay** May - June

City wide event involving all City schools working in clusters to carry a School Games Flag from school to school. A launch is planned for 18<sup>th</sup> May, culminating at the Primary School Track & Field Championships on 28<sup>th</sup> June. The programme will also feature schools running Olympic Torch design and Olympic Values Poetry design Challenges with pupils with Gold, Silver and Bronze medals being awarded.



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## June

**School Sport Festival**  
25<sup>th</sup> – 29<sup>th</sup> June



Week long festival of various school sport, including city wide finals in a variety of sports, including the conclusion of the School Games Flag relay at the Primary School Track & Field Championships on 28<sup>th</sup> June.

**Torch Relay**  
28<sup>th</sup> June



Evening celebration of the Torch Relay in Old Market Square, featuring a 2 hour extravaganza of music, dance and culture delivered by LOCOG and sponsors Lloyds TSB, Coca Cola and Samsung. Localised community hubs will feature activities on the Victoria Embankment (themed around sport), Nottingham Arena and Sneinton Square (culture and dance)



## July

**Holiday activities**  
July - August

Holiday activity programme themed around the Olympic and Paralympic sports. This will include a 'Going for Gold' theme during the first 2 weeks of the Games, where young people will take in Olympic Sports and challenges across all Leisure Centre sites. This will cumulate in Games themed festivals at each site with around 2,000 attendances during this period. The programme will offer Olympic Sport tasters throughout the year in addition to the above.



**Citycard Sport and Leisure Promotion**  
July - August

There are 290,000 city residents and 200,000 of these have a Citycard. Our offer is to provide a free attendance for all city residents with a Citycard to a variety of sporting and leisure activities taking place within our centres. This will include:

- Gym, fitness classes and health suite
- Swimming
- Sport specific access – tennis, badminton, squash
- Physical activity – Active Families, Notts Tots

This offer provides an opportunity to engage with a large section of the city and will utilise existing retention methods to promote continued use of our Leisure Centres.

# Game on Nottingham



## Jamaica 50 July

Supporting the delivery of a community festival on the Forest Recreation Ground to celebrate Jamaica's 50<sup>th</sup> year of independence. Featuring an adult football tournament through FC Cavaliers and a variety of additional activities in partnership with the ACNA Centre which hosts a number of Caribbean community groups including the Jamaican Friendship Society, Jamaican Nurses Associations and Blue Mountain Social Group

## Leisure Centre's July - September

Across all leisure centres a variety of activities and promotional campaigns will take place. Centres will host taster sessions in a variety of sports through local clubs, host mini festivals on the opening weekend of the Games and set challenges in both the pool and gyms through the period.

In addition to this each centre will display the Game On brand through staff uniform, poster, banner and bunting. All sites will also feature an updated medal tally and show the Games live through existing screens. Each centre will also deliver localised activities appropriate for their communities



## Health Walks July - September

25 local people from Nottingham City will be trained up to lead and deliver walks in local communities across the city providing a regular opportunity for residents to get physically active.

All guided walks during the Games period will be themed around 2012 and participants will measure their steps to collectively walk the distance from Nottingham to the Olympic Stadium and other Olympic and Paralympic venues in the UK. 2012 themed health walks and pedometer schemes through existing Best Foot Forward walks



## Street Racing 28<sup>th</sup> July



To coincide with the first week of the London Games we will host Street Racing, a running event in the Old Market Square featuring a 60m running track and grandstand. Over 400 young people attended last year and with 1,000's spectators in the Square. Event features additional athletics events including high jump, long jump and triple jump.

Whole site to be branded with Game On banners. Medals for all those that take part and sustainable participation opportunities through the Street racing Academy delivered through Notts AC

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## August

**Riverside Festival Sports Zone**  
4<sup>th</sup> August



During the middle of the London 2012 Games the existing Riverside Festival will feature a huge Sports Zone. Promoting Sport and Physical Activity to the 15,000 people that attend, a whole host of activities will be delivered, from sport tasters by local clubs and NGB's to organised festivals and tournaments on site.

This will be a focal part of the sport offer and will include promotion and delivery from the whole Sport Development team and partners



## September

**Disability Sport Festival**  
2<sup>nd</sup> September

During the Paralympics Old Market Square will showcase a variety of disability sport to raise awareness, promote and celebrate the local success of disability sport in the City. The event will feature a variety of sports including Powerchair football, wheelchair tennis and basketball, boccia, goalball and cycling.

This will include taster sessions, club demonstrations and participant showcases, as well as promote the Ability Nottingham programme.



**World Event Young Artists**  
7<sup>th</sup> – 15<sup>th</sup> September



World Event Young Artists is the very first event of its kind to take place. It is an exciting occasion bringing together and celebrating the talent and artistic excellence of young people from across the globe. In September 2012 World Event for Young Artists [WEYA] will bring a staggering 1,000 young artists (18 – 30 years) from 120 nations to Nottingham. Over a period of 10 days, these artists will bring the city to life with creative activity across all art forms including visual arts, music and gastronomy. These artists will have the chance to showcase their practice, exchange ideas and build future collaborations.



# Game on Nottingham



## November

### Nottingham Sports awards November



Annual celebration of community sport and physical activity, for 2012 awards will showcase any achievements of Nottingham Champions, including athletes, coaches, officials and volunteers. A showcase of the success will featuring, displaying the wide diversity of the different activities and events that were delivered.



