



Brighton and Hove's programme looking towards the Olympics and Paralympics in 2012 has three overarching aims:

Profile

- To raise the **profile** of the city nationally and internationally; benefiting its economy

Participation

- To increase active **participation** amongst residents

Sporting Infrastructure

- To support improvements to the **sporting infrastructure** of the city

The headline components of the programme are:

1. To host one new sporting flagship event in the city each year; Brighton Marathon 2010, Paddle Round the Pier 2011 and the Big Dance for 2012
2. To promote links and participation of the city; its organisations and events in any regional or national programmes
3. To enhance and encourage cross pollination of the sports/arts elements into 4 festivals each year; there are over 50 festivals in the city each year with huge potential to expand their reach as part of 10...11...12
4. To increase volunteering opportunities lined to participation in sport
5. To develop the opportunities at the identified Training Camp – Yellowwave
6. To support and work with key sports organisations and clubs in the development and promotion of new and existing sporting facilities
7. To underpin all activity with a communications strategy highlighting events, opportunities and developments in the city with a regular culture/sports calendar produced online.

The programme will be overseen by the City Strategy Group Chaired and led by Brighton and Hove City Council.

