

Brighton & Hove

10.11.12.

A year to go

The City's Plans for 2012



**Brighton & Hove
City Council**

Brighton & Hove

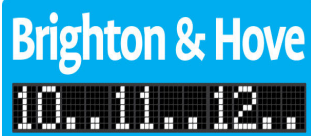
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Introductions

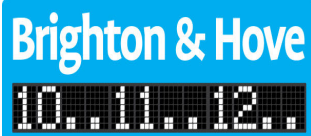
With one year to go the enthusiasm and interest in the London 2012 Games is growing at a local level, and particularly with the announcement that the city is one of 70 evening celebration venues for the Olympic Torch Relay. Brighton and Hove has a great deal of activity throughout any year – and the 12 month lead up to 2012 is certainly no exception.

The London 2012 Games will no doubt have an impact on tourism in the UK next year. However, what is not known is whether this impact will be a positive or negative one. One thing is for certain, Brighton and Hove alongside many other UK destinations must take advantage of the global attention to promote the city in a positive light.

It is a chance for the city to create some new events to add to the already strong events programme. We have the tourism infrastructure in place to build upon, we have the talented artists, organisations and sports operators to put fantastic events in place and we have locations people want to visit.

The year to go is also the perfect moment to promote opportunities for all our residents to take part in the action and to create new chances for people to volunteer, to get active and engage in the life of the city.

The programme information in the next few pages gives a taste of the events ahead. There could be more – there will be more!



Highlights

The highlights of the Brighton & Hove 10..11..12 programme

September

5 Rings Walks Challenge

The Brighton & Hove 2012 team, Healthwalks, Citypark Rangers and Active for Life have come together to provide a series of themed walk challenges starting this Autumn and running right up to the Olympic Games. There are three rounds of walks, Autumn/Winter 2011 which has a nature/wildlife theme, Spring 2012 with a 'new start' and fitness theme, and Spring/Summer 2012 with a history & culture theme.

All the walks are circular to represent the five rings of the Olympic symbol, and many are wheelchair and/or buggy accessible. Participants can challenge themselves to complete all the walks within the different rounds and be entered for a prize in a special celebration walk before the London 2012 Games.

October

White Night

Brighton and Hove's annual free all-night arts festival is this year themed around Utopias. The festival takes place on the night that the clocks go back and has become the city's cultural reclaim of the streets – providing an alternative to the dominant homogenous Saturday drinking and clubbing crowd.

There are more than 60 unique and extraordinary 'one night only' cultural events taking place across the city, in cultural venues, cafes, parks, squares, streets, pop up spaces, and on people's smart phones and music players. All events are delivered in partnership with a wide range of organisations and agencies. As part of the 2012 programme White Night is working with the Sports Development team and Sussex Golf Partnership to create a late night 'city golf' with the course running through the city and culminating in a special crazy golf hole designed by artist John Varah. White Night is also hosting a special event to collect stories, songs and shanties for The Boat project – heralding the arrival of the Boat in the Spring.

November

Oska Bright Film Festival

The revolutionary worlds first short film festival managed and presented by people with learning difficulties showing their films from around the world and facilitated by Brighton based Carousel and Junk TV. This year is the 5th edition and takes place at the Brighton Dome Corn Exchange. Its programme is dedicated to the Olympic and Paralympic themes.

December

Burning The Clocks One of the biggest community events of the year and a true Brighton & Hove traditional celebration of the winter solstice created and delivered by Same Sky. The lantern parade is open to everyone in the city with workshops held all over the city in the build up. This year the central makes will also reflect and celebrate the themes of London 2012. Each year around 20,000 come to watch with more than 1000 people of all ages carrying their own specially created lanterns.

February

Sussex Beacon Half Marathon

2012 is the 22nd year of the Brighton Half Marathon. The race was started by the local running clubs until the Sussex Beacon took over in 2004. Over the past 16 years the race has grown from 200 entrants to over 8000 entrants and we are now one of the largest running events in the south east and the primary fundraiser for the Sussex Beacon, a clinical care centre for men and women living with HIV. Since 2008 the event has also featured hugely popular Youth Races which have become the training ground for some of the City's upcoming track and long distance stars.

March

Let's Dance

Over 2,500 children and young people take part every year in Lets Dance, run by the Brighton & Hove School Sports Partnership. It has grown to be one of the largest dance events of its kind in the country.

Lets Dance offers a huge variety of styles and musical diversity and includes performers as young as 4 alongside the more accomplished gifted and talented young people who aspire to be professional dancers of the future.

April

Children's Festival and Brighton Marathon

Brighton & Hove Children's Festival returns from 9th-16th April 2012. The theme for this year is 'Courage': taken from one of the core Paralympics values, and we will be challenging the cities children and families to 'feel the fear and do it anyway'.

The 2012 edition of the Brighton Marathon will be bigger than either of the two previous editions. 18,000 entries have been accepted, a 20% increase on the Brighton Marathon 2011. This puts the Brighton Marathon into the top 12 running events across the UK.

May

Brighton Festival and The Boat Project

Winner of 'Artists Taking The Lead' commission for the South East

One of only 12 Cultural Olympiad commissions across the country supported by Arts Council England and Legacy Trust UK, The Boat Project sees a beautiful sea-faring boat being built out of wood donated by people across the region: from tennis rackets, to guitars, cricket bats, school rulers and even wooden legs! Each piece of wood has a story which will also be archived to create a unique picture of the region's personal memories and journeys.

The boat will undertake a maiden voyage along the south coast in spring/summer 2012 starting off with a week long residency for the Brighton Festival in May 2012 where it will be the catalyst for a programme of celebratory events involving the city's cultural venues and communities including a new collaboration from Blast Theory, Brighton Festival, Fabrica, Lighthouse, Photoworks and the University of Brighton called Voices of the Sea

June

Stories of the World and TakePart International Sports Festival

Brighton Museum and Art Gallery are producing and presenting Stories of the World: an innovative new world cultures gallery, opening 23 June 2012 as part of the London 2012 Festival. The gallery will display Brighton Museum's stunning collections from Africa, Asia, the Americas and the Pacific alongside contemporary art and artefacts. The redevelopment is a partner project in the Stories of the World programme; an official part of the Cultural Olympiad for the London 2012 Olympic and Paralympic Games. The gallery is being developed with young people from the city and beyond. Young people's voices are being gathered in different ways to offer visitors to the gallery new routes into this exciting and unique collection.

TakePart is the city's international festival of sport and in 2012 will be in its 4th year. Each year it gets bigger and better offering hundreds of activities, taster sessions and inspirational demonstrations to the city's residents to encourage them to change their lives, get active, get happy, keep fit and lead healthier lifestyles.

July

Olympic Torch Relay and The Torch Weekend

Brighton & Hove is one of around 70 celebration locations across the UK. Hosting the torch is seen as a big honour as locations have been chosen to represent iconic aspects of Britain. LOCOG and the Presenting Partners, Coca-Cola, Lloyds TSB and Samsung, will stage a celebratory evening event on Hove Lawns, offering thousands of people the opportunity to share in the Olympic spirit.

The city's cultural organisations are also planning to celebrate by creating Brighton's own bank holiday weekend around the torch. Brighton Carnival is planning a special event and South East dance's hugely successful participatory Big Dance will also take place over that weekend plus the second of the city's People's Day. On the Torch Monday, the parade will make its way to Hove Lawns entertaining and picking up spectators on the way to its destination on Hove Lawns.

August

Summer Ice skating

In August/September of next year, we have plans to install a temporary ice rink in the Brighton Centre which would act as a 2012 focal point in addition to offering skating sessions – a Winter Olympics indoors, out of the heat of the summer with large screens showing Olympic and Paralympic footage.

2011				2012	
SEPT	OCT	NOV	DEC	JAN	FEB
1 st Girls Get Active Day	2 nd Argus Achievement Awards			Throughout Year The Diamond Jubilee	
				Throughout Year 2012 Celebrations	
Starting 3 rd September through to April The 5 Rings Walks Challenge					
3 rd & throughout the Autumn World Host training programme					
25 th Brighton Triathlon	5 th Older People's Wellbeing Event	20 th Brooks 10km Run	21 st Burning of the Clocks	28 th South of England Cross Country Championship	19 th Sussex Beacon Half Marathon
	11 th – 14 th Run Around the World Schools Challenge				
	12 th Sports & Physical Activity Awards				
	12 th Launch of Sports & Physical Activity Grants				
26 th Primary Schools Annual Poster Competition	16 th RISE – Women's 8km Charity Run	22 nd , 23 rd & 24 th Oska Bright Film Festival			
	28 th Girls Get Active Day				
	29 th White Night				

2012					
MAR	APR	MAY	JUNE	JULY	AUG
Throughout Year The Diamond Jubilee					
Throughout Year 2012 Celebrations					
			12 th June through to 9 th September Finale of the Cultural Olympiad		
Starting 3 rd September through to April The 5 Rings Walks Challenge		7 th – 29 th Brighton Festival	TBC Take Part + Older Persons Olympics	7 th & 8 th Pier to Pier Swim	TBC Pride
7 th – 10 th Lets Dance	1 st Gold Run		TBC London to Brighton Bike Ride	7 th – 15 th Big Dance	
12 th – 23 rd Aqua Festival	9 th – 15 th Brighton Punch & Judy Jamboree	17 th Gold Run	TBC Hove Park Road Race	16 th Torch Replay	29 th Opening of Paralympic Games
TBC Special Schools Sports Festival	9 th – 16 th Children's Festival	TBC Brighton Festival Fringe	TBC Race for Life	26 th , 27 th & 28 th Open Weekend	TBC Indoor Ice Rink
	15 th Brighton Marathon	TBC The Boat Project	TBC Stories of the World Gallery Opening	27 th Opening of Olympic Games	
			TBC Primary Schools 2012 Project Celebrations	TBC Brighton Carnival	TBC Paddle Round the Pier
				TBC England Hockey Roadshow	SEPT
				TBC Whoops Street Show	TBC Brighton Triathlon

A sustained series of linked communication activity is required to highlight the involvement, impact and benefits of the London 2012 Games for Brighton & Hove residents, businesses and visitors. To help people recognise that the local programme of events and projects is inspired by 2012 and gives them a way to feel part of this major event.

Our Communications Team will produce three further seasonal leaflets – Autumn 2011, Spring 2012 and Summer 2012 in addition to dedicated social media campaigning.

VisitBrighton

VisitBrighton has already commenced tourism marketing activity relating to London 2012. This includes:

- Commissioned video filming of the city to produce a 'B-Roll' on Brighton & Hove (this is HD quality, un-edited footage that can be used by broadcasters across the world).
- Created specific 'Get Set for the Games' section on VisitBrighton.com, which will act as a 'hub' for all London 2012 Games related visitor information. This site section will be continually updated <http://www.visitbrighton.com/site/things-to-do/get-set-for-the-games>
- Written and distributed a press release to UK consumer media marking one year to go to the Games and presenting Brighton & Hove as a perfect alternative destination to the city.
- Worked with VisitBritain to provide Brighton & Hove content into the '**British Film Locations Guide**' that will be provided to all international media coming to the UK in 2012.
- Hosted a press trip (July 2011) for German travel media presenting Brighton & Hove as a sporty destination. Over 10 travel features have already been published as a result of this press trip, gaining significant international coverage for the destination.
- Assisting German and Brazilian TV crews who both filmed in Brighton & Hove in early summer 2011 for TV shows scheduled for broadcast in 2012 in the run up to the London 2012 Games.
- Working with Yellowwave Beach Sports Centre to sell Brighton & Hove to potential beach volleyball teams. On 8 August 2011, we are co-hosting a representative from the Swiss Beach Volleyball Association.

Additional marketing work by VisitBrighton related to the London 2012 Games has five objectives:

1. To present Brighton & Hove as a viable 'destination alternative' to London for UK and overseas visitors during the Games period. This activity focuses on our connectivity to London, value of accommodation and strong visitor product offering.
2. To generate additional room bookings in the city relating to the Torch Relay; this will be done by marketing a "Torch Relay Long Weekend". This is subject to a range of additional activities taking place in the city over that weekend that create a platform for this.
3. To act as a 'hook' to gain additional international media coverage of Brighton & Hove, cementing on Brighton & Hove's proximity to, and associations with London; thus supporting our tourism marketing in the medium to long term.
4. To act as a 'hook' to promote Brighton & Hove as a healthy & sporty destination for visitors; presenting the range of active opportunities for visitors on land and water.
5. To further promote Brighton & Hove credentials as a cultural visitor destination, using events and new facilities in the city that form part of the Cultural Olympiad as a 'hook'.

Objectives 1 & 2 relate to the Games period itself whilst Objectives 3, 4 & 5 use the Games as an opportunity for longer term tourism benefit in Brighton & Hove; this is key to our strategy. Key activity includes:

- **Development of London Games related content on www.visitbrighton.com** – this will be ongoing to include news / updates / events / travel information etc.
- **Increase in social media activity relating to key events (Torch Relay / Boat Project / Stories of the World Gallery etc)** – this will be ongoing, with focus in the weeks up to each event.
- **Feeding B&H's London 2012 activity into regional / national channels** – this will be ongoing with expected peaks in late 2011 (when "What's On in 2012" round ups are produced) and early 2012.
- **Hosting of national and international media** – this will be ongoing, with an expected increase in media visits for press in early 2012, and broadcast media in spring / early summer 2012 (up to and including the Games period). NOTE: We are already working with a major Asian broadcaster to facilitate a travel programme that will be broadcast in Japan / South Korea and China in the run up to London 2012. We are co-ordinating and arranging the filming ideas / itinerary for the Brighton shoot

which is scheduled to take place in March 2012. This will include a Japanese or Korean celebrity visiting Brighton & Hove.

- ***Delivery of photographic imagery / video content to media*** – this will be ongoing, with an anticipated rise in early 2012.
- ***Communicating with VisitBrighton Partners to ensure they are aware of London 2012 Games related events and activities.***