



Gold Challenge is a brand new sponsored charity event where participants can take part in Olympic and Paralympics sport challenges.

Whatever your age, whatever your ability, you can take on the Gold Challenge and all proceeds go to charity.

Gold Challenge is part of the official mass participation legacy programme for London 2012 – Places People Play.

The Gold Challenge works with the British Olympic Association, Sport England, **sportscotland**, Sport Wales, ParalympicsGB and the National Governing Bodies of the Olympic and Paralympic sports.

Adult Gold Challenge

The Adult Gold Challenge is a unique new charity challenge where you can test yourself in 5, 10, 20, or 30 Olympic and Paralympic Sports by the end of 2012. You can take part in Gold Challenge as an individual or as part of a team challenge

- **Olympic Sport Challenge**
- **2012 km Challenge**
- **Gold Challenge In A Day**

The Gold Challenge is open to everyone aged 16 and above and encourages everyone to take part irrespective of ability and fitness levels.

Youth and Family Gold Challenge

The Youth & Family Gold Challenge is a charity challenge where anyone seven and over can take on Olympic and Paralympic sports to raise money for charity

There are three great challenges to choose from depending on whether you want to learn new sports, do something together as a family or push yourself:

- **5 Sport Challenge**
- **Family Activity Challenge**
- **2012km Challenge**

Our challenges in Bath & North East Somerset are to...

...make use of Olympic and Paralympic sports to increase participation levels and promote programmes that contribute to Get Active Strategy

...integrate the Gold Challenge into existing programmes and events including P2H, Community Activators, Running with the Girls to provide motivation, and improve retention by giving new challenges and exit routes for clients and participants

...offer Family Activity Challenges as part of Breakthrough Project with pupils taking part in challenges with their mentor and family members.

...provide a programme of Gold Challenge events will provide opportunities for challengers to complete their challenge e.g. Gold Challenge Cotswold Way 10 k race will be part of the Music and Sport Festival at Bath Race Course in July 2012, Bath Rugby Triathlon (Rowing, Swimming and Running); Sport Relief Mile (March 2012), Bath Half, 5k series and Cycle races in Royal Victoria Park

...organise celebration events to recognise the achievement of challengers. This will include a category at the annual Chairman's Sport Awards

...work with leisure providers/centres to offer Gold Challenge sessions to provide coaching in specific sports or provide the opportunity to clock up valuable kilometres for the 2012 challenges using gym equipment and pools. (Eligible for Sportivate funding)

...provide a series of 'Gold Challenge in a Day' at Aquaterra managed Leisure Centres for Council staff and general public. A service to organise corporate challenges will be offered to local business by Sport and Active Lifestyles.

...encourage and support clubs to open their doors to 'Gold Challengers' and hold taster sessions and attract new members. These projects would be eligible for Sportivate funding if they target 14 – 25 year olds. Local facilities and clubs will be supported to get themselves listed on the Sport Finder database so that sessions can be promoted and Challengers signing up can see what is on offer in the area

...provide sports leadership programmes to increase capacity to provide more 'Gold Challenge' coaching opportunities

...offer work place Gold Challenge programmes for BANEs/PCT staff (and other organisations). Staff teams to complete in 'Team Gold Challenges. Cycling to work would contribute to 2012 km challenge. Badminton, table tennis, swimming sessions will be organised for staff. The Sport and Active Lifestyles have signed up to complete the 2012km challenge by the end of October 2011!

...invite Councillors to take part in a special challenge

...to work with Gold Challenge and local charities to tailor fundraising to local priorities e.g. Julian House, Bath Cat and dogs Home, Forever Friends, Bath Rugby Community Foundation, Clic Sargent, British Heart Foundation

...create opportunities to link with businesses and deliver Gold Challenge sports/events

...promote and facilitate and programme of Family activities provided by clubs, coaches and leisure centres linked to Gold Challenge that will support community programmes e.g. Gold Challenge Weekends or Holiday Camps for adults and children, Bath Rugby Gold Challenge Triathlon (Rowing, Swimming and Running), Bath Half Junior Series

...work with School Sport Partnerships to provide a Schools Gold Challenge programme

...make the most effective use of the access to GB athletes and Olympic Legends through gold Challenge for events

...use monthly reports provided by Gold Challenge which will include Level of interest for sports and activities so programmes can be designed locally to respond to demand.

...to engage with Olympic and Paralympic GB coaches and Programmes for 'challengers' to have tasters in sports. Pentathlon GB are going to run a programme of taster sessions for shooting, fencing, swimming and running at Culverhay Sports Centre in February. It is hoped this a programme of monthly master classes will be offered beyond this

...promote the Senior Challenge for over 50's to engage older people

...facilitate cross-club challenges - different clubs to challenge each other in their sports e.g. Rugby coach Hockey for 3 hours and then they compete in a friendly rugby match and vice versa

...develop a full marketing and media plan with Communication and Marketing that will take advantage of social networking to promote the opportunities to be active in Bath and North East Somerset

...to make Bath and North East Somerset and even better place to live, work and visit

What will your challenge be?



