

DRAFT

Together in Sport Charter Rushcliffe: The Home of Sport

This Charter brings together Sports Clubs from across The Home of Sport and Rushcliffe Borough Council to harness sport's potential for community wellbeing and a thriving visitor economy.

Our Vision

We want healthier, more connected communities while attracting visitors from across the UK and beyond. By pairing sporting events with local culture, hospitality and attractions, we will drive economic growth, support local businesses and elevate the visitor experience across Rushcliffe and the wider area.

How We Will Work Together across Rushcliffe Borough

- Strengthen our reputation as the Home of Sport and a prime destination for sports and wider tourism
- Promote the achievements of professional clubs and grassroots teams to celebrate our sporting heritage
- Partner with tourism organisations to feature sports events in visitor programmes
- Launch integrated marketing campaigns that target both sports fans and leisure travellers
- Use major and minor events to spotlight and encourage visits to local attractions, use local accommodation, dining and retail
- Jointly build a year-round calendar of sporting and cultural activities to sustain visitor interest and develop Rushcliffe as a destination
- Support small businesses and community groups in delivering visitor-focused services
- Invest in sport-led regeneration to improve public spaces and visitor facilities
- Have meaningful engagement with our residents to enhance the local community
- Forge links with neighbouring partners, Councils and the East Midlands Combined County Authority to enhance collaboration in achieving Our Vision

Collaboration

This Charter highlights where joint effort delivers the greatest value; how shared actions enhance the local economy and experiences for residents and visitors alike.

We, the undersigned, commit to this “Rushcliffe: Together in Sport” Charter to leverage sport at all levels, from elite to grassroots, to boost community health, sustainability and the visitor economy.

Signed by:

