

STOCKTON-ON-TEES BOROUGH COUNCIL

CABINET RECOMMENDATIONS

PROFORMA

Cabinet Meeting14th May 2009

1. Title of Item/Report

The 2012 Olympic Games & Paralympic Games

2. Record of the Decision

Consideration was given to a report that provided Members with the Vision, Aims and Proposals as to how Stockton Borough Council with its partners intended to exploit the benefits of the 2012 Olympic & Paralympic Games for the benefit of the boroughs residents.

Stockton Borough Council and its partners in Stockton Renaissance recognised the potential arising from the 2012 Olympic Games, Paralympic Games and the Cultural Olympiad. A broad range of benefits could be achieved across the 8 regional themes defined by the North East England Board of the Olympic Games. In Stockton it was believed the focus would be on three strategic priorities;

Strategic Priority 1

- To use the London 2012 Olympic & Paralympic Games, and the interest in sport & elite sports performers that it generates, to increase the number of people of all ages participating in sport and active leisure, towards health, wellbeing, and personal achievement objectives.

Strategic Priority 2

- To use the London 2012 Olympic & Paralympic Games, and the media and public discourse surrounding the Games, to highlight and celebrate positive national identities and shared values, in ways, which celebrate diversity and strengthen and connect communities locally.

Strategic Priority 3

- Promote awareness of the business opportunities associated with the London 2012 Olympic & Paralympic Games and enable Stockton and Tees Valley businesses to win direct and indirect new business, through coordination, support and brokerage, including the pursuit of Olympic & Paralympic Games training site opportunities.

Stockton Council would establish an Olympic & Paralympic Games Opportunities Group (OPGOG), bringing together a range of Council

services and partners agencies, to oversee the development and implementation of an Olympic & Paralympic Games Opportunities Plan (OPGOP). The group would consist of officers from relevant services and representatives of local sports bodies such as Tees Valley Sport and the Community Sport Network. A draft Olympic & Paralympic Games Opportunities Plan would be presented to Cabinet in September.

The Group would also contribute to, and provide a focus for sub-regional and regional planning groups relating to the 2012 Games and relating to work in Stockton for the 8 Regional Olympic & Paralympic Games themes.

The funding strands and anticipated responses from Stockton Borough Council were outlined, and it was expected that the Opportunities Plan would expand upon these.

These programmes presented opportunities for external funding, but in many cases this would be in the form of match funding and would be relatively small sums. The OPPG would need to look at the leverage funding opportunities and further match funding requirements, helping the Council and its partners to prioritise its own limited resources.

Some 'new money' had already been provided by North Tees Primary Care Trust, for the first stage of a communication campaign to encourage more widespread participation in sport and active leisure, reflecting the joined-up approach of the Council and PCT in relation to the Health & Wellbeing agenda. It was intended to link this campaign to the Olympics and to seek to find further match funding and sponsorship to sustain this campaign.

The policy should help to generate more examples of this sort of strategic responses to 2012, and to establish a consistent and incremental approach to changing lifestyles and improving the economic vitality of the area, on the back of Olympic interest.

RESOLVED that:-

1. The 3 strategic priorities for Stockton Borough Council in relation to the 2012 Olympic & Paralympic Games, prioritizing business opportunities, fostering community cohesion, and the promoting active lifestyles for better health be approved.
2. The development of the 'Stockton-on-Tees Borough Council Olympic & Paralympic Games Opportunities Plan' to enable officers to pursue and maximise the available opportunities be endorsed.

3. Reasons for the Decision

To enable Stockton-on-Tees Borough Council to maximise the economic, social, public health and sporting opportunities presented by the Olympic & Paralympic Games and to foster greater local pride through our aspiring Olympians and Paralympians.

4. Alternative Options Considered and Rejected

None

5. Declared (Cabinet Member) Conflicts of Interest

None

6. Details of any Dispensations

N/A

7. Date and Time by which Call In must be executed

By Midnight, Friday, 22nd May 2009

Proper Officer
19 May 2009