

AGENDA ITEM

REPORT TO CABINET

14TH MAY, 2009

**REPORT OF CORPORATE
MANAGEMENT TEAM**

CABINET DECISION

*Sport & Leisure – Leader of the Council, Councillor Lupton
Arts Leisure & Culture – Lead Cabinet Member, Councillor Mrs Womphrey
Adult Services & Health – Lead Cabinet Member, Councillor McCoy
Children & Young People – Lead Cabinet Member, Councillor Cunningham
Corporate Management & Finance – Lead Cabinet Member, Councillor Laing
Regeneration & Transport – Lead Cabinet Member, Councillor Cook
Environment – Lead Cabinet Member, Councillor Mrs. Beaumont
Access & Communities – Lead Cabinet Member, Councillor D. Coleman
Housing & Community Safety – Lead Cabinet Member, Councillor Nelson*

THE 2012 OLYMPIC GAMES & PARALYMPIC GAMES

1. Summary

The purpose of this report is to provide Members with the Vision, Aims and Proposals as to how Stockton Borough Council with its partners intends to exploit the benefits of the 2012 Olympic & Paralympic Games for the benefit of the boroughs residents.

2. Recommendations

It is recommended that Members:

1. Agree 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.
2. Endorse the development of the 'Stockton-on-Tees Borough Council Olympic & Paralympic Games Opportunities Plan' to enable officers to pursue and maximise the available opportunities

3. Reasons

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. Members Interests

Members (including co-opted Members with voting rights) should consider whether they have a personal interest in the item as defined in the Council's code of conduct (paragraph 8) and, if so, declare the existence and nature of that interest in accordance with paragraph 9 of the code.

Where a Member regards him/herself as having a personal interest in the item, he/she must then consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest (paragraphs 10 and 11 of the code of conduct).

A Member with a prejudicial interest in any matter must withdraw from the room where the meeting considering the business is being held –

- in a case where the Member is attending a meeting (including a meeting of a select committee) but only for the purpose of making representations, answering questions or giving evidence, provided the public are also allowed to attend the meeting for the same purpose whether under statutory right or otherwise, immediately after making representations, answering questions or giving evidence as the case may be;
- in any other case, whenever it becomes apparent that the business is being considered at the meeting;

and must not exercise executive functions in relation to the matter and not seek improperly to influence the decision about the matter (paragraph 12 of the Code).

Further to the above, it should be noted that any Member attending a meeting of Cabinet, Select Committee etc; whether or not they are a Member of the Cabinet or Select Committee concerned, must declare any personal interest which they have in the business being considered at the meeting (unless the interest arises solely from the Member's membership of, or position of control or management on any other body to which the Member was appointed or nominated by the Council, or on any other body exercising functions of a public nature, when the interest only needs to be declared if and when the Member speaks on the matter), and if their interest is prejudicial, they must also leave the meeting room, subject to and in accordance with the provisions referred to above.

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SUMMARY

The purpose of this report is to provide Members with the Vision, Aims and Proposals as to how Stockton Borough Council with its partners intends to exploit the benefits of the 2012 Olympic & Paralympic Games for the benefit of the boroughs residents.

RECOMMENDATIONS

It is recommended that Members recommend to full Council that they:

1. Agree 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.
2. Endorse the development of the 'Stockton-on-Tees Borough Council Olympic & Paralympic Games Opportunities Plan' to enable officers to pursue and maximise the available opportunities

DETAIL

3. The 2012 Olympic & Paralympic Games will be the largest sporting event ever held in the UK in terms of scale and profile. They will bring real economic and social benefits through: the regeneration of East London; improved skills and business opportunities; the development of sporting talent; and increased tourism. But the 2012 Games present an opportunity for the whole of the UK, and have the potential to deliver benefits across the country, with a lasting legacy of improvement and achievement.
4. The 'legacy' of the London 2012 Games refers to the imprint they will leave. It is therefore not just what happens after the Games, but what we do before and during them to inspire individuals and organisations across the UK to strive for their best, to try new activities, forge new links or develop new skills. The Olympic and Paralympic Games have a unique power to inspire all of us as individuals and to drive increase pride and cohesion in our communities.

5. Stockton Borough Council and its partners in Stockton Renaissance recognise the potential arising from the 2012 Olympic Games, Paralympic Games and the Cultural Olympiad. A broad range of benefits may be achievable across the 8 regional themes defined by the North East England Board of the Olympic Games.

STRATEGY

6. In Stockton we believe the focus should 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.

DELIVERY

7. Stockton Council will 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 will consist of officers from relevant services and representatives of local sports bodies such as Tees Valley Sport and the Community Sport Network.
8. A draft Olympic & Paralympic Games Opportunities Plan will be presented to Cabinet in September.
9. The Group will also contribute to, and provide a focus for sub-regional and regional planning groups relating to the 2012 Games and relating our work in Stockton to the 8 Regional Olympic & Paralympic Games themes.
10. Given the financial climate, our approach to the Olympics will need to be pragmatic and opportunistic, maximizing our chances of attracting resources from all Olympic and Cultural Olympiad funding streams, and using resources for health and economic regeneration where the Olympics presents and opportunity to strengthen or accelerate our work in these areas. In each case we will aim to create a unique

response which is rooted in our history and in our communities' current needs and interests.

11. The following list illustrates the funding strands and anticipated responses from Stockton Borough Council, we expect the Opportunities Plan to expand upon these and perhaps fill in some gaps:

- The Business Network – supporting local businesses to access opportunities presented by the 2012 Games, making them aware of tendering opportunities, helping them prepare for such opportunities, and where possible encouraging Olympic delivery bodies to consider businesses in the region
- Training Camps – To utilise sporting infrastructure around the UK for foreign Olympic & Paralympic Teams to train prior to the 2012 Games, we expect to have a significant national team using the barrage and we would hope to be able to use their presence to inspire our own canoeists and rowers to aspire to be world class, we will explore links between the 'hosted/adopted team' and our schools
- Get Set – we will encourage our schools to join this national education programme aimed at engaging 3- 19 yr olds through a whole range of flexible, interactive learning resources designed to get you thinking about the Olympic and Paralympic Values - with games, factsheets, films, news articles and much more
- The Volunteer Development Programme, using the Olympics and Cultural Olympiad to promote volunteering generally, we hope to attract Sport England 'Innovation Fund' support for our 'Booster' programme aimed at strengthening the capacity in the sports voluntary sector, helping to soak up and retain the people who get turned on to sport by the Olympic buzz. This will be a major initiative to increase the number of community groups organizing and taking part in sport and active leisure. Voluntary sector development agencies will be involved to ensure that all aspects of their capacity building needs are considered, not just the coaching/sports expertise and sports resource needs.
- The Inspire Programme – we aim to use the 'Inspire' programme to get local people involved with the London Games directly, working alongside volunteers from across the UK, in London during the Games, and to get more people volunteering in cultural and sporting activity generally
- The Cultural Olympiad – The 2012 Games are not just about sport. They will also celebrate cultures, people and languages. We are looking at exhibitions and events which celebrate the Olympic heroes of other countries and encourage through them highlight different cultures and the traits we share.
- Artist Taking the Lead funding will be sought as a basis for a major piece of street theatre, building on our reputation for street arts and raising further the profile of SIRD, we are working on ambitious plans for a work which links Stockton and Middlesbrough, coming together within the SMi 'Blue Green Heart' and taking place over a period of several days in the summer of 2012
- National Governing Bodies – Working with the National Governing Bodies of sport where appropriate to develop support for participants of all ability levels, including our aspiring Olympians & paralympians.
- Tees Valley Annual Youth Games, starting in 2009 and building to 2012, the Games will provide an opportunity to celebrate and build competitive sport at local and sub-regional level, leaving a lasting legacy of interest in sport and

strengthening the foundation from which higher level competitors will be drawn in future.

12. These programmes do present opportunities for external funding, but in many cases this will be in the form of match funding and will be relatively small sums. The OPPG will need to look at the leverage funding opportunities and further match funding requirements, helping the Council and its partners to prioritise our own limited resources.
13. Some 'new money' has 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 is our intention to link this campaign to the Olympics and to seek to find further match funding and sponsorship to sustain this campaign.
14. This policy should help us 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.

FINANCIAL IMPLICATIONS

15. Although the current financial climate we find ourselves in is extremely challenging, the delivery of the OPGOP will undoubtedly depend to some extent on the availability of additional funding. The initiatives highlighted in point 8 will yield some funding, although this resource will be to specifically support the delivery of these programmes. Funding for additional locally identified priorities will need to be sourced and, as stated above, this will be one role of the multi-agency OPGOG.

CONCLUSION

16. The 2012 Olympic & Paralympic Games presents a once in a lifetime opportunity for us to utilise the positive effects of the biggest global sporting event being held in the UK. We need to be proactive and to seize this opportunity to make a positive impact upon a range of economic, social, public health and sporting outcomes.

LEGAL IMPLICATIONS

17. N/A

RISK ASSESSMENT

18. N/A (Delivery risks will be identified through the Olympic & Paralympics Games Opportunities Plan)

SUSTAINABLE COMMUNITY STRATEGY IMPLICATIONS

19. The development and subsequent implementation of the Olympic & Paralympic Opportunities Plan has the potential to support the following ambitions and positively impact upon the following key performance indicators:

- Better Use of the River Tees
- The ECM Ambitions for all young people to Be Healthy, Enjoy & Achieve and to Make a positive contribution
- Reduce health inequalities
- Promote healthy living
- Strong community involvement
- Promote equality of opportunity
- Reducing tension and myth busting
- Promoting our festivals and events
- Promote the performing and visual arts
- An Increase in the % of 5-16 year olds participating in 5 hours of PE/ within the curriculum and OOSH
- Increase participation in the Arts (NI11)
- An increase in the % of adults participating in at least 30 min's of moderate intensity sport and physical activity on at least 3 or more days per week (NI8)
- Increased resident satisfaction with sports & leisure services within the borough
- An increase in the number of people volunteering in sport (NI6)
- An increase in positive activities for young people (NI110)
- Halting the year on year rise in obesity amongst children under 11 years (NI56)
- Increases in residents accessing employment and training

CORPORATE PARENTING

20. The implementation of the Olympic & Paralympic Games Opportunities Plan will ensure that hard to reach and excluded groups including Children Looked After are provided with equality of opportunity.

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