

AGENDA ITEM

20th JANUARY 2011

**REPORT OF CORPORATE
MANAGEMENT TEAM**

CABINET DECISION

**Leader of the Council, Councillor Lupton
Arts Leisure & Culture – Lead Cabinet Member, Councillor Mrs Womphrey**

THE 2012 OLYMPIC GAMES & PARALYMPIC GAMES

SUMMARY

The purpose of this report is to present the Olympic & Paralympics Games Opportunities Plan (OPGOP) and show how Stockton Borough Council with its partners intends to exploit the benefits of the 2012 Olympic & Paralympic Games for the benefit of Stockton Borough's residents.

RECOMMENDATION

To agree the Olympic & Paralympic Games Opportunities Plan.

1. Reasons

To enable Stockton-on-Tees Borough Council to maximise the economic, social, public health and sporting opportunities presented by the London 2012 Olympic & Paralympic Games and to foster greater local pride through our aspiring Olympians and Paralympians.

2. 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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DETAIL

1. 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. We believe Stockton Borough Council needs to be proactive in seizing this once in a lifetime opportunity.
2. 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 increased pride and cohesion in our communities.

3. Stockton Borough Council and its partners in Stockton Renaissance recognise the potential arising from the 2012 Olympic Games, Paralympic Games and the Cultural Olympiad.

STRATEGY

4. 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.

5. Members endorsed these Strategic Priority's in May 2009 as a framework for the development of the OPGOP. Work has continued in the intervening period, both on the development of this plan and on the pursuit of early opportunities arising from Games preparation.
6. Business opportunities (Strategic Priority 3) associated with the massive site preparations in the South East were the focus of our early work, ensuring local companies were registered for appropriate tendering opportunities. The celebration of national identity and shared values (Strategic Priority 2) will be concentrated on the summer of 2012, embracing the Queens Diamond Jubilee and the Games themselves.
7. Reflecting the underlying health characteristics and demography of the Stockton population, and informed by the health needs identified in the NHS Stockton Joint Strategic Needs Assessment, the opportunity to use the Games to change lifestyles locally (Strategic Priority 1) will be the area of greatest and most sustained effort.

DELIVERY

8. Stockton Council has established 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 Plan is attached as Appendix 1. The group consists of officers from relevant services and representatives of local sporting and cultural bodies.

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 Regional Olympic & Paralympic Games themes.
10. Given the financial climate, our approach to the Olympics has been pragmatic and opportunistic, maximising 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 an 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 typical responses covered by the OPGOP:
 - 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 Tees White Water Course 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, fact sheets, 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. We will also be looking at how SIRF can deliver some programmes with an Olympic/ Paralympic feel in light of it taking place during the Games period.

- 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 which are only a part of our plan to make the most of the Games 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. Along with the identified funded initiatives we will be looking at creative ways of bringing the Games atmosphere to the streets of Stockton.

Examples of possible events include:

- Stockton Junior Olympics
- The Corporate Games
- A Celebration of Olympic Heroes from across the Globe
- Stockton Triathlon – Exploiting the opportunity to use the event as a Pre-Games warm up event

13. Some 'new money' is becoming available from Government as part of a £135m Olympic Legacy Fund titled 'Places People Play' and we will be working with the appropriate bodies to ensure Stockton is well placed to take advantage of the opportunities that exist around the following themes:

- Inspired Facilities – For clubs, community and voluntary sector groups and councils can apply for grants between £25,000 and £150,000 where there is a proven need
- Protecting Playing Fields - £10m available nationally to improve playing fields/ facilities
- Sports Leaders - £2m available to recruit, train and deploy 40,000 sports leaders across the country
- Gold Challenge – At least £4m available to support the delivery of a mass participation legacy for adults
- Sportivate - £32m of funding available to provide attractive sporting opportunities for teenagers and young adults in a sport of their choice

14. We will be aiming to submit bids, or support partner organization and community groups to make bids, when the first round of bidding opens in 2011.

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 external funding. We believe the initiatives highlighted in paragraphs 8 and 13 yield significant resources. We expect to exploit those external funding opportunities using matching resources already secured. However the detail of many of the grant regimes is not yet available

LEGAL IMPLICATIONS

16. There are no legal implications arising from the OPGOP.

RISK ASSESSMENT

17. There are no risks arising from the OPGOP itself. Activities that are generated as a result of the OPGOP will each be the subject of appropriate risk assessment.

SUSTAINABLE COMMUNITY STRATEGY IMPLICATIONS

18. 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 policy areas:

- 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
- 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
- Increased resident satisfaction with sports & leisure services within the borough
- An increase in the number of people volunteering in sport
- An increase in positive activities for young people
- Halting the year on year rise in obesity amongst children under 11 years
- Increases in residents accessing employment and training

CORPORATE PARENTING

19. 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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