

## AGENDA MANAGEMENT SHEET

<b>Name of Committee</b>	<b>Environment and Economy Overview and Scrutiny Committee</b>
<b>Date of Committee</b>	<b>3 December 2009</b>
<b>Report Title</b>	<b>Opportunities and Challenges that the 2012 Olympics will Present to Warwickshire</b>
<b>Summary</b>	This report summarises work undertaken so far in the lead up to the 2012 Olympics and Paralympic Games, and sets out future opportunities.
<b>For further information please contact</b>	Julie Crawshaw Regeneration Programme Manager Tel. 01926 418621 juliecrawshaw@warwickshire.gov.uk
<b>Would the recommended decision be contrary to the Budget and Policy Framework?</b>	No
<b>Background Papers</b>	None.

### CONSULTATION ALREADY UNDERTAKEN:-

*Details to be specified*

Other Committees	<input type="checkbox"/>	.....					
Local Member(s) (With brief comments, if appropriate)	<input type="checkbox"/>	.....					
Other Elected Members	<input checked="" type="checkbox"/>	<table border="0"> <tr> <td>Councillor D Bryden</td> <td rowspan="4">} for information</td> </tr> <tr> <td>Councillor M Doody</td> </tr> <tr> <td>Councillor R Sweet</td> </tr> <tr> <td>Councillor J Whitehouse</td> </tr> </table>	Councillor D Bryden	} for information	Councillor M Doody	Councillor R Sweet	Councillor J Whitehouse
Councillor D Bryden	} for information						
Councillor M Doody							
Councillor R Sweet							
Councillor J Whitehouse							
Cabinet Member (Reports to The Cabinet, to be cleared with appropriate Cabinet Member)	<input checked="" type="checkbox"/>	Councillor C Saint – for information.					
Chief Executive	<input type="checkbox"/>	.....					
Legal	<input checked="" type="checkbox"/>	L Arben – agreed.					
Finance	<input type="checkbox"/>	.....					

Other Chief Officers	<input type="checkbox"/>	.....
District Councils	<input type="checkbox"/>	.....
Health Authority	<input type="checkbox"/>	.....
Police	<input type="checkbox"/>	.....
Other Bodies/Individuals	<input type="checkbox"/>	.....

**FINAL DECISION**                      **YES/NO**      *(If 'No' complete Suggested Next Steps)*

***SUGGESTED NEXT STEPS :***

*Details to be specified*

Further consideration by this Committee	<input type="checkbox"/>	.....
To Council	<input type="checkbox"/>	.....
To Cabinet	<input type="checkbox"/>	.....
To an O & S Committee	<input type="checkbox"/>	.....
To an Area Committee	<input type="checkbox"/>	.....
Further Consultation	<input type="checkbox"/>	.....

## **Environment and Economy Overview and Scrutiny Committee – 3 December 2009**

### **Opportunities and Challenges that the 2012 Olympics will Present to Warwickshire**

#### **Report of the Strategic Director for Environment and Economy**

##### **Recommendation**

Members are asked to comment on the opportunities and challenges that the 2012 Olympics will present to Warwickshire.

#### **1. Introduction**

- 1.1 When London was awarded the 2012 Olympic Games, a key aspiration was that all parts of the UK would benefit from the event, not just the south east of England. The bid was won on the basis that there would be a lasting cultural and sporting legacy, in terms of increased and continued participation and new infrastructure. In addition, it was proposed that the Cultural Olympiad would be the largest ever staged, offering wide opportunities for everyone to become involved.

#### **2. The Coventry and Warwickshire 2012 Partnership**

- 2.1 Warwickshire joined the Coventry and Warwickshire 2012 Partnership at its inception in 2006/7. Its aim was to maximise the sporting, cultural and economic opportunities for the sub region that could arise for the 2012 Olympics in London.

Hosted by the Coventry, Solihull and Warwickshire Partnership (CSWP) the partnership is funded by:-

(i)	NHS Coventry	£70k
(ii)	Coventry City Council	£54k
(iii)	Warwickshire County Council	£10k
(iv)	Solihull MBC	£5k
(v)	University of Warwick	£5k
(vi)	Rugby Borough Council	£5k
(vii)	Coventry University	£5k
(viii)	CV One	£5k
(ix)	CSW Sport	£1.9k

- 2.2 Warwickshire is contributing £10k this year, a significant drop from the previous years contributions of £20k, £40k and £60k in the previous three financial years.

Its is supported by two full time members of staff based in Leamington.

- 2.3 The Partnership has a structured relationship to the national London Organising Committee for the Olympic and Paralympic Games (LOCOG) through the West Midlands Leadership Group, from which it takes a strategic lead. Sub regionally, the Partnership is guided by its Management Board, drawing members from each membership organisation. It has worked hard to develop the Partnership's six key areas of activity.

### **3. The Six Projects:**

#### **3.1 Team Coventry and Warwickshire**

To highlight rising sporting stars from the sub region that may represent Great Britain at the 2012 Olympics, following their progress and inspiring others.

#### **3.2 Olympic Legends**

To find and involve past Olympians that have strong links with the sub region to share their experiences and inspire others. Warwickshire County Council hosted a reception for the Warwickshire Olympians returning from Beijing and we would hope to celebrate future Olympians in a similar way in the future.

#### **3.3 Africa Inspires**

To engage with one of more African country to develop relationships and potentially offer training resources. There may also be cultural links.

#### **3.4 Carnivals and Festivals**

To commission new and re-brand existing carnivals, events and festivals that will carry the 2012 theme.

#### **3.5 Peace and Reconciliation**

A project based around Coventry Cathedral's anniversary and is a key element of the Olympic movements ideal, led by Coventry City Council.

#### **3.6 Stratford to Stratford**

Potentially the most important project for Warwickshire; developing the sporting and cultural links across communities between Stratford, East London, home of the Olympic site, and Stratford-upon-Avon. The County and Stratford on Avon District Council are leading on this.

### **4. Other areas of work**

- 4.1 The Partnership's work is not restricted to the six projects, but has also been involved in several other areas.

- 4.2 In particular the Partnership were successful in securing ten sites across the sub region, five in Warwickshire, that have been listed in the official list of potential training camps, and these are now being marketed to overseas teams.

Warwickshire has strong equine links and it remains to be seen whether we can attract teams to our training venues at Southam and Morton Morrell. In addition, Rugby School are aiming to attract archery athletes and Pingles Stadium also hope to host Olympic teams.

- 4.3 The Partnership office works with the regional 2012 secretariat currently based at Advantage West Midlands to host senior figures from LOCOG, to see at first hand events and activities in Coventry and Warwickshire.
- 4.4 A tool for registering interest in forthcoming Olympic related contracts, LOCOG's Compete For website has been widely promoted amongst sub regional businesses through several workshops run by Advantage West Midlands aimed at businesses, and through talks to town Management Partnerships. Half of all contracts have been let now, and many have gone to London firms. However, the next greatest cluster of successful applicants is in the West Midlands.
- 4.5 The Government's educational programme for 2012 is the Get Set Programme. Each school must register to be a part of the programme. So far 49 schools across Warwickshire have joined and we are working on getting as many others as possible involved.
- 4.6 The Partnership has developed a successful website which easily signposts visitors to detailed information about how they or their communities can become involved. It features reciprocated links to partnership organisation and other useful sources of information.
- 4.7 In the 1000 days that remain to the start of the games, the Partnership has published its milestone objectives:-
  - (i) To be selected as a Host City/Host Venue for the London 2012 Olympic football competition.
  - (ii) To secure a Live Site for Coventry city centre through the Cultural Olympiad live sites programme.
  - (iii) To work with the Royal Shakespeare Company, raising the profile and supporting the delivery of the World Shakespeare Festival project.
  - (iv) To work with Imagineer Productions, raising the profile and supporting the delivery of the Artist's Taking the Lead, Godiva Awakes project.
  - (v) To secure at least one London 2012 Pre-Games Training Camp.
  - (vi) To have every Coventry and Warwickshire school registered as part of the London 2012 Get Set Education programme.
  - (vii) To secure visits from the Olympic and Paralympic Torch Relays.
  - (viii) To win our fair share of London 2012 business contracts, measuring the economic impact.
  - (ix) To celebrate all of our athletes who achieve selection for Team GB.
  - (x) To have at least 12 projects in the region gain London 2012 Inspire Mark accreditation.
  - (xi) To achieve the three objectives assigned for each of our six flagship projects.
  - (xii) To work with relevant local partners to use London 2012 as a catalyst to inspire local communities to become more physically active.

## **5. The Cultural Olympiad**

- 5.1 The easiest way to become involved and engaged with the 2012 Olympic is perhaps through the Cultural Olympiad, which offers a huge programme of cultural activity. The Arts Council England hosts Paul Kaynes, the West Midlands Cultural Olympiad Programme Coordinator. He regularly chairs meetings with representatives from all of the local authorities in the region to help develop projects that can engage with the cultural Olympiad.
- 5.2 Nationally, coordinated by LOCOG, there are ten flagship Cultural Olympiad projects and one of those is in Warwickshire; The Royal Shakespeare Company's World Shakespeare Festival. This will be launched in Stratford-upon-Avon in Spring 2012, before moving to London just prior to the opening of the games. This offers great potential to the area to maximise on such a key tourist event.
- 5.3 In addition to the flagship projects, other cultural projects can be awarded the Inspire Mark to recognise their involvement in the Cultural Olympiad. Last year Warwickshire County Council secured two of the three sub-regional Inspire Marks; one for the Museum on the Move initiative, and one working with Hybrid Arts on the Extraordinary Cycles project.
- 5.4 Each year up to the 2012 games, LOCOG have run the Open Weekend. This is an opportunity for arts and community projects to be staged on one weekend in July across the Country; all to play a part in the Cultural Olympiad. Last year ten of thousands of people participated in the hundreds of events across the country. In Leamington about 500 people enjoyed the Extraordinary Cycles event.

## **6. Olympic Torches**

- 6.1 A request has been submitted that the Olympic torch will come to Rugby and Stratford-upon-Avon. Arrangements for the Paralympic torch have yet to be set out. We will not know for some time whether we will be successful in our request, but clearly the torch will be a draw for people that the towns along the route will be able to exploit.

## **7. Key Areas of Opportunity for Warwickshire**

- 7.1 Only Rugby Borough Council out of the five Districts and Boroughs in Warwickshire have joined the partnership, and this makes working across the County potentially quite difficult. However, what is becoming clear is that small organisations are starting to look at small but significant projects, which they need help with. For example, In May 2010 there will be the first cycle ride from Stratford, London, to Stratford Warwickshire aimed at confident cyclists and relative novices. The 110 mile ride will raise money for charity, promote links between the two communities under the Stratford to Stratford project. The project is being led by Stratford Town Council. Stratford District Council will also assist, but neither of these organisations belong to the Partnership. It is therefore necessary to ensure that we work outside the remit of the Partnership and extend our work into smaller community groups.

- 7.2 The listed training camps have been heralded as potential money spinner. In reality however, it is unlikely that the wider community would benefit greatly from teams using the sites, although in the long term improved facilities and a wider awareness of what's available for future training requirements may prove profitable.

## **8. Financial Implications**

- 8.1 The County Council financial investment has reduced significantly over the past three years because of the need to drive budget savings. To mitigate this, a member of staff is now dedicated to the project for 2.5 days a week.
- 8.2 As we are now less than 1000 days before the start of the Games, it is quite likely that greater investment may be required, as communities seek help with developing their own projects and celebrating a once-in-a-lifetime event.

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17 November 2009