

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 26

Brighton & Hove City Council

Subject: *Brighton & Hove's Programme for 2012*
Date of Meeting: **28 September 2009**
Report of: **Director of Cultural & Enterprise**
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Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The Culture, Tourism and Enterprise Overview and Scrutiny Committee has requested an update on Brighton and Hove's activity in relation to London 2012. This report presents the context for that activity, a summary of that activity to date plus an indication of future potential.
- 1.2 No event on this scale has reached these shores for over a generation. The Olympic and Paralympic Games provides an inspirational platform to seize the many opportunities in business, sport, culture, tourism, volunteering and skills learning and now is the time to make these opportunities available to everyone in the city.
- 1.3 These ambitions will not be realised without the support of the council and close links with our partners. Brighton & Hove are fully committed to a partnership approach at a local, regional and national level, and working with central government, the London Organising Committee for the Olympic Games (LOCOG) and the Olympic Delivery Authority (ODA).

2. RECOMMENDATIONS:

- 2.1 That the committee notes the contents of the report and endorses the activity to date.
- 2.2 That the committee continues to endorse the partnership approach adopted at every level to meet agreed outcomes.

- 2.3 That the committee supports the council in facilitating the newly established 2012 citywide strategy group and endorses the priorities this group are working towards.
- 2.4 That the committee endorses the local branding to be used to promote the Brighton & Hove 2012 programme of “Brighton & Hove 10....11....12”
- 2.4 That the committee makes further recommendations as to activity that might be included in any future programme, or other potential partners to be included.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 When London won its bid to host the 2012 Olympic and Paralympic Games, the government not only committed to deliver a successful and inspirational sporting event but equally importantly promised to create a sustainable legacy. Legacy does not only include the benefits that arise from building the Olympic Park and venues but equally significant the legacy of sporting, cultural, community, environment and enterprise initiatives inspired by the Games. Legacy does not mean what is left after the Games but a legacy that starts now, at a local level, looking to support and create inspired programmes leading up to 2012.
- 3.2 In November 2008 the Culture, Tourism and Enterprise Scrutiny Committee endorsed the requirement for a part time 2012 Co-ordinator. The post has been jointly supported by Culture & Economy and Housing for 3 days a week and the post has been extended to end in March 2013. Pauline Freestone continues to hold this role and is managed within Culture and Economy.
- 3.3 Locally the function of the Co-ordinator is to pull together the Brighton & Hove programme and strategy for the Olympics with clear outcomes. To work in partnership with other departments – sport, arts & culture, tourism, the private sector and local business to raise awareness and participation levels and to organise and deliver elements of the programme.
- 3.4 Development of city wide activity will be driven through the newly created 2012 citywide strategy group. This group includes representatives from major organisations and individuals from the sporting, cultural, business, education and community sectors in the city.
- 3.5 No new central government funding has been made available to deliver on Games related activities outside London, and this provides an important context within which the city wide strategy group and other partners are operating. Resourcing the various activities over the next three years is of key importance.
- 3.6 The 2012 city wide strategy group are working towards a number of priorities to ensure that residents, visitors and businesses have the opportunity to participate in and benefit from 2012 activities. These priorities include:
 - Increasing participation in sport and physical activity to raise the overall health of the city

- Maximise the benefits to businesses to benefit the local economy
 - Raise the profile of the city locally, nationally and internationally
 - To maximise and increase activities offered within the city's sporting facilities through the 2012 programme.
- 3.7 At a regional level BHCC continues to be represented at the following working groups:
Culture & Communities, Sporting Capacity, 2012 SE Sector Working Group, Tourism, Transport, the Gatwick Diamond Pre-training Camp Groups and a 2012 Co-ordinators networking group.
- 3.7.1 Brighton and Hove is part of two regional development programmes:
Create, Compete Collaborate (regional youth project)
Accentuate (Legacy Trust Funded disability project)
- 3.8 Nationally there were a number of key dates and projects that Brighton & Hove are participating in at a local level which provides us with an opportunity to have a national focus:
- Handover ceremonies for both the Olympic and Paralympic Games with a focus on participation, celebration and education.
 - The annual Cultural Olympiad Open weekend
 - Get Set – LOCOG's educational programme
 - Stories of the World – hosted at Brighton Museum & Art Gallery
- 3.9 The Brighton & Hove 2012 programme will be launched under the banner Brighton & Hove 10....11....12, following LOCOG sign off, at the beginning of 2010. An extensive programme of national and local events, new and established will be included. Locally there have already been 4 key events that will form part of the 2012 legacy offer, these include:
- The Takepart International Sports Festival
 - The City Sports and Activity Awards
 - The City Sports and Activity Grant to benefit sports clubs and individual athletes.
 - The Aqua Festival
- 3.10 Over the next three years many events in Brighton & Hove will offer a 2012 focus to encourage greater participation and opportunity. Some of these events will be one off occasions, and others will offer Brighton & Hove a 2012 legacy. So far these include:
- An international primary schools language project
 - Free swimming for the Under 16s and over 60s
 - A Key Stage 1 Sports Challenge
 - A Disability Games
 - Older Peoples Olympics
 - Event Volunteering Database

- The Brighton Marathon
- Personal Best - hosted by Albion in the Community
- Visit Britain – filming of the road to 2012

3.11 The Games has the potential, at a local level, to raise the aspirations of young people, to contribute positively to the health of individuals, create opportunities for businesses, and raise the profile of the city with international interest being very much focused in the South East. However, the Games cannot deliver this in isolation. The events and projects currently in place have worked towards achieving some of the desired outcomes. Working with partners to launch a comprehensive programme in 2010 will become the focus for the city's offer and provide a clear path to legacy opportunities. The city's extensive cultural programme will become very much a part of the 2012 programme and legacy, for example working with:

- Brighton Festival
- White Nights
- Pride
- Children's Festival

4. **CONSULTATION**

Consultation has been carried out across council departments in the establishment of the programme to date. Consultation will continue to be focused around the 2012 citywide strategy group.

5. **FINANCIAL & OTHER IMPLICATIONS:**

5.1 Financial Implications

The local events referred to in this report will be subject to funding being identified. There are no other direct financial implications arising from the report.

Finance Officer Consulted: Name Peter Francis Date: 9.9.09

5.2 Legal Implications:

There are no legal implications to be considered at this stage.

Lawyer Consulted: Name Bob Bruce Date: 10.9.09

5.3 Equalities Implications:

There is significant scope within the developing programme for Brighton and Hove 2012 to undertake targeted work to increase participation in culture and sport amongst groups who currently do not take part.

An Equalities Impact Assessment will now need to be undertaken for the work of the 2012 city wide strategy group.

5.4 Sustainability Implications:

The legacy element of activity supported in shaping a programme looking towards 2012 is key. There are no environmental sustainability implications at this stage.

5.5 Crime & Disorder Implications:

There are no implications for Crime and Disorder to be considered at this stage.

5.6 Risk and Opportunity Management Implications:

There are risk and opportunity management implications in the question of what level of activity to aspire to in terms of Brighton and Hove 2012 – a risk of raising unrealistic expectation across the city but also of missing out on opportunities. It will be key to retain a level of realism throughout in terms of the ambitions of the programme and the level of resources it will be able to attract. Individual elements within the programme will have their own inherent risk analysis eg events.

5.7 Corporate / Citywide Implications:

The 2012 programme will contribute to a number of the council's corporate objectives, particularly around raising the profile of the city and contributing to its economic success and increasing levels of active participation in culture and sport. The establishment of the 2012 city wide strategy group will ensure that the activities and programme are completely inclusive allowing for all areas of the city to be given the opportunity to be involved.

SUPPORTING DOCUMENTATION

Appendices:

None

Documents In Members' Rooms

None

Background Documents

None

