

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 7

Brighton & Hove City Council

Subject: <i>Brighton & Hove's Programme for 2012</i>	
Date of Meeting: 1 July 2010	
Report of: <i>Director of Housing Cultural & Enterprise</i>	
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Wards Affected: All	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 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 continues to support the council in facilitating the 2012 citywide strategy group and endorses the priorities this group are working towards.
- 2.4 That the committee supports the local branding to be used to promote the Brighton & Hove 2012 programme of “Brighton & Hove 10....11....12”
- 2.5 That the committee makes further recommendations as to activity that might be included in any future programme, or other potential partners to be included.
- 2.6 That the committee agree that a 2012 update should be made to the Culture, Tourism and Enterprise Overview and Scrutiny Committee at regular intervals to inform members of the national, regional and local issues and activity surrounding the Games.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The 2012 Co-ordinator post continues working to create involvement for Brighton and Hove in 2012. This post has been funded, and continues to be funded, jointly from Culture and Economy and Housing. This post has focussed on a number of things:
 - producing events locally,
 - supporting the development of appropriate city initiatives
 - taking part in regional and national programmes
 - ensuring that the city is linked into regional and national planning groups.
- 3.2 This initiative also benefits from the new position within Sport and Leisure Services of a 2012 Legacy Manager. The remit of this post is to lead on the development and management of the strategic 2012 legacy opportunities for sport and leisure within the city. These opportunities will be developed working in partnership with other council service providers, external agencies, sporting partners and key stakeholders to ensure that the legacy of the Games is developed both in the run up to and beyond 2012.
- 3.3 Following a high profile year in 2008 2009 has been a year of planning and development at a local level which has mirrored a similar loss of profile nationally and regionally.
- 3.4 In 2010 there has been a refocus on the Olympics and Paralympics and BHCC will continue to be part of any regional or national initiatives that will benefit the city:
 - Two “Inspire Marks” have been awarded for 2012 linked projects
 - “Stories of the World” a national museums programme

- “Pass it On” a 2012 national education programme to promote learning through sport delivered by the Learning Resource Centres located at the Sussex Cricket ground and Albion in the Community
- Personal Best a pre employment training programme delivered by Albion in the Community
- “Get Set” the 2012 primary educational programme
- Creative Campus a collaborative cultural initiative between the city’s universities
- The city’s greeter scheme has close links with the “Welcoming the World” initiative
- Free swimming, over 17,500 free swimming registrations submitted
- Lone Twin local winner of “Artists Taking the Lead” for the SE
- Local artist Jan Irvine has a commission to produce a portfolio of sketches of the competitors during Games time
- BHCC have made an expression of interest to LOCOG to host the Torch Relay procession

3.5 At a local level, and to under pin the Brighton & Hove 10..11..12 identity, a core set of key messages will be consistently reinforced throughout in the lead up to and after the 2012 Olympiad.

- Improve the health and wellbeing of the city’s residents
- Build and grow the city’s cultural and sporting offer
- Deliver economic benefit to the city generating new revenue and jobs opportunities

These key messages above will be used consistently to provide residents, business and visitors with an obvious and easy to understand link between the many and diverse range of activities that are already planned as part of the 2012 Cultural Olympiad.

3.6 The 2012 city wide strategy group have worked within the key messages above and developed three Brighton & Hove themes:

- Profile - Increase and raise the economy and profile of the city locally, nationally and internationally
- Participation - Increasing participation in sport and physical activity to raise the overall health of the city
- Infrastructure - To maximise and increase activities offered within the city’s sporting facilities through the 2012 programme.

3.5 The **profile** strand will include a range of events and activity that build on the Festivals Clusters SEEDA work and on the Economy Task Force recession relief funded activity; aiming to promote the reputation and profile of the city, increasing footfall and visitor figures. The economy/profile strand of the programme cannot be neglected partly because of the impact of the recession. Additionally, tourism colleagues are predicting that there may be a drop in visitors to the city in 2012, specific marketing needs to counter this to attract visitors staying in London for the Games. In terms of supporting the city’s economy, there may also be specific opportunities for our businesses in terms of procurement or training linked to 2012.

- 3.6 The focus on **participation** plays into our health agenda and the work of the sports development team aiming to get 'more people more active more often'. Participation is not just about playing sport, but also about volunteering placements, apprenticeships in the sports and leisure industry and other opportunities for people to take part.
- 3.7 The **infrastructure** strand aims to highlight some of the capital developments and refurbishments, particularly in terms of sport that are in the planning or due for completion during that timescale. There are a number of impressive developments in terms of facilities for sporting activity in the city. For example: the Cricket Club expansion and development, the arrival of the community stadium – a wonderful piece of architecture and content for the city and some smaller more integrated elements such as the ongoing development of walking and cycling routes.
- 3.8 Combined, this trajectory of development will have a real impact and using Brighton and Hove 10..11..12.. to highlight these developments will add to its momentum and profile. When coupled with a focus on participation it is a good combination for success.
- 3.9 These themes **Profile, Participation** and **Infrastructure** along with the headline pledges/achievements which run underneath are very much part of our local city agenda. (Appendix one)
- 3.10 There is a level of expectation in the city around 2012 that as a city we have responded to with our programme to date. (Appendix two)
- 3.11 The simple programme structure and themes outlined for Brighton and Hove 10..11..12 creates enough of a city framework for a wide range of partners to work together with the council retaining a leadership and coordination role, continuing to chair the strategy group, involve a wider range of partners and expand the programme. With this in mind a launch event was held on 27 May at Yellowwave to provide the stepping stone for the themes to be communicated to a wider range of partners, to allow for future engagement and to start telling the Brighton & Hove 2012 "story".

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.

5.2 *Finance Officer Consulted:* *Name Peter Francis* *Date: 4.06.10*
Legal Implications:

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

Lawyer Consulted: *Name Bob Bruce* *Date: 2.06.10*

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 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:

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Documents In Members' Rooms

None

Background Documents

None