

Subject: *Brighton & Hove's Programme for 2012*
Date of Meeting: **13 November 2008**
Report of: *Director of Cultural Services*
Contact Officer: Name: **Pauline Freestone** Tel: **29-3312**
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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 The 2012 Olympic and Paralympic Games has the potential to inspire Brighton & Hove's residents to take up more physical activity and thereby improve their health and well-being. The Games also offers a platform for our businesses and tourism to raise the profile of the city, attract more visitors and benefit from increased economic impact.
- 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 endorses the partnership approach adopted at every level and the streamlined focus on supporting activity that increases participation and/or raises the profile of the city.
- 2.3 That the committee recommends full involvement of the local authority in the establishment of the citywide partnership board via the Public Service Board.
- 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 An Olympic and Paralympic Games is the largest event the world sees with over 200 competitor nations taking part in the Olympic Games competing in 26 different sports, and over 150 nations in the Paralympic Games in 20 sports. Combined a total of 22,000 competitors and officials will take part, supported by around 70,000 volunteers and followed by a media pack numbering approximately 30,000.
- 3.2 Following a report to TMT in November 2007 agreement was made to recruit a part time 2012 Co-ordinator. The post has been jointly supported by Cultural Services & Housing for 3 days a week until end of March 09. Pauline Freestone started on 27 May and is being initially managed by Cultural Services.
- 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 between now and the end of March 09.
- 3.4 A 2012 Steering Group within the council has been set up with representatives from sport, culture, the arts, tourism, transport and schools to support the Co-ordinator to work with external partners and realise potential opportunities. The Steering Group have agreed a streamlined focus to any 2012 activity that is supported: that any activity should result in increased participation for residents and/or increase the profile of the city.
- 3.5 To date 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 Steering Group and its partners are operating. Resourcing the various activities over the next four years is of key importance.
- 3.6 Further development of city wide activity will be driven through the Public Sector Board who support the establishment of a City Wide 2012 Partnership. Involving major organisations and individuals from the sporting, cultural, business, education and community sectors in the city.
- 3.7 At a regional level BHCC is 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 that Brighton & Hove participated in at a local level which provided us with the opportunity to have a national focus:
- Handover ceremonies for both the Olympic and Paralympic Games with a focus on participation, celebration and education.
 - The Cultural Olympiad Open weekend.
- 3.9 Locally there have already been 3 key events that will form part of the 2012 legacy offer, these include:
- The Takepart International Sports Festival
 - The Brighton & Hove Sports Awards
 - The launch of a Sports Grant to benefit sports clubs and individual athletes.
- 3.10 Over the next four 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 Aqua Festival
 - A 4 year international primary schools language project
 - A Key Stage 1 Sports Challenge
 - A Disability Games
- 3.11 There are four distinct periods to set a strategy against: pre-Beijing, London Olympiad (September 08 to summer 2012), the London Games (July to September 2012) and post London Games but the focus must remain with building Brighton & Hove's legacy benefit from the Games.
- 3.12 It is a clear hope that the Games will become a catalyst to generate interest in sport, physical activity and culture at all levels and across all members of the community. This renewed interest is anticipated to contribute positively to the health of individuals and help to tackle the growing challenge of inactivity and weight management. However, the Games cannot deliver this in isolation and therefore targeted events to engage more people, particularly young people, into being active and taking part need to be established. Brighton & Hove already has a fantastic cultural offer which enables us to play a major role in the delivery of the UK's Cultural Olympiad and Cultural Festival in the years leading up to 2012. A calendar of events that provide a link to 2012 and possible new events is listed in Appendix 1.
- 3.13 The Games are also a real opportunity for businesses in the City. The international interest created will be very much focused in the South East and tourism is probably one of the biggest industries with the potential to create additional income into the city. The potential for business and economic impact will be explored through the City-Wide 2012 Partnership.

3.14 An Olympic and Paralympic Games is an opportunity to raise young peoples aspirations, to inspire them to be the very best that they can be, whether in sport, in school or within their own community and to have insight into the global society in which they live. All schools have been invited by LOCOG to register on the 2012 website and utilise the educational resource pack produced to support an educational programme. The 2012 Co-ordinator is already working closely with the Schools Sports Partnership and is embarking on a primary schools language project that links into the national curriculum. Links with the cities special schools have also been made.

4. CONSULTATION

Consultation has been carried out across council departments in the establishment of the programme to date. Consultation has also taken place through the Public Service Board as to the establishment of a citywide partnership group.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications

The events within the indicative calendar of 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 Anne Silley Date: 22/10/08

5.2 Legal Implications:

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

Lawyer Consulted: Name Bob Bruce Date: 22/10/08

5.3 Equalities Implications: To be completed

5.4 Sustainability Implications: To be completed

5.5 Crime & Disorder Implications: To be completed

5.6 Risk and Opportunity Management Implications: To be completed

5.7 Corporate / Citywide Implications:
To be completed

SUPPORTING DOCUMENTATION

Appendices:

1. 2008 - 2012 Events Calendar

Documents In Members' Rooms

None

Background Documents

None

