



meeting Olympics and Paralympics Select Committee

date 17th September 2007

agenda item number

Report of the Strategic Director of Communities

2012 Olympics and Paralympics – Nottinghamshire’s contribution

1. Purpose of Report

- 1.1 At its meeting on 11th June 2006, the select committee received a presentation from Tracy Croft, the East Midlands Co-ordinator for the 2012 Games on the East Midlands Strategy for the 2012 Games.
- 1.2 Subsequently, the LGA published a prospectus for the local government offer for the 2012 games (available at www.lga.gov.uk/event.asp?id=SXC857-A7841676). Hard copies are being made available for members.
- 1.3 This report presents the local perspective on the key outcomes around the 2012 Games. Underpinning the discussion on each outcome is the intention to ensure that Nottinghamshire accesses the benefits from the London Olympics and Paralympics and that the event leaves a legacy.

2. Opportunities and themes

2.1 Sport

- a) The 2012 Games offers the opportunity both to inspire a new generation of elite athletes and to encourage wider participation in sport and active recreation. An investment of time and resources will be needed to secure real and lasting outcomes.
- b) The County Council has a long and distinguished record of supporting sport in the County. In 2006 the Sports Service was awarded Beacon status for its work with hard to reach groups. The organisation of school sport in the county, through the Nottinghamshire Schools Council for Sport (NSCS) enjoys a national reputation for good practice.
- c) The Sports Service has two main objectives; to increase levels of participation in sports and improve standards of performance. It sets out to achieve these outcomes through improving the sports infrastructure in the county. The Olympics and Paralympics present opportunities to secure a lasting legacy for Nottinghamshire sport.
- d) The Government’s ambitions to increase participation is reflected in two public service agreement targets:

- By 2008, to increase the take up of cultural and sporting opportunities by adults and young people aged 16 and above from priority groups, by: increasing the number who participate in active sports at least twelve times a year by three per cent and increasing the number who engage in at least 30 minutes of moderate intensity level sport, at least three times a week by three per cent.
- Enhance the take up of sporting opportunities by 5-16 year olds so that the percentage of school children in England who spend a minimum of two hours each week on high quality PE and school sport within and beyond the curriculum increases from 25 per cent in 2002 to 75 per cent in 2006 to 85 per cent by 2008. (In July 2007 the Government extended this to up to five hours of sport per week for all pupils and three hours for young people aged 16-19).

The Governments investment into school sport over recent years has not been matched by comparable direct investment into community sport. However, because of the extensive joint-use stock in Nottinghamshire and the County Council's commitment to the community use of facilities on school sites there has been a continued improvement in the quality and accessibility of facilities. The Sports Service's efforts – including in a partnership with CYPS the lottery funded 'Play Sport' project which gives a fun introduction to sport and develops foundation skills– are reaching thousands of children each year but end in 2009 when funding ceases.

- e) Most of the elite athletes who will participate in the 2012 Olympics are already in the "world class athlete" system and are known to and supported by the relevant sporting organisations. It is recognised that the Council has traditionally supported performance sport more than any other authority in the East Midlands. The Nova Centurion swimming programme, for example, has been successful in producing and supporting elite athletes for over twenty years.
- f) The Council has a grant aid programme for talented individuals who are on the fringes of the world class system. The scheme offers small scale financial support to approximately one hundred individuals. The basic grant is up to £350, with an addition of £100 for athletes in the top 3 in their sport nationally, and a further payment of up to £150 for those on benefits (such as disability living allowance or Income Support). This budget has been steadily reduced over the last few years in response to budget pressures on the Council. This has been managed by reducing the maximum level of grant available, restricting the number of eligible sports, and applying a ceiling age of 22 years. In effect the number of athletes supported through this scheme has halved since 1997/98, as has the maximum grant.

Although valued, the support available under this scheme is relatively insignificant in relation to the athlete's annual expenses, which can be in the order of several thousand pounds per annum. More significant support to potential/likely Olympians and Paralympians would need further resources.

- g) The County Council also gives £57,000 in grant aid to the Nottinghamshire Schools Council for Sport which is the umbrella organisation for 20 county wide school sports associations. As a result of this continued support, and the voluntary efforts of over 1,000 teachers, Nottinghamshire has a thriving structure of competitive school sport with opportunities for talented young people to progress through to national competition.
- h) In June 2007 a partnership of local authorities in Nottinghamshire launched the Free Access for National Sportspeople (FANS) scheme which offers free use of leisure centre facilities to people representing their country. Although the County Council does not directly manage facilities, it makes a major contribution to the extensive stock of joint-use leisure centres in the County which are the backbone of the scheme.
- i) The Council's Community Initiative Fund provides small grants to clubs and organisations planning to provide more opportunities for children to play sport. This has a total budget for the current year of £22,000 and provides support of up to £2,000 to organisations
- j) The 2012 Olympics should also give a boost to the next generation of athletes. Tapping this enthusiasm and realising the potential will require greater efforts on the part of schools, school sport associations, sports clubs and the sports system as a whole. The County Council can support this through its support to schools and the sports development work building the capacity of the community sports structure. One measure of the success of the Olympics and Paralympics will be if sports club membership increases and people are still playing in 2013 and beyond.
- k) Since 1989 the County Council has invested in disability sport via a dedicated team which has been recognised through the Beacon Award. The pathways for disabled athletes are not as established as those for able-bodied athletes but Nottinghamshire is very much ahead of the game.
- l) The Council's priorities for disabled sport are:
- Strategic leadership and advocacy, ie working with sports organisations to develop sporting opportunities for disabled people
 - Club and voluntary sector development, to increase the number of high quality inclusive and purposeful opportunities
 - Coaching and workforce development, to ensure that high quality coaching is available to elite disabled athletes, and to increase the employability of disabled people in sports leadership, coaching and development
 - Sport and Education, to ensure that young people have access to inclusive sport at school and to provide a structure for continuing participation after leaving school

- Talent development, to increase the number of talented disabled people succeeding in sport and recognise their achievements
 - Investment and Resources Development, to support and influence sports organisations to increase the resources
 - Widening access to community sport and physical activity for disabled people especially under-participating groups
- m) There is insufficient investment into developing sports coaches in the county, with the coach scholarship scheme having a budget of only £3,000, half of which comes from lottery sources.
- n) Many schools support pupils to gain qualifications as junior and community sports leaders. However, the challenge then is in sustaining the newly qualified young leaders' interest and helping them find appropriate opportunities to use their new skills.
- o) The talented coaches programme, launched in 2007, is aimed at coaches identified by their national governing body as having the potential to coach at a higher level. The project offers training, individual mentoring, and placements to expand their experience. Since this only has one year funding and supports only ten coaches; increased future funding would be needed to expand and improve the scheme.
- p) The Sports Service and wider sports development network in the county are set to lose approximately thirty fixed term posts over the next twenty months. Fourteen of these lottery funded posts are in the education sector and directly address the issues of community use of school facilities. Uncertainties about the national lottery licence and comprehensive spending review threaten the continuity and existence of a number of work themes.
- q) Encouraging the wider participation in sports and active leisure is an objective in the LAA related to enhanced health and well-being. The Cultural Olympiad will include sports participation. Active leisure, sports participation, and healthy living are features of the Park Life programme in country parks and other community greenspaces (although the Sport England funding for this ceases this year). It provides a programme of physical activities targeted in particular at deprived areas.
- r) The network of trails, rights of way and bridleways across the County has significant potential for equestrian activities, endurance riding, walking, and jogging.

2.2 Tourism

- a) The publicity around the Olympics and Paralympics, as well as the increased number of visitors expected to be attracted to the games is expected to give a boost to tourism to the UK. Some tourism will be "Olympic related" (connected with the event itself – eg teams, supporters,

spectators). Other tourists will be “Olympic motivated” (stimulated by the raised profile of the UK).

b) Responsibility for encouraging tourism rests with Experience Nottinghamshire, the county-wide destination partnership. Clearly the Council will expect to see that promotional activity will focus on the key market towns and areas of the County. If the bid for the Living Landmark is successful it could be providing a promotional opportunity around the same time.

c) At the last meeting of the select committee there was some discussion about the major venues being proposed for pre-games training camps for the major participants and the scope for smaller facilities to be offered to the smaller participants subsequently. It is reported that the potential facilities in Nottinghamshire include:

- Ashfield School
- East Midlands Gymnastic Centre, Rushcliffe
- National Water Sports Centre, Holme Pierrepont
- Joseph Whitaker School,
- Nottingham Trent University (Brackenhurst College, and Clifton Campus)
- Trent Bridge Cricket Ground
- City Ground, Nottingham
- Nottingham Wildcats Arena
- Highfields Sports Club
- Nottingham Tennis Centre

Teams may want to use these camps in the years before the London Games. There is scope for negotiations with teams using the pre-training camps for them to become involved with local communities and clubs.

d) The most significant of these venues for the County Council is the National Water Sports Centre. However, the focus of the centre may change after Sports England withdraws its funding in March 2009.

e) The County Council has no capital fund to support the development of community sports facilities, outside the joint-use resources. Since the national lottery funding stream dramatically reduced following national investment decisions by Sport England, there has been no major replacement and community clubs and organisations in some sports struggle to find funding for projects. The Big Lottery Fund PE and Sport programme which saw £7.4m invested in dual use facilities on school sites in Nottinghamshire has now come to an end. The Football Foundation is the only remaining significant funder and will potentially invest a further £8 million over the next five years into the county. The County Council is

regularly approached to support capital projects and has supported a few through its powers of well being. A fixed capital fund to match fund or pump prime schemes would be of great value and potentially provide excellent value for money.

- f) The Building Schools for the Future programme offers both opportunity and challenge to influence the design and composition of facilities to ensure a growth in community use of school sites. Whilst the funding is constrained by the requirement to build curriculum resources, with sympathetic design it may offer the opportunity to renew and reinvigorate Nottinghamshire's long tradition of achieving maximum community benefit through joint-use. The Government's commitment to extended schools is further support for the far sightedness of Nottinghamshire's joint-use policy.

2.3 Cultural Olympiad

- a) The Cultural Olympiad starts after the closing ceremony of the 2008 Beijing Games. This four-year festival offers the opportunity to increase participation in cultural activities.

- b) The Cultural Olympiad consists of three tiers, ie:

- The mandatory ceremonies (eg opening and closing ceremonies)
- The major activities included in the bid
- The UK Cultural Festival (which, it is envisaged, will consist of thousands of local and regional events).

In the main, funding is only in place for the mandatory events. Existing cultural funding bodies are expected to fund the lower two tiers.

- c) The major activities which form the backbone of the Cultural Olympiad include:

- Film and Video Nation – a celebration of the making and enjoyment of film and the moving image
- International Exhibitions Programme – which will involve the reinterpretation of museum and gallery collections from international perspectives
- Artists Taking the Lead – 12 commissions across the UK
- 2012 Sounds! Olympic Proms – participative music events leading to a major event in 2012
- International Shakespeare Festival – new creative collaborations taking Shakespeare's work as the basis for modern creativity
- Live Sites – a network of permanent, giant, external video screens

- Celebration of Disability Arts and Sport – a programme leading up to the opening of the Paralympics
 - 2012 Carnival – joining together street-based festivals as a bridge between the close of the Olympics and opening of the Paralympics
 - World Cultural Festival – to welcome the world to London and the UK
 - World Festival of Youth Culture – a programme to be devised and driven by young people
- d) The County Council's arts work is through partnership with a range of agencies. There would, therefore, be opportunities to work with partners to engage with the Cultural Olympiad. The recent restructuring of the arts service will build capacity within the service to respond to national and regional initiatives, and ensure that Nottinghamshire benefits from any national initiatives available through the Cultural Olympiad.
- e) To ensure local communities have the opportunity to feel involved the existing annual arts community grant scheme could be specially focussed to enable communities to mount their own neighbourhood based celebrations.
- f) There is concern within the arts community that funding for the Olympics over the next few years will mean that lottery funding for the Arts, from now to the Olympics - with perhaps a 30% cut in available funds across the region. This will impact on the potential to mount large scale events and could have impact on events and initiatives not focussing on the Olympic theme.
- g) The Nottinghamshire Arts Partnership, which includes all the local authorities in the county, including the City Council, promotes arts and young people. With representation from both children & young people's services, and Connexions this partnership could be a useful focus for the promotion of the involvement and work of young people.
- h) The Country Parks and other greenspaces offer opportunities to link tourism, culture, and active leisure around the Olympic theme.

2.4 Volunteering

- a) The organising group estimates that 70,000 volunteers will be needed in 2012 to help run the Games. Recruitment for these will start in 2010 and will focus on the volunteer's skills and volunteering experience.
- b) However, volunteers already form the bedrock of much cultural activity – eg running sports clubs and coaching teams. The LAA includes a target to increase the number of people involved in formal volunteering. The run-up to the Olympics and Paralympics could offer the opportunity to get more volunteers into arts and sports and to raise their standards.
- c) The Council's arts and sports services are currently heading a partnership bid for a development programme addressing volunteering for 14 – 19

year olds. If successful the bid will lead to training opportunities across the sports and arts sectors and supported route maps for young people across the county.

- d) The Council currently employs a Volunteer Co-ordinator within the Sports Service; and delivers Sport England's Step into Sport volunteering programme helping young people access sport specific training through leadership and officiating awards. An annual conference in Nottinghamshire attracts over two hundred young people and signposts them and other potential volunteers into community clubs. Other events, such as the Nottinghamshire Youth Games, are used as vehicles for volunteer recruitment and development.
- e) It would be helpful in focusing this activity if the 2012 organisers were to allocate a number of volunteer places (perhaps 200) to each county and suggest Sport Nottinghamshire lobbies for this.

2.5 Economic Development

- a) The size of the construction work and requirement for supplies means that the London Games are a substantial procurement opportunity.
- b) There are some concerns on the effect that the Olympic construction could have on the building industry. However, this needs to be seen in the context that the construction industry has an annual output of some £100bn and employs some 2 million people and the construction cost of the Olympics and Paralympics is some £2.5bn with a workforce peaking at 7,500.
- c) However, companies that are interested in the business opportunities may need support and advice, particularly around procurement processes. As part of refocusing its Economic Regeneration activities the council ceased providing support to businesses. The Government's Business Simplification programme is designed to rationalise the number of business support services. As part of this EMDA has awarded contracts to provide business support on a regional basis. The Council will want to monitor these arrangements to ensure that Nottinghamshire businesses receive an appropriate level of support. The sub-national review will give principal local authorities a clear responsibility in this regard.
- d) The Olympic brand is protected by specific legislation. Trading Standards will be enforcing this protection and addressing any counterfeiting.

3. Maximising the benefit to Nottinghamshire

- 3.1 The Olympics and Paralympics offer an opportunity to make a significant impact on the people and places in Nottinghamshire. In order to achieve this it is essential that the Council has in place:

- a) A clear vision of what we want from the Games which relates clearly to the Council's wider objectives and community expectations, as reflected in the Community Strategy
- b) A plan, agreed with partners as appropriate
- c) A delivery structure
- d) Clear responsibilities.

3.2 The regional structure was summarised by Tracy Croft at the select committee's last meeting and is given below.



- 3.3 The Nottinghamshire Olympic Partnership, which is a sub-group of the county sports partnership, is in its infancy. The Council is represented by the Head of Sports, Arts, and Tourism (Communities Department) and the Sports and PE Project Officer (C&YP Department).
- 3.4 It was suggested at the last meeting of the select committee that there could be merit in the County Council having a lead member and lead officer supported by 4/5 key players covering culture, education, and economic development. There is a widespread view from local stakeholders that now would be an opportune moment to explore the development of a strategic cultural partnership for Nottingham and Nottinghamshire. As well as raising the profile of the area through culture, a shared cultural strategy would provide a vehicle for integrated programming, better co-ordination, and joint working. The Olympics and Paralympics could be used to facilitate closer working.

4. Conclusion

- 4.1 In addition, there are a range of potential emergency planning issues both before and during the Games. These issues will be covered in the meeting.
- 4.2 The Olympic and Paralympic Games in London will provide a focus on several areas which align with the Council's ambitions and aspirations for its communities. The report has demonstrated where there is scope to use the Olympics to drive forward the Council's agenda on the health and well-being of local people, the strength and cohesion of communities, and the prosperity of the area.
- 4.3 There is scope for an alignment of the Council's existing resources with the Olympic and Paralympic programme. It is proposed to bring together a time-limited officer group to ensure a coherent response to these opportunities
- 4.4 However, at the end of the committee's examination members may consider that the Olympics and Paralympics offer further opportunities for the Council. Of course, these opportunities would come at a cost.

5. Recommendation

That the report be noted.

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