



# Overview and Scrutiny Notice to Respond

## Title of review Olympics and Paralympics

Date review completed: January 2008

Lead Scrutiny Officer: Helen Lee

Email: Helen.lee@nottscc.gov.uk Tel: 0115 9772258

### Recommendation 1 (of 16)

The Select Committee recommends that in order for the Council to take advantage of all the opportunities offered by the 2012 Games that a Member Champion be appointed. This role would be supported by a steering group, consisting of a lead officer plus 4 or 5 key officers representing sport, culture, education and economic development from within the County Council and would develop a strategic partnership with Nottingham City Council. This would enable the development of a county wide joint strategy, facilitating integrated programming, better coordination and joint working. This should be a time limited group working together to ensure a coherent response to the opportunities available. The Committee recommends that the Member Champion gives regular updates to the Council and reports to the Overview and Scrutiny Committee at yearly intervals.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed three months after publication of review

Date due Date provided 16 June 2008

The portfolio holder agrees that given the potential of the 2012 Olympics and Paralympics to inspire a whole generation of people throughout Nottinghamshire, it should be afforded a high degree of political and officer support.

The appointment of a Member Champion would show that the Council is serious about their intention to take advantage of the opportunities prior to, during and after the games. As this area of work moves forward, it will be important that the Member Champion, with supporting cross-departmental officers, link into existing 2012 structures, at a regional and sub-regional level.

### Response from the Communities Department to progress on carrying out recommendation

to be completed 12 months after publication of review

Date due January 2009 Date provided 19 January 2009

The process for appointing a members champion is currently being finalised. It has been suggested that the role could be added to that of the portfolio holder for culture and regeneration, although there may be other options. A formal endorsement of the appointment will be taken through the appropriate channel at the earliest opportunity.

The "lead officer role" requires further clarification as currently this area of work does not

appear in any current job description. Other authorities around the Country have appointed a dedicated officer to develop the work strands and build strategic partnerships. Further work is required to determine the level of priority the Council wishes to give to this area of work and consider the resource implications.

County Council and City Council officers are already engaged in Olympic sub regional steering committees organised by EMDA and managed by the county sports partnership director. It is possible for the emerging County Council steering group to have a direct influence on the work of the countywide group.

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

It was agreed that a progress report be made to the January meeting, together with details of an action plan to take forward the recommendations (OSC 16.06.08)

Members may wish to seek details of further work to be undertaken to action this recommendation.



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### Recommendation 2 (of 16)

The Select Committee recommends that the County Council steering group works with the City Council and other agencies in Nottinghamshire to develop a logo for 2012 to be used at all events and programmes within Nottinghamshire. This should possibly incorporate some link to Robin Hood due to the world wide recognition.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due

Date provided

16 June 2008

The local production of promotional material, including logos linked to the 2012 Games, is fraught with danger and could lead to a legal challenge from the Games organisers. There is detailed guidance available relating to brand protection, as a large proportion of the budget for the Games will come from commercial sponsorship.

Whilst the brand protection policies should not deter the Council from investigating the scope in this area, the Council will need to secure an input from the professional communications/marketing teams, internally and externally. It will, however, be important internally that a "one stop" shop for advice in this area is coordinated by the corporate communications team.

### Response from the Communities Department to **progress** on carrying out recommendation

to be completed 12 months after publication of review

Date due

January 2009

Date provided

19 January 2009

**Further work is required to understand the opportunities and pitfalls of developing a Nottinghamshire specific LOGO.**

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

It was agreed that a progress report be made to the January meeting, together with details of an action plan to take forward the recommendations (OSC 16.06.08)

Members may wish to seek details of further work to be undertaken to action this recommendation.

# Overview and Scrutiny

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### Recommendation 3 (of 16)

The Select Committee considers the funding for young people identified as future participants in the Olympics and Paralympics is inadequate and recommends that the criteria used in the Grant Aid Guidelines be reconsidered. Consideration should be given for the £100 'top up award' to be discontinued, athletes in receipt of this will already be receiving funding from their governing bodies, and the money should be redistributed amongst the other recipients.

### Response from Cabinet Member for Culture and Regeneration to recommendation to be completed three months after publication of review

Date due Date provided 16 June 2008

The criteria and guidelines for the County Council grant aid scheme for talented sports people is reviewed annually to take into account the changes made by other agencies who grant aid in this area. Any review also takes into account any changes the County Council may wish to make in relation to specific targeting of resources and overall resource availability.

It would be possible to set a new specific set of criteria to support potential Olympians and Paralympians but, as Portfolio Holder, I would not want to see current funding diverted from the level of performer it is currently directed at (representing Nottinghamshire nationally in both Olympic and non-Olympic sports)

None of the current recipients of grants from the County Council receive money directly from their Governing Body in the form of grants and the County Council policy has been in place since the introduction of the Sports Lottery Fund.

The level and type of support for Olympic and Paralympic hopefuls for 2012 and 2016 differs dramatically from the support afforded through the Council's current grant scheme. Full consideration will be given to costing and recommending a new grant programme dedicated to supporting Nottinghamshire's most talented sports people and I have requested Officers to start work on this.

Response from the Communities Department to **progress** on carrying out recommendation to be completed 12 months after publication of review

Date due

January 2009

Date provided

19 January 2009

**Progress has been made in this area with the announcement of an increase in grant aid budget directly linked to individuals who show sporting promise on the run up to the 2012 games. This new “Olympics Fund” will give an opportunity to support both able bodied and disabled athletes. Details of exact criteria will be included in the annual review of the County Council’s grant aid policy for sport.**

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

Members may wish to receive a copy of the annual review of the County Council’s grant aid policy for sport.



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#### Recommendation 4 (of 16)

The Select Committee recommends working with other agencies and commercial businesses to establish a mechanism to raise funds from external sources and a system to develop a talent support programme. Any increase in funding needs to be targeted at individuals not already in receipt of funding from their governing body.

#### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due Date provided 16 June 2008

I believe that this recommendation links to the final paragraph of recommendation 3 in that the County Council should lead a partnership with the commercial sector to provide a significant new resource to deliver the desired outcomes. A new commitment of £50,000 per year from the County Council with the target of a pound for pound match from the commercial sector should be our ambition.

#### Response from the Communities Department to **progress** on carrying out recommendation

to be completed 12 months after publication of review

Date due January 2009 Date provided 19 January 2009

**There is a need to determine whether this strand of work should be undertaken through existing forums or if a new group is required. The Nottinghamshire business community through the chamber of commerce are represented on the Nottinghamshire 2012 group and this issue will be raised at their next meeting.**

#### Comments additional comments or further action required (completed by Chair/Lead Officer of select committee)

It was agreed that a progress report be made to the January meeting, together with details of an action plan to take forward the recommendations (OSC 16.06.08)

Members may wish to see evidence of further progress against this recommendation.





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### Recommendation 5 (of 16)

The Select Committee recommends that the County Council is represented on the Regional Performance Action Group to ensure that Nottinghamshire's elite athletes and coaches are recognised and where possible rewarded.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due Date provided 16 June 2008

Currently the County Council route to this group is through its partner organisation "Sport Nottinghamshire". The County Council currently provides a range of services in this area and is the major delivery partner in delivering the community sports structure. I am pleased that there will be a strengthening of our role in supporting sports Governing Bodies in Nottinghamshire as part of the refresh of the sports service business plan.

### Response from the Communities Department to **progress** on carrying out recommendation

to be completed 12 months after publication of review

Date due January 2009 Date provided 19 January 2009

**The Regional Performance Action Group has recently been disbanded along with the Regional Sports Board. The work of this group will be integrated into the individual governing body "whole sports plans". The County Council sports development team is currently working with 21 governing bodies to ensure that Nottinghamshire's athletes and coaches are at the forefront of new resources allocation in this area.**

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

This recommendation is now defunct due to the disbanding of the Regional Performance Action Group.



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### Recommendation 6 (of 16)

The Select Committee feels that support should be available for communities to develop and deliver their own events. The Committee feels that the County Council's Arts Service is well placed to coordinate a Nottinghamshire wide approach and that a public/private/voluntary partnership should be formed to work up detailed proposals.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due Date provided 16 June 2008

The rationale for the recent arts service review was to position the authority as a strategic leader in the key issues associated with the development of the arts. Given this role, it is important that the Council take the lead on a partnership in relation to the Cultural Olympiad. The Arts Service Officers, specialising on the creative industries, young people, inclusion, rural provision and marketing will all have significant roles in building the appropriate partnerships required to ensure that Nottinghamshire benefits from the opportunities prior to, and during, the 2012 games.

### Response from the Communities Department to progress on carrying out recommendation

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**The 2012 games will provide a unique backdrop for communities to celebrate by engaging in a range of cultural activities.**

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

The Overview and Scrutiny Committee may wish to ensure that the Arts Service keep Members informed of community events.



# Overview and Scrutiny

## Notice to Respond

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### Recommendation 7 (of 16)

Members of the Select Committee considered the use of training facilities by teams from smaller, less wealthy countries. It recommends that a “package” for these teams which could include not just access to training facilities but hospitality and support service arrangements, transportation, interpreters and security be developed. The Select Committee considers that the presence of elite athletes may act as a catalyst for young people to become interested in and participate more in sport. It recommends that negotiations with teams expressing an interest in using facilities in Nottinghamshire be undertaken to encourage them to become involved in the local community and sports clubs, for example by allowing access to their training activities, running taster or training sessions. The Committee recognises that the Council would need to consider the possibility of a new funding resource to make this happen.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due Date provided 16 June 2008

The hosting of international teams for training and pre-games holding camps is a complex issue. Nottinghamshire has fared well in securing a range of facilities to be included in the 2012 formal publication of quality assured venues, which will be distributed to counties in Beijing. These include, amongst others, Nottinghamshire County Cricket Club at Trent Bridge, The Jesse Boot Basketball Centre in the City, facilities at Ashfield School and the National Water Sports Centre. The Select Committee’s recommendation to focus on smaller, less wealthy countries is welcomed by the Portfolio Holder, however it is recognised that this targeted approach is more difficult to coordinate.

The County Council has a place on the sub regional 2012 partnership and it is this forum that will look towards acting as a coordinating body for requests to use facilities in Nottinghamshire. This would not discount direct approaches to specialist facilities, such as Holme Pierrepont, but it will be important not to duplicate effort in such a complex arena.

There are currently no resources dedicated to negotiating with national teams and it is unlikely that the smaller teams will give consideration to 2012 preparations until after the Games in Beijing. This also applies to the major countries, who may well be based outside of Nottinghamshire, but require specialist facilities as part of an overall package. This is already the case in relation to the Loughborough University bid to host the USA National Team.

Finally in this section, it is also recognised that a proactive ambitious scheme to support nations to use facilities in Nottinghamshire falls outside the scope of a single service or department and will

require a full Council commitment for any ambitions to be achieved.

Response from the Communities Department to **progress** on carrying out recommendation  
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Date due January 2009

Date provided 19 January 2009

**County Council officers continue to be active in the sub regional 2012 group which has recently brought together interested parties to consider pre event training opportunities. This work is to be coordinated by “Sport Nottinghamshire” the sub regional sports partnership agency with a prominent role being undertaken by County Council officers given the specialist nature of the water sports facilities available at Holme Pierrepont.**

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

It was agreed that a progress report be made to the January meeting, together with details of an action plan to take forward the recommendations (OSC 16.06.08)

Members may wish to seek further information as to the proposals for a proactive, ambitious scheme.



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#### Recommendation 8 (of 16)

The Select Committee feels that the County Council, in partnership with other agencies, should use the Games to add value to existing strategies to increase participation in sport across all age groups and encourage healthy life style choices. To facilitate this, a coordinated approach is needed to inform the people of Nottinghamshire about planned events and programmes to maximise these opportunities.

#### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due

Date provided

16 June 2008

There are a number of existing strands of work and partnerships which the County Council can support and influence to support this recommendation.

The adoption by the Local Area Agreement partnership (LAA) of the national indicator NI8 (adult participation in sport) as a key priority in the new LAA will have a significant affect on driving up participation levels in the adult population.

Similar targeted activity will take place following the extra investment into schools and the Olympics and Paralympics will create a range of opportunities to link with the new 5 hour physical education and sport offer in and around schools.

I have already instructed Officers to commence work to establish a coordinated events strategy.

#### Response from the Communities Department to **progress** on carrying out recommendation

to be completed 12 months after publication of review

Date due

January 2009

Date provided

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**The strategy in the area of increasing participation remains the same, as reported at the last scrutiny meeting. Further progress has been made in the development of an events strategy supported by the City Council, Rushcliffe Borough and the local professional sports clubs and major venues. The strategy will target the hosting of a number of major events in Nottinghamshire between 2009 and the 2012 games.**

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

It was agreed that a progress report be made to the January meeting, together with details of an action plan to take forward the recommendations (OSC 16.06.08)



Nottinghamshire  
County Council

# Overview and Scrutiny

## Notice to Respond

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### **Recommendation 9 (of 16)**

The Select Committee recommends that new ways of increasing accessibility to sports facilities and venues be considered including considering new ways of accessing school facilities. Consideration should also be given to the County Council establishing an insurance scheme linked to the County Council's own insurance schemes for use by sports clubs in the community.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due Date provided 16 June 2008

In terms of school based facilities, the County Council should celebrate the considerable investment and achievements that have been made in this regard, whilst recognising that it is a challenge that is becoming more difficult due to a variety of factors. These include: Foundation status, Private Finance Initiatives (PFI), a reduced Joint Use budget and the remaining 5 year time span of the Joint Use agreements.

Increases in participation on school sites can only be achieved by a joined up approach to the Building Schools for the Future (BSF) programme and ensuring that community access to new facilities is built in at concept and planning stages.

There is a commitment through the LAA process for sports partners to work together to increase participation levels in sport and active recreation and it is believed that the 2012 games will add impetus to this objective.

With regard to the pressure on local teams and clubs in relation to insurance payments, a specific piece of work will be commissioned to investigate if the Council's own insurance scheme is the appropriate vehicle to alleviate the problem.

### Response from the Communities Department to **progress** on carrying out recommendation

to be completed 12 months after publication of review

Date due January 2009 Date provided 19 January 2009

### **Action remains the same as previously stated**

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

Members may wish to question progress against the work to be commissioned to investigate insurance issues as detailed in the Cabinet Members response.



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### Recommendation 10 (of 16)

The Select Committee recommends that the County Council further its existing volunteering plans to build in new opportunities pre and post 2012 to increase volunteers across Nottinghamshire.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due Date provided 16 June 2008

The refresh of the County Council's sports and arts service strategies will strengthen an already robust commitment to increasing and retaining volunteers in both areas. This equally applies to our volunteer networks in country parks, conservation and within the library service.

Volunteering is also a key priority in the new LAA and the County Council's relationship with the independent volunteering agencies will be crucial in this respect.

It is important that the County Council continues to invest in building the capacity in the voluntary sector and the Olympics, Paralympics and Cultural Olympiad will present a range of new opportunities to leave lasting community benefits as a legacy

### Response from the Communities Department to **progress** on carrying out recommendation

to be completed 12 months after publication of review

Date due January 2009 Date provided 19 January 2009

**Action remains the same as previously stated, with additional progress taking place in the appointment by the County Council of a "Step into Sport" officer**

### Comments additional comments or further action required (completed by Chair/Lead Officer of select committee)

It was agreed that a progress report be made to the January meeting, together with details of an action plan to take forward the recommendations (OSC 16.06.08)

Members may wish to question the progress made and whether further progress would be achieved through the completion of implementing recommendation 1



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### Recommendation 11 (of 16)

The Select Committee recommends investigating different sources to increase the funding needed to expand and improve The Nottinghamshire Talented Coaches Programme. This could be managed in conjunction with the talent support programme, working with other agencies and commercial businesses to raise funding to support an expanded scheme.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due Date provided 16 June 2008

The County Council sports service will continue to lead on behalf of the wider sports partnership on a county wide coach development strategy.

The existing "talented coaches programme" will provide the template for an extended scheme on the run up to 2012 and efforts will be made to seek a commercial partner to adopt the scheme in the future.

### Response from the Communities Department to **progress** on carrying out recommendation

to be completed 12 months after publication of review

Date due January 2009 Date provided 19 January 2009

**Action remains the same as previously stated.**

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

It was agreed that a progress report be made to the January meeting, together with details of an action plan to take forward the recommendations (OSC 16.06.08)

Members may wish to question progress made and whether further progress would be achieved through the completion of implementing recommendation 1.



# Overview and Scrutiny

## Notice to Respond

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### Recommendation 12 (of 16)

The Select Committee recommends that schools, further education colleges and the university sector combine to ensure that newly qualified coaches are fed into existing community based sports clubs.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due **16 June 2008**

The portfolio holder accepts that there are gaps between coaches undertaking sports qualifications and making use of those qualifications in community settings. I have proposed that this area be investigated further by the Coach Development Officer with the objective of bringing together the relevant stakeholders to make inroads on the back of 2012.

### Response from the Communities Department to **progress** on carrying out recommendation

to be completed 12 months after publication of review

Date due **January 2009** Date provided **19 January 2009**

**Action remains the same as previously stated.**

### Comments additional comments or further action required (completed by Chair/Lead Officer of select committee)

It was agreed that a progress report be made to the January meeting, together with details of an action plan to take forward the recommendations (OSC 16.06.08)

Members may wish to question the progress made.

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### Recommendation 13 (of 16)

The Select Committee recommends that initiatives happening in education need to be fed into some type of "ideas bank" so that projects, plans etc can be pooled and shared.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed three months after publication of review

Date due Date provided 16 June 2008

The Acting Strategic Director will work across the Children and Young People's Strategic Partnership to ensure that initiatives which relate to the 2012 Olympics are used to inform practice as widely as possible

### Response from the Communities Department to progress on carrying out recommendation

to be completed 12 months after publication of review

Date due January 2009 Date provided 19 January 2009

Action remains the same as previously stated.

### Comments additional comments or further action required (completed by Chair/Lead Officer of select committee)

It was agreed that a progress report be made to the January meeting, together with details of an action plan to take forward the recommendations (OSC 16.06.08)

Members may wish to hear examples of this action.



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### Recommendation 14 (of 16)

1. The Select Committee recommends that consideration be given to developing and publicising a coordinated transport strategy that outlines methods and routes of travelling to the tourist attractions within Nottinghamshire.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due Date provided 16 June 2008

#### **Information about local travel options.**

Easy access to travel information will be fundamental to the promotion of local attractions in Nottinghamshire. Existing tourism information services, such as the internet site 'visitnottingham.com', already contain detailed information about attractions in Nottingham and how to travel to these attractions using the integrated journey planner. It is likely that visitors to Nottingham during the Games will be seeking information about travel to London, as well as 'what to do' locally, during any spare time they may have. There will be a clear need to signpost visitors to appropriate information sources. It is also likely that many visitors will be using predominantly public transport and the County Council will need to coordinate its information provision with tourist and travel information points, as well as public transport operators, in the City and County. It will be particularly important to target points within easy reach of the Central and East Coast Lines to London, where visitors to the Games would be most likely to stay.

#### **Additional Transport Provisions**

Any additional measures to improve transport infrastructure and provision to Nottinghamshire's tourist attractions would need to be commensurate with a pragmatic assessment of the potential increase in tourism resulting from the Olympic Games, and whether this would warrant supplementing existing services. Discussions will need to be held with public transport operators to understand what additional provisions they will be making – for example, these are likely to be enhanced rail and coach services to London - and what complementary provisions would be required locally.

Response from the Communities Department to **progress** on carrying out recommendation  
to be completed 12 months after publication of review

Date due

January 2009

Date provided

**As previously outlined.**

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

It was agreed that a progress report be made to the January meeting, together with details of an action plan to take forward the recommendations (OSC 16.06.08)

Members may require further information when plans available.





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### Recommendation 15 (of 16)

The Select Committee recommends that the plans for the redevelopment of Nottingham Train Station take into account the anticipated increase in rail traffic before, during and after the Games and initiates actions to minimise disruption to rail services and passengers using the station during this period.

### Response from Cabinet Member for Culture and Regeneration to recommendation

to be completed **three** months after publication of review

Date due Date provided 16 June 2008

The County Council is represented on the Nottingham Station Hub Steering Group. The Council's Rail Officer has asked for this issue to go on the agenda for the next Steering Group meeting, and will set out to the Steering Group the concerns of the Select Committee. The County Council will request that the works schedule for the station improvements takes steps to minimise disruption during the Olympic period.

The Council's Rail Officer will also:

- raise with East Midlands Trains the need to assess whether additional services might be required from London to Nottingham, or extra capacity on existing services, particularly in the evenings, and
- raise with Network Rail the need to avoid any disruption to rail services during the Olympic period, and so not to schedule any routine maintenance on the Midland Main Line

Response from to Communities Department to **progress** on carrying out recommendation  
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Date due

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Date provided

6 January 2009

**In response to a recommendation for the County Council's select committee, the Steering Group were able to confirm that the Hub proposals and the associated possession requirements during construction will present no obstacle to the projected increase in rail traffic before, during and immediately after the 2012 Games. The requirements to minimize disruption to rail services during this period will be impressed on the contractors appointed to undertake the works.**

**Comments** additional comments or further action required (completed by Chair/Lead Officer of select committee)

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Members may require a further update.



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### Recommendation 16 (of 16)

The Select Committee would encourage Experience Nottingham to look at preparing plans to attract visitors to Nottinghamshire at an earlier date to enable it to take advantage of the opportunity to increase visitor numbers offered by 2012. It should consider the possibility of attracting spectators to use the county as a place to stay during the Games and to visit before and after 2012. Developing a marketing strategy to operate during the Games to encourage visitors to return at a later date should also be explored.

### Response from Cabinet Member for Culture and Regeneration to recommendation to be completed three months after publication of review

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As a major stakeholder in the destination partnership for Nottinghamshire "Experience Nottinghamshire", it will be essential to ensure that the opportunities presented by the 2012 Games are not missed. Previous experience shows that the biggest increase in visitors to a country happens in the 5 years following the Games themselves, so it will be vitally import to prepare for, and capture, a market share over a broad time span.  
The County Council will continue to use its Service Level Agreement with Experience Nottinghamshire to ensure that the County as a whole benefits from increased visitor numbers.

### Response from the Communities Department to progress on carrying out recommendation to be completed 12 months after publication of review

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Action remains the same as previously stated.

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