

Meeting: Council

Date: 12 July 2006

LONDON 2012 OLYMPICS AND PARALYMPICS

(Leisure)

NON-KEY DECISION

Author -	Aidan Sanderson	Ext.No. 2311
Contributors -	Corporate Olympic Working Group.	
Lead Officer -	Nick Parry	Ext.No. 2257
Contact Officer -	Neil Hanley	Ext.No. 2670

1 PURPOSE

To update Council on the outcome of the Countywide Conference on the 2012 Olympics held on 9 February 2006 and to advise that Stevenage Borough Council has contributed £3,000 towards the cost of countywide 2012 Olympics Co-ordination work in 2006/07.

2 RECOMMENDATIONS

2.1 That the Council notes the contents of the report and the Corporate Working Group reviews the effectiveness of a £3,000 contribution as part of the Council's budget review before committing to further funding in future years.

3 BACKGROUND

3.1 In November 2004, the Council officially supported the London 2012 bid. In July 2005, notification was received that the London 2012 bid to stage the 2012 Olympic and Paralympic Games was successful.

3.2 On 7 November 2005, Senior Management Board agreed that a Corporate Olympics Working Group be formed and made up of both officers and Members in order that Stevenage may benefit from the 2012 Olympic and Paralympic Games to the maximum level possible.

3.3 This working group has now been established and has agreed to ensure the following key themes are delivered:

3.3.1 To oversee the development and implementation of a Business Plan detailing the potential benefits for Stevenage.

3.3.2 To provide a multi partner forum for developing Stevenage's response in all matters related to the Games.

3.3.3 To provide a coherent communications strategy to ensure maximum awareness of activities across Stevenage.

- 3.3.4 To provide a co-ordinated voice for Stevenage in County, Regional and National Fora.

4 REASONS FOR RECOMMENDED COURSE OF ACTION AND OTHER OPTIONS

- 4.1 A Countywide Conference on the 2012 Olympic and Paralympic Games was held on 9 February 2006 at the Fielder Centre entitled "Hertfordshire Olympic and Paralympic Event to 2012 and Beyond".

- 4.2 Approximately 130 people attended from a wide range of agencies including District/Borough Councils, Hertfordshire County Council, Hertfordshire Constabulary, the University of Hertfordshire, professional sports organisations, Sport England, Hertfordshire Chamber of Commerce and business partnerships.

- 4.3 Workshops were held on the following subjects:

- Culture
- Health
- Business and Enterprise
- Sport Development
- Safer Communities
- Education and Achievement

- 4.4 As a result of the conference a Herts 2012 Steering Group was formed. The Group comprises:

- John Wood, Herts County Council (Chair);
- Annie Hawkins, Herts County Council;
- Tim Hutchings, Herts Chamber of Commerce & Industry;
- Christine Neyndorff, Herts Sports Partnership;
- Nick Brooking, University of Hertfordshire;
- Jacqui Bunce, Stevenage & North Herts PCT;
- Steve Ottaway, Herts Constabulary;
- Shaun Dawson, Lee Valley Regional Park Authority;
- Steve Welch, St Albans City & District Council and Chair, Herts Association of Cultural Officers (HACO)

The question of whether or not there was enough district representation on the above group was discussed at both the 2012 Steering Group and HACO, to this end the following officers have since been asked to join the group :

- Aidan Sanderson, Stevenage Borough Council (HACO)
- Matt Partridge, Borough of Broxbourne (HACO).

- 4.5 The Steering Group agreed to use the workshop summaries as a starting point in developing the Hertfordshire 2012 Action Plan. The Steering Group also agreed that in order to maximise the benefits of the Games for Hertfordshire there was a need for a Hertfordshire-based resource in order to take work forward. This led to the decision to approach various agencies for contributions towards building capacity to undertake this work.

- 4.6 At the Council meeting on 1 March 2006 the Council's budget was agreed and included a sum of £5,000 in order to fund Council initiatives in connection with the London Olympics 2012 as opportunities arise.
- 4.7 Various presentations have been received by both officers and Members and have highlighted in particular, the opportunities for tourism and economic development, outside London. That between 50-75% of the net benefit of staging the Games in Britain is likely to accrue through tourism with potentially 500,000 more visitors to the UK. A successful Games tends to give a good image of a country which encourages more visitors afterwards. Reference also being made to the significant cultural and sporting legacy which could result from the Olympics being held in Britain and suggestions that councils should aim to maximise the full range of opportunities before, during and after the event.
- 4.8 Hertfordshire is well placed to develop a fully-integrated approach to maximising the unique opportunities it has in relation to the Games. These include:
- Its geographical position, with fast roads and public transport links to London and Games venues;
 - A Host County for the Games with the Canoe Slalom course in Broxbourne;
 - High quality sporting infrastructure with excellent facilities at the University, within Districts' Leisure portfolios, schools (both public and private) and the private sector;
 - An integrated cultural network including all Local Authorities, the Arts and Sports Regional Bodies, Lee Valley Regional Parks Authority (LVRPA), Herts Sports Partnership and a core Steering Group developed for the Herts 2012 event.
- 4.9 As importantly, it should be remembered that the Paralympics immediately follows the Olympics in London.
- 4.10 The Council can play an important leadership role within the District in terms of involving schools, groups, private sector partners and communities.
- 4.11 At its meeting held on 24 February 2006, the Herts 2012 Steering Group concluded that there was a need for a more dedicated resource to help start pulling together a strategy and action plan and to work with organisations on the ground. Both the Herts Sports Partnership Olympic Board and HACO (Herts Association of Cultural Officers) have subsequently met and are supportive of the need to establish a co-ordination role.
- 4.12 A proposal has been received that all districts/boroughs, including Stevenage, make a contribution of £3,000 towards this countywide initiative. The suggestion is that a body like the Herts Prosperity Forum would supervise this work programme for a period of one year initially. This would be assessed as to effectiveness after that period before any further financial commitments were requested. It is proposed that Stevenage makes this contribution whether or not all other 9 District/Borough Councils decide to contribute since Stevenage is well placed to gain from this work independently, although it is anticipated that many districts/boroughs will choose to contribute.

4.13 The suggested funding basis is as follows:-

10 x District/Borough Councils @ £3,000	£30,000
Lee Valley Regional Park Authority	*£10,000
University of Hertfordshire	*£ 3,000
Herts County Council	*£20,000
Herts Prosperity Forum	*£20,000
Possible Total	<u>£83,000</u>

* Funding confirmed

4.14 Hertfordshire Constabulary and Hertfordshire Sports Partnership will look to support specific projects. The Primary Care Trust will also be approached for support.

4.15 The range of works and therefore costs is, of course, dependent on the amount of funding received but total funding in excess of £60,000 is anticipated for the coming year.

4.16 An outline work programme aimed at maximising the benefits flowing from this Olympic opportunity is attached at Appendix A

4.17 A contribution of £3,000 by Stevenage Borough Council towards the development and roll out of an action plan should benefit the entire county in terms of increasing footfall, encourage contracts for local businesses and encourage all local people, including young people and people with disabilities, to take part in sport and cultural activities and should encourage tourism and cultural activities.

5 IMPLICATIONS

5.1 Financial Implications

There is a budget in existence to cover the £3,000 in 2006/07 which will be subject to review and potentially ongoing cost commitment in further years.

5.2 Legal Implications

None identified.

5.3 Policy Implications

The proposal is inline with the Council's policy of working in partnership for the health and well being of the community.

5.4 Planning Implications, Environmental, Staffing and Accommodation, Human Rights Implications, Equal Opportunities, Service Delivery, Community Safety, Information Technology and Other Implications

None

OUTLINE OF PROPOSAL FOR HERTFORDSHIRE OLYMPIC 2012 CO-ORDINATION WORK

Depending on the funding agreed, the work will be scoped and managed by the 2012 Steering Group and reviewed annually or more frequently if required. The intention is that the work will be undertaken through a self-employed route to avoid employment complications and associated additional on costs.

PURPOSE

Act as the Hertfordshire link to all relevant external bodies or individuals such as Sport England, EEDA, Regional 2012 Co-ordinator, County Co-ordinators, and internally to all the Steering Group partners (inc HCC, District Councils, LVRPA, University of Hertfordshire, Police, Health, Voluntary and Business Sectors) and to support delivery of the potential benefits of 2012 for the County.

RESPONSIBILITIES AND PERFORMANCE MANAGEMENT

1. To support the Steering Group (SG) and lead on implementation of its decisions.
2. Create a Hertfordshire network of lead players identified in the partner organisations, which supports the promotion of 2012.
3. Be the link for the receipt, assessment and distribution of information received from key agencies such as LOCOG, ODA, Sport England, to all partners in the network.
4. Seek external funding for the activities agreed by the SG.
5. Lead the process for creating a Preparation camp bid for Hertfordshire as specified by LOCOG
6. Deliver 2012 presentations to organisations/groups to promote the Games.
7. Lead on approved countywide events, such as the Annual 2012 Conference, proposed week of events in July and co-ordinate on related information on partner activities.
8. Represent Hertfordshire on relevant Regional and other Groups such as East 2012 Partnership Group and attend meetings of Partner organisations as required.
9. Produce for SG approval a 3 year Business Plan and associated annual action plan.

COST AND FUNDING

An annual cost estimate of £35k-£70k plus funds for activities and hosting arrangements

The funding and hosting arrangements would need to be on an agreed basis from the partners, which includes HCC, District Councils, LVRPA, University of Hertfordshire, Health, Police, and Business Community. Clearly if all contribute this arrangement would be cost effective from each partner's perspective and ensure a co-ordinated approach to this unique opportunity.