

CHESHIRE EAST COUNCIL

People Advisory Panel

2nd March 2009

Date of meeting:

Report of:

Strategic Director, People

Title:

London 2012 Legacy Opportunities

1.0 Purpose of Report

- 1.1 The purpose of the report is to inform members of the considerable preparation work already carried out to ensure that Cheshire and Warrington maximise the legacy opportunities arising from the 2012 London Olympics and Paralympics and outline the potential role of the Cheshire East and Cheshire West and Chester authorities in continuing this work.

2.0 Decision Required

- 2.1 That members consider the issues set out in section 7.8 of the report and make recommendations to the Cheshire East Shadow Cabinet as appropriate.

3.0 Financial Implications for Transition Costs

- 3.1 There are no implications for transition costs.

4.0 Financial Implications 2009/10 and beyond

- 4.1 The consideration of a contribution to the funding of a 2012 co-ordinator post is one of the issues for Members to consider. This would be in the region of £5,000 to £10,000.

5.0 Legal Implications

- 5.1 There are no legal implications.

6.0 Risk Assessment

- 6.1 There is a risk that the full benefits of the 2012 Olympics are not felt in Cheshire East without some pre-planning on the Authority's part over the next three years, to maximise the opportunities that the London Olympic Games offers.

7.0 Background and Options

- 7.1 Following the award of the 2012 Olympics and Paralympics to London in 2012 the games organising committee set up the Nations and

Regions Group (NRG) to co-ordinate legacy involvement and benefit across the United Kingdom. A North-West Steering Group was formed to engage with the NRG and Cheshire and Warrington and set up its steering group chaired by the Chief Executive of Visit Chester and Cheshire to secure the involvement of our committees.

- 7.2 The Cheshire and Warrington 2012 Steering Group contains representatives from all the existing 8 local authorities and other key stakeholders such as the Cheshire and Warrington Sports Partnership, Chamber of Commerce, Visit Chester and Cheshire, Cheshire Universities and the cultural sector. Their role over the past 2 years has been to support the development and implementation of the regional 2012 Legacy Framework and develop a sub-regional framework. The sub-regional framework (Embrace the Games) was published in the autumn of 2008 and copies are circulated with this report for members' information.
- 7.3 In drafting the local framework the Steering Group worked closely with both regional co-ordinators and sub-regional partners identifying four main themes for the delivery of a lasting legacy. These themes are:
- Sport and Physical Activity - harnessing the enthusiasm generated in sport by the games. Elsewhere on the agenda of this meeting, there is an item on 'Aiming High for Disabled Children', and within that initiative there is an emphasis upon the need to help disabled youngsters to become engaged in sport.
 - Cultural Olympiad - full involvement in the cultural programme that accompanies the games.
 - Business Opportunities - stimulating games related economic activity.
 - Visitor Economy - increasing visitors and improving the visitor experience through tourism created by the Games.
- 7.4 Running in parallel with these main themes are the principles of increasing volunteering and skills across all sectors, providing programmes of sport and cultural events for the benefit of children and young people and to improve the health and wellbeing of our communities.

Next Steps

- 7.5 With the recent handover of the Olympics and Paralympics to London accompanied by the success of British athletes in Beijing, interest in 2012 and its potential impact has significantly increased.
- 7.6 The publication of the legacy framework, which is the first in the north-west, provides a significant foundation on which to build benefits ranging from local businesses securing games related contracts to attracting Olympic nations to base themselves in training camps in our sub-regions.
- 7.7 Given the extent of the preparatory work, it is now vital that momentum is maintained and ideally accelerated under the new unitary authority structures in Cheshire and to help achieve this the steering groups have identified 3 key actions. These are as follows:-

(i) Review the Membership and Objectives of the Steering Group

With the new local authority structures in Cheshire, council representation will in future be through senior officers from the 3 authorities. It is also intended to identify and appoint 'Champions' for each of the four legacy themes with their role being to develop and implement the action plans. It is hoped that these Champions will emerge from existing members of the steering group. Key stakeholders such as the universities will remain as part of the group and others will be invited to attend as appropriate to promote actions plans.

(ii) Appointment of a 2012 Legacy Co-ordinator

As the volume and complexity of the legacy opportunities increases, it is clear that maximum benefits will not be achieved unless a dedicated resource is secured to co-ordinate and support activity. This role, which has already been adopted by many other successful authorities, will act as the 'king pin' between the existing regional co-ordinators working within the NWDA and Arts Council North West and the sub-regional theme champions and stakeholders. The scope and considerable economic and social impact of the Olympics is set out in the legacy framework document and we believe justifies investment by the partners to establish a new coordinators post within the delivery structure. This is likely to be an appointment outside the local authorities to a host agency (i.e. VCC or one of the Universities)

(iii) Engagement with New Regional and Sub-Regional Cultural Agencies

With the removal of the regional cultural consortium and restructuring of other cultural NDPB; (Sport England, Arts Council etc.) combining

with local government changes in Cheshire it will be vitally important to quickly establish new regional cultural links to sustain work on the legacy. These new relationships will determine the sub-regional strategic priorities for the 2012 legacy and a co-ordinator would play a key role in establishing and maintaining such links.

Conclusions and Issues for Consideration

7.8 With the 2012 Legacy programme now at a critical stage, as outlined in the report, it is important that the two new authorities in Cheshire together with Warrington continue to take the lead if legacy benefits are to be fully realised. As a result members of the People Advisory Panel are asked to consider recommending the following actions to the shadow executive and cabinet of CWAC and CE.

- (i) Note and endorse progress made by the 2012 Steering Group and the opportunities that the London Olympic and Paralympic games brings.
- (ii) Endorse the continued memberships of the new authorities on the revised steering group and support the principle of appointing a co-ordinator to support the theme champions and other stakeholders.
- (iii) Consider a funding contribution to secure the 2012 co-ordinator post on the basis that legacy activity will assist the new authorities deliver key economic and social outcomes for the future. The detail of the funding package is yet to be determined but is likely to be circa £5K to £10K.
- (iv) Consider a future mechanism to receive progress reports and interactions between 2012 legacy activity and wider outcomes for the councils.

8.0 Overview of Day One, Year One and Term One Issues

8.1 There are no critical issues.

9.0 Reasons for Recommendation

9.1 To ensure Cheshire east maximises the opportunities available to the area presented by the hosting of the London 2012 Olympics.

For further information:

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Background Documents:

'Embrace the games: the Cheshire and Warrington Legacy Framework for the London 2012 Games'