

Bath & North East Somerset Council

MEETING:	Cabinet	
MEETING DATE:	10 April 2013	EXECUTIVE FORWARD PLAN REFERENCE:
		E 2494
TITLE:	Review and Evaluation of Olympics and Cultural Olympiad events and projects 2012	
WARD:	All	
AN OPEN PUBLIC ITEM		
List of attachments to this report:		
Appendix 1: Review and evaluation of Olympics, Paralympics and Cultural Olympiad events and projects 2012		
Appendix 2: Letter from Olympic Delivery Authority and Department for Transport		

1 THE ISSUE

1.1 In December 2011, Cabinet approved officers' plans for events and projects to take place in 2012 to mark the Olympics year (report E2314 refers). The present report reviews and evaluates the 12 months of activity and assesses its impact on our communities. An estimated 449,000 people participated in 140 events and projects during 2012. The success of cross-Council working, and the high standards of safe event management, throughout the year is noted in the annual Safety Advisory Group for Events [SAGE] report (report E2487 refers).

2 RECOMMENDATION

The Cabinet agrees that:

- 2.1 The achievements of the Council and its partners and communities are acknowledged and celebrated.
- 2.2 Officers are encouraged to build on the achievements of 2012, improving cross-departmental working on events and using the success of 2012 projects to strengthen work with local communities.

3 FINANCIAL IMPLICATIONS

- 3.1 No resources will be allocated to Olympic or Cultural Olympiad events after the end of 2012-13. Officers will utilise existing budgets and officer time to further improve cross-Council working on events and to develop legacy projects in partnership with local communities.
- 3.2 Resources totalling £486,000 were allocated in 2011-12 and 2012-13 to support specific events for 2012. £31K was contributed from existing budgets within the Active Lifestyles and Arts & Festivals Service areas, and the balance of funding £455K from Headroom Funding, Revenue Budget Contingency and carry forward from 2011-2012. These resources supported the following key events and projects: Torch Relay Day; Paralympics Flame Celebration; Jubilee Picnic in the Park; Gold Challenge; Quest project; filming and documentation of events.
- 3.3 Heritage Services experienced some loss of income due to the 'Olympics effect'. Some in-bound tour operators bringing international visitors decided against a UK visit, partly because of the increased cost of hotel accommodation in London due to the Olympic Games, and partly because they anticipated the principal gateways of Heathrow and Gatwick Airports being congested with Olympics-related traffic. This had been anticipated and budgets had been forecast on the assumption of decreased trade in 2012, in line with the business plans for other major visitor attractions. What was not anticipated was the decline in home market activity; UK residents stayed at home in large numbers to watch the Games on tv when UK athletes started winning gold medals. As a result, visitor numbers to the area's main attraction, the Roman Baths, fell by 3% more than had been expected over the tourism season, with a consequent effect on admission income and secondary spend. However the Roman Baths' performance was considerably better than many other visitor attractions across the UK.

4 CORPORATE OBJECTIVES

- Promoting independence and positive lives for everyone
- Creating neighbourhoods where people are proud to live
- Building a stronger economy

5 THE REPORT

- 5.1 Appendix 1 provides a detailed report of the events and projects that took place in 2012. Appendix 1 includes a summary of all events and projects; participation numbers; economic impact; social and community impact; and legacy. Appendix 2 is a copy of the letter received from the Olympic Delivery Authority and the Department for Transport, thanking Bath & North East Somerset Council for its co-ordination of the Torch Relay through Bath.
- 5.2 All events took place successfully and safely with no injury to any participant or spectator, thanks to the integrated working of the Safety Advisory Group for Events [SAGE] and exemplary cross-Council working between services.
- 5.3 The highlights of the year were the Torch Relay Day on Tuesday 22 May 2012 (70,000 people watched the Relay through Bath and North East Somerset), and the collection of the Paralympic Torch from London followed by the Paralympics Flame Celebration and Rio Carnival procession on Saturday 25 August 2012

(7,500 people participated in the event at the Rec in Bath and an estimated 15,000 watched the Carnival procession).

- 5.4 The Council was praised by the Olympic Delivery Authority and the Department for Transport for the professionalism with which officers organised the Torch Relay Day (see Appendix 2). The event went smoothly with no incidents, thanks to a cross-Council working group of third-tier officers who were each assigned a specific area of responsibility. The success of this method of working has resulted in further improvements in event management and co-ordination between Council departments.
- 5.5 The Paralympic Flame Celebration was focussed on children, young people and families, and had the Paralympic values of determination, courage, equality and inspiration at its core. Representatives from the Council collected the Paralympic Lantern from the lighting ceremony in London and brought it back to Bath to be welcomed by the Chair. The Paralympic Lantern was carried through the streets of Bath, ahead of the Rio Carnival, by 9 inspirational Lantern Bearers, who were nominated for the way they have embraced the Paralympic values and how they have made a difference or pushed the boundaries of what is achievable.
- 5.6 Two large-scale participation projects were run throughout the year – the Gold Challenge for sports participation and the Quest project for community participation. A separate report on the Quest project will be available in March 2013.
- 5.7 Launched in November 2010, the Gold Challenge was a charity challenge in which people took on Olympic and Paralympic sports to raise money for their chosen charity. It had two main objectives: to inspire people of all ages and physical ability to play sport, and to raise substantial sums of money for charity. Through promotion of the Gold Challenge in Bath and North East Somerset, over 1,000 people were inspired to be more active including a number of Council staff, while thousands of pounds were raised for local charities. Team Inspiration – 28 Councillors and Officers – have been inspired to run the Bath Half Marathon on 3 March 2013.
- 5.8 It is too soon to measure the direct impact and legacy of the Olympics year on sports participation, but the Department for Culture, Media & Sport's 'Taking Part' survey results for 2012-13 quarter 2 (December 2012) state:
- 12 per cent of adults reported that the UK winning the [Olympics] bid had motivated them to do more sport or recreational physical activity, 5 per cent reported that they were motivated to do more cultural activities, and 7 per cent reported that they were motivated to do more voluntary work. Motivation to do more sport and cultural activities as a result of winning the bid had significantly increased from 2010/11.*
- 5.9 In Bath and North East Somerset, a number of programmes of work build on the achievements of 2012. These include: the forthcoming Leisure Strategy; cycling development, including funding of £600,000 from British Cycling and £141,000 from Sport England; the Special Olympics; and the Wheels for All programme.
- 5.10 Similarly there are community legacies. Many of the Quest projects enabled during 2012 have shown that there is great enthusiasm and demand from community groups to continue to work together – for example, local history and

heritage projects, street parties and community celebrations, youth groups, and the Carnival project. Officers will identify where there is opportunity to enable groups to realise their aspirations in 2013 and beyond.

5.11 The London 2012 Olympics and Paralympics year coincided with the Queen's Diamond Jubilee and celebrations related to this are also included in the report in Appendix 1.

5.12 An estimated 449,000 people participated in 140 events and projects during 2012.

6 RISK MANAGEMENT

6.1 The report author and Lead Cabinet member have fully reviewed the risk assessment related to the issue and recommendations, in compliance with the Council's decision making risk management guidance.

7 EQUALITIES

An EqIA has not been completed for the following reasons: this is a retrospective report describing work that has already been completed.

8 RATIONALE

8.1 One of the aims of London 2012 was to create 'legacy' – a long-lasting impact from the investment of resources in the Olympic Games. Officers believe that in Bath and North East Somerset there is great opportunity to build on the achievements of this special year.

9 OTHER OPTIONS CONSIDERED

9.1 None.

10 CONSULTATION

10.1 *Cabinet members; Other B&NES Services; Stakeholders/Partners; Other Public Sector Bodies; Section 151 Finance Officer; Chief Executive; Monitoring Officer*

10.2 Circulation of a draft of this report; presentation of the report to Informal Cabinet.

11 ISSUES TO CONSIDER IN REACHING THE DECISION

11.1 Social Inclusion; Customer Focus; Sustainability; Young People; Corporate; Health & Safety

12 ADVICE SOUGHT

12.1 The Council's Monitoring Officer (Divisional Director – Legal and Democratic Services) and Section 151 Officer (Divisional Director - Finance) have had the opportunity to input to this report and have cleared it for publication.

Contact person	Ann Cullis, Senior Arts Development Officer
-----------------------	---

	01225 396455 ann_cullis@bathnes.gov.uk
Sponsoring Cabinet Member	Councillor David Dixon
Background papers	Report E2314: Olympics/Cultural Olympiad 2012 (December 2011) Report E2487: Safety Advisory Group for Events (SAGE) Report 2012 (November 2012)
Please contact the report author if you need to access this report in an alternative format	