

Bath & North East Somerset Council

MEETING:	Cabinet	
MEETING DATE:	7 December 2011	EXECUTIVE FORWARD PLAN REFERENCE:
		E 2314
TITLE:	Olympics/Cultural Olympiad 2012	
WARD:	All	
AN OPEN PUBLIC ITEM		
List of attachments to this report:		
<ul style="list-style-type: none">▪ Appendix 1: Gold Challenge▪ Appendix 2: Quest Project▪ Appendix 3: Calendar of Events▪ Appendix 4: Budget		

1 THE ISSUE

- 1.1. Next year 2012 is the Olympics year. This presents Bath & North East Somerset with a unique opportunity to enthuse, inspire and engage all generations from all communities of the Authority in sporting and cultural activities to celebrate this National and International event and feel part of something special.
- 1.2 This Report identifies how the opportunity of London 2012 can add value to the Council's Vision, and benefit the communities we serve. As well as the celebration of sporting talent and achievement, London 2012 also has a Cultural Olympiad – the surrounding programme of non-sports events, festivals, and projects.
- 1.3 On 7 November 2011, the London Organising Committee of the Olympic Games (LOCOG) made a public announcement that Bath has been chosen as one of the 'Communities on Route' to host the Olympic Torch Relay. This is a once in a lifetime opportunity for Bath to be a part of something extremely special and its moment to shine to a world-wide media audience.
- 1.4 Building on the objectives of the Department of Culture, Media and Sport Legacy Promise, we want to create a legacy for Bath & North East Somerset:
 - 1.4.1 to improve the quality of life for all

1.4.2 to inspire a new generation of young people to take part in local volunteering, cultural and physical activity

1.4.3 to be a creative, inclusive and welcoming place to live in, visit and for business

2 RECOMMENDATION

The Cabinet agrees that:

2.1. It engages in the National celebrations of the Olympic and Paralympic Games and the ambitions of the London Organising Committee of the Olympic Games (LOCOG) and the Government to leave a legacy for future generations.

2.2. It will embrace all the plans outlined in this Report and support the activities proposed positively.

2.3 Councillors are encouraged to enthuse and engage their own communities in the planned programme of events and challenges and participate fully in the opportunities and benefits offered by 2012

2.4 All Council staff adopts an Olympics message in their email signature from January 2012 and are encouraged to participate in the activities associated with this Report, in line with the Council's Health, Safety and Wellbeing Policy.

2.5 The Council Leader will be the Olympics Champion and will be the figurehead for 2012 locally

3 FINANCIAL IMPLICATIONS

3.1 The Cultural Olympiad Programme has been funded by a one-off allocation of funds from the Council's Corporate Headroom allocation within the 2010/11 budget. The programme does not currently provide for the full estimated cost of hosting the Torch Relay, which are currently estimated at £100,000, of which £50,000 is already provided for and detailed in Appendix 4. Additional funding is required of £50,000 and can be obtained by the release of the remaining reserve earmarked for the Olympics as set out above.

4 CORPORATE PRIORITIES

4.1 The programme of Olympics year activities for 2012 will contribute to some or all of the following:

- Building communities where people feel safe and secure
- Promoting the independence of older people
- Improving life chances of disadvantaged teenagers and young people
- Sustainable growth

4.2 The programme contributes to the following themes of the Sustainable Community Strategy 2011-26:

- Health & Wellbeing
- Stronger Communities
- Children & Young People
- Environmental Sustainability
- Economic Development & Enterprise

5 THE REPORT

- 5.1 Bath and North East Somerset is in a unique position coming into 2012. The Torch Relay provides a fantastic opportunity for the Authority and, as such, we want to ensure that we do everything possible to make this Event successful, not only for visitors, but more especially for our communities, from all generations and all walks of life.
- 5.2 We will be working with schools, community groups, faith organisations, businesses, families and visitors to the City to support the Event and wave the flag for Bath and North East Somerset and feel part of a unique occasion.
- 5.3 A cross-Council and statutory Agency Community Task Force has been set up, with Officers from the Tourism, Leisure & Culture division leading on the delivery of a successful event through our Authority area.
- 5.4 In addition, the University of Bath is playing host to a number of athletes competing at the Olympic Games, and ParalympicsGB choosing Bath as their pre-training Camp to the Paralympic Games, what better time to inspire our communities to challenge themselves? Whether it be trying out a sporting or cultural activity for the first time, or coming together to celebrate all that the Olympics and Cultural Olympiad can offer and leave a lasting legacy of sport and arts in the area, 2012 is truly an exceptional year in the life of our community.
- 5.6 The Gold Challenge is one of the official mass participation legacy programmes for London 2012 – Places, People, Play. The aim is to challenge individuals, teams, families, whatever age, whatever their ability to try an Olympic sport, at the same time raising money for their chosen charity.
- 5.7 The Gold Challenge contributes to the Council's Get Active Strategy to increase participation levels in physical activity and enables us to build on our strong relationships with sports clubs, leisure providers, schools, FE and HE establishments and the volunteer sector. Full details of the Gold Challenge can be found at Appendix A.
- 5.8 The Quest project, which runs in parallel with the Gold Challenge, is a community participation project. It will encourage all residents of the district to 'make a local difference' by creating projects, setting challenges, and working together to create a 'living map' of our people, places and history.
- 5.9 Quest challenges might include, for example, community or neighbourhood clean-ups, sponsored walks, growing your own food initiatives, or individual projects such as learning a foreign language, learning to cook, or researching a family tree. Everyone's projects will be captured on a project website which will form a story and archive of our Olympics year.
- 5.10 The Tourism Leisure and Culture Division is also leading on a number of special events for 2012, which also marks the Queen's Golden Jubilee. Key events are:

Jubilee Weekend 2-5 June: Picnic in the Park at Royal Victoria Park; Skyride

21 July: Family Festival of music and sports at Bath Racecourse

July-August: Rio2016 - community arts sessions to create a carnival parade and show for the August bank holiday weekend, on a Brazilian theme

In addition the regular calendar of events such as Bath International Music Festival, Bath Fringe Festival and the Keynsham Music Festival will run throughout the summer season.

- 5.11 Officers are planning to use bunting and coloured flags and special planting schemes in parks, to create a lively and attractive celebration of the Olympics year for residents and visitors. Bath Tourism Plus and the BID group will work with officers to engage local businesses and visitor attractions.

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

- 7.1 Equality Impact Assessments have been undertaken for both the Get Active Strategy 2010-13, the Arts Development Strategy 2011-14 and the Cultural Strategy 2011-26.
- 7.2 The planned programme of events has the primary objective of encouraging participation in sports and cultural activities, and officers will ensure that all communities in the district are able to benefit.

8 RATIONALE

- 8.1 The excitement which will be generated around London 2012 gives us a timely opportunity to engage all sectors of the community in positive activities, which will not only fulfil the 'big society' agenda, but will also provide the opportunity for a lasting legacy in sport and culture.
- 8.2 The Olympics and Paralympic training camps at University of Bath will ensure that the district will attract significant national and international media coverage, and this gives us a prime opportunity to promote Bath and North East Somerset as a destination.

9 OTHER OPTIONS CONSIDERED

- 9.1 None.

10 CONSULTATION

- 10.1 *Cabinet members; Parish Council; Town Council; Other B&NES Services; Service Users; ; Youth Council; Stakeholders/Partners; Other Public Sector Bodies; Section 151 Finance Officer; Chief Executive; Monitoring*
- 10.2 Officers have been holding discussions and meetings with key groups and organisations since early 2010, and this is ongoing. Communication with staff has been initiated through 'Staff Matters' and an email newsletter to interested officers.
- 10.3 Consultation was carried out by email and in person.

11 ISSUES TO CONSIDER IN REACHING THE DECISION

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

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.

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Sponsoring Cabinet Member	Councillor David Dixon
Background papers	Get Active Strategy 2010-13 Arts Development Strategy 2011-14 Cultural Strategy 2011-26
Please contact the report author if you need to access this report in an alternative format	