



**AGENDA ITEM: 8**

**CORPORATE AND  
ENVIRONMENTAL OVERVIEW &  
SCRUTINY COMMITTEE:  
25 October 2012**

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**Report of: Assistant Director Community Services**

**Relevant Managing Director: Managing Director (People and Places)**

**Contact for further information: Mr J Nelson (Extn. 5157)  
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**SUBJECT: 'OLYMPICS 2012 – SECURING A LASTING LEGACY IN WEST LANCASHIRE'**

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Wards affected: Borough wide

**1.0 PURPOSE OF THE REPORT**

1.1 To update members and provide a response to the recommendations arising from a report of the Corporate Overview and Scrutiny Committee in 2009, 'Olympics 2012 - Securing a lasting legacy in West Lancashire'.

**2.0 RECOMMENDATIONS**

2.1 That members note the response to the recommendations arising out of the report.

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**3.0 BACKGROUND**

3.1 The Councils External Overview and Scrutiny Committee agreed in 2008 to a topic for review based around the opportunities for the Olympics. The report title was agreed as 'Olympics 2012- Securing a lasting legacy for West Lancashire.'

**4.0 REVIEW AND REPORT**

- 4.1 The review was undertaken over a period of two years and moved from the External Overview and Scrutiny Committee to the Corporate Overview and Scrutiny Committee in 2009 when changes to the committee structure came into effect.
- 4.2 Details of the committee meetings presentations and attendance at the meetings by officers and external agencies can be found in the report; a copy of the final report is attached at Appendix 1.

## **5.0 RECOMMENDATIONS.**

- 5.1 The report made five recommendations:

The Corporate Overview and Scrutiny Committee make the following recommendations:

- (1) That Edge Hill University be supported in their commitment towards providing a Training Camp for the Olympics 2012 Games and the opportunities to be gained for residents of West Lancashire to engage with the sporting community.
- (2) That the Council provide information and activity programmes, within existing resources, towards a Lancashire-wide publication produced by Lancashire County Council which will detail cultural, sporting and business opportunities within the Borough and Lancashire.
- (3) That the Council continues to work with our partners to maximise the benefits of 'The Games' by using branding, where appropriate, to support the Olympics/Paralympic 2012 through existing events and activities.
- (4) That thanks be extended to Members of the External Overview and Scrutiny Committee for the work they undertook on the review.
- (5) That the Corporate Overview and Scrutiny Committee review progress on the recommendations in June 2012.

## **6.0 RESPONSE TO RECOMMENDATIONS.**

- 6.1 Recommendation (1).

West Lancashire Borough Council supported Edge Hill University initially by providing support to the University application to become a training camp. The Borough Council attended the initial visits by IOC members, Coaches and team principals when they visited the University prior to the Olympics and again when the teams arrived. The University have continued their involvement with overseas athletes and have developed strong connections with commonwealth teams who are looking for training facilities for 2014.

- 6.2 Recommendation (2).

The Borough Council provided information and assistance in compiling information across a number of web sites, publications and social media sites. Working with agencies including LCC, Northwest 2012, Lancashire in 2012, Lancashire Sport and Sport England. The Councils Arts Development team worked closely with colleagues across the region as part of the cultural Olympiad with specific work with West Lancashire schools to develop cultural Olympic themed arts projects.

### 6.3 Recommendation (3)

Branding was a very closely controlled activity by the London Organising Committee of Olympic Games (LOCOG). The Borough Council was however able to use approved branding as part of the Torch Relay events in Burscough and Ormskirk. In addition schools were able to engage in the 'Get Set' web site which included school specific branding towards the Olympics and Olympic themed activities. West Lancashire Community Leisure Trust supported a schools activity programme for events leading up to the games and continued with special offers during the Olympic and Paralympics games period.

6.4 Recommendation (4) provides a recorded acknowledgment and thanks to the members of the Executive Overview and Scrutiny Committee.

6.5 Recommendation (5) provided a time line for reporting. The report has been brought to this committee at the first opportunity following the completion of the Olympics and Paralympics games.

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## **Background Documents**

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this Report.

## **Equality Impact Assessment**

The decision does not have any direct impact on members of the public, employees, elected members and / or stakeholders. Therefore no Equality Impact Assessment is required.

## **Appendices**

1. Report of the Corporate Overview and Scrutiny Committee, 'Olympics 2012 – Securing a lasting legacy in West Lancashire'.