

West Lancashire Borough Council

**Report of the Corporate Overview & Scrutiny Committee
'Olympics 2012 – Securing a lasting legacy for West
Lancashire?'**





‘OLYMPICS 2012 – Securing a lasting legacy for West Lancashire?’

Report of the Corporate Overview & Scrutiny Committee

FOREWORD by the Chairman Councillor James Kay



“The review entitled ‘Olympics 2012 – Securing a lasting legacy for West Lancashire?’ was carried out, on behalf of the Council, by the External Overview and Scrutiny Committee and concluded by the Corporate Overview and Scrutiny Committee. The remit was to determine whether it was possible for West Lancashire to secure a lasting legacy from the Olympics 2012 in economic; sporting; health and social terms.

The project started with a presentation ‘Be Inspired’ by Rob Young, North West Co-ordinator for the 2012 Olympic Games. Rob’s presentation so early in the review and before the Beijing Olympics had taken place, provided a spring board of the direction for the review and although it was anticipated that the review would last for two years it concluded its work at an earlier stage.

A special thank you goes to Tony Charlton, Associate Head of Department, Sports Development and Sports Studies, Edge Hill University who attended meetings and kept review members informed of the developments and legacy in educational terms that were to benefit the University and in the longer term the West Lancashire Community.

I would like to thank Members and Officers and the following for their contribution to the review:

- Professor Tony Charlton, Associate Head of Department, Sports and Development Studies, Edge Hill University
- Rob Young, North West Co-ordinator for the 2012 Olympic Games

MEMBERSHIP OF THE COMMITTEE

The Review was undertaken by the External and Corporate Overview and Scrutiny Committees between March 2008 and September 2009.

MEMBERS

2007/2008 (External Overview and Scrutiny Committee)

Chairman: Councillor Mrs Skilling **Vice-Chairman:** Councillor M Pendleton

Councillors: Ainscough, Aldridge, Mrs Atherley, Mrs Blake, D Duffy, Mrs Evans, Griffiths, Hammond, Jones, Meadows, Mee, J Roberts, Saxon, Mrs Stephenson, Vickers and Mrs Westley

2008/2009 (External Overview and Scrutiny Committee)

Chairman: Councillor Aldridge **Vice-Chairman:** Councillor Saxon

Councillors: Ainscough, Mrs Atherley, Mrs Blake, Mrs Colling, Cropper, Duffy, Gartside, Meadows, Mee, Ms Melling, M Pendleton, R A Pendleton, Mrs Pollock, Pratt, W G Roberts, Mrs Stephenson and Vickers.

2009/2010 (Corporate Overview and Scrutiny Committee)

Chairman: Councillor Kay **Vice-Chairman:** Councillor Ms Melling

Councillors: Mrs Atherley, Collinson, Grice, Hennessey, Jones, Lea, Meadows, Mee, M Pendleton, R A Pendleton, Mrs Pollock, Saxon, Mrs Stephenson, Swiffen, Tattersall and West.

Invited Representatives from External Organisations

Rob Young, North West Co-ordinator for the 2012 Olympic Games.
Tony Charlton, Associate Head of Department, Sports Development and Sports Studies, Edge Hill University

Substitute Members

The following Members acted as substitute Members for one or more of the meetings held when considering the review:

Councillors: Baldock, McKay

Non Members of the Committee who attended:

Councillor Grant (Leader of the Council)

THE REVIEW AND RECOMMENDATIONS

TERMS OF REFERENCE

Members of the Committee agreed to conduct the review in order to:

1. Determine whether it would be possible for West Lancashire to secure a lasting legacy from the Olympics 2012 in economic, sporting, health and social terms.
2. Present a report of the Committee's findings to Cabinet and Council, as appropriate.

Objectives

The present –

1. To understand the 'Be Inspired – Our Vision, Northwest Legacy Framework for the 2012 Games' – To examine the opportunities to be derived in economic, sporting, health and social terms, for the communities of West Lancashire by engaging in the "passion and spirit of the 2012 Games"¹
2. To assess what contribution can be made to the 'Cultural Olympiad' by the communities of West Lancashire.
3. To identify what opportunities can be assessed by the communities of West Lancashire in the run-up to the 2012 (Olympics & Paralympic) Games.

¹ Extracted from 'Be Inspired' – Our Vision, Northwest Legacy Framework for the 2012 Games.

The future –

1. To identify what has been done/can be done and by whom in West Lancashire to secure the 'legacy' in economic, sporting, health and social terms as a spin-off of the 2012 Games.
2. To examine whether lasting benefits for the communities of West Lancashire can be secured as a result of the 2012 Games.

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.

METHODS OF ENQUIRY

MEETINGS

Meetings were held on the following dates:

- A. 11 March 2008
- B. 1 July 2008
- C. 11 November 2008
- D. 10 March 2009
- E. 24 June 2009
- H. 23 September 2009

SITE VISIT

Launch of 'We Play' – Manchester Velodrome: 24 March 2009

INFORMATION GATHERED

Meeting held on 11 March 2008

Members received a presentation from Mr Rob Young, North West Co-ordinator for the 2012 Olympic Games in support of their consideration into conducting a review on the topic 'Olympics 2012 – 'Securing a lasting legacy in West Lancashire?' The presentation 'Be Inspired' was supported by a series of slides⁽¹⁾.

In his presentation, Mr Young explained that the North West has a proud sporting heritage which would be drawn upon to contribute to the 2012 Olympic and Paralympic Games and the hope that the strength, determination and competitive spirit of the local communities would be utilised to derive the maximum economic, sporting, health and social benefits providing opportunities for people to engage in the games.

He cited possible contributions by local communities which included the provision of training camps; venues in the North West acting as hosts and the skills that could be drawn upon from the voluntary sector of our communities.

Members heard about the role of the North West Steering Group for the 2012 Games that had been set up to guide the delivery of the legacy framework and of the Group's six themes: Sports and Physical activity, Major Events; Cultural Olympiad; Tourism and the Visitor Economy; Skills and Volunteering and Business.

Mr Young informed the Committee that Edge Hill University was listed in the Official London 2012 Pre Games Training Camps Guide and that it was hoped that teams would use the facility offered by Edge Hill. He described how hosting training camps were not just about its sports facilities but of the benefits to the wider community from those visiting athletes etc.

Members heard too of the Companies across the North West which had direct 2012 contracts and of the North West Business Network which was launched in January 2008 providing through information and guidance, events and electronic brokerage services, assistance to North West Companies to be more competitive when challenging for Olympic and broader Public Sector Contracts.

Members further heard of the North West Cultural Olympiad being launched in September 2008 and the London 2012 Education Programme in Autumn 2008.

Mr Young provide information in relation to the handover of the Olympics on 24 August 2008 and Paralympics on 17 September 2008.

In conclusion Members heard that what had been outlined was the beginning of an evolving process that the goals could not be achieved alone, that partnership was the key. The Games could help organisations to deliver against their existing strategic priorities and enable partners to create a lasting legacy for the region but that planning would need to start.

Meeting held on 1 July 2008

Training Camp Development – Edge Hill University

Tony Charlton, Associate Head of Department: Sports Development & Sports Studies, Edge Hill University updated Members on progress with regards to the training camp development at Edge Hill University and other initiatives, as part of the University's support for the 2012 Games.

Mr Charlton reported that Edge Hill University had been selected as an accredited training centre for the 2012 Olympics and Paralympics. The University being one of only 73 in the North West region in the Olympic guide and one of only 23 within the region accredited Paralympic venues. Details of the accredited facilities would be distributed to all nations competing at the 2008 Beijing Games in the hope that they will choose Edge Hill as their training camp. It was stated that Edge Hill had been accredited for training for Athletics, Archery and Football. However, it was hoped competitors from other sports, for example, fencing would also be attracted.

Mr Charlton then went on to describe some of the initiatives being proposed to raise the profile of the 2012 Games both internally within the Edge Hill campus community and externally with local business/suppliers, the voluntary sector, local sports clubs and civic representatives. One visual initiative, to raise the profile of the event, was to feature a "count-down" clock on campus, counting down from the date of the handover from Beijing to London in September 2008. It was explained that an Impact Study for the University was currently being undertaken and a Business Plan being prepared in preparation for a series of meetings with local businesses later in the year.

He stressed the importance of engaging with the local community and gaining their acceptance that the 2012 Games were not just an event in London, citing the participation at a local level of archery and road cycling clubs in the area, which already had Olympic links through some of their members.

Mr Charlton further reported that a contingent from Fiji had already visited the University to assess their sporting and ancillary facilities. Of note from that enquiry was the proposal not only to spend a four week period in 2012 at the University using the sporting and associated facilities, but the long term proposal to develop education and cultural links over the next four years.

He concluded by stating it was an exciting time for the University as well as the larger community. However, the normal educational programmes of the University would need to continue during this period and therefore establishing links and engaging with the wider community was vital.

Comments and questions were raised in respect of the following:

- Sufficient and suitable accommodation at Edge Hill to meet the demands and the needs of visiting athletes, especially paralympic competitors and their support personnel.
- The development of community participation across the District through the links with sports clubs, schools, the voluntary sector and faith groups.
- The commercial opportunities for local businesses and suppliers.
- Engagement/involvement of young people outside the Edge Hill community.
- The assistance of the NWDA.

It was suggested that a summary version of the proposed Business Plan being developed by the University would be useful for Members to assist their understanding of the issues.

The Leisure and Cultural Services Manager explained that the North West Development Agency (NWDA) were fully behind Edge Hill University in their success as being listed as an accredited training camp for 2012 Games.

The Chairman, on behalf of the Committee, thanked Mr Charlton for his attendance and update on the training camp developments at Edge Hill University and invited him to attend the next meeting of the Committee in the Autumn Term.

Meeting held on 11 November 2008

Training Camp Development – Edge Hill University

Members received a further update on progress with regard to the training camp development at Edge Hill University and other initiatives, as part of the University's support for the 2012 Games.

Mr Charlton gave an update in respect of the University's selection as an accredited training centre for the 2012 Olympics and Paralympics. Details of the accredited facilities had been distributed to nations competing at the Summer Games in Beijing and following a very active period it was reported that, led by the North West Development Agency (NWDA) details would be emerging that the Oceania region would be using the North West as its training base in the four year period leading up to the London 2012 Olympic Games and Paralympic Games.

He further reported that the University had had a whistle stop visit from the Development Manager representing the Pacific Islands of Oceania in September who was very impressed by the University's facilities and ambiance and whose interest in what Edge Hill and the community had to offer was not just restricted to the four year period to 2012 but beyond to the 2014 Commonwealth Games in Glasgow.

Mr Charlton stated that the next step would be to develop an Action Plan to set out the aims for the next four year's including receiving full-time student athletes on Sport Studies degree programmes and extended visits for individuals and groups, including coaches. It was hoped that links would be formed with local clubs to assist the integration of the athletes through training and competitions. The University already had some links with local sports clubs, for example, archery, wrestling and football, but it was hoped that this would be broadened.

Members also heard about an additional initiative with the link with Oceania, through the exchange of expertise where coaches for example would have the opportunity to visit that region with a view to assisting them with training etc. to improve their medal hopes. It was recognised that crucial to the process was a sustainable infrastructure to assist the development of athletes across various sports.

Comments and questions were raised in respect of the following:

- The identification of large companies in the District who could seek to benefit from the business opportunities presented by the Games.
- The numbers of athletes/sporting personnel expected to be accommodated in the District.
- The benefits of the set-up in respect of sporting facilities, accommodation etc. within the campus grounds.

The Executive Manager Regeneration and Estates reported that businesses were being encouraged to sign-up, through the 'Be Inspired' web-site, by the NWDA as only a registered business would be able to bid for 2012 contracts. It was proposed that a web-page tool to encourage interaction between businesses with a link to the NWDA web-site, could be useful.

Further comments and questions related to:

- The involvement of the local community, including the school sectors
- Production of Service Level Agreements with clubs and schools to ensure a responsible approach
- Encouraging the local community to welcome the visitors to ensure an enjoyable experience
- The knock-on benefits of the Games for the area.

Mr Charlton further reported that a press release from the North West Regional Development Agency Steering Group on the latest developments and initiatives for the region would be released on 14 November 2008.

On behalf of the Committee the Chairman extended thanks to Mr Charlton for the update and congratulations in relation to securing the links with the Oceania contingent to train and study at Edge Hill University.

Community Participation

Members considered the report of the Head of Leisure and Cultural Services⁽²⁾ which updated Members on leisure and cultural developments in the District in relation to the 2012 Olympic Legacy.

Members noted that to coincide with the official handover of the Games to London on 24 August 2008 following the Beijing Olympics, flag raising ceremonies were held across the Country. West Lancashire celebrated the occasion and a flag, provided by Sport England, was raised by the Chairman of the Council, Councillor Ainscough, in Coronation Park. Further a similar celebration was held on 17 September 2008, when the Beijing Paralympics concluded and London became the host nation for those Games too. West Lancashire marked this event with team events and activities at two schools, West Lancashire Community High School and Kingsbury School, Skelmersdale. Councillor Aldridge, Chairman of this Committee attended those celebrations.

Mr Nelson reported that the North West Steering Group for the 2012 Games had produced a further document 'Be Proud'⁽³⁾ outlining the achievements of the North West athletes who were successful in Beijing providing inspiration, it was hoped, as the region moves forward to the 2012 Games.

Reference was also made to:

- The action plans and their regional significance
- Measuring the benefits of the legacy of the Games in terms of participation and health benefits
- Increasing the level of participation in school sports

It was agreed that an invitation should be extended to Rob Young, NW Co-ordinator for the 2012 Olympic Games to attend a future meeting of the Committee to provide an update on developments in the region, particularly as they relate to West Lancashire.

Meeting held on 10 March 2009

Training Camp Development – Edge Hill University

Tony Charlton, Associate Head of Department: Sports Development and Sport Studies, Edge Hill University attended to update the Committee on further progress with regard to the training camp development at Edge Hill and other initiatives, as part of the University's support for the 2012 Games.

Dr Charlton reported that the links with Oceania continued and interest in the facilities on offer at the University and in the region remained at a high level.

He then went on to explain some of the initiatives coming forward at Edge Hill as a result of the Olympics 2012 initiative. These included a proposal to introduce six new programmes of study from September 2009 to meet the demand and interest as a consequence of Olympics 2012. If successfully revalidated, the courses would provide an on-going legacy for the University. Courses proposed included new programmes to train "to be trainers" and "events management". Dr. Charlton also made reference to the

University's aim to strengthen the bonds with the community through sport and sporting events on campus and links through the Parish Councils.

It was explained that key to the University's proposals was sustainability and community delivery through sport development by offering assistance to a range of age groups and the community at large. Through the Schools Sports Partnership and the University's validation processes it was hoped that Edge Hill would be in a position to respond quickly to initiatives coming forward as part of the legacy of the 2012 Games.

Comments and questions were raised in respect of the following:

- Expansion of the "sporting links" with the community.
- Age range of the target group for sport provision and events.
- Publicity of the sporting facilities, events and initiatives at Edge Hill.
- Skills for future employability of students.
- Extending links through local organisations and events (reference made to the recently held SPAR Lancashire Youth Games 2009 Gymnastics County Final).
- Links with the Sports Colleges and the three Centres of Sporting Excellence within the District.
- Assistance for sporting activities in the rural areas and involvement through the Parish Councils.
- Resource and financial implications, including availability of financial assistance locally.

The Head of Leisure and Cultural Services made reference to the funding that would be available from the 1 April 2009 for a variety of projects, which it was hoped could benefit rural areas and be distributed through the Parish Councils. He referred to the appointment of a Club Development Officer, whose remit would include working on "inspirations" looking forward to the 2012 Games and improving the links with local sporting Clubs.

Similarly, Dr Charlton referred to the Higher Education Funding Council (HEFC) who had put money aside as part of higher education's input into the 2012 Games and how this could be linked to the initiatives with schools in the District.

Community Participation

Members received an update from the Head of Leisure and Cultural Services on 'Get Set', the official London 2012 education programme for schools, colleges and other education providers in the UK supported by information.⁽⁴⁾ They heard how the 'Get Set' initiative was driven by an interactive web-site (www.london2012.com/getset) that provided an opportunity for children and young people to learn about the Olympic and Paralympic Values and the London 2012 games. There was an opportunity for schools, colleges and others interested partners to join the wider network through LOCOG (*London Organising Committee for the Olympic and Paralympic Games*) and for the provision of local internet links.

Members further heard of the launch of 'WE PLAY'⁽⁵⁾ on the 24 March 2009 where an announcement was to be made of the start of a significant new regional partnership and innovative cultural programme for the north west and the securing of £3.02 million, for the region, from the Legacy Trust UK and that the Chairman and Cllr Mrs Blake would attend the event.

Site Visit – 24 March 2009

Councillors Aldridge and Mrs Blake attended the launch of 'WE PLAY' at the Manchester Velodrome which announced the start of a new regional partnership and innovative cultural programme for the North West as part of the north-west cultural legacy for the London 2012 Olympics and Paralympic Games.

The session opened with an introduction by Debbi Lander, Northwest Creative Programme for London 2012 who explained that the aims of WE PLAY was to make a difference by generating a positive legacy through linking culture and sports. It was explained WE PLAY is a Legacy Trust UK funded project led by the Arts Councils England for the Northwest on behalf of new regional partnerships pulling together partners from culture, education and sport.

Members then viewed the WE PLAY DVD showing the aspirations of the project. The DVD presentation highlighted how people from all walks of life could get involved and included samples of activities and events, encouraging a "joined-up" approach to the benefits of "Play".

Presentations were made by Legacy Trust UK and the Arts Council, North-West.

In the ensuing question and answer session comments were raised in respect of the following:

- Opportunities for disability arts in the region. (Reference made to "Unlimited" – commissioned arts for disabled artists; link with DADA via AND and collaborative ventures, including "What's Normal"; "Without Walls" (Street Arts Festival)
- Involvement of/access by local communities. (Reference made to 'New Cultural Journeys', encouragement of young people to get involved; drawing on the themes of the Games; identifying cultural projects and applying to join the programmes.)
- Representation of young people to lead events up to 2012.
- Use/availability of DVD's to assist publicity and provide inspiration to others. (Reference made to access of this resource via web-site)
- Sustainability through improved practices etc.
- Improving accessibility for a range of visitors to the Lakes sites
- Phased Programme of finding "space" in connection with the 'Somewhere Too' initiative.
- WE PLAY section of the Be Inspired – 2012 Games Northwest Legacy Framework website (www.nwbeinspired.com)

The event concluded with a mock cycling race.

Meeting held on 24 June 2009

That the Corporate Overview and Scrutiny Committee conclude the work on the review entitled 'Olympics 2012 – Securing a lasting legacy for West Lancashire' by agreeing the draft final report and recommendations at its meeting on 23 September 2009 for submission to Cabinet and Council, as appropriate.

Meeting held on 23 September 2009

The Committee considered the draft of the final report and recommendations of its review 'Olympics 2012 – Securing a lasting legacy for West Lancashire?' and agreed the recommendations to Council.

Project Plan

The Project Plan was reviewed at each meeting of the Committee and is attached as Appendix 1.

Other Information

Referenced material information which has assisted the work of the review and the compilation of this report :

- (1) 'Be Inspired' – Northwest Legacy Framework for the 2012 Games (Rob Young, Northwest Co-ordinator for the 2012 Games)
- (2) Community Participation – Report of the Head of Leisure and Cultural Services
- (3) 'Be Proud' – The Beijing Effect
- (4) Introducing 'Get Set' – London 2012 education programme for schools, colleges and other education providers in the UK.
- (5) 'We Play' Launch

Other material information which has assisted the work of the review and the compilation of this report :

Minutes of the Meetings of the External Overview and Scrutiny Committee held on 11 March 2008, 1 July 2008, 11 November 2008 and 10 March 2009 and the Corporate Overview and Scrutiny Committee held on 24 June 2009 and 23 September 2009.

Notes of the launch of 'WE PLAY' – Manchester Velodrome, 24 March 2009.

Note: The above information is not attached to the report but is available, on request from Member Services.

Documents:

'Be Inspired' - Our Vision, North-west Legacy Framework for 2012 Games
'Be Proud' – The Beijing Effect
'Get Set' – The Official London 2012 Education Programme for Schools, Colleges and Other Education Providers in the UK.
'We Play' – Regional Partnership and innovative cultural programme for the north-west
'Be Inspired' 2012 Newsletters (October 2008; December 2008; April 2009 and August 2009)
North West Culture Programme for 2012

Note: The documents listed are available for downloading from www.nwbeinspired.com. Further information on the 2012 Olympic Games is also available at www.london2012.com.

OFFICER SUPPORT

Lead Officers:	External Overview and Scrutiny Committee: Jayne Traverse, Executive Manager Planning, Regeneration and Estates
	Corporate Overview and Scrutiny Committee: Kim Webber, Assistant Chief Executive
Officers Reporting:	Dave Tillerary, Executive Manager Community Services John Nelson, Head of Leisure and Cultural Services
Scrutiny Support Officer:	Cathryn Jackson, Senior Member Services Officer

SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY

The aspirations for the Olympic 2012 legacy to provide wider access and participation in recreation and leisure facilities for the future both within the Borough and North West region are encompassed within the general aims of the Community Strategy.

FINANCIAL AND RESOURCE IMPLICATIONS

There are no direct resource implications associated with the compilation of the Committee's final report. However, there may be additional costs and financial burdens on the Authority subject to the nature of the Olympic legacy. Any budgetary requirements would be reported to the appropriate Committee as required.

RISK ASSESSMENT

The recommendations could provide opportunities for leisure and culture in the Borough.

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

There is no evidence from an initial assessment of an adverse on equality in relation to the equality target groups.

Appendices

- (1) Project Plan