

Select Committee on Regeneration, Culture and Adult Education

Wednesday 3 November 2010

Report of the Director of Urban Environment

London 2012 - Community Games and Schoolympics

Purpose of Report

1. To consider the opportunities arising from engagement with London 2012 and current activities within Dudley Borough.
2. To consider the specific opportunities to engage with the Community Games and Schoolympics programmes.

Background

3. The Olympic and Paralympic Games will take place in London in 2012, between 27 July and 9 September. In the build up to the Games, and in line with a commitment in the original bid document, every effort will be made to engage as widely as possible with the whole country. Whilst construction activity is predominantly focused in the east end of London, there are many opportunities for the whole country to participate in Games related activities.
4. There are many opportunities for involvement in the Games, including the following:

Volunteering – up to 70,000 volunteers or Games Makers will be required to make the Games happen. Games Makers are currently being recruited in partnership with McDonalds.

Jane Beech from Kewford Eagles Football Club in Wall Heath was named the Black Country Volunteer of the Year in 2009 and she was invited to participate in the national Games Makers launch earlier in 2010.

Cultural Olympiad - The four-year London 2012 Cultural Olympiad started in September 2008, at the end of the Beijing 2008 Paralympic Games. It is the largest cultural celebration in the history of the modern Olympic and Paralympic Games, designed to give everyone in the UK a chance to be part of London 2012. The aim is to make a real impact and to leave a legacy lasting well beyond 2012. Millions of people around the UK are already part of the Cultural Olympiad, through the Inspire programme and Open Weekend and the Cultural Olympiad will culminate with a UK-wide festival in 2012.

Inspire Programme – The London 2012 Inspire programme is an Olympic and Paralympic first in that it enables non-commercial organisations from across the country to officially link their events and projects to the London 2012 Games through the use of the Inspire Mark shown below.



In Dudley the Inspire Mark has been awarded to Sycamore Adventure, the Sport Unlimited programme and the People Dancing programme. Other local applications have been submitted for consideration.

Education – Organisers want to use the Games to inspire children and young people. There are specific programmes, initiatives and opportunities created specifically for young people. For instance the Get Set programme for schools provides resources, ideas and opportunities inspired by the London 2012 Games. Many schools in Dudley are signed up to participate in the Get Set programme.

Live Sites - Live Sites will feature big screens and event spaces in urban centres offering live information, video, news and community events. Live Sites will be the destination for news, events and live screenings of the Olympic and Paralympic Games in 2012. There will be more than 18 screens nationwide.

Open Weekend – Open Weekend 2010 took place over 23- 25 July 2010 and included events in Dudley including the official opening of Sycamore Adventure, and a sports day at The Dell Stadium.

In 2011 Open Weekend will take place over 22 – 24 July 2011. The ethos of Open Weekend is to involve a wide range of organisations and activities in London 2012 related activities.

Business – The Business Network is a one-stop shop for finding out how businesses can get involved in London 2012. The CompeteFor website enables companies to view tender opportunities for goods, works and services.

Thomas Dudley and Company Limited, Cromwell Plastics and AP Lifting Limited are among local companies who have been successful in securing London 2012 contracts.

Jobs - In the lead in to 2012, the London 2012 Organising Committee (LOCOG) and the Olympic Delivery Authority (ODA) will both be recruiting employees.

5. West Midlands 2012 Plan

The West Midlands intends to celebrate the distinctiveness of the region and play to regional strengths. Regional plans and projects are focused on making a real difference and making an impact nationally and internationally.

There are five identified central themes which underpin all West Midlands activity and these are outlined below.

Business and skills: Using the 2012 Games to showcase West Midlands businesses and their capabilities to the world. This will be achieved by seizing market opportunities, raising ambitions and aspirations and helping to deliver a powerful voice for the West Midlands.

Culture: The London 2012 Cultural Olympiad provides an excellent opportunity to showcase and celebrate the cultural assets of the region. The cultural programme is intended to raise the profile of the West Midlands as a place with a thriving, digitally-connected cultural sector.

Sport and health: London 2012 provides a much needed vehicle to promote and drive up participation in sport in the West Midlands. Innovation will be encouraged through our partnerships to achieve aims and create a real and lasting legacy. The demonstration and festival effects of the regional culture programme will be used to drive up community participation in the region.

Tourism and regional image: London 2012 provides the region with a special opportunity to showcase the strong cultural and sporting offer. The West Midlands will be accessible to UK and international visitors through a programme of events and festivals. Major sporting events will reinforce the West Midlands as a sporting region accustomed to hosting national and international sporting events.

Volunteering: The main volunteering aim is to get people to volunteer for 2012 related programmes within the West Midlands, and in London. Major international sports events taking place in our region, the Culture Programme and the Community Games provide great volunteering opportunities which will continue to grow as the West Midlands rolls out its legacy.

In addition to these five themes, young people and equality and diversity are threads that run throughout the strategy. A recently established Black Country London 2012 officers group adopted the five regional themes as a framework for their work.

6. Community Games

Community Games uses the inspiration of the Wenlock Olympian Games to encourage cultural and sporting celebrations that will be organised by local communities. There were several taster Community Games in 2009 that some 3,500 people took part in and the Community Games had their official launch in Much Wenlock in May 2010.

The Community Games programme is intended to engage and enable communities across the West Midlands to stage their own community events, drawing on the inspiration of Dr William Penny Brookes' original concept for the Wenlock Games in Shropshire. Community Games provide an opportunity for communities to come together to take part in sporting and cultural activities inspired by, and in celebration of, the London 2012 Olympic and Paralympic Games.

Community Games is part of the West Midlands Cultural Programme for London 2012 which draws on the excitement of the 2012 Games and the region's heritage of innovation and invention to inspire people of the region to join in and have their own 'Olympic or Paralympic moment'.

7. Community Games Opportunities in Dudley

Community Games should be organised by communities, for communities, and communities of all shapes and sizes can stage a Community Games. Community Games might involve people in one street, regular users of a park or other public space, or people involved in a shared interest or who have a shared cultural heritage. Each Community Games should celebrate the uniqueness of the community organising it from the setting to the time of year and the type of activities run.

Some communities may focus on contests to give the event a competitive element. Others may want to focus on giving people the opportunity to try a new activity. Whatever the focus Community Games should provide an opportunity for everyone to participate. Communities will be expected to stage an opening or closing ceremony and to showcase some cultural activity as part of the event.

Community Games are one of the major Legacy Trust UK programmes in the region. The Legacy Trust UK's mission is to support a wide range of innovative cultural and sporting activities for all, which celebrate the London 2012 Olympic and Paralympic Games and which leave a lasting legacy in communities throughout the United Kingdom.

There are many local opportunities for communities to become involved in Community Games. There is the opportunity to emulate the success of the St Thomas's Community Games and to learn from such events. The St Thomas's Games clearly met the criteria for Community Games, being an event developed and staged by local people.

A key part of the Community Games initiative is the recruitment of Games Advocates. Advocates will be equipped to support potential organisers of events, but will not be directly responsible for organising Games. In Dudley Community Renewal Officers, Parks Rangers and leisure centre employees have all been identified as Advocates and will be equipped to provide this support through access to the Community Games web tools.

8. People Dancing

The second major Legacy Trust UK programme in the West Midlands is People Dancing. People Dancing is already involving every generation and many cultures to create dance events in all kinds of places across the region; in the first year 14 organisations have been commissioned to deliver activity and over 16,000 people have taken part. It is a three year programme of activity aimed at encouraging mass participation in dance and dance related activity across the West Midlands creating a series of high profile events and grass roots level activity. Over three years, more than £2m will be invested in dance related activity in the region as a direct result of London 2012. Dudley Performing Arts (DPA) are the lead agency for the Borough.

9. Schoolympics

With the development of the Healthy Towns project and the opening of the five Healthy Hubs the opportunity exists to exploit these new venues as settings for London 2012 related activities. The idea is to use the five Hubs to stage local events for school students with the winners of these heats coming together for a final event.

It is proposed that the final takes place at The Dell Stadium in Pensnett, one of the Healthy Hubs, but with the capacity to accommodate large scale sporting events.

Efforts are being made to secure funding from external sources to support the Schoolympics proposal. It should be noted that commercial sponsorship of this event would preclude it from making an application for the London 2012 Inspire Mark.

10. Dudley Community Partnership - London 2012 Sub-Group

In response to the opportunities emerging from London 2012 the Heritage, Culture and Leisure Partnership (HCLP) of Dudley Community Partnership (DCP) established a London 2012 sub-group

to share information about emerging themes and opportunities. Officers from a variety of disciplines come together on a quarterly basis to consider the opportunities that may be available for local people and communities to engage with London 2012.

11. Olympic / Paralympic Style School Sports Competition

In October 2010 the new Olympic / Paralympic style school sports competitions were launched, following their initial announcement in June 2010. The development work for Levels 1 to 3 of the competition has commenced and will include the following:

Level 1 – Intra School Competition taking place in 500 schools across the country in the summer of 2011.

Level 2 – Inter School Competition will take place in ten sports during the spring of 2011.

Level 3 – County Festivals of Sport will take place in each Government region in the summer of 2011, with the West Midlands event being staged in Dudley.

The three Dudley School Sport Partnerships based at The Coseley School, Ellowes Hall School and Windsor High School have been identified to participate in the development of the initiative as the Black Country and West Midland representatives. The detail of the new School Sports Competition is emerging and the potential exists for this to be linked to the Schoollympics proposal outlined earlier.

12. 'The Games and Me'

On 13 October 2010 West Midlands for 2012 launched a further initiative 'The Games and Me'. The intention is to invite people to upload their story, photographs and videos to the 'Games and Me' website demonstrating the way in which London 2012 has inspired them.

'The Games and Me' website is about more than sport and seeks to capture the wide range of different ways that people in the West Midlands can be involved with London 2012. The intention is to demonstrate that people don't have to live in London or be a top athlete to participate in the 2012 Olympic and Paralympic Games.

The website can be found at www.thegamesandme.com

Finance

- 13.** There are no immediate financial consequences arising from this report.

14. Any costs associated with the Schoolympics proposals would be met from external sources.

Law

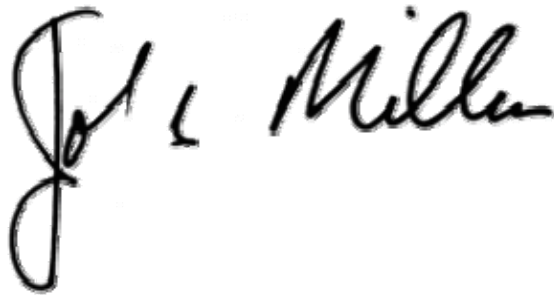
15. Section 2 of the Local Government Act 2000 empowers the Council to take action to implement measures it considers likely to achieve the promotion or improvement of the economic, social or environmental well-being of the Borough.
16. Section 111 of the Local Government Act, 1972, enables the Council to do anything which is calculated to facilitate or is conducive or incidental to the discharge of its statutory functions.
17. Section 19 of the Local Government (Miscellaneous Provisions) Act, 1976, empowers the Council to provide recreational facilities in its area.
18. There is a duty under Section 17 of the Crime and Disorder Act 1998 to account for the implications of the impact on community safety of actions and decisions relating to service areas.

Equality Impact

19. These proposals comply with the Council's policy on equal opportunities. The ethos of the London 2012 Games is to engage as many people as possible in Games related activities.
20. With regard to Children and Young People:
 - There is a direct effect on children and young people in that a stated intention of the Games organisers was to engage, involve and inspire them.
 - There has been no specific consultation with children and young people but the activities and opportunities arising from this report seek to encourage them to actively participate.

Recommendation

21. It is recommended that the Select Committee:-
 - Note the content of the report and the opportunities for involvement in London 2012 Games related activities
 - Endorse the development of Schoolympics and the Olympic Style School Sports competition
 - Supports the provision of Community Games events throughout the Borough.



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John B Millar
Director of the Urban Environment

Contact Officer: Duncan Lowndes – Assistant Director Culture & Leisure
Tel: 01384 815500
duncan.lowndes@dudley.gov.uk

Background Information

<http://www.legacytrustuk.org/national-programmes/>
www.wmfor2012.com/communitygames
www.thegamesandme.com
www.london2012.com