

Brierley Hill Area Committee

Thursday 2 October 2008

Cultural Olympiad and Dudley

Purpose of Report

1. To inform Brierley Hill Area Committee about the Cultural Olympiad and its relevance to Dudley.

Background

London 2012 Vision and Aims

2. The vision of the London 2012 organisers is:

“To stage inspirational Olympic Games and Paralympic Games that capture the imagination of young people around the world and leave a lasting legacy”

The 2012 Games aim to achieve four main legacy benefits:

- To leave behind world-class sports facilities, which meet a clearly defined sporting need and become the heart of existing communities
- To enhance the opportunities and support available to Britain's competitors across the range of Olympic and Paralympic sports.
- To drive the regeneration of the east of London, delivering a high quality environment for business and opportunities for local people.
- To create a major new urban park - the biggest created in Europe in 150 years.

Cultural Olympiad

3. The Cultural Olympiad is a statutory requirement for the Country hosting the Olympic games but London 2012 is going further and planning a four year long UK wide programme with a broad definition of culture. It is planned that a series of events which showcase British arts and culture will run alongside the 2012 Olympic Games.
4. The Cultural Olympiad values are to:
 - Welcome the world celebrating London and the whole of the UK
 - Inspire and involve young people

- Leave a lasting and positive legacy.
5. The objectives of the Cultural Olympiad are to:
 - Inspire and involve the widest range of London and UK-wide communities
 - Generate sustainable long-term benefits to our cultural life
 - Create outstanding moments of creative excellence across the full range of performing arts and creative industries
 - Connect future generations with the UK's artistic communities and with their peers around the world
 - Promote contemporary London as a major world cultural capital
 - Drive tourism and inward investment and use the creative industries to boost economic regeneration
 - Embrace the Olympic movement values of 'excellence, respect and friendship' and the Paralympic movement vision to 'empower, achieve, inspire.
 6. The Cultural Olympiad will also reflect and support a number of themes:
 - Bring together culture and sport
 - Encourage audiences to take part
 - Animate and humanise public spaces – through street theatre, public art, circus skills, live big screen sites
 - Use culture and sport to raise issues of environmental sustainability, health and wellbeing
 - Honour and share the values of the Olympic and Paralympic games
 - Ignite cutting edge collaborations and innovation between communities and cultural sectors
 - Enhance the learning skills and personal development of young people by linking with education programmes
 7. Every project in the Cultural Olympiad will be expected to have fully displayed the three core values and to have adopted at least three of the themes. This will help to meet the big goals for the Cultural Olympiad, and will ensure that there is purpose, character and identity to the 2012 culture programme.
 8. London 2012 have developed the Inspiremark for events taking place across the country linked to the August handover and to the ongoing Cultural Olympiad. This will include the "Sing the Nation", the Museum Library and Archive Partnership 'Setting the Pace' project and "Live Sites" (big TV screens as seen in Birmingham). Events organisers had up to 13 June 2008 to apply for Inspiremark for handover events and can apply if their future event meets the criteria.
 9. As part of the Cultural Olympiad a UK-wide festival celebrating the diverse cultures across the UK began over the weekend of 26-28 September 2008 and will run right through to the end of the Games. It will have concepts of "Open Up" (opportunities for visiting spaces, places and people) and "Light Up" (high profile lighting scheme).

Progress to date

10. A **West Midlands Leadership Group** for the 2012 Games was established shortly after the confirmation of London as the host city. The Group includes senior representatives from business, sport, culture, tourism, education and skills. Similar groups have been established in each region across the country and link to the London 2012 organisers through the Nations and Regions Group. The Leadership Group embraced all aspects of the vision and aims underpinning the Olympic and Paralympic movements but placed particular emphasis on:
 - Enabling and inspiring young people to achieve their potential
 - Encouraging everyone in the region to embrace the spirit of the Games and to commit to a healthy active lifestyle
 - Promote the West Midlands, nationally and internationally, as a world class region to visit and in which to live, work, study and do business
 - Build on rich cultural diversity, and the heritage of William Penny Brooks and the Much Wenlock Olympian Society
 - Use 2012 as a catalyst to promote sustainable development
11. The West Midlands Leadership group reports to the Regional Assembly and is chaired by Chris Saint from Warwickshire, and includes Paul Kaynes who is the West Midlands Creative Programme Director for the 2012 Cultural Olympiad.
12. The Black Country, through the Black Country Consortium Limited, has made a commitment to making a significant contribution towards the 2012 Games being the best ever. The key priorities for the sub-region are to:
 - Maximise procurement opportunities for Black Country businesses
 - Support promising athletes to get the best chance to perform
 - Development of a quality sports facility infrastructure to support the drive to increase participation and high level performance
 - Maximise games linked conferences and events, promoting the Black Country as a place to live, work and visit
 - Use the Games to promote high levels of participation and volunteering in sport and physical activity linking to NGLAA targets for the Borough.
13. Representatives from Museums/Business/Sport/Tourism/Arts/ Culture/ Events and Higher Education have met to discuss establishing a **Black Country London 2012 Group** to ensure maximisation of input to London 2012 and benefits to be derived for the sector.

14. There are a range of national initiatives which Dudley is taking part in to support the first phase of the Cultural Olympiad. These include:
- Increasing the number of adults in the Borough who regularly participate in physical activity and sport which is linked to the 2012 Olympics and is also a Local Area Agreement indicator
 - Dudley Libraries running the national Summer Reading Challenge for children aged 4 – 12 years over the summer holidays on a sporting theme, "Team Read"
 - Dudley Libraries, Archives and Adult Learning Division is one of over 100 national contributors to Phase one of the Setting the Pace - The People's Record, which for the first time in Olympic history will capture people's experience of living in an Olympic host nation.
 - A 'Handover Flag' was raised at the Stourbridge Glass Biennale at the same time as the flag was handed over to the Mayor of London in Beijing on the 24th August. A second 'Handover Flag' was requested and this has been flown above the Council House in Dudley throughout September.
 - On 17 September 2008, to mark the end of the Paralympic Games in Beijing, handover to London will be marked by the launch of the education programme and schools in Dudley have been invited to participate in marking this occasion
 - Increasing the number of people who volunteer in the Borough, including people who volunteer in sport, as part of an LPSA stretch target. Around 45,000 residents of Dudley currently give their time to voluntary activities. Volunteer England estimate that 22% of volunteers nationally do so in sport, so the Borough potentially already benefits from around 10,000 people volunteering in sport.

Future coordination of the Dudley contribution to the Cultural Olympiad

- 16 It has been recognised that it is important that Dudley effectively manages its contribution to and engagement with the Cultural Olympiad during the 4 years leading up to London 2012. A proposal to the HCLP Board on 18 September recommended that the following should be implemented:
1. Create a London 2012/ Cultural Olympiad sub group to coordinate planning and implementation of actions in Dudley to ensure that the benefits of the programme are realised for Dudley residents and visitors.
 2. A representative from the HCLP is put forward as a member of the Black Country 2012 group if it develops, or a representative of the Black Country 2012 group is invited to join the HCLP and/or the sub group.

3. Ensure that the HCLP is fully informed of the progress of the West Midlands Leadership forum

Opportunities for Engagement

17. Over the next four years there will be opportunities for local people and local communities to become involved in the Cultural Olympiad and as details become available these will be notified to Area Committees and to groups and organisations.
18. 2009 will focus on major anniversaries and for 2011 it is intended to develop an international programme. In the West Midlands over the four years there will be a focus on dance activity and there will be the opportunity to develop Community Olympian Games.

The content of Community Olympian Games will not be prescribed but will be expected to reflect the local setting. There will be tool kits made available to prospective organisers and the organisers will be encouraged to apply for small grants from funds such as Awards for All.

19. It is envisaged that there will be a modest start to the Cultural Olympiad with a build up towards 2012. The Cultural Olympiad should not be seen as a funding resource for new projects as the London Organising Committee for the Olympic Games (LOCOG) is not a funding body.
20. It must also be recognised that the brand image of both the Olympics and the Paralympics, plus London 2012, are all protected by law and should not be used without permission.

Financial Implications

- 21 The final budget for the Cultural Olympiad is still to be finalised and will evolve over the next four years, but at this point in time between £60 and £70 million has been earmarked for projects across Great Britain.

Law

- 22 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.
- 23 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.
- 24 Section 19 of the Local Government (Miscellaneous Provisions) Act, 1976, empowers the Council to provide recreational facilities in its area.
- 25 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.
- 26 The London Olympic Games and Paralympic Games Act 2006 provides the statutory remit for the public bodies tasked with delivering the Games, setting up the Olympic Delivery Authority (ODA) to deliver the necessary venues and infrastructure for the Games, whilst providing the legislative framework needed to enable the UK to fulfil the requirements which the International Olympic Committee (IOC) place on host cities.

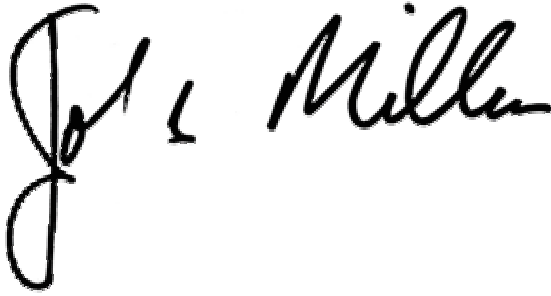
Equality Impact

- 27 The organisers of the London Olympic and Paralympic Games in 2012 have clearly stated their intention to be inclusive and to engage the widest possible range of people in the event. This commitment is further amplified through the Cultural Olympiad proposals which seek to celebrate cultural diversity. These core principles should be central to any activities that are planned to take place in Dudley in connection with either the Olympiad or the Games.
- 28 Particular emphasis will be placed on young people over the next four years, with organisers of both the Games and the Cultural Olympiad seeking to inspire and involve young people. Again this approach should be central to any related activities in the Borough.

Recommendation

22 It is recommended that:-

- Brierley Hill Area Committee note the content of the report
- Brierley Hill Area Committee identifies opportunities for local people to participate in the Cultural Olympiad

A handwritten signature in black ink, appearing to read 'John Miller'. The signature is written in a cursive style with a large initial 'J'.

Director of the Urban Environment

Contact Officer: Andy Webb
Head of Sport and Physical Activity

Telephone: 01384 815579

Email: andy.webb@dudley.gov.uk