

**Regeneration, Culture and Adult Education Scrutiny Committee**  
**16 January 2013**

**Report of the Director of Urban Environment**

**London 2012 – Legacy**

**Purpose of Report**

1. To provide the Regeneration, Culture and Adult Education Scrutiny Committee with an overview of the legacy arrangements from the London 2012 Olympic and Paralympic Games.

**Background**

2. The Olympic and Paralympic Games in London during the summer of 2012 provided a wide range of opportunities for people from across the United Kingdom to become involved. Participation was not restricted to sporting events but involved a wider offer of cultural activities. Fundamental to the impact of the Games was the legacy that remained after Games-time.

In Singapore in July 2005 London promised to inspire a new generation to play sport. Four key areas were identified in the original bid for the Games, and were reaffirmed by Government in December 2010, as a focus for the legacy:

- Harnessing the United Kingdom's passion for sport to increase grass roots participation, particularly by young people – and to encourage the whole population to be more physically active
  - Exploiting to the full the opportunities for economic growth offered by hosting the Games
  - Promoting community engagement and achieving participation across all groups in society through the Games
  - Ensuring that the Olympic Park can be developed after the Games as one of the principal drivers of regeneration in East London
3. This report will concentrate on bullet points 1 and 3 as these are likely to have the greatest impact on legacy in Dudley.

## **London 2012 Olympians and Paralympians from the Borough**

4. A number of elite athletes from the Borough were selected to represent Team GB at both the Olympic and Paralympic Games. They are identified by sport below and medals won are shown:

### **Olympians**

**Basketball** – Dominique Allen from Holly Hall, Dudley

**Gymnastics** – Kristian Thomas from Earls Gymnastics Club in Halesowen. Won team bronze medal

**Track Cycling** – Jessica Varnish from Halesowen Athletic and Cycling Club

**Water Polo** – Alex Parsonage from Woodsetton, Dudley

### **Paralympians**

**Paracycling** – Helen Scott from Halesowen Athletic and Cycling Club. Won silver and bronze medals

**Shooting** – Richard Davies from Stourbridge

**Wheelchair Tennis** – Jordanne Whiley from Halesowen. Won bronze medal in Women's Doubles.

Many of these elite athletes have returned to their clubs and have attended events in the local community where their achievements have been recognised and they have been able to promote sport to a wider audience.

At the Black Country BeActive Partnership Sports Awards in November 2012 Kristian Thomas won both the Sports Person of the Year and the Elvis Gordon Sports Personality of the Year awards. Jordanne Whiley won the Disabled Sports Person of the Year category. Most of the local Olympians and Paralympians received a nomination in at least one award category.

In late December 2012 The Mayor of Dudley welcomed a number of the Olympians and Paralympians to the Council House. All of those present expressed a desire to make a contribution to promoting and developing sport and there is an opportunity to involve them as role models.

## **Sport England – 2012 to 2017 Strategy: A Sporting Habit for Life**

5. Sport England published a revised strategy document in 2012 and stated that they want to have transformed sport in England by 2017. Sport England want sport to be a habit for life for more people and a regular choice for the majority. The strategy is intended to:

- See more people taking on and keeping a sporting habit for life
- Create more opportunities for young people
- Nurture and develop talent
- Provide the right facilities in the right places
- Support local authorities and unlock local funding
- Ensure real opportunities for communities

6. It is recognised that there is a real challenge for Sport England to create a meaningful and lasting community sport legacy from the London 2012 Olympic and Paralympic Games as current trends in participation are low and the economic climate is tough. To create a lifelong sporting habit Sport England will:

- Continue to work through National Governing Bodies of sport (NGBs) with a tougher performance regime
- Increase the focus on youth sport, making the transition from school to community sport easier
- Taking sport to where people are

### **Sport England Programmes in Dudley**

7. Sport England investment into sport in the five years between 2012 and 2017 is likely to be in the region of £1 billion. This will be directed through four funding routes:

- NGB Whole Sport Plans
- Facility Investment
- Local Investment
- Schools and School Games

### **NGB Whole Sport Plans**

8. NGB Whole Sport Plan (WSP) investment will be almost 50% Of the funding available and will seek to secure a growth in participation levels, particularly among 14 to 25 year olds; the retention of

participants; high quality talent development; and growth in participation by people who have disabilities.

The announcement of the funding settlement for each NGB was made in December 2012 and each of the 46 NGBs will be rolling out their plans in the New Year. There is an opportunity to work with NGBs to bring their products to the Borough and the work collaboratively on projects to increase levels of participation.

For example, British Cycling has expressed a keen interest to work in the Black Country and Dudley in particular. There is an opportunity to link to the Sky branded programmes organised and run by British Cycling which would utilise infrastructure that has been created across the Borough in recent years. The British Cycling programme would build on the work of the team from Transportation who have promoted and delivered the **Breeze** women-only cycling programme and have given children confidence and skills through the **Bikeability** scheme.

With financial support from the Clinical Commissioning Group it is intended to formalise an arrangement with British Cycling which will build on the previous work across the Borough and will provide greater opportunities for local people to cycle.

9. Earls Gymnastics Club currently based in Halesowen provided Kristian Thomas with the platform from which to progress to become an Olympic bronze medallist in London. The Club has long sought to relocate to a larger premises to enable the organisation to further develop.

On the back of the Olympic success of Kristian Thomas the Club has worked closely with the local authority and their NGB - British Gymnastics - in an endeavour to secure replacement premises. The NGB has been able to identify a capital resource of £180,000 and the Club are currently progressing an application for permission to change the use of a premise in the Borough.

### **Facility Improvement**

10. Investment into facility improvements has been a key part of Sport England activity for many years. The **Places People Play** initiative was launched by Sport England in 2010 with the intention of using Lottery funding to upgrade up to a thousand local sports clubs and facilities, create new, iconic multi-sport facilities and to provide renewed protection of playing fields.

Across the Borough the **Inspired Facilities** element of **Places People Play**, which directs funds to local sports clubs and facilities, has had an impact. For sports clubs and organisations 100% funding up to a maximum of £50,000 can be made available, whereas public bodies have to match fund any application on a £ for £ basis.

The following sports clubs have been successful and have secured 100% capital funding for projects:

- Priory Boxing Club - £50,000
- Kewford Eagles Football Club - £50,000
- Dudley Water Sports Centre Limited - £50,000
- Stourbridge Social Cricket Club - £43,000
- Stourbridge Cricket Club - £42,000

It is anticipated that other sports clubs will make applications for funds when the opportunity arises in future funding rounds. Support and guidance is offered to potential applicants.

11. Sport England has been a statutory consultee for all planning applications that impact on playing pitch provision for many years. One strand of **Place People Play** has been to invest in playing fields to protect them for future generations. Fields in Trust (FiT) has also been promoting the protection of playing fields as a means of marking the Queen's Diamond Jubilee in 2012.

Locally there has been engagement with the FiT programme - **Queen Elizabeth II Fields**. Three sites have been designated as **Queen Elizabeth II Fields** and are shown below:

- Donkey Pool Playing Fields, Priory Road, Dudley
- Sledmere Playing Fields, Stirling Road, Dudley
- Russell's Hall Playing Fields, Middlepark Road, Dudley

Each of the recently dedicated settings is eligible to submit a competitive application to Sport England for funds from the Places People Play initiative in an attempt to secure investment in the location.

Many other locations across the Borough were considered during the process of identifying suitable sites for nomination as **Queen Elizabeth II Fields**. Many locations, particularly in the south of the Borough, already enjoyed protection through alternative deeds of trust.

### **Local Investment**

12. **Sportivate** is a national £32 million Lottery programme that gives 14-25 year olds access to six-week courses in a range of sports including judo, golf, tennis, wakeboarding, athletics and parkour or free running. **Sportivate** is one of the Sport England legacy programmes.

The programme is aimed towards those young people who are not currently choosing to take part in sport in their own time, or are doing so for a very limited amount of time. The programme will support them to continue playing sport in their community after the six weeks is up.

**Sportivate** is fully inclusive and where it is considered necessary programmes will be targeted for instance towards young people who have a disability or people from black or minority ethnic backgrounds.

The first **Sportivate** project in the England was run at Lions Boxing Club in Silver End, Brierley Hill. Other successful **Sportivate** projects have included a disability football project at Glasshouse College and a football project at The Dell Stadium for young men from Asian backgrounds.

**Sportivate** will continue to provide funding for projects and all potential local providers are notified of funding rounds and assisted wherever possible to submit applications.

13. Further education colleges will benefit from investment into full-time posts for sports professionals to become **College Sport Makers**. The role is intended to link college sport to community sport opportunities and to assist NGBs to deliver their projects. Dudley College and Stourbridge College have both expressed interest in the programme and developments will be supported as this provides another opportunity to increase levels of participation.
14. A national charity Street Games will lead a Sport England programme entitled **Door Step Clubs**. The most disadvantaged local communities will receive programmes intended to give young people the chance of a sporting habit for life. It is expected that 85% of **Door Step Club** members will live in the 20% most deprived communities of England.

The Clubs will be for the community - those who enjoy sport in school as well as those who do not warm to PE. They will be fun, sociable and have a strong element of youth leadership. There will be a varied diet of competitive and non-competitive sports and talented youngsters will be encouraged to join in the development programmes of their chosen sport's governing body.

The coaches who run the clubs will be special people - skilled in leading sport as well as in supporting young people to make the best of themselves. The young volunteers who co-run the clubs will gain new skills and qualifications and grow as they learn to lead.

The national roll out of **Door Step Clubs** will take place in 2013 and officers from Dudley MBC are working with Street Games to plan a local programme of delivery.

15. Local authorities, community groups and other partners will be given the opportunity in 2013 to bid for matched funding to sustain and increase once a week participation in sport. Sport England intends to invest up to £40 million in the **Community Sport Activation Fund** which will be launched early in 2013.

The funding will be for revenue programmes up to a maximum of £400,000. Partnership funding will be expected to be provided and will be required to demonstrate the development of, not merely the continuation of, projects. There will be two funding rounds each year and applicants will not only be required to contribute matched funding, but will have to demonstrate strong local partnership working and need based on a strong evidence base.

### **Schools and School Games**

16. Nationally three-quarters of sports halls and artificial grass pitches and a third of swimming pools are located on school campuses. Many of these facilities are under-used and at times lie dormant. To maximise these valuable sporting assets during 2013 Sport England will make Lottery monies available to schools to enable them to open up their sports facilities for use by local communities.

Funding for this programme is expected to be announced in the spring of 2013.

17. By 2017 Sport England intend to ensure that every secondary school in the country has been offered the opportunity to host a **satellite community sports club** on its campus. Each satellite club will have a direct link to one of more NGB depending on the clubs in the locality.

NGBs will invest in **satellite clubs** through their WSP funding. A further £21 million will be targeted to set up clubs in order to fill gaps in provision and to meet the needs of young people. There will be 49 Club Link Makers, one in each County Sports Partnership (CSP) who will bring together local and national opportunities.

The full roll out of **satellite clubs** initiative will begin in early 2013.

18. **School Games** represents a package of annual events at school, district, county and national level which are intended to engage and excite all children and young people. One of nine national pilot **School Games** was run in the Black Country in 2011 and was an enormous success. In 2012 the whole national programme was launched and at a sub-regional level there were both winter and summer **School Games**.

**School Games** Organisers based in secondary schools with a specialist sports college focus organise and manage inter-school competition. This follows on from intra-school activities organised and managed in each individual school. These programmes form level 1 and 2 of the **School Games** structure. Level 3 is the sub-regional **School Games** Festival organised and managed by local government officers in conjunction with the CSP. Level 4, the national event is managed by NGBs who recruit participants from their talent development pathways.

The 2013 Black Country School Games Festival will take place in the summer and will feature a large scale multi-sport event and a number of single sport competitions staged in each of the four authorities. Plans are currently being formulated and details will be published early in 2013.

### **County Sports Partnership**

19. Reference has been made to County Sports Partnerships (CSPs) earlier in this report. There are 49 CSPs across England and the Black Country CSP is the BeActive Partnership. CSPs have been established for a number of years, but in the Black Country there has been partnership working in sport for over forty years which provides a strong base for ongoing collaboration.
20. The BeActive Partnership is part of Black Country Consortium Limited and there is a Board for the Sports Partnership comprising representatives from NGBs, local government, health and further and higher education.
21. CSPs will receive new resources as part of the roll out of the Sport England Strategy to enable them to create effective links on a local basis between schools and sports clubs in the community. CSPs also broker discussions between NGBs and local authorities and their partners.

### **Community Games**

22. The **Community Games** programme provided an opportunity to bring communities together to take part in sporting and cultural activities inspired by, and in celebration of, the London 2012 Olympic and Paralympic Games. The Games preceded London 2012 and they will continue beyond 2012.

**Community Games** are organised by the community for the community and are intended to be unique. The only pre-requisites are that there is an opening or closing ceremony, a sporting or physical activity element and a cultural element. The aim is to capture the core values of the Olympics and Paralympics.

Nationally **Community Games** has been a real success with 1,600 events involving 37,000 volunteers and over 1 million participants. There were a number of successful Games in Dudley including St Thomas's Community Games and Games in each of the Healthy Hubs.

There is momentum across **Community Games** organisers and at a local level people will be encouraged and supported to continue their events.

23. When the Government announced the Healthy Community Challenge Fund in June 2008 and Dudley MBC and Dudley PCT were successful in securing funding for the Healthy Towns project there was an expectation that new approaches to promoting physical activity would be tested and validated alongside healthier eating initiatives. This was clearly identified as part of the legacy from the Games.

A great deal has been learned from the Healthy Towns project in Dudley and this has been shared widely. The challenge from a legacy perspective is to use this local learning to continue to re-shape the delivery of opportunities for physical activity and sport. This has begun with the bringing together of the Sports Development and Park Ranger functions within the Council's Sport and Physical Activity team. The co-ordination of programmes as part of the Green Spaces for Health initiative will further build on best practice.

24. Between the end of the Olympic Games and the start of the Paralympic Games in August 2012 there was a national initiative - **Join In Local Sport** – which was intended to encourage people who had been inspired by the Olympics to take up some form of activity. Locally there were around 90 different opportunities for activity that were promoted on the **Join In Local Sport** website.

**Join In Local Sport** will continue in 2013 with Saturday 27 and Sunday 28 July 2013 having been identified as the dates that will be the focus for activities. The dates will be promoted and local groups and organisations encouraged to promote themselves. Programmes of activity will also focus on the dates to ensure engagement.

### **Conclusion**

25. This report outlines a wide range of opportunities that exist and are available locally to deliver a legacy from the London 2012 Olympic and Paralympic Games. There is no one single agency that will deliver a legacy in isolation. A legacy from the Games will be the result of collaboration and partnership work both at a local and sub-regional level and with national agencies. The demonstrable evidence of legacy may not become apparent for some years but should be an increase in people playing sport and being physically active which should have an impact on the health and well-being of the population.

### **Finance**

26. There are no immediate financial issues arising from this report. However reference is made to the availability of external funding and in certain instances this will require match funding. It is recognised that the provision of match funding from the Council will be difficult given the prevailing economic climate.

## **Law**

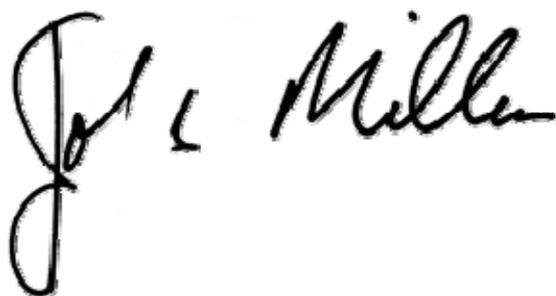
27. Section 111 of the Local Government Act, 1972 enables the Council to do anything that is calculated to facilitate or is conducive or incidental to the discharging of functions as a Local Authority.
28. Section 2 of the Local Government Act 2000 empowers the Council to take action to implement measures it considers likely to achieve the promotion or improvement of the economic, social or environmental well-being of the Borough.
29. Section 19 of the Local Government (Miscellaneous Provisions) Act, 1976, empowers the Council to provide recreational facilities in its area.
30. 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**

31. The proposals contained in this report are in full accordance with the Council's Equality and Diversity policies. All of the programmes referenced in the report are fully inclusive and the legacy of the Olympics and Paralympics is intended to make a difference to everyone.

## **Recommendation**

32. It is recommended that the Regeneration, Culture and Adult Education Scrutiny Committee note the contents of this report and the range of legacy opportunities that are available.

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

**J.B. MILLAR**  
**Director of the Urban Environment**

Contact Officer: Andy Webb  
01384 815579  
[Andy.webb@dudley.gov.uk](mailto:Andy.webb@dudley.gov.uk)

## **List of Background Papers / Resources**

**Sport England** - Sport England Strategy 2012 – 17 (January 2012)

**DCMS / Sport England** – Creating a sporting habit for life: A new youth sport strategy (January 2012)

**DCMS / Sport England** – Satellite Clubs Guide (October 2012)

**House of Commons Library** - London Olympics 2012: sporting legacy (January 2012)

**DCMS** - Our promise or 2012: How the UK will benefit from the Olympic and Paralympic Games (June 2007)

**DCMS** – Before, During and After: Making the most of the London 2012 Games (June 2007)