



## **London 2012 Olympic and Paralympics Games.**

### **SUMMARY**

1.1 The London 2012 Olympics and Paralympics have the potential to change the lives of individuals, to inspire a generation of young people, encourage more people to become more active and to generate significant additional economic wealth through business and tourism opportunities. The spirit of bringing together so many countries from around the world offers the opportunity to transform Derby into an even better place to live, work and play.

1.2 There are 7 main themes where key benefits are being achieved:

Inspiring young people

More people more active in Derby

Developing talented sports people in Derby

Derbyshire business bidding for London 2012 contacts

Derby a place to visit before and after London 2012

Encouraging volunteering in Derby

The Cultural Olympiad in Derby

The key achievements are summarised in paragraphs 4.2 to 4.8

1.3 The London 2012 Torch Relay and evening celebration has been a key focus for the city and has resulted in the following key achievements:

- Due to the collaborative working across the county the Torch Relay will be in the county for the whole day on 29 June 2012, concluding in an evening celebration in Derby.
- The evening event to be held in Darley Park will have the largest available stage structure for any evening event during the 70 day travel of the Torch Relay.
- It will be one of only 5 evening events that will have “an extended 1 hour live” TV coverage and with edited coverage throughout the day will be a fantastic opportunity to showcase our county and city to the world.
- 4 key groups have been set up to support the Torch Relay with support from key stakeholders; partners and departments with the Council. The groups are Evening Celebration in Derby, Communities on the Route, Planning and Logistics and Marketing & Communications.
- The Marketing & Communications Group is also now coordinating the wider suite of Olympic themed events across the city from now until the end of London 2012.

- Strong media relationships have been forged with regular media coverage including prime time radio slots and front page coverage. Regular weekly articles now also appear on BBC Radio Derby and other media worth 10's of thousands of pounds in advertising value equivalent.
  - Very positive working relationships have also been formed with both national Torch Relay London 2012 sponsors (Lloyds TSB, Samsung and Coca Cola), plus other sponsors who have a presence in our county e.g. Westfield.
- 1.4 As Derby is one out of only ten cities who attracted the Evening Celebration on Friday evening, it has enabled Derby to coordinate a weekend of activities that is expected to have a similar impact on the city as Festé. This is an event that has previously generated an economic benefit of £1,200,000 and has attracted 25,000 visitors 10,000 of which were from outside the city.
- 1.5 There are 3 main specific London 2012 items that are currently receiving additional funding from the City Council.
- Derbyshire 2012 Coordinator post. This is a part time post costing an average of £10,000 per annum for 3 years. Funding for this can be contained within existing Leisure budgets, other than £10,000, which will be funded from the Leisure VAT reserve fund linked to the Talented Athlete Scheme approved by Cabinet on 18 October 2011.
  - The weekend of activities for the Torch Relay. This is anticipated to be a similar cost to Festé of £150,000. Cabinet on 18 October 2011 approved funding from the Leisure VAT reserve fund for the Torch Relay event. Festé is an event that has previously generated an economic benefit of £1,200,000 to the city and this event therefore has the opportunity to do the same.
  - Games Time Programme. This is a contribution of £63,000 to a budget of over £1,000,000, which is made up of other local authority contributions and external funding. Cabinet on 18th October 2011 approved £50,000 funding from the Leisure VAT refund reserve for this programme, the balance of £13,000 is to be funded from within existing Neighbourhoods budgets.
- 1.6 Derby City Council has been granted £30,000 from the London Organising Committee of the Olympic and Paralympic Games for dressing the Live Site in the market place and the Torch Relay route in Derby for the London 2012 Games. The dressing will be achieved through purchasing officially branded feather flags, bunting, banners, barrier jackets and selective lamp post banners with the aim of spreading the official 'Look' of the 2012 Games as far as possible across the UK. This will be complemented by themed planting at key entrances to the city, the market place and Darley Park from existing budgets.
- 1.7 The London Organising Committee for the Olympic and Paralympic Games have approved the two Torchbearer nominations and the street level route of the London 2012 Torch Relay submitted by Derby City Council. Both of these decisions will be announced as part of a national media campaign planned on 19 March along with any celebrity Torchbearers that will be appointed to the Torch Relay route through Derby.
- 1.8 3 years ago only 21% of the adult population in the City and County were doing sufficient exercise that was having a positive impact on their health. This has now risen to 23% and the London 2012 games initiatives have contributed to this.

## RECOMMENDATION

- 2.1 To recommend that Neighbourhoods Commission note the content of the report and make comments and recommendations.

## REASONS FOR RECOMMENDATION

- 3.1 To ensure that Neighbourhoods Commission is kept informed on the proposals for activity in Derby surrounding the London 2012 Olympic Torch Relay.
- 3.2 For Neighbourhoods Commission to note the key benefits that this event is creating for Derby City Council, the community of Derby, the region and the country.

## SUPPORTING INFORMATION

### Key Achievements

- 4.1 Significant progress has been made in all areas and those that provide the most benefits to Derby City Council predominantly because of their positive impact on health, participation, tourism and the economy are summarised in paragraphs 4.2 to 4.8

#### 4.2 Inspiring Young People

318 schools in county as part of Get Set Programme

54 of those are based in the city.

70% of all schools in the city and county participated in the National School Sports Week

20 schools in the East Midlands that are part of the Get Set Programme have been awarded circa £8,000 each to plan for 2012 programme.

8 out of 20 schools are from Derbyshire and 2 are in Derby. Derby Moor and Noel Baker

#### 4.3 More People More Active in Derby

- To coincide with “1 year to go” to the Olympics & Paralympics a number of promotion and awareness events took place throughout the city including at Derby County FC. An additional benefit from these events was the significant media coverage valued to be worth in excess of £160,000.
- Plans continue with the development of Derby City Councils Leisure Facility Strategy with a multi-purpose venue plus a 50m swimming pool providing a legacy of the Olympics.
- A countywide “Get Active” Event Plan now produced to further promote participation in sport and active recreation.
- Work underway to also increase the size and or number of Events during 2012 including the Derby 10k Run. Increasing the size of these events will also improve the economic value of these to the city.

#### 4.4 Developing Talented Sports People in Derby

- Derbyshire’s Talented Athlete Programme was launched, which will attract

sporting talent to the area.

- Further engagement with the county's business community in support for our future sports stars of tomorrow has been achieved.
- Around 50 businesses are now involved in the ICON programme which this year helped provide over 187 talented youngsters each with a bursary of £300 to help them pursue their sporting aspirations.
- Through ICON a "Healthy Workplace" Award Scheme was launched and many private and public sector organisations have now set up schemes.

#### **4.5 Derbyshire Business bidding for London 2012 contacts**

- Over 2000 companies in the county are now registered on the London 2012 "CompeteFor" Procurement Website
- Over 70 companies in Derbyshire have more than 100 contracts worth around £1,000,000. These companies cover the full breadth of the county and include a local farmer, flower nursery, hotels, work wear provider, consultancy work, signage provider, paint suppliers and concrete manufacturer. Twenty of these companies are based in Derby.
- Over 300 businesses in the county have attended London 2012 events this year.
- Going forward further promotion of the opportunities via CompeteFor will continue as there remain many more London 2012 procurement opportunities..

#### **4.6 Derby a place to visit before and after 2012**

- Last years Visit Peak District & Derbyshire Tourism Conference was themed on the opportunities from London 2012.
- The 30,000 plus world media expected for London 2012 are being encouraged to "get out of London" and visit the wider country as part of their coverage of the Games. Visit Peak District & Derbyshire are working with Visit England to create a Press Tour Programme that the world media can participate in and be encouraged to visit our wonderful city. This will complement the shortly to be launched Visit England and Visit Britain national media campaign.
- An additional part of this campaign will be the promotion of a "20.12% discount scheme" to customers.
- The "Great Escape" is an initiative focussing on holiday and short break packages in conjunction with East Midlands Trains and other travel providers aimed at attracting Londoners and South East residents up north including Derby.
- To support the Torch Relay through the city a number of tourism / business briefing events are being held to raise awareness of the local activities being planned and maximise these opportunities.
- A forum has been set up with East Midlands Airport (that also includes East Midlands Trains & Donington Park) to again look at maximising tourism into the city via London 2012
- Pre Games Training Camps
  - Team Australia and Team Canada Badminton Teams will train in local facilities in Derbyshire ahead of London 2012 and the All England Championships in Birmingham earlier next year. Each team is provided with funds from LOCOG to spend on their visits and there will be approximately 60 people attending.

#### **4.7 Encouraging Volunteering in Derby**

- Hundreds of individuals from the county put themselves forward to become part of the 80,000 "London Games Makers" volunteers and a good number of these have

been successful.

- To support the Torch Relay and other key 2012 Themed events in the city, both the University of Derby and Derby College have already offered positive support from their students and staff for a number of these events.
- In addition stronger relationships with the volunteer bureau have been forged as well as the offer of support from Rotary Club and individual businesses.

#### 4.8 The Cultural Olympiad in Derby

- Since the launch of the London 2012 Cultural Olympiad, the city and county have hosted a significant number of events as part of this programme. These include “Igniting Ambition”, “The Great Shakespearean Work Out”, “Sporting Stories”, “Bright in the Corner” and “UK Young Artists”. Figures from the Arts Council showed to date the Cultural Olympiad across the East Midlands has attracted over 300,000 visitors.
- As part of the Cultural Olympiad Programme for 2012 a number of key programmes will be visiting our city and county including, “Music Nation”, “Big Dance”, “Lion heart”, Games Time”, “Bright in the Corner” in addition to “An English Garden” which has been created by Paul Cummins a Chesterfield Artist whose work will also be displayed outside the Houses of Parliament during London 2012.
- London 2012 activities are now an integral part of the Derbyshire Culture Brand and will be incorporated in the recently launched Derbyshire Website ([www.derbyshire.uk.com](http://www.derbyshire.uk.com))

### OTHER OPTIONS CONSIDERED

- 5.1 No other options have been considered

<b>For more information contact:</b>	Claire Davenport 01332 256094 <a href="mailto:claire.davenport@derby.gov.uk">claire.davenport@derby.gov.uk</a>
<b>Background papers:</b>	None
<b>List of appendices:</b>	Appendix 1 – Implications

<b>IMPLICATIONS</b>
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**Financial and Value for Money**

- 1.1 There are 3 main specific London 2012 items that are currently receiving additional funding from the City Council.
  - Derbyshire 2012 Coordinator post. This is a part time post costing an average of £10,000 per annum for 3 years. Funding for this can be contained within existing Leisure budgets, other than £10,000, which will be funded from the Leisure VAT reserve fund linked to the Talented Athlete Scheme approved by Cabinet on 18 October 2011.
  - The weekend of activities for the Torch Relay. This is anticipated to be a similar cost to Festé of £150,000. Cabinet on 18 October 2011 approved funding from the Leisure VAT reserve fund for the Torch Relay event. Festé is an event that has previously generated an economic benefit of £1,200,000 to the city and this event therefore has the opportunity to do the same.
  - Games Time Programme. This is a contribution of £63,000 to a budget of over £1,000,000, which is made up of other local authority contributions and external funding. Cabinet on 18th October 2011 approved £50,000 funding from the Leisure VAT refund reserve for this programme, the balance of £13,000 is to be funded from within existing Neighbourhoods budgets.
- 1.2 Ignite Ambition funding for events has been provided to the city worth £25,000
- 1.3 Derby City Council has been granted £30,000 from the London Organising Committee of the Olympic and Paralympic Games for dressing the Live Site in the market place and the Torch Relay route in Derby for the London 2012 Games.
- 1.4 Over 70 companies in Derbyshire have won more that 100 contracts worth around £100,000,000 in Derbyshire. Out of these companies 20 are based in Derby.
- 1.5 Regular weekly articles appear on BBC Radio Derby and other media worth 10's of thousands of pounds in advertising value equivalent. The one hour of additional worldwide media coverage alone is worth hundreds of thousands of pounds.
- 1.6 3 years ago only 21% of the adult population in the City and County were doing sufficient exercise that was having a positive impact on their health. This has now risen to 23% and will consequently have a positive impact on NHS costs.

**Legal**

- 2.1 Derby City Council hse a contractual relationship with the London Organising Committee of Olympics and Paralympic Games to deliver the London 2012 Torch Relay and Evening Celebration.

## **Personnel**

- 3.1 A part time post has been created for this event for three years.
- 3.2 The elements of the London 2012 Olympic and Paralympic Games coming to Derby is providing a once in a lifetime opportunity for staff to get involved, who are highly motivated by being part of this event.

## **Equalities Impact**

- 4.1 Equality impact assessments will be conducted where applicable.

## **Health and Safety**

- 5.1 Various specialist teams are involved in ensuring that the health and safety requirements of this event are delivered to a high standard.

## **Environmental Sustainability**

- 6.1 None arising from this report.

## **Asset Management**

- 7.1 None arising from this report.

## **Risk Management**

- 8.1 Risk Assessments are being conducted as part of the event planning process.

## **Corporate objectives and priorities for change**

- 9.1 A thriving sustainable economy  
Good health and well being  
A strong community  
An active cultural life  
Good quality services that meet local needs  
A skilled and motivated workforce