

## 2012 Olympic Games and Paralympic Games - Decisions and Actions Required

### Decisions

1. *The Community Well-being Board are asked to consider the attached paper from the Culture, Tourism and Sport Board on the LGA's intervention on the 2012 Games. In particular, the Board is asked to:*
  - i. *Consider if and how they may like to feature the 2012 Games in their future work programme and meetings – e.g. including it in a session at an LGA conference under their Board's policy areas;*
  - ii. *Consider if they would like to nominate a Board Member to be their representative on 2012 Games matters. Culture, Tourism and Sport Board Members and LGA officers would then keep that Member updated and consult them as relevant on Games-related matters that fall within the Board's policy areas.*

### Actions Required

2. *Board Members and officers to take actions forward outlined in the paper as appropriate.*

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## 2012 Olympic Games and Paralympic Games

### Summary

1. *Through the Board's 2012 Games intervention the LGA is working to achieve the maximum legacy for all local areas from the Games and to use the opportunity to enhance the reputation of local government.*
2. *The 2012 Games objectives and programmes cuts across the agendas of a number of LGA Boards. The Culture, Tourism and Sport Board are therefore approaching all Boards to update them on the 2012 Games intervention and ask them to consider if they would like to take some involvement in this work.*

### The 2012 opportunity for local government

3. *The 2012 Games presents a unique opportunity for local government. There is a clear synergy between the 2012 Games objectives and council's strategies and ambitions for their places. This means we can use the Games to act as a catalyst for progressing our existing targets, for example, raising participation in volunteering, culture and sport. Councils up and down the country are recognising this and finding that the Games can unlock barriers to partnership working and enhance ongoing work.*
4. *The Games is also a chance to boost the reputation of local government. The LGA is seeking to position local government in its rightful position as a key delivery partner in the Games, critical to spreading the benefits and legacy across the country. This means raising awareness among the media, the public, central government and other national and regional stakeholders of the community leadership role of councils and the vast range of services that we deliver.*

### Why are we addressing all LGA Boards?

5. *The work around the 2012 Games cuts across the agendas of all LGA Boards, as illustrated below.*
6. **Children and young people** *are central to the London 2012 vision. It can inspire them to pursue their personal best and participate in sport, culture and volunteering, raising their aspirations and achievements. The London 2012 Education Programme, to be delivered in partnership with schools, colleges and other institutions, will use the Games as a theme to enhance teaching and learning.*
7. *The 2012 Games objectives focus on delivering **wider social, economic, health and educational benefits**. This includes using Games-related programmes and events as a means to enhance community cohesion, promote healthy lifestyles and divert young people away from crime.*

8. *The Games will be a driver for **economic development and regeneration**. Host venues will benefit from renewed transport links and facilities. There is a strong emphasis on **sustainability** in Games construction, fitting with the ambition to create 'the greenest Games ever'. Areas throughout the country can also see economic benefits as a result of the boost to business provided by Games-related contracts and the predicted rise in tourism revenue – projected at between £1.4billion and £2billion. Council services such as **environment and emergency planning** will play a key part in securing repeat visitors and staging Games-related events that attract them.*
9. *The Games can act as a catalyst for **local authority improvement**. It can be used as a 'hook' to encourage community involvement in culture, sport and volunteering, aiding progress towards participation targets in corporate plans and LAAs. It can provide a time imperative to drive the progress of mainstream programmes. It can unlock the way to new partnerships between councils from different tiers and other bodies.*

### **What are we asking LGA Boards to consider?**

10. *We believe that the Games is relevant to the concerns of all LGA Boards. We see 2012 as a great opportunity for local government, but we need to step up to the mark now if we are to seize it. We would like to widen the pool of Members who can be involved in Games-related activity and act as advocates so we can engage greater numbers of local authorities.*
11. **We would like all Boards to consider;**
  - a. ***If and how they may like to feature the 2012 Games in future LGA conference and events under their Board's policy areas;***
  - b. ***If they would like to nominate a Board Member to be their representative on 2012 Games matters. Culture, Tourism and Sport Board Members and LGA officers would then keep that Member updated and consult them as relevant on Games-related matters that fall within the Board's policy areas.***
  - c. ***Examples of what local authorities are doing to engage with the 2012 Games and how this could be developed.***

### **Update on the LGA 2012 Games intervention**

12. *The LGA began its 2012 Games intervention last year. During this time we have strengthened the position of local government in Games programmes and structures through developing our relationships with London 2012 bodies and central government. This has included:*
  - *Getting local government representation on the Board of the London Organising Committee for the Olympic Games and Paralympic Games (LOCOG) and the LOCOG Nations and Regions Group;*
  - *Conducting a review of local authority engagement in the LOCOG Nations and Regions structures set up to involve the whole country in the Games and recommending improvements, currently being considered;*

- *Securing a place for local government on a range of groups steering the development of Games-related programmes, such as the Ministerial Advisory Group on Tourism 2012.*

13. *We have also made steps to increase engagement and support for local authorities, including:*

- *Developing a national network of local authority officers with an interest in the Games;*
- *Establishing links with our counterparts in Northern Ireland, Scotland and Wales to discuss the role of UK local government in the Games;*
- *Producing various events and publications to progress our lobbying and support councils.*

14. *We have set out a more detailed case for the role of local government in the Games in a recent publication entitled 'Community champions: the local government offer for the 2012 Games'. This paper is illustrated with case studies from councils. It has two purposes*

- a. *To progress our lobbying with central government, LOCOG and other national and regional stakeholders. Through this we aim to ensure local government is recognised as a key delivery partner in the Games and involved in the planning and implementation processes in a way that reflects this.*
- b. *To support our efforts to engage local authorities, by highlighting the fit between the 2012 Games objectives and existing local authority priorities and programmes.*

## **Background**

15. *There are three key objectives for the 2012 Games intervention.*

- a. *To make sure that the benefits of the Games are spread to places they wouldn't reach without our intervention;*
- b. *To help local government play its full part in delivering that; and*
- c. *To make sure that local government's delivery role is fully understood and valued by other agencies and the public.*

## **Implications for Wales**

16. *We are engaging with the WLGA to consider the engagement of Wales local authorities in the Games and consider how we may work together to share concerns and practice. A meeting between Cllr Chris White, LOCOG officials and WLGA Members is to be scheduled shortly.*

## **Financial/Resource Implications**

17. *There are no additional financial and resource implications arising from this report.*

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