

2012 Olympic and Paralympic Games update including twinning of authorities to promote 2012

Summary

- The LGA's 2012 Games Conference on 3 December was attended by over 120 delegates
- The paper includes further information on the possibility of twinning arrangements between the London Host Boroughs and councils in the rest of the country
- It is suggested that the LGA's next publication on the 2012 Games is a collection of good practice case studies from councils around the UK
- The LGA continues to influence central government's emerging policy on securing a volunteering legacy from the 2012 Games
- A joint LGA / DCSF event on the 2012 Games is now confirmed for 23 March 2009

Recommendations

LGA's 2012 Games Conference

- Share any feedback / thoughts that officers should take on board when planning future events about the 2012 Games
- Agree that a 2012 Games one-day conference is held in Autumn 2009 and that we should seek to host it close to the Olympic Park so that a tour can be incorporated into the day

2012 Twinning

- It is suggested that members discuss if they wish to pursue this idea, and if so, that officers take forward the following actions:
- Draft a proposal document setting out the benefits to both councils of twinning; suggestions about what the relationship might entail (for example: visits, speakers at events and sharing of expertise, although it will of course be up to the councils to determine what best suits their needs); and the role of the LGA in brokering the arrangements
- Work through London Councils to establish potential interest from London Boroughs (the pool of councils could be increased by including 2012 venues outside London)
- Use our 2012 networks to test demand from the rest of the UK

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LGA publication

- Agree that the planned publication for March 2009 focuses on practical case studies about how councils are already benefiting from the Games across the main legacy themes of physical activity, tourism, economy, culture, young people.

Action

Officers to take forward the agreed recommendations

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2012 Olympic and Paralympic Games update including twinning of authorities to promote 2012

Background

LGA 2012 Games Conference

1. The 2012 Games Conference took place on 3 December and was attended by over 120 delegates which is the highest number of delegates to attend an LGA Olympics event so far. Speeches included Tessa Jowell MP, Minister for the Olympics; Charles Allen CBE, Chair of Nations and Regions Group; Jennie Price, Chief Executive, Sport England; Sandie Dawe, 2012 Director, VisitBritain and CTS Board Office Holders.

2. The event was very well received and comments from delegates included:

- appreciating the opportunity to put questions directly to LOCOG
- receiving up to date information/food for thought and encouragement to carry on
- hearing about real examples of progress being made
- being enthused and inspired by some excellent speakers
- appreciation that the event assumed knowledge of the basics so the discussions moved on/new ideas

3. **Members are asked to:**

- **Share any feedback / thoughts that officers should take on board when planning future events about the 2012 Games**
- **Agree that a 2012 Games one-day conference is held in Autumn 2009 and that we should seek to host it close to the Olympic Park so that a tour can be incorporated into the day**

2012 Twinning

4. At the last Board meeting, members requested further information about 2012 twinning arrangements between the host London Boroughs and councils in the rest of the UK.

5. For example, Newham is twinned with Barnsley and is also exploring links with Gateshead. The intention is that Newham officers and councillors will facilitate and support Barnsley's 2012 activities, which will be designed, developed and delivered by the people, communities and organisations of the two areas.

6. The benefits of such an arrangement might include:

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- *For the non-host borough:* the opportunity to learn from a council that has been steeped in 2012; speakers / input to local 2012 events / strategy; visits
- *For the 2012 host borough:* the opportunity to share good practice and raise the profile of their local area; London doing its part to link 2012 to the rest of the UK
- *For both:* the possibility of joint work on 2012 projects such as the Cultural Olympiad and schools who have signed up to the Get Set programme, and wider benefits such as promoting visitor attractions and new links between businesses

7. However, due to the fact there are five host London Boroughs, twinning opportunities will be limited and we need to think about how we manage the expectations of councils in the rest of the country. Options might be to cluster neighbouring non-host boroughs or to offer twinning opportunities on a “first come, first served” basis.

8. Initial conversations with London Councils suggest that other London Boroughs would be interested in 2012 twinning with councils from other parts of the UK. It will be essential that both sides feel they benefit from the arrangement.

9. It is suggested that members discuss if they wish to pursue this idea, and if so, that officers take forward the following actions:

- Draft a proposal document setting out the benefits to both councils of twinning; suggestions about what the relationship might entail (for example: visits, speakers at events and sharing of expertise, although it will of course be up to the councils to determine what best suits their needs); and the role of the LGA in brokering the arrangements
- Work through London Councils to establish potential interest from London Boroughs (the pool of councils could be increased by including 2012 venues outside London)
- Use our 2012 networks to test demand from the rest of the UK

10. If we proceed it is suggested that the LGA acts as a broker to “match” interested councils but it is left to the councils to establish the nature of the twinning relationship.

LGA publication

11. Members will recall that LOCOG published the “*Join In*” fold-out poster in January 2008 about how local government can make the most of the opportunities presented by 2012.

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12. The poster presented fairly basic information about how to contact the Nations and Regions Groups and the wide range of benefits the Games might bring to an area.

13. Whilst these core messages are still important, it is suggested that our next publication, provisionally scheduled for March, should bring together practical case studies from different types of councils across the UK about how they are starting to maximise the benefits from 2012. This is in response to feedback at events, notably our December conference, when delegates said hearing good practice examples from councils was one of the most useful parts of the day and they would welcome more such examples.

14. Members are asked to agree that the planned publication for March 2009 focuses on practical case studies about how councils are already benefiting from the Games across the main legacy themes of physical activity, tourism, economy, culture, young people.

Volunteering

15. In her address to the 2012 Games Conference, Tessa Jowell underlined the government's commitment to using the Games as a catalyst to increase volunteering. It is likely that there will be national 2012- related volunteering initiative, and an opportunity for councils to formally pledge their support to increase local volunteering opportunities.

16. We are influencing emerging policy through our dialogue with officials from the Government Olympic Executive (GOE) and Office of the Third Sector (OTS) and through representation at relevant meetings, such as OTS/GOE's volunteering seminar on 6 February.

17. Our key messages to government are as follows (the main one being the need to enhance and build upon existing regional and local strategies to increase volunteering):

- Local authorities are a major funder of volunteering – 62% of volunteer centres report that they receive core funding from council
- Councils are already focused on increasing volunteering, spurred on by National Indicator 6 “participation in regular volunteering” which features in 43 Local Area Agreements
- And many councils already have established volunteering programmes and work with partners in the sport, culture and arts sectors so we should use 2012 to enhance existing infrastructure and opportunities
- Councils are best placed to tailor volunteering opportunities to the needs and profile of their local communities – for example, one area might want to focus on cultural volunteering, while another might focus on employment and skills

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- Use our 2012 networks to consult with local government on how central government can best support existing activity and to find out what councils are already doing

18. Members are asked to note this update and further information will be provided for the next Board meeting.

Sharing learning from the Get Set scheme

19. A joint LGA / DCSF event on the 2012 Games is now confirmed for 23 March 2009 and we are working up content with a view to advertising the event in the New Year. The purpose of the event will be to share learning from the first six months of LOCOG's Get Set scheme and contribute towards emerging content and the Department for Children, Schools and Families' 2012 Games legacy plan. The event will be aimed at assistant directors of children's services with responsibility for schools and youth workers.

Financial Implications

20. None

Implications for Wales

21. LGA communications on 2012 are sent to Welsh councils via our 2012 networks and the WLGA.

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