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2012 Games Sports Legacy Plan for Local Government

Summary

London won the right to host the 2012 Olympic and Paralympic Games on the back of a promise that we would use the power of the greatest show on earth to inspire people to be more active right across the UK.

Councils invest £1.5 billion per year in sport (including capital spend), which is by far the largest public contribution to sport from any one sector. But councils don't just provide the infrastructure and environment in which sport and activity thrive. They work together locally to unlock the passion and enthusiasm that can inspire people to change the habits of a lifetime. And as place-shapers, councillors are able to use sport to help build healthier, stronger, safer and more prosperous communities far beyond 2012 to encompass a whole decade of sport.

It follows, then, that government, non-departmental public bodies and National Governing Bodies alone will not deliver a sporting legacy from the 2012 Games. Councils need to be at the heart of a 'whole system' approach that recognises the strategic leadership and delivery role of local councils to make good the promise the London 2012 Bid Team made in Singapore in 2005. This paper suggests a framework for a sports legacy plan for local government that puts councils at the heart of achieving a sporting legacy from the 2012 Games.

Recommendations

The Board is recommended to:

- Agree that the LGA works with IDeA and the professional bodies to publish a sports legacy plan for local government, and comment on the suggested framework.
- Agree that we work with the 2012 legacy beacon councils, and the National Culture Forum, to capture their contribution to the sports legacy plan.

Action

Officers to take forward.

Contact Officer: Laura Caton

Phone No: 020 7664 3154

Email: laura.caton@lga.gov.uk

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2012 Games Sports Legacy Plan for Local Government

Introduction

1. London won the right to host the 2012 Olympic and Paralympic Games on the back of a promise that we would use the power of the greatest show on earth to inspire people to be more active right across the UK. Achieving a sports legacy is about how we use the magic of the Games to turn fleeting moments of inspiration into something much more durable, for individuals, for communities and for the whole country. The real prize up for grabs is a more active, involved and healthier nation, able to enjoy high quality sporting facilities for fun or excellence, and using the Games to reach people at the margins of our communities. A true sporting legacy will also stretch beyond the 2012 Games and encompass a whole decade of sport.
2. Councils up and down the country are already putting in place plans to use the inspirational power of the Games to achieve a local sporting legacy. The following examples are a small snapshot of case studies:
 - **Team Essex's Ambassador's Award** offers meaningful grant aid to potential Paralympians and Olympians, who also take on an ambassadorial role to help inspire people to be more active;
 - **Middlesbrough's Type 2 Diabetes Project** uses the Games to encourage people identified as being at risk of type 2 diabetes to lead healthier lifestyles by providing a programme of tailored support in partnership with the PCT;
 - **Sheffield's Lighting the Flame for Sport** is a whole council strategic approach to using the 2012 Games as a springboard to increase participation, strengthen coaching and volunteering, and attract major sporting events;
 - **Hackney's Personal Best** project provides young people with exciting events and materials to enthuse them to be the best they can;
 - **Dorset's Spirit of the Sea** connects sport and culture to put on an annual festival that offers people the chance to try new sports and boosts the local economy.
3. The potential to achieve a local sporting legacy from the Games is a key driver of our work to encourage even more councils, however far from a 2012 venue, to maximise the opportunities presented by the Games.

The role of councils in creating a sporting legacy

4. Councils, along with National Governing Bodies, are the principal deliverers of sport in England, and have a strong track record of delivering quality local sporting offers. Indeed the government's own research shows that if councils meet their LAA targets they will have increased participation in sport by 950,000

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and increased the numbers of the physically active by 350,000 – putting us well on the way to achieving government’s flagship sports legacy target of 2 million people more active by 2012/13.

5. Councils, working with County Sport and Physical Activity Partnerships, have five key roles in achieving a sporting legacy from the 2012 Games, and this applies to all councils regardless of whether or not they have a direct involvement with staging the Games:
 - **Local political leadership:** Locally elected councillors know the needs of their communities and their aspirations for a sporting legacy. They can make sure that sport is given a high priority locally, is reflected in strategic planning and is championed in partnerships. Councillors are uniquely placed to reach those on the margins of society who are not reached through traditional forms of community engagement. This is particularly important in reaching out to young people, who are at the heart of national sporting legacy ambitions. Councillors who understand the potential of the 2012 Games to benefit their communities are also passionate advocates and champions of sporting legacy, helping to enthuse less engaged peers within their own council and beyond.
 - **Spending power:** Local authorities invest £1.5bn per year (including capital spend) in sport and have historically been a passionate provider and facilitator of sport in partnership with local, regional and national bodies. This is by far the largest public contribution to sport from any one sector. Councils are also at the forefront of leveraging in funding from other sources, such as PCTs.
 - **Infrastructure:** As service provider, local government is crucial to the provision and maintenance of facilities and activities that make up a ladder of participation that ranges from the grassroots to the elite. Councils run – either directly or through leisure management agreements, the vast majority of places where people play sport. It is in council-owned pools, parks and gyms that enthusiastic amateurs and future sporting stars alike can first encounter the thrill of sporting success.
 - **Strategic planning and partnerships:** Local Authorities are uniquely placed at the juncture of local communities and sport, working closely with County Sport and Physical Activity Partnerships, National Governing Bodies and local sports clubs. It is here that we can help realise the benefits of sport for all. Councils also lead Local Strategic Partnerships and can bring together partners from the public, private and third sectors to take coordinated action in pursuit of shared goals, often including sport.
 - **Unlocking the wider benefits of sport:** local government, in partnership with other agencies and the private and third sectors, already use sport as a powerful tool to achieve wider outcomes. The passion and enthusiasm of the Olympic and Paralympic Games can inspire people to change the habits of a lifetime, and legacy needs to focus strongly on how sport and physical activity can help to

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create healthier, stronger and safer communities. Sport can be used to develop positive activities for young people, improve the well-being of children or boost the local economy through hosting major events.

National legacy promises and structure

6. Currently the plethora of central government legacy boards and the emerging Sports Legacy Strategy do not take this whole system approach and focus too much on national initiatives, such as the Free Swimming Programme, to deliver a sporting legacy from the Games.
7. In July 2007, the Government Olympic Executive published five “legacy promises” and in December 2009 added a sixth promise on disability:
 1. Make the UK a world-leading sporting nation
 2. Transform the heart of East London
 3. Inspire a generation of young people to take part in local volunteering, cultural and physical activity
 4. Make the Olympic Park a blueprint for sustainable living
 5. Demonstrate the UK is a creative, inclusive and welcoming place to live in, visit and for business
 6. Disability (new strand)
8. To achieve and measure the legacy promises on sport, government has set the following targets to be achieved by 2012/13:
 - 1 million more adults in England playing sport by 2012/13 than in 2008/09.
 - 1 million more adults in England physically active by 2012/13 than in 2008/09.
 - All 15 to 16 year olds being offered 5 hours’ high quality PE and sport per week there will be two million more people being physically active.
 - Team GB to be at least 4th in the Olympics and Paralympics GB 2nd in the Paralympics medal table.
9. Progress against the achievement of a national sporting legacy and the associated targets is overseen by the government’s Sports Delivery Board, chaired by Gerry Sutcliffe MP, Minister for Sport. Cllr Stephen Castle represents councils on the board. An officer delivery board is currently working on a Sports Legacy Strategy, and Paul Raynes represents councils.

A 2012 sports legacy plan for local government

10. Government, non-departmental public bodies and National Governing Bodies alone will not deliver a sporting legacy from the 2012 Games. If we are to give ourselves the best possible chance of achieving this, we need a sports legacy plan that puts councils at the heart of a ‘whole system’ approach that

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recognises the strategic leadership and delivery role of local councils to make good the legacy promises the London 2012 Bid Team made in Singapore in 2005.

11. It is suggested that the LGA with IDeA develops a 2012 sports legacy plan for local government that both positions councils as key deliverers of a sports legacy and suggests to councils practical steps to take to maximise the local sporting legacy.
12. It is suggested that the plan is structured around four key objectives to help guide councils in delivering a local sporting legacy from the 2012 Games:
 - 1) ***Use the inspirational power of the 2012 Games to deliver a sporting legacy for local communities;***
 - 2) ***Strong local political leadership on sporting and physical activity legacy;***
 - 3) ***Strong local engagement with London 2012 sport and physical opportunities, and with national and sub-national bodies;***
 - 4) ***Use sport and physical activity to help achieve wider local legacy outcomes, including beyond 2012 to encompass the 'decade of sport'.***
13. For each of the four objectives, it's suggested the plan sets out:
 - As a council, how you can help to maximise your local sporting and physical activity legacy from the 2012 Games;
 - What the LGA Group is doing to help enthuse, promote and support councils to maximise local sporting legacies;
 - How the beacon councils can support councils;
 - What the National Culture Forum, which brings together the local government professional bodies, can offer;
 - Our key messages to government and other bodies, such as the London Organising Committee, Sport England and National Governing Bodies.
14. An outline diagram is enclosed at **Annex A**.

Local Innovation Transition Fund

15. The five beacons in the Olympic and Paralympic legacy theme (Dorset with partners; Essex; Greenwich; Hackney and Kent) have submitted an expression of interest to the Local Innovation Transition Fund, and if successful, this will be a key component of the practical support we will provide to councils to help them deliver local sporting legacies.
16. The Local Innovation Transition Fund is a fund of up to £2m available to round 9 and 10 beacon councils to bring about a step change in the way we transfer knowledge and develop innovative ideas, linked to the round 9 and 10 beacon

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themes. The funding is not about a continuation of traditional beacon activity, but must be about taking the beacon work in a new direction.

17. CLG have invited expressions of interest from the round 9 and 10 beacons by 4 January, so we will be able to update the Board on 11 January. Projects that best fit the criteria will be worked up into a full business case which will be assessed by an independent board. CLG expects to commission up to 6 projects and beacons must work collaboratively with each other to develop expressions of interest that fit within one or more of the following 6 themes:
 - Developing a vibrant economy
 - Ensuring life chances for children locally
 - Living free from fear
 - Transforming local care services
 - A sustainable built environment
 - Developing healthier lifestyles
18. The beacon councils in the Olympic and Paralympic legacy theme have submitted an expression of interest under the developing healthier lifestyles theme but with strong connections to the children and economy themes too.
19. The proposed “Local Leadership, Local Legacy” programme has two main components - innovative peer led advocacy and challenge for elected members with the aim of creating inspirational member champions who can harness the power of the 2012 Games to support councils' delivery of a step change in healthy lifestyles, both within their own councils and amongst peers who are less engaged. Secondly, a ‘2012 Legacy Index’ - an eye-catching web based tool to allow councillors to better grasp to what extent their council is using the Games to encourage healthier lifestyles and more.

Next Steps

20. A draft sports legacy plan for local government will be available for Board Members' comment by the end of January, with a view to publishing a consultation draft in February. The publication will also feed into the Annual Culture, Tourism and Sport Conference in March, when delegates will be considering their “manifesto” for the sector.

Financial Implications

21. The “Local Leadership, Local Legacy” programme depends upon securing funding from the Local Innovation Transition Fund.

All other actions can be taken forward within current resources.

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Implications for Wales

22. The 2012 sports legacy plan will focus on England because sports policy is a devolved matter, but the suggested practical steps councils can take to maximise sporting legacy will be of interest to Welsh councils too.

Contact Officer: Laura Caton

Phone No: 020 7664 3154

Email: laura.caton@lga.gov.uk

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Annex A

