

27 May 2010

Update on 2012 Olympic and Paralympic Legacy

Summary

This paper updates members on:

- 1) The Local Leadership, Local Legacy Programme; in particular the role of the CTS Board;
- 2) Consultation on the LGA's sports legacy document, *Putting the People back into Participation*, and next steps.

Recommendations

In relation to the **Local Legacy, Local Legacy Programme**, officers recommend that:

- Cllr Chris White represents the CTS Board on the Member Steering Group;
- Short exception reports should be included in the CTS Board update papers;
- The four Beacons should copy the monthly progress updates for Ministers to Cllr Chris White;
- The CTS Board might also like to consider inviting the four Beacons to present on the programme, perhaps in the Autumn once the programme has been up and running for a few months.

In relation to the **LGA's Sport Legacy Strategy**, officers recommend:

- Members to note the update on consultation responses and next steps.

Action

Officers to take forward any agreed actions.

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Local leadership, local legacy programme

Background

1. The 2012 Games present a massive opportunity to inspire and catalyse change in communities across the whole country. Whilst a growing number of councils are grasping the potential of the wider benefits from the Games – from increased participation in sport, volunteering and culture, to boosting tourism and the local economy, and reaching out to young people - this is not the case everywhere.
2. We are now only two years from the Games. We want to do all we can to encourage even more councils to focus their efforts on the massive positive potential of the Games, however far from London or a Games-time venue they may be.
3. To do this, our experience of working with councils shows that we need to strengthen local political leadership on this agenda, to help and support elected councillors to unblock problems, make linkages and build strong partnerships across the private, public and voluntary and community sectors that can deliver and sustain a lasting positive legacy from the 2012 Games.

About the Local Leadership, Local Legacy Programme

4. Strengthening local political leadership is at the heart of the new year-long Local Leadership, Local Legacy programme (LLLLP). The LGA Group supported four councils (Kent, Essex, Hackney and Dorset), who had been awarded Beacon status in the Olympic and Paralympic theme in 2009/10, to secure £350,000 of new funds from the “healthy communities” theme of the CLG Beacon transition fund. This one-off fund was established to take Beacon learning to the next level in preparation for its successor programme, the Local Innovation Awards.
5. The aim of the LLLLP is to use councillor champions from the four Beacon councils to galvanise, challenge, support and focus councillors from areas with poor health outcomes on how to use the 2012 Games to improve the health outcomes of their residents.
6. The programme will achieve this by delivering the following elements:
 - A programme of elected member peer mentoring; coaching and twinning that will challenge and support those authorities with the worst health inequalities and support them to develop their own 2012 inspired health programmes, which will utilise community sport as a delivery tool. This service will be available to a limited number of targeted authorities with the learning widely shared;

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- An online 'Legacy Index' which will show authorities how the Games will contribute to their health agenda using real case studies as inspiration to activity, as well as providing a score through which councils can track their progress. This tool will be available to all authorities.
7. The four beacons are currently developing a detailed delivery plan with objectives, milestones and budget allocations, supported by Martyn Allison from the IDeA who is the project sponsor. The delivery plan will be shared at the CTS Board for Members' comments.

Proposed Governance Arrangements

8. Achieving the CLG Beacon transition fund is a great achievement for the four Beacon councils and the LGA Group and is a high-profile opportunity to make a measurable difference on 2012 legacy. This means that strong governance arrangements need to be in place to ensure that the programme achieves its objectives and has strong political buy-in from the four Beacons.
9. To do this the four Beacons propose setting up a small Member Steering Group, comprising of one councillor from each of the councils, to ensure political buy-in and provide high-level oversight and direction to the programme, which will determine the focus of the programme and the work of officers.
10. The programme is ultimately accountable to the Local Innovation Advisory Panel, and the four Beacons are required to submit monthly update reports, which will also be shared with Ministers and the LGA Improvement Board.
11. The confirmation letter from Dame Denise Platt, Chair of the Independent Advisory Panel for the Local Innovation Awards Scheme (**appendix 1**), also states that the programme should connect to the relevant LGA policy Board – Culture, Tourism and Sport in this case. This is important because the Board can provide high-level political support and challenge, drawing upon its experience of this agenda, and help to increase the reach of the programme by aligning the LLLP with other relevant projects, especially the Local Connectivity Working Group, the LGA's sports legacy strategy and the LGA's 2012 councillor network.
12. Lead Members have had an initial discussion about the relationship between the LLLP and the CTS Board and it is proposed that:
 - Cllr Chris White represents the CTS Board on the Member Steering Group, providing advice and constructive challenge. This also gives the Board a mechanism by which to raise any areas of concern with the progress of the project;

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- Short exception reports to be included in the CTS Board update papers, focusing on progress towards the achievement of the programme's objectives, highlighting successes or areas of concern as appropriate;
- The four Beacons should copy the monthly progress updates for Ministers to Cllr Chris White;
- The CTS Board might also like to consider inviting the four Beacons to present on the programme, perhaps in the Autumn once the programme has been up and running for a few months.

Next Steps

13. The key next steps for the programme are:

May – Complete delivery plan, share with CTS Board and Local Innovation Advisory Panel

June – Recruit project manager to manage the programme

End of June – First meeting of the Member Steering Group

Links to the Local Connectivity Working Group (LCWG)

14. The LCWG, chaired by Cllr Stephen Castle, has been set up by the DCMS Sports Legacy Steering Group Board, one of four legacy boards that equate to the four 2012 legacy themes.
15. The Group brings together organisations such as Sport England, the Youth Sport Trust, CCPR and CSPN, to help make existing structures work as efficiently as possible at the local and national level in pursuit of a community sport legacy from the 2012 Games. One of their priorities is strengthening leadership and advocacy for sport within local authorities, NGBs and sports clubs, and within this they have highlighted the importance of inspiring local authority leaders to support and invest in community sport. There is clear potential for joining-up with the LLLP and members of the LCWG have agreed to contribute towards the development of the programme and the dissemination of the learning. LGA officers are in the process of contacting LCWG members to confirm the detail of this.

Update on LGA sports legacy strategy

16. The LGA has completed consultation on the draft sports legacy strategy, *Putting the People back into Participation*, which highlights the vital role of councils in using the 2012 Games to inspire a step-change in participation in informal sport, and previews the Local Leadership, Local Legacy Programme, as one way we will deliver this.

17. The consultation draft was discussed by delegates at the LGA / CLOA Culture, Tourism and Sport Conference in March and was available on the LGA website. Responses were received from councils and organisations including Sport England, LOCOG and CCPR. The comments were overwhelmingly positive and suggest strong support for a “whole team” approach. Suggested changes were mainly to do with presenting a fuller picture of the sport landscape, such as recognising that councils have a role to play in supporting talented athletes, and National Governing Bodies have a role in supporting grassroots sport. LGA officers are happy to supply Members with detail about the individual comments upon request.
18. A revised version of the strategy was considered by Lead Members but it was felt prudent to re-visit the document in a few weeks in the context of the new government. We therefore expect to publish the strategy end of June / early July.

Financial Implications

19. None. CLG is providing funding for LLLP.

Implications for Wales

20. The LLLP will be available to councils in England and Wales.

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Appendix 1 – Letter from Dame Denise Platt, Chair Independent Advisory Panel for the Local Innovation Awards Scheme

Our ref:

**29 March 2010
Dominic Collins
Partnerships Manager
Essex County Council**

Dear Dominic Collins

**Transition Fund
Essex County Council: Local
Leadership, Local legacy**

**As Chair of the Independent
Advisory Panel for the Local
Innovation Awards and the**

Transition Fund Programme Board, I would like to offer my congratulations to you and all your project partners on the well-deserved success of your business case. Now that the decisions on funding have been made our role is work with you on the development and implementation of your project to ensure that the innovation and learning is mainstreamed.

The Board was happy to recommend the project for full funding on the basis that the innovation comes through its opportunism in helping councils make the most of the 2012 Olympics, particularly in giving peer support, benchmarking and help to non-London and SE councils. Without this kind of help many councils could miss this opportunity to exploit the games to address health inequalities—a top priority area for central and local government. We were particularly interested in the peer twinning approach as this kind of intensive support could be a good model for knowledge transfer more generally.

However, there were also a number of points that the Board flagged with Ministers as issues that we would expect to see addressed in the design and delivery of your project. These were as follows:

- 1. There should be an explicit focus on the paralympic legacy and the benefits of this project for the disabled community.**
- 2. The most interesting and unique aspect of the project was the notion of peer twinning and this needs to be developed further. There will need to be close quality control on the peers who will need to be both credible and exceptional.**
- 3. Clarification of the 'more for less outcomes' is needed. It seems that the efficiency savings come from giving others a short cut to doing something different and the opportunity cost if councils don't move quickly and lose out.**
- 4. Clarification is needed of the purpose and outcomes of joint one-day event/s with the Achieving Marmot proposal.**

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We realise that you had very little time to pull together the initial brief business case so I hope you and your partners find these points helpful in developing your project. I would be grateful if you could address these issues in your project plan and share this with us by 14 May.

In terms of our ongoing involvement in the project we expect to receive brief monthly updates from you on your progress that we can pass on to Ministers, the LGA Improvement Board and the Local Innovation Advisory Panel. We also intend to connect your work with the wider sector improvement activity by passing information on to the relevant LGA Board, the Chief Executive's Task Group and the RIEP Member Forum. This will have more impact if you are able to attend meetings and present your findings in person. I therefore hope the project team will be able to commit to giving two such presentations over the course of this year.

Finally I'm grateful to the IDeA for agreeing to support the project team and act as your first point of contact. Martyn Allison is your designated lead. Should you have any queries his contact details are as follows: martyn.allison@dea.gov.uk.

Yours sincerely



Dame Denise Platt
Chair, Independent Advisory Panel for the
Local Innovation Awards Scheme