

**London 2012 Olympic Games and Paralympic Games
North East England
Agenda Item 6: Regional Update Report October 2008**

Purpose

1. This paper updates colleagues on regional activities in relation to the London 2012 Olympic Games and Paralympic Games.

Background

2. Regional engagement with the London 2012 Games has been formalized through the establishment of a Nations and Regions Group (NRG). Feeding into LOCOG (the London Organising Committee for the Olympic Games and Paralympic Games) NRG works towards ensuring that the benefits of the London 2012 Games reach all parts of the UK. Peter Rowley as Chair of the Regional Sports Board is the regional representative, supported by One NorthEast (ONE) and Sport England. The regional approach is focused upon a need to align, where possible, all London 2012 Games activity with existing regional strategies and programmes. The region is committed to delivering a legacy post-2012 and managing expectations about national and regional funding routes.
3. Since April 08, work has progressed in the following areas:
 - a. Lord Coe visited the region in June 2008 and took part in events at the Tees Barrage, the River Tees Water Sports Centre, Middlesbrough town square, mima (Middlesbrough Institute of Modern Art), the University of Teesside and with Tynedale Harriers. During the day, Lord Coe also had the opportunity to meet a number of regional athletes and wish them well for Beijing
 - b. ONE and Gateshead Council attended the launch of LOCOG's **Pre Games Training Camp Guide (PGTC) in Beijing 2008** and highlighted the region's PGTC offer to over 100 National Olympic Committees
 - c. On August Bank Holiday weekend the region celebrated the launch of the **Cultural Olympiad**. This launch inspired activity across a range of regional organisations and included the unveiling of the Middlesbrough Live Site
 - d. In September 08 the region celebrated the **Paralympic Handover** and assisted with the regional launch of LOCOG's '**Get Set**' education programme
 - e. Good working relationships are becoming established at a regional level with some of **LOCOG's main sponsors** – including Lloyds TSB and Deloitte - with a view to identifying potential joint initiatives
 - f. North East athletes made their contribution to the significant **medal haul** for Team GB at Beijing 2008 with Joanne Jackson and Tony Jeffries winning bronze medals in swimming and boxing respectively at the Olympic Games, whilst Stephen Miller, Terry Bywater and Hazel Simpson won a silver medal and three bronze medals respectively in athletics and basketball at the Paralympic Games.

Theme Group Updates

4. Business and Procurement: The ONE Business team has developed a three-pronged strategy to assist regional companies in bidding for London 2012 Games related procurement opportunities. This strategy includes:

- a) **Knowing the Score** focused on raising awareness of available tendering opportunities and being aware of regional delivery capacity;
- b) **Fit for Opportunities** focused on making companies ready and skilled to bid for tendering opportunities;
- c) **Working Together to Compete** focused on building regional partnerships and networks and the use of the CompeteFor electronic procurement platform.

ONE has continued to work with Business Link, regional companies and employer and support organisations delivering masterclasses and procurement workshops, one to one advice and seminars on London 2012 opportunities. A new leaflet detailing these services is available from ONE.

ONE continues to discuss with LOCOG, the ODA and the London Development Agency the roll out of the CompeteFor Electronic Brokerage Service. This service - accessed via the london2012.com 'Business Centre' - will provide unprecedented access to London 2012 business opportunities for small and medium-sized enterprises (SMEs) and diverse-owned SMEs within the supply chain. In addition, CompeteFor will signpost businesses towards local business support through Business Link, so as to increase their capacity and expertise.

Over 500 businesses from the region have registered on CompeteFor and a similar number have registered for e-alerts. Additional staff will be appointed in the coming months to promote the Compete For service amongst regional businesses and ensure that other contracts issued in relation to the London 2012 Games - by for example Transport for London, the London Development Agency and London's local authorities – are accessed by regional businesses. ONE and partners will also look to develop a proactive 'warning' system, signposting businesses to future contract opportunities and tender dates.

An increase in communication resources will also see in the coming months additional marketing and promotion of 2012 related procurement opportunities in regional press and media outlets.

For further information please contact Mike Hawkins at ONE on mike.hawkins@onenortheast.co.uk

5. Tourism and Image: In September 2007 the Department for Culture, Media and Sport published '*Winning: A Tourism Strategy for 2012 and Beyond*'. Undertaken in partnership with Visit London and VisitBritain, the strategy provides a national framework to help both industry and government realize the potential benefits to the visitor economy. It is anticipated that through this strategy an estimated additional £2.1bn of benefit could accrue with over half of the gains predicted for the post-Games period (2013-2017) and approximately one third of predicted gains affecting Britain as a whole. The full strategy and a summary document are available from <http://www.culture.gov.uk/tourism2012>.

The ONE Tourism team is currently preparing a Regional Strategy for the Visitor Economy which will run from 2010. The London 2012 Games will be considered during the formation of that strategy and there will be opportunities to strengthen alignment between national and regional approaches.

In the short term the region continues to undertake complimentary leisure tourism marketing and events programming e.g. hosting a Stage of the Tour of Britain and promoting active leisure breaks.

For further information please contact Chris Little at ONE on chris.little@onenortheast.co.uk

6. Facilities and Pre-Games Training Camps (PGTCs): A common theme for all regions is the attraction of PGTCs. These are set up by overseas nations in the host country to allow for athletes and support staff to acclimatise to location, climate and time zones in the years/months prior to 2012. Teams will then undertake a final 'holding camp' before the official start date of the Games. LOCOG recently launched a national guide during Beijing 2008 detailing the UK's available sports training facilities. This guide was handed out to all overseas Olympic and Paralympic committees. LOCOG also announced the availability of a grant that will act to encourage teams to come and locate in the UK.

The following regional facilities have been included in the Guide. These are:

Blue Flames Sporting Club	University of Durham
City of Newcastle Gymnastics Academy	Tees Barrage
Deerness Gymnastics and Leisure Centre	The Lakeside Centre
Middlesbrough FC Training Headquarters	Hartlepool Marina
Sport Northumbria, Northumbria University	The Parks Sports Centre
Glenn McCrory School of Sport	Monkton Stadium
South Durham Gymnastics Centre	Riverside Sports Complex
Morpeth Cricket, Hockey and Tennis Club	University of Sunderland
Sunderland Aquatic Centre	University of Teesside
Gateshead International Stadium and Leisure Centre	

A separate regional brochure has been produced for the exclusive use of all regional venues in the promotion of their facilities to overseas teams. There is, however, a collective view amongst the venues, along with ONE and Sport England, that a joined up regional approach is required for the attraction of teams. ONE, Sport England and the venues are working to identify potential target countries and consultants have recently been appointed to help develop a proactive targeted marketing campaign and assess potential venue development requirements. Additional work will be undertaken by LOCOG, Sport England and ONE in the coming months to look at team data emerging from the Beijing 2008 Games. This data will help inform the regional approach.

For further information please contact Ian Thurlbeck at Sport England on ian.thurlbeck@sportengland.org

7. Health: A sub-group of the Regional Physical Activity Steering Group has been supporting the further development of work to demonstrate the need for a systematic approach to the prevention of Type 2 Diabetes as a specific regional 2012 project. Three strands of work have been commissioned to take forward development of the project:

- Baseline data/evidence review (now complete)
- Focus group development work with target group (older men and women from socio economic groups C2 – E, resident in Middlesbrough)
- Intervention development/design (completed in February 2008).

From these pieces of work an 18-month pilot project totalling £350,000 has been devised which will run from October 2008 to March 2010. Around 500 participants will be recruited, of which 250 will be directed into an intensively supported, individually tailored 10 week programme of physical activity, followed by an additional 42 weeks of supported 'mainstream' activity. Other participants will receive 52 weeks of activity with lesser support. In all cases, beneficiaries will be able to choose from a 'menu' of provision including gym based activity, fitness classes, dance, swimming, walking and cycling. Participants will be recruited via self referral, health trainers and GP referral.

Throughout the pilot phase, there will be a strong emphasis on social marketing approaches, which will provide additional opportunities for learning and will feed into the development of the regional roll out phase from 2009 (there will be some overlap between the roll out and pilot phases).

Work is ongoing to ensure that the project is ready to start delivery from October 08, with staff currently being recruited and administration processes being finalised. A researcher has been allocated by Newcastle University to lead on the evaluation of the scheme and is currently working to finalise the evaluation design and data collection methodologies.

In addition, certain local authorities are keen to undertake promotional campaigns focused upon using the inspiration of the London 2012 Games to encourage people to become more active and adopt healthy lifestyles.

For further information please contact Louise Wilson at Sport England on louise.wilson@sportengland.org

8. Culture: The Beijing Olympics Closing Ceremony took place on the 24th August 2008. This date also marked the '*handover*' of the Olympic Games from Beijing to London. From this date London became the host city for the Olympic Games. This handover moment provided the UK with an opportunity to extol its cultures and unite in a national celebration. North East England marked handover with 2 minute cacophonies across the region, with participants ranging from train hooters hooting at Locomotion in Shildon, to a reading Picnic in Durham and a steel band in Wansbeck.

The focus of activity in the region was at Middlesbrough's Live Site. The Live Site, positioned in Middlesbrough's Centre Square until 2012, screened Olympic coverage from Beijing- including London's 8 minute handover

ceremony- together with the 2012 party from the Mall. To complement this, there were a range of activities in Middlesbrough's Centre Square, including sporting displays, street entertainment, traditional games and the specially commissioned Infant Hercules.

The region has also been involved in celebrating the Cultural Olympiad Launch weekend. Themed '*Open Weekend*', cultural organisations from across the region offered the public the chance to see or take part in something that was happening as a special event and/or go 'behind the scenes' to experience cultural activity first hand. The regional Creative Programmer Lorna Fulton is also currently working on the London 2012 Inspire Mark. This Mark is awarded to outstanding, surprising, exciting and brand new cultural projects inspired by London 2012. The first projects to be awarded the Inspire Mark in North East England are:

- Creative Spirits, by Tyne and Wear Museums
- Dance City Afro Reggae, by Dance City
- Seconds Out, by Theatre Royal Newcastle and Darlington Council
- Border Crossing by ISIS Arts
- Juice, NewcastleGateshead's Children and Young People's Festival, by Culture 10.
- People's Record and Literature and Stories by MLA.

In next 6 months the Creative Programmer will be looking to help implement at a regional level the following national, major 2012 cultural programmes including:

- **Unlimited**, a sports and culture disability project
- **Shakespeare festival**, with Newcastle as a key partner city
- **Somewhere To**, the national Legacy Trust programme for young people
- **Generation 2012** submission of the Business Plan for approval for £1.53m Legacy Trust resource to support regional projects
- **Seconds Out**, an international collaboration between boxing and dance
- **We-create**, a programme of work for the digital and media sector

For further information please contact Lorna Fulton at Government Office for the North East on lorna.fulton@gone.gsi.gov.uk.

9. Children & Young People: Specific work in this area has continued around the Government's commitment to offer 5 hours of physical education in schools. The launching of the trailblazer Sports Unlimited project in the region during the summer has firmly embedded Sport England's work to provide more opportunities for young people to participate in sport outside of the curriculum, linking their participation with local clubs.

On 17th September 2008, to celebrate the 2008 Beijing Paralympic Games handover, a new education programme called Get Set was launched. The interactive website supports children and young people in learning about the Games and in exploring and committing to the Paralympic Values of inspiration, determination, courage and equality, and the Olympic Values of respect, excellence and friendship. Highlights of the 'Get Set' website include:

- A range of free, flexible resources for 3 – 19 year olds with the Paralympic and Olympic Values at their heart - including inspirational films, interactive

games, fact sheets and news articles, along with an Educators section for practitioners and senior management

- The opportunity for schools and colleges to join the Get Set network and receive rewards, recognition and endorsement for work around the Values
- The opportunity to 'Go Further' and get involved in initiatives/resources developed with and supported by London 2012 partners in eight key themes - internationalism; communication, collaboration and citizenship; practical learning; PE and sport; enterprise; sustainability and regeneration; culture and creativity, and healthy, active lifestyles.

Further details are available from www.london2012.com/getset.

For further information please contact Ian Gardiner at Sport England on ian.gardiner@sportengland.org

10. Skills: There are 3 dimensions to be taken into account in relation to the London 2012 Games. These are volunteering, sport-related workforce development and wider skills issues relating to the regional economy.

a) Volunteering

A Regional Sports Volunteering Audit Report has been produced by Sport England, the Voluntary Organisations' Network North East (VONNE) and North East Volunteering Infrastructure (NEVI). The report notes the significant changes to the sporting landscape in recent months and sets out a vision for sports volunteering in the North East which seeks to establish the region as one noted for quality sports volunteering opportunities, where all volunteers feel welcome, rewarded and recognised, and where sports clubs and other groups can identify roles and access the volunteers they need.

The report provides a number of recommendations structured under the 4 themes that partners and stakeholders have identified as being key to achieve the vision. These are:

- **HIGHER:** To ensure high and consistent quality standards in sports volunteering
- **BIGGER:** To increase the number of people taking part and staying in sports volunteering in total, and across the sector and the region
- **WIDER:** To broaden participation in sports volunteering across the region particularly from currently excluded or less represented groups
- **STRONGER:** To increase partnership working between all agencies involved in sport, volunteering and wider voluntary and community sector activity

An executive summary of this report is available from Sport England and work will continue in the coming months to identify specific actions.

At the same time ONE, together with partners, has developed a Regional Cultural Volunteering Programme which aims to encourage volunteering and capacity-building in the cultural sector with a view to improving employment and educational opportunities for economically inactive individuals. £1.4m has

been made available to support this activity which will run initially from April 2008 to March 2013. The programme will not only support the activities of 9 pilot projects across the region but will also establish a central coordination unit that will support the capacity of both the cultural sector and the various employment agencies across the region.

ONE and the Learning and Skills Council are also in discussion with London regarding the implementation of the Personal Best programme and its future alignment with the Regional Cultural Volunteering Programme. Personal Best in London has been led by the Greater London Authority and jointly funded by the London Development Agency and Learning and Skills Council, using ESF resource. Personal Best is an engagement programme which will act as a "stepping stone" to new employment opportunities. There is an aspiration to ensure that those outside London can participate and at the present time ONE, Sport England and the Learning and Skills Council have a draft proposal which is currently waiting to be signed off at a national level. It is hoped that the regional Personal Best programme will carry the London 2012 Games 'Inspire Mark' and that regional participants will be, at a minimum, interviewed by LOCOG for Games Time volunteering activity.

b) Sport-related workforce development

Research has been commissioned to develop a clear picture of the skills gaps (training) and skills shortages (jobs) of the region's sport and leisure workforce. The report, developed in conjunction with Skills Active, helps inform investment decisions regarding the region's sports workforce.

The region's County Sports Partnerships (CSPs) are progressing well with the delivery of their sub-regional skills priorities and are addressing their current sports skills shortages and gaps. CSPs have allocated £1.1m towards commissioning identified National Governing Bodies of sport and other local training providers, to enable over 5,000 volunteers, sports clubs and voluntary groups to access a range of demand-led, accredited and non-accredited provision until March 2009.

Negotiations have also taken place between the region's Learning and Skills Council and CSPs on the development and roll out of the Train to Gain Sport Brokerage pilot. A funding application has been submitted by the CSPs and the University of Teesside, and if successful then the CSPs consortium will commence roll out of the training brokerage in conjunction with Business Link in October. This will provide an interface between the numerous sports clubs in the region and training providers in the sector to drive up demand for the wider Train to Gain offer, from both paid staff and volunteers.

c) Wider Sectoral Opportunities

ONE and the LSC have agreed a dual focus to the work on the wider sectoral opportunities associated with the London 2012 Games. First, regional support will focus on the skills requirements of those companies that have successfully accessed London 2012 contracts through the CompeteFor service. Second, all regional Sector Skills Councils, but particularly those concerned with construction, tourism and hospitality, food and drink and the creative industries have been contacted and are in the process of developing individual plans for their respective sectors.

For further information please contact Ian Gardiner at Sport England on ian.gardiner@sportengland.org OR Tanya Gray at ONE on tanya.gray@onenortheast.co.uk

11. Performance Sport: The Performance Sport theme group was reconvened in late 2007 with revised terms of reference and new membership. Since then the group has identified a set of “target sports” in the region where there is consistent development of elite athletes through quality facilities, coaching and infrastructure. An in-depth sports assessment has also taken place with the respective National Governing Bodies with a view to identifying where regional gaps in provision may be.

However, in view of the recent change in emphasis away from regional Sport England engagement with NGBs in favour of a national approach linked to the submission of national NGB plans, the group has decided to temporarily suspend its work, with the exception of the development of funding applications to appoint two Strength and Conditioning Coaches. The posts – the applications for which have been received by Sport England - are designed to support young athletes who currently compete nationally and/or internationally, but who do not receive any strength and conditioning support. There are currently 83 talented athletes, including 5 disabled performers, who have been identified for support by their NGBs regionally. The same NGBs are forecasting an increase in numbers to over 120 from 2009. One post will be managed through Northumbria University to cover the north of the region, with Durham University hosting the other post with a remit to the south.

For further information please contact Ian Gardiner at Sport England on ian.gardiner@sportengland.org

12. Communications: ONE has produced a Regional Communications Plan in conjunction with Sport England regarding the London 2012 Games. This plan is seen as an evolving document that will be updated to reflect developments in national and regional approaches. The plan contains provision for partners to receive e-bulletins, access policy information, receive event invitations and celebrate news stories.

For further information please contact Elaine Scott at ONE on elaine.scott@onenortheast.co.uk