



## EVENT REPORT

### LONDON 2012 OLYMPIC GAMES AND PARALYMPIC GAMES: NORTH EAST LOCAL AUTHORITY EVENT

Friday 21<sup>st</sup> November 2008, Dolphin Centre, Darlington



Public Health North East



## **FOREWORD**

In the summer of 2012 London will host the Olympic and Paralympic Games. The Games will bring both economic and social benefits and a key legacy for the London 2012 Games is to ensure these benefits are spread as widely as possible throughout the UK through the involvement of local government.

The Association of North East Councils has committed to work with local authorities and partners to ensure that the North East maximises benefits from the London 2012 Games. The event held on 21<sup>st</sup> November 2008 at the Dolphin Leisure Centre in Darlington was aimed at council officers, councillors and key partners to build on earlier Association events on the Olympics including the 2007 launch of the 2012 Regional Plan.

The primary purpose of the event was to identify the opportunities for local authorities in the run up to the London 2012 Games to help achieve both local and regional priorities and celebrate the work and success of councils already involved in 2012 activities.

Partnership working is vital for maximising the benefits of the Games in the North East and thanks must be given to those organisations and partners that sponsored the event: Lloyds TSB, Sport England, the Strategic Health Authority and One NorthEast. This wide range of sponsors demonstrates the effective partnership working already underway in the region in the build up to 2012 and beyond.

The event was a clear success thanks to the contribution of delegates and the wide range of speakers including Jeremy Beeton and Steve Cram. The following report captures the key issues raised at the event and next steps which the Association will take forward with local authorities and key partners in the region.

Indeed, the Association has already started this process by asking senior culture and sport officers to identify options for developing sporting centres of excellence in the region in response to Steve Cram's challenge to us (see Annex A).

**Councillor Linda Ebbatson**  
**Vice Chair**  
**Association of North East Councils**

## CONFERENCE REPORT



### **Welcome**

The Worshipful Mayor of Darlington Councillor Ian Haszeldine welcomed delegates to Darlington.

### **Opening Session**

The event was opened by the Chair Councillor Linda Ebbatson, Vice Chair, Association of North East Councils. She explained that the key aim of the day was to help delegates understand the opportunities presented by the London 2012 Games in the region.

In the first part of the day delegates were updated on national and regional developments and opportunities as well as hearing about the Type 2 Diabetes Pilot in Middlesbrough that is using the Games to tackle regional priorities on health and well being in Middlesbrough.



### **Jeremy Beeton, Director General, Government Olympic Executive**

- the London Organising Committee of the Olympic Games (LOCOG) has been formed as a company limited by guarantee and is privately financed although Government is the ultimate financial guarantor. LOCOG's key role is to prepare and stage the Games;
- the London 2012 Vision is to host an inspirational, safe and inclusive Olympic and Paralympic Games and leave a sustainable legacy for London and the UK;
- the key legacy promises for 2012 are:
  - make the UK a world-leading sporting nation;
  - transform East London;
  - inspire a generation of young people to take part in volunteering, cultural and physical activity;
  - make the Olympic Park a blueprint for sustainability;
  - ensure the UK is a creative, inclusive and welcoming place to live in, visit and for business;
- the key public sector funding sources which make up the core £9.3 billion funding are from the Lottery, London Council Tax and Exchequer Funds;
- there is also a cohort of private sponsors for the Games including Lloyds TSB, BT, and British Airways;
- the Cultural Olympiad is a key component of the 2012 Games with LOCOG leading its development. It will include cultural events celebrating the 2012 Games and create clear links between culture and sport. It will include high profile ceremonies, ten major national projects and a number of regional projects;
- the 2.5 km<sup>2</sup> Olympic Park in East London will be the centerpiece of the 2012 Games and will include the Olympic Stadium, Aquatics Centre, VeloPark, the Olympic Village and Media Centre;

- there are over 20 other venues around London and the UK, including St James Park, Newcastle which will host the football tournament;
- over 800 companies have now won over £3.5 billion work and a total of 75,000 individual contracts are expected. LOCOG will have 5,000 direct contracts and there will be over 25,000 supply chain opportunities;
- the online Brokerage tool CompeteFor has over 42,000 registrations and this is expected to grow to 200,000 by 2012; and
- so far there have only been 600 North East businesses register on CompeteFor.



### **Ian Thurlbeck, Improvement Manager, Sports England**

- the regional approach has been to manage expectations by ensuring the North East achieves a 2012 legacy and align it with existing regional priorities;
- Charles Allen, Head of Nations and Regions, has expressed a desire for everyone to have an 'Olympic Moment' and this is a key driver for developing a regional 2012 plan;
- early North East sporting wins in the region have been the announcement that St James Park will be an official 2012 venue, 20 sporting facilities in the London 2012 Pre Games Training Camp Guide in the North East and £3.2 million investment in clubs & coaching in the region;
- early North East wins in social outcomes have been securing £1.53 million from the Legacy Trust to support the 2012 objectives, the first region to roll out the Personal Best programme and the pilot of Type 2 Diabetes Project in Middlesbrough;
- North East economic wins have included £6 billion procurement opportunities and tourism gains of £2.1 billion between 2007 - 2017 in the region. 8 business contracts have so far been won in the North East;
- the 2012 Regional Plan is currently being refreshed with a continued desire to maximise benefits for the region; and
- comments and issues raised at the conference will directly influence the revision.

Ian concluded by raising a number of questions for delegates to think about:

- what are your ambitions and aspirations for 2012?
- what activity is currently happening in your local authority? and
- what is your local authority planning in the future?



**Peter Heywood, Locality Director of Public Health, Middlesbrough Council & Middlesbrough PCT**

- the 2012 Games are an opportunity to capitalise on the links between health and sport;
- the national figures for 2008 show that 65% adults and 33% children are overweight or obese rising to 90% of adults and 65% children in 2050;
- Type 2 Diabetes is a lifestyle disease, a cardiovascular disease which in many cases is preventable;
- the Project is a real example of partnership working with Middlesbrough Council working alongside:
  - Tees Valley Sport;
  - Middlesbrough PCT;
  - Public Health North East;
  - Sport England;
  - Diabetes UK;
  - Newcastle University;
  - National Social Marketing Centre;
- the Pilot is initially taking place in Middlesbrough and will identify those most at risk of Type 2 diabetes and use a test approach to achieve sustainable changes to make people more active;
- £380,000 funding has been secured for the 18 month pilot and it will be evaluated by Newcastle University. It is envisaged that the project will be rolled out across the region if successful;
- the pilot will involve 500 Middlesbrough residents. Key findings from the initial stages of the pilot have found that:
  - males tend to totally avoid sport and physical activity and are suspicious of the NHS;
  - there are generally low levels of confidence in taking part in sport and physical activity due to it being seen as something 'more attractive' people do;
  - there is a general negative view of their area and a feeling of their destiny being out of their control;

- a key approach in the pilot is the use of social marketing to create a supportive and non-judgemental campaign, for instance, not using words such as ‘gym’, ‘obesity’, ‘diet’ or ‘exercise’ and focusing on promoting activities being fun, relaxed, local and accessible;
- initial focus groups have highlighted the need to ensure the pilot offers intensive support to participants through a buddy scheme to develop confidence; and
- Peter concluded that the pilot will be fully underway by the start of 2009 and initial findings are due in the autumn. The key challenge will be accessing the hard to reach to achieve sustainable healthy lifestyle changes and a valuable legacy.

## QUESTIONS AND ANSWER SESSION

A question and answer time followed the three presentations with the panel of speakers.

### **Q “How can the voluntary sector get more engaged in local authority initiatives? The sector can provide new ideas and innovative solutions.”**

The panel agreed that the voluntary sector was an important partner and key to accessing target and hard to reach groups.

Tanya Gray, ONE also highlighted that there are a number of volunteering programmes planned related to the London 2012 Games in the region including the Regional Cultural Volunteering Programme and Learning and Skills Council’s Personal Best programme.

- **A delegate observed that although efforts to get more people involved in sport was commendable other forms of physical activity should also be promoted. It is the small actions we take that can make a difference, for instance, using the stairs instead of lifts in a building or walking to work.**

### **Q “What could the North East 2012 Moment be?”**

The panel agreed that this was a question for the region and a focus for the revision of the 2012 Regional Plan. There should be a clear vision for the region and objectives that are easy to understand and work towards. Regional leadership is vital to achieving maximum benefits of the London 2012 Games.

Ensuring the games are memorable for as many people as possible is a key aim and this could be either through taking part in volunteering or being a spectator at one of the events to offer a real and personal connection with the Games.

Tanya Gray added that the revision of the Regional Plan will look at the collective legacy for the region and identify two or three key things the region can sign up to and work towards achieving. For example Tanya suggested these could include developing the skills of volunteers, improved partnership working or greater physical participation and related health benefits.

**Q “How can we support volunteers from the North East that want to be part of the 100,000 cohort of 2012 volunteers? There a key questions of cost and access to the Games for a number of young people.”**

The Personal Best programme was run as a successful pilot in London and is now being rolled out across the country. The North East will be the first to run the programme outside of London. The programme will focus on supporting young people not in education, employment or training (NEET) access a pre-volunteering scheme. This will allow them to build their skills in event management which includes developing skills such as customer relations, team and interpersonal skills. The innovative programme is being seen as a pathway in to work and not just volunteering. This will create a lasting legacy for both volunteers and the region.

Jeremy Beeton highlighted that a database of volunteers is being developed through the LOCOG website: <http://www.london2012.com/get-involved/volunteering/the-volunteer-programme.php>

**Q “How can we create more centres of excellence in the region?”**

The 2002 Commonwealth Games allowed Manchester City Council to develop a path of investment in sporting facilities and the region must make the most of the opportunities that arise such as the 2012 Games.



### **Miriam Staley, Lloyds TSB, London 2012 Partnership**

- Lloyds TSB economists estimate that the 2012 Games will provide £21bn uplift to the UK economy with the North benefiting to the tune of £4.4 billion;
- the benefit from the Games to the region will kick in well ahead of 2012 as businesses secure contracts for the supply of goods and services for the Games, for example. This is very welcome news in the current economic climate; and
- Lloyds TSB are concentrating on three key opportunity areas:
  - I. Business – actively helping to inform, educate and support businesses as they seek to benefit from the opportunities which the London 2012 Games are creating;

- II. Community – through the Local Heroes Programme to leave a lasting sporting legacy in our communities;
- III. Education – keen to support education institutions as they seek to attract new students (potentially via excellent sporting facilities), or interact with local companies to broaden their reach;

Miriam concluded that it is important to think beyond 2012 and seize current opportunities

## AFTERNOON SESSION

In the second part of the day delegates heard about the Games from the perspective of key figures in the region that had been involved in past games.



### Steve Cram MBE

- the Beijing Games were highly sophisticated in ensuring the needs of athletes in the Village were met and the security system was first class;
- the media centre was cleverly delivered with 20,000 reporters being offered a first class service. This was very important in the early stages of the Games as many of the media arrived before the Games start and they look for any stories to report including negative stories on the host country's organisation;
- we can not underestimate the scale of the challenge of hosting the Games and the difficult logistics. At the Beijing Games, for example, between the end of the Olympic Games and start of the Paralympic Games the whole of the city was redressed with different official signs;
- although the Beijing Games was first class in efficiency and hospitality there was no sense of 'fun' to the events. A key part of the London 2012 Games will be to demonstrate London and UK's character with a real sense of enjoyment to the Games;
- ultimately, the Games are a sporting event and this is a real chance for the UK to show off athletic talent;
- the North East may wish to consider attracting more high performing sports to the region so that talent is retained in and attracted to the region;
- there is considerable competition between cities and regions for places to become sporting centres of excellence;
- cities like Manchester have the legacy of the Commonwealth Games to build on and have developed an international reputation for cycling at the City's Velodrome, for example;
- the region has an excellent sporting reputation nationally and internationally but the low numbers of medallists from the region at the Beijing Games in 2008 highlighted a fundamental challenge;

- people who are born and brought up in the region, who are educated and develop their sporting credentials here, often find that they have to move away to centres of excellence in other parts of the country in order to develop their full potential; and
- the sport of Handball is seeking a national 'home' and this is an example of just one sport which could, potentially, become based in the region.



### **Dawn Peart, Team Manager of the British Swimming Team, Beijing 2008**

- Dawn was seconded from Newcastle City Council for 18 months in 2007 to the British swimming Team as a senior team manager for the Beijing Games;
- the preparation for the Beijing Games started in 2007 with camp training in Rome and pre game visits to Japan in August and a test event in Beijing in February 2008;
- Team Great Britain came fourth in the Games with 47 medals, 19 Gold, 13 silver and 15 bronze. In the Paralympics our successes continued with Great Britain coming second with 102 medals, 42 gold, 29 silver and 31 bronze;
- the Olympic Village in Beijing was very impressive with 2 dining halls and 16 restaurants. 24 hour team facilities were available with food and souvenir shops, travel agents, a post office, banks, a photo shop and newsagents;
- Beijing was a fantastic experience and key highlights included the closing Ceremony in the Birds Nest on 24<sup>th</sup> August, the chartered flight home on 25<sup>th</sup> August and meeting the Queen at Buckingham Palace;
- the London 2012 Games will not only offer regional and local opportunities for athletes, there will be opportunities for everyone to get involved and possibly work in the following areas:
  - pre Games Training Camps;
  - torch relay, test events and trials;
  - 100,000 volunteers are needed;
  - specialist coaches, team leaders, physiotherapists, medics;
  - general logistics of the event including spectator services, IT, transport etc;
- recruitment will start in 2010;

- Dawn concluded by emphasising the opportunity to be involved in the Beijing Games had allowed her to learn about new cultures, improve her planning and logistical skills and make new contacts and friends which would be of great value to her employing organisation
- she thanked Newcastle City Council for the secondment opportunity and encouraged local authorities to consider similar requests from staff in the run up to 2012.

## **WORKSHOPS**

This section summarises the key points raised by participants in the workshops and highlights the key messages that emerged from the discussion groups.

### **Workshop 1: Engaging Children and Young People**

- key barriers for local authorities engaging in 2012 initiatives are funding, negative perceptions of 2012 and a feeling of distance from the Games;
- partnership working and access to PCT funding are key elements local authorities could pursue. Closer links and partnership working with National Governing Bodies is also needed;
- councillors' involvement in driving forward the 2012 agenda is very important;
- there are a range of existing opportunities through local authority initiatives for young people;
- how can we support the identification of talent?
- how do we create opportunities for people in our less affluent localities to get there, see the Games and to be supported to volunteer?
- festivals of sport and international links are an opportunity to promote 2012;
- build and link in to structures within minority sports to support high ability performers;
- the 'Heart' of the Olympics could be a key promotional hook;
- initiatives being undertaken across the region include:
  - North Tyneside – Year of Sport 08/09;
  - Talented Sports Performer Grants;
  - Sports Awards;
  - Year of Culture 09/10;
  - Community Games in Darlington;
  - Tees Valley Olympics proposed; and
  - Town twinning sports festivals.

### **Workshop 2: Volunteering and Skills**

- there is a great deal of interest in this agenda both regionally and nationally;
- the regional volunteering agenda is not 'owned' by any single organisation but those around the table had a great deal of expertise and interest;
- Sport England has recently coordinated the production of a North East regional sport volunteering strategy;
- there are a lot of projects and sports volunteering activities already ongoing in the region and efforts are underway to coordinate better so that all stakeholders including local authorities are aware of what is going on in the region;
- Nick Brown MP has shown interest in 2012 volunteering activity in the region and its relevance to 2012 / sport / events in the region;

- although the Personal Best is an excellent scheme it is limited to specific target groups (particularly unemployed adults) – it is one possible route to 2012 volunteering – it is not the only route and it is not the 2012 volunteer recruitment mechanism (although a percentage of 2012 volunteers will be ‘personal best graduates’);
- a large number of people have already registered their interest in volunteering via the [www.london2012.com](http://www.london2012.com) website, but this is just a register of interest and the formal volunteer application process is yet to start. There were already more people registered than can be accommodated as volunteers;
- regions need to give thought to whether volunteer centres and other volunteering projects could provide those who don’t gain 2012 roles with alternative roles in sport / events in the region. What capacity is there to do this if for example LOCOG were to direct people from the database of people who have registered interest in 2012 volunteering to a local contact point such as a volunteer centre? and
- delegates had limited awareness of Personal Best. Action for ANEC to work with LSC / ONE to increase awareness via DCMS officers group – particularly once LSC know which providers will be delivering Personal Best in the region (outcome of ESF tendering process).

### **Workshop 3: Culture and 2012**

- initiatives being undertaken across the region include links with Youth Sport Games in the Tees Valley, School Games in 2010 and town twinning;
- there is an opportunity to better link the region’s pre games training camps with local authorities and other partner activities in the region;
- there is an opportunity to better link other activities in the region’s cultural sector to the Live Site in Middlesbrough;
- key issues for local authorities are making 2012 relevant to their area and the need for someone to join up and facilitate across the region;
- could we have a few big iconic moments/events that local authorities could link up to?;
- what financial provision is there? There will be a limited amount of money from the Legacy Trust fund. Local authorities should look to identify where 2012 fits within their budget; and
- better liaison with sponsors to access their resources including funding.

### **Workshop 4: Health and 2012**

- participation in sport is a key tool in improving health outcomes;
- being able to use the 2012 Brand is vital;
- how can we balance sporting elites with the Middlesbrough Type 2 Diabetes project?
- social marketing means lots of different types of brands for different target groups will be needed. Need to be sophisticated on how to put the message across. Local authority staff need to be trained to understand social marketing and build resources and capacity;
- extensive research has stayed in the sport sector: how to disseminate to socially deprived areas;
- identify what appeals to the target group- may be gender specific needs. It needs to be fun like the Jamie Oliver approach has been to food/diet;

- how to use sport to hook individuals including parents, to move them into better lifestyles;
- can support personal ambition and achievements/well-being- especially through Third sector;
- centres of excellence may encourage people to get involved in sport by being more visible to people in the North East;
- need consistency throughout the region. Discuss at ANEC's DCMSOG to standardise regional knowledge; and
- if we are going to have an impact on health indicators we need to look beyond 2012.

## **KEY RECOMMENDATIONS AND NEXT STEPS**

In conclusion, the following key outcomes have been identified from the conference. The Association of North East Councils will support partner organisations in taking these issues forward and will request that DCMS Officers Group leads on relevant actions on behalf of North East Councils.

- support the revision of the 2012 Regional Plan and Action Plan;
- support 2009 seminars on specific 2012 themes e.g. around culture, volunteering, sports participation and health;
- develop proposals on opportunities for collaboration to achieve sporting excellence in the North East, supporting young people and their families in the process;
- provide support to VONNE to ensure that all the region's councils are linked into work that supports volunteering in the Games; and
- promote opportunities and encourage local authority secondments to 2012 Games as and when they arise.

## WHO ATTENDED:

| ORGANISATION                                         | NAMES                                                                                                                                                   |
|------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Association of North East Councils                   | Councillor Linda Ebbatson, Alison Christie, Bethan Hughes, Kasia Kurowska, Rob Mitchell, Melanie Laws                                                   |
| Arts Council England North East                      | Patricia Stead                                                                                                                                          |
| Castle Morpeth Borough Council                       | Councillor Glen Sanderson                                                                                                                               |
| Chester le Street District Council                   | Councillor Tracie Smith, Nick Tzamarias                                                                                                                 |
| City of Durham & Chester le Street Councils          | Andrew Power                                                                                                                                            |
| Culture North East                                   | Richard Foster                                                                                                                                          |
| Darlington Borough Council                           | Councillor Ian Haszeldine, Councillor Heather Scott OBE, Ada Burns, Mike Crawshaw, Paddy Denning, David Lyonette, Councillor Tom Nutt, Lynda Winstanley |
| Derwentside Leisureworks for Sport and the Arts      | Colin McBride                                                                                                                                           |
| Durham County Council                                | Councillor Eunice Huntington, Councillor Len O'Donnell, Melanie Campbell, Rosemary Laxton                                                               |
| Gateshead Council                                    | David Bunce, Geoff Haggon, Steve Torre                                                                                                                  |
| Government Olympic Executive                         | Jeremy Beeton                                                                                                                                           |
| Government Office for the North East                 | Neil Robertson<br>Marie Willson                                                                                                                         |
| Hartlepool Borough Council                           | Pat Usher                                                                                                                                               |
| The London Organising Committee of the Olympic Games | Hugh Muckian                                                                                                                                            |
| Learning & Skills Council North East                 | Hilary Porter                                                                                                                                           |
| Local Government Yorkshire and Humber                | Leonie Arthur                                                                                                                                           |
| Lloyds TSB Bank plc                                  | Simon Aston, Mike Mullaney, Miriam Stanley                                                                                                              |
| Middlesbrough Council & Middlesbrough PCT            | Peter Heywood                                                                                                                                           |
| Middlesbrough Council                                | Judith Croft                                                                                                                                            |
| Middlesbrough PCT                                    | Will Smith                                                                                                                                              |
| Newcastle City Council                               | Tony McKenna, Neil Hamilton, Simon Lunn, Dawn Peart                                                                                                     |
| North East Public Health Observatory                 | Dr Louisa Ells                                                                                                                                          |

|                                                     |                                                               |
|-----------------------------------------------------|---------------------------------------------------------------|
| North East England Volunteering Development Council | Kelvin Rushworth                                              |
| North Tyneside Council                              | Councillor Eddie Darke, Neil Carmichael, Angela James         |
| Novas Scarman Group                                 | Guy Nokes                                                     |
| One NorthEast                                       | Tanya Gray, Stacy Hall, Suzanne Henderson, Jo Morrissey       |
| Redcar & Cleveland Borough Council                  | Councillor Sheelagh Clarke, Ged Demoily, Andy Pearson         |
| Regional Youth Work Unit                            | Leon Mexter                                                   |
| South Tyneside Council                              | Doug Worley                                                   |
| Skills Active                                       | Craig Hobbs                                                   |
| Sports England                                      | Ian Thurlbeck, Gary Cooper                                    |
| Stockton on Tees Borough Council                    | Councillor Alan Lewis, James Glancey, Reuben Kench, Simon Lee |
| Sunderland City Council                             | Jessica Bell, Alison O'Neill                                  |
| Tees Valley Sport                                   | Vicky Evans, Jean Lordon                                      |
| Tynedale Council                                    | Jillian Rutherford                                            |
| Vonne                                               | Hannah Stapley                                                |
|                                                     | Steve Cram MBE                                                |

## SUMMARY OF EVENT FEEDBACK

- delegate feedback from the event found that the majority of delegates thought the day was useful and that the programme was excellent and worked well;
- all delegates found the presentations thought provoking and useful but indicated more time for workshops would have been useful;
- networking opportunities at the event were fully utilised by delegates with most reporting contacts they had made with their Primary Care Trust, the Regional Youth Work Unit, other local authorities and GONE;
- delegates also indicated key areas in which they had learnt new information or were looking to take action after the meeting including:
  - the impact and importance of social marketing;
  - the importance of a corporate approach to 2012 in their council; and
  - the need to work in partnership with the voluntary and community sector to maximise opportunities for 2012 volunteers in their locality.

## CONTACT DETAILS:

|                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------|
| <b>Kasia Kurowska, Association of North East Councils</b><br>Policy Officer<br>0191 261 3908<br>kasia.kurowska@northeastcouncils.gov.uk |
| <b>Tanya Gray, ONE NorthEast</b><br>Sports Specialist Advisor<br>Tanya.Gray@onenortheast.co.uk                                          |
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| <b>Lorna Fulton</b><br>London 2012 Creative Programmer, North East<br>0191 202 3785<br>lorna.fulton@gone.gsi.gov.uk                     |
| <b>Marie Wilson, GONE</b><br>Head of Culture<br>0191 202 3970<br>Marie.Willson@gone.gsi.gov.uk                                          |
| <b>Jo Morrissey, ONE North East</b><br>0191 229 6714<br>jo.morrissey@onenortheast.co.uk                                                 |

## LONDON 2012 OLYMPIC GAMES AND PARALYMPIC GAMES NORTH EAST LOCAL AUTHORITY EVENT: FRIDAY 21 NOVEMBER 2008, DARLINGTON

### Introduction

1. The Association hosted a successful event for local authorities on the opportunities for the North East arising from the London 2012 Olympic Games and Paralympic Games. This report summarises the key outcomes of the event and seeks members' views on how best the issues arising from the event should be taken forward for the benefit of the region's communities.

### Background

2. The overall aim of the event was to bring local authority officers and councillors together with key partners to look at the opportunities for local authorities in the run up to the London 2012 Olympic and Paralympic Games to help achieve both local and regional priorities. The event built upon earlier Association events on the Olympics including the 2007 launch of the 2012 Regional Plan and also celebrated the work and success of councils already involved in 2012 activities.
3. Another key aim of the event was to create a regional network of councillors and local authority officers to aid communication about the 2012 Games through which the Association could continue to support councils in the run up to 2012.
4. The Association event was sponsored by Lloyds TSB, Sports England, the Strategic Health Authority and One NorthEast.

### The event

5. The event provided an opportunity to hear from Jeremy Beeton, Director General, Government Olympic Executive on the latest national 2012 developments; Ian Thurlbeck, Sport England, on regional 2012 opportunities for local authorities; and Peter Heywood, Locality Director of Public Health, Middlesbrough Council & Middlesbrough PCT on the town's Type 2 Diabetes Programme and its links to the London 2012 Games, especially the use of social marketing to encourage lifestyle changes to improve health.
6. Delegates also heard from Steve Cram MBE about his experiences as an Olympic medallist, and media reporter at the Beijing 2008 Games. In particular, Mr Cram shared his thoughts on the challenges the region faces if it wishes to increase sports participation and to promote sporting excellence. Dawn Peart, who was seconded by Newcastle City Council to become the Team Manager for the British Swimming Team, also spoke about her experiences of managing the successful GB Swimming Team in the Beijing 2008 Games and on how volunteering can support the active engagement of North East people in opportunities to take part in the Games, in support of athletes.
7. Lloyds TSB, co-sponsors for the event, reported that their economists estimate that the 2012 Games will provide a £21bn uplift to the UK economy with the North East benefiting to the tune of £1.8 to £2.2bn. The benefit from the Games to the region will kick in well ahead of 2012 as businesses secure contracts for the supply of goods

and services for the Games, for example. This is very welcome news in the current economic climate.

8. Workshops on the themes of culture, volunteering and skills, health and engaging children and young people in relation to 2012 provided an opportunity for delegates to reflect on the presentations and consider actions to take back to their localities.

#### **Event evaluation**

9. Delegate feedback from the event found that the majority of delegates thought the day was useful and that the programme was excellent and worked well. All delegates found the presentations thought provoking and useful.
10. Networking opportunities at the event were fully utilised by delegates with most reporting contacts they had made with their Primary Care Trust, the Regional Youth Work Unit, other local authorities and GONE.
11. Delegates also indicated key areas in which they had learnt new information or were looking to take action after the meeting including:
  - the impact and importance of social marketing;
  - the importance of a corporate approach to 2012 in their council; and
  - the need to work in partnership with the voluntary and community sector to maximise opportunities for 2012 volunteers in their locality.
12. The event received positive media coverage.

#### **Key Actions from the event and next steps**

13. A detailed event report will be prepared shortly but members may wish to have an early opportunity to consider two of the key outcomes from the event.

#### **Regional sporting venues and facilities**

14. Steve Cram reported that the region has an excellent sporting reputation nationally and internationally but the low numbers of medallists from the region at the Beijing Games in 2008 highlighted a fundamental challenge. People who are born and brought up in the region, who are educated and develop their sporting credentials here, often find that they have to move away to centres of excellence in other parts of the country in order to develop their full potential. There is considerable competition between cities and regions for places to become sporting centres of excellence. Cities like Manchester have the legacy of the Commonwealth Games to build on and have developed an international reputation for cycling at the City's Velodrome, for example. Mr Cram stressed that the North East may wish to consider to attract more high performing sports to the region so that talent is retained in and attracted to the region, thus seeking to reverse the current trend. Whilst noting that the North East may not be able to compete with others in terms of their array of facilities and resources, the challenge remains to determine what the sporting aspirations of the region are. Mr Cram noted that the sport of Handball is seeking a national 'home', citing this as an example of just one sport which could, potentially, become based in the region.
15. Subject to members' views expressed in relation to the report elsewhere on this agenda on how the Association responds to the Hodge Review, members may wish to request that the DCMS Officer Group develop a detailed report to bring back in the New Year exploring the potential for authorities to collaborate to bring about sporting centres of excellence for the region.

## **Volunteering**

16. Government estimates that 100,000 volunteers are needed for the London 2012 Games both in London and across the country at different event venues and a key challenge will be supporting North East volunteers to take part. Volunteering is a means of enabling people who may never have considered participation in activities around the 2012 Games to play a part in what will be a once in a lifetime opportunity. There will be opportunities for local people to develop their skills which may assist their search for employment; boost their confidence and self-esteem at being part of a successful and high profile event; and increase their pride and sense of citizenship, all of which may reap rewards for the economic, social and environmental well-being of the North East. Voluntary Organisations Network North East (VONNE) is taking a lead role in the North East to help ensure North East citizens can take up as many volunteering opportunities as possible as part of the Games. It is proposed that the Association supports VONNE in its work, ensuring that its plans and activities are effectively communicated with all councils, using the networks developed at this event. The conference was told that an on-line volunteering registration system had now opened.
17. The conference noted the value of employers supporting members of their staff to become volunteers or to secure secondments to support Olympic activity. Dawn Peart, Swimming Development Officer for Newcastle City Council, was seconded as Senior Team Manager of the GB Swimming Team for 18 months for both the preparation for, and duration of, the Beijing Games. This kind of secondment provides an opportunity for staff to develop their own skills which will be brought back to their own organisation and to the region. There may be scope for councils to consider making similar secondment arrangements in the run up to the 2012 Games.

## **Future role of the Association in relation to the 2012 Games**

18. The Association Directorate has, in 2006, 2007 and 2008, now organised three large, regional events aimed at ensuring the region and its communities secure maximum benefit from the 2012 Games. This was seen as a particular priority given the region's location as the most distant of the English regions to London.
19. These events have been very successful and have achieved the following outcomes:
  - there is an awareness that the region's location is not a barrier to the North East benefiting greatly from the 2012 Games;
  - councils across the North East are now actively developing their own activities and plans to ensure that the 2012 Games support local plans and strategies, covering health, culture, participation in sport and volunteering, for example;
  - the media has shown interest in the Association's role in promoting the opportunities afforded by the Games; and
  - partner agencies including Sport England and One NorthEast are now working collaboratively with local government to support the preparation for the Games.
20. Now that there is an energy to move the agenda forward in the region, it is proposed that further progress is made as follows:
  - the DCMS Officer Group develops proposals on opportunities for collaboration to achieve sporting excellence in the North East;
  - support is given to Sport England and One NorthEast in the revision of the Regional Plan and their proposals to organise seminars on specific themes arising from the Association conference, e.g. around culture, volunteering, sports participation and health; and
  - the Association provides support to VONNE to ensure that all the region's councils are linked into work that supports volunteering in the Games.

## **Recommendations**

21. Association Members are asked to:

- a) note the success of the 2012 event;
- b) request that DCMS Officer Group reports back to a future meeting with proposals on opportunities for collaboration to achieve sporting excellence in the North East; and
- c) agree that the Association provides support to the activities set out above.