

Report of the Assistant Director (Communities and Culture)

York Gold 2012: Review and Legacy Plans

Summary

1. This report reviews the programme of activities that were undertaken in York to support the Cultural Olympiad, the Olympic Games, and Paralympic Games held in London during the summer of 2012 and sets out the aspirations and plans for continuing the sporting and community legacy of the games in 2013 and beyond.
2. The Cabinet Member is asked to note and comment on the effectiveness of the York Gold 2012 programme and support the principles outlined in taking the legacy forward.

Background

3. The successes of Olympic Games and Paralympic Games of London 2012 have been widely acknowledged. These include the hugely praised opening and closing ceremonies, the 11 million tickets sold for the Olympics and Paralympics combined and the massive logistical challenge of recruiting and deploying 70,000 volunteers. From a sporting perspective, medal targets were also exceeded, with the Olympic and Paralympic teams winning 65 and 120 medals respectively.
4. Locally, the York Gold 2012 programme, endorsed by elected members, was also a great success. It brought the excitement of London 2012 to local neighbourhoods and engaged thousands of residents and visitors in Olympic and Paralympic inspired activities. In particular, it showcased the strength of networks that exist to promote sporting, health and community development in our city.
5. The challenge that remains now is to ensure that York does not lose this momentum and motivation that was inspired by the Games and the York Gold 2012 programme.

We have an extraordinary chance to use the London 2012 legacy to reinvigorate the sporting and physical activity habits for all residents, whatever their age, background or ability and to continue to capture the spirit of the Games to strengthen and support our communities.

Consultation

6. In preparation for, and throughout the York Gold 2012 programme, we worked closely with York@Large, Active York, North Yorkshire Culture and North Yorkshire Sport to ensure a coordinated approach and get best value from shared resources. Ongoing liaison with these groups and joint working with their members drawn from business, education, cultural and voluntary sectors, will continue to support the York Gold legacy. From a sporting perspective, the new relationships that were forged with many National Governing Bodies of Sport as a consequence of the York Gold activities will be developed to the benefit of the sporting aspirations of the city. We will continue to engage them to include National, regional and sub regional facility developments in York, as part of their funding strategies, and resource participation programmes for residents through NGB whole sport plans and the work of regional staff. The excellent relationship will build on York's reputation to deliver successful engagement with its local communities and a proven track record of delivering results and sustainable improvement.

The York Gold programme and its legacy 2013 and beyond

7. Prior to the Games, Department of Culture, Media and Sport (DCMS) published "Beyond 2012: the legacy story", setting out a number of legacy aspirations in relation to sport, people and economic growth for the country. Many of these aspirations are unequivocally shared by York and in particular those relating to sporting and community development were used to guide both the make up of the York Gold 2012 programme and the legacy opportunities arising from it.
8. Promoting increased participation in sport and healthy lifestyles:

Throughout 2012 the Sport and Active Leisure Team led a range of events to encourage residents to be "more active, more often" and to enjoy the social and health benefits that increased participation in sport and physical activity can bring.

Residents fair / Just 30 Fair / Neighbourhood events- These signposting events were great successes as shop windows for community partners to promote the ways in the city to be active as part of the York Gold programme. They also provided opportunities for clubs to network with each other, share resources and best practice and help ensure a coordinated approach to sports provision in the city. Nurturing of this joined up approach is essential for the sustainability of the 300+ voluntary sports clubs in the city and ultimately maintain the breadth and choice of activities available for residents to participate in. It is a legacy role of the Sport and Active leisure team to provide leadership in this area alongside the Active York partnership.

Club Open Days – 2012 saw a host of open days which were granted the Inspire Mark by the London 2012 Inspire Programme, which recognised innovative and exceptional projects that are directly inspired by the Olympic and the Paralympic Games. We supported these events throughout the summer in supplying 2012 branded merchandise for display and worked with the clubs to market each event to their local communities. The 40 days saw attendances of over 3100 participants and many reported an increase in people turning up for sessions. In particular the York Triathlon Clubs have seen enquires and new memberships quadruple over the same period as last year and have attributed a lot of this to the ‘Brownlee’ effect. The volleyball club are reporting sessions have been popular with women who see the sport as a dynamic way of playing a team sport and staying fit and York Rowing Club has recruited over 30 women into their ranks following a 2012 recruitment programme. Throughout 2013 we will continue to support these clubs with advice on promotion, coaching and workforce development, safeguarding, spatial and business planning, funding, governance, equalities and relationship building with NGB’s and schools. The legacy will be to help the clubs become strong, sustainable organisations that are integral to their local and city community. The importance of their “neighbourhood” role will be highlighted in the new community contracts and we will be asking them to take a greater responsibility for shaping the future of their locality.

Engage 50+ Games – As a culmination of our year long Eng-AGE sessions, we gained our 3rd Inspire Marked Project of York Gold 2012.

Throughout September and October, including National Older People's day, we encouraged York's older residents of the city to become more physically active and signposted them to suitable opportunities available in York. This was a key supported element of the 50+ festival. More than 30 clubs ranging from Badminton and Tennis through to Karate and Squash were involved. This will be an annual event. We also had 40 community nominations for the older people's champions and continue to use these role models to spearhead our neighbourhood campaigns and peer mentoring schemes which support resident's continued active lifestyles into later life. This work will continue to be a key element of our work relating to the priorities of the City's Health and Wellbeing strategy and we will learn from successes of these champions in developing community health champions as part of an APSE supported project.

Cycling and walking programmes - 2012 has seen the first citywide Walking Challenge involving schools, businesses and residents. 16,962 miles were logged as part of this challenge. Through Intelligent Travel York resources and as the participation lead for this project, we continue to offer a programme of led walks, route planning, volunteer training and also run led rides, cycle maintenance sessions, volunteer ride leader training and encourage new participants into sustainable transport modes through large scale citywide events including the Cycling Festival. All of these elements will be key to the Regional and sub regional cycling strategy which will be developed as part of the Tour de France legacy in 2013. We intend to work closely with British Cycling and Sky to develop a Skyride programme across North Yorkshire with York being the central hub for a mass participation bike event and providing our expertise and sharing best practice across district authorities in setting up sustainable, community led cycle initiatives that are already successful here in York.

9. Creating new opportunities for disabled people :

Celebrating ability day gained Inspire Mark for the 3rd year running, and continues to be seen as one of the county's high profile events highlighting the abilities of those athletes with physical, sensory, learning disabilities and or those with additional needs. On the day the city saw over 6000 participants, carers and spectators attending and as a consequence of the excellent inclusive sport provision we have developed in York, we were honoured to host the Paralympic lantern at this event.

This has already become an annual event and will continue to remain high profile, and promoting our work around disability sport that has a high reputation nationally.

Special Olympics City of York which is a learning disability sports charity heavily supported by the Sport and Active Leisure Team, continues to grow from strength to strength having increased the number sports within 2012 to cover New Age Curling and Swimming. This year saw 6 athletes compete for Special Olympics Great Britain in an invitational event to Germany. The club has confirmed last year to have 27 athletes competing for Special Olympics Yorkshire and Humberside supported by 15 volunteer coaches and carers in the National Summer Games in August 2013.

Playground to Podium, part of the York Gold 2012 programme, has been running for the last 4 years with a series of talent identification events, culminating in 2012 at the University of York. On the back of the successes in the London 2012 Olympic and Paralympic Games and the School Games programme, additional support for disabled young people's activities has seen the Youth Sport Trust Project Ability Programme being delivered hand in hand with the School sports networks. With the aim to increase the number of disabled young people having access to a level 3 competition we will in future, see more York young people competing at all 3 levels. Our work as part of the North Yorkshire special schools sports network won a national award for this development in 2012.

10. To consolidate this inclusive work in the city and perpetuate the legacy of the 2012 Paralympics, the Sport & Active Leisure team submitted an application to Sport England's Inclusive Sport fund for £252k. In December we formally received notification of our successful bid. The funding will allow training and support for community clubs to become fully inclusive and accessible; activities for adults with Learning disabilities as requested by the adults supported by the Valuing People Partnership Board through consultation last year; development and creation of new community disability sports clubs such as Goal ball, football, boccia, visual impairment cricket, tennis and wheelchair basketball; extension of the HEAL programme working with people with long term physical and mental health conditions, and specifically conditions related to ageing and alcohol and drug addiction.

11. Creating a new generation of community and elite sports facilities :

Ensuring that residents have a range of fit for purpose facilities to be active in is essential to maintain the Olympic participation legacy. In the initial 2 rounds of Sport England's Inspired Facilities fund we have had 6 projects benefit from funding which will total around £300k. These include Wigginton Squash Club, Community Spirit Boxing Club, York Rowing Club, Acomb Cricket Club, Burnholme School, and Wigginton Tennis Club. These are all clubs that we have worked alongside to develop the skills to attract capital funding and will continue to develop action plans with them for development of community use of their new facility enhancements.

12. From the Protecting Playing Fields fund we have secured £30k for the development of Bustardthorpe pitches. Changing facility work is completed with pitch drainage and refurbishment due to be completed in spring 2013. These will be the first 9v9 size pitches in the city to comply with new FA junior and mini pitch recommendations. We will continue to bring more of these pitches into use in other areas during 2013/14.
13. A successful bid to the Iconic Facilities Fund has also contributed around £1 million to the building of the new pool at York University. Service level agreements ensure that community access is fundamental to the programming of the pool and we will continue to work closely with the university to coordinate club, learn to swim, teacher education and competition provision that fits clearly into the city's, North Yorkshire's and the regional ASA aquatics strategy and action plans.
14. 2012 saw Big Lottery funding of £88k facilitate the opening of the cycle pump track and bouldering facility at the Rawcliffe Country Park. Looking forward, we will progress our phase 2 and 3 plans to develop and "inclusive", and a more skilful track plus animate usage of these by young people and adults alike including the creation of a mountain biking community club.
15. Work is continuing on the development of the city's new Community Stadium. This includes both the physical design of the facilities and the philosophy of operation including the health outcomes for the community hub element of the site. Work is underway to select an operator for the stadium; from there we will develop a relationship with them that will allow the site to work in partnership with CYC, the professional clubs and other community partners.

Work on site is due to begin in 2014 and this forms a key part of York's 2012 sporting legacy.

16. As part of the development of the Community Stadium there is a requirement to re provide the city's Athletics track. We have taken to opportunity to work with University of York to design a facility close to the new Sports Village which will provide a modern 8 lane track and throwing field which will meet all county level UKA standards and ancillary facilities for changing and club activities. This project is being developed closely with City of York Athletics club. Work is due to begin on site later this year.
17. In 2012 York was successful in attracting £300k from British Cycling to support £200k from the Council's Capital programme and £200k from University of York to develop a closed circuit cycle track at the Sports Village. Work has begun on site to develop the track which should be open later this year. Users of the track will include community cycling clubs, disability cycling sessions, individual cycling training and events and competitions. It will respond to the interest generated by the cycling disciplines showcased at London 2012.
18. Additionally, we are working with Active York board members to write updated playing pitch and built facilities strategies that will be used as evidence base documents for the new local plan. These set out areas of under and over provision for each facility type as well as highlighting facilities in need of quality improvements. Highlights to be addressed in these documents include the shortage of junior rugby league and union pitches, dedicated mini football pitches and the need to meet the new FA requirements for 9v9 football pitches for young people. In addition to completion of the projects above, key actions will include:
 - Safeguarding the pitches and built facilities that the city currently has.
 - Looking for ways to improve the provision of facilities for water based sports including sailing and rowing.
 - Working with York St John University on their plans to modernise and expand the sports facilities on the former Nestle site on Wigginton Road. Current plans are for 2 synthetic turf pitches, tennis courts, netball courts and an indoor sports hall, teaching space and gym facilities.

Working alongside our community partners and other stakeholders of Active York to shape and influence the planning of facility development for the needs of the city remains a major role for the Sport and Active leisure team to undertake.

19. Encourage a new culture of volunteering:

Additional support to boost the sporting workforce has seen over 5000 hours of voluntary time dedicated by 'Sportmakers' who will give hours to support an increase in sports participation amongst adults, and a series of personal development opportunities provided for sports coaches to improve their qualifications and improve their coaching skills. As part of the York Gold 2012 programme 80 volunteers have been trained locally through the Olympic volunteering legacy and 358 volunteers facilitated the torch event in June. In 2013 and beyond we will continue to support and value our volunteers on these programmes and capture their capacity to support future city events.

20. The "Today's Youth, Tomorrow's Leaders programme" led by the York school sports network was a further inspire marked element of York Gold 2012. 130, 14-19yrs olds from Millthorpe, All Saints, York High, and Manor schools were identified, trained and deployed at York events and NYS events (e.g. School Games 2012). The York events included competitions, after School Clubs, and community club activities. They also acted as mentors for other leaders. This programme continues to encourage the leadership skills of our City's young people.

21. Establishing a reputation as a home for excellent sporting events and links to world class sport :

The Torch Relay on the 19th June attracted over 24000 people to the evening event with over 6000 of these taking part in the 17 sports taster sessions organised by the sport and active leisure team and a variety of national governing bodies of sport. The Sporting Giants programme was an amazing success with 23 primary schools having had the opportunity to learn about the Olympic sports and biomechanics through the production of giant puppet athletes, which then took part in their own games on the Knavesmire.

22. We will build on this high profile event and ensure we make clear links developmental opportunities that arise from the world class sporting events that are also planned for the UK including 2013: Rugby League World Cup, 2014 : Commonwealth Games, 2015: Rugby Union World Cup, 2017: World Athletics Championships, 2019: Cricket World Cup. The European ladies Golf tournament also comes to York in 2013
23. In particular, as a host organisation for the North Yorkshire Rugby League Service Area Coordinator on behalf of the RFL we have in place a programme of support for schools and community events and activities to build on the profile of the World Cup.
24. The City has also received a timely boost with the news that the Grand Depart of the 2014 Tour de France will run from Yorkshire, with York expecting to host a stage depart. The delivery of a sustainable legacy for cycling both regionally and for the city is being planned and will include both utility and recreational cycling and make the links to the City's competitive sports cycling scene that is increasing its presence as a consequence of the now annual city centre cycle races.
25. Likewise, from a local event perspective the city has a wealth of mass participation activities that inspire residents and visitors to get active. Jane Tomlinson York 10K Challenge, Race 4 Life, Paint the Town Pink walk and other charity runs, The Gunpowder plod, Heart of York Bike Ride are all but a few that are organised annually to fill a vibrant and varied calendar of events across the city. We are also delighted to recently launch the Yorkshire Marathon to be run in York and York University Triathlon which will raise the profile of the city further. Whilst we already provide pre and post event pathways for these (including run groups), we will be looking to further reach out to clubs, instructors and community groups to ensure these leave a clear legacy for activity in York. Linked to the city's events strategy we will be applying to Sport England's latest fund to provide us with capacity to focus on developing activities that are connected to major mass participation events.
26. Tackling high numbers of young people turning away from sport :
Launched in January 2012, DCMS youth sport strategy builds on wider investment in community facilities and projects, creating better links between schools and sports clubs, and allowing more school sports facilities to be used by the whole community.

27. We have grasped the opportunity to help local clubs access this investment and during this year 14 sport and physical activity programmes in York have been funded through the “Sportivate” programme targeted at 14-25 year olds who are currently not choosing to take part in sport in their own time. Utilising the this funding we have initiated programmes working in partnership with the Youth Services to target young people to participate in sport programmes and we will continue to support clubs, schools and other organisations to access these grants with another two years of funding still remaining.
28. In addition work continues to support clubs to set up satellite sessions on school sites, as well as the second year of the Community Games looking at community based festivals designed to bring people together to try out new sports and cultural activities.
29. Re energising school sport :
- In conjunction with North Yorkshire sport and the school sports partnerships, we will continue to support School Sport by organising the Sainsbury's School Games, with 20,000 young people from North Yorkshire and York given the opportunity to take part in various local sporting competitions with the winning schools representing their district in county finals in 21 different sports.

Analysis

30. All of this legacy work is facilitated and supported by the Sport and Active leisure team. Currently the team is significantly funded through external grants for both salary and operational budgets (Sport England, National Governing Body of Sport, LSTF, and Football Foundation). Over the next year or so, several of these funding streams will cease and continuation of frontline support for activity, partnership and facility development will require alternative source. The success of the Inclusive Fund bid will help to maintain some important areas of legacy work, as will a successful bid to the community sport activation fund (unconfirmed), one off project grants and legacy resources associated with events such as the Tour de France. Many of these are however only available if CYC can demonstrate tangible partnership funding either in confirmed budget or in kind resources against a project.

With this in mind, it is important to note that officers will always look to utilise core budgets creatively to lever external investment to the city, but still require a sufficient level of service resource to attract such new funding packages.

Council Plan

31. Involvement in the Olympic related 2012 activities supported the council priorities of Build Strong Communities, Protect Vulnerable People and Create jobs and grow the economy.

Implications

32. The implications of the activities outlined above are as follows:
 - **Financial** - There are costs associated with maintaining the staff capacity to deliver these legacy activities and also the development of facility provision. These will be reported on for specific projects and issues as they arise.
 - **Equalities** - The objectives of the Olympics and Paralympics is to inspire and involve the widest range of UK wide communities. All of the York Gold 2012 programmes sought to be universally inclusive and accessible and the legacy activities are no exception. Specifically, many of the targeted projects are aimed at ensuring participation by those with the lowest activity rates. These include older people, those with limiting disability and long term health conditions.
33. There are no Legal, Crime and disorder, Human Resources, Information Technology, Highways or Property Implications arising from this report.

Risk Management

34. In compliance with the council risk management strategy there are no risks associated with the recommendations of this report.

Recommendations

35. The Cabinet Member is asked to comment on the effectiveness of the York Gold 2012 programme and support the principles outlined in taking the legacy forward.

Reason: To promote active and healthy lifestyles, cultural engagement and development of stronger communities within the city

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**Report
Approved**



Date *15 February
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Specialist Implications Officer(s)

Wards Affected:

All

**For further information please contact the author of the report
Background Papers:**

Update on York 2012 and the Olympics, report to the Cabinet
Member for Leisure Culture and Social Inclusion December
2011.