

Report of the Assistant Director (Communities and Culture)

## **Update on York 2012 and the Olympics**

### **Summary**

1. This report outlines the programme of activities being undertaken in York to support the Cultural Olympiad, the 2012 Olympic Games, and Paralympic Games being held in London.

### **Background**

2. The Olympic Games are the largest sporting event in the world. Although in 2012 they are taking place in London we have been working with partners to ensure that some connection and benefits are felt in Yorkshire. In 2009 the Yorkshire Committee for the 2012 Games produced the Yorkshire Gold strategy which outlined the region's key aspirations for the games in '5 Golden Opportunities':
  - Putting sport centre stage
  - Healthy and cohesive communities
  - A carnival of culture
  - Enhanced profile and tourist potential
  - Winners in business
3. This report sets out those events and programme of activities that will be happening in York during 2012 with particular emphasis on sports and culture.

### **Consultation**

4. We have been working through York@Large, Active York and North Yorkshire Culture on a York Gold organizing group. This group, with members drawn from business, education, cultural and voluntary sectors, has met to support our sporting, tourism and cultural opportunities in York and North Yorkshire from the London 2012 Olympics.

## **The Programme**

5. York in 2012 will be full of activity as it celebrates York800, the anniversary of our sealing of the city charter, The Queen's Diamond Jubilee as well as activities relating to the Olympics. Some of these activity programmes have been detailed elsewhere, and below is set out the major activities that our partnerships are supporting in relation to the Olympics and Paralympics.
6. **Olympic Torch Relay** - on the 19th June the city will host an overnight stop of the Olympic Torch. Full details on the route will be released by the London Organising Committee of the Olympic Games (LOCOG) early in 2012. We will have an afternoon and evening event from 3.30 pm - 7.30 pm at the Racecourse. A key focus of the afternoon activities will be a sports zone taster and demonstration event. Led by the Sport and Active Leisure team and supported by the national governing bodies of sport, there will be an opportunity for residents to see and try first hand a range of Olympic and Paralympic sports. We are working with York Cares to recruit volunteers to help steward the route. In early December there will be a meeting with cultural organisations and community groups interested in providing entertainment or decoration along the route.
7. **The Cultural Olympiad** - we have used the Cultural Olympiad as an umbrella for activity linking to the regional theme of "I move". The National Centre for Early Music has been a key participating partner and in 2012 the Early Music Festival will have links to South American as we look forward to the next Olympics in Rio de Janeiro in 2016. We are currently working with the regional "I move" team on a street dance programme for the city.
8. **The "Inspired By" Programme** - this is a programme where activities that have been specifically inspired by the Olympic ideals can apply for accreditation and are judged to be of excellent standard. Partners across York have had four programmes accredited with the "Inspired by" mark:
  - Our Celebrating Ability day was first held in 2010. Inspired by the Paralympic values, the day in York highlighted people's abilities, both disabled and able-bodied, in a variety of different spheres, including sport, business and culture. The day was subsequently held up by LOCOG as best practice and similar events have been held in other nations and regions as a result. This year's Celebrating Ability, also Inspire Marked on 23rd August 2011 coincided with one year to go to

the Paralympic Games. The day was designed as a celebration of people's ability to play sport and be physically active, and was a celebration of the increased number of sporting opportunities available for people with a disability in York. The day showcased the following opportunities; Inclusive Health Walks, Sportsability Clubs, Goalball, Wheelchair Basketball, Badminton, Seated Volleyball, Wheelchair Rugby, Climbing, Cycling, Boccia, Bowls, Swimming and offered Gym Inductions. The 2012 Celebrating Ability day will be held on Tuesday 21st August 2012 at Energise. Again it will celebrate the start of the Paralympic games and will be bigger and better than before.

- The Junior Sports leadership programme – led by the York school sports network, this programme aims to ensure the young leaders from North Yorkshire are fully involved in all aspects of London 2012, the build up, the delivery of a successful event, and the legacy for the next generation of young leaders.
  - The Sporting Giants programme where all primary schools have had the opportunity to learn about the Olympic sports and biomechanics through the production of Giant puppets. Twenty Three schools will be taking part in a Sporting Giants sports day on the Knavesmire on the 19th June 2012.
  - NUE2012 - Organised by the Training Gateway at the University of York along with UK Trade and Investment and the National Council for Graduate Entrepreneurs this programme showcases the innovation and enterprise of universities all across the UK. It will take the best business ideas from existing enterprise competitions and merge them into a single national competition. The winners will be announced at the British Business Embassy at the Olympic Village in August 2012 but the semi finalists will be announced here in York at the Racecourse on the 19<sup>th</sup> June.
9. **Pre-Games training Camps** – Four sports facilities in York have been listed in LOCOG's approved training sites guide. Local business man, Ian Ashton, has been instrumental in developing contacts in West Africa and we have signed Memorandums of Understanding to host pre games training camps with The Gambia and Guinea Bissau. Tania Weston, Cultural & 2012 Delivery Officer with our local enterprise company has been leading negotiations

with other countries and we expect to have the full programme of training camps agreed early in 2012.

10. **Promoting volunteering - Sport Makers** is a national programme to encourage people to play sport and help out in local clubs and communities. A series of Sport Makers workshops is running throughout the country to help individuals find out where they can volunteer and meet local organisation and governing bodies. One of the first workshops in the country is to be held at York sports club, Clifton Park on 30<sup>th</sup> November with more to follow across York in the next year. We will be aiming to recruit through these workshops, a number of new volunteers to sport in the city.
11. **Promoting increased participation in Sport** – We will take the opportunity throughout 2012 to encourage residents to be more active, more often and to be inspired by the Olympics and Paralympics to enjoy the social and health benefits that increased physical activity brings. Led by the Sport and Active leisure team, some events and programmes will begin to promote Olympics and Paralympic activities from January 2012. These will include
  - Residents weekend facility open days and activities at the Parliament Street event.
  - Playground to Podium event. This is a disabled young people's talent identification event on 9<sup>th</sup> May at the University of York.
  - Helping York clubs and organisations to access Sportivate grants. These grants help 14-25 year olds access to six-week courses in a range of sports programme is aimed at those who are not currently choosing to take part in sport in their own time, or are doing so for a very limited amount of time. It will support them to continue playing sport in their community and also gives them an opportunity to win London 2012 tickets if they continue playing the sport once the initial 6 weeks is up.
  - North Yorkshire Schools games on Sunday 8<sup>th</sup> July. Many Youngsters from the 2 school sports networks in the city will participate in this event.
  - Just 30 fair at Rowntrees Park on 15<sup>th</sup> September 2012, allowing local sports clubs and organisations delivering physical activity opportunities to promote their activities and encourage local community participation.
  - Engage 50+ games, linking with national older people's day on 1<sup>st</sup> October and spanning the following week. This event

will be encouraging older residents of the city to become more physically active and signpost them to suitable opportunities available in York. A range of clubs and leisure facilities will be opening their doors to showcase the opportunities for recreational / social and competitive sport. We will be hoping to Inspire Mark this event.

12. In addition to these programmes, we will also be concentrating on promoting a 12 week community summer of sport programme that will run from 19<sup>th</sup> June (Torch relay) through the start of the games (27<sup>th</sup> July) and end of the Paralympics (9<sup>th</sup> Sept).
13. In order to give communities the chance to engage in a flexible way we will challenge people to become “inspired” by the Olympics in their communities. People could take part in a charity run or cycle, volunteer at a local club, decorate the community for the games, attend the torch run or run a community event. We will be asking people to let us know what they are pledging to take part in, or what they have done, through a web site and we aim to reward the most inspired communities. Every ward (via their ward councillors) will be given a pack which sets out:
  - measured walking routes within their ward, people can then be given information about where they could walk to do the 1,500m, 5,000m, 10,000m, marathon (Olympic race distances)
  - Information about local community clubs where people could take up a new sport, attend an open day or become a volunteer.
  - Info about whether their ward has a community chest that people could apply to get funding for their project.
  - The Olympic colours, values etc so people could plant, decorate etc appropriately
14. Community club Olympic open days, will also be promoted and supported by the team but run by voluntary sports clubs. During the 12 weeks, approx 20 – 30 are expected to be run. The will include a variety of sports across the city and will be open taster sessions and opportunities for residents to participate in the national gold challenge. This programme is also part of a current Inspire Mark application.

## **Council Plan**

15. Involvement in the Olympic related 2012 activities will support the council priorities of Build strong communities, Protect vulnerable people and Create jobs and grow the economy.

## **Implications**

16. The implications of the activities outlined above are as follows:
  - **Financial** - there will be costs associated with the hosting of the torch relay. However these will not be fully known until we have final agreement with LOCOG on the torch route and the evening celebrations. This will be reported on as soon as figures are available.
  - **Equalities** - a key objective of the Olympics is to, inspire and involve the widest range of UK-wide communities. All of York's Olympic projects will seek to be universally inclusive and accessible. There are targeted projects within our sports programme that are aimed at ensuring participation by those communities with the lowest participation rate including older people and those with a limiting disability.
  - **Crime and Disorder** - security arrangements for the Torch relay are the responsibility of the Police supported by our emergency planners and York Gold group.
  - **Highways** – the visit of the Torch will have implications for Highways. These will be reported, as appropriate, once the route has been agreed with LOCOG.
17. There are no Legal, Human Resources, Information Technology or Property Implications arising from this report.

## **Risk Management**

18. In compliance with the Council's risk management strategy the main risks that have been identified are reputational risks associated with the ability to deliver activities where funding is uncertain. Measured in terms of impact and likelihood, the risk score has been assessed at 9, placing the issue in the Low category as an acceptable risk. This means that the risks will be regularly monitored.

## Recommendations

19. The Cabinet Member is asked to approve the draft programme of events.

Reason: To promote the Olympic legacy within the city.

## Contact Details

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**Report  
Approved**



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*November*  
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### Specialist Implications Officer(s)

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**Wards Affected:**

**All**

**For further information please contact the author of the report**

### Background Papers:

Yorkshire Gold – Yorkshire and Humber Strategy for 2012,  
York and the 2012 Olympics, report to the Executive Member for  
Leisure, Culture and Social Inclusion December 2008