

**HAMPSHIRE COUNTY COUNCIL****Decision Report**

<b>Decision Maker:</b>	Executive Member for Culture and Recreation
<b>Date:</b>	20 January 2012
<b>Title:</b>	Hampshire and the London 2012 Olympics
<b>Reference:</b>	3436
<b>Report From:</b>	Director of Culture, Communities and Business Services

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## **1. Executive Summary**

1.1 The purpose of this report is to:

- i) highlight some of the work that is taking place across the County Council to realise the benefits from the London 2012 Olympic and Paralympic Games.
- ii) seek the Executive Member for Culture and Recreation's approval for the method of distribution of the London 2012 Olympic and Paralympic fund.

## **2. Contextual Information**

2.1 The greatest show on earth is coming to this country in 2012. This is London's third Olympics and this opportunity is unlikely to be repeated. Therefore to quote Seb Coe 'we should use the magic dust of the Olympics to help us achieve our aims'.

## **3. Hampshire 2012 – Our Aim**

3.1 From the outset, Hampshire County Council's set out its aim to "*Use the inspiration of the London Olympics to increase participation by children and adults in culture and sport*". A great deal of work has already happened or is planned to deliver this aim.

#### **4. London 2012 Olympic and Paralympic related work**

##### **4.1 The Olympic Torch Relay**

4.1.2 The Torch arrives in the UK on Friday 18 May 2012 to begin its 70 day tour before the opening ceremony on the 27 July 2012 and provides huge opportunities for community engagement as it passes through towns and villages. On 11 July, the flame will reach Hampshire. Over four days, Torchbearers will carry the flame in and out of Hampshire, passing through Newbury, Basingstoke, Winchester and Andover; the New Forest towns of Lyndhurst, Brockenhurst and Lymington, along the coast visiting the Isle of Wight, Southampton and the Channel Islands; and also through Fareham, Gosport, Portsmouth and Petersfield. Two overnight stops will take place in Hampshire at Southampton on Saturday 14 July 2012 and Portsmouth on Sunday 15 July. Between 11 July and 16 July 2012, Hampshire will have more exposure than any other county in the UK.

##### **4.2 Hampshire Olympians**

4.2.1 26 Olympians from Hampshire and 10 Paralympians took part in the Beijing Games in 2008. Details can be found on the website <http://www3.hants.gov.uk/2012>. This number is likely to be higher in 2012.

##### **4.3 Hampshire 2012 - Business**

4.3.1 30 contracts have been awarded to Hampshire companies worth approx £2.5 million with the largest going to Hillier Gardens to supply 4,000 semi mature trees for the Olympic Park.

4.3.2 Contract opportunities are currently available from the London Organising Committee for the Olympic Games (LOCOG) totalling £700 million, details of which are passed to Economic Development to promote to local businesses. A number of business engagement opportunities will be organised in the spring of 2012 for Hampshire companies to further promote opportunities.

##### **4.4 Hampshire 2012 - Tourism**

4.4.1 The County Council is working with a number of interested parties to encourage games related tourists to stay in the county and travel in to London.

4.4.2 A photography project is underway to showcase Hampshire Talented Athletes in iconic Hampshire venues and artists at famous sporting venues to promote further tourism opportunities.

##### **4.5 Hampshire 2012 - Sport**

4.5.1 18 venues have been approved by LOCOG to host Pre Games Training/ Holding Camps. A number of visits have been made and interest has been shown by Australia, Russia and Columbia Paralympic teams and Argentina, Ukraine and Georgia Olympic teams to base their training camps in Hampshire.

4.5.2 A new look Hampshire Games (combining a schools' games with the existing youth games) will take place in Aldershot in June 2012 and beyond.

4.5.3 Mission Possible, a coaching/sports leadership project to recruit 2012 new coaches and sports leaders has been Inspire Marked by LOCOG.

#### 4.6. **Hampshire 2012 – Disability**

4.6.1 Two conferences have been held with Southampton University and Solent University aimed at changing perceptions of disability and breaking down barriers to participation for disabled people (1 in 6 people in the UK have a disability and only 7% participate regularly in sport).

4.6.2 Planning is underway for Hampshire based Paralympic Flame Festival(s) to take place just before the opening ceremony of the Paralympic Games.

#### 4.7. **Hampshire 2012 – The Cultural Olympiad & Countryside**

4.7.1 Hampshire Music and Arts services have collaborated to create 'Hampshire Welcomes the World'. Five music concerts based on the five Olympic Rings and music from the five Olympic continents will be organised between April and July 2012 at Danebury Hill Fort on 26 May 2012, Farnborough Business Park on 23 or 24 June 2012, Winchester Cathedral outer close on 28 April 2012, the New Forest on 30 June 2012 and Staunton Country Park on 8 July 2012.

4.7.2 There are also plans for a number of exhibitions around the county:

Sport related exhibition – Winchester Discovery Centre

Visual Arts Schools exhibition – The Great Hall

Sporting Rushmoor – Aldershot (Autumn 2011)

A Nation of Sailors - Fareham

Hampshire Hidden Treasures – Touring

Sporting Heroes – Winchester & Touring

#### 4.8. **Hampshire 2012 – Countryside**

4.8.1 As the county is 85% rural, a great opportunity exists to mark out Olympic distance walking routes to encourage residents to be more active and to engage with the countryside.

#### 4.9 **Hampshire 2012 – Schools**

4.9.1 School engagement with the Olympics can be identified by the number registered in the GET SET NETWORK, the official London 2012 education programme for schools, college and local education providers across the UK. Hampshire has 230+ schools in the network (only Kent has more in the whole of the UK). In order to enter the network, schools must demonstrate how they are using and planning to use the 7 Olympic & Paralympic values.

#### **4.10 Hampshire 2012 - Volunteering**

4.10.1 Over 6,000 people from Hampshire have volunteered to be Games Makers. Unsuccessful applicants will be directed to the Doit.org website where the county volunteer organisations can contact them for local opportunities.

#### **4.11. Winchester Cathedral Community Live Site**

4.11.1 Plans are now well advanced to partner with Winchester City Council & the Cathedral to provide a 6 metre temporary screen behind the fence next to the Cathedral for both the Olympics & Paralympics. Hampshire County Council and Winchester City Council will share the costs on a 50:50 basis and the site will be managed by Winchester CC and the Cathedral.

#### **4.12 Cross Departmental Working**

4.12.1 Many of the projects described above involve a collaborative approach across two or more of the County Council's Departments and Services. For example, CCBS has collaborated with Children's Services to deliver Hampshire Welcomes the World and a number of local learning workshops. CCBS has also collaborated with Economy, Transport and Environment to deliver the photography and business projects, and Children's Services and Communities to deliver the Leader's 'Impact' Futures Group Olympics Project which involves 18 secondary schools engaging in projects on how they can use the Olympics to make improvements in their local communities.

### **5. Olympic and Paralympic fund**

5.1 On 30 October 2006, Cabinet took the decision to establish an Olympic fund to raise the profile of arts and culture in 2012. £10,000 per annum was set aside and £60,000 will be available for distribution across a broad range of projects promoted by Hampshire County Council's services. An application process is in place and it is suggested that the Cabinet nominated Olympic and Paralympic lead member together with the Director of Culture Communities and Business Support approve all applications.

5.2 A schedule of Olympic and Paralympic Fund projects, which have been approved by Cllr McEvoy, Hampshire 2012 Steering Group Chairman, is attached as Appendix 1.

### **6. Impact Assessment**

6.1 Race and equality impact has been considered and no adverse impact has been identified.

### **7. Recommendations**

7.1 That London 2012 work in the areas of delivery to schools, corporate programmes and support to the geographic county of Hampshire be supported.

7.2 That the method of distribution of the Olympic and Paralympic fund be approved.

**CORPORATE OR LEGAL INFORMATION:**

**Links to the Corporate Strategy**

<b>Hampshire safer and more secure for all:</b>	no
Corporate Improvement plan link number (if appropriate):	
<b>Maximising well-being:</b>	yes
Corporate Improvement plan link number (if appropriate):	
<b>Enhancing our quality of place:</b>	yes
Corporate Improvement plan link number (if appropriate):	

**Section 100 D - Local Government Act 1972 - background documents**

**The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)**

Document

Location

None

**London 2012 HCC Grant Applications**

<b>Service</b>	<b>Contact</b>	<b>Grant Title</b>	<b>Amount</b>
1 Tourism (ETE)	Kirstin Monk	2012 Photography Commission	£750.00
2 Arts	Janet Mein	Hampshire Welcomes the World	£9,250.00
3 Countryside	Marilyn Meeks	Round Hampshire Cycle Route	£500.00
4 Children's Services - RADE	Minnie Moore	Hampshire's Hopefuls ; Aspiring Athletes	£750.00
5 River Hamble Harbour Authority	David Evans	River Hamble Games 2012	£2,000.00
6 Countryside	Alison Steele	Spirit of the Paralympics	£1,200.00
7 HCC	Barry Kitcher	Community Live Site/Screen - Winchester Cathedral	£16,000.00
8 Hampshire Learning/Children's Services	Rosellen Lambert	Ready, Set, Gosport!	£2,000.00
9 Hampshire Learning/Children's Services	Julia Gahagan	Olympics on the Doorstep	£1,000.00
10 Services	Sarah Moss	Crafty PIP - an Olympic Adventure	£500.00
11 Arts & Museums Service	Nick Suffolk	Creativity & Pride	£8,170.00
12 Children's Services	Roy Gittens	Primary Schools 2012 Cross Curricular Programme	£3,000.00
13 Countryside	Marilyn Meeks	Olympic Walks	£875.00
14 Children's Services	Barry Kitcher	Schools Art Exhibition	£4,000.00
15 HCC	Barry Kitcher	Look & Feel	£1,500.00
16 HCC	Barry Kitcher	District Grants	£5,500.00
17 Countryside	Nigel Bird	The Big Day Out / Hampshire Welcomes the Olympic Torch	£3,000.00
18 Hampshire Record Office	David Rymill	Hampshire and the Olympic Games exhibition	£225.00
			<b>£60,220.00</b>