

Olympics 2012

Summary Report Culture, Celebratory, Structure, Monitoring & Finance Strategic Director

Structure

The Scrutiny Panel has already received some background on the Leicestershire Steering Group for the 2012 Games. This group has been in place for almost a year and is facilitated by the Games Legacy Director and Co-ordinator.

Culture & Celebratory

The group's main focus is to consider all organisational aspects of celebrating and promoting the Olympics and promote business and community opportunities arising from and after the Olympics.

The following key partners are represented on the Steering Group:
Leicester College, Leicester Shire Promotions, Leicester City Council,
Loughborough University, EMDA, Voluntary Action Leicester Shire, Leicester-Shire
& Rutland Sport, Leicestershire Constabulary, Charnwood Borough Council,
Prospect Leicestershire, Higher Education, Leicester City PCT

Charnwood's representative on the Partnership is Chris Traill, Strategic Director.

Monitoring - Delivery Plans

There are 2012 delivery plans under each key theme focusing on key strategic actions that are specific 2012 related actions. The delivery plans are monitored on a traffic light system and signed off by the steering group. Actions with status red are given remedial action to be reported at subsequent meetings.

Charnwood's Olympics Project Team

Culture & Celebratory

Internally at Charnwood, the plans are discussed and added to as events and projects are evolved. An events has been produced and is updated on an ongoing basis.

The latest version of this is attached with this report.

This list is shared with the Legacy Director above as part of the monitoring that is reported to the Steering Group.

The Legacy Director also collates information on events from other agencies, i.e. that come through the **University External Relations Group** below to avoid duplication.

The internal working group is chaired by Chris Traill, and has presentation from the Games Legacy Director, Loughborough University, Leicestershire County Council, Town Centre Partnership, Leisure, Culture, Community & Partnerships, Emergency Planning and Economic Development.

Monitoring

Actions are monitored here on a traffic light system with actions with a red status given remedial action and reported at subsequent meetings.

Issues raised here are also discussed at the cross district partnership of senior Culture Officers - the Culture Board and the operational group of officers delivering sport, leisure & culture – CSOCOPS. The latter is currently chaired by Sylvia Wright, Head of Arts Culture & Heritage.

Resilience

The regional resilience group meets quarterly to ensure that the correct structures are in place. Chief Inspector Duncan Cullen leads for this group. Charnwood's Emergency Planning Officer and Chief Executive are represented on this group to ensure consistency of actions.

In addition officers from the Council sit on the University's own **External Relations and Operational Groups** to ensure there is cohesion and continuity and to avoid duplication of actions.

A structure chart on the interlinkage between these groups was previously circulated to the Scrutiny Panel.

Cultural & Celebratory

Whilst some events will be regular events simply re-badged for the Olympics (i.e. Loughborough by the Sea), larger scale sports events have been specifically been created i.e. the 500 day count down, the year count down and cultural events like a series of talks with Olympians being held by the University.

On a larger scale we have been successful in securing a **Games Time** project:- Deda Arts, the Arts Council and Sparks festival will be leading a Community Celebration project that will be funded through national Games Time funding.

It is envisaged that the project will produce celebratory events across the region, starting a year from the Olympic Games in Skegness, working through the region in 4 or 5 venues culminating in Derby around the time of the scheduling of the Olympic torch route.

One of the events in Loughborough, will use the market square, Queens Park, and potentially a parade from the university, pyrotechnics, flame throwers, large carnival style installations. The project looks to make a large contribution to community celebrations during the Olympics. It will bring a iconic experience to the programme of events.

It is intended to coincide with the Torch Relay timetable, and is hoped draw tens of thousands of crowds.

The knock on effect for the local economy during that time should also make an impact, although is difficult to calculate at this stage without more detail.

The total project bid will draw £750k from the Games Time fund. They also hope to attract at least that amount in sponsorship, other bids and advertising.

Finance

The **Games Legacy Director and Co-ordinator posts** are supported through EMDA and partners:-

For the next two years, EMDA will provide £75k/ year, Charnwood and the University will provide £10k/year with other Districts each contributing £1k/ year.

Currently with the demise of EMDA, this funding is currently in question, with partners awaiting confirmation in the next few weeks.

As leverage to secure the Games Time bid of £750k above, Charnwood and the University have agreed to commit £15k per organisation in kind over 2 years, and cash support of £15k each over 2 year.

CompeteFor

“Compete For” logs and monitors the volume of business generated as a result of the Olympics

Latest figures from the London Development Agency continue to put Leicestershire top of the Region in terms of numbers of businesses registered and published on the CompeteFor website.

A number of business ‘CompeteFor’ surgeries to encourage business are planned for the autumn – where possible added on to existing networking events

Lloyds TSB are one of the largest sponsors for London 2012 and are the main domestic sponsor of the Torch Relay in addition to sponsoring National School Sports Week and running the Local Heroes programme.

Lloyds TSB have a £1 billion pledge fund available to support businesses in the run up to the Olympic and Paralympic Games. The lending will help firms fund existing London 2012 Olympic and Paralympic Games projects, as well as the many smaller contracts still to be awarded

Events and Costs

Currently all events are being costed within existing budgets for all organisations. Charnwood’s Internal officer Group has started a log of cost of events to chart the added value the Olympics will generate.

The University and Charnwood will work over the coming weeks to refine the list of events to ensure that any additional budget costs can be identified in both organisations budget processes for the coming year.

Chris Trill
Strategic Director
22nd February 2011

Festivals and Events programme for 2012

Content

1. Purpose of report

To provide details of the Council's preparation for the Olympics with key partners in terms of cultural events, cultural Olympiad the cultural legacy while outlining opportunities and business case for investment.

2. Policy context

Under the broad aim of "Prosperity Matters" the Council's Corporate Plan has a specific ambition to work with partners to maintain the benefits that the Olympics will provide for the Borough. The Plan intends to develop a long-term relationship with Japan by delivering economic and social benefits from the Olympics with our partners.

3. Background

Since the Olympics were awarded to London in July 2005, a Nations and Regions Co-ordinating Group has been established within the central organising structure (LOCOG). A regional structure has also been developed in the East Midlands, which links directly to the Regions and Nations National Group and Inspire Leicestershire.

Charnwood Borough Council is working closely with the Regional Co-ordinating Group, the University, Inspire Leicestershire and the County Council and Districts to undertake projects linked to the Olympics, so that Loughborough and Charnwood plays as full a role as possible and contributes to the success of the Games.

Inspire Leicestershire Culture provides Charnwood with a strategic framework for the delivery of the Cultural Olympiad at a local level. It is all about partnership working, volunteering, revitalising and linking together arts, culture, sport and heritage, bringing together communities and boosting pride and participation in our cultural and sporting activities.

The Cultural Olympiad aims to:

- celebrate London and the UK
- inspire and involve young people
- generate a positive legacy

The Cultural Olympiad will also reflect and support a number of **themes**:

- bringing together culture and sport
- encouraging audiences to take part
- animating public spaces (e.g. street theatre, public art, circus skills, live big screens)
- raising issues of environmental sustainability, health and wellbeing
- honouring and sharing the values of the Olympic and Paralympic Games
- encouraging collaboration and innovation between communities and cultural sectors
- enhance the learning, skills and personal development of young people by linking with education programmes.

4. Event Programme

The events programme planned reflects the work undertaken with the partners outlined in section seven of this plan it also demonstrates need from:

- Recent partnership working with key stakeholders to develop a Brand for Loughborough

- Consultation with over 600 businesses as part of the Business Improvement District for Loughborough
- Leicestershire needs analysis of children and young people

The event programme over a two year period will help partners work together to examine the potential of:

- **Uniting events** by different agencies under one or more of the themes
- **Joint advertising**, promotion and marketing
- **Cross selling** of opportunities to promote all the visitor attractions
- **Increasing audience numbers** and participation in the arts and cultural activities
- Help the **public understand** that the 2012 Olympics will bring wider benefits to their local area, increasing pride in the area and a sense of local identity
- **Engage** communities and local partners through new and existing celebratory programmes that can have a positive impact
- **Developing** networks and partnerships up to and beyond the Olympics with schools, colleges, communities groups, businesses etc
- **Assist** in the delivery of **Loughborough's Branding Action Plan**
- Deliver an event that has the potential to put Loughborough on the International stage – **"Games time"**
- **Involve** local residents and young people from deprived communities
- **Explore and promote** our heritage, open spaces and attractions

5. Opportunities for Charnwood

Museums and attractions in Loughborough

Loughborough is rich in terms of heritage and tourist attractions, all of which have a key role to play in the Cultural Olympiad. This could be a key area in terms of attracting visitors to Loughborough and the Region and enhancing the activities of the Charnwood Museum, the Bell Foundry, Carillon, Great Central Railway and the Town Hall. Special Olympic inspired exhibitions, events, guides, walks that focus on local links and heritage will also assist in helping the public understand that the 2012 Olympics will bring wider benefits to their local area, increasing pride in the area and a sense of local identity.

Markets

The market provides an excellent space for animating with street theatre, opera, circus skills and live big screens with the added opportunity of linking themed specialised markets e.g. "Foods of the World" or "Food for Olympic Athletes" to link with the Cultural Olympiad. The Market Place also provides a large and flexible space to showcase culture and sports in the heart of the town.

Parks and Open Spaces

Charnwood has a wide range of parks and open spaces that lend themselves for activities and events. It is expected that these will be used in Council organised and community led celebrations in the run up to the Olympics. A new event guidance pack will be produced to assist communities in organising their own events across Charnwood.

Regeneration and events

Every year a series of events are programmed in the Town Centre to assist in the regeneration of the town and combat competition from out of town shopping and the surrounding three cities. Previous themes for the events have included "Loughborough by the Sea" and the Christmas Programme this years theme is "Country comes to town". The Cultural Olympiad could be built onto the work

undertaken by the Charnwood Borough Council and the Town Centre Partnership through including ideas such as competitions, ceremonies, carnivals and parades.

Business Improvement District

The Town Centre Partnership is currently in the process of developing a Business Improvement District for Loughborough. If a yes vote is achieved the Draft Business Plan commits a budget to be used on Olympic related events to increase foot fall and shopping in Loughborough. This is likely to build on the established Town Centre Partnership event programme delivered in partnership with CBC.

Holiday programmes

Current (Holiday Programmes, Sports Awards) and new initiatives (being released as government funding announced) will be Olympic themes, honouring and sharing the values of the Olympic and Paralympic Games and raising the profile and building momentum for the Olympics Games within Charnwood.

Fun runs, walking and cycling

Over 3,000 miles of Rights of Way exists across Leicestershire – cycle ways, bridges, iconic areas of which Charnwood has its fair share. Organised walks and runs for charity could form an important part of the event calendar with possible links to the athletes at Loughborough University, and art walks. Charnwood Borough Council's Leisure Services walks have been nationally accredited with Natural England's Walking for Health scheme, underlining that our programme is of the highest standard.

Community arts

Charnwood Arts as part of there SLA with CBC will be working with partners and communities on a number of Olympic inspired projects. These will be delivered under the key brands that Charnwood Arts have established over a number of years inc:

Assistance for communities and organisations wanting to promote their own events

Anyone participating in cultural activity up to 2012 and beyond will be able to use the Inspire Leicestershire Culture branding following some guidelines. Event organisers registering their events on www.inspireleics.org.uk will be able to get information on branding, support with publicity ad other useful information.

Special events

Loughborough's has a unique story in relation to the Olympics with team GB and the Japanese based at the University, this provides an opportunity for Loughborough to take part in an event of National significance.

Setting the scene

“Games Time”

It is one year to go to the Olympics and on the Skegness coastline a mysterious vessel lands with an explosion. From this vessel burst performers and oversized games that create a tumult of activity on the beach. This is the opening play in a set of six astonishing events, running up to London 2012 and beyond, each bigger in scale and each building on the previous project; this is Games Time.

Games Time is a series of large scale spectacular events that celebrate London 2012 in the East Midlands. From traditional board games to worldwide gaming over the internet, the project will explore how games can encourage participants to challenge themselves to achieve personal goals and aspirations. Games Time in essence will reflect through its artistic and community programme the Olympic motto Swifter, Higher, Stronger. What does it take to make you great?

The inclusion of Loughborough provides an opportunity to celebrate team GB involvement and send them off to the Games from their pre-Games Training Camp with the nation's best wishes.

Given this we are hopeful that there may be opportunities for personal appearances within Games Time. We aim to have a focus on Olympians and Paralympians past and present who have a regional connection; Rebecca Adlington is from Mansfield and an inspiration to thousands of aspiring sports men and women; Sebastian Coe, Paula Radcliffe and many, many others have been based at Loughborough University.

The core event will be made up of the following elements:

- Street spectacle / procession
- Fire & pyrotechnic animation / sculpture
- Digital technology, installation and building mapping

The approach in each location will be:

- Identify site / sites for core event
- Gather material / research
- Organise programme of workshops in schools, cultural and community centres, work places
- Develop the story with the artistic team, city partners & community participants
- Present the created work tailored to the city
- Elements selected and incorporated into the next play: the snowball effect

Games Time will create new partnerships of a type never seen before in the East Midlands. These partnerships will see high quality, nationally significant artists working closely with local practitioners to produce new work specifically for a local context.

The key legacy here will be a "skilling up" of local artists and producers that enhances capacity in terms of carnival, large scale performance, pyro and digital media, a unique legacy.

6. Available infrastructure and resources

The programme outlined in section 7 has been broken down into 3 categories

- £ Deliverable with no major funding implications utilising existing core funding
- ££ Deliverable with funding sources already indentified
- £££ Funding still required to deliver

Games Time falls under the third category. The table below outlines how the required contribution of £15,000 could be delivered, the final amounts in each of the service areas would be finalised once more information has been made available following the recent site visit. A further cash contribution of £15,000 is required to contribute to the project from Charnwood Borough Council a similar amount from the University and the County Council has been sought by the organisers.

Available infrastructure and in kind resources in support of Games time

Department service area	Games time	In kind contribution	Days hr required
Leisure	Use of Leisure Centre to support	£1950	£650 day based on a 10 hour day up to 3 days use total

	“Games time” parade preparation		£1,950
Environmental Services	Waste management cleaning	£3,684	To provide a litter clean environment throughout the events area including the procession. Pre and after event clean, with continuous staff support includes 6 staff. Costs based on Sun pay rates
CBC	Use of CCTV room and staffing for event management	£300	1 day 10 hour operator £150
Leisure Services	Leisure team, park wardens and grounds maintenance to assist on event prep and day	£3,779	Grounds maintenance and park warden costs £3,000 2 x Active Together Offers £83.62 per day per officer = 167.24 x 2 days = £334.50 2 x Development Officers £111.30 per day x 2 officer = £222.60 x 2 days = £445.20 Total = 779.70
Street Management	Street management event support	£700	Street wardens to assist with the delivery of the traffic management plan
Arts Culture and Heritage	Market and events staff to assist on event preparation and event day	£800	Market and event staff to assist with event infrastructure on the day £800
Arts Culture and Heritage	Admin to support lead in to the event.	£600	Including pulling together multi agency event planning meetings, event forum and admin in relation to rd closure applications
CBC	Rehearsal or work shop space for development work	£3000	This could be spread across a number of venues e.g. workshops at Council Depots with rehearsals in Council venues.
L&E Directorate	Officer support	£1000	Planning and strategic meeting support with key stakeholders including emergency services, highways and media.
Arts Culture and Heritage	Community support	£1000	Providing links to community groups, children and young people, through SLA with Charnwood Arts
Total		£16,813	

7. Partners and Stakeholders

Charnwood Borough Council
Cultural Olympiad Regional Co-ordinating Group
Games Time team
Inspire Leicestershire
Loughborough University
Loughborough College
Town Centre Partnership

Leicester Promotions
 Charnwood Promotions
 County Council
 Parish Councils
 Charnwood Sport and Active Recreation Alliance (CSARA)
 Chamber of Trade and Commerce
 Charnwood Arts
 Federation of Market Traders
 Showmen's Guild
 Key venues
 Artists and performers
 Media

8. Loughborough programme and platforms

The programme outlined is divided under the following headings:

- £ Deliverable with no major funding implications
- ££ Deliverable with funding sources already indentified
- £££ Funding still required to deliver

Year 2011/12

- £ Deliverable with no major funding implications

Activity 2011	Theme, objective need identified	Responsible for delivery	Budget required
Weekly market place platform for performers applications for "spot light" opportunities will be promoted widely and through inspire Leicestershire website.	Make far more use of the Market Place by working towards a daily programme of arts/cultural/events/showcase activity provided by local clubs, groups, businesses and organisations. Cultural Olympiad theme animating and humanising public spaces (e.g. street theatre, public art, circus skills, live big screens) encouraging collaboration and innovation between communities and cultural sectors	Market staff, with admin support	Within core budget and external funding
Specialised markets, with supporting events, e.g. Easter egg and spoon race, pancake dash etc. Target 7 Specialist markets a year 3 x English Food Markets, Spring, Summer and Winter to promote seasonal and local produce. 1 x Ceramic and craft 2 x Continental markets 1 x Craft market.	Maximise the opportunities presented by the 800 th anniversary of Loughborough market in 2011 Raise profile of markets. International Food Markets Specialist Events bringing together culture and sport	Market staff, events, Leisure team, TCP, local businesses	Within core budget and external funding
Leisure holiday activity programme offering sports leisure and cultural activity with Olympic theme	Raising issues of environmental sustainability, health and wellbeing honouring and sharing the values of the Olympic and Paralympic Games encouraging audiences to take part	Leisure staff	Within core budget

	bringing together culture and sport		
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££ Deliverable with funding sources already identified

Activity 2011	Theme, objective need identified	Responsible for delivery	Budget contributions
<p>Programmed Olympic showcase activity for the Market Place to enhance markets and events on key dates. Leisure</p> <p>“Active together” displays and activities e.g. Rowing and Cycling challenges, Pledge chair, Japanese Hand bell ringing, Martial Arts Demonstrations. International cooking and crafts</p>	<p>Make far more use of the Market Place. Cultural Olympiad theme animating public spaces.</p> <p>Bringing together culture and sport Encouraging audiences to take part Animating public spaces</p> <p>Raising issues of environmental sustainability, health and wellbeing</p> <p>Honouring and sharing the values of the Olympic and Paralympic Games</p> <p>Encouraging collaboration and innovation between communities and cultural sectors</p>	<p>Markets, TCP, Leisure, Events</p>	<p>CBC 2,000 plus external funding</p>
<p>Jan produce Banners for Market Place and lamp posts</p>	<p>Use all existing and new ‘dressing the town’ activity to enhance and support brand which in turn supports link to the University and the Olympics</p>	<p>CBC, TCP, CP</p>	<p>Better places funding</p>
<p>Jan Launch new TIP and links to supporting web sites with information on events</p>	<p>Work with the University to identify major events to attract to the town based on the reputation and strengths of the town and University specialism</p>	<p>CBC, TCP, CP, LP, University</p>	<p>Better places funding</p>
<p>May Launch of Heart of 3 Cities programme and diary of events</p>	<p>Encouraging audiences to take part Animating public spaces</p> <p>Raising issues of environmental sustainability, health and wellbeing</p> <p>Honouring and sharing the values of the Olympic and Paralympic Games</p> <p>Encouraging collaboration and innovation between communities and cultural sectors</p> <p>Enhance the learning, skills and personal development of young people by linking with education programmes.</p>	<p>Charnwood Arts</p>	<p>Charnwood Arts SLA</p>
<p>24 July 1 year count down begins and launch of 2012 programme and promotional material inc: Special Charnwood Promotions guide for 2012 highlighting heritage and arts trails</p>	<p>Bringing together culture and sport Encouraging audiences to take part Animating public spaces</p> <p>Raising issues of environmental sustainability, health and wellbeing</p> <p>Honouring and sharing the values of the Olympic and Paralympic Games</p> <p>Encouraging collaboration and innovation</p>	<p>CBC, CSARA</p>	<p>CBC 1,000 Leisure staff in kind. Charnwood Promotions Charnwood guide 3,000</p>

as well as attractions Promote an ongoing series of themed walks tours. July Open Weekend Special sports events to be held across Loughborough and Charnwood including Schools and Colleges BLOOM events	between communities and cultural sectors		
Develop and promote an ongoing series of themed walks tours including heritage and public art	Bringing together culture and sport Encouraging audiences to take part Animating public spaces (e.g. public art.) Raising issues of environmental sustainability, health and wellbeing		
August Loughborough by the Sea	Encouraging audiences to take part Animating public spaces	Markets and town centre operations in partnership with TCP	CBC 1,000 TCP 1,000 Leisure staff in kind
August Mela or International Festival (tbc)	Encouraging audiences to take part Animating public spaces Encouraging collaboration and innovation between communities and cultural sectors	Community supported by CBC	CBC 2,000
Christmas Programme Takes place on the four Sundays in the run up to Christmas starting with the Christmas Light switch on. Inclusion of Sports personality for Christmas lights switch on. Santa Fun Run Olympic theme based on the 1948 Olympics	Encouraging audiences to take part Animating public spaces Honouring and sharing the values of the Olympic and Paralympic Games Encouraging collaboration and innovation between communities and cultural sectors Enhance the learning, skills and personal development of young people by linking with education programmes	CBC in partnership with TCP and Leisure Services	CBC 13,000 TCP 8,000

Year 2012/13

£ Deliverable with no major funding implications

Activity 2012	Theme, objective need identified	Responsible for delivery	Budget
Weekly market platform for performers applications for market "spot light" opportunities will be promoted widely and through inspire Leicestershire website.	Make far more use of the Market Place by working towards a daily programme of arts/cultural/events/showcase activity provided by local clubs, groups, businesses and organisations. Animating public spaces (e.g. street theatre, public art, circus skills, live big screens)	Market staff, with admin support	Infrastructure and administration within core budget, marketing additional cost.

	Encouraging collaboration and innovation between communities and cultural sectors		
Speciality markets with supporting events, e.g. Easter egg and spoon race, pancake dash, Target 7 Specialist markets a year 3 x English Food Markets, Spring, Summer and Winter to promote seasonal and local produce. 1 x Ceramic and craft 2 x Continental markets 1 x Craft market	Maximise the opportunities presented by the 800 th anniversary of Loughborough market Encouraging audiences to take part Animating public spaces Raising issues of environmental sustainability, health and wellbeing	Market staff	Infrastructure and administration within core budget, entertainment and marketing additional cost
Create a university information/exhibition space within the town centre	Encouraging audiences to take part Honouring and sharing the values of the Olympic and Paralympic Games Enhance the learning, skills and personal development of young people by linking with education programmes.	Market staff, university, Loughborough College,	
Charnwood Museum Exhibition on Olympic theme	Bringing together culture and sport Encouraging audiences to take part Encouraging collaboration and innovation between communities and cultural sectors Enhance the learning, skills and personal development of young people by linking with education programmes.		
Sports Awards, recognise Olympic theme	Encouraging audiences to take part Honouring and sharing the values of the Olympic and Paralympic Games		Part of Leisure core budget

££ Deliverable with funding sources already identified

Activity 2012/13	Theme, objective need identified	Responsible for delivery	Budget contributions
Programmed Olympic showcase activity for the Market Place to enhance markets and events on key dates. Leisure “Active together” displays and activities e.g. Rowing and Cycling challenges, Pledge chair, Japanese Hand bell ringing, Martial Arts	Make far more use of the Market Place. Cultural Olympiad theme animating public spaces. Bringing together culture and sport Encouraging audiences to take part Animating public spaces Raising issues of environmental sustainability, health and wellbeing Honouring and sharing the values of the Olympic and Paralympic Games	Markets, TCP, Leisure, Events	Core plus external funding

Demonstrations. International cooking and crafts			
Launch Year 2012 programme and highlight key brands, possible 'Mini Olympics' event in the town and use of Olympic athletes. Civic event in the town hall to support Possible bronze plaque to mark the Olympics to be unveiled in the market place.	Special Charnwood Promotions guide for 2012 to include events and heritage trail as well as attractions Develop and introduce a heritage tour of the town centre. Develop and promote an ongoing series of themed walks tours	CBC, TCP, CP,	Launch event CBC 1,000 Leisure staff in kind. Charnwood Promotions Charnwood guide 3,000
August Loughborough by the Sea 'Mini Olympics' event in the town	encouraging audiences to take part animating public spaces raising issues of environmental sustainability, health and wellbeing honouring and sharing the values of the Olympic and Paralympic Games	Markets and town centre operations in partnership with TCP	CBC 1,000 TCP 1,000 Leisure staff in kind
August - Tea Party in the Market Place and Town Hall with 1948 Olympic theme.	Develop and introduce a heritage tour of the town centre encouraging audiences to take part animating public spaces		
August Mela (tbc)	Encouraging collaboration and innovation between communities and cultural sectors encouraging audiences to take part		CBC 2,000
Christmas Programme Light switch on to include sports celebrity. Santa fun run to include sports celebrity Cultural and craft day	Bringing together culture and sport Encouraging audiences to take part Animating public spaces Raising issues of environmental sustainability, health and wellbeing Honouring and sharing the values of the Olympic and Paralympic Games Encouraging collaboration and innovation between communities and cultural sectors	CBC in partnership with TCP	CBC 13,000 TCP 8,000

Year 2012/13

£££ Funding still required to deliver

Activity 2012	Theme, objective need identified	Responsible for delivery	
It is one year to go to the Olympics "Games Time" is a set of six astonishing events, running up to	International event Look to develop and stage a (biannual?) showcase of Loughborough event (B)	Cultural Olympiad budget contribution	CBC contribution £15,000 cash plus

<p>London 2012 and beyond, each bigger in scale and each building on the previous project; Loughborough is likely to be the last event before it travels to London for the start of the Olympics and could possibly link to the torch relay.</p>	<p>bringing together culture and sport encouraging audiences to take part animating and humanising public spaces (e.g. street theatre, public art, circus skills, live big screens) raising issues of environmental sustainability, health and wellbeing honouring and sharing the values of the Olympic and Paralympic Games encouraging collaboration and innovation between communities and cultural sectors</p>	<p>£15,000 cash plus £15,000 in kind</p>	<p>£15,000 in kind</p>
<p>Olympics live coverage in market place</p>	<p>Live event</p>	<p>Rental of 2 large projectors for July</p>	<p>£14,000</p>

9. Demonstration of need

Branding exercise – consultation with key stakeholders

An extensive consultation process with key partners and stakeholders resulted in the development of a brand for Loughborough; Loughborough – Central for Excellence. It is important that the actions developed by Branding Stakeholders are incorporated into this plan and delivered in the context of the Brand.

An effective Brand and Festival programme needs to work for a diverse range of audiences:

- Residents
- Businesses
- Employees
- Students
- Regional and national influence
- Investors
- Visitors

Key soft assets of the Brand that will be maintained to promote in the delivery of the programme:

- Welcoming & friendly
- International
- User friendly, manageable and unthreatening

Key hard assets of the brand that will need to be incorporated

- University excellence
- Sporting achievement
- Central UK location

Brand Story

Loughborough is a town that opens its arms to people from across the globe. From the 500 people who stepped off a train in 1841 to attend a temperance rally here, to the thousands of British and international students who owe their education, career and success to our University, Loughborough touches the lives of

millions of people. We are a town that engenders a lasting sense of pride whether your family has deep roots or if you will leave the town to become one of the vast band of ambassadors whose lives have been touched by Loughborough.

Loughborough is a town that will work hard to realise the huge benefits of our University, industry and heritage and the cosmopolitan atmosphere. We will embrace this with an ambition to punch way above our weight and spread the culture of excellence and achievement beyond the campus boundaries and across the town. We will never become too big to care. Loughborough will enhance our world-wide reputation by embracing all in our wide open arms and aspiring to stand out from the crowd by doing things differently and better than our competitors.

Actions developed by Branding Stakeholders relevant to a festivals programme are listed below:

- Look to stage a 'Mini Olympics' event in the town using Olympic athletes
- Develop and introduce a heritage tour of the town centre
- Develop and promote an ongoing series of themed walks tours
- Use all existing and new 'dressing the town' activity to enhance and support brand
- Work with the University to identify major events to attract to the town based on the reputation and strengths of the town and university specialisms.
- Create a university information/exhibition space within the town centre
- Look to develop and stage a (bi annual?) showcase of Loughborough event
- Make far more use of the Market Place by working towards a daily programme of arts/cultural/events/showcase activity provided by local clubs, groups, businesses and organisations.
- Maximise the opportunities presented by the 800th anniversary of Loughborough market.
- Aim to have a big screen installed in the Market Place to relay Olympic coverage

BID consultation – results of survey with over 500 retailers and town centre businesses

As part of the Business Improvement consultation process the following comments were received in relation to events in Loughborough and have been taken into account in the development of the programme of planned events. The number one concern was a lack of marketing for Loughborough and this was seen to have a direct relationship with an event programme.

Comments include:

- Expand the French Market into crafts.
- Perhaps regular craft and Farmers market.
- Spread events around the town.
- Street entertainment with scheduled street performers situated around the town
- More Saturday events
- More varied markets.
- Events in the Market Place
- Events in Church Gate
- International Food Markets, Specialist Events
- More events linked by season, festivals and major sporting events due to having the biggest sport University in town
- Events focussed in Church Gate and Church Gate Mews and Town Centre

Charnwood Promotions Blue Print

Charnwood Promotions is supported by Charnwood Borough Council and Leicestershire Promotions, the work of the partnership is guided by its board and an annual networking conference. It has four key objectives listed below:

To promote the district as a destination of choice for business tourism

To promote the district as a destination of choice for leisure tourism

Drive up the quality of the visitor experience in the district

To deliver improved intelligence on the tourism industry to all stakeholders

The preparation around the Olympics is currently a key theme in the delivery of the agreed objectives and all of the funding currently available has been directed to tourism preparations for the Olympics.

Town Centre Partnership Business Plan

The Town Centre Partnership is a business led initiative where businesses have voluntarily come together to raise resources to improve and promote the town. The business plan developed through consultation with local businesses is delivered through an Action Plan owned by the members and supported through its sub groups. The Events Marketing and Publicity Sub Group will be responsible for the delivery and marketing of the future events programme to celebrate the Olympics in Loughborough.

Leicestershire needs analysis of children and young people

The following information has been extracted from Leicestershire shire population and Leicestershire needs analysis

Leicestershire shire population

The proportion of Leicestershire children and young people under 16 remains approximately in line with the national proportion at just under 19%. The overall number of children and young people has remained much the same since the 2001 census. However, this masks changes in different age groups and areas of the County. For example, there has been a significant fall in numbers of 5-10s in most, but not all, areas but the number of **16-17 year olds has increased in Charnwood this increase is up by 15% presenting a need for more activities for this age range.**

The 2008 Needs Analysis for Children from Black & Minority Ethnic Needs showed a greater proportion of pupils in Leicestershire (12.4%) to be from an ethnic minority.

The highest BME proportions are in Loughborough and Oadby with most of the Asian British Indian population in Charnwood in the Thurmaston Ward and the Bangaldeshi ward concentrated in North East Loughborough. Since summer 2006 there has been an increase in European nationals arriving in Leicestershire from EU accession countries¹, with a significant proportion being Polish. However, arrivals have reduced over the last two years and there is some suggestion that many have returned. Overall, the picture is one of increasing ethnic diversity in Leicestershire and Charnwood.

The number of 5-10 year olds has significantly reduced since 2001

Ethnic diversity in Leicestershire is increasing, and is more increasingly diverse within children and young people than with population as a whole.

At the time of writing the Needs Analysis in 2008, statistics for the religious / cultural breakdown of the children and young people's population in Leicestershire were not known. The numbers declaring a religion currently do not allow significant analysis

Be Healthy

Overall, children and young people in Leicestershire are healthier and safer than national averages. Between 1993 and 2006 mortality rates amongst children and young people (aged under 15) have steadily reduced, in line with East Midlands and National trends (JSNA 2009)

For each of the four areas identified as priority areas for children and young people (i.e. mental health, substance misuse, obesity and teenage pregnancy) there is a strong link between deprivation and prevalence for each issue. **There is therefore a need to consider ways of targeting resources to further support young people in deprived areas such as Northwest Leicestershire /**

Charnwood / Melton / and Hinckley & Bosworth, whilst ensuring that young people in other areas also have good access to services

76% of schools were achieving 2 hours of sport a week in 2008/9, although results show that this percentage reduces significantly at key stage 4 (years 10 & 11)². The 2009/10 Pupil Attitude Survey shows that 95% pupils year 2 year 6 exercise in school at least twice a week, this falls to 91% for year 7 – year 13 pupils.

Obesity

Childhood obesity is known to lead to significant adult health problems. In Leicestershire 8.84% (572) of children were identified in 2009 as being obese in reception year and 15.94% (1,189) in Year 6. Although this is a lower proportion than nationally (9.6% and 18.3% respectively) it still indicates a slight local increase in obesity rates (0.47% increase at Reception, and 1.09% increase at Year 6).

- By 2050, it is predicted that 25% of under 20 year olds will be obese.
- By 2050, it is predicted that 70% of girls could be overweight or obese, with only 30% in the healthy Body Mass Index (BMI) range. For boys, it is predicted that approximately 55% could be overweight or obese, with around 45% in the healthy BMI range.
- Charnwood has the highest level of increase in recorded obesity of all districts – 9.40% since 2008

10. Conclusion – To be written once budget table finalised

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CBC SPENDING - OLYMPICS 2012

CONTRIBUTION TYPE	DETAILS	TIMESCALE	SPEND	IN KIND CONTRIBUTION	ORGANISATION
MARKETING					
COMMUNICATIONS					
EVENTS					

VOLUNTEERS					
PUBLIC REALM					
RESILIENCE					