

Derbyshire County Council

Cabinet

26 September 2012

Report of the Strategic Director Cultural and Community Services

OLYMPIC GAMES 2012 (Leadership and Culture)

1. Purpose of the report:

To inform Cabinet of the wealth of activity in Derbyshire surrounding the Olympic and Paralympic Games, and to give an indication of the legacy which the Games will leave for Derbyshire communities, individuals, and businesses.

2. Information and analysis:

While there is no single definition of what is meant by 'the Olympic Legacy' the Derbyshire 2012 group agreed the following as its overarching aim for Derbyshire:

"To ensure Derbyshire plays its full part in contributing to the success of the London 2012 Olympic and Paralympic Games and equally to maximise the opportunities and potential of The Games to inspire young people, improve the economy in the county and the health and well-being of the people of Derbyshire."

This aim was underpinned by 7 themes:

Inspiring Young People – "To connect the young people of Derbyshire with The Games and to explore how this can be achieved across the whole curriculum in schools and more broadly in the community, plus get more children and young people taking part in high quality PE and Sport"

More People More Active in Derbyshire – "With less than a quarter of adults in Derbyshire sufficiently active each week and half of all adults doing little or no exercise at all, the Games provides a once in a lifetime shop window opportunity to promote the benefits of sport and active recreation."

Developing Talented Sports People in Derbyshire – "Showcase the County's sports people participating in the Games, build on the Derbyshire Talented Athlete Programme and focus on the Paralympic Games creating more opportunities and inspire the next generation of both able bodied and disabled people in the County."

Derbyshire Business bidding for London 2012 contacts – "Encourage more business to become actively involved in both tendering for contracts for

2012 via CompeteFor whilst also encouraging them to become more actively involved in promoting healthy lifestyles within the workplace.

Derbyshire a place to visit before and after 2012 – “Actively promote the County as a great place to visit for visitors to the Games, showcasing our many tourist offerings including promotion of recreation sites, plus maximising the opportunities to promote our 3 approved Pre Games Training Camps to other countries sports people to train in the County.”

Encouraging Volunteering in Derbyshire – “Inspire more people in Derbyshire to become involved in volunteering in sport, culture and community groups, leading up to, being directly involved directly with the Games and beyond.”

The Cultural Olympiad in Derbyshire – “Inspire communities to develop more opportunities for young people to become more involved in cultural activities, celebrate cultural diversity and leave a positive legacy through cultural and sports participation.”

The ways in which this legacy has already begun to be achieved across Derbyshire, is outlined in this report. It is also clear that as part of the continuing legacy the years following 2012 will see a wide range of new projects in Derbyshire, with a common theme of improving lives and creating new opportunities for local people and businesses.

2.1 Olympic Torch Relay

The Olympic Torch Relay visited Derbyshire on Friday 29th June 2012. This was the main focus of Cultural Olympiad activity for the county.

The Relay was managed by four co-ordinating groups:

- The Engaging Communities Along the Route group managed activities in each of the nine towns and villages the Torch was carried through. It was chaired by Ann Wright, Head of Arts for Derbyshire County Council, and had membership from all the districts and boroughs, plus Emergency Planning, Derbyshire Police, the East Midlands Cultural Olympiad team, Derby City Council, Derbyshire Economic Partnership, Visit Peak District, CVS and the Peak District National Park Authority. Every district and borough organised sports and arts activities on the day, while the County Council managed a programme of dance activities along the whole route. Sixteen community groups of all ages and abilities took part in specially choreographed dance pieces in nine towns and villages in Derbyshire, and many local amateur and professional dance groups also performed.
- The Communications group, chaired by Rory Slater, the Derbyshire 2012 Legacy Co-ordinator, had representatives from the local authority public relations units, and managed the press, communications and public relations for the Relay.
- The Logistics group, chaired by Ian Shuttleworth, Head of Emergency Planning, dealt with all the logistics for the day, liaising with police and

emergency services, districts and boroughs for security, stewarding, road closures, transport of school and other community groups to the route, and waste disposal.

- The Evening Celebration group, chaired by Claire Davenport, Director of Leisure and Culture for Derby City Council, managed the evening celebration in the Market Place and Darley Park in Derby.

Derbyshire's Torch Relay Day was one of the most successful in the country, with a quarter of the county's population turning out to see the Torch passing through. In most counties, about one fifth of the population saw the Torch.

The police estimates for the crowds in Derbyshire are as follows:

Glapwell – 4,000	Bolsover – 5,000
Calow – 3,000	Chesterfield – 98,000
Matlock – 10,000	Heights of Abraham – 500
Darley Dale – 6,000	Chatsworth – 2,000
Bakewell – 15,000	Buxton – 20,000
Ashbourne – 15, 000 (more than there has ever been for any event in the town)	Derby – 40,000 lining the route into the city, 8,000 in Derby Market Place, with a further 25,000 in Darley Park to see the lighting of the Olympic Cauldron

The Torch was watched by a further 2,000 people as it left Derby Market Place on the Saturday morning with another 10,000 lining the route out of Derby as the Torch left the city and county.

The local economy received a significant boost with retail sales in Derby city centre up 13% up on normal sales at this time of year, and all the Derbyshire towns and villages also saw an increase in trade.

There were more activities to entertain the crowd and more continuing entertainment through the afternoon and evening in Derbyshire than in any other county in the East Midlands.

2.2 Olympic Milestones

To celebrate the Torch Relay in the county and to leave a lasting legacy, Derbyshire County Council received grant funding from the Legacy Trust and Arts Council England to install eleven milestones at key points along the Torch Relay Route. The milestones are sited in each of the nine towns and villages, with one at Highfields School, Matlock and one in Derby.

Stone was sourced from local quarries, to match the local stone in each place. Each milestone is engraved with the name of the town or village, London 2012, the distance in miles to the Olympic Park, and a line of poetry. Each milestone thus forms part of an overall Olympic Torch Relay poem, making a kind of poetry trail through the county. Andy Oldfield, a local stone mason, was commissioned to design and carve the milestones and Matt Black, the Derbyshire Poet Laureate, composed the county's Olympic Torch

Relay poem. Matt will run poetry workshops in each town/village in the autumn.

The finished milestones were installed and unveiled on Sunday, 9th September 2012, to coincide with the Paralympic Closing Ceremony.

2.3 Other London 2012 cultural activities in Derbyshire

This summer provided the climax of the Cultural Olympiad, the largest cultural celebration in the history of the modern Olympic and Paralympic movements. Over the past four years more than 18 million people across the UK have attended or participated in over 9,000 performances and 8,000 workshops, with a number of these taking place in Derbyshire. The following is a brief overview of a few of the events that have taken place:

- *All the Bells*: This artwork by Turner Prize winner Martin Creed was part of the national London 2012 Festival. The aim was to get as many people as possible ringing bells of any kind (church, bicycle, canal boat, hand, etc.) at 8.12am on Friday, 27th July to celebrate the start of the Olympic Games, across the whole of the UK. This was extremely well supported in Derbyshire.
- *Lionheart*: Three giant hand-crocheted lions are travelling round the UK in a re-imagining of Richard the Lionheart's crest. Shauna Richardson spent two years crocheting the lion skins, using 36 miles of wool from Peak District sheep. The tour launched at Chatsworth House in May.
- *Olympicnics*: To coincide with 100 days to go to London 2012, a range of events and activities labelled "Olympicnics" took place at many of the parks in the county. These free events were held across Derbyshire and people were encouraged to bring food and drink and take part in various fun sporting activities. For example, in South Derbyshire, over the period of London 2012, the District Council promoted three family funs "Olympicnics" in Swadlincote, Hilton and Melbourne to help inspire young people to participate in local sports.
- *"Cargoes"*: Artworks created by artists and school children were conveyed along the waterways on narrow boats. The exhibition visited Cromford in May.
- *The Great Shakespearean Workout*: This high energy approach to *Troilus & Cressida* appeared at numerous Derbyshire locations throughout the summer. It is performance by the 1623 Company who come from Derbyshire. A unique online production will also be produced in conjunction with the 1623 company and A-Light Theatre from Tokyo – www.unclepandarus.com
- *The English Flower Garden*: Paul Cummins, an artist from Chesterfield, was commissioned to make a quintessentially English flower garden, made up of more than 15,000 individual ceramic blooms, each one crafted by hand. The Garden is currently installed at the House of Commons and has also been exhibited at numerous stately homes throughout the country including Hardwick Hall, Castle Howard and Althorp House, as well as Chiswick Gardens. Pauline Latham MP and the University of Derby hosted a reception at the House of Commons to celebrate Paul's work.

- *Running Shorts*: A series of dramatic readings with Olympic themes was held at Chesterfield care homes earlier this year.
- *Ice Age Olympics*: These were held in August at Creswell Crags.
- *The Lyric Lounge* is a travelling spoken-word festival, bringing together international and local poets in many different locations. A Lyric Lounge event was held as part of the Derbyshire Literature Festival in May.
- *Story Lab*: This year's Summer Reading Challenge in libraries was also part of the London 2012 Festival, and around ten thousand children in Derbyshire participated.
- *Bright In the Corner* is a brand new musical dance theatre piece created through collaboration between artists from the black township of Mamelodi in South Africa and from Derbyshire. It was showcased at the Wirksworth Festival in September, before travelling around the region.
- *Bandstand Marathon*: Music bands of all kinds played on bandstands across the UK to mark the end of the Olympics on Sunday afternoon, 9th September 2012. A number of Derbyshire bandstands registered to take part, including Cliff Park Dronfield, Creswell Crags, Derwent Gardens Matlock and Maurice Lea Memorial Park Swadlincote.

2.4 Derbyshire 2012 Group

In addition to the significant number of cultural based initiatives and events across the county senior county council staff have been part of a countywide group coordinated by Rory Slater that also included representatives from Derby City Council, Derbyshire Economic Partnership, the Voluntary and Community Sector, Derbyshire Sport, Visit Peak District & Derbyshire, Derbyshire & Nottinghamshire Chamber of Commerce and the University of Derby.

The following is a summary of the key successes within the seven themes identified in section 2.

2.4.1 Inspiring Young People

Young people of all ages and abilities were involved with the 'Derbyshire Baton Challenge'. The challenge was to carry the baton along a 212 mile sustainable transport route from the Olympic Stadium. The journey, organised by staff from Children and Younger Adults Lea Green outdoor centre, started adjacent to the Olympic Park on Sunday 22 July. The route used pathways, parks, bridle paths, canal towpaths and back country lanes with the route climbing and falling over 10,000ft during the 205 miles journey. Along the way children and families could choose their own mode of travel and a suitable distance to create their own individual challenge as part of the event. Young people of all backgrounds and abilities took part in the challenge, ability or disability was no barrier to participation as a team of support staff and young people were available to assist participants with the challenge.

In total, five batons were carried the distance by a group of 500 youngsters and their families from London to Derbyshire, culminating in the final batch of cyclists bringing the batons home to County Hall, in Matlock on Friday 27 July, in time for the opening ceremony.

Almost 500 schools in the county signed up to London 2012's education programme "Get Set". 385 (312 in the county and 73 in Derby) of these have become active Network members, more than any other county in the East Midlands.

Eight Derbyshire schools won DofE funding of £8,000 each as part of the "Get Set to plan your 2012" initiative. Kirk Hallam School hosted an event for the twenty schools across the region which had been successful.

Over 1,200 young people in the county have been inspired to take part in sport in their own time in the first 6 months on the new national "Sportivate" programme. This is aimed at young people aged between 14 and 25 who are not currently taking part in sport in their own time.

More than 200 pupils from over twenty schools throughout the county took part in three "Sportsability Plus" events across the county to celebrate 200 days to go to the London 2012 Paralympics.

More than 700 pupils took part on the Derbyshire School Sports Association (DSSA) Cross Country Championship in February, together with over 1,000 who were part of the DSSA Winter and Summer Sports events.

To coincide with 100 days to go to the Paralympics a three-day County Cycle Ride took place, supported by Derby County FC, Chesterfield FC and the University of Derby. The team of cyclists included Derbyshire Paralympian Leon Taylor.

2.4.2 More People More Active in Derbyshire

Derbyshire Sport facilitated a "Get active, get fit, have fun, get involved" events programme. The aim was to encourage more people to join in mass participation events and to signpost them to other local events and clubs. Events included the Derby 10k Run, which attracted more than three thousand runners and saw the first wheelchair race, the Midsummer Midnight walk at Cliffe Park and Race for Life (attended by over 6,000 entrants).

Ongoing support for active and healthy lifestyles across Derbyshire was also offered through the County Councils £180,000 Sports Action Grant fund which has made awards to nearly 200 local groups to provide activities that:

- encourage more people to take part in sport and physical activities
- promote healthy and active lifestyles
- encourage volunteering within sport and improve sporting performance.

Grants ranging from £100 to £1,000 – have been awarded to projects all over Derbyshire including building refurbishment, improvements to pitches and training areas, new equipment, coaching courses and website development.

Many Leisure Centres run by both local authorities and the private sector have held a number of open weekends where the public could “try something for free”.

New trails were opened in the Peak Park, notably the Monsal Trail tunnels, and over 80,000 people have taken part in cycling the trails so far this year.

To link to the Paralympics, many disability events and activities have taken place across the county including a “Super Sunday” sports event at Lea Green and a Paralympic awareness event at Queens Leisure Centre in Chesterfield.

Many events were specifically family-orientated, including family fun days at Alfreton Leisure Centre and a family decathlon challenge at New Mills Leisure Centre.

The latest Active People survey shows that the number of people now active in the county has risen from around 21% three years ago to nearly 23%.

The Tour of Britain Cycle event visited Derbyshire on 10 September, travelling through Ilkeston, Coxbench, Duffield, Turnditch and Ashbourne. This was another opportunity to showcase the county and further inspire the increasing number of cyclists in the county.

2.4.3 Developing Talented Sports People in Derbyshire

This year 187 promising young athletes have won bursaries of between £150 and £400 this year as part of the £40,000 Podium initiative.

ICON, the business support programme for Derbyshire’s talented athletes, is now nearing fifty members. Several events have taken place this year, and the University of Derby will host an event on 26th September, attended by a number of the county’s Olympians and Paralympians.

The Derbyshire Institute of Sport was launched earlier this year with its core purpose:

“To provide high quality support to Derbyshire’s emerging talented sports performers, enabling them to achieve greater national and international success and to enhance the reputation of Derby and Derbyshire”.

Andy Wood, who was Team GB Badminton Coach at the last three Olympiads is the Institute’s Performance Coach and funding has been provided by County and City Councils and the University of Derby.

2.4.4 Derbyshire Business bidding for London 2012 contacts

Over 2,000 companies in the county are now registered on the London 2012 “CompeteFor” Procurement Website which will contain full details of all the London 2012 “legacy” contracts including the transformation of the Olympic Park into the Queen Elizabeth Legacy Park.

Very conservative figures show that around 90 companies in the county have won at least 114 London 2012 contracts, with an estimated value of more than £110 million, more than anywhere else in the East Midlands. Over 70% of these contracts have been awarded to SME companies, covering sectors

including farming, floristry, construction, textiles, consultancy, catering, signage and hotels.

2.4.5 Derbyshire a place to visit before and after 2012

The Visit Britain Campaign “Great Britain” commenced earlier this year and included the promotion of a 20.12% discount scheme to customers. Many companies and organisations in the county signed up for this initiative including Chatsworth House and the Heights of Abraham, making Derbyshire and the Peak District the second most prolific supporter of this programme in the country.

Visit Peak District and Derbyshire have established via Visit England an Ambassador Programme for the county, focusing on foreign nationals who have relocated to Derbyshire, tourism providers from iconic locations in the county and sports personalities who have trained or lived here. These “media savvy” ambassadors have been promoted to the visiting world and domestic media.

Building on this initiative Visit Peak District and Derbyshire, in conjunction with VisitEngland, was part of just a handful of British locations that hosted over two hundred overseas journalists on the Orient Express from London and then held a separate event at the Tower of London, targeting visiting media to promote Derbyshire and the Peak District.

The Olympic promotion of the county continued with journalists from Germany, Italy and Japan, with a number of UK national publications, being hosted at Marriot Breadsall Priory and then attending the Summer Nights outdoor film festival showing at Kedleston Hall.

The specific aim of these initiatives is to showcase the county and promote the opportunities to increase international and national tourism traffic in 2013 and beyond.

Visit Peak District & Derbyshire has also had confirmation that it will receive a share of the Government’s Regional Growth Fund to support a major marketing campaign worth £600,000 over the next three years. The announcement means that it can now press on with its planned strategy, based on the themes The Great Escape and Active Peak, as part of national tourist board Visit England’s partnership project Growing Tourism Locally. Visit England estimates that the additional tourism spend in Derbyshire could create up to 130 new jobs in the Peak District over three years

2.4.6 Pre-Games Training Camps

Derbyshire hosted a very successful Pre-Games training camp for both the Australian and Canadian Badminton teams. The teams based themselves in South Derbyshire at the Etwall Leisure Centre which has international standard badminton facilities.

Many local young people were able to see the athletes making their final preparations and the two team coaches along with Andy Wood, former Olympic Team GB Badminton Coach, hosted a seminar for local coaches.

As part of the final preparations, an international exhibition match between the Australian Olympic team and a team of GB All Stars, including Nathan Robertson, Gail Emms and Donna Kellogg, took place prior to both teams departing for the Olympic Park.

Both teams were extremely impressed by both the facilities and the support that they received and plans are being prepared to host the teams again in the lead up to the Glasgow 2014 Commonwealth Games.

2.4.7 Encouraging Volunteering in Derbyshire

A number of individuals from the county acted as London Games Makers volunteers, and several of these have been promoted in the local media.

To support the Torch Relay and other key 2012 themed events in the county, the University of Derby and Derby and Chesterfield Colleges offered the services of students and staff. In addition, staff from many Derbyshire local authorities provided volunteers to support the Torch Relay.

Derbyshire Sport ran a number of free workshops across the county to encourage people who would like to become sports makers and help to make sport happen as part of a push to get more people more active in the county ahead of London 2012.

Thirty Derbyshire projects were awarded the London 2012 Inspire Mark, helping the East Midlands to become the third most prolific region outside London and the South East for these initiatives.

3. Other considerations:

In preparing this report the relevance of the following factors has been considered; financial, legal, prevention of crime and disorder, equality of opportunity; and environmental, health, human resources, property and transport considerations.

4. Background papers

Cultural Olympiad, May 2009

Cultural Olympiad, July 2009

5. Key Decision:

No

6. Call-in:

Is it required that call-in be waived for any decision on this report?

No

7. Strategic Director's recommendation:

That Cabinet notes the report.

Martin Molloy
Strategic Director
Cultural and Community Services