

BRECKLAND COUNCIL

CABINET – 12th February 2008

REPORT OF THE EXECUTIVE MEMBER FOR COMMUNITY ENGAGEMENT **(Author: Joe Liggett, Leisure Services Manager)**

Breckland Cultural Olympiad Celebration

Summary: This report request funding to support the 'Breckland Cultural Olympiad celebration 2008' forming part of the Council's Civic Pride Agenda.

1. BACKGROUND

- 1.1 The Olympic Games and Paralympic Games, 'the greatest sporting event in the world' will take place in London in 2012. From the moment the Beijing Games close on 24 August 2008, to the close of the Paralympic Games on 16th September 2008, a three week programme will mark the start of an ambitious four-year programme leading up to 2012.
- 1.2 The Council aims to celebrate the hand over of the games and the Cultural Olympiad by promoting 3 weeks of high quality, diverse and inspirational cultural and sporting activity during the summer of 2008.
- 1.3 In the short term the aim will be to capture the spirit generated by the Beijing Olympics providing local people with the opportunity to participate in sport and arts events. In the medium term it is intended to ensure a positive legacy, build capacity and increase the skill base within the voluntary sector. This will be achieved by active support for local clubs, cultural organisations and community groups and improving community cohesion.

2. KEY DECISION

- 2.1 This is a key decision.

3. COUNCIL PRIORITIES

- 3.1 The matter raised in this report falls within the following Council priorities:

- A well planned place to live which encourages vibrant communities
- A safe and healthy environment
- A prosperous place to work and live

The matter raised in this report also falls under the Local Strategic Partnership priority of increasing community participation in a broad range of cultural activities.

A range of agencies and stakeholders will be involved in the coordination and delivery of this cultural agenda, which will drive progress on community cohesion and the development of vibrant, sustainable and inclusive communities in Breckland.

4. MAIN BODY OF REPORT

4.1 Ensuring a sustainable legacy from the Olympics in sport, art culture and volunteering is dependent upon forward planning and anticipation. In addition it is important to work with related businesses and voluntary organisations to inspire young people to take part in the London Olympics. The economic and social benefits that London 2012 will bring to the capital and to the country are potentially enormous. However, it is recognised that regions such as East Anglia will need to work hard to capture these as London will naturally be the principal focus. Working with tourism organisations will be essential in this regard.

4.2 The new Dereham Leisure Centre has been put forward as a training camp for a small visiting team and if successful will be promoted in the facilities guide following the close of the Beijing Olympics.

4.1 The Council's key objectives for local celebrations and activities will focus on the following:

- Participation and active involvement
- Access and inclusion of everybody in Breckland – coming together
- Inspiration through positive role models
- Involvement and ownership through pre-event activity
- Celebration and awareness of cultural diversity
- The promotion of physical and mental health and wellbeing
- Promotion of the district to potential visitors

4.2 Please refer to Appendix A which provides a draft timetable of provisional events

4.3 This report seeks to establish a funding reserve of up to £50k to support the preparation, project management, event organisation, promotion and implementation of events aimed at celebrating the Cultural Olympiad across the district.

4.4 A significant number of events are planned and most will be self funding, however given the range of activities there is a high degree of risk that some will incur costs which are not anticipated. In addition some events require upfront funding to be put in place.

4.5 The celebration will run from the 24th August to 14th September 2008 and will be subject to a review afterwards to assess its impact and achievement of outcomes.

5.0 OPTIONS AVAILABLE

5.1 To approve the request for a Cultural Olympiad Funding Reserve of up to £50k

5.2 Do not approve the request for a Cultural Olympiad Funding Reserve

6.0 REASONS FOR RECOMMENDATIONS

6.1 The reasons for recommendation are as follows:

- It meets the Corporate Objectives of the Council
- To continue to raise the profile of our district, as part of the Council's Civic Pride Agenda.
- Creating sustainable clubs and community groups and improving community cohesion.

7.0 RECOMMENDATION

7.1 I recommend that Cabinet approves:

7.1.1 a) A Cultural Olympiad Funding Reserve for up to £50k

This report has taken account of the need for compliance with the Council's Equal Opportunities Policy and the requirements of Section 17 of the Crime and Disorder Act 1998 and the Human RIGHTS Act 1998. This report raises no matters to which attention specifically needs to be drawn under the legislation.