

Report of	Meeting	Date
Director of People and Places (Introduced by the Executive Member for People)	Executive Cabinet	24 November 2011

UPDATE ON LONDON 2012 PROGRESS IN CHORLEY

PURPOSE OF REPORT

1. To highlight current progress of initiatives and work to promote and link Chorley to the London 2012 Olympic and Paralympics Games.
2. To provide an update on the implications for the Olympic Torch Relay passing through Chorley centre, Euxton and Croston.

RECOMMENDATION(S)

3. That Members note the current progress against the action plan previously reported to Members.
4. That a budget provision of £40,000 be made to support the activities and initiatives planned for the Torch Relay and Olympiad period

EXECUTIVE SUMMARY OF REPORT

5. London 2012 offers a significant opportunity to further the Council's strategic objectives and ensure that Chorley is connecting to the Olympic Games programme to the benefit of Chorley's citizens. This report updates Members on the current progress the Council is making with less than one year to go before the Olympic and Paralympic Games and identifies a £40,000 budget requirement to ensure that planned activities are financially supported.

Confidential report Please bold as appropriate	Yes	No
----------------------------------------------------------	-----	-----------

Key Decision? Please bold as appropriate	Yes	No
----------------------------------------------------	-----	-----------

REASONS FOR RECOMMENDATION(S)

(If the recommendations are accepted)

6. To ensure that the work of the Council and its supporting partners takes full advantage of the opportunity's that London 2012 brings for Chorley residents and business.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

7. To do nothing more and stop current activity regarding the Olympics and links into other opportunity's.

CORPORATE PRIORITIES

8. This report relates to the following Strategic Objectives:

Strong Family Support		Education and Jobs	X
Being Healthy	X	Pride in Quality Homes and Clean Neighbourhoods	
Safe Respectful Communities	X	Quality Community Services and Spaces	
Vibrant Local Economy	X	Thriving Town Centre, Local Attractions and Villages	X
A Council that is a consistently Top Performing Organisation and Delivers Excellent Value for Money			

BACKGROUND

9. The sporting element of the 2012 Games begin on 27 July 2012 until 12 August 2012 with the Paralympic Games commencing 29 August 2011 until 9 Sept 2011. However there are key milestones on the way and these referred to below.
10. Over the last three years we have endeavoured to link existing and new activity towards London 2012. In Lancashire activity started some three years ago with the Olympic Handover flag ceremonies and Chorley played an active part in this. During this period Chorley has also staged the 2010 British Sprint Orienteering Championships in Astley Park and linked activities such as Play Day, NW Streetgames, Holiday Programmes and the Sport Relief Mile to the London 2012 effort.
11. Earlier this year the Council wrote to the London Organising Committee of the Olympic and Paralympic Games to express its desire for the London 2012 Olympic Torch Relay to pass through the Borough and to raise the profile of Chorley.
12. Members will be aware of the announcement that the Olympic Torch Relay will pass through Chorley centre, Euxton and Croston. The Council now has the responsibility for facilitating the Olympic Torch's safe arrival; ensuring the Olympic Torch Relay Route is dressed for the occasion; encouraging local people to get involved including lining the route and liaising with local partner agencies, such as the police, to enable the Olympic Torch to pass through the borough.
13. The activities already planned in Chorley for 2012 are substantial and in the main will be provided within existing planned budgets. The activities we are now committed to provide are as follows:

<u>Activity / Project</u>	<u>Description.</u>
Chorley Smile 2012 / Jubilee Picnic	Annual event with a clear focus on 2012 and the Queens Diamond Jubilee set for June 2012
London 2012 Olympic Torch Relay	The route has now been announced and will pass through Chorley centre, Euxton and Croston on 1 June 2012
Get Up and Go	The Council's brand for all activity aimed at young people. This project has successfully applied for the 2012 Inspire Mark.
Leisure Facilities	Active Nation and Glendale who oversee the councils facilities

Disability Awareness / REACH	Awareness raising day/ event held traditionally in the town centre.
Raising the profile of sports development and health promotion work.	Continued and enhanced promotion of several project areas and activity's such as Streetgames Active Generation Active Women Young Volunteers Personal Best Inclusion in sport Play Rangers Club support Sportivate
Volunteering Programme	Regular promotion via press on national initiatives but developing the Co-operative Streetgames Young Volunteers
Olympic Floral Display.	Displays in town centres and recreation areas with specific themed dressing
Chorley's Hall of Sporting Fame including an exhibition at Astley Hall.	To create a visual and interactive exhibition resulting in a permanent Hall of Fame of Chorley Sporting Greats.

14. However now that confirmation of the Olympic Torch route has been announced, the responsibility of ensuring a successful and high profile passage through the Borough does require additional financial support as follows:

Olympic Torch Relay Activity	Estimated Budget
Torch Relay – route dressing and road closures	£15,000
Torch Relay – publicity and promotion	£5,000
Torch Relay – additional sport and play activities	£10,000
Torch Relay - contingencies	£10,000
Total	£40,000

We will endeavour to reduce the financial burden to the Council by seeking financial contributions from partner agencies, in particular with respect to the cost of road closures as well as contributions in kind for publicity, promotion and route dressing. Work is well underway to establish a task force that will drive through the successful delivery of the Olympic Torch event and the associated planned Olympic activities.

15. Other local activities around the London 2012 theme which Members may wish to be aware of are as follows:

- Inspire Mark: This is a high profile accreditation scheme that the Council has been successfully obtained for a number of sport and play activities. Further submissions are currently being made for addition sport and play schemes and activities.
- Business: Two Chorley business's have been successful in winning Games time contracts; Adlington Welding to provide welding services for stadiums and Production Glass Fibre in Buckshaw who are providing diving boards for the Olympic pool.
- Schools: 'Get Set' is the national schools programme which currently works with schools to enthuse young people and ensure that the potential for sport and play

activity is maximised. We are seeking to link our activities with this programme and encourage Chorley schools to engage in 2012.

- Tourism: Lancashire and Blackpool Tourist Board will be promoting tourism throughout the County in 2012 for example The Open Golf Championship being hosted in Lytham St. Annes provides visitor opportunities in addition to the Olympic effort.
- Cultural Olympiad: The north west Cultural Olympiad is being delivered under the banner of 'We PLAY!'. We are actively seeking links to this programme to ensure a successful combination of sport, arts and cultural activities during the London 2012 period.

IMPLICATIONS OF REPORT

16. This report has implications in the following areas and the relevant Directors' comments are included:

Finance	X	Customer Services	
Human Resources		Equality and Diversity	
Legal	X	Integrated Impact Assessment required?	
No significant implications in this area		Policy and Communications	

COMMENTS OF THE STATUTORY FINANCE OFFICER

17. This report is asking for one-off funding in the sum of £40,000 to be approved in 2012/13. It is recommended that this is funded from the general fund balance. The current Revenue Budget Monitoring Report, also on this agenda, identifies that balances will exceed £2.0 million as at 1st April 2012, being the minimum target level in the Council's Medium Term Financial Strategy.

COMMENTS OF THE MONITORING OFFICER

18. Authorising this expenditure is an appropriate use of the general well-being powers given the rarity of this event and the promotion of Chorley Borough and the health and well-being of the residents through the activities provided.

JAMIE CARSON
DIRECTOR OF PEOPLE AND PLACES

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Lee Boyer	5732	4 November 2011	2012games