

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 12

Brighton & Hove City Council

Subject:	Brighton & Hove's Programme for 2012		
Date of Meeting:	26th July 2011		
Report of:	Strategic Director: Communities		
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Wards Affected:	All	All	

1. SUMMARY AND POLICY CONTEXT

- 1.1 This report presents an update on Brighton and Hove's activity in relation to London 2012, the context for that activity, a summary of that activity to date plus an indication of future potential.
- 1.2 The Olympic and Paralympic Games provides an inspirational platform to seize the many opportunities for the city in business, sport, culture, tourism and volunteering.
- 1.3 These ambitions will not be realised without the support of the council and close links with our partners. Brighton & Hove are fully committed to a partnership approach at a local, regional and national level, and working with central government, the London Organising Committee for the Olympic Games (LOCOG) and the Olympic Delivery Authority (ODA).

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member recognises the potential and impact surrounding the 2012 Games, notes the contents of the report and endorses the activity to date.
- 2.2 That the Cabinet Member continues to endorse the partnership approach adopted at every level to meet agreed outcomes.
- 2.3 That the Cabinet Member continues to support the council's role in facilitating the 2012 citywide strategy group and endorses the priorities this group are working towards.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

3.1 The 2012 Co-ordinator post supports involvement for Brighton and Hove in 2012. This continues to be funded, jointly from Culture and Economy and Housing. The post has focussed on a number of things:

- producing events locally
- supporting the development of appropriate city initiatives
- taking part in regional and national programmes
- ensuring the city is linked into regional and national planning groups.

3.2 BHCC continues to be part of any regional or national initiatives that benefits the city:

- As announced recently, the City will be one of the destinations to host the Olympic Torch Relay on 16 July 2012
- Yellowwave – the city’s beach volley ball centre is registered as an official pre-training camp
- Brighton Museum is host to “Stories of the World” a national museums programme
- Lone Twin local winner of the regional “Artists Taking the Lead” project for the South East with their commission The Boat Project
- Five “Inspire Marks” have been awarded for 2012 linked city projects
- 200 learners graduated from the Personal Best (pre employment training) programme delivered by Albion in the Community
- Over 66% of schools are registered on the London 2012 educational programme - “Get Set”
- Collaboration between the city’s universities in the Creative Campus initiative
- The city’s greeter scheme has close links with the “Welcoming the World” initiative
- Free swimming, over 17,500 free swimming registrations submitted

3.3 At a local level, and to underpin the **Brighton & Hove 10..11..12** identity, a core set of key messages have been consistently reinforced throughout in the lead up to 2012 Olympiad.

- Improve the health and wellbeing of the city’s residents
- Build and grow the city’s cultural and sporting offer
- Deliver economic benefit to the city generating new revenue and job opportunities

These key messages above will be used consistently to provide residents, businesses and visitors with an obvious and easy to understand link between the many and diverse range of activities that are planned as part of the city's 2012 programme of events and celebrations.

- 3.4 The 2012 city wide strategy group have worked within the key messages above and developed three Brighton & Hove themes:
- **Profile** - Increase and raise the economy and profile of the city locally, nationally and internationally
 - **Participation** - Increasing participation in sport and physical activity to raise the overall health of the city
 - **Infrastructure** - To maximise and increase activities offered within the city's sporting facilities through the 2012 programme.
- 3.5 The **Profile** strand will include a range of events and activity that build on historical and current activity aiming to promote the reputation and profile of the city, increasing footfall and visitor figures. The economy/profile strand of the programme cannot be neglected partly because of the impact of the recession. Additionally, tourism colleagues are predicting that there may be a drop in visitors to the city in 2012, specific marketing needs to counter this to attract visitors staying in London for the Games. In terms of supporting the city's economy, there may also be specific opportunities for our businesses in terms of procurement or training linked to 2012.
- 3.6 The focus on **Participation** plays into our health agenda and the work of the sports development team aiming to get 'more people more active more often'. Participation is not just about playing sport, but also about volunteering placements, apprenticeships in the sports and leisure industry and other opportunities for people to take part.
- 3.7 The **Infrastructure** strand aims to highlight some of the capital developments and refurbishments, particularly in terms of sport that are in the planning or due for completion during that timescale. There are a number of impressive developments in terms of facilities for sporting activity in the city. For example: the Cricket Club expansion and development, the arrival of the architecturally beautiful community stadium as well as some smaller more integrated elements such as the ongoing development of walking and cycling routes.
- 3.8 At a local level the city already has a successful 2012 programme giving residents and visitors the opportunity to feel a part of the Games through sport and culture. A year long calendar of events and activities, inspired by the Games, is currently being put together to be launched in September. The draft calendar is attached at Appendix One.
- 3.9 Hosting the Olympic Torch Relay provides the city with a unique opportunity to be directly involved in an international event, raising the city's profile at a local, regional, national and international level. World wide coverage of this large scale event will highlight the city as a destination for tourism and

business. With any large scale event the impact on the local economy is immediate bringing residents and visitors into the city, and longer term potential business opportunities. The opportunity for participation will be provided through the involvement of communities welcoming the Torch through the city's streets.

- 3.10 The simple programme structure and themes outlined for **Brighton and Hove 10..11..12** creates enough of a city framework for a wide range of partners to work together with the council retaining a leadership and coordination role, continuing to chair the strategy group, involve a wider range of partners and expand the programme.
- 3.11 With a year to go, now is the time to really increase the profile and energy behind this initiative. There are some really good events in the calendar and a wide range of opportunities for our residents to take part and for the city to increase its profile outside of the country to potential visitors.

4. CONSULTATION

- 4.1 Consultation has been carried out across council departments in the establishment of the programme to date plus a range of key partners. Consultation will continue to be focused around the 2012 citywide strategy group.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications

The funding for the 2012 Coordinator post is included in the current revenue budgets and will be included in the 2012/13 budget strategies being developed.

The future projects and programme referred to will be subject to identifying funding with partners and external organisations, where appropriate, and in accordance with the Outdoor Events Policy.

The estimated cost of hosting the torch relay is still being quantified and will be reported in due course.

*Finance Officer Consulted: Michelle Herrington, Principal Accountant
Date: 13th July 2011*

5.2 Legal Implications

There are no direct legal implications arising from this report. Any legal implications arising from specific parts of the council led 2012 programme will be dealt with in more specific reports to Cabinet, Cabinet Member Meetings or Scrutiny meetings as the programme develops.

Lawyer Consulted: Bob Bruce, Principal Solicitor Date: 12th July 2011

- 5.3 Equalities Implications:
There are positive equalities implications in the delivery of much of the planned 2012 programme in that activity will be targeted towards those who do not currently participate. Significant elements of the 2012 programme will also be free and open access.
- 5.4 Sustainability Implications:
The events programme will conform to the requirements to produce and run events in a sustainable manner.
- 5.5 Crime & Disorder Implications:
There are positive implications in terms of the prevention of crime and disorder in the provision of free events in public spaces that foster civic pride, natural surveillance and positive public behaviours.
- 5.6 Risk and Opportunity Management Implications:
The risk management implications in any event or programme would be outlined in detail in the project plan. The opportunities are outlined in the body of the report.
- 5.7 Corporate / Citywide Implications:
The opportunities from the city taking an active role in developing and delivering a programme for 2012 are citywide in terms of all residents.

SUPPORTING DOCUMENTATION

Appendices: 2012 Celebration Calendar

Documents in Members' Rooms

None

Background Documents

None

