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## Report of the Director of City Development

### City Development Scrutiny Board

Date: Tuesday 12<sup>th</sup> January 2010

Subject: Leeds 2012 Olympic Project

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#### Electoral Wards Affected:

City-wide

#### Specific Implications For:

Ethnic minorities

Women

Disabled people

Narrowing the Gap

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## 1.0 Purpose Of This Report

- 1.1 The report outlines the developments put into place in Leeds to ensure that the city is in a position to maximise the opportunities of the Olympic and Paralympic Games being held in London in 2012. The report also outlines structures put into place to develop regional plans to support the Games.
- 1.2 The report outlines the progress of the Leeds 2012 Olympic Project Board and work within the five themed areas of work.

## 2.0 Background Information

- 2.1 Following the announcement of the awarding of the Olympic Games and the Paralympic Games (for the purpose of this report the term 'Games' and 'Olympic Games' will be used to include both the Olympic Games and the Paralympic Games) to London in July 2005, Leeds established, through the Leeds Initiative, a 2012 Task Group to explore the ways in which the city could both contribute to and benefit from the Games being held in London.
- 2.2 The Task Group gained funding support from Leeds City Council and Leeds Initiative for the temporary appointment of a programme manager to scope out the opportunities for Leeds from the London 2012 Games and to identify the potential resources that could be provided to support the delivery of these opportunities. LCC Executive Board approved a report in September 2007 that outlined the potential benefits and opportunities, proposed a structure and identified the budget required to take the project forward.
- 2.3 A permanent post was approved, based in City Development, to coordinate the work with Council departments and other partners. The report also recommended that a Project Board of Council officers and external partners should be established to provide a strategic lead

for this area of work. The five 'opportunities' agreed in the report were Sport, Culture, Communities, Business and Tourism. (See Appendix 1 Leeds 2012 structure)

2.4 At a regional level, Leeds is part of the 2012 organisation called Yorkshire Gold, chaired by Martin Havenhand, former chief executive of Yorkshire Forward. This committee includes representatives from Yorkshire Forward, Sport England Yorkshire, Government Office, Welcome to Yorkshire, Local Government Yorkshire and Humber and the Learning and Skills Council, along with the other four key cities. Yorkshire Gold also provides a regional link into the national London 2012 structures through representatives that are part of the National and Regions structure established by the London Organising Committee for the Olympic Games (LOCOG).

2.5 A regional strategy, 'Yorkshire Gold', has been produced and recently refreshed, covering the period 2007 to 2017. This maps out five 'Golden Opportunities' and identifies the regional lead agencies to take them forward. The Learning and Skills Council has also joined the other regional agencies on Yorkshire Gold and has been tasked with delivering the skills, education and employability agenda. Leeds actively contributes towards the delivery of these five opportunities through participation at various regional meetings. Copies of Yorkshire Gold will be made available for members at the Scrutiny Board meeting. It can also be accessed via the city's Olympic website - [www.leedsgold.co.uk](http://www.leedsgold.co.uk)

<b>Yorkshire Gold: 5 Golden Opportunities</b>	<b>Lead agency</b>
Becoming a World Leading Sporting Region	Sport England Yorkshire
Active and Engaged Communities	Local Government Yorkshire & Humber
A Carnival of Culture	Arts Council Yorkshire
Enhanced Profile and Tourism Potential	Welcome to Yorkshire
Winners in Business	Yorkshire Forward

### **3.0 Progress of the Leeds 2012 Olympic Project.**

3.1 The Leeds 2012 Project Board, chaired by the Director of City Development, has met on a regular basis since October 2008. The 2012 report approved by the council's Executive Board approved the current project structure of city-wide thematic groups reporting to a strategic project board made up of council officers, representatives of each thematic group and key external partners. The emphasis was not to establish a large team to manage and deliver a wide range of projects and initiatives but to provide coordination and support through a project manager for the thematic groups, which would take the lead in their different areas. (See Appendix 2 Project Board Terms of Reference and membership).

3.2 The Board has overseen a number of key developments that relate to all areas of 2012 Olympic work. These include:

- the development of a brand, Leeds Gold, to be used by the council and partners, to provide a way of associating all the different activities under a common logo;
- a communications plan; and
- the Leeds Gold website – [www.leedsgold.co.uk](http://www.leedsgold.co.uk).

The Board has also agreed a number of performance indicators that can be used to measure progress and the overall success of the project.

3.3 Following meetings with groups and relevant agencies, the views were that themed steering groups comprising key partners should be established to coordinate and develop opportunities in the areas of sport and culture where Leeds needed to be proactive. To progress the opportunities in 'business' 'communities' and 'tourism' it was felt that existing

city or sub-regional structures already in place could include as agenda items, when appropriate, issues associated with the London 2012 Games.

3.4 The following provides a summary of progress within the five main themes.

3.5 Sport.

The steering group is chaired by Malcolm Brown, Director of Sport at Leeds Metropolitan University, and includes representatives from a wide range of agencies. Their work has focused on three main areas:

- sporting legacy from the Games;
- financial support for talented athletes;
- and the Leeds' offer to attract international training camps.

3.5.1 Sporting Legacy. The following purpose has been agreed: "To use the inspiration of the London Olympics to increase the number of people playing, enjoying and succeeding in sport in West Yorkshire". A Leeds 2012 Olympic Legacy Framework has been developed with an action plan to achieve this through the following areas.

- Coaching
- Inspire
- Volunteering
- Activity
- Disability Sport
- Talent Support

The other four West Yorkshire local authorities have also adopted the purpose and six key areas of delivery.

3.5.2 Talented athlete support. The group has developed a proposal that will allow the local business community, individuals or agencies to donate money that will be used to help support Leeds-based athletes with the potential to represent Great Britain at the Olympic or Paralympic Games. The scheme has been deferred due to the current economic climate but it is hoped to be able to launch it early in the next financial year.

3.5.3 Attracting International Training Camps (ITCs) to Leeds and Yorkshire.

The hosting of ITCs in the run-up to the London 2012 Games is one of the most tangible aspects of 2012-related work that cities outside London see as generating benefits for them. The benefits will include:

- helping to bring the Olympic and Paralympic Games 'alive' for residents;
- economic benefits, as the estimated spend per head per day is projected to be at least £100 per person; and
- international teams providing opportunities to develop business links, to engage with different sections of our communities and to help foster a spirit of internationalism and cultural awareness.

3.5.4 The work to attract ITCs to the region is being led by Leeds and Sheffield. Both cities have received £130k support funding from Yorkshire Forward for this work. A Memorandum of Understanding has been signed between the cities to support this collaborative working.

3.5.5 Formal agreements are now signed with Serbia (all sports in conjunction with Sheffield) and the Netherlands for swimming. Serbian athletes have already trained in Leeds in September 2008 and will return again with their swim squad in March and with their Youth Olympic squad in July 2010. Discussions with US Diving for some of their divers to train in Leeds are also well advanced, although Sheffield would be their main base.

3.5.6 There have been ongoing discussions with a number of other countries regarding their training plans. These include China, India, Canada, Brazil, South Africa, Ethiopia and Russia. It is likely that the Chinese marathon team for the 2010 London Marathon will train at Leeds Metropolitan University for a week in April and that the Brazilian gymnastics team will train in Leeds in October 2010 before the world Championships in the Netherlands.

General discussions with other sports in both of these countries continues. There will be a key visit from the Chinese decision makers to Leeds in March or April 2010.

3.5.7 Progress has also been made with India, led by Leeds Metropolitan University, and a large number of their 2010 Commonwealth Games athletes may train in Leeds in 2010. We are also waiting for confirmation from South Africa that their swim team will be based in Leeds.

### 3.6 Culture

The Leeds 2012 Cultural Task Group is chaired by Catherine Blanshard, Chief Officer Libraries, Arts and Heritage Officer at Leeds City Council and includes representatives from a wide range of agencies. The group has met regularly and is focusing on the Cultural Olympiad and how the city can contribute. This agenda has helped bring the visual and performing arts groups together in the city for the first time to undertake joint planning and projects.

3.6.1 The Task Group submitted a bid to the regional Cultural Olympiad group as part of the Artists Taking the Lead programme for funding support. This was entitled 'Canvas' and the theme is a cross art-form group involving visual, performing arts and heritage disciplines that will prioritise artistic leadership. Leeds Canvas has been recently announced as the winning bid and will receive £500k of funding. The Quay Brothers will be artistic directors of the project.

3.6.2 The Leeds Museums Service are also part of a regional Museums, Libraries and Archives group that will host Stories of the World, one of the other national Cultural Olympiad projects. Led by Renaissance Yorkshire, the Stories of World exhibitions in Yorkshire will be known under the banner of Precious Cargo and young people will lead in its creation.

3.6.3 Northern Ballet Theatre, with Education Leeds, Marketing Leeds and a number of other partners, has also secured regional funding for a project entitled 'Don't Just Sit There', which aims to tackle issues arising from sedentary lifestyles.

### 3.7 Business

Companies in Leeds have been successful in gaining 21 contracts from the Olympic Delivery Authority (ODA). As a region, Yorkshire is behind most others in terms of the number of contracts secured. Work will continue with Leeds Chamber of Commerce and Yorkshire Gold Business Club to help promote the opportunities to gain part of the £1.7 billion worth of contracts, many of them for supplies and services related to the delivery of the Games. Contractual restrictions imposed by the ODA make promoting local business success very difficult.

3.7.1 The agreement with the Serbian Olympic Committee has enabled a number of business initiatives to be launched. These include a number of 'Doing Business in...' events that have been held in Leeds and Serbia. Leeds also hosted a civic and business delegation from Nis, the third city in Serbia that resulted in them signing up as a member of the Central European Business Network, a partnership between Leeds City Council, DLA Piper, PDA International and MAS.

### 3.8 Communities

There are currently over 120,000 volunteers who have registered on the London 2012 website for the 70,000 volunteering places that will be required during the Games. Of these, 5,753 have given a Yorkshire address with 2,540 from West Yorkshire. Work will continue to ensure these volunteers are linked into local volunteering opportunities, using Leeds 2010 Year of the Volunteer to help raise awareness and profile.

3.8.1 Leeds will also build on the opportunities offered by international teams training in the city to engage with different communities. This worked very well when some of the Ethiopian athletics team trained in Leeds and were able to join in local celebrations of Ethiopian culture.

3.8.2 Interest in the Olympics is continuing to develop in Leeds schools. The number of Leeds' schools registered on the 2012 'Get Set' educational website is currently 87 out of a total of 728 schools registered within Yorkshire. There were over 80 schools who took part in their

own 'Olympics' events during the Summer term 2009 as part of the Education Leeds Spirit Alive schools Olympics initiative.

### 3.9 Tourism

Increased tourism is regarded as one of the areas of potential economic gain for Leeds and the region generally. These gains could be achieved through attracting 'displaced' tourists who might normally go to London but want to avoid the Olympics or through attracting tourists to the area because their country or a particular sport team from their country are based here in the lead-up to London 2012. The area could also market itself as a value destination from which to travel to London daily and see the Games. A number of regional and city initiatives are being considered to help achieve these benefits.

### 3.10 Other initiatives

The Inspire Programme, an initiative that allows the 2012 brand to be associated with events and projects inspired by 2012, is a tool to help associate local projects with the Olympic Games. One Leeds submission has been approved with another four under consideration.

#### 3.10.1 Leeds will also be bidding to host the Torch Relay and planning around other key events such as the Open Weekend celebrations to ensure Leeds can maximise the opportunities the Games provide.

## 4. Conclusions

### 4.1 With just under three years (927 days) to the opening of the London Olympic Games on July 27<sup>th</sup> 2012, there remain a number of challenges for the city, not least, maintaining and building momentum within the council and with key partners. The emphasis of the work so far in the themed areas has been to look beyond the Games and focus on the legacy for the city from the events in London.

### 4.2 Developing and delivering an effective programme within these areas will be challenging, recognising the budget issues faced by the city council and other partners. It is important that we set realistic expectations for a city programme during the Games in 2012.

## 5.0 Recommendation

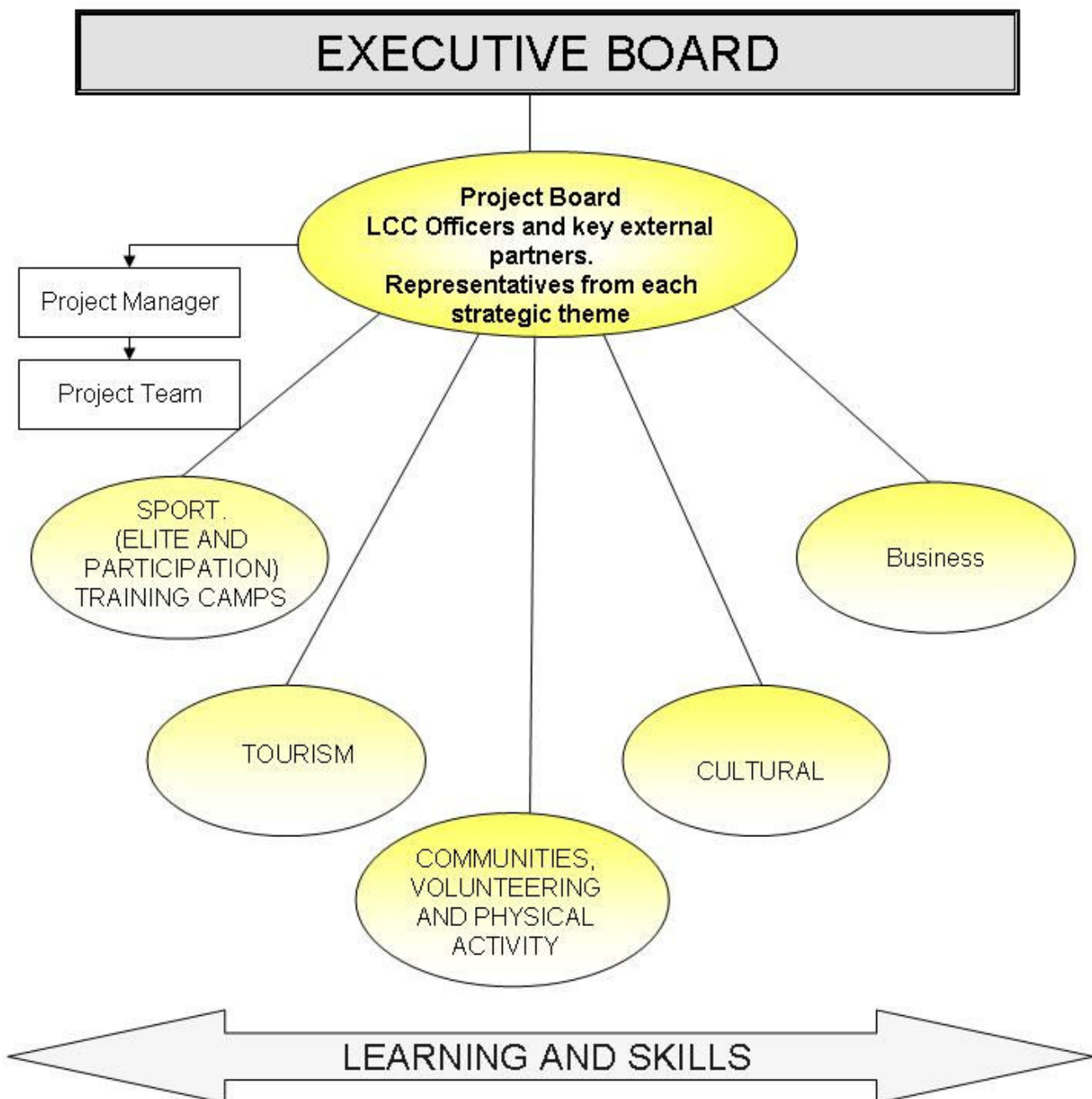
### 5.1 Members of Scrutiny Board are asked to note the contents of the report.

Background Paper

A regional strategy, 'Yorkshire Gold'

Leeds 2012 Olympic and Paralympic Games Project

Draft Project Management Structure  
(Based on the 5 themes within 'Yorkshire Gold')



### Terms of reference, Leeds 2012 Olympics Project Board

#### Purpose.

The Leeds Olympic and Paralympic 2012 Project Board has been established by Leeds City Council to provide leadership and strategic direction in activities undertaken by the city council and partners relating to the London 2012 Olympic Games and Paralympic Games. The overall purpose of the Board is to ensure:

**“that Leeds will contribute to, and capitalise upon, all of the opportunities that the hosting of the London 2012 Olympic Games and Paralympic Games provide, helping to meet the aims of the Vision for Leeds to go up a league and narrow the gap..”**

#### Terms of reference.

1. To influence programmes and projects that are clearly essential to delivering the city’s response to the London 2012 Olympic Games and Paralympic Games.
2. To champion and maximise the potential benefits and opportunities for Leeds from the staging of London 2012 Olympic Games and Paralympic Games.
3. To ensure the city council and partner agencies work collaboratively together to ensure a co-ordinated approach to the opportunities provided by the London 2012 Olympic Games and Paralympic Games.
4. To ensure that programmes and projects maximise the opportunity for a “legacy benefit” to the city following the London 2012 Olympic Games and Paralympic Games
5. To influence, challenge and encourage other organisations and agencies to plan and deliver their own contributions to help achieve the overall purpose of the Board.

#### Membership.

**Jean Dent**, Director, City Development, Leeds City Council. Chair of the Board.

Strategic theme representatives.

**Catherine Blanshard**, Chief Officer Libraries, Arts and Heritage Leeds City Council and Chair of the Leeds 2012 Culture group.

**Malcolm Brown**, Director of Sport, Leeds Met University and Chair of the Leeds 2012 Sport group.

**Barbara Woroncow**, Yorkshire Tourist Board and representative from the West Yorkshire Tourism Partnership.

**Gary McCall**, Director, Banana kick and representative from the Leeds Chamber Council

City partner representatives.

**Stephen Scott**, Pro-Vice-Chancellor, University of Leeds.

**Tina Conkar**, Business Development Manager and Research Manager

**Nigel McClea**, Partner, Pinsent Masons.

**Deborah Green**, Chief Executive, Marketing Leeds

**Martin Dean**, Deputy Director, Leeds Initiative

**Richard Mond**, Chief Recreation Officer, Leeds City Council.

**Danielle Cooper**, young people representative from West Leeds High School.

**Chris Edward**, Chief Executive, Education Leeds.

**Paul Napier**, Editor, Yorkshire Evening Post.

### **Frequency of meeting.**

It is proposed the group should meet 3 – 4 times each year.