

23 NOVEMBER 2011

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

INFLUENCING PRACTICE, POLICY AND STRATEGY - SUNDERLAND IN 2012

1. Why has it come to Committee?

- 1.1 The purpose of this report is to engage with the Area Committee in relation to the proposed Sunderland in 2012 programme.

2. Background

- 2.1 It is considered that the 2012 Games could have a clear and lasting impact on every aspect of Sunderland life and the ability to positively affect the physical and social health of communities. The 2012 Olympic and Paralympic Games will be the largest event ever held within the United Kingdom (UK) and will not return to the UK in our life time.
- 2.2 The potential exists to improve health, tackle exclusion and isolation, engage those who have disengaged from certain areas of society, and empower and inspire individuals and communities to come together and therefore improve community cohesion.
- 2.3 The 2012 Games present an opportunity for all sport and activity providers, arts and cultural providers, as well as community groups to capture the imagination of residents and engage people within a Sunderland celebration programme. The Olympics and Paralympics are not just about sport, they are an opportunity to enjoy and participate in a major cultural celebration. In addition, they also provide an opportunity for everyone to celebrate the Games through other 'windows', including libraries, heritage, dance, music, theatre, the visual arts, film and digital innovation and leave a lasting legacy for the arts in the UK.
- 2.4 Attaining a lasting legacy beyond the London 2012 Games will not be easy, but there is no reason why this cannot be achieved. In order to develop a meaningful programme of activities it will be possible to develop and deliver in partnership with key stakeholders, a range of programmes, initiatives and support services that will inspire residents.

3. Current Position

- 3.1 It is proposed to develop and deliver a comprehensive city programme of community events, activities and opportunities in the build up to, during and beyond the London 2012 Games.
- 3.2 It is acknowledged that developing a Sunderland programme to engage residents with London 2012, will require a level of association between the Sunderland programme and the London Games. It is therefore proposed to maximise the well known 5 Olympic Rings and create a relationship between the 5 Rings and the city's 5 regeneration areas.
- 3.3 The overall aim of the Sunderland in 2012 programme will be to increase participation through inspiring and encouraging people to 'take part in' a variety of activities and opportunities. These opportunities may be developed through sport and physical activity, arts, cultural activity, or via participation in volunteering within the community. The programme will aim to inspire individuals within their local

communities to *'take part in....'* the various opportunities, irrespective of age, ability, gender or ethnicity whether it be doing, watching, supporting, or volunteering.

- 3.4 The following outcomes are an example of those that will be achieved through the delivery of the Sunderland in 2012 programme. The highlighted outcomes are those that are aligned with current Coalfield Area Committee priorities.
- Increased levels of participation in sport and physical activity
 - Strengthened sport and physical activity participation, and development pathways to tackle health inequalities – providing opportunities for achievement at all levels
 - Improved levels of physical and emotional health through participation
 - Increased numbers volunteering within the city
 - Inspiring children and young people and providing activities for everyone, including families (**activities for young people**)
 - Using sport and arts to tackle youth disorder and anti social behaviour (**youth disorder**)
 - Greater levels of engagement, inspiration and participation across the city
 - Championing our heritage and culture (**heritage**)
 - Greater and stronger links between art, culture and sport and physical activity
 - Greater public awareness of opportunities and achievements within the city
- 3.5 It is proposed the Sunderland in 2012 programme will provide a mixture of opportunities for residents to engage with the programme. Firstly the initiative will introduce and embed a level of friendly 'competitiveness' into the programme. Areas will be 'affiliated' to a coloured Olympic Ring and residents participating in Sunderland in 2012 will gain 'credits for their area of the city'. The credits can be gained from participating in many ways and it is suggested that through an increased community spirit, localities will become stronger and more connected when working together to achieve area 'credits'.
- 3.6 Secondly, the programme will have a number of city challenges where the city, as a community, will be encouraged to work towards these and reach a number of targets. including for example, challenging the city to:
- Recruit 2012 new volunteers as part of the programme
 - Take part in at least one of the activities throughout the programme
 - Be part of the world record attempt.
 - Swim 550 miles (Sunderland to Olympic Aquatic centre) as part of the city BIG Swim
- 3.7 Within the programme the range of initiatives and projects developed and delivered will be specific to the locality needs and will be aimed at moving residents from a mind set of 'contemplating' into 'action'. As part of the programme, areas will be encouraged to develop a number of 'Area Champions', who will be representative of the population of the area to help promote the programme and fully engage the local community. These could be, for example, Elected Members, talented athletes, community representatives, volunteers and coaches
- 3.8 Volunteer in 'Sunderland in 2012'
- A mechanism to support the programme will include a Volunteer Bank within the city. Such a Volunteer Bank will allow individuals to 'deposit' their desire to volunteer. Partners, organisations, clubs, community groups in the city delivering all types of activities, events will also be able to 'deposit' their need for volunteers and through the database opportunities and individuals will be matched.

3.9. Take Part in 'Sunderland in 2012'

It is proposed to develop a calendar of activities that fall under the Sunderland in 2012 programme, whilst maximising events and activities that are already planned between January and September 2012. Developing the calendar of activities and opportunities will ensure that there is at least one 'take part in' activity that residents can do, watch, or volunteer at each week and will provide the residents of Sunderland with a comprehensive programme. Examples of these events are detailed in Appendix 1.

3.10 Celebration Event - 16 June 2012

It is proposed that we maximise the unique opportunity of Sunderland being a Torch Relay 'Community on Route'. The celebration is proposed to take place at Herrington Country Park as the space allows for significant numbers to attend. The celebration event would incorporate numerous activities including:

- Live music and entertainment
- Big Screen Films
- Family picnic
- Family activities
- A World Record attempt

Penshaw Monument dominates the local landscape as a half-sized replica of the Temple of Hephaestus in Athens. The monument would form the backdrop to activities in Herrington Country Park and could be incorporated into the celebrations

3.11 We took part inSunderland in 2012

It is proposed to deliver a concluding event that celebrates the achievements that have taken place during the 9 month programme. Examples of the type of activities that could be incorporated into the celebration event are detailed in Appendix 2.

3.12 Pre Games Training Camps (PGTC)

PGTC's allow for athletes to acclimatise to location, the weather and time zones, in the months prior to the Olympic and Paralympic Games. Within the North East, 20 Olympic and 13 Paralympic venues have been selected offering facilities for 21 sports. Sunderland Aquatic Centre and City Space at the University of Sunderland have been promoted as PGTC's. Memorandums of Understandings have already been signed with Colombia, Grenada and Sri Lanka, with a view to these countries training in the region prior to 2012. Opportunities exist as part of the Sunderland in 2012 programme to not only celebrate these countries from a civic perspective, but also celebrate their culture by working within schools from a learning aspect.

3.13 Sunderland in 2012 Legacy

The overall ethos of the programme is to lay the foundations for lasting participation in sport and physical activity, arts and cultural activity at a local level. Opportunities exist through this proposal to work with Elected Members to inform the calendar of activities to ensure the opportunities and activities are not only relevant to the local community but also inspire residents within the community to take part in a programme that will contribute to area committee priorities being realised.

3.14 Finances

A £274,000 budget has been secured to date to deliver the Sunderland in 2012 programme. This has been secured from existing City Council budgets, partner funding (ie. Tyne & Wear Sport, Sport England, Art Council). It is proposed that each Area Committee contributes £10,000 to support the local delivery of the Sunderland in 2012 programme that has the potential to inspire, engage and benefit all residents within the area.

3.15 Invitation to Task and Finish Workshop

Members of the Area Committee are invited to inform and shape the content of the Sunderland in 2012 programme to ensure opportunities and activities are relevant to the communities within the area. The Task and Finish Workshop has been arranged to take place at 10 a.m. – 11.30 a.m. on Friday 2 December at the Hetton Centre.

4. Background Papers

4.1 The following background papers were relied upon to compile this report

- Officer briefing note

5. Recommendation

5.1 The Area Committee are requested to note the content of this report and agree to:

- i) Inform and contribute to the development of the Sunderland in 2012 programme
- ii) Approve the financial contribution from Coalfield Area Committee (SIB budget of £10,000), subject to a full application, consultation and appraisal, to support the delivery of the Sunderland in 2012 programme
- iii) Members being invited to inform the Sunderland in 2012 programme through task and finish workshop as detailed in Section 3.15.

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Appendix 1

Weekly 'take part in.....' Activities

Examples of activities could include:

- Potential area based, or area versus area tournaments, for all ages and abilities
- Programmes to target unrepresented groups and challenge the barriers to their participation
- Themed photography/visual art exhibitions across the city in partnership with Sunderland University and Sunderland College as a continuation of the Curating the city project
- Taster sessions in new sport and physical activities to encourage individuals to participate in new activities
- Sunderland Festival at Herrington Country Park featuring big screens, the Festival could include screenings across the weekend; exhibitions and demonstrations
- Heritage Open Days and Festivals
- Exhibitions and linked education programme at Sunderland Museums and Galleries.

Appendix 2

We took part in2012 in Sunderland

Examples of activities could include:

- The city challenges achieved
- The World Record achieved
- The Games Makers from Sunderland who volunteered at the games
- Sunderland past, present and future Olympians and Parlympians
- The activities that took place as part of the Sunderland in 2012 programme
- The completion of the 'we took part in.....' commemorative book and time capsule
- Launch of the 'Sunderland Hall of Fame' to recognise and celebrate those within the city that make an outstanding contribution to sport