

SUSTAINABLE COMMUNITIES SCRUTINY COMMITTEE

13 DECEMBER 2011

BUILDING A SUSTAINABLE AND LASTING LEGACY IN SPORT AND PHYSICAL ACTIVITY POLICY REVIEW 2011/12: SUNDERLAND IN 2012

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

Strategic Priority: Healthy City

CORPORATE PRIORITIES: C101: Delivering Customer Focused Services, C102: Being 'One Council', C103: Efficient and Effective Council, C104: Improving partnership working to deliver 'One City'

1. Purpose of the Report

- 1.1 This report provides an update to the Scrutiny Committee in relation to Sunderland in 2012. This report contributes to the evidence for the Committee's policy review for 2011/12; Building a Sustainable and Lasting Legacy in Sport and Physical Activity.
- 1.2 An accompanying presentation will be delivered to the Scrutiny Committee which will include the outcomes to discussions held at each Area Committee throughout November 2011 and the subsequent workshops that took place.

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;
- 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;
 - Using sport and arts to tackle youth disorder and anti social behaviour;
 - Greater levels of engagement, inspiration and participation across the city;
 - Championing our heritage and culture;
 - Greater and stronger links between art, culture and sport and physical activity; and

- 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.
- 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 Members of each Area Committee were invited to inform and shape the content of the Sunderland in 2012 programme to ensure opportunities and activities are relevant to the communities within each area. The outcomes of these discussions and next steps will be shared with the Scrutiny Committee in more detail at the meeting.

4. Background Papers

- 4.1 The following background papers were relied upon to compile this report;
- North Area Committee Agenda and Papers – 21 November 2011

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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.