



Devon Strategic Partnership Delivery Board

Meeting 2nd August 2007

Agenda item: 2012 Olympics: Team Devon

It is recommended that:

- (a) The Delivery Board note the arrangements made to reflect the SWRDA's 2012 Strategy through Team Devon;**
- (b) The Delivery Board consider which opportunities should be supported by the DSP and LAA through Team Devon.**

1. Background

In order to support preparations for the 2012 Olympics and to seize opportunities, a South West Strategy has been published by SWRDA: please see www.southwestrda.org.uk/london2012

This Strategy envisages that groups are established in each county (for Devon this includes Plymouth and Torbay) to take forward action locally under the five main themes ("flames"):

- (a) business;
- (b) tourism;
- (c) sport;
- (d) culture;
- (e) community.

This report briefly summarises preparations made to form Team Devon. DSP Delivery Board is invited to submit ideas for development which can be incorporated in the Team Devon plans.

2. Team Devon

An initial meeting was held on 29 September 2006 to win agreement to formation of Team Devon, covering Plymouth and Torbay as well as the County Council area. This meeting was addressed by the SW 2012 Director, Guy Lavender, and attended by representatives of a number of authorities under the chairmanship of Tim Jones. At that point, it was agreed that Team Devon would be serviced by the Active Devon Partnership and members of the group were tentatively identified.

However, subsequently it transpired that Active Devon felt unable to resource Team Devon. Consequently, at the follow up meeting on 18 May, it was agreed that the Devon Economic Partnership would take on the co-ordinating role. Reasons for this included the fact that Tim Jones chairs both groups, that the Economic Partnership will lead on the business, tourism and aspects of community input and that staff in the Devon County Council Economy Unit can service Team Devon.

Initially the leads for the five "flames" are:

- Business: Devon Economic Partnership and Devon and Cornwall Business Council.
- Tourism: Devon Destination Management Organisation.
- Sport: Active Devon.
- Culture: Devon County Council (David Whitfield, County Arts Officer).
- Community: "Stronger Communities" group of LAA and Devon Community Foundation.

These organisations currently are supported by officers of the County Council, Plymouth, Torbay and Teignbridge, the Police and Marines.

3. The Five "Flames"

Initial thoughts on developing ideas for each of the main themes are as follows. For each theme, there is a brief summary of the South West goals followed by initial ideas for Devon:

Business:

South West:

The purpose of the **Business Development Flame Group** is to ensure that South West businesses are well positioned to maximise the opportunities offered by the London 2012 Games, leaving a legacy of improved businesses throughout the region.

Joining up

Produce a South West business engagement strategy for the London 2012 Games - to maximise opportunities and benefits for the region's business community (South West Regional Development Agency).

Hold a "creative thinking" day for Key Industry Sector Groups to explore opportunities for cross-sectoral collaboration and concept development in the lead up to the London 2012 Games (South West RDA).

Foster networks of small and medium-sized enterprises (SMEs) and put together a support programme (e.g. procurement training) to enable South West businesses to be ready and well placed to tender for London 2012 Games-related contracts (South West Learning and Skills Council/South West RDA/Business Link).

Devon:

- over 600 businesses in the region have been registered to be eligible to bid for contracts to supply goods and services; this potential needs further promotion;
- certain economic sectors e.g. marine have particular potential;
- industry ambassadors could be used to help raise awareness;
- a group from the Devon Economic Partnership and Devon and Cornwall Business Council will devise a range of initiatives.

Please see <http://www.london2012.com/business/e-alert> for details of opportunities for businesses.

Tourism:

South West:

The purpose of the **Tourism and Regional Image Flame Group** is to build on the region's tourism "offer" to overseas and domestic visitors in a sustainable manner by improving our quality, welcome and services; and to showcase all that the South West has to offer on a world stage in order to make the region a first choice destination.

Plan the first in a series of annual promotional events or activities (e.g. a photographic competition) to highlight the distinctiveness of sport, arts, heritage and the natural, built and historic environment in the South West (South West Tourism/South West RDA/Culture South West). Series of pan-regional events planned for 2008-2013.

Identify existing annual initiatives, competitions and campaigns in the region (e.g. Britain in Bloom) with potential for "olympification", in time for a pilot project in 2008 (Team South West/South West Tourism/South West RDA/Destination Management Organisations).

Host *Easy Ways to Win* - a one-day regional event for tourism businesses, to highlight the added value of attracting an expanded market of disabled people and their families, in preparation for the London 2012 Olympic and Paralympic Games. further events aimed at Sports businesses/facilities and Cultural facilities. (South West RDA/South West Tourism).

Devon

- potential to promote access for people with disabilities as a major theme for Devon;
- major on green credentials, notably three World Heritage Sites;
- particular scope in relation to the sailing events at Portland.
- interest from Escot in developing a programme of 'alternative' activities for children

Sport:

South West

The purpose of the **Sporting Opportunity Flame Group** is to achieve the highest sport and active recreational participation rates in the UK by 2012 and to maximise the performance of our emerging talented athletes through the support of the whole community.

Clubs

- We will fund and appoint 40 coaches who will work through the club structure and provide support to a minimum of 100 sports clubs across the region.
- We will provide funding to at least one exemplar multi sport Hub club in each county.

Talent

- We will recommend a minimum of ten SW pre games training camp venues for inclusion in the LOCOG national prospectus and we will work with each selected site to ensure a legacy package is delivered as part of the training camp.
- We will establish a regional network of clubs which provide coaching and other services for talented athletes across a minimum of 15 sports.
- We will establish a Regional talent centre, together with a full time manager at Bath University.
- We will establish a regional programme for disabled and talented athletes.

Access

- We will establish at least two major regional mass participation events.
- We will support the delivery of a legacy arising from the UK schools Games to be hosted in Bristol and Bath in August 2008.
- We will provide support to the establishment of major new community sports Hubs, embracing Olympic level facilities, at both Bristol and Plymouth.
- We will identify and prioritise for development of one major facility development per county, for development as multi sport community sport Hubs.
- We will work with BSF and other school based developments to maximise community use of those sites.

Fitness

- We will establish activity Targets, in each of the regions upper tier areas and we will provide annual measurement of participation levels at regional, county and district level.
- We will target the majority of our resources upon increasing levels of participation amongst the Adult population.
- We will, in conjunction with the Youth Sport Trust, increase the number of young people anticipating in volunteering.

Devon

- participation is the focus for Active Devon and this would link with 2012;
- elite athletes could be used as ambassadors;
- more consistent financial support for athletes across the county will be sought;
- specialist support from the universities will be sought;
- greater support for coaches will be a key aim;
- a stronger sports network will be developed.

Culture

South West

The purpose of the **Cultural Celebration Flame Group** is to achieve a magical, vibrant and inspiring programme of events and activities as part of the Cultural Olympiad, celebrating the uniqueness of the region and unlocking and creative potential in all of us.

Appoint a 2012 South West Creative Programmer to broker and co-ordinate regional cultural events and initiatives (Culture South West/Team South West) June 2007.

Deliver - with partners - a minimum of five "exemplar" projects or events in the region to showcase what can be done in relation to culture and the London 2012 Games.

Joining Up

Ensure the commitment of the regional cultural agencies, the South West RDA and other partners to the events component of *People, Places and Spaces* - the regional cultural infrastructure strategy (Culture South West).

The culture "flame" is directly related to the Cultural Olympiad, the UK's four-year cultural festival which will begin at the closure of the Beijing Games in 2008 and run until the opening of the London Games in 2012. The Cultural Olympiad 2008-2012 is expected to have a particular focus on issues such as:

- (i) involving young people
- (ii) promoting international links
- (iii) creating a lasting legacy

Devon:

- the County Council is preparing an Action Plan by March 2008;
- some events might be re-branded to feature in this programme.
- initial ideas relate to Devon Dances and World Sites (the 3 World Heritage Sites)

Community:

South West

The purpose of the **Community Engagement Flame Group** is to contribute to the development of sustainable communities across the South West, using the catalyst of the London 2012 Games.

Identify ways of engaging more fully with the voluntary and community sector in the South West, to maximise opportunities for local involvement in the London 2012 Games (South West Forum).

Successfully engage with local authorities in the region to ensure that the needs and opportunities arising from the London 2012 Games are reflected in Local Strategic Partnerships and Local Area Agreements (Local Government Association; Government Office for the South West).

Prepare a South West-specific pre-volunteering pilot programme, accredited at NVQ Level 1, aimed at hard-to-reach groups and especially those not currently engaged in the labour

market or active in volunteering. This will be for implementation in 08/09 and will build on and learn from the pilots currently running in London. (South West Learning and Skills Council/South West Forum/Volunteering England.

Launch six learning and skills programmes in support of 2012 South West:

- Fostering and providing training for networks of small businesses enabling them to bid for London 2012 Games contracts - see Business Development.
- Tourism and Hospitality Skills programme - see Tourism and Regional Image.
- Cultural and Language Awareness initiative for volunteers - see Tourism and Regional Image.
- Information, advice and Guidance project to Dorset, to signpost unemployed people and volunteers to London 2012 Games - related opportunities.
- On-line basic skills assessment system/tool for English Spoken as an Other Language (ESOL).
- Skills for Life learning materials around the London 2012 Games and sports-related themes.

(South West Learning and Skills Council).

Devon

- Devon Community Foundation will seek to build an endowment fund;
- there is considerable scope to develop volunteering through the "Stronger Communities" of the LAA (120,000 people nationwide have registered as potential volunteers for the Olympiad);
- there is opportunity to contribute to skills development, including through the Skills Olympics in 2011.

4. Discussion Points

- 4.1 While the 2012 Olympics will focus on London and are 5 years away, there is significant opportunity both to contribute to the success of the event and to draw benefits to Devon. A dozen or more applications to accommodate training camps for Olympic teams have been submitted from the region, including bids from Exeter, Plymouth and Torbay. Particularly after 2008, popular interest in the Olympic movement will build and the reality of the range of potential initiatives in Devon will become very apparent.
- 4.2 The availability of additional funding to promote the Olympics in Devon (including the Cultural Olympiad 2008-12) remains unclear. The recent Government decision to "raid" the National Lottery to support the Olympics will see significant reductions in lottery support for arts, heritage and other sports organisations in Devon.
- 4.3 As things stand, other counties in the SW appear to have more advanced plans for 2012 and Devon needs to speed up its engagement. Team Devon will seek to co-ordinate this effort and will aim to bring all the local authorities together with other key stakeholders. Actual delivery of the actions will depend on the effectiveness of the networks built for each of the five "flames". Regular updates will be provided from Team Devon.
- 4.4 It would be appropriate for the Delivery Board to identify at this time the key contributions it might make towards the Olympics and the work of Team Devon. As well as new initiatives, contributions could include projects and other initiatives that the DSP is already committed to and which could to some extent be 'rebranded' to show links with the 2012 themes. Examples might include:
- Devon Youth Games
 - National Cycle Network and cycling in general

- Skills initiatives
- Volunteer Support

4.5 When the range of initiatives planned under the 'Team Devon' banner is clarified later in the autumn, a concordat for cooperative working across Devon will be drafted and for which the support for the DSP Delivery Board will be sought.

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23.07.07