1. **Meeting:** Regeneration Scrutiny Panel
2. **Date:** 8\(^{th}\) May 2009
3. **Title:** Olympics 2012
4. **Directorate:** Environment and Development Services

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### 5. Summary

To report the issues surrounding Rotherham’s response to the London Olympics 2012

### 6. Recommendations

That the Regeneration Scrutiny Panel receives this report and notes progress.
7. Proposals and Details

Members have recently agreed to set up a Members Steering Group to oversee the build up to the Olympic Event. Councillors Gerald Smith and Shaun Wright, in their Cabinet roles, have agreed to be Members of this group and will seek to co-opt other Members as appropriate. The officer team will be led by the Director of Culture and Leisure. The first meeting of this group is scheduled to be held in April to plan potential activities/events. A further report will be submitted to Scrutiny Panel to update on progress. Events will include both sporting and cultural activities. It is envisaged that RMBC will work with other organisations to assist in the staging of these events, both from a sporting and cultural perspective.

To date, RMBC is in partnership with Sheffield City Council to host an Olympic Training Camp with the facilities at RVCP being available for water/distance running events.

A meeting is being held with Arts Council (Yorkshire) with Council officers and voluntary groups to develop a co-ordinated approach to the Cultural Olympiad amongst arts groups and individuals across Rotherham.

RMBC is also working with Swamp Circus who are submitting a partnership bid to the Yorkshire Regional Programme to promote appropriate activities and events across performance art forms.

It is also intended that once the Steering Group has met in April it will dovetail into the existing sports support network already in place in Rotherham via the Rotherham Active Partnership and its support bodies.

Officers are also looking at the existing events plan which will be modified to become orientated to the Olympic theme. A bid is being submitted to Sport England to fund a volunteer co-ordinator (3 years funding) which will have an element of the role based on delivery of Olympic themed work.

One example of planning which is already underway in the extension of the successful annual Sports Awards into a wider festival celebrating the linkages between sports and literacy. This will assist in raising the profile of sport, highlighting key athletes as role models for young people and making “reading acceptable”.

The planning for Olympic themed events is ongoing and will be updated on a regular basis as events come on board, it will also result in a separate marketing plan being formatted to reach as a wider audience as possible with the range and scope of events available.

8. Finance

Culture and Leisure Services will give staff support to this project and will seek external funding to support the events. There is no allocated budget within RMBC finances to support these activities. The lack of core funding for promoting the 2012 Olympics is something officers are currently considering and hope to be able to identify a small amount to allow matched funding to be secured.
9. Risks and Uncertainties

Unless external funding is achieved the events will be relatively low profile. The sourcing of funding is a major concern as it is currently inhibiting planning.

10. Policy and Performance Agenda Implications

This area of activity will support the Council’s active, proud and achieving policy aims.

11. Background Papers and Consultation

None

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