

ROTHERHAM BOROUGH COUNCIL - REPORT TO CABINET

1.	Meeting:	Cabinet
2.	Date:	28th March, 2012
3.	Title:	Rotherham's Olympic Legacy Project
4.	Directorate:	Resources Commissioning, Policy & Performance

5. Summary

The 2012 London Olympic Games will create an enthusiasm never seen before across the UK, bringing excitement and a reason for celebration. We want the people of our borough to be part of that and recognise that the games could influence their lives for years to come.

Working with Members and partners Rotherham Metropolitan Borough Council will deliver a programme of Olympic associated events and activities that will encourage people to live healthier lives, will see more of our residents joining clubs, volunteering and learning to coach and becoming more involved in social and cultural events.

This report will highlight progress to date in respect of;

- Forging an Olympic partnership with the London Borough of Barking & Dagenham
- Planning and initiating a wide range of Olympic focussed events during 2012

6. Recommendations

Cabinet are asked to;

- Note the progress made in forging a partnership with the London Borough of Barking & Dagenham during the Olympic year and beyond
- Note the progress made in planning and initiating a wide range of Olympic focussed events during 2012
- Review and approve the outline joint events calendar (Appendix 1)
- Agree next steps in respect of Rotherham's Olympic Legacy Project
- Consider the sustainability of the Rotherham's Olympic Legacy Project

7. Proposals and details

A project team made up of officers from both Rotherham Metropolitan Borough Council and partners have been working closely with the Leader, Cllr Rushforth and Cllr Wyatt to co-ordinate Rotherham's approach to the Olympics 2012.

Encouraging progress has been made in recent months and further information on planning can be found below.

7.1 Partnership working with the London Borough of Barking & Dagenham

Following discussions between the London Borough of Barking & Dagenham's Leader and Chief Executive with Cllr Roger Stone it was agreed that a partnership would be beneficial to both authorities in inspiring our communities during the Olympic year and beyond. This relationship was also encouraged Yorkshire Gold / Welcome to Yorkshire.

The London Borough of Barking and Dagenham is one of six host London boroughs which include Hackney, Newham, Greenwich, Tower Hamlets and Waltham Forest, with the London Borough of Newham forging a relationship with Barnsley Metropolitan Borough Council.

Informal partnership working arrangements have been in place for a few months now and this has enabled us to develop a detailed outline joint events calendar (Appendix 1), this will be outlined further in section 7.2

A draft memorandum of understanding (Appendix 2) has been developed by ourselves that formalises partnership working arrangements and focuses on aims, shared responsibilities and the partnerships structure. This is currently with colleagues at London Borough of Barking and Dagenham and they are in the process of reviewing and amending this prior to final sign off by both authorities.

It is anticipated that the memorandum of understanding, which has been approved by the Leader, will be finalised and signed off by the 20th of February 2012.

7.2 Outline Joint Events Calendar

Working with partners including; NHS Rotherham, Rotherham United, Rugby Clubs, Sports Clubs, DC Leisure, Schools and Colleges, South Yorkshire Sports Partnership, Chamber of Commerce and the London Borough of Barking and Dagenham a detailed outline events calendar has been developed, please see appendix 1.

The calendar of events is in the process of being finalised with named lead officers currently being identified to ensure the event is delivered on time and too budget.

Many of the events will offer RMBC residents the opportunity to get involved in either sports related or cultural events either in Rotherham or Barking & Dagenham.

Rotherham's leg of the "Torch Relay" will form a pivotal point in the events calendar, the Torch will pass through the borough on the morning of the 26th of June 2012. The Torch Relay will be seen as a "celebratory" day with members of the public being encouraged to line the route in both the Town Centre and Clifton Park. Many events are currently being planned to celebrate this momentous day including a Mini Olympics at Clifton Park.

There are a number of projects/events that as yet have not been included in the calendar as they are being explored further or are in the early stages of planning, these include;

- Walk for Health (in Rotherham)
- Rugby Events – including hospitality at a Titans Game and arranging a Junior Competition
- Youth Exchange between Rotherham Metropolitan Borough Council and London Borough of Barking and Dagenham
- Look at utilising and increasing the promotion of outward bounds property
- History of Olympics Lessons to be delivered by Rotherham United
- Linking to launch of Community Stadium – October 2012

London Borough of Barking and Dagenham are also exploring a number of events that may provide collaborative opportunities.

As well as promoting new events and projects existing initiatives will also be promoted on Rotherham's Olympic Legacy webpages (currently in development), these will include;

- British Heart Foundation Heart Town
- Gallery Town
- Rotherham's Olympians and Beyond – Clifton Park Museum Exhibition
- Bike to Work Programme
- Cycle Maps
- Walking Maps
- Summer Reading Challenge
- Children's Festival
- Rother Valley Country Park
- Volunteering Opportunities

7.3 London 2012 Inspire Programme

Rotherham Metropolitan Borough Council's approach to the Olympics has been recognised by London 2012's Inspire programme.

A revised application, which included our events programme, was submitted in mid January and we received confirmation that we had been awarded the coveted Inspire mark in late January.

As a successful applicant we will be able to use the Inspire mark on our marketing, subject to licence.

7.4 Next Steps

Next steps for the project team include;

- Finalise Memorandum of Understanding / partnership agreement with the London Borough of Barking & Dagenham
- Finalise joint events calendar and further explore potential projects/events
- Initiate media activity to include promotion of partnership working with the London Borough of Barking & Dagenham and promotion of all relevant events
- Replace existing Olympic webpages with new pages that highlight events and related projects
Rotherham's 2012 Legacy
http://www.rotherham.gov.uk/info/885/sports-development/1380/rotherhams_2012_legacy/1

8. Finance

All events and projects where possible will be delivered within current budget capabilities, however where funding is an issue external funding streams will be researched.

9. Risks and Uncertainties

Promoting the Olympics and the associated projects/initiatives that Rotherham Metropolitan Borough Council and partners are undertaking over the coming months is extremely important in encouraging healthy lifestyles and cultural experiences. Not taking advantage of this unique juncture in time would be a missed opportunity to harness the enthusiasm the Olympics are inevitably going to create and the impact it could have on our communities for years to come.

10. Policy and Performance Agenda Implications

Joint health and wellbeing strategy, currently being developed.
Rotherham Health Inequalities Action Plan, yet to be approved.

11. Background Papers and Consultation

N/A

12. Contact

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