

ROTHERHAM BOROUGH COUNCIL - REPORT TO CABINET

1.	Meeting:	Cabinet
2.	Date:	7 th November 2012
3.	Title:	Rotherham's Olympic Legacy Project – Review & Next Steps
4.	Directorate:	Resources Commissioning, Policy & Performance

5. Summary

London 2012 has created an enthusiasm for sports and culture never seen before across the UK. The excitement associated with the games has been electric and Team GB's success has been awe-inspiring.

As an authority, Rotherham Metropolitan Borough Council (RMBC) felt it was important to capture the essence of London 2012. We wanted the people of our borough to be part of the excitement and recognise the games could influence their lives for years to come.

A multi-disciplinary project team was established to lead on and contribute to Rotherham's 2012 Olympic Legacy Project. The team committed to deliver a programme of Olympic themed events and activities that would encourage people to adopt healthier lifestyles, see more of our residents joining clubs, volunteering, learning to coach and becoming more involved in existing arts and cultural events.

Alongside this the project team worked tirelessly to forge an Olympic friendship with the London Borough of Barking and Dagenham (LBBD). It was felt that a partnership with LBBD, one of the six host London Boroughs, would be beneficial to both authorities in inspiring our communities during the Olympic year and beyond.

The projects main aim was to create a genuine Olympic legacy for Rotherham's communities and offer opportunities to celebrate the Games.

6. Recommendations

Cabinet are asked to;

- Note the achievements of the project team in planning and delivering a wide range of Olympic inspired events
- Note the current position in respect of our Olympic friendship with the London Borough of Barking & Dagenham (LBBD)
- Agree the proposed next steps in respect of Rotherham's Olympic Legacy Project

7. Proposals and details

A project team made up of officers from both RMBC and partners worked closely with the Leader, Cllr Rushforth and Cllr Wyatt to co-ordinate Rotherham's approach to the Olympics 2012, further details can be found below.

7.1 Partnership working with the London Borough of Barking & Dagenham (LBBD)

The project team, with the support of RMBC's Leader forged an Olympic friendship with the London Borough of Barking & Dagenham (LBBD).

Informal partnership working arrangements were in place from December 2011 and a formal friendship agreement was signed in March 2012; which received a great deal of local media interest.

The friendship, up until now, has focussed on offering communities in both Borough's the opportunity to take part in sporting and cultural activities on an exchange basis, this is something we've really embraced in Rotherham, the chance for our residents to visit one of London's six host borough's was wonderful prospect.

Rotherham representatives have participated in:

- **Dagenham & Redbridge FC vs. Rotherham United FC**

This event was seen as the soft launch of our Olympic friendship with LBBD. Free tickets to the Dagenham & Redbridge FC vs. Rotherham United FC football match on Saturday the 28th January 2012 were provided to children and families from both boroughs.

- **Big Dance LBBD**

A dance group from the Youth Dance Network and a group from Wath Comp performed at LBBD's dance event on Saturday the 23rd June 2012; feedback via the dance group leaders was that all the groups thoroughly enjoyed participating.

- **Dagenham Town Show Parade**

Representatives from Rotherham took part in LBBD's Olympic Torch ceremony, parade and party in the park on Sunday 22nd July 2012.

Rotherham was represented by young people from Youth Cabinet, IYSS Apprentices and young volunteers; they were supported by staff from RMBC's Youth Services and paraded alongside a Youth Service mobile unit. The parade was a huge success with over 70,000 spectators turning out to support the event.

The event highlighted Rotherham's Olympic friendship with LBBD and also offered the individuals that attended the opportunity to participate in a prestigious and exciting event within a host borough.

15-year-old Rosie Riley, from Eastwood Village, who represented RMBC at the event stated: "We felt like celebrities in the parade it will be an experience I will never forget."

It is hoped that the friendship we have built with LBBD over the past months continues to flourish, Rotherham intends to utilise this excellent opportunity to forge a meaningful peer support relationship.

7.2 Rotherham's Olympic Events

The multi-disciplinary project team developed a detailed calendar of supercharged Olympic events which incorporated existing and entirely new projects. An overview of a few of the events can be found below, a full Rotherham events calendar can be found at Appendix A.

- **Torch of Learning**

Students and staff at Thrybergh School worked together to create Rotherham's very own Torch of Learning, once completed the Torch made its way round every school in Rotherham during April, May and June 2012 as part of the "Lighting the Flame" project.

The Torch was the basis for a whole host of sports and Olympic related learning opportunities, schools really embraced the project planning their own events to mark the arrival of the Torch in their school.

The Torch completed its relay of the borough at Magna on the 18th of June where it was used to officially open Rotherham's Children's Festival.

- **Torch Relay**

Rotherham's leg of the "Torch Relay" formed a pivotal point in the events calendar. The Torch passed through the borough on the 26th of June 2012; it was very much a "celebratory" day with up to 33,000 people lining the route.

- **Festival of Sport**

The Festival of Sport was created as a means of offering as many children and young people the opportunity to see the Olympic Torch pass through Rotherham on the morning of the 26th June 2012. It also offered the opportunity to incorporate sporting activities into Rotherham's existing Children's Festival programme.

The event, which was held in Clifton Park, was promoted to schools across the borough and the response was overwhelming. Almost 1000 children were in attendance on the day and took part in a wide variety of sporting activities, including:

- Basketball
- Football
- Dance
- Aerobics

The event was co-ordinated and delivered by RMBC's School Effectiveness Service, School Sports Co-ordinators, RMBC's Sports Development Team, Rotherham United Community Trust and DC Leisure. It was a huge success, informal feedback has been positive with participants from Wentworth CE Junior & Infant school thanking the event team for "the best day of their lives"!

It is envisaged that this event will provide a true legacy to the Games with it being incorporated into Rotherham's very successful Children's Festival from 2013

onwards, the hope for next year is that participation figures will be even higher, thus promoting sport and healthy lifestyles to 100's if not 1000's of the borough's school children.

- **Big Dance Rotherham 2012**

Big Dance Rotherham 2012 was held on Saturday the 7th July 2012 in Rotherham town centre. The event, which attracted approximately 1000 spectators, showcased various dance groups across Rotherham, irrespective of age, gender or skill and the line up included very young dancers (ages 4-6) post 25 dancers and disabled dancers. The event clearly highlighted the wealth of talent and creativity Rotherham has to offer.

In the past this event has suffered many set backs due to lack of funding however this year we accessed some minimal funding to ensure it success (please see section 8) and discussions are now taking place to build this into Children's Festival programme with effect from 2013 thus ensuring its sustainability.

- **BMX Saturday Masterclasses**

The BMX Saturday Masterclasses took place throughout August into early September and offered 11-16 year olds the opportunity gain coaching from Marcus Bloomfield at Winterhill BMX track. Marcus currently coaches young people at the National Cycling Centre in Manchester and is the Olympic Talent Team Coach.

The sessions were well attended, over 50 youngsters took part, and it allowed less experienced riders the opportunity to learn how to use the track properly.

It is hoped similar sessions will be run next year subject to available funding from existing budgets.

- **Summer Games**

The Summer Games is a free to attend festival of sport which took place on 30th & 31st of August 2012. The event has taken place previously in 2010 & 2011 with 2012 being the "Gold Year", it is envisaged this event will take place next year also.

The event offers children aged between 5 – 16yrs the opportunity to take part in a number of sporting activities and for the first time this year also incorporated a number of swimming events .

The event was well attended with approximately 200 children taking part over the two days. Nine of the ten activities are delivered by local clubs who can provide regular outlets for young people to take part in that sport on a weekly basis.

- **Rotherham Urban Pianos**

The Rotherham Urban Pianos project focuses on rescuing old pianos and turning them into works of art, this has been inspired by Ben Kealey, the keyboardist with Kasabian. Twelve pianos have been transformed into beautiful works of art by schools, community groups and members of the public. Rotherham residents have also had the opportunity to contribute to the composition of a "melody for Rotherham".

A Town Centre celebration event took place on the 29th of September allowing members of the public to view the pianos and hear the melody. Dominic Hurley, a local fundraiser who had been nominated to carry the Olympic torch but was unsuccessful, acted as the “tunebearer” and carried the melody between the wonderful works of art.

- **Parkrun Rother Valley**

As a true legacy to the project we have also committed funding the establishment of a Parkrun event at Rother Valley Country Park.

Clifton Park is in the early stages of establishing a Parkrun, by providing another site within the Borough, the Parkrun experience can engage with a wider range of participants and volunteers locally who may not travel into a town centre site and provide an alternative site to vary the run experience.

Parkrun is an organised free, weekly, 5km timed run. They are open to everyone, free, and are safe and easy to take part in. It is envisaged that the Parkrun event at Rother Valley Country Park will commence early next year.

All the events outlined were supported by a detailed media plan which promoted them fully and as widely as possible, ensuring high attendance and increased visibility.

In support of this several Olympic webpages were created which provided information not only on events and the Torch Relay but also on Rotherham's Olympians and existing Sports Clubs, thus inspiring future generations. Creating these pages and aligning them with RMBC's existing Sports Development webpage's ensured that all website visitors could also access existing information on sport and healthy lifestyles.

In conclusion this project has seen Rotherham residents engage in a number of exciting events that have really captured the essence of the Olympic and Cultural Olympiad. It's too early to determine whether or not the excitement that has been felt across the borough will translate into increased numbers in our local sports clubs and so forth. However the numbers that have engaged in Rotherham's Olympic themed events has been and continues to be a positive sign and the feedback received awe-inspiring. As a result we hope to build upon these experiences and run many of the Olympic events on an annual basis subject to funding being secured. This, in conjunction with Rotherham's existing initiatives and excellent work through the Health and Wellbeing Board, will serve as a legacy for our borough.

7.3 Yorkshire's Medal Winners & Rotherham's Olympians

Following the Games the project team made contact with all Yorkshire medal winners and Rotherham's Olympians on an individual basis to congratulate them on their tremendous achievements, invite them to attend Rotherham Show and also enquire as to whether they would be interested in working with us over the coming months to promote sport and healthy lifestyles throughout Rotherham.

All our correspondence was met with great thanks however due to prior commitments and hectic schedules the majority of our invites were politely declined. However Joe Roebuck (Swimmer) and Amy Oliver (Archer) responded positively and both have

agreed to explore joint working opportunities. Joe also attended Rotherham Show at which he received a rapturous welcome.

7.4 Next Steps

The proposed next steps for the project are as outlined below;

- As the project draws to a natural end it's suggested that the members of the project team contribute too RAP (Rotherham Active Partnership) meetings, chaired by Sally Jenks and administered by Chris Siddall, Sport & Leisure Manager. Any outcomes will then be filtered down to RAN (Rotherham Active Network) providers as the Operations Group. These groups will take responsibility for any continuing actions, themes and events. They will also continue to capture and record sports, arts and culture events in one place thus ensuring customers can view this information in an accessible format on the Sports Development events calendar.
- Continue to explore the opportunities of forging a peer support relationship with LBBD.
- Explore the opportunities to deliver many of the events created specifically to celebrate the Olympic year on an annual basis, subject to funding being secured including:
 - Festival of Sport
 - Big Dance Rotherham
 - Summer Games
 - BMX Saturday Masterclasses
- Chris Siddall, Sport & Leisure Manager and Laura Brown, Corporate Improvement Officer to continue to forge relationships with Rotherham Olympians Joe Roebuck (Swimmer) and Amy Oliver (Archer) with a view to them acting as ambassadors for healthy lifestyles within the borough.

8. Finance

All events and projects where possible have been delivered within the services budget capabilities; however there were a few instances where external funding streams and sponsorship could not be accessed due to time frames, the fact that the local authority was project lead and the complexities surrounding events linked with the Olympics.

As a result the Resources Directorate Finance budget supported a number of the projects, providing total funding of £10, 229. This funding ensured that the events were a great success and were accessed by as many Rotherham residents as possible.

As previously highlighted many of the Olympic events that the Resources Directorate Finance budget financed will now be run on an annual basis and will be built into existing budgets.

9. Risks and Uncertainties

Continuing to draw upon the enthusiasm associated with the Olympics and the associated projects/initiatives that Rotherham Metropolitan Borough Council have undertaken over the past months is extremely important in encouraging healthy lifestyles and cultural experiences.

10. Policy and Performance Agenda Implications

Joint Health and Wellbeing Strategy.

Rotherham Health Inequalities Action Plan.

11. Background Papers and Consultation

N/A

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