

Item B3

To: Communities Policy Overview Committee – 2 April 2008

From: Mike Hill, Portfolio Holder and Amanda Honey, Managing Director, Communities

Subject: The Cultural Olympiad

Classification: Unrestricted

Summary: This report advises members of the concept of the Cultural Olympiad, and of its potential scope. It summarises the national position and identifies the opportunities for Kent.

FOR INFORMATION

1. INTRODUCTION

1.1 The International Olympic Committee requires every Olympic Games and Paralympic Games Host City to stage a 'Cultural Olympiad'. However there is no definition as to what such an Olympiad should look like, and in the UK this flexibility has led to a decision by the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) that the UK's Cultural Olympiad should be nationwide, and also a maximum length of four years i.e. 2008 – 2012.

1.2 It is structured, nationally, around three "tiers" and described below are the objectives, themes and values underpinning the concept; the definition of each of the three tiers and how it is intended that Kent makes the most of the opportunities that the Cultural Olympiad, a unique phenomenon, presents. It will provide a strong focus for aspirations and targets in 'Towards 2010' such as the Kent Youth Theatre and the Turner Contemporary, and also potentially the new Local Area Agreement.

2. THE SCOPE OF THE CULTURAL OLYMPIAD

It is expected that every project in the Cultural Olympiad will meet the objectives identified below; display the three core values; and adopt at least three of the themes.

2.1 Objectives

London 2012 will integrate the cultural aspects of the Olympic and Paralympic Games into a single cultural programme, whilst taking the opportunity to showcase the increasingly vibrant disability arts movement. It will

- inspire and involve the widest range of London and UK-wide communities
- generate sustainable long-term benefits to our cultural life
- create outstanding moments of creative excellence across the full range of performing arts and creative industries
- connect future generations with the UK's artistic communities and with their peers around the world
- promote contemporary London as a major world cultural capital
- drive tourism and inward investment and use the creative industries to boost economic regeneration
- embrace the Olympic movement values of 'excellence, respect and friendship' and the Paralympic movement vision to 'empower, achieve, inspire'

2.2 Values

The Cultural Olympiad is intended to be inclusive and will

- celebrate London and the whole of the UK welcoming the world – our unique internationalism, cultural diversity, sharing and understanding
- inspire and involve young people
- generate a positive legacy – for example through cultural and sports participation, audience development, cultural skills, capacity building, urban regeneration, tourism and social cohesion and international links

2.3 Themes

The Cultural Olympiad will also reflect and support a number of themes. It will

- bring together culture and sport
- encourage audiences to take part
- animate and humanise public spaces – through street theatre, public art, circus skills, live big screen sites
- use culture and sport to raise issues of environmental sustainability, health and wellbeing
- honour and share the values of the Olympic and Paralympic Games
- ignite cutting edge collaborations and innovation between communities and cultural sectors

- enhance the learning, skills and personal development of young people by linking with our education programmes

3. THE NATIONAL THREE TIER STRUCTURE

3.1 Tier 1: Mandatory Ceremonies

Delivered by the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG), these will be extraordinary live spectacles which it is anticipated will be watched on television by one in three people around the world. The ceremonies and events for the Olympic Games and Paralympic Games will include:

- Handover Ceremonies at Beijing 2008
- Torch Relays
- Team Welcome Ceremonies
- Medal Ceremonies
- Closing Ceremonies in 2012
- Olympic Youth Camp

The major opportunity for Kent within the Tier 1 programme will be the Olympic Torch relay. Kent has an active campaign for the Olympic Torch to enter the UK at Dover in 2012, as it did previously for the 1948 Games. This would be seen by four billion people worldwide and boost the regeneration of Dover.

3.2 Tier 2: Major projects and cultural events

A number of major cultural projects featured in the London 2012 bid. These world-class cultural events will form the initial backbone of the Cultural Olympiad and the ten major projects discussed are listed below. Members will note that that as yet no final decision has been made on the details of these projects and that an additional four nationwide projects are expected within this tier, which will encompass science, literature, heritage and dance. Kent will be well-placed to take advantage of many of the Tier 2 projects.

Film and Video Nation: a UK-wide, four-year festival including a young people's filmmaking competition and a mass social observation of life in the 21st century

International Exhibitions Programme: International curators will work with communities in UK to re-discover and re-interpret existing collections

Artists Taking the Lead: The creation of great art in unusual places - twelve artists' commissions in twelve contrasting public spaces

2012 Sounds! exciting, participative music projects around the UK from 2008-2012, providing an unprecedented opportunity for young people to work alongside great musicians

International Shakespeare Festival! using the inspiration of Shakespeare as the world's poet, a range of new creative collaborations across the cultural sector

Live Sites: a network of permanent and temporary giant screens, taking London 2012 into the very heart of the UK's towns and cities

Celebration of Disability Arts and Sports: a one day festival during the Paralympic Games which will celebrate Paralympic sport alongside disability arts and include education opportunities for families and spectators

2012 Carnival! the bridge between the closing of the Olympic Games and the opening of the Paralympic Games in 2012

World Cultural Festival! a celebration of the cultures of the all Olympic nations that will visit London to take part in the Olympic and Paralympic Games

World Festival of Youth Culture: Exploring how young people can celebrate the Games through art, music, fashion, dance, science and literature

3.3 Tier 3: UK Cultural Festival

3.3.1 The 2012 Games, and the celebrations leading up to them, will not only take place in the communities of London, nor simply through the big national institutions. LOCOG is committed to spreading the benefits as far as possible across the UK over the four years from summer 2008. The Cultural Olympiad will encompass thousands of local and regional events as part of the nationwide celebrations. These celebrations will be supported and led by the network of 'Creative Programmer' posts.

3.3.2 Hosted by Regional Cultural Consortia, the Creative Programmers will be the regional representatives of the London 2012 Culture team and lead on bringing the Cultural Olympiad to life in each region. Creative Programmers will be the first point of contact for people in the nations and regions, giving information and advice on how to join in with the Cultural Olympiad. They will work alongside regional agencies, producers and individuals, brokering partnerships and producing joint events, projects and activities.

3.3.4 The Creative Programmer for the South East, Caterina Loriggio, was appointed in October 2007 and we have already met with her to discuss Kent's role in the UK Cultural Festival. Tier 3 will present Kent with the greatest opportunities to showcase arts and culture in the County and to 'grow' the capacity of the Cultural sector.

4. UK CULTURAL FESTIVAL - KENT

4.1 Kent's main opportunity to participate in the Cultural Olympiad will be as part of the third tier or UK Cultural Festival and KCC has engaged with key partners via the "Kent 2012" Arts Sectoral Task Group. "Kent 2012" is a partnership of agencies from across Kent and Medway, led and managed by the Sport, Leisure and Olympics Service of Kent County Council, within the Communities Directorate, seeking to derive maximum benefit from the Games across the areas of the arts; sport, schools and young people; economic development and regeneration; tourism; volunteering; skills and training; transport; and media & communications. The "Kent 2012" Arts Sectoral Task Group is made up of a combination of representatives ranging from the creative industries, film, disability art and ethnic minority organisations, to artists and arts organisations.

4.2 There have already been a number of successful projects in Kent delivered or inspired by the prospect of the Cultural Olympiad:

Images of Tour De France in Kent – 18th –30th Sept 2007 – Sessions House

An exhibition of photographs and Children's Art inspired by the visit of 'Le Tour de France' was also used to promote the Cultural Olympiad. The Tour de France exhibition highlighted the success of this sporting event and the impact it had on Kent.

International Community of Young Storytellers

The Kent 2012 Arts Sectoral Task Group organised a pilot project in partnership with Kidnet (a national web based network for showcasing young people's film making) with Kent young people. Young people from Channel School in Folkestone, Canterbury High School and the Kent Youth County Council produced films exploring what the Olympic and Paralympic Games in 2012 will mean to them. The participants, by having their work on Kidnet, become part of an international community of young storytellers. Three short films relating to the project were shown at Cineworld Ashford on 13 November 2007 and the young people involved were presented with certificates by Cllr Mike Hill.

This project was funded by Kent County Council and Screen South, through the Kent 2012 Campaign's Arts Sectoral Task Group.

'Arts & Sports Together' - County Show Detling – July 2007

The Kent Sport, Leisure and Olympics Service and the Arts Development Unit worked in partnership to deliver a complementary programme of sports and arts events at the Kent County Show. The Arts Bus replaced the Official London 2012 bus on Sunday providing a performance space for artists. Music for Change and Jugnu Bhangra Group performed dance and drumming workshops for three days alongside Charlton Athletic, Basketball and BMX stunts. The stand contributed towards Kent County Council's award for the Best Public Sector and Services Trade Stand at the Show. A children's workshop for drawing the Opening Ceremony was also organised across the three days.

4.3 Other Kent 2012 Arts activities that KCC has led in the last twelve months include:

- Continuing to lobby partners at national, regional and local level for the Olympic Torch to arrive into the UK through Dover in 2012. Partners supporting this campaign include Kent MPs Derek Wyatt (Chairman of All Party London 2012 Olympic and Paralympic Group), Hugh Robertson (Shadow Minister for Sport) and Gwyn Prosser, regional agencies including Tourism South East, Screen South and Culture South East, as well as a range of key local partners.
- Staging an inaugural pan-Thames Gateway Kent Cultural Olympiad discussion
- Creating a 'two page paper' on *What is the Cultural Olympiad?*, available to download from www.kentsport.org/london2012
- Conceiving and driving "*Dover and the Olympic Torch - a young people's conference*" to demonstrate to the International Olympic Committee and the London 2012 team that young people are at the heart of our bid to welcome the Olympic Torch to the UK through Dover.
- Through joint working between the Sport, Leisure and Olympics service and Kent County Council's Libraries and Archives, adding real value to this year's summer reading challenge, reaching over 17, 000 children.
- Developing a Kent 2012 Small Grants Fund, aimed at promoting the links between arts and sports through the Values of the Olympics; excellence, friendship, and respect.

5. FUTURE PRIORITIES FOR KCC

- Ensuring that the UK Cultural Festival: Kent and the Cultural Olympiad themes become key criteria for applicants to the Kent Arts Development Unit's Arts Investment Fund
- Seeking opportunities to develop cultural events around big sporting events to demonstrate the potential for this model
- Discussing with the South East Creative Programmer opportunities to attract additional investment into the County
- Exploring with key partners opportunities to reflect Tier Two projects in Kent initiatives in order to benefit from the raised profile of these projects. This includes expressing a keen interest in hosting at least one Live Site (big screen) in Kent.
- Looking at how to use the added kudos (or "magic dust") of the Cultural Olympiad to greater enhance existing events and projects
- Continuing to use 2012 as a catalyst for our Cultural Tourism programme in East Kent
- Continuing to proactively champion the County's bid for Dover to welcome the Olympic Torch to the UK in 2012
- Developing a Cultural element to the Kent School Games 2008

6. CONCLUSION

6.1 Despite the apparent clarity described in this report, at national level the approach to the Cultural Olympiad is still developing, including the matter of how events will be branded. Kent is keeping a close watch on these developments and is deliberately remaining flexible at this stage until the national offer is clearer. It is important that we do not fix our plans too early and therefore exclude ourselves from opportunities which may still emerge.

6.2 Equally, we are being proactive in expressing our enthusiasm in order to ensure that we maximise the opportunities for Kent to play a significant role in the Cultural Olympiad, and this report has identified many of the projects and actions that have already been carried out or are underway.

6.3 We will continue to work closely with regional partners, and are well positioned to maximise the Kent opportunities as the regional picture becomes clearer.

7. RECOMMENDATIONS

Members are asked to NOTE

- 7.1 the scale and range of opportunity arising from the Cultural Olympiad
- 7.2 the need for a flexible and proactive approach towards maximising the potential of the Cultural Olympiad for communities and creative sectors within Kent

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