

To: Communities POC – 26 January 2007

By: Cabinet Member and Managing Director for Communities

Subject: Update on Kent 2012 Campaign

Classification: Unrestricted

Summary: The Kent 2012 campaign is cross-sectoral and led by KCC. It seeks to ensure that Kent derives maximum benefit from the Olympic and Paralympic Games across the area of sport, inward investment and economic development, tourism, the arts, volunteering, education, skills and training. It was established prior to the International Olympic Committee determining that the 2012 Games would be held in London. The work within KCC is cross-Directorate, whilst being led by the Communities Directorate. The Olympics will be a catalyst to enable Kent to achieve better its existing priorities as contained within Towards 2010, the Vision for Kent and the Kent Agreement (LAA). In addition, the Games will present a one-off opportunity to deliver a number of new projects and programmes, resulting in long-term legacy. A Kent Strategy for the 2012 Games has been produced and contains sectoral priorities and actions required.

POC Members are asked to note progress on the Kent 2012 work.

1. Background

1.1 The Olympic and Paralympic Games are known as 'the greatest show on earth', attracting 11 million spectators, 30,000 to 50,000 media personnel, 17,000 participants, 60,000 sponsors and a television audience of four billion people worldwide. In previous Games, economic, sporting and cultural benefits have spread far wider than the host city. The Kent 2012 campaign seeks to ensure that the County derives maximum benefit from the 2012 Olympic and Paralympic Games, including in the areas of volunteering, sport, economic development and inward investment, tourism, arts, education, skills and training. The work is cross-Directorate and cross-sectoral throughout the County, whilst being led by the Communities Directorate through the Sport, Leisure and Olympics function. The work is high profile and the priorities for the first year following the announcement that the Games were to be held in London has focussed on:

- (a) Raising the awareness in Kent amongst key organisations and the general public of the opportunities that the Games will bring;
- (b) Establishing robust and inclusive structures that will be able to drive the work forward and
- (c) Producing a strategy to ensure that efforts and resource are used to best effect.

1.2 A summary of the Kent 2012 work to date is contained in Appendix 1 of this report. However, some of the highlights for Kent from this work include:

- Commercial funding being secured for top performers;
- The British Judo Association agreeing to use the Dartford Judo Centre as its pre-Games Training Camp;
- The Archery World Cup event being attracted to Kent for 2007;
- Endorsement from the London Organising Committee of the Olympic Games for Kent's proactive audit and clustering of possible Pre-Games Training Camp venues and their back-up facilities;
- Production of an electronic guide for small and medium sized businesses to support them to become 'fit for the Games';
- Provision of a brochure and web site to inform and engage partners in the Kent work;
- Cross-curricular resources on the Olympics being made available for Kent schools;
- Funding from the European Social Fund for construction-related and sports-related training being drawn into Kent;
- An active campaign mounted aiming to achieve agreement that the Olympic torch should enter the UK at Dover and be received by Dame Kelly Holmes MBE, the patron of the Kent 2012 campaign.

2. Policy Context

2.1 Delivery of a successful Games and ensuring long-term legacy from them is a stated priority of all government departments, the LGA, Sport England, Arts Council England and a host of Non-Departmental Public Bodies and agencies at national and regional level such as SEEDA and the LSC. In Kent, the 2012 Olympic and Paralympic Games are a priority in Towards 2010, referred to in 'Kent Futures' and in the Communities Directorate's Draft Vision.

3. Structure

3.1 Nationally, the Games will be delivered by the London Organising Committee of the Olympic Games (LOCOG), with the physical infrastructure element led by the Olympic Delivery Agency (ODA). A Nations and Regions Group provides LOCOG with a mechanism for ensuring that programmes associated with the Games are shared and communicated to regional level. KCC is the only County Council to have a seat on the South East Group for the 2012 Games and has representation on all of the region's 2012 working groups. Links between Kent 2012 and national and regional agencies will be important not only in ensuring that maximum legacy is secured for Kent, but in enabling Kent to address some of the potential downside risks from the Games. These are being monitored closely in order that action to mitigate their effects can be taken.

3.2 Risks include land banking in the growth areas by speculators not prepared to release land for regeneration prior to 2012; escalating build costs of capital projects in Kent; the government taking resources from National Lottery distributors (Arts, Heritage and Sport) to pay for cost over-runs on the Games; the loss of skilled labour to Stratford across construction, ICT, marketing and hospitality sectors and afternoon/evening commuter travel from Kent being disrupted during the Games period. Informal strategic alliances with LB Newham and Essex County Council at Member and officer levels have been established as a means to consider the downsides jointly, as well as the more positive aspects of the Games.

3.3 In Kent, a cross-sectoral coordinating group meets every two months under the leadership of KCC. This includes representation from key agencies and sectors in Kent with an interest in the Games, such as Locate in Kent, Kent Tourism Alliance, the County Forum for Sport, the Kent and Medway LSC and districts as well as senior KCC officers from Highways, Corporate Communications, Cultural Development and Kent Volunteers. Feeding into this coordinating group are nine `sectoral task groups`, which have been established to provide the expertise and the County-level delivery of the opportunities. The composition of the coordinating group and membership of the sectoral task groups is provided in Appendix 2.

3.4 The Cabinet Member for Communities chairs an Advisory Board, which has in its membership Derek Wyatt MP, the All-Party Commons Select Committee Chairman on Sport and the Olympics, and Hugh Robertson MP, the Shadow Minister for Sport and the Olympics. This Board seeks to `oil the wheels` at strategic level to ensure that Kent will benefit fully from the Games. In addition, there is a Cross-Directorate Coordinating Group comprising of the Cabinet Members for Communities; Public Health; Children, Families and Education and Economy and Regeneration, which aims to ensure that the Olympics is seen as a cross-KCC matter. Members of the Labour and Liberal Democrat Groups are represented on the KCC Sport, Olympics and Paralympics Group, which is an advisory group to the Cabinet Member for Communities.

4. The Strategy

4.1 Over the past few months, the sectoral task groups have been determining their priority outcomes and actions required, in order that a Kent Strategy for the 2012 Games could be produced. The draft strategy can be viewed on www.kentsport.org/london2012. The long term legacy beyond 2012 is the key to the strategy (see paragraph 8.1 of this report).

4.2 It is accepted that the strategy will have to be refreshed as 2012 approaches. One major reason for this is that nationally, many of the programmes such as transport, volunteering, culture and sport are some way off being finalised and they will influence the work carried out in Kent. Hence, the strategy will be monitored closely and reviewed annually. There are clear arguments for seeing Kent's strategy in terms of pre-Beijing (Summer 2008), Beijing to 2012, the period of the Games, and post-Games.

5. External Funding

5.1 Although there may be little new national funding likely to be provided by central government to ensure the community-level legacy is achieved, bodies such as the Learning and Skills Council, Sport England, Arts Council England and Visit Britain will be re-profiling their spend to ensure that full advantage is made of the Olympics. In Kent, many of the large number of partners involved in the 2012 work will also be re-profiling their spend, although the current belief is that new, dedicated spend by them is likely to be minimal.

5.2 National programmes around the Games are still being clarified, so the extent of external funding that will be made available to Kent is not clear. However, Kent has already secured in the region of £2 million through the European Social Fund for Olympic-related skills training in construction and sport, SEEDA is likely to fund elements of the business development priorities within the Kent Strategy for the 2012 Games and the Denne Group has identified £25K per annum for potential Paralympians. However, it is clear that Kent will need to be responsive to opportunities as they arise, and hence must have some funding in place to be both proactive and reactive.

5.3 There are prospects for some sponsors' funding associated with the Games in London to be spent within the County, as sponsors seek to maximise the benefit from their support of the Games. Also, an Interreg bid has been submitted for tourism elements of the Kent Strategy for the 2012 Games. However, the assumption from central government and the London Organising Committee of the Olympic Games is that local level initiatives to take advantage of the Games will be funded primarily by local organisations.

6. Funding for the 2012 Work

6.1 Clearly, not all the resources for taking forward Kent's 2012 work need come from KCC. Although many of the other sectors and organisations have been slow in coming forward with financial resource, there is clearly the intention for them to re-profile their spending plans as the work moves forward. As with external agencies, it is envisaged that there may be scope to re-focus existing resources in Communities to meet some of these priorities, particularly if they align with other targets.

7. Current Priorities for Kent 2012

7.1 Examples of current priorities as identified by the sectoral task groups and featured within the strategy include the following:

(a) Establishing a Kent Business Opportunities Network to enable our companies to bid for potentially lucrative contracts, but also to enable SMEs to be better skilled, trained and networked, for long-term prosperity

- (b) Drawing to the County further international sports events, thereby generating tourism, economic benefit and profile for Kent
- (c) Establishing a `volunteer army`, which can be used by KCC and other organisations to assist with events and activities in years to come
- (d) Generating cultural, economic and educational links from the international contacts being made through the lead up to the Games
- (e) Providing learning resources for schools; enabling them to use the Olympics in literacy, numeracy, geography, history and other National Curriculum subjects
- (f) Funding PR work that will enable the profile of Kent as a tourism and inward investment venue to be addressed by some of the 30,000 to 50,000 media personnel involved with the Games, and with the Games reaching a television audience of 4 billion people worldwide
- (g) Strengthening the cultural offer in Kent and establishing new collaborative work in the arts through Kent playing an active role in the Cultural Olympiad from 2008
- (h) Using the Olympics brand to encourage young people into apprenticeships and vocational learning.

8. Legacy from 2012

8.1 The general result from KCC's work on the 2012 agenda will include the following:

- (a) Increased international profile for Kent's regeneration plans having been given a boost through worldwide publicity;
- (b) companies strengthened and having won contracts associated with the Games;
- (c) Stronger links between Kent and other nations for sporting, cultural, economic, education and tourism benefit;
- (d) Kent having accommodated a number of pre-Games Training Camps and having provided top performers for the Games, who act as role models for young people;
- (e) Increased participation in sport and physical activity;
- (f) Kent having provided a significant number of the volunteers for the Games and having a volunteer army that is called upon for major and community events;
- (g) 15% growth in attendance at tourism venues in the four years leading up to 2012;
- (h) Marginalised groups up skilled;
- (i) The arts and cultural sector strengthened.

9.0 Recommendation

9.1 Members are asked to note the progress made on the Kent 2012 work.

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Background Documents: None



Kent Coordinating Group for the 2012 Games membership,

Chairman: Chris Hespe, Head of Leisure Services, Kent County Council

Kent Manager for the 2012 Games: Stephanie Holt

Arts: Sarah Dance, Arts Consultancy/KCC's Arts Unit

Business: Claire Coday, Chief Executive, Business Link Kent

Communications & Media: Gerry Moore, Corporate Communications Manager, Kent County Council

Community Safety and Security: Inspector Peter Williams, Kent Agreement Lead for 'Safer & Stronger Communities', Kent Police

Disability/Equity: Mike Bishop, Sports Development Manager (Disability), Kent County Council

District Councils: Mark Carty (Head of Cultural Services, Ashford Borough Council) David Ford (Cultural Development Manager, Canterbury City Council), Trevor Gasson (DCE, Maidstone Borough Council), Stephen Jefferson (Regeneration – Sports Development Officer, Dartford Council)

Further Education: Barry Langfield, KAFEC member, Assistant Principal, South Kent College

Higher Education: Professor Keith Mander, HEKAM member, Pro Vice Chancellor, University of Kent at Canterbury

International Context: Thomas Molloy, International Policy, Kent County Council

Inward Investment: Paul Wookey, Chief Executive, Locate in Kent

I.T: Chris Walker, Sports Development Unit Strategic Projects Manager, Kent County Council

Medway Council: Bob Dimond, Medway Manager for the 2012 Games, Medway Council

Regeneration/Economic Development: Jim McKenzie, Economic Development Manager, Kent County Council

Regional Development Agency: tbc, SEEDA Area Director

Schools: Danny O'Donovan, Head Teacher of Herne Bay Sports College, and member of Kent Secondary Transformation Team.

Skills and Training: Tony Edmunds, Learning & Skills Council

Sport: Martin Laws, Chairman Kent County Forum for Sport

Tourism: Sandra Matthews-Marsh, Chief Executive, Kent Tourism Alliance

Transport: Mick Sutch, Head of Planning and Transport Strategy, Kent County Council

Volunteering: Carol Kincaid, Coordinator, Kent Volunteers



Kent Co-ordinating Group for the 2012 Games
Sectoral Task Group Membership List

**Entries in italics indicate proposed members yet to be confirmed*

Arts –

- Shaminder Bedi OBE KCC
- Andy Brown South East Regional Director, English Heritage
- Esme Chilton Creative Partnerships
- Sarah Dance (Chairman) SD Arts Consultancy/KCC
- Chris Endersby KCC
- Nick Ewbank Director, Creative Foundation
- Gina Fegan Chief Executive, South East Media Network
- Stephanie Holt Kent Manager for the 2012 Games
- Sophie Jeffery Arts Council, South East
- Janice McGuinness East Kent Cultural Strategy Group
- Jo Nolan Chief Executive, Screen South
- Dermot O'Brien UKC
- Victoria Pomery Turner Contemporary
- Indi Sandhu KCC
- Sue Sparks KCC

Communications & Media –

- Steve Constable KM Group East Kent Sports Editor
- Stephanie Holt Kent Manager for the 2012 Games
- Simon Irwin KM Group Managing Editor
- Gerry Moore (Chairman) KCC
- Mike Rees KM Group West Kent Sports Editor
- Lisa Whitbread KCC
- Lee Winter KM Group Maidstone Chief Reporter

Economic Development & Regeneration –

- Paul Barrett Canterbury 4 Business
- Mandy Bearne Locate in Kent
- Kim Fletcher Business Link Kent
- Kate Greenaway SEEDA
- Stephanie Holt Kent Manager for the 2012 Games
- Stephen Kingsman Denne
- David Liston-Jones North Kent Thames Gateway
- Greg MacDonald Swale Forward
- Megan McKibbin KEB
- Jim McKenzie (Chairman) KCC
- Ken McKenzie KCC Head of Social Economy
- Matt Peacock Medway Council
- Debasish Sen Federation of Small Businesses
- Kathy Wadsworth Medway Council
- Janet Waghorn East Kent Partnership
- Michael Ward Kent Thameside
- Janice Wasson Channel Corridor Partnership

Schools & Young People –

- Nigel Baker Youth Services
- Martin Carter Kent Police
- *Rose Collinson* *Medway Director of Education and Leisure*
- Sharon Denney KCC – Teacher advisor for PE
- Jo Eames Valence School
- Carol Healy KCC Healthy Schools Programme
- Stephanie Holt Kent Manager for the 2012 Games
- Danny O'Donovan (Chairman) Herne Bay High School
- Sheena Watson Creative Partnerships
- John Wilford KCC School Sports
- Sarah-Louise Willy KYCC

Skills & Training –

- Sonia Allen Medway 14-19 Consultant
- Louise Beck Connexions Kent & Medway
- Malcolm Bell (Chairman) KAFEC/North West Kent College
- Deborah Benton Kent Works
- Caroline Chambers Channel Chamber of Commerce
- Sue Dunn KCC, Vocational Development
- Tony Edmunds LSC
- Barry Francis TUC Learning Services
- Emily Haswell KCC Economic Development Officer
- Stephanie Holt Kent Manager for the 2012 Games
- Vernon Hull Gateway Knowledge Alliance
- Keith Mander HEKAM
- Stephen Ramkissun ALPSE
- *Lynda Russell* *Job Centre Plus*

Sports –

- Mike Bishop KCC Disability Sport
- Kevin Day Performance & Excellence
- David Ford KALCO
- Kevin Fordham Commercial Sport
- Chris Hespe KCC
- Stephanie Holt Kent Manager for the 2012 Games
- Martin Laws (Chairman) County Forum for Sport
- Chris Metherell KCC Facilities
- Jennie Parker KASDO
- Claire Thomas University of Kent
- John Wilford School Sport
- Mike Wilkins University of Kent

Tourism –

- Sandra Matthews-Marsh (Chairman) Kent Tourism Alliance
- Stephanie Holt Kent Manager for the 2012 Games
- Kent Tourism Investors Steering Group (representing 55 organisations)

Transport –

- Richard Christian Dover Harbour Board
- Darren Cook (Chairman) KCC
- Stephanie Holt Kent Manager for the 2012 Games
- Anna Hurst ODA
- Neil Instone Stagecoach
- Paul Johnson Fasttrack
- David Miller Go Via
- Malcolm Spalling Arriva
- Mick Sutch KCC

Volunteering –

- Stephanie Holt Kent Manager for the 2012 Games
- Carole Kincaid KCC/Volunteering England
- Melosie MacNamara Job centre Plus
- Peter Nichols Kent Volunteers Advisory Group
- Charlotte Osborn-Howard Maidstone CVS
- Sarah Williams Swale CVS



- Schools Olympic and Paralympic Week (13 – 17 June 2005) – marathon, sports assemblies, skipping world record attempt
- Multi agency County Olympic Seminar, leading to the establishment of the proactive Kent Coordinating Group for the 2012 Games
- Kent’s campaign around the 2012 opportunities logo designed and launched. Promotional items subsequently extensively used and distributed
- Presentations to, and workshops with, a range of influential groups
- Workshop with Kent Youth County Council and Medway Youth Parliament – leading to their membership of three Kent Coordinating Group sectoral task groups
- A Kent stand around the 2012 opportunities at County Show 2005 – 6, 000 enquiries
- www.kentsport.org/london2012 website – accessible in three languages
- Email notice to all international Olympic and Paralympic committees of the “Kent offer”
- close working between Kent Sports Development Unit, Timebank, Kent Coordinating Group for the 2012 Games’ Volunteering group, Volunteering England
- Dame Kelly Holmes’ agreement to be patron of the campaign
- Formal engagement of Kent MPs with official national sports remits with the Kent Coordinating Group for the 2012 Games campaign
- Funding secured for top performers, both able bodied and those with disabilities
- “Kent tourism and the Olympics” conference
- “Kent business and the Olympics” lunch, hosted by KCC. Hosting two “business and the Olympics” workshops, plus manning a stand with over 100 enquiries, and presenting to a number of business breakfasts, and a business dinners

- Successful recruitment and appointment of a Kent Manager for the 2012 Games
- Successful Cabinet Member level Cross Directorate Olympic Committees held – delivering wide sign up across the County Council to the opportunities around the Games
- Endorsement from the London Organising Committee of the Olympic Games for Kent’s proactive audit of possible Pre Games Training Camp venues and their auxiliary facilities, and for our approach to “seizing the wider agenda”
- Meetings with Essex County Council, the Department for Communities and Local Government, Newham Council, and GLA to consider pan regional approaches and challenges to and of the Games
- Proactive member of the Regional Coordinating Group for the 2012 Games, and all of its six sub groups
- Lord Coe attended and presented to a Kent business lunch on Olympic and Paralympic opportunities. Lord Coe meeting with Cabinet Member with responsibility for Olympics and Paralympics, and KCC Deputy Leader
- Regular meetings (at Member, and at officer level) established with Local Government’s representative on the London Organising Committee of the Olympic Games
- Proactive member of the LGA’s Olympics and Paralympics Steering Group
- Early exploration with the Olympic Delivery Authority of the transport implications to Kent
- Being part of a successful bid to attract £1.7m of sports-related-training ESF funding into the region
- Being part of successful bids to attract £2.9m of construction-related-training ESF funding into the region
- Support and advice to the emerging Pas de Calais Olympic and Paralympic group
- Production and wide spread distribution of “One Year On – A Progress Report on how Sport in Kent has responded to the challenge of 2012”
- Monthly detailed interviews with members of the Kent Coordinating Group for the 2012 Games in the Kent Messenger papers

- Production and widespread distribution of an accessible campaign brochure outlining Kent's approach to deriving maximum benefit from the 2012 Olympic and Paralympic Games, thus achieving wider partner sign up – designed as a long-life reference document
- Reference in a platform speech at the 2006 LGA Conference that “Kent and Essex have been brilliant in the way they have responded [to the opportunities around the Games] both are really gripping the wider agenda”
- Have produced an electronic guide to “top ten things to do now to get your business fit for the Games” – Business Links nationally looking to adopt this
- Business Link Kent working with SEEDA as the national leads on developing the regional/national Business Opportunities Network model
- Worked closely with Kent Messenger group to produce an eight page “Kent and 2012” supplement, one year on from London winning the bid to host the Games
- British Judo Association agreeing to use the Dartford Judo Club as its Pre Games Training camp for 2012
- Archery World Cup event being attracted to Kent in 2007
- Draft Kent Strategy for the 2012 Games widely consulted upon
- Regional Business Coordination on the Games hosted and managed by Kent