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To: Communities Cabinet Committee

Date: 14 March 2013

Subject: **Kent County Council Olympic and Paralympic Legacy Plan**

Classification: Unrestricted

Summary: The London 2012 Olympic and Paralympic Games were a huge success for the UK and for Kent. Kent County Council had managed the Kent 2012 Campaign since establishing it in 2005 to ensure that the County secured maximum benefit and long-term legacy from the Games. Much of the legacy work is now embedded in the work of organisations throughout the County - Kent County Council has produced a Legacy Plan of the actions it will take to ensure legacy from the Games up to 2016 and beyond.

1. Introduction

- 1.1 The London 2012 Games were a resounding success for Great Britain and for Kent, with the County benefiting substantially. KCC had led a County-wide, multi-agency Campaign since 2005 to ensure that Kent achieved maximum benefit and long-term legacy from the Games. The Paralympic Road Cycling was drawn to Kent resulting in The County being recognised as 'Host County of the Paralympic Games'; 600,000 people watched the Olympic flame journey through Kent; 500 schools engaged in Olympic-related activities; 240 first tier contracts were won by Kent businesses; Kent produced a record 28 performers for the Olympic and Paralympic Games and the Kent School Games continued to inspire our young people. A detailed report highlighting the impact of this work was circulated to Members. KCC has subsequently produced this Olympics Legacy Plan, which intends to be an ambitious cross-Portfolio document
- 1.2 The Legacy Plan contains key actions for KCC services to take to ensure that the positive impact of the London 2012 Olympic and Paralympic Games continues – please see Appendix 1. The anticipation is that the cost of most of the actions identified within this Olympic and Paralympic Legacy Plan will be met through existing core KCC budgets, supplemented by external funding, where possible. This is Kent County Council's plan of the actions that it will take to ensure legacy from the Games up to 2016 and beyond.

2. Taking the Work Forward to Ensure Legacy

- 2.1 Kent County Council's work on the London 2012 Games has already made a positive difference to Kent with many of the achievements being sufficiently well established in the County to give confidence that they will continue to benefit Kent over forthcoming years, such as the tourism benefit, the economic 'windfall' from businesses having won contracts on the Games, the increased participation in sport and physical activity, and the new 'passion' for volunteering. However, KCC must ensure that the momentum continues apace.
- 2.2 In addition, a number of key lessons were learnt by KCC and its partners, which are documented in detail within the Evaluation of Kent 2012 document and in the Debrief Reports of the Olympic Torch Relay and the Paralympic Road Cycling event. KCC should ensure that this learning becomes embedded and established as 'best practice' within the relevant service areas.
- 2.3 The KCC Olympic and Paralympic Legacy Plan has been produced by the Culture & Sport Group in Customer & Communities Directorate with broad consultation across the authority. The Plan contains ambitious actions that Kent County Council will take to ensure legacy from the London 2012 Games. The actions are grouped by service area to ensure responsibility for delivery is clear. The Plan also features some of the learning across the authority from its involvement in the 2012 effort, which will be used by Kent County Council in its future work. The Evaluation Report on the Kent 2012 Campaign is included as a background document to give context of the proposed actions in the Plan.

3. Governance

- 3.1 The Cross-Directorate Olympic Committee was re-formed to oversee the development of a KCC Olympic and Paralympic Legacy Plan to ensure it is a cross-Portfolio document 'owned' by all KCC Directorates. The Cross-Directorate Committee will meet annually to review progress against the KCC Olympic and Paralympic Legacy Plan.
- 3.2 At officer level, a Co-ordinating Group has been formed, involving senior representatives from across the authority, to ensure full and appropriate input into the KCC Olympic and Paralympic Legacy Plan. The Co-ordinating Group will be convened occasionally to monitor and evaluate progress against the Legacy Plan.
- 3.3 The KCC Olympic and Paralympic Legacy Plan has been written by the Culture & Sport Group which will hold the officer-level responsibility for ensuring its implementation. KCC Communications & Engagement Division will support the implementation of the Legacy Plan through helping to build events and through the co-ordination of public messaging on Olympic and Paralympic legacy. This will include the production of a 'public facing' document which summarises the key points from the Legacy Plan.

- 3.4 All KCC Directorates will be expected to incorporate key actions from this Olympic and Paralympic Legacy Plan within relevant business plans.
- 3.5 The Kent County Council Olympic and Paralympic Legacy Plan will be 'soft launched' at a volunteering event to be held at Ashford International Hotel on 15 March 2013 in the presence of the Sports & Tourism Minister, Hugh Robertson MP, who was the Sport & Olympics Minister in the lead up to, and during, the Games.
- 4. Resources**
- 4.1 The anticipation is the cost of the actions contained within the Kent County Council Olympic and Paralympic Legacy Plan will be met through existing core budgets, supplemented by external funding, where possible.
- 5. Recommendation**
- 5.1 Members are asked to note the Kent County Council Olympic and Paralympic Legacy Plan and agree to support its implementation.

Background Documents

- Review of Kent 2012

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