

From: Mike Hill, Cabinet Member for Community Services

Barbara Cooper, Corporate Director for Growth, Environment and Transport

To: Growth, Economic Development and Communities Cabinet Committee, 12th October 2016

Subject: Final report on Kent 2012 Legacy

Non-Key decision

Classification: Unrestricted

Past Pathway of Paper: N/A

Future Pathway of Paper: N/A

Summary:

This paper sets out the achievements of the Kent 2012 Campaign in delivering on its legacy commitments ie those commitments to make an impact after the London 2012 Games. This paper is timed to mark the conclusion of the 2016 Rio Olympic and Paralympic Games, and it is not intended, subject to Member agreement, to continue to formally or further capture Kent Olympic and Paralympic Legacy beyond these 2016 Games.

Recommendation(s):

The Committee is asked to note this report

1. Introduction

- 1.1. The Kent 2012 Campaign was established in February 2005 by Kent County Council as a multi-agency partnership to ensure that Kent secured maximum benefit and a lasting legacy from the London 2012 Olympic and Paralympic Games. The partnership was led by the then Sport, Leisure and Olympic Service for KCC (now the Sport and Physical Activity Service).
- 1.2. Kent partners were clear from the outset that the focus of the Campaign was to ensure that the 2012 Games provided a long lasting positive impact for the county. The work from 2005 until around January 2011 (i.e. 18 months prior to the Games) very much concentrated on identifying and securing that legacy. As the UK passed the 500 Days-to-Go marker (15 March 2011), the focus was increasingly on ensuring that Kent was prepared for Games-time (including securing the Torch Relay route and activating communities along that route, finalising the County's Look (Olympic dressing by way of official London 2012 branded street banners) and Feel (the Kent volunteer 'welcome' programme),

and managing the Paralympic Road Cycling event staged at Brands Hatch and on surrounding roads.

1.3. In recognition of the Kent 2012 Campaign's rigorous approach, Kent County Council was awarded Beacon Status by the Government in 2009 for 'Securing Legacy off the back of the London 2012 Games'. The award was at the highest level of Outstanding, and Kent was the only authority in the country to be recognised at this highest level.

1.4. Key achievements of the Campaign were captured in the 2012 'Review of Kent 2012' and brief highlights included:

- Securing and hosting the four day sell-out Paralympic Road Cycling events of the Games, attended by over 20, 000 members of the public. This four day event is the largest cycling discipline of both the Olympic and Paralympic Games
- 2.5% growth in number of adults regularly taking part in sport in 2012 compared to before London was awarded the Games, in 2005. (2005 – 2012, Active People Survey)
- Developing the Kent School Games model, adopted by the Government to continue to be delivered in every county in England
- Establishing the Kent Greeters tourism welcome programme , the first of its kind in Europe, which continues to this day
- The highest engagement with the London 2012 'Get Set' Education Programme (measured both in number of schools, and as a % of schools within a Local Education Authority administered area), through a bespoke Kent schools' programme titled PRIDE. The International Olympic Committee has been so impressed by Kent's bespoke efforts around using the Olympic Games to inspire young people that in 2016 it has encompassed the 'Kent 2012 PRIDE Values Award Programme' within its own Olympic Values Education Programme
- Staging an Olympic Global Camp with over 250 young people from across 14 countries
- Hosting the Olympic Torch Relay for more days than any other county in the UK, reaching 38 communities in Kent
- Introducing the concept and rigour of Safety Advisory Groups (SAG) to a number of districts where they had not previously existed, providing training for districts unfamiliar with how to establish and utilise a SAG
- 4, 000 of the London 2012 Games Makers (the successful volunteer programme, now utilised by every major international sports event) were Kent residents

1.5. This report seeks to report on the principal Legacy impact of the 2012 Games on Kent in terms of three priority areas: sports participation; inspiring young people; and visitor economy.

2. Kent's Sporting Legacy

- 1.2. Adult participation in sport has two nationally agreed measures: 30 minutes of moderate intensity participation per week (1*30); and 3 times 30 minutes of moderate intensity participation per week (3*30).
- 1.3. Kent has delivered a 'statistically significant' growth in 1*30 participation of 1.7% in Kent and Medway (2.7% in the KCC administered area), when measured from October 2005 (just after London was awarded the 2012 Games) to March 2016.
- 1.4. There has also been a statistically significant growth in 3*30 adult participation in sport and active recreation. On this measure participation has increased by 2.7% across the whole county (including Medway) or by 3.6% in the KCC administered area, between October 2005 and March 2016. This makes Kent the eighth best performer in the country in increasing participation at 3*30 minutes since 2005-6.
- 1.5. The Sport and Physical Activity Service achieved these outcomes through a range of initiatives set out below:

A - Sport England funded schemes secured and maximised by the Kent County Sport Partnership as part of the KCC Sport and Physical Activity Service

- 1.6. These include 6, 444 new runners registered with running groups since 2012 as part of our Run Kent programme; our second year of The Workplace Challenge reaching 1, 872 employees across 276 workplaces with 28.6% registered as inactive when they signed up to this initiative; 55 newly created and marketed Kent cycling routes, and 203 trained ride leaders and Breeze leaders (Breeze is a women's cycling programme) developed since 2012; and 14, 400 young people aged 14 – 25 completing a six week Sportivate programme in a sport of their choice since 2012.

B - The Kent School Games and Cultural Celebration

- 1.7. Designed to reintroduce competitive school sport, the Kent School Games were conceived in 2006, and first delivered in 2008. The Kent School Games 2016 involved 7, 000 Finalists, and 30, 000 children in the heats and trials that ran from September 2015 to June 2016. Heats and trials are run at level 1 (intra school), level 2 (inter school) and level 3 (intra District i.e. Kent School Games Finals).
- 1.8. 38 different sports were on offer in this latest Kent School Games cycle. All are chosen because they offer a 'pathway' into community and club sport, should

the young person's imagination and passion be sparked by their participation in the Kent School Games.

1.9. Since 2012, this Legacy programme has been strengthened by:

- a) Ending the staging of a separate Disability Kent School Games Sports Day Finals and integrating this fully within the Finals Programme
- b) Increasing the number of children with disabilities who are being educated in mainstream schools, participating in the Kent School Games.
- c) Introduction of elite level athlete mentors
- d) Introduction of a Young Volunteers programme
- e) The introduction of 'Change 4 Life' zones at Finals Days

1.10. In addition to the sporting element of the Kent School Games, there has also been an evolution of the Kent School Games Cultural Celebration, which reflects the strength and impact of the London 2012 Cultural Olympiad, itself a parallel world class arts festival alongside the London 2012 Games (and indeed any Games). The KSG Cultural Celebration has been delivered as part of the Kent School Games since 2010, and offers an opportunity for an even wider set of young people to participate and compete in a county level event.

1.11. For the 2016 Cultural Celebration, Kent County Council has worked with a professional West End producer and her team over many months with our young auditioning performers. The early auditions and heats are designed to identify and showcase the very best artistic young talent in our county, but also very deliberately to target young people at risk of becoming disaffected and disengaged, and re-engaging them through the Arts.

C - Investment in sports facilities and equipment

1.12. Since 2012, the County Council has invested just short of £400, 000, through the KCC Capital Grant Scheme for Sport, in sports facilities and equipment in the county, leveraging in a further £4.2m over this same period. Typical recipients have been Voluntary Sports Clubs, Schools, and Parish Councils, and sites managed by Leisure Trusts on behalf of District Councils. Recent examples of successful awards include:

- a) new outdoor cricket nets at Edenbridge Cricket Club which resulted in a 200% growth in usage measured by time in use;
- b) a tripling in participant numbers at Birchington Bowls Club through improving the warmth and accessibility of the club building
- c) changing facilities at a new pavilion in High Halden, which resulted in the local recreation ground's usage jump from 30 users to 1,000 users per week; and

- d) investment in fitness equipment, which helped a school that previously was unable to meet any local community need, to attract and accommodate 3,000 local residents using the sports facilities each week.

D - The Free Access for National Sportspeople Scheme

- 1.13. Kent County Council manages a Free Access for National Sportspeople scheme, which for a very small joining fee provides elite Kent athletes performing at a national level in their chosen sport access to discounted equipment, training and facilities. The scheme will very shortly welcome its 2000th member. Of the Rio 2016 competitors, five of those from Kent have benefitted from the scheme. Additionally, three of the Olympians previously took part in their chosen sports as part of the Kent School Games.
- 1.14. Of the Rio 2016 Olympian competitors, two of those from Kent have benefitted from the scheme, and indeed three of the Olympians took part in their chosen sports as part of the Kent School Games. Athletes with Kent connections (were born here, schooled here, or train in the county) won a total of six Golds and one Silver at the Rio 2016 Olympic Games.
- 1.15. Of the Rio 2016 Paralympian competitors, three of those from Kent have benefitted from the scheme. Athletes with Kent connections (were born here, schooled here, or train in the county) won a total of one Gold and two Bronze at the Rio 2016 Paralympic Games.

3. Inspiring Young People: Kent's Educational Legacy – INSPIRE

- 3.1 The right to host the 2012 Games was won by London arguably by the Organising Committee's commitment to inspire young people in London, in the UK, and right around the world. The London 2012 Organising Committee said that this inspiration *could* take place in a sports arena, but equally valid would be inspiration in educational, cultural, personal or community contexts, hence all of these contexts were writ large in the Education Programme of the London 2012 Games' Organising Committee.
- 3.2 INSPIRE was the Kent Schools' Education Olympics Legacy Programme developed to ensure that we maintained that 'inspire a generation' ethos from the London 2012 Games, and to maximise the clear benefits that this brought to education in the years following the Games. INSPIRE has been delivered in two phases: phase 1 led up to the Glasgow 2014 Commonwealth Games (delivered in schools April 2013 to July 2014) and phase 2 led up to the Rio 2016 Olympic and Paralympic Games (delivered in schools July 2015 to July 2016). INSPIRE was funded by the Kent Schools' Funding Forum (SFF), with KCC's contribution being staff time.

3.3 Although the impact of INSPIRE is difficult to evidence empirically, its premise was to support our schools in developing in our young people the character traits, attributes and behaviours that underpin school attainment and more broadly success in school and work. This impact was 'evidenced' to the SFF and to the Corporate Director for Education and Young People's Services on a half yearly basis across 2008 – 2016 through captured testimony from participating head teachers, staff, and children. "Lizzy Yarnold inspired me to never say can't, because I can" – Oliver, Year 6, INSPIRE participant 2015.

3.4 In phase 1 of the programme, the focus was on personal development and young leadership, as well as hosting the Glasgow 2014 Queen's Baton Relay. In this phase:

- over 200 Kent schools received a motivational visit from our team of inspirational Olympian and Paralympian role models;
- more than 1,000 young leaders in schools across the county ranging from 3 years old to 18 years old experienced working collaboratively with Kent's world class artists and cultural organisations to in turn inspire their peers to create high quality work in a range of art forms; and
- our bespoke Olympian and Paralympian led personal development programme 'INSPIRE to Achieve and Celebrate' was cited as good practice by Ofsted

3.5 Phase 2 - 'INSPIRED Ways to Rio' combined wellbeing, physical activity and sport, the arts, and personal development. Across the academic year 15/16, the programme

- engaged 47 schools in communities with significant health inequalities that have previously chosen to not engage with Public Health programmes;
- staged 70 InspiRecipes school workshops which achieved impact through school-site training for parents and their children together
- saw 69 schools selecting 269 'Ways to Rio' from a menu of Rio-inspired activity, including extra curricular Olympic or Paralympic sports clubs, 'Your Mind, Your Body, Your Emotions' workshops, and creative and chorographic workshops; and
- enabled 65 young artist led Carnival preparation workshops.

4. Kent's tourism legacy

4.1. The Kent 2012 Campaign target for visitor economy, led by Visit Kent, was to achieve a 2% GVA growth in the county's visitor economy from 2008 until 2016, building on the additional profile a London Games could build for domestic and international visitors alike.

- 4.2. Visit Kent undertook this as part of its core business development, and key elements linked to the Games have been Visit Kent's participation and profile within Visit Britain's GREAT Campaign; hosting reconnaissance overseas press trips ahead of the Games in association with Visit Britain; the inception of Kent's Big Day Out and Golf In Kent campaigns, and the Look and Feel programmes.
- 4.3. This GVA target has been exceeded, particularly in the period since the Games, where economic impact is up by 8%, and visitor economy jobs supported has grown by 4%. Caution needs to be exercised as measuring the impact of sporting events on economic growth with precision is challenging. However, the data clearly evidences that the economic growth is underpinned by an increase in international rather than domestic visitors, with overseas trips up by 7% in the year immediately following the Games, and overnight stays growing by 26% from 2003 to 2013¹.
- 4.4. In partnership with Kent County Council, Visit Kent established Europe's first ever Greeters programme ahead of the London 2012 Games. Designed to harness the passion and knowledge of Kent residents about their own communities, the Kent Greeters continue to deliver 200 'greeters' (essentially a free 'customer welcome' service adding value to a visit by passing on local knowledge and tips, in the style of a friend rather than a guide) to domestic and international visitors each year, and are close to completing their establishment of Kent Greeters as a Community Interest Company.

5. Financial Implications

- 5.1. There are no known ongoing financial implications of Kent 2012 Legacy programmes. Sports participation continues to be a focus of the Sport and Physical Activity Service, but these efforts are contained within the KCC baseline budget and through the investment secured from Sport England.

6. Legal implications

- 6.1 There are none.

7. Equalities implications

- 7.1 Any individual projects going forward will continue to be Equality Impact Assessed in line with KCC's commitments against the Equality Duty 2010.

8. Other corporate implications

- 8.1 There are none.

¹ Visitor data for the period 2013 to 2015 is being collated independently currently, so no further legacy analysis is available currently.

9. Governance

- 9.1 It is proposed that there is no further formal reporting of Olympic and Paralympic Legacy.

10. Conclusions

- 10.1 The Kent 2012 Campaign's approach to legacy was always focused on existing priorities of the different sectors involved, and how these could be accelerated or achieved earlier through the impetus of an Olympic and Paralympic Games on our doorstep. In this way, securing the Legacy was simply an integral part of partners' business planning and future proofing, and this report has sought to demonstrate in the three priority areas the long term impact of that planning.
- 10.2 Over 1, 000 individuals and organisations played a role in the Kent effort for the 2012 Games. Bringing them together and ensuring a coherent approach was challenging, but ultimately the foundation for the success of the Campaign, including the Legacy element which has been delivered 2012 – 2016.
- 10.3 As we move further away from 2012, the experience of what can be achieved by different partners from different sectors working together remains in organisational and professional memories, and has fundamentally improved the way in which KCC and our partners more broadly position the sport and physical activity agenda.
- 10.4 The Sport and Physical Activity Service, using the experience of Kent 2012, continues to identify how the widest possible impact can be achieved through county level sports events, and through working with partners to secure the Open Golf more frequently for Sandwich. Its focus going forward, however, is aligning with public health outcomes to ensure the least active are supported to 'get the sporty bug' particularly in those areas of highest health inequalities; supporting Kent's ageing population to remaining physically active as long as possible; and growing the 'active outdoors' market as an informal route into physical activity.

11. Recommendation(s):

- 11.1 **Cabinet Committee** - The Growth, Economic Development and Communities Cabinet Committee is asked to note this report and that it is not intended to continue to formally or further capture Kent Olympic and Paralympic Legacy beyond these 2016 Games

12. Background Documents

- 12.1 Review of Kent 2012
12.2 Kent County Council and the Delivery of Olympic and Paralympic Legacy

13. Contact details

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