

To: Communities Policy Overview and Scrutiny Committee – 11 November 2009

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

Date: 11th November 2009

Subject: **Cultural Olympiad**

Classification: Unrestricted

Summary

This report provides members with an overview of the activity relating to the Cultural Olympiad.

FOR INFORMATION

INTRODUCTION

1. The International Olympic Committee requires every Host City to stage a Cultural Olympiad but provides no further definition as to what such an Olympiad might look like. In the UK, the decision was taken by the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) that the UK's Olympiad be firmly nationwide and also that it lasts for the maximum permissible length of four years, i.e., 2008-2012. The British Cultural Olympiad is structured nationally and loosely around three elements. Described below is the make up of these three elements; how we are working to ensure that Kent makes the most of the opportunities which are presented and progress to date. In Kent, the work on the Olympic and Paralympic Games overall is led by Kent County Council's Sport, Leisure and Olympics Unit.

THE THREE ELEMENTS OF THE CULTURAL OLYMPIAD

2. The Cultural Olympiad is structured into three sections: mandatory ceremonies; major projects and the Inspire Programme of major local events.

3. Mandatory Ceremonies

Delivered by the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG), these will be extraordinary live spectacles 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

4. Major Projects

A number of major cultural projects featured in the London 2012 bid. These world-class cultural events form the initial backbone of the Cultural Olympiad. The nine major projects are listed below.

- Unlimited – led by the Arts Council and celebrating disability art and culture
- Stories of the World – led by the Museums, Libraries and Archives (MLA) people of all backgrounds across the UK will become “curators” of collections and objects held in Museums, libraries and archives
- Festival of Carnivals – This project will be managed in partnership with the Five Borough Partnership - the unit bringing together the London Boroughs of Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest and will consist of a range of outdoor cultural work in London and the wider UK in the years up to 2012 culminating in a spectacular street theatre commission in 2012
- Film Nation – led by the UK Film Council and inspiring new talent to participate in film
- Discovering Places – led by Heritage Link, Commission for Architecture and the Built Environment (CABE) and Natural England, this project encourages young people to explore the buildings and places around them
- Somewhereto – is led by the Legacy Trust and seeks to empower young people to use space around them on their own terms
- Sounds – led by the BBC, Serious and Youth Music, this project will showcase the sounds of the nation in 2012
- World Shakespeare Festival – led by the Royal Shakespeare Company this project will celebrate Shakespeare through a series of international collaborations
- Artists Taking the Lead – led by the Arts Council this project will encourage artists to use the nation as a blank canvas and showcase the UK’s creativity to the world.

5. The Inspire Programme

The 2012 Games and the celebrations leading up to them will not just take place in the many communities of London, or just through the big national institutions. LOCOG is committed to spreading the benefits as far as possible across the UK. The Cultural Olympiad will encompass thousands of local and regional events as part of nationwide celebrations. These celebrations will be supported and led by a network of Creative Programmers and in order for these events to be officially recognised as being a part of the Cultural Olympiad they must successfully apply for the Inspire mark. An Olympic and Paralympic first, the London 2012 Inspire programme officially recognises outstanding non-commercial projects and events inspired by the Games. Sport, culture, education, sustainability, volunteering and business opportunities all feature. Advantages of being awarded the Inspire mark (a version of the 2012 logo) include:

It sets projects apart – projects are assessed by London 2012 and the International Olympic Committee – only the very best are recognised through the Inspire programme.

It is a **badge of excellence** – Inspire projects can carry the London 2012 brand, through the Inspire mark, on a wide range of marketing materials.

Like never before – projects that achieve this status are recognised to reach new audiences, forge new partnerships, and most importantly: to inspire.

Showcases success – regional and national media activity regularly focuses attention on Inspire projects. LOCOG also run regional events to showcase projects, drive inspiration and stimulate new partnerships.

Networking opportunities – there are opportunities to strengthen projects through the Inspire programme network. This is a diverse network of organisations at national and regional level, across culture, sport, education and sustainability, with potential to drive inspiration and opportunities.

Communications support – LOCOG work with recipients to provide communications support that works for each project. This might include:

- inclusion in targeted London 2012 media campaigns
- London 2012 representatives at key events
- blog and feature content on the London 2012 website
- features in one or more of the enewsletters, targeting specific audiences
- project video or photographs appear on London 2012 social network pages and groups
- media relations advice provided.

6. Hosted in this region by Arts Council England South East, the Creative Programmers are 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 work alongside regional agencies, producers and individuals, brokering partnerships and producing joint events, projects and activities. The Creative Programmer for the South East, Caterina Loriggio, was appointed in October 2007 and Kent County Council and many others in the creative sector in Kent have established a close and effective working relationship with her. Caterina recently secured a visit from Bill Morris the LOCOG Director of Culture, Ceremonies and Education to the county to see the range of high quality work we are doing around the Cultural Olympiad.

OBJECTIVES, VALUES AND THEMES OF THE CULTURAL OLYMPIAD

7. Objectives

London 2012 will integrate the cultural aspects of the Olympic and Paralympic Games into a single cultural programme, while 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'.

8. Values

The Cultural Olympiad is for everyone.

It 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.

9. 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.

It is expected that every project in the Cultural Olympiad will have to fully display the three core values and adopt at least three of the themes.

THE CULTURAL OLYMPIAD IN KENT UPDATE

10. Kent 2012 is a partnership of agencies from across Kent and Medway led and managed by Kent County Council's Sport, Leisure & Olympics Service seeking to derive maximum benefit from the Games across the areas of the arts; sport, schools & young people; economic development & regeneration; tourism; volunteering; skills & training; transport; and media & communications. One of the sub-groups of this wide Kent 2012 Campaign is the Kent 2012 Arts group, which 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. The Arts Group provides the lead on the Cultural Olympiad in Kent and further details of all projects can be found on the Kent 2012 website (www.kent2012.org/london2012). Whilst only those events which achieve the Inspire mark will be formally recognised by LOCOG as part of the Cultural Olympiad this report also highlights some other local initiatives which are inspired by the Games even though they may not have received the Inspire mark.
11. The Arts Sectoral Group has established the following priorities:
 - A1.** Continue to explore/establish an online celebratory and street arts toolkit.
 - A2.** Invest in and grow Kent's existing series of festivals.
 - A3.** Explore the establishment of a Creation Centre or centres in one or more key locations in Kent, including the Thames Gateway Kent – see Creation Centre below.
 - A4.** Use arts to create a sense of place and improve the public realm experience for visitors.
 - A5.** Continue through partners to track/monitor and input to each strand of the Cultural Olympiad Major Projects.
 - A6.** Input and support the County's bid for the Olympic Torch to enter the UK through Dover in 2012.
 - A7.** Explore ways to promote and enhance existing arts activity through using the Olympic and Paralympic values.
 - A8.** Respond to and influence the South East's Accentuate programme for the benefit of Kent.

There have already been a number of successful projects delivered or inspired by the prospect of the Cultural Olympiad and these are shown in the following sections under each of the priorities (A1-A8).

A1. Continue to explore/establish an online celebratory and street arts toolkit

COPOR (Inspire mark achieved)

12. The Celebratory and Outdoor Performance Online Resources (COPOR) has been created to offer information, networking and archiving facilities to people who work in, or are interested in,

the outdoor performance sector; this will include artists, commissioners, students, academics and aficionados. Through this portal visitors can find:

- An archive and database of individuals (including biographies and contacts), companies and projects (including images, movies and media, text and blogs). Links are made between organisations, people and project thus providing a dynamic network and reference tool.
- A calendar of upcoming events including performances, conferences and festivals.
- A helpdesk, providing advice and support for people new to celebratory arts. An assigned project liaison will help community and voluntary groups develop celebratory and projects.

This project is being led by the University of Kent at Medway (UoK) and is supported by KCC, South East England Development Agency (SEEDA), Arts Council England, South East (ACE,SE) and Medway Council. In response to London winning the Games, UoK established a new post graduate course entitled Creative Events and students from this course, the University have created this on-line resource.

A2. Invest in and grow Kent's existing series of festivals

13. Working with SEEDA and ACE,SE, KCC have brought together East Kent Festivals to undertake a joint commission which will benefit all the festivals and allow them to consider how to better work together in future. It comprises a key audience development and marketing component. The results of this project will be seen in 2010.

A3. Explore the establishment of a Creation Centre or centres in one or more key locations in Kent, including the Thames Gateway Kent

14. Creation centres are production resources used by street arts/street theatre companies for the construction and rehearsal of outdoor work. These centres are usually converted industrial buildings (engine sheds, an abattoir, etc) and are either festival or artist-led. There is a developing realisation that unless we are able to develop appropriate production facilities for outdoor work, quality and aspirations will not be given the chance to thrive. A Creation Centre could unlock resources for street artists to make more ambitious work with higher production values. The south east is currently seen as having a national strength in outdoor performance, with a strong festival network, but the region lacks suitable production workspace for large scale street theatre work.
15. LOCOG have confirmed that they are exploring establishing a Creation Centre as a legacy use for one of the stadia in the Olympic Park. There is, however, still a need for such a centre to create many of the large scale carnival structures required for the Opening and Closing Ceremonies, and the wider Cultural Olympiad. In Kent we are keen to pursue hosting such a facility, which would become only the second in the country. It would therefore provide great legacy benefit to the county's creative economy.
16. This is currently being pursued with the Department for Communities and Local Government, with backing from Arts Council South East, to be located somewhere within the Thames Gateway Kent Partnership area. Two sites have been identified: one within the London area

and one at Chatham Historic Dockyard. KCC is working closely with Medway and ACE,SE to champion the Chatham site.

A4. Use arts to create a sense of place and improve the public realm experience for visitors.

17. Dover is the first town chosen by the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) to host a Live Site that is not a city. The Live Site, effectively a big screen, presents an amazing opportunity for the community to use; whether for information or to stage local events around the Live Site, as well as to broadcast national events and the Olympics and Paralympics in 2012. At other Live Sites dotted around the UK, communities have come together to watch a range of cultural, sporting and Olympic related events. The screen was secured for Kent by the County Council's Sport, Leisure and Olympics Service working with LOCOG. The planning for Dover's Live Site included a wide range of partners working together, including Dover District Council, East Kent Primary Care Trust and Dover Pride. The BBC will manage the screen and content along with a programming board consisting of local partners including KCC.
18. A range of dancing for the whole community centred on Dover Market Square and the Live Site took place on Saturday 29 August 2009, a significant date because it marked three years to go until the London Paralympic Games begin. It featured a range of performances from local dancers and dance groups, including Loop Dance and Sign Dance Collective. The day ended with a Hip Hop dance-off.

A5. Continue through partners to track/monitor and input to each strand of the Cultural Olympiad Major Projects

19. Currently two of the shortlisted national proposals have potential to be hosted in Kent and the Kent Arts Development Unit is providing assistance in working up the initial proposals ready for submission for the final stages of shortlisting.

A6. Input and support the County's bid for the Olympic Torch to enter the UK through Dover in 2012

20. The Olympic and Paralympic Torch Relay is a statutory event of any host city's Cultural Olympiad and Kent County Council's Sport, Leisure & Olympics Unit is managing the campaign for the Olympic Torch to enter the UK through Dover in 2012. A range of local and regional partners are backing Dover to be the UK's welcome point for the Olympic Torch in 2012, for a number of reasons including:
 - Dover was the welcome point for the Olympic torch when London last hosted the Games in 1948. It would be fantastic to recreate this part of British Olympic history in 2012
 - Dover is the natural gateway between mainland Europe and the UK. A visitor's first and last impressions of the UK are formed here
 - The white cliffs are recognised by international audiences as one of Britain's most famous landmarks. The torch's arrival at Dover would reinforce international interest and media profile
 - Dover has experience of hosting international sports events, and Dover will host the World Archery Grand Prix later this month, with Lord Sebastian Coe as Patron

- Dover is undergoing significant regeneration. The chance to welcome the torch provides an important opportunity to support Dover's renaissance and reflects the importance of 2012 as a catalyst for regeneration.
21. A group of headteachers, led by the Sport, Leisure & Olympics Service of Kent County Council and Future Creative, held a Dover Schools Torch Conference on 24th April 2008. Demonstrating the involvement of young people in our plans will be critical to any Dover bid, hence a school element of the Torch Campaign has been established and has been active for the past year. Some of the work included 6000 young people submitting designs for a Torch mural, which will be displayed at De Bradelei Wharf in Dover, and a schools' Torch Relay that involved 52 schools in Dover, Deal and Sandwich.
 22. This event was built on between 23 June – 2 October 2009 when local secondary schools came together to design a Schools' Olympic Torch, 6000 local children entering an Olympic Torch Mural Competition, an Olympic Torch Curriculum Resource pack being developed, and a Schools' Olympic Torch Relay run between all 52 schools across Dover, Deal and Sandwich. All of this work is delivered in partnership between a range of KCC services and local partners, and is billed under the campaign title 'Pass the Passion'. Work will continue throughout October with 21 local schools working with Music for Change on developing the existing Pass the Passion theme song.
 23. An event with leading creative partners was also held in March 2009 to pull together a menu of creative ideas for an arrival at Dover and these are currently being drawn together.
 24. To mark the official launch of the Cultural Olympiad, on 26 September 2008 Kent partners delivered Dover's Light Up Open Up, a large scale event, attended by 12,000 people to celebrate the Launch of the Cultural Olympiad over 26-28 September. Tonbridge-based master pyrotechnicians The World Famous were commissioned by Kent County Council to 'light up' Dover's Harbour with a spectacular free fire show celebrating Dover's unique place in history; a beacon welcoming visitors to these shores and proclaiming Dover's ambitions to receive the Olympic Torch when it arrives on UK shores in 2012. This was followed by an Open Up weekend, with places of historic and local interest being opened up to the public with the support of volunteers. Light Up Dover has now become one of the most talked about events of that national weekend of celebration and was attended by London 2012's Olympic Delivery Authority Head of Arts and Cultural Strategy.

A7. Explore ways to promote and enhance existing arts activity through using the Olympic and Paralympic values (see Cultural Baton below)

25. Open Up weekend

The Open Up weekend has become a permanent fixture in the national annual calendar of events and partners across Kent contributed to this year's event. This year's opportunities included:

- Got Talent visual art, music and dance exhibition at Turner Contemporary, Margate

- National Youth Theatre performances celebrating the first flight across the Channel in Dover and the Isle of Sheppey
- live music concerts at the Brenchley Gardens Band Stand, Maidstone
- film and photography exhibition from artist Cathy Rogers at the Hazlitt Arts Centre, Maidstone
- the chance to visit two of Gravesham's top heritage attractions - the 13th Century Milton Chantry and New Tavern Fort
- free taster sessions for different disability sports at Riverside Youth Centre, Canterbury.

26. Bandstand Marathon (Inspire mark achieved)

This national programme took place this year with around 120 bands and around 3,000 musicians playing to between 28,000 and 35,000 people across the UK. KCC were proactive in promoting this opportunity and a number of Kent bandstands including Deal, Folkestone, Gravesend, Ramsgate, Sevenoaks, Dover, Broadstairs, Hythe, Margate, Tunbridge Wells and Maidstone took part in this event.

27. Kent Cultural Baton (awaiting Inspire mark application outcome):

The *Kent Cultural Baton*; a concept designed by the Kent Arts Development Unit, will be a unique, original commissioned artwork that will tour Kent in the period up to the 2012 Games to promote Kent's cultural offer. We are currently commissioning the artwork. Social Enterprise Company *Future Creative* are delivering a programme of work around the shortlisted proposals. Young people from four schools across Kent will work closely with the shortlisted artists and use the early proposals as inspiration to develop their own ideas as well as experimenting with and testing the proposals to help refine and improve the final submissions. Each of the four schools involved in the programme will be featured in a short film that encapsulates their learning and responses which will be premiered at the celebratory event in December 09 hosted by the Assembly Hall Theatre in Tunbridge Wells. The event in December will be designed and led by the young participants, to celebrate the programme and announce the name of the artist selected to create the *Baton*.

28. Pulse (Inspire mark achieved)

PULSE is led by Future Creative (formerly known as Creative Partnerships). The project supports young people aged 11– 24 years to develop partnerships with eight Kent-based cultural organisations. The young people will design and lead public cultural events throughout Kent and Medway, based on the expertise and practice particular to each cultural partner organisation. The events will involve new cultural work being performed or commissioned in each instance and include a variety of dance, theatre, music, community art and sculpture, and street festival.

29. Charivari Day (Inspire mark achieved)

Strange Cargo's Charivari Day, held in Folkestone, is widely recognised to be the biggest and best carnival in the region. Strange Cargo extend invitations to hundreds of people to join in.

This year the Inspire mark added to the excitement of the day. Charivari Day embraces the Olympic values of encouraging everybody to join in, and for many weeks, children, young people, teachers, community groups and artists had worked alongside each other to design and create the fabulous carnival costumes and sculptures that took to the streets of Folkestone on 11th July to celebrate as a community.

30. Kent Small Grants Fund

A small grants fund supports cultural, creative and sports providers to deliver activities and events that will demonstrate at least one of the Olympic Values of Excellence, Friendship and Respect, and will support the Kent 2012 Campaign efforts to promote sporting and cultural activity in the county.

The purpose of the funding is that such activities or events be new, or in some way be significantly be enhanced. The projects will then support Kent Campaign efforts to spread the 'magic dust' of the Olympic and Paralympic Games into the hearts of local communities and activity.

To date the Kent Small Grants Fund has supported 16 projects in the fifteen months or so since being established. In total £11,690 of funding has been provided to Kent projects. Grants range from £500-£1000 and are awarded to "cultural, creative and sporting" projects that engage the community, in particular young people, with the 2012 Games and its themes.

31. Swale Flag

Residents of Swale took part in a unique project to reunite pieces of the Olympic flag as part of the district's Cultural Olympiad celebrations. Local artist Paula Trower created the exciting concept as a way to get residents of Swale inspired by art and involved in a borough-wide sculptural arts project.

Inspired by an Olympic relay race, Swale Borough Council received the flag from London 2012 as part of the handover from Beijing to London on 24 August 2009. The flag was then cut into 200 pieces and posted on to randomly selected Swale residents in golden envelopes.

The reuniting of the flag formed part of the day's activities at the Sittingbourne Spectacular on Saturday 11th July. Over 50 residents returned their pieces to help re-form the flag, where the relay was completed and the flag flown once again.

32. Kent School Games

The Kent School Games is led by the Communities Directorate with Children, Families and Education, involving heats and trials run at school sport partnership level before the finals take place at County level every two years. The first Games in 2008 involved 500 schools, 515 area competitions, 30,000 young people and that led to 1,200 medalists in 23 sports. The 2010 Games was launched on 1 October 2009 and will include more sports and a greater cultural input.

Discussions with Kent's Specialist Arts Colleges are taking place as to the cultural element of these games, revolving around opening and closing celebrations, and recording the games through a variety of media.

RECOMMENDATIONS

- Members are asked to NOTE the scale and range of opportunity around the Cultural Olympiad
- Members are asked to NOTE the projects already successfully delivered by Kent County Council with partners within this context

“The opportunity of the Games is about a catalyst for the future” – Jude Kelly OBE, Artistic Director of the South Bank, and Chair of the London Organising Committee's Culture, Ceremonies and Education Programme

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