



OFFICER REPORT TO CABINET

Surrey's Strategy for the 2012 Games 14 July 2009

KEY ISSUE/DECISION:

The Cabinet is requested to consider and approve Surrey's Strategy for the 2012 Games, prior to submission to the Surrey Strategic Partnership's Leadership Group in September 2009.

BUSINESS CASE:

What are we trying to achieve?

1. The Surrey 2012 programme will use the excitement of the London 2012 Olympic and Paralympic Games to improve business, community and health outcomes for Surrey. We are determined to ensure that Surrey retains a legacy of benefits from the 2012 programme. The Cabinet Member for Community Services, with the support of appropriate officers, will provide leadership for the Surrey 2012 programme.
2. Cultural activities enrich the lives of the County's residents. The 2012 programme is designed to broaden the range of events and activities that will be available over the coming years. The programme provides a significant opportunity for the County Council to provide visible leadership of a high profile occasion. The outcomes we expect to secure include:
 - Large numbers attending events organised as part of the programme, including good connections to schools and young people;
 - Providing support for businesses in Surrey to bid for contracts from the London 2012 programme and thereby gain experience which can help in securing further contracts from similar large programmes elsewhere;
 - At least one national team being based in a training camp in the County.
3. Specifically, the programme will deliver by:
 - Raising the profile of excellent and inspiring projects and activities;
 - Making the strategic link from grass roots activities to County Council and Surrey Strategic Partnership objectives;
 - Expanding the reach of isolated successful projects;
 - Connecting similar projects from across the county to enable a more coherent and more efficient outcome, and
 - Breaking down artificial organisational barriers to deliver common objectives.

Surrey will deliver value for money and achieve the 2012 ambitions by maximising efficiency and reducing duplication.

4. Surrey 2012 Strategy.

We have consulted widely in preparing the 2012 strategy - with council colleagues, borough and district partners, business networks, and voluntary and community organisations. Surrey's 2012 Steering Group (formed of representatives of the Surrey Strategic Partnership's Leadership Group) has been consulted on the strategy and approved it. A detailed action plan, which was developed with strong partner support, backs up the strategy.

The full Surrey 2012 strategy, "Be Part Of It", is attached as Annex 1 to this report. The strategy gives an uncomplicated overview of the county's ambitions. The strategy means that any Surrey resident or business can appreciate the breadth of outcomes that will be delivered over and above a few weeks of sport in 2012. The following paragraphs summarise the key priorities of the strategy.

5. Business Outcomes:

The South East of England is expected to gain over £1 billion from the 2012 Games, both through Games related contracts and from increased tourism. Our aim is to help Surrey companies to compete for their share of this business by getting them registered for 2012 contract tenders on the "CompeteFor" portal developed specifically for 2012 procurement.

6. Community Outcomes:

We will bring communities closer together by increasing participation in sporting, cultural and skills-development activities associated with the 2012 Games. The County Council will particularly want to ensure that Schools take full advantage of the opportunities that this programme offers. We will encourage and support volunteering activities, and will improve educational attainment in Surrey by providing every young person with the opportunity to participate in 2012 projects.

7. Health Outcomes:

We will use the Olympics and Paralympics to inspire the people who live and work in Surrey to take up more active and healthy lifestyles. We will improve Surrey's sporting achievement by helping to transform today's sporting talent into world-class athletes of the future, in part through collaboration with the national charity SportsAid.

8. Training Camps:

Surrey has 19 excellent sporting venues qualified to offer training camps to nations competing in the 2012 Games. In addition to these registered venues, we hope to make the most of other top quality Surrey facilities, such as those in our independent schools. Surrey has already hosted visits from nations evaluating training facilities and communities, visits that have attracted positive media coverage as well as engaging the public's imagination. Each nation will have a London 2012 grant of up to £25,000 to spend on facilities and associated training costs, with the added potential of wide-ranging benefits to the host community as well as the visiting nation. We aim to gain the commitment of at least one competing nation to a Surrey training camp.

Equalities implications

9. A full Equalities Impact Assessment is under way for the Surrey 2012 programme. In keeping with Paralympic values, there will be positive equalities impacts in relation to raising the profile of talented artists and sportspeople with disabilities, as well as changing public perceptions towards disability. The effect of the community projects will be to improve understanding between communities, and will focus on young people understanding different cultures and their place in today's "global village".

Financial and value for money implications

10. A small amount of funding has been allocated within the Cultural Services budget for pump-priming initiatives, and will be allocated appropriately following consultation with the Cabinet Member for Community Services. A 2009/10 budget of £147,000 has been allocated for this work. This will contribute towards focussed projects that will improve business, community and health benefits for the county. Additional financial support is available from stakeholders, to ensure that the projects will be delivered on a value for money basis. Overall it is expected that this external funding will exceed the resources being provided by the County Council.

Risk management implications

11. The Surrey 2012 Programme is a significant partnership, which is tracked on the County Council's Partnership Governance Framework.
12. The security risk related to the 2012 Games is being considered and addressed by the Surrey Local Resilience Forum's 2012 Group. The Surrey 2012 County Council Officer Champions Group has representation from Surrey Fire and Rescue, and the Surrey Police Authority. Surrey Police are represented on the 2012 Steering Group. Partners are being consulted to address risks during the period of the Games, including those associated with the displacement of volunteers to the Olympics, and the potential for transport implications.

Implications for the Council's priorities or Community Strategy/Local Area Agreement targets

13. The Surrey 2012 Programme has been incorporated into the priorities of the Surrey Sustainable Community Strategy, and has established links with each of the Thematic Partnership Boards of the Surrey Strategic Partnership (SSP). Because the Programme improves partnership working from many sectors, and helps to achieve positive outcomes for the whole county, it is expected to have a beneficial effect on the Comprehensive Area Assessment. The Surrey 2012 Programme will contribute to a number of National Indicators, including at least the following:
 - Overall/general satisfaction with local area **(NI5)**
 - Increasing participation in regular volunteering **(NI6)**
 - Creating an environment for a thriving third sector **(NI7)**
 - Increasing use of public libraries **(NI9)**
 - Increasing visits to museums and galleries **(NI10)**
 - Increasing engagement in the Arts **(NI11)**
 - Protection against terrorist attack **(NI36)**
 - Engagement of young people in positive activities **(NI 110)**,

Section 151 Officer Commentary

14. The Section 151 Officer confirms that all material, financial and business issues and risks have been considered in this report.

RECOMMENDATIONS:

It is recommended that Cabinet considers and approves the draft strategy attached at Annex 1.

REASONS FOR RECOMMENDATIONS:

Surrey's 2012 programme is led and coordinated by Surrey County Council in collaboration with a wide range of partners across the county. It is appropriate for the Cabinet to consider and sign off the strategy formally, before Surrey Strategic Partnership agrees the document in September 2009.

WHAT HAPPENS NEXT:

The Surrey 2012 strategy is scheduled for consideration and approval at the 30 September meeting of the Surrey Strategic Partnership's Leadership Group. It is anticipated that all major partners, including Boroughs and Districts will have an opportunity to adopt the Strategy. Once approved, the strategy will be published and delivery performance will be monitored against the associated action plan.

Lead/Contact Officer: Surriya Subramaniam

Consulted:

Internal: SCC Leader, Deputy Leader, and Cabinet Member for Community Services, Strategic Director, Safer and Stronger Communities Select Committee

External: Surrey Strategic Partnership 2012 Steering Group, SSP Safer & Stronger Communities Partnership Board

Sources/background papers:

Annex 1: "Be Part of it..." Surrey 2012 Strategy
