

NORTH LINCOLNSHIRE COUNCIL

**ASSET AND ESTATE MANAGEMENT,
SPORT, LEISURE AND CULTURE
CABINET MEMBER**

CULTURAL OLYMPIAD 2012 – UPDATE

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 The object of the report is to update the Cabinet Member on plans to celebrate the Cultural Olympiad 2012, and to seek approval for the wider partnership.
- 1.2 The key points of the report are as follows.
- One of the aims of the Cultural Olympiad is to forge better links between culture and sport. This reflects the spirit of the modern Olympic Games. It was a key factor in London winning the bid to host the 2012 games.
 - The Yorkshire and Humber Region adopted a signature theme of *I Move*.
 - The Museums sector chose *Stories of the World* as its contribution. In Yorkshire and Humber a project called Precious Cargo is the region's link to *Stories of the World*. This will highlight the contribution of world cultures to the region, and the region's contribution to the world.
 - Officers have developed plans reflecting these themes and projects across council run venues.
 - Officers are now working to create a wider partnership across the area, with voluntary and private sector organisations to increase participation in culture and sport for 2012.

2. BACKGROUND INFORMATION

- 2.1 Officers have planned events and exhibitions since 2009. We have reported progress to Cabinet Members on a regular basis. Cycling is the focus of activities across most venues. This fits well with,
- The ambition to link culture and sport.
 - The strong history of cycle manufacture and use in the area
 - An Olympian from the 1920's, Lal White, who was from Scunthorpe.
 - The regional theme of *I Move*.

2.2 Proposals include the following:

- An exhibition at North Lincolnshire Museum called Precious Cargoes. This is based on the regional themes. We have applied to the Heritage Lottery Fund for a project worker. Their role will include contacting community groups across the area. The aim is to gather memories and objects to tell the story about what it was like to move into the area. We will use this information for a temporary exhibition for the Cultural Olympiad. We will also use this information to make changes to the permanent galleries. The aim is to make the museum reflect more accurately the community it serves.
- Normanby Hall will host a costume display that will include traditional costumes worn by the various groups represented in the museum exhibition.
- We propose an exhibition at the Normanby Farming Museum that will celebrate Lal White's achievements. We are planning to include the launch of the led cycle rides as part of the events programme for the year.
- Officers at 20-21 are developing an exhibition called "Wheels of Wonder". The exhibition features work by contemporary artists and makers inspired by the bicycle. The exhibition will include weird and inventive contraptions and art inspired by movement. It will also include designs, cycle parts and bicycles from some of the UK's leading designers. We are also planning for an Artist in Residence at Quibell Park velodrome. They will work with Scunthorpe Polytechnic Cycling Club for this project.
- The Sport Play and Community Development Team are exploring the possibilities of a series of inter village games.
- The Library Service are planning a web based project on the cycling theme.

2.3 Voluntary Sector partners have also developed the following proposals:

- Epworth Old Rectory are considering a display on the Global Impact of Methodism. They are also exploring a sponsored horse ride around some of the villages where Wesley preached. These ideas fit well with the *I Move* regional theme.
- CHAMP manage Baysgarth House Museum in Barton. They are exploring an idea for a display about the impact of cycle manufacture in the Town and its legacy today.

- The North Lincolnshire Cycling Group are planning to develop a series of cycle rides across North Lincolnshire. They will train 10 cycle ride leaders. These leaders will lead rides for those less confident about cycling. Once levels of confidence and fitness increase, these people will manage their own rides. The project will also develop six new rides across the area. The project will work with staff at Epworth Old Rectory to create a cycle route around the local villages where John Wesley preached.
- 2.4 In addition the Arts Development Officer is helping the Scunthorpe Cooperative Junior Choir with plans for a community opera. The opera will celebrate the life of Lal White. It will take place at Glanford Park. It will involve around 1,000 school children and 200 dancers from the area. The project is externally funded.
- 2.5 The operators of the Plowright and Baths Hall, SMG (Europe) are keen to get involved where possible. They are exploring programming opportunities. They have offered the display space in the Plowright Star Bar to any cycle group wishing to put on a display about its activities.

3. **OPTIONS FOR CONSIDERATION**

- 3.1 **Option 1** - to approve the update to the proposals to for the Cultural Olympiad.
- 3.2 **Option 2** - not to approve the update.

4. **ANALYSIS OF OPTIONS**

- 4.1 **Option 1** is the preferred option. We can then continue planning to go ahead with voluntary and private sector partners.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 Financial

5.1.1 There are no additional financial implications for council budgets. The agreed revenue budgets for council run venues will meet the costs of the events. We have applied for external funding where this is not possible. Other partners will fund their activities from their own funds or via external funding bids.

5.1.2 We have applied for external funding to help promote the celebrations in rural areas of North Lincolnshire.

5.2 Staffing

5.2.1 There are no additional staffing implications for core activities. We have applied to the Heritage Lottery Fund for a fixed term project worker at the museum. The project worker will work with community groups for the Precious Cargoes exhibition.

5.3 There are no other resource implications.

6. **OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

6.1 The proposals will promote increased participation in Cultural and Sporting activity. This leads to increased wellbeing.

6.2 The activities will appeal to a diverse audience in terms of age, gender and ethnicity.

6.3 The events will promote cycling which is an environmentally friendly form of transport.

6.4 Many of the events will provide positive activities for young people.

7. **OUTCOMES OF CONSULTATION**

7.1 We have consulted with the private and voluntary sector partners. They support the proposals.

7.2 We have also consulted with some Town and Parish Councils about the plans and proposals to promote the events in rural areas. So far the following have sent letters of support: Barton Town Council; Brigg Town Council; Crowle and Ealand Town Council; Epworth Town Council; Goxhill Parish Council; Messingham Parish Council.

7.3 The following voluntary organisations also support the plans: Axholme Arts; Barton Arts Week; de Mowbray's Musicke; Scunthorpe and District Choral Society.

8. **RECOMMENDATIONS**

8.1 That the update on plans for the Cultural Olympiad is approved.

8.2 That further updates are brought to future Cabinet Member Briefings.

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Date: 6 July 2011

Background Papers used in the preparation of this report

Cabinet Member Reports of, November 2008; February 2010; October 2010.
Letters of support from the organisations listed in 7.2 & 7.3 above.