

**NORTH LINCOLNSHIRE COUNCIL**

**SPORT, LEISURE AND CULTURE  
CABINET MEMBER**

**CULTURAL OLYMPIAD 2012**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

1.1 To approve proposals to celebrate the Cultural Olympiad in 2012.

1.2 The key points of the report are as follows.

- Officers have developed proposals for local contributions to the Cultural Olympiad celebrations.
- The proposed theme is based upon cycling to fit in with many factors including linking sports and the arts and the regional signature programme "*I move*".
- It is possible to deliver the main proposals from within existing budgets. External funding will be sought where appropriate.
- More ambitious local celebrations will require additional resources.

**2. BACKGROUND INFORMATION**

2.1 A number of organisations have developed a number of national and regional themes to celebrate the Cultural Olympiad. Regionally Yorkshire Gold is the co-ordinating body. Their signature programme is branded as "*I move*".

2.2 Many of the initiatives do not have additional funding available to support local celebrations. However, local events can take advantage of branding and marketing support if accepted. The proposals outlined below are deliverable from within existing budgets. They are linked in such a way to allow enhancement should additional external funding become available.

2.3 The proposed theme for North Lincolnshire is **cycling**, linked to a number of relevant factors as follows.

- The recent success of UK cycling teams
- The successful Tour of Britain that started from Pittwood House in September 2009
- The development of 'Sustrans' cycle routes in the area

- Strong links with cycle manufacture in the area
- Links with strong cycle usage in the area
- Links with Scunthorpe Olympic cyclist Lal White from the 1920s
- Links to Regional signature programme “*I move*”
- Links to contemporary theme of universal, cheap and environmentally friendly transport and active lifestyles
- Ability to link sport and culture – one of the key outcomes sought from 2012.

2.4 The activities & events proposed around this theme are as follows:

- 20-21 Visual Arts Centre Exhibition embodying themes of movement & motion, picking up local historic links with cycle manufacture, including cutting edge industrial design, weird and inventive people powered contraptions and art inspired by, or using movement.
- Exhibition in the Normanby Hall Farming Museum celebrating the achievements of Lal White and local cycle manufacture.
- North Lincolnshire Museum Exhibition, reflecting movement of people based on the Yorkshire and Humber regional strand *Precious Cargo*. This in turn is based on the national *Stories of the World* theme chosen by the Museums Libraries and Archives Council. During 2011 the Museum Service intends working with different communities in North Lincolnshire to gather stories and objects telling why people have moved to the area and where they came from. The summer 2012 exhibition at the Museum will be the culmination of this programme. At Normanby the costume exhibition will feature traditional clothing from the cultures represented in the Museum exhibition.
- Events at venues to support the movement theme

2.5 The Museum Service has applied for funding to improve access to the Archaeology gallery in the museum. A decision is anticipated imminently. If successful, officers will work with local schools to develop a gallery which is accessible to all. This will involve re-displaying cases, new graphics and activity station and techniques such as colour coding the floor to reflect different time periods.

2.6 Other proposals under investigation include for the Dance Hub to feed into any agreed initiatives and the potential for artists in residence in non-traditional arts venues such as Leisure Centres. There would be costs to delivering these that would require funding.

2.7 There is the potential for other links to existing leisure centre programmes and opportunities for increasing participation in sports and active lifestyles through promotion of the Olympic and cycling themes. The grant programmes could be promoted to support developing an Olympic legacy in North Lincolnshire.

- 2.8 The number of people registered to volunteer at the games exceeds opportunities available. The London Organising Committee for the Olympic Games (LOCOG) are keen to harness the enthusiasm to volunteer and will direct interest to local groups.

### **3. OPTIONS FOR CONSIDERATION**

- 3.1 Option 1 – That the council embraces the Olympic programme and develops a programme of activities which can be met from existing resources
- 3.2 Option 2 - As option 1, plus officers apply for relevant funding to deliver an enhanced programme
- 3.3 Option 3 - No action is taken

### **4. ANALYSIS OF OPTIONS**

- 4.1 Option 1 allows the council to respond to, and harness community interest in the Olympic theme by providing a relevant programme that could help achieve council objectives and increase participation
- 4.2 Option 2 provides an enhanced opportunity, but is subject to securing additional external funding support.
- 4.3 Option 3 does not link the council's programming and services to the Olympic theme. Opportunities for increasing participation using this will be lost. No additional costs will accrue to the council. There would be the potential for the council to be perceived in a poor light due to the lack of involvement.

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

- 5.1 There are no resource implications. Existing budgets will fund the proposed activities, supplemented by external grants. No additional staff resources or accommodation is needed to facilitate the proposals.

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

- 6.1 It is hoped that the programme proposed will engage across all sectors of North Lincolnshire's diverse range of communities, using the interest in the Olympic Games to broaden participation in cultural and leisure activity. The development of the Museum exhibitions proposed includes working with different communities and incorporating exhibits from a diverse range of different cultures.

- 6.2 Participation in leisure and cultural activities is widely recognised as a positive contributor toward reduced crime and anti-social behaviour, particularly via the engagement of young people. It has the potential to provide hope to many disaffected young people, including those with criminal records or who are vulnerable to the temptations of drug abuse and anti-social behaviour. By channelling their energies into activities like sport, the arts or education, it broadens their life chances and generates an enormous sense of personal achievement.
- 6.3 Providing activities that promote cycling can lead to environmental benefits by virtue of reducing dependence on other modes of transport (cars etc) that generate CO<sub>2</sub> as a result of burning fossil fuels.

## **7. OUTCOMES OF CONSULTATION**

- 7.1 The programme proposed results from discussions involving a wide range of officers within Cultural Services and relevant regional bodies involved in the co-ordination of the Cultural Olympiad celebrations.

## **8. RECOMMENDATIONS**

- 8.1 That the Cabinet Member approves a programme of events and activities based around the theme of cycling in celebration of the Cultural Olympiad 2012, as set out in paragraph 2.4.

SERVICE DIRECTOR ASSET MANAGEMENT AND CULTURE

Hewson House  
Station Road  
BRIGG  
North Lincolnshire  
DN20 8XJ  
Author: Neil Jacques/Simon Seal  
Date: February 2010

**Background Papers used in the preparation of this report:** None