

**NORTH LINCOLNSHIRE COUNCIL**

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

**LONDON 2012 OLYMPIC GAMES RELATED ACTIVITY  
IN NORTH LINCOLNSHIRE**

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

- 1.1 To receive an update and consider progress in delivering opportunities for the Olympic related activities in North Lincolnshire.
- 1.2 The key points of the report are as follows:
- The London 2012 Olympic Torch Relay will pass through North Lincolnshire. The council is working to make sure it fulfils its obligations.
  - The council and other organisations in North Lincolnshire will deliver a programme of activities as part of the Cultural Olympiad and other programmes associated with the 2012 London Olympic and Paralympic Games (the games).

**2. BACKGROUND INFORMATION**

- 2.1 The council has approved a request from the London Organising Committee of the Olympic and Paralympic Games (LOCOG) to allow the London 2012 Olympic Torch Relay (the Relay) to pass through North Lincolnshire. The route will include Scunthorpe, Brigg and Wrawby. They have scheduled this for 26 June 2012. They need our assistance with the staging of the event. Work is in hand to:
- Take appropriate steps to protect the health and safety of members of the public;
  - Develop a traffic management plan and issue any approvals/orders and enforce these;
  - Liaise with LOCOG to identify the locations for any short stops along the route;
  - Make available a suitable site for any stops and liaise with LOCOG regarding the logistics for such stops;
  - Provide services to the general public including stewarding and signage;
  - Provide cleaning and waste services;
  - Consultation with businesses along the route;
  - The logistics along the route.

- 2.2 We have produced an invitation for schools and community groups to see the torch as it passes through North Lincolnshire. They might want an active involvement in the event. They will want to discuss what they would like to bring to the relay experience as it passes through the area.
- 2.3 Other initiatives and developments across North Lincolnshire as part of the various programmes in connection with the games are detailed in the appendix attached. In particular, the 'Cycle Song Community Opera' is part of the imove programme and is of national significance. Cycle Song will see over 1,500 Scunthorpe residents perform in a spectacular new opera in July 2012 alongside a cast of professional singers, dancers, musicians and actors. Jointly commissioned by Proper Job Theatre Company and Scunthorpe Cooperative Junior Choir (SCJC), the libretto was written by renowned poet Ian McMillan and the score composed by Tim Sutton.

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

- 3.1 The options for the Cabinet Member to consider are as follows.
- A) Note the progress with initiatives in connection with the games.
  - B) Refer the briefing to full cabinet in order to appraise all Cabinet Members of progress with Olympic related initiatives in the area

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

- 4.1 Not applicable.

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

#### **5.1 Financial**

- 5.1.1 There will be a cost to providing stewarding, signage, safety barriers, waste and cleaning services and any route animation. Council recently agreed funding for these purposes within the 2012/13 revenue budget.
- 5.1.2 The cultural Olympiad programme is being delivered from existing service budgets. The cycle Opera is funded by the Legacy Trust UK (£80,000), Arts Council England (£65,000) and the Foyle Foundation (£20,000). Further funding applications have been submitted and the organisers are in discussions with local businesses around potential sponsorship and partnership opportunities. The remaining shortfall will be made up from ticket income from the two performances. In kind support valuing in excess of £36,000 has already been secured and the organisers anticipate that this figure will increase in the coming months as more organisations pledge their support for the project.

## 5.2 Staffing, Property and IT

5.2.1 Organising and managing the event is having some staffing implications. We are accommodating this by deferring annual leave of key organisational staff. Council Management Team has approved the release of staff from normal duties to support the event on the day.

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

6.1 LOCOG are managing the security of the torch and relay participants. The Metropolitan Police will provide security officers to work alongside Humberside Police. The North Lincolnshire Event Safety Advisory Group will consider any local risk issues.

6.2 The service is working hard to reach diversity plan outcomes. One way of doing this is to support community leisure provision.

6.3 Getting more people to take part in sport and cultural activities may contribute to reducing crime and anti-social behaviour.

6.4 There are no other implications.

## 7. **OUTCOMES OF CONSULTATION**

7.1 LOCOG and Humberside Police have involved the council in briefings about the development of the torch relay and involvement in connected programmes.

7.2 We will consult with other interested parties in providing opportunities in connection with the games

## 8. **RECOMMENDATIONS**

8.1 That work in hand to facilitate the torch visit and in developing 2012 London Olympic games related programming in North Lincolnshire is noted, and:

8.2 That the Cabinet Member considers referring the report to Cabinet Team for a full briefing.

DIRECTOR OF INFRASTRUCTURE SERVICES

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**Background Papers used in the preparation of this report:**  
North Lincolnshire Cultural Olympiad programme

## **Opportunities from London 2012 for North Lincs**

Yorkshire Gold is the region's plan for seizing the opportunities of London 2012 from 2009 to 2017.

The plan comprises 5 Golden Opportunities; each Opportunity is championed by a theme lead

1. Sport & physical activity – Sport England
2. Communities - LGYH
3. Culture – The Arts Council
4. Tourism - Welcome to Yorkshire
5. Business – Yorkshire Forward

More detail on N Lincs activity in these areas is in the table attached.

We have been given permission to adapt their logo as the identity for North Lincolnshire's Olympic related activity (See above)

With less than a year to go until the start of the Games, we couldn't be in a better place, and Yorkshire Gold's message to the UK and Yorkshire and the Humber is – it's time to believe in what we can achieve; Thousands of people in Yorkshire are already participating and seeing the benefits of bringing the Games to the UK. Here are some of the main ways N Lincs is involved:

### **Inspire Programme:**

London 2012's Inspire programme will help bring the benefits of the Games to every part of the UK – giving millions the opportunity to participate as never before. Non-commercial organisations delivering projects and events genuinely inspired by the London 2012 Games applied to have them recognised through the Inspire programme.

Mirroring London 2012 brand values, only the most accessible, participative, inspiring and stimulating projects and events will achieved the mark – across sport, culture, education, environment, volunteering and business skills. Projects and events recognised through the Inspire programme will have been awarded the Inspire mark, part of London 2012's brand family.

Yorkshire has 59 projects recognised by the Inspire Programme. N Lincs has inspire accreditation for its cultural programme in 2012

### **imove:**

imove is Yorkshire and Humberside's cultural programme for London 2012. The Cycle Song is a key part of this programme and is of National significance:

Cycle Song will see over 1,500 Scunthorpe residents perform in a spectacular new opera in July 2012 alongside a cast of professional singers, dancers, musicians and

actors. Jointly commissioned by Proper Job Theatre Company and Scunthorpe Cooperative Junior Choir (SCJC), the libretto has been written by renowned poet Ian McMillan and the score composed by Tim Sutton. Other key personnel, all of whom have won awards for their work in their respective fields, include Director James Beale of Proper Job theatre company, Musical Director Susan Hollingworth of SCJC and designer Rhys Jarman. Cycle Song has been commissioned by imove, a Cultural Olympiad programme for Yorkshire ([www.imoveand.com](http://www.imoveand.com)). imove has been funded by Legacy Trust UK, creating a lasting impact from the London 2012 Olympic and Paralympic Games by funding ideas and local talent to inspire creativity across the UK.

The opera is inspired by the life story and achievements of local steelworker, Albert 'Lal' White, who was one of the most successful grass track racing cyclists in Britain in the first half of the 20th Century. Lal symbolises the spirit and determination needed to compete at the highest level, working in the back-breaking steel works then training to rise above the ordinary, carry the hopes of his home town and win an Olympic silver medal in the 1920 games. The work will reference epic cycling stories and celebrate the beauty of cycling and there are strong references throughout to the local steel industry.

The performances will be staged in the grounds of Brumby Hall, one of the sites where Lal White used to train in the 1920s, and the evening performances will be preceded by 'The Brumby Bash', a free community festival event involving dozens of local voluntary arts and sports groups. The Brumby Bash will feature performances by local schools and arts groups, arts workshops, street theatre and opportunities for local residents to try out different sporting activities and the aim of the event is to showcase the fantastic voluntary groups and the work they do year round.

### Community Involvement

Twenty-eight North Lincolnshire primary schools are involved in the production, with over 800 children confirmed as singers in the chorus. Three secondary schools are involving their pupils as singers, with a further two secondary schools supporting their pupils in taking part as dancers. Over 250 pupils will be performing as musicians, under the banner of the North Lincolnshire Music Support Service.

Eight local adult community choirs are taking part as well as local brass bands and instrumental ensembles.

The total number of local residents performing in the opera currently stands at approximately 1,500 and we are investigating the possibility of running open access visual arts workshops in the run up to the event to enable more local residents to get involved in making banners and flags that will be used during the performances.

### Local Partners

North Lincolnshire Council are a lead partner in the project and cited as such in any

press releases and print and online publicity materials.

Other partners confirmed to date include:

- Appleby Frodingham Works Athletic Club, the venue for the performances
- The Scunthorpe Telegraph, the local media partner
- SMG/The Baths Hall who are providing box office facilities
- Humber Sports Partnership, who are delivering the Schools Games, a schools sports event taking place at Brumby Hall and the Pods on Saturday 14th July.
- Invenio Academy (formerly FTC), who are providing rehearsal space
- Tinpot, local arts collective who are leading on the programming for the Brumby Bash
- North Lincolnshire Voluntary Arts Forum

The project team are keen to talk to more local business partners about commercial partnership opportunities and the provision of site infrastructure for both the opera performances and the Brumby Bash.

### Media Coverage

Cycle Song is one of the key regional cultural events in the run up to London 2012 and as such the media reach is anticipated to be in excess of 1,000,000 people. As part of the imove programme, the project is supported by Anita Morris Associates, a leading Leeds-based PR agency who are coordinating regional, national and international media.

Media coverage confirmed so far for the coming weeks and months includes: regular features in the Scunthorpe Telegraph; at least two features on BBC Look North; a feature on BBC Radio 3's The Choir; a feature in the Smithsonian Magazine in the US; a feature in Cycling World magazine; a double-page spread in the Yorkshire Post magazine and video features on their website. As the performance dates approach, there will also be listings and previews in national and regional broadsheets and BBC radio interviews and arts critics from key regional and national publications will be invited to attend the performances.

### Legacy

One of the key aims of the project is to create a lasting legacy in the local community. Should any surplus income be generated via ticket sales, the project partners aim to work together to establish a new youth theatre company for North Lincolnshire (linked in to a network of youth theatres in 'cold spots' across the North of England), to support the development of singing activities for children and young people with Special Educational Needs and to deliver a training programme for young vocal leaders. Ultimately the team behind the project want Cycle Song to promote North Lincolnshire as a place where exciting cultural events can and will happen and to remind those taking part, as performers and audience members, that seemingly ordinary people can achieve extraordinary things.

### **Education – Get Set:**

- Get Set is the official London 2012 education programme for schools, college and local authority education providers across the UK.
- Targeted at 3-19 year olds.
- Provides access to a whole range of **FREE** flexible, interactive learning resources– with games, fact sheets, films and news articles.
- No extra workload to the current curriculum
- Enhances young people’s learning – through sport, culture and education
- Support and drives existing educational priorities and agendas
- Takes the magic and inspiration of the London 2012 Games out to classrooms, playgrounds and into the lives of young people across the UK.
- Supports children and young people across the UK in the development of their leadership, personal, thinking and life skills.

To date 1972 institutions are registered with Get Set in Yorkshire. As of the 23 December 2011 **N Lincs has 67 schools registered** to the programme - 74% penetration. Those establishments that went on to join the Get Set Network qualified for a range of further benefits including grant support for games inspired activities and ticketshare. 40 schools in North Lincolnshire have joined the network so far.

### **Business Network and CompeteFor**

4,675 Yorkshire & Humber businesses are registered on CompeteFor a free service that enables businesses to compete for contract opportunities linked to the London 2012 Games and other major public and private sector buying organisations.

Many Yorkshire & Humber Businesses have won direct contracts with the ODA, with over 140 businesses winning contracts through the supply chain. Tata Steel when Corus Group Ltd (Scunthorpe) and County Turf have both benefited locally. As businesses are asked not to publicise their contracts we are not aware of all the contracts which have been won.

Yorkshire Gold Business Club lead on this area of work for us [www.ygbc.co.uk](http://www.ygbc.co.uk) and host many **FREE** workshops around the region helping businesses to locate and bid for these contracts.

### **Games Maker Programme:**

London 2012 needs 70,000 people to volunteer at the Games in 2012. These people will be called Games Makers. Successful applicants will include residents of North Lincolnshire residents. See [www.london2012.com/gamesmaker](http://www.london2012.com/gamesmaker).





Volunteering England has hosted a series of workshops around the region for organisations interested in developing Games inspired volunteering opportunities. Find more information here [www.volunteering.org.uk/gamesinspired](http://www.volunteering.org.uk/gamesinspired) .

Local Games inspired volunteering opportunities are posted on [www.do-it.org](http://www.do-it.org)

### **Torch Relay**

London 2012's aim is to take the Olympic Flame to within a one hour journey of 95% of the UK population. The route has been designed to take in communities with major populations and areas of cultural, historical and sporting significance. The Olympic Flame will also take in the many areas of natural beauty of our landscape. The torch will be coming to North Lincolnshire on the 26 June 2012 on it's way from Sheffield to Cleethorpes. The council is responsible for the safety and wellbeing of spectators, whilst the metropolitan police supported by Humberside Police will look after the torch and torchbearers. We will steward the route at key locations and liaise with schools and community groups that wish to attend.

People from across the region have applied to be a torchbearer. Those who have been successful have been informed.

Table of N Lincs activity in Yorkshire Gold's Golden Opportunities

1	Sport & Physical Activity	<ul style="list-style-type: none"> <li>• adiZone installed and working well</li> <li>• Humber Sports Partnership – Good working relationship with Director Gary Hood and his staff.</li> <li>• Pre Games Training Camps – Not envisaged N Lincs will have a role in this, although velodrome is listed. £25,000 grant available from LOCOG to attract smaller teams.</li> <li>• N Lincs has strong links with cycling (previous Olympic medallist, industry, bike manufacture and Tour of Britain) and is looking to use cycling as a key theme throughout different events and activity – see below</li> <li>• N Lincs is able to signpost financial support through Sports Aid to nurture local talent (good legacy). Our own sports grant aid scheme has supported a number of talented athletes with future potential this year.</li> <li>• New sports facility – The Pods opened in Summer 2011.</li> </ul>
2	Communities	<ul style="list-style-type: none"> <li>• Torch Relay: Will bring the Olympics to North Lincolnshire. The torch will visit Scunthorpe, Brigg and Wrawby. Invites to local Community groups and schools have been prepared for distribution.</li> <li>• Volunteering: Working with Humber Sports Partnership to ensure that (a) sports clubs identify their volunteering opportunities and (b) anyone expressing an interest in volunteering for games time is signposted back to these local opportunities.</li> <li>• Get Set - N Lincs currently has 74% of its schools registered. The N Lincs contact is: Jo Leadham who is encouraging the uptake across N Lincs schools.</li> </ul>

3	Culture	<ul style="list-style-type: none"> <li>• N Lincs have a lot of activities happening, many again featuring the cycling theme eg.. N Lincs Museum, which has been accepted as a delivery partner for Precious Cargo. Normanby Hall Country Park will host a traditional clothing exhibition and the farming museum will have a cycling exhibition linked to local manufacturing.</li> <li>• Imove project: Community opera/music piece about cycling to be held at Brumby Hall Sports Ground. This is a multi artform project of regional significance, involving a number of community arts groups and schools.</li> <li>• Epworth Old Rectory will be holding a fun filled sponsored walk and cycle ride around the villages of the Isle of Axholme where John Wesley preached.</li> <li>• Barton Arts Week will include cultural Olympiad events</li> <li>• Epworth Old Rectory will also be hosting a look at The Rise and Impact of Global Methodism. Exploring the rise and the impact of global Methodism with the voices of current Methodists telling stories of how the church has affected them.</li> </ul>
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