

NORTH LINCOLNSHIRE COUNCIL

**SPORT, LEISURE AND CULTURE
CABINET MEMBER**

CULTURAL OLYMPIAD - PROGRESS REPORT

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To provide an update on progress on the previously agreed programme for the Cultural Olympiad, and seek approval for emerging proposals.
- 1.2 The key points of the report are as follows.
- The Cabinet Member for Sport, Leisure and Culture agreed the outline programme for the Cultural Olympiad on 19 February 2010 (minute 76 (16) refers).
 - The agreed theme is around cycling with a contemporary exhibition at the 20-21 Visual Arts Centre, historic exhibition at Normanby Farming Museum and related events.
 - In addition North Lincolnshire Museum and Normanby Hall are part of the regional strand of 'Precious Cargoes', reflecting movement of people into the region. This is based on the national theme for Museums '*Stories of the World*'.
 - Both elements of the programme link to the regional signature programme of "*I move*".
 - In addition North Lincolnshire Museum has successfully bid for funding to improve the Archaeology Gallery as part of the regional '2012 Ready' scheme, and support from Our Sporting Lives for the Scunthorpe United exhibition in 2011. These projects contribute to the build up to the games.
 - The Scunthorpe Co-operative Junior Choir has submitted an expression of interest for funding to the Yorkshire Cultural Olympiad programming project: "*I-move*". The project is a community opera/performance piece on a cycling theme, especially written for the occasion at Glanford Park Football Stadium.

2. BACKGROUND INFORMATION

- 2.1 Officers have worked on the proposed programme since it was agreed in February 2010. In addition a number of other opportunities have arisen which could enhance the offer.

2.2 Cycling Theme

- 2.2.1 Officers at the 20-21 Visual Arts Centre (20-21) have put out a call to artists inviting proposals for the exhibition planned for the summer of 2012. To date 19 artists have responded with a wide range of exciting ideas. These include kinetic sculpture (pedal powered electric eel car, a spinning pedal powered globe), artworks placed along a cycle path, theatrical costume, printmaking, painting and T-Shirt Designs. In addition, Officers at 20-21 are discussing the potential for events with Scunthorpe Polytechnic Cycling Club.
- 2.2.2 Officers in the Museum Service propose creating an exhibition on Lal White, North Lincolnshire's Olympic cyclist in the 1920s, in the Farming Museum at Normanby Hall. A programme of events linked to the exhibition is also planned.

2.3 Precious Cargoes

- 2.3.1 The exhibition at North Lincolnshire Museum will run from 17 July 2012 – 6 January 2013 with the related costume exhibition at Normanby Hall from 2 July – 30 September 2012.
 - 2.3.2 In line with the proposal in the report agreed in February, Officers are exploring opportunities with the Heritage Lottery Fund (HLF) to secure additional resources to maximise the impact of the exhibitions. It is suggested that a 'Your Heritage' bid for £50,000 is submitted for this purpose. This will include intergenerational work, with young people taking a lead on collecting objects, photos and oral history from community groups and creating short films.
 - 2.3.3 It is also proposed to seek funding for a temporary community worker post for 18 months as part of the bid. The job will assist in working with the varied communities across North Lincolnshire to gather the content for the exhibitions. They will also assist in developing and delivering the events and activities related to the exhibitions.
- 2.4 Participating in a regional strand and a national theme offers the benefit of securing additional publicity for the exhibitions provided by funds from the Museums, Libraries and Archives Council (MLA). This helps to give the area both a regional and national profile. LOCOG (London Olympic Games Organising Committee) and the Renaissance Yorkshire project team have sent drafts of the proposed leaflets and posters for comment. As MLA Renaissance Yorkshire funds the project, the promotional material reflects the nationally agreed Olympic brand.

2.5 Archaeology Gallery

- 2.5.1 Work is well advanced on the design for the refurbishment of the gallery following workshops and consultations involving pupils from

2.6 Our Sporting Life

2.6.1 The MLA will fund a £9,000 enhancement to the exhibition on Scunthorpe United planned for the summer of 2011. The exhibition is part of the build towards the largest ever exhibition of British sporting heritage held in London for the 2012 Olympic and Paralympic Games.

2.6.2 The exhibition will feature the history and successes of Scunthorpe United with involvement from the fans and Football in the Community team. The 'Our Sporting Life' will produce additional exhibition equipment and materials, branded with the 'Our Sporting Life' theme as part of the run up to the games in 2012.

2.7 Scunthorpe Co-operative Junior Choir

2.7.1 Supported by Arts Development Officers, the choir has submitted an expression of interest to the Yorkshire Cultural Olympiad programming project: *I-move*. The project proposed is a community opera/performance piece on a cycling theme, especially written for the occasion. The performance is planned to take place at Glanford Park Football Stadium.

2.7.2 The bid is now awaiting the outcome of a final presentation to the Yorkshire Cultural Olympiad programming team. If successful, there an additional bid is planned to another funder to support the community opera and also to Arts Council England for a subsidiary banner project.

2.7.3 The performance will be a multi-art form piece around the theme of "finding the potential star quality within everyone". It will link the area's strong history of cycling and cycling Olympian, with a contemporary story of a young person finding their own speculums and working hard to achieve success. Every member of the audience will participate/perform at some level.

2.8 Further work is underway to see if the cycling themed part of the programme is eligible for an application for the Olympic Brand of the *Inspire* mark.

2.9 In addition 20-21 has received an offer of a touring exhibition of sculptures, funded by the East Midlands as part of their build up to 2012. This would fit into the proposed exhibition programme for 20-21 in the autumn of 2011.

3. OPTIONS FOR CONSIDERATION

3.1 The options available for consideration are as follows.

3.1.1 Option 1 - to note the progress on the agreed programme and support the bid to HLF for additional resources to maximise the impact of the programme.

3.1.2 Option 2 - to note the progress on the agreed programme and not support the bid to HLF.

4. ANALYSIS OF OPTIONS

4.1 Option 1 is suggested as the preferred option. It offers the opportunity to deliver an existing and unique programme for 2012 and the build up to the games, as well as the opportunity to bring external funding into the area to maximise the impact of the in house work.

4.2 Option 2 might deprive the area of the additional resources needed to make the most of the programme.

4.3 In the financial circumstances facing the council in light of recent government announcements on public sector spending, questions surrounding proposals to create new posts are inevitable. However, this might create a redeployment opportunity for an existing council employee in the first instance that could mitigate for possible staffing establishment reductions elsewhere. As such, if the bid proves successful, Officers' will commit to offering the opportunity via the council's pool of redeployees in the first instance, with every reasonable effort made to ensure a successful outcome via this route.

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

5.1 The HLF bid for £50,000 requires match funding of 10%. An "in kind" contribution of half of this is allowed. The remaining £2,500 contribution will come from the revenue budget for the Museum Service.

5.2 Funding for the other elements of the programme is entirely from revenue budgets. The Choir project is funded entirely from external funding.

5.3 Existing resources from within Cultural Services will focus on the Cultural Olympiad celebrations for the year.

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

6.1 The proposed programme will make a positive contribution to increasing participation in cultural and sporting activities with the strong connecting them of cycling.

- 6.2 In addition elements of the project will engage with a number of community groups some of who are potential new audiences for the service, making a positive impact on diversity in relation to traditionally hard to reach groups.
- 6.3 Cycling is an environmentally friendly form of transport and elements of the programme will enable the positive reinforcement of this message.

7. **OUTCOMES OF CONSULTATION**

- 7.1 A wide range of consultations with funding bodies and groups involved in the programme of events has taken place. These have informed the development of the programme and the proposals for consideration by the Cabinet Member.

8. **RECOMMENDATIONS**

- 8.1 That the Cabinet Member notes the update on the planned programme outlined in the report.
- 8.2 That the Cabinet Member approves the bid for additional resources to HLF to maximise the impact of the programme.
- 8.3 That the Cabinet Member receives further reports on progress at future briefing meetings for consideration.

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Background Papers used in the preparation of this report - None