

NORTH LINCOLNSHIRE COUNCIL

**LEISURE, ARTS AND CULTURE
CABINET MEMBER**

CULTURAL OLYMPIAD 2008-2012

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To consider options for North Lincolnshire's participation in the Cultural Olympiad 2008-2012.
- 1.2 The key points of the report are as follows.
- A UK wide Cultural Olympiad will form a key part of the London Olympics in 2012.
 - Planning is already well underway for the Cultural Olympiad for national and regional events around a number of major projects.
 - There are four options for different levels of engagement for North Lincolnshire Council with varying resource implications.
 - Engagement in the Cultural Olympiad will help delivery of the Community Strategy shared ambition of *Making the Most of our Leisure*.
 - Once an in principle decision is made, the details of the preferred option(s) can be explored in more detail and a report brought back to a future meeting.

2. BACKGROUND INFORMATION

- 2.1 One of the key parts of the London 2012 bid was the link made between the sporting event and Cultural Olympiad which reflects the views of the founder of the modern games, Baron Pierre de Coubertin. He organised the first of the modern games in Athens in 1896 with the aim of celebrating of sport, culture and education.
- 2.2 Plans to celebrate the Cultural Olympiad across the UK are therefore seen as key to the success of London 2012. One of the key themes is to bring culture and sport together, encouraging participation and raising issues of health and well being.
- 2.3 The values of the Cultural Olympiad are to:
- welcome the world
 - inspire and involve young people
 - generate a positive legacy

- 2.4 A number of large- scale major projects will form the backbone of the cultural activities. These include:
- Artists Take the Lead – bring artists and local communities together
 - Stories of the World – celebrating collections in museums
 - Film Nation - helping young people make and deliver stories digitally
 - Unlimited – a world celebration of disability arts, culture and sport
 - World Shakespeare Festival – including work with the amateur sector
- 2.5 In Yorkshire a theme of *I move therefore I am*, was selected to make links between culture and sport under the wider strategy outlined in the *Yorkshire Gold* document. A number of projects are being explored including a museum project being coordinated by the Renaissance Hub *Your Place or Mine*. This has strong links with the national project, *Stories of the world* and with the regional theme of *I move therefore I am*.
- 2.6 The North Lincolnshire Museum Service has already expressed an interest in participating as a partner in this project in order to meet the deadline set by the Hub Museums.
- 2.7 Another way of taking part is to apply for the '*Inspired by..*' mark that brands local and regional events as part of the celebrations.

3. **OPTIONS FOR CONSIDERATION**

There are four basic options for consideration.

3.1 Option 1 - Do Nothing

Continue to programme local activities, exhibitions and events around local priorities, which may or may not link with the Cultural Olympiad themes.

3.2 Option 2 - Reflect national and regional themes locally

Focus our activities on national and regional themes without becoming a formal partner in the hope of benefiting from additional publicity from London 2012.

3.3 Option 3 - Apply for '*Inspired By ..*' status

Develop local activities that reflect the values and themes of the Cultural Olympiad and obtain greater promotional benefit by being part of the national brand.

3.4 Option 4 - Participate in *I move therefore I am* and other regional projects

Commit staff and resources to becoming partners in larger projects.

4. ANALYSIS OF OPTIONS

4.1 Active participation in the Cultural Olympiad will make a positive contribution towards delivering on the shared ambitions in the Community Strategy and Local Area Agreement (LAA) in the following ways:

- Shared ambition SI 3/2 *Implementing Active Choices Active Futures* and LAA/national indicators including NI 07 (a Thriving third sector) NI 08 (participation in sport and active recreation), NI 55 & 56 (Obesity in Primary school children), NI 57 (Children and Young People's participation in high quality PE & sport), NI 110 (Young People's engagement in positive activities).
- Shared ambition SI 3/4 *Improve well being by promoting participation in leisure and cultural activities*, and National Indicators NI 09 (use of public libraries) NI 10 (use of museums) and NI11 (Engagement in the Arts) in addition to those listed above.

4.2 The recommended way forward is a combination of options 3 and 4 to develop activities and apply for '*Inspired By...*' status while looking for opportunities and additional resources to participate in *I move therefore I am* initiatives.

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

5.1 Options 1 and 2 are resource neutral.

5.2 Options 3 and 4 will require re focussing the service and some additional resources which may be available from external funding bids. More work is needed on the potential for external funding, for example Grants for the Arts.

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

6.1 Engagement with the Cultural Olympiad will make a contribution the Community Strategy theme of *Making the most of our Leisure* - Improving well being by promoting participation in leisure and cultural activities and the targets around National Indicators for the third sector, the culture block, and positive activities for young people 13-19 years.

6.2 New projects for the Cultural Olympiad will offer further opportunities for engaging positively with minority groups and offer diversionary opportunities for young people.

6.3 Intergenerational initiatives have the potential to improve community cohesions by bringing groups together on specific projects, such as the proposed museum project *Your place or mine*.

7. OUTCOMES OF CONSULTATION

- 7.1 Staff within the Cultural Services section have discussed the issues are keen to participate as much as possible in the Cultural Olympiad.

8. RECOMMENDATIONS

- 8.1 To adopt a combination of options 3 and 4 in principle as the preferred way forward.
- 8.2 To set up a Steering Group to oversee the Cultural Olympiad celebrations.
- 8.3 To investigate the resource implications in more detail and bring a further report to a future meeting on the way forward.

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Background Papers used in the preparation of this report:

- Yorkshire Gold – Yorkshire and Humber's Strategy for Seizing the Opportunities of the London 2012 Olympic and Paralympic Games 2008-2017, produced by Yorkshire Futures on behalf of the Yorkshire Committee for the 2012 Games.