

**2009/10 AVDC OLYMPIC ACTION PLAN**  
**Councillor Thompson**  
**Cabinet Member for Leisure and Cultural Services**

**1 Purpose**

- 1.1 To update the Communities Scrutiny Committee concerning the key outcomes and outputs achieved against the 2008/09 AVDC Olympic and Paralympic Action Plan and to seek comments on the plan for 2009/10.
- 1.2 Cabinet has considered the 2009/10 AVDC Olympic and Paralympic Action Plan and has authorised the Head of Communities after consultation with the Cabinet Member for Leisure to make any adjustment to reflect this committee's views, unless the are so substantial that the plan should be referred back to Cabinet.

**2 Recommendations/for decision**

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| <ul style="list-style-type: none"><li>2.1 The Communities Scrutiny Committee are invited to comment on the 2009/10 AVDC Olympic and Paralympic Action Plan.</li></ul> |
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**3 Supporting information**

- 3.1 Cabinet resolved to approve the 2008/09 AVDC Olympic and Paralympic Action Plan at its meeting on the 11<sup>th</sup> March 2008.
- 3.2 **Progress against the 2008/09 AVDC Olympic and Paralympic Action Plan**

The 2008/9 Olympic and Paralympic Action Plan included 27 actions of which progress has been made against 25. The outstanding actions relate to The MEND (Mind Exercise, Nutrition & Diet) programme and The Southcourt Carnival - 2012 themed workshops. Following discussions with the Bucks Primary Care Trust and the MEND organisation it was decided that the MEND project was not offering value for money and sustainability. The Sports Development team is working with partners to plan for a similar health related programme which will be delivered during 2009. The support and development of the Southcourt Carnival 2012 themed workshops was not delivered because the carnival did not take place due to lack of funding to pay for a project worker, despite numerous applications to various funding organisations supported by the Council.

The key highlights are as follows:

- 3.2.1 **Elite Talented Sports Person Grants**

A total of 13 local athletes have been supported with additional funding which has been administered through the Aylesbury Vale Joint Sports Council. The athletes, all competing at national level and in appropriate sports, are aiming to compete at the 2012 Games.

The funding is open to residents of Aylesbury Vale, or those that compete for clubs within the Vale. Alongside this funding runs the *Bucks Talented Athlete Passport* scheme which supports local talent with access to training facilities for no cost. It also provides discounts for medical and physiotherapy services and 255 athletes are registered on the scheme of which 57 are from Aylesbury Vale.

### 3.2.2 **Establishment of the Buckinghamshire Manager for 2012 Games Position**

AVDC continues to take a lead within Bucks by hosting the Bucks 2012 Manager post. Ian Barham was appointed to the post in August 2008 and is leading the development and implementation of the Bucks 2012 Legacy & Ambition Plan in conjunction with the Bucks 2012 Co-ordinating Group which is chaired by Olympic Gold Medal Swimmer Adrian Moorhouse.

The Bucks 2012 Legacy & Ambitions Plan, which was launched by Lord Coe in February 2009, outlines a range of actions grouped under three headings: Economic, Social and Sporting. AVDC's Olympic and Paralympic Action Plan has been adapted to fit around these headings to show parity and to ensure tangible benefits and positive outcomes are secured for Aylesbury Vale residents.

### 3.2.3 **Cultural Olympiad**

The Cultural Olympiad is a major UK wide festival which has been running since October 2008 and will continue until 2012. The festival is being supported by a £40 million trust fund from the national lottery to support local events. The *Driving Inspiration* programme which has been supported by AVDC's Arts Development Team, was awarded the Inspire Mark by the London Organising Committee for the Olympic Games (LOCOG) this year in recognition of its achievements in working with Paralympians and disabled artists in schools across Buckinghamshire. The programme supported the work of disabled artists to work with local schools as part of the handover celebrations from the 2008 Beijing Games and the lead up to the London 2012 Games. £300k has been secured through the Accentuate Fund to record the valuable archive material held at Stoke Mandeville Stadium and Hospital which chronicles the birth and development of disability sport. Officers have also developed international links through the Roald Dahl Festival and will continue to do so in line with the countries that are signing up to attend training camps within Aylesbury Vale in advance of London 2012 Games, and are currently supporting a major application for the *Artists taking the Lead* programme to be based at Stoke Mandeville.

### 3.2.4 **Handover from Beijing 2008 to London 2012**

Events were held on the 24<sup>th</sup> August 2008 and the 17<sup>th</sup> September 2008 to mark the handover ceremonies of the Olympic Games and Paralympic Games respectively. They included a series of community participation events held both in Kingsbury Square and Stoke Mandeville Stadium, with the Paralympic Handover events in

Aylesbury being the largest outside of London with over 400 schoolchildren participating. Flag raising ceremonies also took place on 24<sup>th</sup> August and was attended by two of the athletes who had been awarded talented sports person grants.

### 3.2.5 **Aylesbury Vale Sporting Academies / Street Sport Programme**

AVDC has developed a street sport programme which is focused upon increasing opportunities for local young people and encouraging them to participate in sport more regularly; a key focus area of the legacy for London 2012. Over 1,600 visits were recorded by young people during the first year, taking part in sports such as football, rugby, basketball and athletics. The programme was awarded the '2008 Sports Project of the year' at the Bucks Sports Awards in December 2008. The team has also worked in partnership with the local school sports partnership to deliver 11 multi-skills clubs, ensuring each secondary school has coverage and that the pupils identified as *Gifted and Talented* are accessing pathways to excellence.

### 3.2.6 **Compete For 2012 business initiative**

The *Compete For* service, which acts as a brokerage service to match buyers with suppliers for London 2012 contracts, has been widely promoted through the Aylesbury Vale Business network and on the AVDC website. AVDC hosted a Business Link *Fit to Supply* workshop at the Aylesbury Civic Centre in October 2008 which was attended by 70 local businesses. As of April 2009, 145 Aylesbury Vale businesses were registered on the *Compete For* site and our first major contract success was achieved when the Stowe based Buckingham Construction Group won the contract to build the Handball Centre in the Olympic Park.

### 3.2.7 **Tourism Training**

A programme of free training has been secured for all Aylesbury Vale tourism and leisure businesses. The *Hosting the World* training programme, which is being led by Tourism South East has, to date, offered 500 learning opportunities to local businesses to ensure that visitors in 2012 and beyond receive a world class welcome.

3.2.8 A copy of the full 2008/09 AVDC Olympic and Paralympic Action Plan is available upon request.

## 3.3 **2009/10 AVDC Olympic and Paralympic Action Plan**

The 2009/10 AVDC Olympic and Paralympic Action Plan has been developed in conjunction with the following partner organisations and individuals; Bucks 2012 Manager, Bucks Co-ordinating Group, Bucks & Milton Keynes Sports Partnership, Serco, Leisure Connection, Wheelpower, Creative Bucks, Tourism South East, Business Link Solutions, Bucks County Council, School Sports Partnerships for Buckingham and Mandeville, Buckingham and Mandeville Sports Colleges, Bucks New University, Aylesbury College, Arts Council England and Stoke Mandeville Hospital.

The Action Plan takes account of national guidance in this area and where relevant the actions of other leading authorities in England.

3.4 The Action Plan headings have been adapted this year to align with the Bucks 2012 Co-ordinating Group 2009-2013 Action Plan. As such, the previous six headings now sit within three categories, namely:

- Economic Actions
- Social Actions
- Sporting Actions

3.5 The key highlights of the 2009/10 Action Plan are as follows;

3.5.1 **Cultural Olympiad**

During 2009/10 *Driving Inspiration*, a programme designed to promote Stoke Mandeville as the birthplace of the Paralympics, will be developed to include participation of 620 young people from the local area. The programme will continue to focus on exploring the experiences of Paralympians through the work of disabled artists and will include a day at Mandeville School in July 2009 when the British Olympic Foundation deliver *Enterprise for London 2012* activities to 160 young people.

*Driving Inspiration* will also be a key component in support of an *Accentuate* project, Accentuate being the SEEDA supported programme to celebrate the achievements of people with disabilities, to create a living archive using the archive material from Stoke Mandeville. A further bid to the Arts Council England “Artist Taking a Lead” programme will be made which potentially would provide up to £500,000 for an artist to work at an international level, based at Stoke Mandeville up to 2012.

AVDC will also be leading on the development of initiatives to promote the Paralympics through the arts with partners such as Stoke Mandeville Spinal Injuries Unit, Ambassadors Theatre Group, Buckinghamshire County Museum and the National Rural Touring Forum. Activities will take place in Aylesbury on 25 July as part of the national Open Weekend event to mark the 3 year countdown to the London 2012 Olympic games opening ceremony.

3.5.2 **Reactivate Bucks - Adult Sports Opportunities**

To further enhance the work toward achieving National Indicator 8 ‘Adult Participation in Sport’, which is an AVDC Corporate Plan and Local Area Agreement (LAA) performance indicator, a programme of opportunities for adults to more regularly participate in sport and physical activity will be delivered. This local work will link in with the broader Bucks Reactivate campaign. The activities will include a *Get Back To* programme where local clubs will offer taster sessions and incentives for regular and sustained attendance. The programme aims to establish strong links between the local community and sporting clubs and facilities.

### 3.5.3 **Dorney Lake Aquatics Programme**

In partnership with the Bucks 2012 Manager and Dorney Lake (the venue that will host the rowing and flat-water canoeing events during the 2012 Games), a series of visits and educational tours will be delivered to enhance the Vale's interaction with London 2012 and encourage further sports participation for both young people and adults.

### 3.5.4 **Young Olympic Ambassadors**

Officers will continue to work with the School Sports Partnerships based at both Buckingham and Mandeville Sports Colleges in order to utilise the network of Young Olympic Ambassadors. This network will support the increased knowledge within all schools and seek to inspire young people focusing on Olympic values in the Vale as well as supporting community events as appropriate. The Ambassadors will also begin to develop strong international links with countries that will utilise Aylesbury Vale facilities as training camps in the build up to London 2012.

### 3.5.5 **16 to 21 Training Camp**

A training camp will be set up for local unemployed people aged between 16 and 21, tying in with the Personal Best Scheme led by the Learning and Skills Council. This will aim to offer the opportunity to gain a level one coaching qualification during a week-long intense training camp. The camp will be delivered in partnership with Bucks Impact Coaching Agency, Mandeville Sports College and a range of other partners which will ensure candidates receive the correct level of support and mentoring in order to achieve the qualification. Also, upon completion the candidates will be able to access employment opportunities via the Impact Coach Agency which supports coaches in the delivery of sessions within the community. This camp, if successful, will be delivered on a wider scale in future and will ensure a further strand of the Olympic legacy is achieved locally. This camp will support the *Personal Best* employment programme being delivered by the Learning & Skills Council in Aylesbury later this year.

### 3.5.6 **Education Programmes**

The *Get Set* programme is the official London 2012 educational programme for schools, colleges and other educational providers. AVDC will work with a range of national and local partners to ensure all educational areas of Aylesbury Vale are able to access the programme. We will also support Aylesbury College in developing their curriculum offer to support the skills needs of London 2012, particularly in the event management, international hospitality and security sectors.

3.5.7 **Business Engagement**

Bucks 2012 & The Bucks Sport Partnership are producing, by end of June 2009, a business engagement guide. This guide will summarise business opportunities including volunteering, procurement, active workforce and sponsorship & athlete support and will be supported by the Bucks Economic & Learning Partnership and Business Link. This guide will support presentations by the Bucks 2012 Manager at Business network meetings and training events.

3.5.8 **Stoke Mandeville 25<sup>th</sup> Anniversary of the 1984 Paralympic Games**

From May until August 2009 Stoke Mandeville Stadium will be hosting a programme of events to mark the 25<sup>th</sup> Anniversary of the 1984 Paralympic Games. The Bucks Herald will use their archive material to produce a special 25<sup>th</sup> anniversary feature and are assisting in seeking local information for the development of the Buckinghamshire 2012 archive. The European Wheelchair Championships in August will form the culmination of these celebrations and will be promoted through AVDC publications and on the AVDC website.

3.5.9 **Volunteering**

AVDC will support and signpost volunteering opportunities provided by Vale Volunteers to the 3,300 Buckinghamshire residents who have already expressed an interest in volunteering for the 2012 games. This will support local residents develop their volunteering CV, provide support for local community events and increase the chances of local residents being selected as official volunteers for the games. .

3.5.10 **Pre-Games Training Camp Enhancements**

Six Aylesbury Vale facilities have been selected as venues for inclusion in the 2012 Pre-Games Training Camp Guide. AVDC will support the Bucks 2012 Manager in arranging visits to these venues by potential international teams and will consider favourably enhancements to these venues which will make them more attractive to international visitors and provide a lasting sporting and visitor legacy beyond 2012.

3.5.11 **Tourism**

Working with Tourism South East, the [www.visitbuckinghamshire.org](http://www.visitbuckinghamshire.org) website is being further enhanced to offer Olympic and Paralympic information to highlight Aylesbury Vale's significance as the birthplace of wheelchair sport and the ideal location to stay for people visiting the games in 2012. The site offers information to both visitors and potential visiting teams and links into the Vale of Aylesbury Visitor Guide and the Vale of Aylesbury Great Days Out Guide.

## **4 Options considered**

- 4.1 Option 1: That the scrutiny committee suggests the 2009/10 AVDC Olympic & Paralympic Action Plan is adopted with further amendments.
- 4.2 Option 2: that the scrutiny committee suggests the 2009/10 AVDC Olympic & Paralympic Action Plan is adopted without any further amendments.
- 4.3 Adoption of the plan is recommended in light of the significant benefits the actions will provide for those in the local community in terms of health and physical activity and the contribution it will make to improving the sense of place for those who live and work in the Vale. Further to this the development and implementation of the 2012 Plan remains an AVDC Corporate Plan objective.

## **5 Reasons for Recommendation**

- 5.1 Implementation of the 2009/10 AVDC Olympic and Paralympic Action Plan will improve the quality of life and sense of place for those who live and work in Aylesbury Vale and contribute towards achieving National Performance Indicators:
- NI6 – Participation in regular volunteering;
  - NI8 – Adult participation in sport;
  - NI110 – Young people’s participation in positive activities
  - NI57 – Children and young people’s participation in high-quality PE and sport

## **6 Resource implications**

- 6.1 An annual budget commitment of up to £50,000 has been allocated to support the implementation of the Olympic Action Plan. £10,000 of this sum will be utilised as the Council’s contribution towards the continued funding of a full time Buckinghamshire Manager for the 2012 Games, A further £7,684 has been committed by AVDC towards the on-costs associated with the hosting of this post. The officer has been tasked with securing this amount from external sources.
- 6.2 For 2008/09 financial year a total of £49,938 of the £50,000 budget allocation was utilised. Over £400,000 in external funding from SEEDA, Tourism South East, the Youth Sport Trust and Arts Council South East has been levered into Aylesbury Vale through Olympic & Paralympic Initiatives.

## **7 Response to Key Aims and Objectives**

- 7.1 This report contributes to many of the Council’s current key aims and outcomes, most specifically those outcomes relating to health improvement and improving community participation.
- 7.2 The implementation of this plan features as a priority action within AVDC’s Corporate Plan. Implementation of the Action Plan will also support the Council’s efforts to improve performance against National Indicator 8 ‘Adult Participation in Sport’. NI8 is also listed within the top 35 Local Area Agreement performance indicators for which reward funding will be available

if the agreed targets are met, and also National Indicator 110 'Positive Activities for Young People'. The plan will also support the achievements of improved performance against other Local Area Agreement indicators relating to Child Obesity and Volunteering.

- 7.3 The plan will also support the Council's efforts to improve community cohesion and the quality of life of local residents.

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Background Documents

AVDC Olympic and Paralympic Games Action Plan 2009/10

Aylesbury Vale Olympic Action Plan – Communities Scrutiny Report  
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