

Local Members Interest
N/A

Corporate Review Select Committee– 2nd December 2013

2012 Legacy and the Sportshire Agenda

Recommendations

1. That the Corporate Review Select Committee considers the local legacy from the 2012 Games from both a sporting and economic perspective.
2. That the committee considers and endorses the principles underpinning the development of the County Council's Sportshire vision and framework in the context of the County's business priorities and community outcomes

Report of: The Director for Place and Deputy Chief Executive

Background

1. This report was prepared at the request of the Corporate Review Select Committee. The Committee wished to investigate the extent to which the Olympic Legacy is being used to drive forward local priorities and to monitor the progress of the Sportshire strategy.
2. This report provides a summary of the local sporting and economic impact of the 2012 Games. The report also sets out the progress already made and the future plans put in place to ensure a long-lasting legacy for the residents of Staffordshire.
3. The 'Staffordshire and Stoke-on-Trent Legacy Action Plan' was developed by a 2012 Steering Group, chaired by Neil Turner of Lichfield District Council; membership included District Councils as well as health and education partners. The implementation of the plan was managed by the Staffordshire 2012 Coordinator.
4. Each of the district authorities became signatories to a 2012 Charter, outlining shared responsibility and cementing their commitment to achieving a sporting legacy locally. (Appendix 1.1)
5. Building on local success, Staffordshire County Council acknowledged the power that a strong sport and leisure offer had in generating visitors, jobs and prosperity to our County. In recognition of this (and the well-documented benefits of healthy and active lifestyles for a community) the County - in partnership with Sport Across Staffordshire and Stoke-on-Trent (SASSOT) - began the development of a Sportshire vision and framework.

6. To this end, Staffordshire County Council and SASSOT jointly funded, and appointed in 2013, a Sportshire Coordinator to complete the development of the Sportshire framework and to implement its action plan.

Introduction

Staffordshire's 2012 legacy

7. Staffordshire embraced the unique opportunity of the London 2012 Olympic and Paralympic Games to inspire and engage our communities. The legacy can be felt in our sporting infrastructure but also in our economy and communities.
8. The early recruitment of the 2012 Coordinator in 2008 was pivotal in the delivery of a successful 2012 programme. Working alongside the 2012 Staffordshire and Stoke-on-Trent Steering Group and the LOCOG nations and regions group, the role was key in driving national projects and programmes such as the Olympic Torch Relay, Sports Maker recruitment and the Cultural Olympiad. They also provided the capacity to implement local, bespoke initiatives which serviced Staffordshire residents.
9. In partnership with SASSOT and our district council colleagues, we continue to maximise the opportunities presented by Lottery and Legacy Trust funding. The Sportshire agenda seeks to examine how, in the currently challenging economic conditions, we can sustain this momentum and broaden the impact of the 2012 Games.
10. Post Games, in partnership with SASSOT and our district council colleagues, we continue to maximise the opportunities presented by various Legacy-funded programmes. This report focuses on the headlines from these programmes, acknowledging that the impact of the Games was far-reaching and the scope of this paper is not exhaustive.

Young People

11. The vision of the 2012 Games was to "Inspire a Generation", and the efficacy of this objective is most visible in our club structure. Clubs locally are reporting an increase in interest, and the need to establish waiting lists for their junior sections. The most desirable legacy for Staffordshire would be that our next generation enjoys the health benefits of an active lifestyle.
12. The Lottery-funded 'Sportivate' initiative has been a successful tool in increasing sporting participation figures in young people locally. The programme allows 14-25 year-olds who are not traditionally regarded as 'sporty', to gain access to six to eight weeks of free or subsidised coaching in a range of sports. SASSOT has delivered this programme to great effect, initiating 250 blocks of activity which engaged 3,059 people in 2012-13. Crucially, around 40% of these young people have been retained in sport, creating sustained participation beyond the life of the programme. Sportivate has been a national success, resulting in an extension of funding until March 2017. As a result Staffordshire can expect to enjoy a sustained increase in sports participation.

13. The Youth Sport Trust has used Legacy Trust Funding to continue the excellent work that has been achieved in school sport via the Sainsbury's School Games (SSG). The SSG motivates and inspires school children to take part in competitive school sport. SSG is made up of four levels of activity: competition in schools; between schools; at county/area level; and a national finals event. Staffordshire schools have embraced the programme during the past 24 months and 3,405 young people participated in some element of the Games. The Staffordshire Level 3 School Games Local Organising Committee supported by SASSOT organises a multi-sport festival as a culmination of year-round school sporting competition.
14. Staffordshire County Council's 'Young People's Sports Performance Grant Scheme' is a local initiative which demonstrates the County's continued commitment to supporting sporting excellence. Each year the Scheme provides small amounts of funding to support young people who either live or go to school in Staffordshire and who excel in sport. The money awarded is used to support the cost of their training and competitions, including expenses such as travel, equipment and accommodation. In the last two years the Scheme supported just under 100 young people and the funding is set to continue into 2014.
15. 'Get Set' is the official education programme for the Games and is designed to use the values and aspirations of the 2012 Games to develop high standards in and out of school. Staffordshire had the second highest number of registered schools in the West Midlands, with 90.10% of eligible schools registering for the programme. As a result 250 schoolchildren received free tickets to the Games via the ticket share programme. Schools continue to receive resources and tools via an online portal and hope to use The Games in Sochi and Rio to maintain the momentum.

Volunteering

16. One of the unexpected triumphs of the Olympics and Paralympics was the profile of the volunteer workforce: the 2012 'Games Makers'. The nation celebrated their contribution and as a result, the profile of volunteering was elevated. The opportunity to stimulate this community and voluntary sector activity was taken up by the delivery of two key programmes.
17. Sport England's Olympic and Paralympic volunteering legacy programme 'Sport Makers' was launched in October 2011, aiming to inspire people to sign up and commit to at least 10 hours of sports volunteering. 938 Sport Makers were recruited in Staffordshire and Stoke-on-Trent, resulting in at least 9,380 hours of volunteering in sport locally. SASSOT sustained this momentum by the delivery of 'Young Leader Awards', focusing on providing 16-24 year olds with free sports-leadership training, improving their confidence and providing them with skills and qualifications which not only support our sporting infrastructure but boost the employability of young people. Since the start of 2013, 150 young people are receiving one-to-one support.

Other sectors took the opportunity to engage this motivated volunteer workforce. In 2012, Staffordshire's libraries recruited 73 volunteers, to support the Summer Reading Challenge, which was linked to the Cultural Olympiad.

Economy

18. Staffordshire maximised the opportunity to showcase the County to national and international audiences through the Olympic Torch Relay. We welcomed the Torch on two separate occasions as it passed through eight districts. We also hosted two Paralympic flame celebrations at Cannock and Trentham. 183,035 people lined the streets to see the Torch pass through and it is testament to the operational competence and spirit of this event that only one complaint was received about the disruption to normal services. The Torch Relay helped to generate an estimated £513,000 worth of economic activity in the county, with some local business reporting their best ever day's trade. The marketing communications campaign that underpinned Torch-related activity included a rolling programme of VIP visits, strong online presence, engagement campaigns and the development of a close-working relationship with the BBC. As a result, our ability to engage the press and media was markedly enhanced.
19. The economic successes in the area surpassed all targets: 59 businesses won 2012 contracts, (of these businesses 27 disclosed their value, which amounted to £51,938,000). This ranged from high-value contracts (such as the 37 million pound contract Aggreko secured with the ODA for the supply of equipment and systems) to the profile services (such as Bob Ellis Equestrian's design of the Olympic Show Jumping course at Greenwich). Despite these successes there are potentially some lessons to be learned around the engagement of national business representative groups, such as the British Chambers of Commerce, which may have enhanced the promotion of opportunities to small- and medium-sized companies.
20. The opportunity to support aspects of the Games instilled confidence in local businesses, giving enhanced credibility to their provision of goods and services. Now is the time to capitalise on this profile, to ensure a lasting economic benefit. 'The Supplier Recognition Scheme' (SRS) is one avenue to achieve this; it provides eligible suppliers with recognition for the part they played in the success of London 2012. Currently none of Staffordshire's or Stoke-on-Trent's suppliers have registered for the scheme. The Sportshire Coordinator post offers a channel to these businesses in order to raise awareness of the SRS scheme.
21. Staffordshire also built its profile in sport by hosting international teams' pre-games training camps at Cannock Hockey Club (including, notably, the Pakistan Hockey Team), as well as hosting major sporting events including the 'Tour of Britain'. This has further boosted our reputation as a suitable venue to host large-scale events in the future
22. Opened in 2012, the National Football Centre at St. George's Park presents us with a unique opportunity to promote Staffordshire as a leading destination for elite sport. This world-class facility is situated within a 330 acre site and is available for use by national and international football clubs as well as other

sports and business organisations. Facilities include: one full-size indoor football pitch (third generation), one 60x40m multipurpose indoor sports hall, eleven full-size outdoor football pitches and one elite DESSO training pitch — an exact replica of Wembley. It also boasts world-leading medical / sports science facilities on site and has recently become the first FIFA F Marc Centre of Medical Excellence in the UK.

In 2014, St. George's Park will host the UEFA European Women's under-17 Championship finals. It is expected that this will be the first of many major corporate and sporting events to be hosted at the site, making St George's a key venue for Sportshire.

23. The 2012 Charter (included in appendix one) set out key commitment around sport and leisure facilities and provision. The Charter was used to galvanise partners and create a sense of collective responsibility and shared ownership. It has also been used to provide focus and direction to district sport and leisure strategies, ensuring a uniform approach across the county. All of our districts became signatories to the Charter.

Development of Sportshire Vision and Framework

24. The aspiration and subsequent programme of 2012 activity demonstrated that sport could successfully contribute to a number of Staffordshire County Council's outcomes. Whilst a number of tangible outcomes have been achieved over the last twelve months we must take a more creative and proactive approach if we are to generate a lasting impact in our county.

25. The Sportshire vision and framework represents a new direction of travel in relation to the Olympic and Paralympic legacy; the remit of the Sportshire Coordinator is to look beyond sport to achieve a multi-agenda impact. By creating a critical mass of facilities and experiences we can drive the development of jobs in the sports sector, stimulate our visitor economy, contribute to private sector investment in the area and increase participation figures.

26. Sportshire seeks to address a number of key strategic issues, including a low level of businesses and jobs in sport, an underperforming visitor economy, poor health outcomes as a result of physical inactivity and, an under-supply of sporting facilities. Figures in the Appendix demonstrate the scale of these issues locally.

27. Within that context the Sportshire aspirations are as follows:

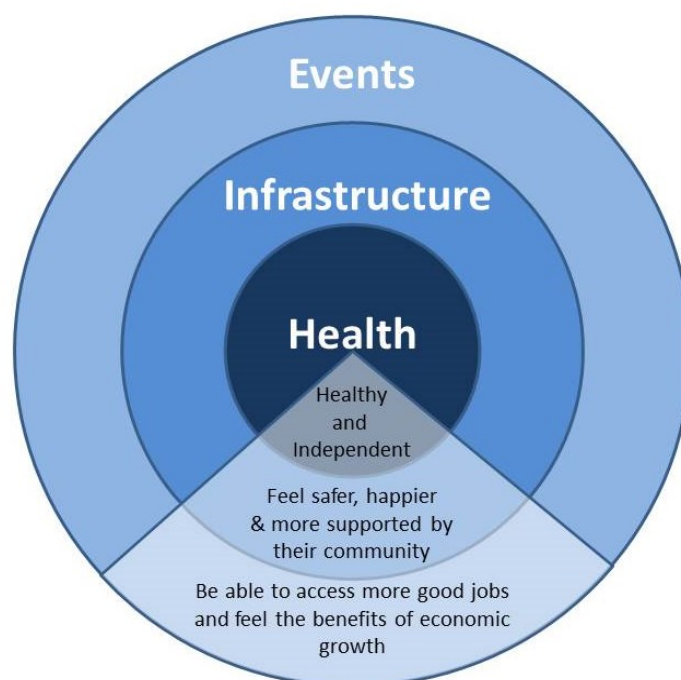
- To transform the Staffordshire and Stoke-on-Trent area into a really attractive proposition for people wishing to work and live within its boundaries.
- To build upon the existing unique cultural, historical and sporting offer to position the area as a place of national and international importance thereby encouraging visitors and driving jobs through a burgeoning visitor economy.

- To work in conjunction with health partners to create a sporting infrastructure that addresses poor health outcomes and reduces the economic burden of physical inactivity.

The realisation of these aspirations would contribute considerably to the SCC priority outcomes, enabling the people of Staffordshire to experience the following:

- Be able to access more good jobs and feel the benefits of economic growth
- Be healthier and more independent
- Feel safer, happier and more supported in and by their communities

28. Sportshire delivery strands



The Sportshire concept has been developed with Staffordshire County Council’s corporate outcomes in mind. During the summer, as part of the new approach to strategic and business planning, a number of workshops took place, designed to explore eight core themes / statements identified by the Senior Leadership Team and cabinet as areas in need of investigation. Each workshop produced a “think piece”: a short document outlining the principles agreed upon. The Sportshire concept has been progressed by the output of these “think pieces”. Specifically, in identifying three delivery strands: events, infrastructure and health

1. Events – A core goal of Sportshire is to host mass participation and internationally recognised sporting events to deliver economic growth to Staffordshire through overseas and out-of-area visitor spend. These events will help promote the county as a global destination for sport and enhance the credentials of our events industry. Furthermore, growth in this area will inspire and motivate our residents, generating “*aspirations for healthier lives*”.

2. Infrastructure – Sportshire aspires to work with partners to develop our sporting and leisure facilities. Led by customer insight, a cohesive and strategic approach will be taken in delivering “*excellent access to the things people want or need*”. We intend to boost our underperforming sport industry, increasing the opportunities for employment in sport and creating “*more and better jobs, stronger enterprise*”.

3. Health – Sportshire strives to support the Staffordshire Health and Well-Being Board in the delivery of their Active Staffordshire Strategy. We aim to increase participation in sport and physical activity among all sections of society but particularly those currently under-represented in sport and physical activity participation. We will provide guidance and support to large employers in the county regarding physical activity and sport in order to reduce the economic burden of ill health. We will aspire to motivate residents to take “*personal responsibility for their health*”.

Next steps

29. The next phase of the Sportshire planning is to bring together key partners locally to agree an operating framework. The framework will set out the key strategic principles and focus that will steer the identification of potential projects or schemes. This framework will inform a twelve-month action plan. The final draft of the strategy will be complete by March 2014.
30. The framework will provide complete transparency for our partners and enable us to achieve collective ownership. This collaborative approach will allow a cohesive and strategic approach to matters such as applying for capital and revenue funding, submitting event tenders and commissioning sport services.
31. To ensure the appropriate levels of governance around the strategy, a Sportshire steering group will meet quarterly – in the first instance, to ensure key partners and stakeholders are supporting the development of the concept, to help inform the final stages of planning, and also to monitor the strategy’s implementation.
32. The paper will be developed in conjunction with our partners in the districts and the City, Sport England, Department of Health and National Governing Bodies of sport. It will be designed to blend such key related policy and strategy documents as ‘Active Staffordshire’, ‘The Sub-Regional Sports Facilities Framework’ and ‘Enjoy Staffordshire Strategy’.

Conclusions:

33. As an organisation we embraced the unique opportunity of the London 2012 Olympic and Paralympic Games to inspire and engage our communities. We have seen tangible benefits in our volunteer numbers, levels of participation and in a general boost to our local economy.
34. The Sportshire vision and framework represents a new direction of travel in relation to the Olympic and Paralympic legacy. The remit of the Sportshire Coordinator is to look beyond sport to achieve a multi-agenda impact.

35. The direction of the Sportshire Strategy is guided by Staffordshire County Council's visions, values, and behaviours, reflecting the recent outcomes from the Achieving Excellence Think Pieces and underpinned by the 'Principles for a connected Staffordshire'. As a result, the leadership, development and delivery of Sportshire will significantly contribute to Staffordshire County Council priority outcomes and the health and wellbeing of Staffordshire's residents.

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Appendix One

1.1 Staffordshire and Stoke-on-Trent's Legacy Charter

We will work together to support a lasting legacy for Staffordshire and Stoke-on-Trent and we will:

1. Strive to provide access for young people to at least five hours a week, of sporting, physical activity or cultural opportunity.
2. Work with schools to ensure that every child has access to high quality PE lessons that enable pupils to find something they enjoy doing in and outside school.
3. Encourage links with and support, our local sports, arts and drama clubs and cultural venues to provide good quality experiences for children and young people.
4. Encourage children to take part in sporting competition and support and promote our elite athletes and those with potential.
5. Encourage investment in our sporting and cultural facilities.
6. Encourage and support those that would benefit from exercise to be more active.
7. Encourage the staging of a developing programme of sporting and cultural events that have international, national and regional significance.
8. Continue to be support a Community Games programme.
9. Encourage and support communities to volunteer with local clubs and to help stage sporting or cultural events.
10. Endeavour to protect our play areas, playing fields and sport facilities

1.2 Strategic issues

Total Economic Costs of Individual Health Conditions in England

Healthcare conditions	National Economic costs of Healthcare Conditions	Estimated total national Economic Costs attributable to physical inactivity	Year these costs are applicable to
Coronary heart disease	£6.7 billion	£703.5 million	2009
Stroke	£3.7 billion	£444 million	2009
Type II Diabetes	£21.8 billion	£2.83 billion	2012
Obesity	£10 billion £2.6-£15.8 billion	unknown proportion attributable to diet and physical activity as separate entities	2002 2007

Obesity Rates in adults in Stoke-on-Trent and Staffordshire are above the 24.2% average in England

- Staffordshire 26.6%
- Stoke-on-Trent 27.9%

The health costs of inactivity across the area are almost £18 million and exceed the English cost per 100,000 populations. *Source – Department of Health be active be healthy study*

The estimated costs of obesity to Stoke-on-Trent and Staffordshire in terms of health care and treatment, crime, and absenteeism from work are estimated to be around £113 million. *Source Sport England Active people 6 Survey 2011/2012*

1.3 Low Levels of business and jobs in sporting activities/manufacturing

At present our SSLEP area has below average numbers of sports businesses and subsequently lower employment rates within sport.

In 2011 there were 335 businesses involved in sporting activities or sporting manufacture employing 3,760 people in Staffordshire and Stoke-on-Trent. Between 2008 and 2011 there were only 10 new Sports businesses across this area- the business 'birth rate' was calculated at 2.9% compared to 5.4% across England. *Source Businesses- IDBR 2009 to 2011 & 2008 to 2011*

Sport England's Local Sport Profile shows that Staffordshire and Stoke-on-Trent in particular shows some of the lowest employment rates in this sector across the West Midlands. *Source Annual Population Survey 2008-10*

1.4 Under performing visitor economy

Despite visitor volume of +20 million trips per annum and annual spend of almost £1 billion in Staffordshire and Stoke-on-Trent, this underperformance is illustrated by a comparison of leisure visitor spend per head of population. The low levels of spend and overnight stays are also partly attributable to Staffordshire having the lowest ratio of Visit England graded accommodation in the West Midlands

Visitors to Staffordshire spend, on average, £942 per head of population; those to Derbyshire £1,487, Warwickshire £1,863, Shropshire £1,136. Only Birmingham in the West Midlands has a lower spend at £836 per head. *Source: individual destinations' own research, either Cambridge or STEAM industry standard models.*