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10 January 2007

**Report to**

Cabinet Member (Finance, Procurement and Value for Money)

**Report of**

Director of City Development and Director of Community Services

**Title**

Development Opportunities for Coventry Arising out of 2012 Olympic Games

**Ward**

City-wide

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**1. Purpose of the Report**

- 1.1. To inform the Cabinet Member of the potential opportunities to Coventry arising from the announcement that London is to host the 2012 Olympic Games and request that funding be allocated to allow these opportunities to be explored.

**2. Recommendations**

The Cabinet Member is recommended to agree:

- 2.1. an amount of £100,000 for 2006-07 be allocated from within the Policy Contingency Fund.
- 2.2. that £100,000 for the period 2007-08 for three years be put forward to the PPR process for consideration.

**3. Information/Background**

- 3.1. On 6 July 2005, London was awarded the right to host the Olympic Games in 2012. As a result of this, and the associated media furore, opportunities for sport and physical activity in the United Kingdom increased significantly.
- 3.2. Given the spectacular International Children's Games hosted by Coventry in 2005, it is felt that we are ideally placed to maximise opportunities arising from the award to London.
- 3.3. Discussions have taken place and the recommendation is that the City Council, in partnership with Warwickshire, look to maximise these benefits jointly.
- 3.4. Sport and physical activity, in terms of benefits for health and inclusion, has never been higher on the national agenda. Empirical research now suggests that sport and physical activity can impact on people's health and help to make communities more inclusive.
- 3.5. The growing obesity agenda and Respect agenda via central Government have given us the base on which to further develop the work around sport and physical activity and their associated benefits.

**4. Proposal and Other Options to be Considered**

- 4.1. Coventry and Warwickshire have worked significantly closely together, in line with the West Midlands groups which have been established, following the announcement regarding the 2012 Olympic Games.
- 4.2. Some three years ago, City Council officers worked closely with CVOne to establish a working committee comprising of local key partners, including Coventry University and the University of Warwick, to look at ways in which opportunities could best be maximised.
- 4.3. This was then further enhanced by the addition of partners from Warwickshire, to ensure that the joint offer could have the fullest possible facility offer to maximise any opportunities arising from the 2012 Olympic Games.
- 4.4. It was proposed that a co-ordinator be appointed to help deliver this agenda on behalf of Coventry and Warwickshire.
- 4.5. Various opportunities have arisen from work that has been carried out around business, culture, tourism, sport and legacy in terms of the potential to host pre-Games training camps for teams (or part of teams) within Coventry and Warwickshire.
- 4.6. Coventry and Warwickshire is ideally placed to host these teams, being one hour's travel from London and having a significant transport infrastructure, including the local airports, rail and motorway links.
- 4.7. The economic impact would be significant in terms of the benefits Coventry and Warwickshire could gain from hosting these camps.
- 4.8. Other key partners across Coventry and Warwickshire have committed funds to this enterprise. For example, Warwickshire County Council has committed £60,000 per annum and sums of £15,000 have been approved from CVOne and the Coventry and Warwickshire Chamber of Commerce.
- 4.9. The detailed work that has been carried out to realise the benefits across the sub-region since the appointment of the Opportunities Co-ordinator is shown at Appendix One.
- 4.10. Coventry has been awarded the right to host the UK Schools Games in August 2007, which is a significant coup for the city.
- 4.11. Already the city is starting to gain a reputation for being able to host major events, with the International Children's Games in 2005, the UK Schools Games in 2007, the possibility of hosting the British Transplant Games in 2009, and the possibility of re-hosting the International Children's Games again in 2012.

**5. Other specific implications**

	<b>Implications (See below)</b>	<b>No Implications</b>
Best Value		
Children and Young People		
Comparable Benchmark Data		
Corporate Parenting		

	<b>Implications (See below)</b>	<b>No Implications</b>
Coventry Community Plan		
Crime and Disorder		
Equal Opportunities		
Finance		
Health and Safety		
Human Resources		
Human Rights Act		
Impact on Partner Organisations		
Information and Communications Technology		
Legal Implications		
Neighbourhood Management		
Property Implications		
Race Equality Scheme		
Risk Management		
Sustainable Development		
Trade Union Consultation		
Voluntary Sector – The Coventry Compact		

**5.1. Children and Young People**

Any work arising from the 2012 Olympic Games will significantly impact on children and young people, and will ensure that participation levels for sport and physical activity are maximised. This will then impact on their health and social wellbeing.

**5.2. Coventry Community Plan**

This work impacts on the Coventry Community Plan themes of improving people's Health and Wellbeing and ensuring that the city's Cultural life enhances the needs of communities.

**5.3. Finance**

The development work and the opportunities associated with the London hosting of the 2012 Olympic Games is proposed to be funded for 2006-07 from money to be drawn from the Policy Contingency Fund and that a bid be put forward for a subsequent three year period to the PPR process for £100,000 per annum.

**5.4. Impact on Partner Organisations**

The work around 2012 cannot be done in isolation by the City Council. It relies heavily on its partner organisations, which include Coventry University and the University of Warwick, Warwickshire College and other significant establishments within Warwickshire, including the National Equestrian Centre at Stoneleigh.

**6. Monitoring**

The City Sport and Physical Activity Officer will be responsible for monitoring, and will ensure that the 2012 Opportunities Co-ordinator and significant business is monitored accordingly.

**7. Timescale and expected outcomes**

Work is currently taking place and has the potential to continue until the 2012 Olympic Games take place, and possibly beyond.

	<b>Yes</b>	<b>No</b>
<b>Key Decision</b>		
<b>Scrutiny Consideration (if yes, which Scrutiny meeting and date)</b>		
<b>Council Consideration (if yes, date of Council meeting)</b>		

List of background papers

Proper officers: John McGuigan, Director of City Development and John Bolton, Director of Community Services

Author: Telephone 7683 2362  
 Lisa Dodd, City Sport and Physical Activity Officer, Community Services  
 (Any enquiries should be directed to the above)

Other contributors:  
 Angie Ridgwell, Finance and ICT, 7683 3700  
 Chris West, Finance and ICT, 7683 3710  
 Alice Davey, Culture, Leisure and Libraries, 7683 2380  
 Paul Jennings, Finance and ICT, 7683 3940  
 Phil Helm, Finance and ICT, 7683 1301  
 Carl Pearson, City Development, 7683 2010  
 Jon Venn, Human Resources, 7683 1125  
 Jas Uppal, Legal and Democratic Services, 7683  
 Jayne Elrick, Legal and Democratic Services, 7683 3016  
 Tom Clift, C&W 2012 Opportunities Co-ordinator, 7670 7431

Papers open to Public Inspection

<b>Description of paper</b>	<b>Location</b>
None	

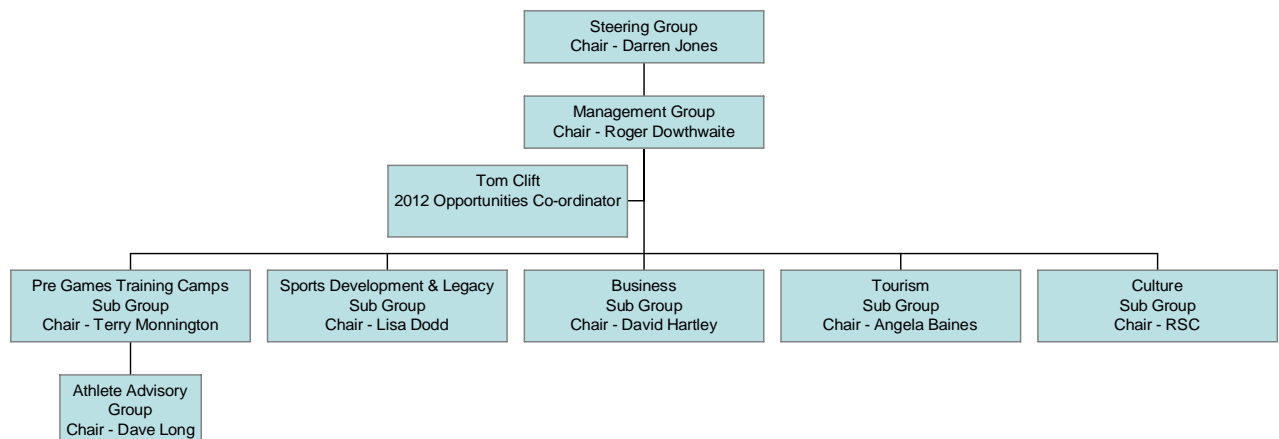
## COVENTRY & WARWICKSHIRE 2012 OPPORTUNITIES CO-ORDINATOR

The following information provides an update of the work of the Coventry & Warwickshire 2012 Opportunities Co-ordinator, outlining the following:

- 2012 Opportunities Co-ordinator additional achievements to date
- 2012 Opportunities Co-ordinator Work Programme
- C&W 2012 Sub Groups Progress Update
- 2012 Opportunities Co-ordinator Work in Progress Sept 2006 – March 2007

It is important to state that many of these initiatives have been designed to provide a lasting legacy to the sub-region long after the London 2012 games have finished. Therefore their benefits and impact are unlikely to take effect or produce major results immediately. The key headings below outline these initiatives and provide a current overview of what has been achieved. Additionally, partners across the sub-region have developed and implemented the following 2012 organisational structure:

### Coventry & Warwickshire 2012 Opportunities Organisational Structure



#### 1. Achievements to Date Feb 06 – Dec 06

- Organisational structure agreed – constantly evolving.
- Range of sub-regional partners working together – unique.
- Key themes chosen and Sub groups established to deliver work in progress.
- Initial objectives established, 2012 opportunities for C&W identified.
- Relationships built with over 50 key organisations including AWM, SEWM, CWM, DCMS, LOCOG / ODA.
- Presentations given to over 16 key local forums – with the aim of raising awareness of 2012.
- Website developed to raise awareness & for public information.
- London 2012 Road show visited sub-region, huge media coverage, press and media interviews given.
- Represented C&W at numerous seminars, events, conferences. Well informed with national developments – and research.
- Key player regionally at the WM 2012 Leadership and Advisory groups.
- Contact made and relationships built with other UK Regional 2012 Co-ordinators to research into best practice and benchmark.
- Key involvement in local projects, CSW Sports Awards, Godiva Half Marathon.
- Organised and delivered a seminar for local Tourism and Culture businesses – July 2006.
- Held a Business Workshop through AWM / WMBC November 3 2006
- Organised and delivered a joint C&W 2012 Member Seminar- November 30 2006.

## 2. Current 2012 Opportunities Co-ordinator Work Programme:

### Strategy Development

- C&W Aims and Objectives
- PGTC Strategy pre 2008
- PGTC Strategy post 2008
- Communication Strategy
- C&W 2012 Strategic Plan 06 -09
- Sport sub group action plan 06 -08

### Admin Support

- Draft and circulate agendas, minutes and papers for the following:
  - Management group
  - Sport Sub Group
  - PGTC Sub group
  - Athlete advisory group

### Communication

- Draft communications strategy
- Develop sub-regional newsletter
- Presentations to numerous sub-regional forums

### Budget / Financial

- Budget monitoring
- Draft budget proposal
- Forecasting yr end
- Raise invoices for partner funding
- Raise orders for 2012 expenditure

### Meetings

- Advent, BBC C&W
- Warwick Print
- LA Chief Executives
- Birmingham 2012 Taskforce

### Project Management

- UK School Games 2007 lead contact
- WM 2012 Regional Conference
- Race Walking Cup 2007
- C&W Members Seminar
- 2012 Update report / Future Direction
- GWS Talented Athletes project
- C&W 2012 Ambassadors project

### Marketing

- Liaise with graphic designer
- Logo development
- Strap line development
- Website development
- PGTC Brochure development
- Collect text and images from partners

### Representation & Partnership

- C&W 2012 Forums (7)
- WM 2012 Advisory Group
- AWM Business Workshop
- SEWM Regional Conference

### Events & Submissions

- LOCOG PGTC draft submission
- WM 2012 Nations & Regions Framework
- BBC WM Sports Awards
- CSW Sports Awards
- Coventry Half Marathon

### 3. Coventry & Warwickshire 2012 - Sub Groups Progress Update:

<p><b>Business:</b></p> <ul style="list-style-type: none"> <li>➤ Met and involves key sub-regional stakeholders including FORCE, Coventry First, WMITA, FSB.</li> <li>➤ Involved in regional 2012 resources including:             <ul style="list-style-type: none"> <li>▪ WM 2012 Business Taskforce</li> <li>▪ AWM Business Manager</li> </ul> </li> <li>➤ AWM / WMBC Sponsored programme, business workshop held Nov 3rd 06</li> <li>➤ Regional programme of clustering and networking activities under discussion</li> <li>➤ C&amp;W Chamber launched 2012 Helpline at B2B Midlands exhibition on 11 October             <ul style="list-style-type: none"> <li>▪ Dedicated telephone number – <b>0845 900 2012</b></li> <li>▪ E-mail contact on <a href="mailto:2012helpline@cw-chamber.co.uk">2012helpline@cw-chamber.co.uk</a></li> </ul> </li> <li>➤ Bi-monthly 2012 Bulletin to be launched to registered companies</li> <li>➤ Over 100 registered companies so far, mostly Coventry &amp; Warwickshire</li> </ul>	<p><b>Sports Development &amp; Legacy:</b></p> <ul style="list-style-type: none"> <li>➤ Met 3 times, developing two year action plan. Led by the CSP, Greater Warwickshire Sport</li> <li>➤ UK School Games</li> </ul> <p><b>Purpose:</b></p> <ul style="list-style-type: none"> <li>➤ Share best practice</li> <li>➤ Use 2012 as a catalyst to support/develop sports development programmes</li> <li>➤ Influence key organisations and partners</li> <li>➤ Develop a lasting legacy</li> <li>➤ Host, deliver events/activities relating to 2012</li> </ul> <p><b>Focus:</b></p> <ul style="list-style-type: none"> <li>➤ Volunteering</li> <li>➤ Club Development</li> <li>➤ Talent and elite athlete support</li> <li>➤ Coaching</li> <li>➤ Access</li> <li>➤ Skills</li> <li>➤ Inclusion</li> </ul>
<p><b>Pre Games Training Camps:</b></p> <ul style="list-style-type: none"> <li>➤ Met six times and Involves key sub-regional facility providers</li> <li>➤ LOCOG Submission Jan 31st 2007</li> <li>➤ Sub-regional facility audit completed</li> <li>➤ Discussions taking place as to which sports, which venues, which countries</li> <li>➤ Supported by Athlete's Advisory Group</li> <li>➤ Brand and Marketing being developed</li> <li>➤ Development of a Pre 2008 PGTC Strategy</li> <li>➤ Development of a Post 2008 – 2012 PGTC strategy</li> </ul> <p><b>Key Facilities Involved:</b></p> <ul style="list-style-type: none"> <li>➤ University of Warwick</li> <li>➤ Coventry University</li> <li>➤ Rugby School</li> <li>➤ Stoneleigh Park</li> <li>➤ Ricoh Arena</li> <li>➤ Warwickshire College</li> <li>➤ Coventry Sports Centre – 50m pool</li> <li>➤ Alan Higgs Centre</li> <li>➤ Draycote Water – Severn Trent</li> <li>➤ Royal Leamington Spa Polo Club</li> <li>➤ Pingles Leisure Centre</li> </ul>	<p><b>Tourism and Culture:</b></p> <ul style="list-style-type: none"> <li>➤ Seminar organised in July for local tourism and cultural organisations</li> <li>➤ Welcome Legacy Consultation launched and contribution sent</li> <li>➤ Strength of existing world class brands, Shakespeare's Country, Lady Godiva</li> <li>➤ Number one visitor attraction outside of London - Warwick Castle, Kenilworth Castle, Coventry Cathedral, Rugby, Stratford's Shakespeare, Coventry Transport Museum, Coombe Abbey</li> <li>➤ Cultural Olympiad / Opening and Closing Ceremonies</li> <li>➤ WM National Culture lead, Local cultural events, Godiva, Carnivals, Jazz festival etc</li> <li>➤ Increase visitor numbers</li> <li>➤ Develop international relationships with NOC's and capitalise on reputation for City of Peace and Reconciliation</li> </ul>

#### **4. Work In Progress Set 06 – Mar 07**

- Development of sub-regional newsletter / communications strategy
  - Completion of 2012 brand identity and logo
  - Completion of C&W 2012 Vision, Strategic Objectives and KPI's
  - Continuation of Sub Groups
  - Development of Sub Groups Business Plans and identify resource implications
  - Development of PGTC Strategy, research and marketing
  - Compilation of LOCOG PGTC Submission
  - Future 2012 events identified, E.g. Seb Coe Visit
  - UK School Games 2007 Host City involvement and organisation
  - Analysis of future delivery and funding requirements
  - BOA Olympic passport scheme – support for talented and elite athletes
  - Development of Young / 2012 Ambassadors programme
  - Sub-regional events database
  - Development of WM 2012 Partnership
5. In addition to the above, each of the five themed sub groups have been tasked to produce a business plan outlining what activities, projects and events they wish to undertake for the next two years. This are due to be completed by March 2007.
6. The business plans will also outline the level of resources each sub group requires as some of these projects are already planned within existing budgets or delivery plans, however, where new projects and activities are proposed, a full cost analysis and resource plan will be presented.



**1. Potential 2012 Funding 2006 – 2009**

The following table outlines the potential funding partners have initially pledged to support the development of 2012 Opportunities for Coventry and Warwickshire.

(Please note contributions for 2007-2009 are still to be confirmed agreed and determined by all partners and are therefore only provisional.)

**Coventry & Warwickshire 2012 Funding 2006 - 2009**  
**Current and Potential Funding Contributions**

FUNDING PARTNER:	2006 - 2007 Pledged	2007 - 2008 (tbc)	2008 - 2009 (tbc)	Possible Totals:
Coventry City Council	£100,000	£100,000	£100,000	£300,000
Warwickshire County Council	£60,000	£60,000	£60,000	£180,000
CV One	£15,000	£15,000	£15,000	£45,000
C&W Chamber of Commerce	£15,000	£15,000	£15,000	£45,000
University of Warwick	£0	£15,000	£15,000	£30,000
Coventry University	£0	£5,000	£5,000	£10,000
Warwickshire College	£0	£5,000	£5,000	£10,000
<b>TOTAL INCOME CONTRIBUTION</b>	<b>£190,000</b>	<b>£215,000</b>	<b>£215,000</b>	<b>£620,000</b>

**2. Budget Breakdown – Core and Sub Group Projects**

The tables below outline a synopsis of what projects each sub group will undertake. The costs and associated resources required are currently under development.

**Coventry & Warwickshire 2012 Funding 2006 - 2009**  
**2012 Budget Breakdown:**

Core 2012 Co-ordinator Budget	Amount £
Staffing - x1 2012 Co-ordinator and on costs	40,000
Office costs	5,000
Travel & Subsistence	3,500
WM Regional Contributions	7,000
Legal fees and audit	5,000
Telephones, Photocopying, Postage, Printing	1,500
IT	2,000
Subscriptions	2,000
Conferences, seminars, events	4,000
Marketing & Branding	60,000
Communications	30,000
Consultants	20,000
Contingency	10,000
<b>TOTALS:</b>	<b>£190,000</b>

## Sub Group Project Breakdown

### Coventry & Warwickshire 2012 Funding 2006 - 2009

#### 2012 Budget Breakdown:

<b>Core 2012 Co-ordinator Budget</b>	Amount £	<b>PGTC Sub Group Projects</b>	Amount £	<b>Business Sub Group Projects</b>	Amount £
Staffing - x1 2012 Co-ordinator and on costs	£40,000	LOCOG Submission		Business conference	
Office costs	£5,000	Marketing design, print & distribution		Business support	
Travel & Subsistence	3,500	DVD production		Research	
WM Regional Contributions	7,000	Travel		Promotion	
Legal fees and audit	5,000	Conferences and Events		Launch event	
Telephones, Photocopying, Postage, Printing	1,500	Sponsorship of events			
IT	2,000	Merchandise			
Subscriptions	2,000	Hosting of NOC Officials			
Conferences, seminars, events	4,000	VIP Receptions			
Marketing & Branding	60,000	Beijing Observer Programme			
Communications	30,000				
Consultants	20,000				
Contingency	10,000				
<b>TOTALS:</b>	<b>£190,000</b>		<b>tbc</b>		<b>tbc</b>
<b>Tourism Sub Group Projects</b>	Amount £	<b>Sport Sub Group Projects</b>	Amount £	<b>Culture Sub Group Projects</b>	Amount £
Conference		2012 Ambassadors		Peace and Reconciliation	
Stratford to Stratford		Volunteering		Postcard competition	
Motor Heritage relay		2012 Road show		Community film	
Literary trails		BOA Passport Scheme		Diversity project	
Visitor guides		Inclusion programmes		DVD production	
DVD production		Launch event		Launch event	
Town twinning opportunities		Healthy lifestyles and physical activity		Olympic proms and performances	
Visitor attraction opportunities					
<b>TOTALS:</b>	tbc		tbc		tbc