

Olympic and Paralympic Games

SUMMARY

The Executive is asked to note a number of proposed Surrey Heath initiatives to celebrate the Rio Olympic and Paralympic Games in the summer of 2016.

PORTFOLIO - Business

Date signed off: 31 March 2016

WARDS

All

AFFECTED

RECOMMENDATION

The Executive is asked to note a number of proposed Surrey Heath initiatives to celebrate the Rio Olympic and Paralympic Games in the summer of 2016.

1. RESOURCE IMPLICATIONS

- 1.1 While officer time involved in the collective coordination of the proposed projects is likely to be notable, financial costs would be relatively small. It is envisaged that a small amount of council funding will be required in order to effectively market projects, but direct running costs of the proposed events will be minimal.
- 1.2 The only potential exception to the above is the proposed Olympic Market on Park Street, where a small amount of funding (around £500) is sought to allow for items which will engage the public, such as inflatables and an Olympic style podium for photo opportunities.
- 1.3 There may be potential for sponsorship to offset some of the marketing costs – external organisations have previously shown an interest in supporting community sporting events.

2. KEY ISSUES

- 2.1 The Council is keen to build a positive rapport with local sport and leisure organisations, encouraging them to play a prominent role in their local community. Several of the proposed projects involve and bring together a number of these organisations, and will encourage partnership working for mutual benefit.
- 2.2 As part of the Council's objective to have a healthy and happy population, the proposed projects aim to harness the 'buzz' created in the media around the Olympics, to encourage residents into living an active lifestyle. Increased levels of physical activity provide a number of health benefits, such as lowered risk of heart disease, diabetes and depression, improved strength in muscles, joints and bones, improved sense of self-worth and reduction in high blood pressure.

- 2.3 The proposed projects will also aim to attract both residents and visitors into Camberley, supporting raising of the profile of the town centre and fostering a sense of civic pride.
- 2.4 A key theme throughout all of the proposed events would be to promote the existing support services that the SHBC leisure team provide (e.g. Free Access for County Sportspeople (FACS) scheme, funding towards coaching qualifications etc.) in addition to the work of other related bodies such as the Surrey Heath Sports Council, who offer grants to support young athletes competing at county, national or even international level, grants towards coaching qualifications and hardship grants for those who find cost a barrier to participating in sport.
- 2.5 Although the proposed projects are designed to celebrate the Olympic and Paralympic games, due consideration has and will continue to be given to avoid the use of the words such as 'Olympics' or 'Paralympics' in any publicity as these terms are considered intellectual property of the International Olympic Committee.

3. SUPPORTING INFORMATION

Sport and Physical Activity Market on Park Street

- 3.1 This concept would be very similar to the existing farmers markets which already take place on Park Street, but with a number of sport and physical activity-related stalls and demonstrations from various local leisure centres, specialist sports shops and clubs.
- 3.2 SHBC officers have met with Collectively Camberley, who are in full support of the idea. Following discussions surrounding existing events and the timing of Olympics, Saturday 13th August has been proposed as a date.
- 3.3 As the pinnacle of sporting and Olympic excellence in the borough, Camberley Judo Club would be a key stakeholder in this event. SHBC officers have met with the club who are also supportive of the event. Camberley Judo Club has offered to supply portable Judo mats, some of their elite athletes who won't be in Rio, and club coaches, to offer demonstrations on the day.
- 3.4 Consultation with other key stakeholders is ongoing but the initial reaction from other organisations such as the Arena Leisure Centre and Lightwater Leisure Centre has been very positive.
- 3.5 It would be considered extremely beneficial to the success of the event if a small amount of funding (around £500) is secured to allow for the rental of 'fun' items which will engage the public, such as inflatables and an Olympic-style podium for photo opportunities using Park Street as a backdrop. This will be funded from existing budgets. While this event would be able to proceed without this additional funding, the appeal to residents is likely to be reduced.

Press Event at the Judo Club

- 3.6 In the run up to the Olympics (after athletes have been named but before they leave for Rio), it is proposed that SHBC will work with Camberley Judo Club (CJC) to hold a press event where local VIPs including the Mayor can congratulate those who have been selected and wish them the best of luck.
- 3.7 In addition to being an excellent PR opportunity for SHBC and strengthening the bond between our two parties, this will also be a great way to raise the profile of the CJC in the local press, increasing awareness and instilling a sense of civic pride for residents.
- 3.8 The Judo Club is in support of this idea and agree with the proposed mutual benefits. CJC will propose a series of potential dates once they have better visibility on athlete availability in the run up to the games. It is suggested that this event be held at the Judo Club to minimise disruption to athlete preparation, as many of them live and train on-site.

“Our Sporting Heritage” Exhibition

- 3.9 The concept of the “Our Sporting Heritage” Exhibition would be to showcase historical sports photos or memorabilia from local athletes who have previously lived in the Surrey Heath area.
- 3.10 The Heritage Team have confirmed a similar exhibition was held to celebrate London 2012 and that, as many of the exhibition items are still in storage it should be relatively achievable to use these as a basis for an exhibition. It is hoped to once again secure the borrowing of an Olympic Torch, from the London 2012 relay, from a local resident, as the centrepiece of the exhibition.
- 3.11 The Museum have confirmed they could support this as a special exhibition alongside their scheduled offering, with the Olympic exhibition running from Wednesday 3 August through until early September, which will cover the vast majority of the Olympic and Paralympic period.
- 3.12 The exhibition would also include biographies of some of the Rio 2016 Olympic and Paralympic hopefuls who have links to the Surrey Heath area.
- 3.13 Working in partnership with the Heritage Team, the Community Engagement Officer will attempt to link in with the Royal military Academy, Sandhurst who may also be able to contribute to the exhibition.

Camberley Judo Club Fighters on the Big Screen

- 3.14 Depending on the timing of fights, there would be the possibility of using the projector in the Camberley Theatre auditorium to show coverage of Camberley Judo Clubs fighters. Rio is only 3 hours behind (e.g. 12noon UK time = 9am in Rio), so this is potentially feasible.
- 3.15 If this idea proves to be workable, it could be extended to cover other sports which might reflect a local or ‘Team GB’ interest. Similar to 3.3, this might

attract a different audience to Camberley Theatre, leading to increased awareness of the facility, additional ticket sales and potential bar sales.

'Surrey Heath Summer of Sport' Festival Week

- 3.16 The 'Surrey Heath Summer of Sport' festival would focus on the coordination of a number of sports clubs from across the Borough, to offer a series of one-off taster sessions in a variety of Olympic sports. These would take place over the course of one week, would be open to the wider public and importantly be pitched at a beginner level to attract those who are not currently engaging in sport.
- 3.17 In the most part, the aim will be to tap into existing sessions rather than expect clubs and volunteers to have to lay on additional sessions.
- 3.18 It is anticipated that a wide range of demographics would be catered for, including under-represented groups such as those with impairment, older people, women and people from BME backgrounds.
- 3.19 To ensure the taster sessions would be well utilised, a number of pamphlets would be produced well in advance of the festival week and distributed in public places and featured on the SHBC website alongside social media. There would be a small marketing cost to this.
- 3.20 Initial reaction from consulted clubs has been very positive, but there have been questions raised regarding the timing of the festival week, as many coaches and volunteers are on holiday during the summer school holidays. The week itself is still to be finalised but will likely be in August.

Olympic Athlete visiting Surrey Youth Games Session

- 3.21 The Surrey Youth Games is one of the Council's most successful projects in engaging young people. In an Olympic year, it would be inspirational for the young people involved if we could secure any athletes on their way to Rio to make any guest appearances at sessions.
- 3.22 The most likely opportunity for this would be through Camberley Judo Club, who have been consulted and are interested in sending one of their elite athletes along to a Surrey Youth Games training session. This would provide another opportunity for positive press, raising the profile of Surrey Heath's participation within the Surrey Youth Games and the club itself.
- 3.23 There may be other opportunities for Olympic athlete appearances in other sports, though these are unlikely to transpire until closer to the event. The Council's Community Engagement Officer will continue to look into this.

4. OPTIONS

- 4.1 The Executive has the options to;
 - i) Give their support and backing to all of the proposed projects;

- ii) Give their support to some of the proposed projects; or
- iii) Choose not to support any of the proposed projects

5. PROPOSALS

5.1 It is proposed to run each of the projects listed in Section 3, as part of a celebration of the 2016 Olympic and Paralympic Games in Rio.

6. CORPORATE OBJECTIVES AND KEY PRIORITIES

6.1 Projects such as those proposed would allow the Council to meet its objectives by:

- Significantly contributing to civic pride, making Surrey Heath an even better place where people are happy to live;
- Building and encouraging communities where people can live happily and healthily;
- Engaging with young people to help improve and sustain leisure opportunities whilst encouraging them to take responsibility; and
- Encouraging greater involvement from local clubs and organisations including volunteering.

7. EQUALITIES IMPACT ASSESSMENT

7.1 The proposed projects aim to offer opportunities for all residents to engage with and celebrate the Olympic and Paralympic Games, whether they are already active, semi-active or do not wish to be active. There will be opportunities for involvement for those with disabilities or impairments, and as there is no cost for participants, all projects are suitable for those on low incomes.

8. OFFICER COMMENTS

8.1 The proposed projects offer a diverse range of opportunities to enjoy and celebrate the Olympic and Paralympic Games in the Borough, engaging key leisure facilities and partners as well as creating interest through cultural venues such as the Museum and Camberley Theatre.

Annexes	None
Background Papers	None
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CONSULTATIONS, IMPLICATIONS AND ISSUES ADDRESSED

	Required	Consulted	Date
Resources			
Revenue	N/A		
Capital	N/A		
Human Resources	N/A		
Asset Management	N/A		
IT	N/A		
Other Issues			
Corporate Objectives & Key Priorities	✓	✓	
Policy Framework	N/A		
Legal	N/A		
Governance	N/A		
Sustainability	N/A		
Risk Management	N/A		
Equalities Impact Assessment	✓	✓	
Community Safety	N/A		
Human Rights	N/A		
Consultation	N/A		
P R & Marketing	N/A		