

ABERDEEN CITY COUNCIL

COMMITTEE:	Education, Culture and Sport
DATE:	18 February 2010
DIRECTOR:	Annette Bruton
TITLE OF REPORT:	A Games Legacy For Scotland
REPORT NUMBER:	ECS/10/21

1. PURPOSE OF REPORT

The purpose of this report is to outline proposals in the Scottish Government's Legacy Plan for the 2014 Commonwealth Games and to ask the committee to consider those elements of the plan that are relevant to Education, Culture and Sport activity in Aberdeen City.

The report also seeks support for the involvement of local participants in the Mass Cast Delhi 2010 Flag Handover Ceremony in October.

2. RECOMMENDATION(S)

The Committee is recommended to:

1. note the proposals outlined in A Games Legacy for Scotland and the work done to date.
2. endorse that the development of a local legacy plan and associated initiatives be driven forward in partnership with relevant local and national partners, including the Cultural and Active Aberdeen Forums.
3. agree that further reports be brought forward in due course on how the initiatives could be supported and developed in Aberdeen City.
4. support in principle the involvement of local participants in the Mass Cast Delhi 2010 Flag Handover ceremony.
5. refer to the Finance and Resources Committee a request that Aberdeen City Council support up to 4 individuals to participate in Mass Cast by funding a maximum of £2,000 per participant through the Common Good budget in 2010/11.

3. FINANCIAL IMPLICATIONS

Active Nation has been allocated a budget for phases 1 and 2 of its programme by the Scottish Government. Around half a million pounds per year is estimated to be needed for subsequent work. Further government funding is expected for this

but private sector funding is also being sought. This does not include provision for local initiatives for which it is expected that funding will have to be secured locally.

sportscotland has agreed an annual budget of £1.5 million for community sports hubs from 2010-11 onwards. It is not known how much of this would be allocated to supporting local initiatives.

No information is available at this stage on funding to support other initiatives in the Legacy Plan.

There is no specific provision in the Council's budget for supporting Legacy Plan proposals but the potential to use existing resources and to secure external funding will be explored.

All local authorities have been invited to identify up to 9 participants in a Mass Cast display of dance at the Flag Handover Ceremony at the close of the Delhi Commonwealth Games later this year. Up to £4,000 per Mass Cast member will be required to meet the costs of their participation. The Games organisers are presently seeking funding from the Scottish Government and commercial sponsors to contribute towards these costs. However, at present no firm commitments are in place, therefore up to £36,000 may be required to enable 9 individuals from Aberdeen to participate.

Given current budget pressures it is recommended that Aberdeen City Council seek to support up to 4 individuals to participate in Mass Cast by funding a maximum of £2,000 per participant through the Common Good budget. Finance have advised that as such participation could be seen to be upholding the dignity of/promoting the city it would therefore be eligible for funding from the Common Good budget.

Funding may also be available through an application for an Aberdeen City Council Cultural Grant. 2010/11 Cultural Grant applications will be considered by the Education, Culture and Sport Committee in April 2010. Participants would be expected to meet any balance required through fundraising.

4. SERVICE & COMMUNITY IMPACT

The links to the Community Plan, the Single Outcome Agreement and Vibrant, Dynamic & Forward Looking are as follows:

The report links to outcome 13 in the Single Outcome agreement - We take pride in a strong, fair and inclusive national identity. The strategy will serve to enhance the City's strong Cultural tradition and develop the Cultural life and tourism for the benefit of practitioners, residents and visitors.

The report also relates to all the key aims set out in the Arts, Heritage and Sport strand of the Community Plan.

The report also links to Vibrant, Dynamic and Forward Looking through Culture, Arts and Sport:

- Increase participation in sport, provide support for athletes and reward excellence

- Recognise the contribution of Sport, Culture and Arts to promoting the area as a tourist destination
- Ensure high quality, well-managed sports facilities in Aberdeen
- Recognise the role of Sport and Arts in tackling anti-social behaviour
- Support arts venues to bring the best and most innovative performances to the City
- Recognise the contribution of Sport, Culture and Arts to promoting the area as a tourist destination
- Promote the City as a tourist destination
- Recognise the role of Sport and Arts in tackling anti-social behaviour

5. OTHER IMPLICATIONS

The Games has the potential to contribute towards the overall economic prosperity of Aberdeen and in particular it provides opportunities for local businesses to secure contracts related to the Games. This dimension is being progressed locally by the Director of Enterprise, Planning and Infrastructure.

6. REPORT

6.1 Background

6.1.1 The Scottish Government published A Games Legacy for Scotland on 1 September 2009 following extensive consultation with a wide range of national agencies including COSLA. The purpose of the Legacy Plan is to maximise the benefits of the Commonwealth Games for the whole of Scotland. It also takes account of the potential benefits of the Olympic Games being held in London in 2012. The Plan sets out how the sporting, educational, economic, cultural and health benefits of the Games could be

- An Active Scotland
- Connected Scotland
- Flourishing Scotland
- Sustainable Scotland

6.1.2 45 initiatives are suggested under these themes. At this stage detailed arrangements are still being worked out. The initiatives most relevant to Education, Culture and Sport are set out below.

6.2 Active Scotland

6.2.1. The 2014 Commonwealth Games in Glasgow along with the 2012 Olympic Games in London are likely to generate unprecedented interest in sport and, in doing so, they have the potential to inspire more people to take up sport or at least improve their fitness through more regular exercise. Experience from previous major games suggests that once events are over, their motivational potential dwindles quickly. Both the 2012 and 2014 bids emphasised the need to plan well ahead and to generate interest and enthusiasm in the run up to the Games in order to develop and sustain interest and commitment before and after the events.

- 6.2.2. Two major initiatives are proposed in relation to the Active Scotland theme. They are an **Active Nation** campaign aimed at encouraging more people to exercise more often thereby improving their health and the establishment of a network of **Community Sports Hubs** designed to make sporting opportunities more accessible and to build the capacity of local sports clubs.
- 6.2.3 Since the Legacy Plan was published last September, Scottish Government has been working with a range of national agencies and local authority bodies to develop plans for implementing the Active Scotland and Community Sports Hubs initiatives. These are explained in more detail below.
- 6.2.4 Local authorities are seen as having a key role in taking forward both initiatives. Each council has been asked to identify a Legacy Lead Officer to co-ordinate local aspects of the initiatives and to act as the principal point of contact for the Scottish Government. The Head of Communities, Culture and Sport has taken on this role. A meeting of councils' Lead Officers took place in Edinburgh in October to discuss how best to develop Legacy projects at local level. An "All Scotland Group" has been set up under COSLA's auspices with representation at Elected Member level along with Lead Officers to promote dialogue between councils on developing their plans. It normally meets every quarter.
- 6.2.5 Underpinning Active Nation is the recognition that regular exercise would contribute more than any other factor to improving life expectancy and the quality of life. Although people are living longer, people generally and the elderly in particular are not enjoying better health. Regular exercise among all age groups could address this problem. Research indicates that less than forty per cent of people in Scotland are meeting the recommended levels of physical activity. According to the Scottish Health Survey in 2008 two thirds of women are not active enough for health nor are 55 per cent of men. Around 20 per cent of children are now classified as obese largely as a result of insufficient exercise as well as poor diets. Active Nation aims to accelerate progress towards achieving the target in the national physical activity strategy of 50 per cent of adults and 80 per cent of children meeting the recommended levels of physical activity by 2022.
- 6.2.6 A campaign is planned with four phases which aim to build up interest and involvement towards a peak in 2014 which then needs to be sustained. The next step will be the launch of a web site that will contain a "toolkit" with information and advice on exercising and the ability for people to register their Personal Activity Goal. Extensive social marketing will be undertaken to generate awareness and interest and to then translate this into action. This will include major events and a national advertising campaign.
- 6.2.7 Active Nation recognises that some people will be more easily persuaded than others to exercise more regularly and, importantly, it seeks to tailor programmes to people at different life stages. The way that this is envisaged is set out in Appendix 1.
- 6.2.8 Supporting the national campaign at local level will be vital in increasing participation and sustaining interest. Discussion has taken place with NHS

Grampian and Aberdeenshire Council to develop a co-ordinated approach in the north east to providing information about local opportunities, giving advice and support to those who wish to start exercising regularly on what is suitable for them and organising events to motivate people and sustain their interest. Further work will be undertaken on other proposals contained in Appendix 1 over the coming months.

6.2.9 Local facilities for sport will play an important part in meeting the demand that is expected to be generated through Active Nation and other initiatives for developing sport. It is intended that Sport Aberdeen, Aberdeen Sports Village, schools (particularly the Council's new and refurbished establishments) and other local community facilities will play an important role here.

6.2.10 The Legacy Plan proposes the creation of new community sports hubs which could be based in sports or community centres or schools. These would provide a focus in communities for people wishing to take part in sport and a home for local sports clubs which could come together under one umbrella. The hubs could be based in existing facilities or created within new facilities. Their aim would be to improve the local sporting infrastructure through a partnership between the local authority, local clubs, community planning partners, regional sports partnerships and national governing bodies of sport. Further details are contained in Appendix 2.

6.2.11 Plans for the development of community sports hubs are being co-ordinated by sportscotland. A national advisory group, which includes local government representatives, has been set up to develop plans and oversee progress.

6.2.13 Between six and eight pilot projects are planned but it is hoped that a significant number of community sports hubs will be established across all local authority areas by 2014. sportscotland will be consulted about establishing community sports hubs within Aberdeen City.

6.3 Connected Scotland

6.3.1 There are proposals for both Education and Culture.

6.3.2 The Games will be used to promote Curriculum for Excellence in schools through learning programmes. Learning Teaching Scotland are developing learning and teaching materials for the Games to share with local authorities including proposals for the use of GLOW. Learning Teaching Scotland will also work with local authorities, FE/HE institutions and others (particularly youth groups and youth uniformed organisations) to develop learning opportunities beyond the classroom.

6.3.3 The Scottish Arts Council will lead work to develop a high quality cultural and artistic programme across Scotland incorporating London 2012 and Glasgow 2014. Initial discussions have taken place with the Scottish Arts Council and BP Aberdeen (a major sponsor of London 2012) to seek to maximise the impact of the 2012 Cultural Olympiad and specifically to create a programme within Aberdeen City for 'Open Weekend' in July

2010. This will be progressed with the Council's cultural partners through the Cultural Forum.

- 6.3.4 All local authorities have been invited to identify potential participants in a display of dance at the **Flag Handover Ceremony** at the close of the Delhi Commonwealth Games later this year. Each Local Authority across Scotland is being offered the opportunity of up to 9 places with the '**Mass Cast**' who will perform this dance display. Further details are provided in Appendix 3.
- 6.3.5 It is recognised that this is a fantastic, once in a lifetime opportunity for those who participate in Mass Cast, and representation from Aberdeen City would help contribute to building a local and lasting legacy. Through CityMoves, and other relevant Cultural Forum partners, interested individuals who live in Aberdeen and who meet the specified criteria to participate in Mass Cast are presently being sought.
- 6.3.6 The participation of Aberdeen City residents as representatives of the City in such an international and highly visible event would contribute towards the promotion of the City on a global stage. Nationally and internationally Aberdeen would be seen to be active partners in the 2014 Games and keen to maximise the potential legacy benefits they offer.
- 6.3.7 Up to £4,000 per Mass Cast member will be required to meet the costs of their participation. The Games organisers are presently seeking funding from the Scottish Government and commercial sponsors to contribute towards these costs. However, at present no firm commitments are in place, therefore up to £36,000 may be required to enable 9 individuals from Aberdeen to participate.
- 6.3.8 Given current budget pressures it is recommended that Aberdeen City Council seek to support up to 4 individuals to participate in Mass Cast by funding a maximum of £2,000 per participant through the Common Good budget. It is recommended that this matter is referred to the next Finance and Resources Committee.
- 6.3.9 Funding may also be available through an application for an Aberdeen City Council Cultural Grant. 2010/11 Cultural Grant applications will be considered by the Education, Culture and Sport Committee in April 2010. Participants would be expected to meet any balance required through fundraising.
- 6.3.10 Plans are also being worked up for a torch relay around the UK in connection with the Olympic Games which local authorities are being encouraged to support.
- 6.3.11 Opportunities for young people in Scotland to build lasting and meaningful engagement with other young people in the Commonwealth will be promoted by the British Council through a range of international programmes in education and volunteering. Every local authority and school across Scotland will be encouraged to establish and maintain links with schools and teams across the Commonwealth.

6.4 Sustainable Scotland

- 6.4.1 Initiatives proposed under this theme relate mainly to rejuvenation of the east end of Glasgow and regeneration projects which can act as exemplars for the rest of Scotland.
- 6.4.2 Opportunities do exist for Scottish businesses to tender for contracts associated with The Games and this is being progressed locally by the Director of Enterprise, Planning and Infrastructure. £70 million in contracts have been advertised so far with 70% of those invited to tender being Scottish companies. Of contracts awarded so far all have gone to Scottish companies.

6.5 Flourishing Scotland


- 6.5.1 In addition to plans to promote business opportunities there are proposals to encourage volunteering. The Scottish Qualifications Authority are working towards developing an accredited Volunteering qualification/award as part of programme aimed at ensuring those furthest from the workplace have the opportunity to benefit from the Games.

6.6 Other Proposals

- 6.6.1 Plans have been drawn up by Young Scot in partnership with other agencies to encourage young people's involvement through three initiatives.
- (a) Youth engagement – creating opportunities for young people to be involved in local activities and ensuring effective links between young people and local authority legacy leads
 - (b) Young Legacy Ambassadors – young people to play an active role in promoting the legacy to their peers and other people in their communities.
 - (c) Showcasing young people – Work to promote a positive image of our young people and recognise the valuable input they have in our communities.
- 6.6.2 Volunteering is a key requirement across all four themes. The Games will not only provide an opportunity for people to volunteer to help deliver the Games but also to highlight the value of volunteering and the benefits it can bring to the individual and the beneficiaries. Work is currently underway on how the legacy volunteering agenda will be driven forward.

7. REPORT AUTHOR DETAILS

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8. BACKGROUND PAPERS

A Games Legacy for Scotland - www.scotland.gov.uk/gameslegacy

ACTIVE NATION – PROGRAMME PROPOSALS FOR SCOTLAND

Life Stage	Setting	Front-line Intermediary	Existing 'Top Down' Programmes	Active Nation Touch points
All Early Years , but in particular those living in deprived communities	Health Centre Nurseries Parent and Toddler Groups	Health Visitor Nursery Manager	Play@home Play@home Healthy Start	Parents encouraged to set goals for family-oriented activities and sign-posted to PAGR. Toddler groups or nursery set goals or organise event using AN template and rewards.
All Primary School-Aged Children , but in particular those living in deprived communities	Schools, including after-school clubs Uniformed Youth Groups Non-Uniformed Youth Groups Sports Clubs Leisure Centres	Teachers AS Coordinators (Primary) Scout and Girl Guide Leaders, Boys/Girls Brigade Leaders Youth Workers Sports Coaches Leisure Centre Staff	Curriculum for Excellence Active Schools Jump2It HEAT 3 (NHS)	Awareness-raising via GLOW. Teachers encouraged to signpost pupils to the website to PAGR. Branded AN Award badge for uniformed clubs
All Secondary School-aged or Young People , but in particular those living in deprived communities • Adolescent Girls	Schools, including after-school clubs Uniformed Youth Groups Non-Uniformed Youth Groups Sports Clubs Leisure Centres	Teachers (PE; Guidance) AS Coordinators (Secondary) Medical staff Girls Guide/Scout Leaders Youth Leaders Sport Governing Bodies Staff	Curriculum for Excellence Active Schools Fit for Girls Free to Dance HEAT 3 (NHS) Dynamic Youth Awards Girls on the Move	Awareness-raising via GLOW. Teachers encouraged to signpost pupils to the website to PAGR. Branded AN Award badge for uniformed clubs
All those entering Tertiary Education	Further Education Colleges and University Facilities	College and University Staff	Active Student Programme (in development?)	Promotion and signposting to AN website.
All Adults , but in particular • Women • Older Adults • BME • Lower SEGs	Sheltered Accommodation Residential Care Homes	Unit Manager Manager		Develop bespoke AN programme around World Active Ageing Congress

Life Stage	Setting	Front-line Intermediary	Existing 'Top Down' Programmes	Active Nation Touch points
<ul style="list-style-type: none"> People with mental and physical health problems 	<p>Supported accommodation for those with mental health problems</p> <p>Workplace (payslips, reception areas)</p> <p>Retail (supermarkets etc)</p> <p>Community</p> <p>Primary Care and other Health Services (community pharmacy, medical centre)</p> <p>Healthy Living Centres</p>	<p>Community Psychiatric Nurses or Case Workers</p> <p>HR Manager</p> <p>Retail staff</p> <p>Volunteer Walk or Jog Leader</p> <p>Community Workers</p> <p>Health Coaches; GPs, Practice Nurses; Weight Management Clinic Staff; Physiotherapists, community pharmacy counter assistants</p> <p>Staff</p>	<p>Get Active</p> <p>Healthy Working Lives Awards</p> <p>Take Life On Field marketing</p> <p>Paths to Health jogscotland</p> <p>Keep Well</p>	<p>AN as means of achieving Healthy Working Lives Award.</p> <p>AN to become a part of Take Life On field marketing</p> <p>AN presence in all Community Sports Hubs</p>

COMMUNITY SPORTS HUBS

What is a Community Sports Hub?

Community Sports Hubs will be based in local facilities such as sports centres, community centres, the natural environment and/or schools, and will bring local people together and provide a home for local clubs and sports organisations.

They will also provide information, support and advice on a wide range of sports and physical activities to make it easier for local people to get involved and engage in a more active and healthier lifestyle.

The specifics of each Hub and what it offers will vary according to local need and local resource. However all Hubs will work to the following five principles:

- Creating a more joined up approach to increasing participation
- Allowing individuals and communities to access the full benefits of sport and encourage sustainability by developing genuine community leadership and engagement
- Accessibility for all people within a local community and encouraging long life participation in sport and an active lifestyle.
- Offering a range of sporting activities and providing 'sign posting' for wider sports provision available, inclusive of those from under represented groups.
- Developing the local sporting infrastructure, integrating the local authority, community planning partnerships, regional sporting partnerships, governing bodies and local clubs.

Community Sports Hubs aim to achieve the following outcomes:

Providing the Pathway

- Provide a welcoming, safe, fun environment that will encourage more people to participate in sport.
- Create a "home" for local clubs and local sports organisations.
- Create a social environment where groups of people meet and engage in sport and physical activity.
- Increase capacity within local clubs and sporting organisations.

Well Trained People

- Develop and support a team of committed deliverers e.g. coaches, teachers, leaders, volunteers who will deliver and implement sport at a local level.
- Train and develop an inspired, skilled and motivated workforce who will make a difference to our sport and our communities.

Strong Organisations

- Develop integrated planning, programming and service provision at a local and regional level.
- Provide administration and governance support for local sports clubs and sporting organisation.
- Recognise and respect the value and contribution of all partners.
- Develop pride and profile in communities, sport and the benefits of an Active Scotland.

Quality Facilities

- Integrated planning and programming of local facilities.
- Improved priority access for local clubs and sporting organisations.
- Affordable pricing.
- Integrated facility strategies at a local, regional and national level.

What will success look like?

- Clear and genuine community engagement and leadership within Community Sports Hubs
- Increase in the number of local people participating in sport within Community Sports Hubs.
- Increased capacity within local sports clubs.
- Improved governance structures within local clubs and community hubs.
- Increase in the number and quality of deliverers.
- Increase in number of opportunities available to local communities.
- Improved access to local facilities at an affordable price.

DELHI 2010 COMMONWEALTH GAMES

FLAG HANDOVER CEREMONY

MASS CAST

1. Background

On Thursday 14 October 2010, within the Closing Ceremony of the Delhi 2010 Commonwealth Games at the Jawaharlal Nehru Stadium, Glasgow and Scotland will make the first public statement to the Commonwealth and the world by presenting a Handover Ceremony that will set the scene for the four years leading up to the delivery of the Glasgow 2014 Commonwealth Games.

The Handover Ceremony will mark the start of an amazing journey for athletes, citizens and communities of Scotland and the Commonwealth towards the biggest sporting event Scotland has hosted. This is an unprecedented opportunity for Glasgow and Scotland to deliver a remarkable live event that creates an exceptional experience for audiences throughout the world.

2. Opportunity

Each Local Authority across Scotland is being offered the opportunity of up to 9 places with the Mass Cast. This is an exciting opportunity for people from your local area to not only become Glasgow 2014 Commonwealth Games ambassadors but to also to train and perform at the Handover Ceremony in Delhi in front of a stadium audience of 60,000 people and a global television audience of millions.

3. Criteria

The criteria for the Mass Cast is as follows:

- Excellent dance and movement skills
- Proven amateur experience of dance and/or the performing arts, including participation in shows, displays etc.
- Ability to commit to required rehearsals, Orientation, Boot Camp and performance schedule
 - Orientation: 10 – 11 June 2010
 - Boot Camp: 20 September – 8 October 2010
 - Travel and performance in Delhi: 11 October – 15 October 2010
- 18 years or over on the first day of Orientation (10 June 2010)
- High level of fitness
- Commitment to travel to and perform in India for the Handover Ceremony
- No medical conditions preventing exercise / physical exertion, air travel, travel vaccinations, periods in hot environments
- Consent to all advice and necessary requirements as dictated by the Project Doctor e.g. travel vaccinations and preparatory medical and emergency attention
- Full UK or other passport allowing access to India
- Consent to any necessary security and background checks

4. Recruitment

The recruitment process will be the responsibility of each Local Authority in agreement with the Delhi 2010 Handover Team. In the event of any cast members dropping out prior to Orientation (10 - 11 June 2010), the associated Local Authority will be given the opportunity to find a replacement from their local area. Following Orientation, any dropouts will be replaced by the central reserve cast.

5. Timeline

- Local Authorities to agree and commence recruitment in January 2010
- Local Authorities to provide names of all Mass Cast participants to the Handover Team by the end of March 2010