

## **ACTION PLAN FOR AN ESSEX LEGACY FROM THE LONDON 2012 OLYMPIC GAMES AND PARALYMPIC GAMES**

### **1 SUMMARY**

- 1.1 The purpose of this report is to gain Members' endorsement of the document 'Action Plan for an Essex Legacy from the 2012 Games' that has been produced by the Essex Working Group.

### **2 INTRODUCTION**

- 2.1 As Members are aware, London was successful in its bid to host the 2012 Olympic Games and Paralympic Games with Essex being a strong supporter of the bid.
- 2.2 In the run up to the bid, an Essex Working Group was set up that had received official endorsement through the Local Strategic Partnerships of Essex, Southend and Thurrock. This Working Group then, in turn, set up four sub-groups, namely:-
- Sport, volunteers and training camps
  - Education, skills and young people
  - Culture, leisure and tourism
  - Business, regeneration and inward investment
- 2.3 These sub-groups have subsequently undertaken various work to identify the opportunities for a legacy associated with the Games which culminated in the publication of the Action Plan document and its launch in November 2006.
- 2.4 A copy of an extract from the Foreward is detailed below. It sets out the overall reason for producing the Action Plan and, indeed, the nature of the benefits that could be gained from the 2012 Games:-

*"The East of England was one of the foremost supporters of the London 2012 Olympic bid and Essex was a strong contributor in helping the region to register the highest level of public support for the Games across the UK. The Economic Impact Study projected that the benefits to the region could be as high as £600 million and for Essex as much as £139 million – but only if action is taken to attract tourism, win the construction contracts, fund the skills courses or achieve the many other benefits. This Action Plan for Essex represents the first step to getting hold of that economic benefit and has been developed within the legacy structures that link the Essex Working Group through to the Nations and Regions East and beyond that to the London Organising Committee for the Olympic Games (LOCOG)."*

**3 ANALYSIS OF THE ACTION PLAN DOCUMENT**

- 3.1 The Action Plan is an invitation to all groups, organisations and local authorities in Essex to play a part in securing a legacy from the Games and identifies the wide range of areas in which there are opportunities.
- 3.2 There are a number of influences on the content of the Action Plan, including the legacy priorities of the London 2012 Nations and Regions Group as detailed below:-
- Business – procurement, regional networking, skills
  - Tourism
  - Volunteering
  - Culture
  - Sport/Youth
  - Legacy (run as a unifying strand through each of the above)
- 3.3 Flowing from the above priorities are those of the East of England which are as follows:-
- Use the 2012 Games as a catalyst to increase tourism in the East of England
  - Capitalise on the business opportunities
  - Improve sport and sport participation in the region
  - Culture and education
  - Infrastructure needs
  - Co-ordination and delivery
- 3.4 A further breakdown of the potential benefits to Essex identified by the Economic Impact Study shows the levels that could be associated with the various areas of benefit:-
- Business tourism - £27 million
  - International tourism - £20 million
  - Health - £29 million
  - Construction - £15 million

- Skills - £48 million

3.5 The Action Plan is divided into two sections – Cross Cutting Themes and Action Areas with the themes running through all of the action areas and on which the implementation of the Plan is based. The full list is detailed below:-

**Cross Cutting Themes**

- Young people
- Equity/inclusion
- Sustainability
- Friendships and co-operation
- Inspiration/aspiration
- Entrepreneurship and innovation
- Image of Essex

**Action Areas**

- Supporting volunteers
- Preparation and training camps
- Increasing physical activity and sports participation levels
- Cycling development
- Improving sports performance
- Culture and festivals
- Tourism
- Ports of entry, transports and logistics
- Winning 2012 Games related and other public sector supply contracts
- Business displacement
- Learning and development
- Weald Country Park
- Thames Gateway, South Essex

- 3.6 A copy of the full Action Plan has been placed in the Members' Library at the Civic Suite.
- 3.7 Following the Plan's initial launch in November 2006, all partners, including local authorities, are now being formally asked to endorse the Plan by taking it through their appropriate policy making Committee. At this stage, this does not place any prescriptive financial commitment on the Council, but this wide ranging endorsement will contribute to raising its status and increasing the profile of the Plan.
- 3.8 The Plan has been produced in advance of much of the detailed planning being made public at a national level, and, therefore, will be reviewed and amended where appropriate in order to continue to maximise the potential benefits for any new opportunities that are created and, the refore, place Essex in the strongest possible position.
- 3.9 In addition to endorsing the Plan, authorities are being asked to identify their priority action areas and an indication of the level of resource that would be allocated to these areas. From the list detailed in Section 3.5 of this report, it is suggested that Rochford's priority action areas would be as detailed below, with the allocated human resource coming from within the current Leisure Development Team:-
- Increasing physical activity and sports participation levels
  - Culture and festivals
  - Tourism
  - Thames Gateway South Essex

Within the Action Plan document itself, there are further details around each of these action areas, including the definition / scope of the area, why it is important to Essex and a menu of potential opportunities. Many of the action areas are very broad and still require a significant level of further planning and, therefore, there are no specified resource implications to the Council at this time in identifying these as priority action areas.

#### **4 RESOURCE IMPLICATIONS**

- 4.1 It is envisaged that the resources from within the Council's Leisure Development Team would be utilised to input into the development of the identified priority action areas and indeed, some of the broad aims and objectives would fit with the nature of much of our own sports and arts development work.

**5 RECOMMENDATION**

5.1 It is proposed that the Committee **RESOLVES**

- (1) To agree to formally endorse the Action Plan for an Essex Legacy from the 2012 Games.
- (2) To agree the items listed in Section 3.9 of this report as the Council's identified priority action areas within the overall Action Plan.

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**Background Papers:-**

None

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