

FRONT COVER

DRAFT 1

Living the Legacy....

meeting the challenge of the Olympic Games and Paralympic Games through
London 2012

(Pictures to be inserted)

(Instruction to Graphic Design: incorporate the following words as
banner/template/framework – contribute, participate, learn, live, enjoy)

April 2008

FOREWORD

'Living the Legacy...meeting the challenge of the Olympic Games and Paralympic Games through London 2012' sets out the Borough Council's vision and response to this once-in-a-lifetime opportunity of London 2012.

The opportunity and challenge is great. From this summer we have four years to celebrate our diversity by working together to develop our own cultural offer here in Swale to support the ambitious Cultural Olympiad planned for the United Kingdom.

Swale has much to be proud of but the changing nature and character of our communities' means we need to focus on encouraging and increasing participation in all aspects of community life and to place a special emphasis on improving the quality and diversity of our offer.

The Borough Council needs you to be part of this exciting journey which supports our ambition and vision for community growth. Come on...join in!

Councillor Gerry Lewin
Deputy Leader and Executive Portfolio Holder for Sustainable Planning and Culture

May 2008

Picture

.....
Swale is delighted to play its part in this unique global celebration of individual and team endeavour. There are many opportunities for you as an individual or your school, college or organisation to play a part in making things happen locally and we want to hear from you!

We will be posting details of local events and local news stories on our web site (www.swale.gov.uk) and advising you of how you can get involved. We want to hear about your ideas and how you want to celebrate the Olympic Games and Paralympic Games in our towns and villages.

With so many opportunities around nine themes – sport, art, tourism, economic development and regeneration, skills and training, schools and young people, volunteering, transport, communications and media – there really is something for everyone!

Your views on this vision will help us shape the approach to be taken in Swale - we look forward to hearing from you

Lyn Newton
Regeneration Manager (Culture/Liveability)

May 2008

Contents

(Insert Page Nos.)

Swale – An Overview

The National Context

The Local Context

Swale Borough Council

Local Strategic Partnership

Delivery

Local Action

Local Partners

Action Plan

Appendices

Contacts

Key Dates

Swale – An Overview

Partly located within the Thames Gateway growth area, Swale is situated on the North Kent coast between the Medway Towns and Canterbury. Its prime location within 40 miles of London and the Channel Ports presents a unique and favourable opportunity for Swale in both living the legacy and meeting the challenge of the Olympic Games and Paralympic Games through London 2012.

The National Context

From July 2012, London will welcome around 75,000 Olympic Family members and 23,000 Paralympic Family members to the world's biggest sporting events and will be supported by 70,000 volunteers. The 2012 Olympic Games will be held between the 27th July and the 12th August 2012 and the Paralympic Games between the 29th August and the 9th September 2012. Within each Games Family the most important group of people is the 14,500 athletes who will participate in 16 days of Olympic Games competition and 11 days of Paralympic Games competition. The Games are themselves being staged as part of a national 60-day celebration of culture and sport, a large part of which will be televised to over 5 billion people worldwide.

There will be 7.7 million tickets available for the Olympics and 1.5 million tickets available for the Paralympic Games. Some 25% of the spectators are expected to attend the Games (London venues) from in and around London and the South East region, a further 45% of the spectators will be from the rest of the United Kingdom and the remaining 30% from overseas.¹ Whilst some 70% of 2012 Games' visitors are anticipated to be British, only a small proportion of the UK population will experience the Games directly at host venues. Therefore, the aim is to create more engagement and participation opportunities than any previous Games through regional, innovative mobile and Internet communications and distinct local events and programmes.²

The Local Context

"When London won the right to host the 2012 Olympic Games and Paralympic Games we promised to create a sustainable legacy for London and the UK. We are committed to delivering this legacy and already, in every part of the UK, communities are being inspired and getting involved..."³

Rt. Hon. Tessa Jowell MP, Secretary of State for Culture, Media and Sport (2007)

¹ Olympic Delivery Authority (ODA), Travel Demand Forecasting (2008), Issue 1 www.london2012.com

² Local Government Association (LGA) Community Champions: the local government offer from the 2012 Olympic Games and Paralympic Games, June 2007, London

³ Local Government Association (LGA) Community Champions: the local government offer from the 2012 Olympic Games and Paralympic Games, June 2007, London

The Olympic Games and Paralympics Games of London 2012 and their geographic proximity present us with a once-in-a lifetime opportunity to aspire, be inspired and to excite! Swale will meet the challenge of the Olympic Games and Paralympic Games through the opportunities of London 2012. Specific outcomes will require a proactive and joined-up approach in securing a legacy within our communities that:

- Delivers lasting outputs which enhance Swale's economic, social and environmental well-being
- Inspires individuals, groups and communities and increases participation and performance in culture and volunteering
- Generates new business opportunities that local companies can access
- Creates learning opportunities for everyone
- Promotes and celebrates sustainable endeavour and achievement
- Enhances the quality of life within our communities

Swale Borough Council (SBC)

There is growing evidence from partnership work and community consultation that the London 2012 opportunity as well as the growing media attention is a 'big news story' and is clearly a 'once in a lifetime opportunity'.

As a lead community organisation, the local authority has an essential role in responding to the challenge of London 2012 by providing leadership, engaging partners and identifying resources. We will consult with local residents and community organisations on what the Olympic Games and Paralympic Games means to them as individuals and to their respective communities. We will co-ordinate partnership initiatives that respond to local aspirations.

Through a diverse range of activities we will support positive and lasting change in our communities.

- Demonstrate community leadership
- Build local pride
- Create a sense of belonging and community spirit
- Support place-shaping

This accords with Swale Borough Council's mission, which is –

*"To deliver, directly and in partnership with others a variety of services to meet and champion the needs of the local community"*⁴

Like many other local authorities Swale is using and promoting the Olympic Games and Paralympic Games as a catalyst for change by extending and bringing forward many of its day-to-day work programmes and projects. Our

⁴ Corporate Plan 2007-2011, Shaping the Future of Swale, Swale Borough Council (2007)

work will not necessarily be about doing something new but will be about doing things differently. The time before, during and after London 2012 requires new responses to a different set of challenges if new levels of engagement and participation are to be achieved and community 'capital' is to be secured to effect lasting change. The local authority is already a key funder of and partner in leisure, tourism, culture and amenities in Swale.

Local Strategic Partnership (LSP)

Swale is one of a number of key players within the Local Strategic Partnership bringing together different sectors to improve the quality of life and to build community cohesion in the area. With a responsibility for the development of a community strategy and a local area agreement (LAA) through the Kent Agreement 2 (KA2) it is important that the Local Strategic Partnership recognises and makes reference to the local opportunities and contribution that the Olympic Games and the Paralympic Games can make in supporting its own priorities for the benefit of Swale communities. This will ensure that Swale works towards building a legacy across the nine sectoral or theme groups identified for Kent.⁵

Delivery

Local Action

A small internal officer-working group was established in November 2006 to respond to Kent's Campaign and Strategy for The 2012 Games⁶. This group has now been extended to reflect a growing desire from external partners to develop and support a broader, local agenda in response to the opportunities of London 2012.

The Borough Council's Corporate Plan⁷ identifies 'culture' as a key strand within Priority 1: Regenerating Swale and has set a cultural priority around the opportunities of London 2012 to 'develop a local strategy to optimise the positive impacts of the 2012 Olympics and Paralympics for Swale.

Swale Borough Council continues to retain an informal link with its local authority cluster in East Kent (Shepway District Council and Ashford Borough Council) but has more recently forged new links in north Kent. With its neighbouring local authority colleagues in Dartford, Gravesham and Medway and the local delivery vehicles of Kent Thameside, Medway Renaissance and Swale Forward a special emphasis is being placed on partnership to maximise the opportunities from geographical proximity to The Olympic Park in Newham, London.

⁵ Sports, Arts, Tourism, Skills and Training, Transport, Schools and Young People, Communications and Media, Volunteering, Economic Development and Regeneration

⁶ The full strategy can be viewed at www.kentsport.org/london2012

⁷ 'Shaping the Future of Swale – Corporate Plan 2007-2011'; the full strategy can be viewed at www.swale.gov.uk

In January 2008, a North Kent Thames Gateway Olympics and Paralympics Partnership was created under the chairmanship of the Chief Executive of the Thames Gateway Kent Partnership. This provides a vehicle for strategic review and action around a north Kent agenda as well as providing an opportunity to respond to national organisations such as the Communities and Local Government (CLG) and the Department for Culture, Media and Sport (DCMS) in particular given the close alignment to the growth agenda of the Thames Gateway.

Kent County Council who have taken the lead on behalf of countywide partners across the public, private and not-for-profit sector and established a Kent Campaign and Strategy for The 2012 Games now facilitates a forum between the County and District/Borough Councils of Kent. This is seen as a positive move and will encourage alignment of local agendas to the countywide strategy.

Local Partners

Representatives from a number of internal sections of the Borough Council (tourism, festivals and events, heritage and museums, arts, sport) support local county council colleagues (libraries, education and sport) as well as the Gateway Knowledge Alliance and Swale CVS but the group is always keen to engage new partners to support local delivery as the steering group moves from strategy to delivery.

Restructuring in the Primary Care Trust (PCT) has limited the local representation to date but the nature and longevity of the work is such that the partnership can remain flexible in its composition.

Action Plan

A rolling action plan has now been developed based on the county wide nine themes or sector approach. Swale has its own local priorities and actions, which are reflected within the plan. The Steering Group has agreed that the action plan will be reviewed and revised at each of its meetings with regular postings on the Borough Council's web site, which will have its own Olympic Games and Paralympic Games web pages signposting to other key sites of interest.

Contacts

Swale Borough Council: www.swale.gov.uk

Kent County Council: www.kent.gov.uk and www.kentsport.org/london2012

Local Government Association: www.lga.gov.uk

London Organising Committee for the Olympic and Paralympic Games (LOCOG): www.London2012.com; responsible for preparing to stage the 2012 Games

Department for Culture, Media and Sport (DCMS): www.culture.gov.uk

Arts Council England: www.artcouncil.org.uk

British Olympics Association: www.olympics.org.uk

British Paralympic Association: www.paralympics.org.uk

Improvement and Development Agency (IdeA): www.idea.gov.uk

London Development Agency (LDA): www.lda.gov.uk

Mayor of London, London Assembly and Greater London Authority: www.london.gov.uk

Museums, Libraries and Archives Council (MLA): www.mla.gov.uk

Olympics Delivery Authority (ODA): www.alastinglegacy.co.uk; responsible for building the venues and infrastructure for the Games and long-term use

Sport England: www.sportengland.org

Visit Britain: www.visitbritain.org

Volunteering England: www.volunteering.org.uk

KEY DATES

Sunday 24th August 2008 - Handover Ceremony at the Closing of the Beijing Olympic Games

Theme: Celebration

Wednesday 17th September 2008 – Handover Ceremony at the Closing of the Beijing Paralympic Games

Theme: Education

Friday 26th to Sunday 28th September 2008 – Cultural Olympiad⁸ Launch Weekend

Theme: Participation with two specific themes ‘Open Up’ and ‘Light Up’

.....

The Olympic Games will be held between the 27th July and 12th August 2012

The Paralympic Games will be held between the 29th August and 9th September 2012

⁸ Cultural Olympiad will be for a four year period commencing 2008