

Cabinet

16 November 2011



Olympic and Paralympic Programme

Report of Corporate Management Team
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Councillor Maria Leina Plews, Cabinet Portfolio Holder for Leisure, Libraries and Lifelong Learning

Purpose of the Report

- 1 This report sets out options with regards to funding commitments linked to the Olympic Torch Relay and Durham County Council's proposals with regards to an Olympic and Paralympic programme, and lasting legacy offer. The report sets out the scope of a coordinated programme called '**Join In**', for which we are seeking Cabinet approval to proceed.

Background

- 2 Last September an Olympic Working Group (OWG) was developed to consider proposals to support the arrival of the Olympic Torch Relay in County Durham, and an accompanying Olympic offer and legacy for Durham residents.
- 3 The OWG was positioned to ensure strong links were held between the National and Regional local government Olympic structures and the County's local partnership arrangements.

The County Durham OWG, chaired by the Head of Sport and Leisure has representatives from each service grouping and has sought to achieve a coordinated approach to an Olympic offer for residents. The vision developed, builds upon work with elected members in 2009 and is as follows:

'to make the most of London 2012 for County Durham, by delivering a programme which inspires residents to take part, celebrate and also leaves a lasting legacy which links, promotes and makes sense within County Durham'.

- 4 In delivering this vision, the OWG aims to develop a programme to ensure that County Durham:
 - Celebrates the London 2012 Olympic and Paralympic games
 - Increases participation in sport and physical activity

- Creates a lasting legacy programme, for a sports and cultural events programme
 - Engages 100% of schools with an international connection to celebrate Olympic values
 - Increases the number of volunteers, supported
 - Increases the quality and quantity of sports clubs
 - Creates a Durham Institute of Sport
- 5 A key component to this programme is the facilitation of the Olympic Torch Relay route through Durham, and associated celebrations, which would provide the opportunity for every resident to experience and celebrate the games.

Durham County's Olympic and Paralympic Programme: 'Join in'

- 6 The OWG's main focus has been to develop a coordinated and branded programme of events and projects which are uniquely inspired by the Olympics and Paralympics. All local authorities have been encouraged to celebrate the games, to help ensure all the country benefits, whilst acknowledging ever tightening resources.
- 7 It should be noted that whilst the London 2012 Olympics and Paralympics can bring exciting opportunities to the County, the Olympic brand is an internationally protected and commercial entity, which brings with it a range of restrictions, specifically around the use of symbols and features of the Olympics and Paralympics. This has resulted in the creation of a local campaign.
- 8 That said the OWG has obtained approval from the London Organising Committee for the Olympic Games (LOCOG) on an approved image and appropriate campaign, under which a range of key programmes could be connected. '**Join in**', is a positive campaign, which combined with associated imagery, can be applied to a range of initiatives suitable for County Durham. This brand is shown in **Appendix 2**.
- 9 The '**Join-in**' brand was launched on the 18 May 2010, 365 days before the Olympic flame arrives in Britain. The announcement coincided with the exciting announcement that Durham would be one of 66 cities to host an evening event for when the Olympic Torch arrives and travels through County Durham. Durham has been awarded a Saturday evening celebration which will have increased community and economic benefits to the County
- 10 To strengthen the association between the '**Join in**' brand and London 2012, local authorities are encouraged to apply for an 'Inspire Mark'. This enables non-profit making bodies who are creating activities or projects uniquely inspired by the games, to carry an official Olympic Inspire Mark (**see Appendix 3**).
- 11 Once the Inspire Mark is applied, the Council must take significant care to ensure the Inspire Mark is not used alongside commercial sponsors, as such association with non-official London 2012 Olympic partners will contravene its conditions of use.

- 12 Accepting the above restrictions, it is the OWG view that Durham County Council applies for the Inspire Mark for the overall **‘Join in’** programme. Individual partners or programmes of significance could also apply singularly, although the overall use/benefit of the Inspire Mark remains constant, as if under the **‘Join in’** programme.

The ‘Join in’ Programme

- 13 The **‘Join in’** programme aims to provide an overarching sports and cultural extravaganza for residents of County Durham. Residents will be able to celebrate a countdown of activities for County Durham, culminating in the Torch Relay and evening celebration (detailed below) followed by a 12 week celebration of sports and culture, for the final build up delivery of the London 2012 Olympic and Paralympic Games. The new programme will see regular event and activity launches enjoyed by County Durham. A final event, celebrating the success and efforts by everyone will close out Durham **‘Join in’** campaign, and launch a true Olympic Legacy for Durham.
- 14 **‘Join in’** consists of three main components:
- Durham’s countdown to our Torch Relay Evening Celebration followed by 12 weeks celebration and our Final ‘Thank you’ event at the close of the Paralympic Games on 9 September 2012.
 - The Olympic Torch Relay on the 16, 17 and 20 June and the Evening celebration event on 16 June 2012
 - The Olympic legacy from the campaign
- 15 This report focuses upon the first two components. It is clear these will together leave a lasting legacy in Durham, from a World class Durham Institute of Sport to a published photographic album for Durham 2012’s special **‘Join-in’** moments. Increasingly, we will encourage communities to hold and leave a lasting legacy for sports and cultural participation, in line with the overall vision.
- 16 Clearly, within tight financial resources, the art of the programme is to maximise the energy of cross Directorate working and to engage with a range of partners and communities to deliver such an extravaganza. The report recognises that further work is required to finalise the programme prior to its detailed launch in 2012. It is fully recognised that without any dedicated National resource for the work, that most is required to be delivered by flexing current budgets (financial details are covered in section 46).

‘Join in’ – Durham’s countdown for 2012

- 17 An initial draft **‘Join in’** diary for the programme is detailed in **Appendix 4**. The programme does not control everything that communities choose to deliver, but ensures there is a positive distribution and partnership approach to the extravaganza of activity. The calendar aims to build momentum as we approach the games, and widen engagement and excitement. It aims to celebrate and inspire everyone to be the best they can.

- 18 At the time of writing further consultations and confirmations are required. It endeavours to maximise national, regional and local events already within the calendar, whilst adding and extending where resource allows. A snapshot could include:
- Five BIG Urban Games, for five Olympic Rings. A road show of Urban Games events, delivered in partnership with AAP's, featuring local 2012 runs, street arts, and family based fun activity.
 - The Linguistic Olympics - an education programme where students will use video conferencing to compete against each other, with commentating and quizzes in five key languages
 - Over 10 themed sports week – engaging with clubs, to deliver county-wide opportunities to encourage participation including the BIG Durham Bike Week, BIG Durham jog week, the BIG Splash for Sport Relief.
 - 'Picture Durham'....A photography competition for all ages which captures the unique moment in Durham and shows the true Olympic Values of Respect, Excellence and Friendship. In addition, the Paralympic values of Courage, determination, inspiration and Equality will be 'framed'.
 - A Durham Historic Games at the county's top museums to celebrate a regional 'one big day', on 27 June 2012 where the whole region 'joins in' together.
- 19 The Durham, '**Join-in**' programme reaches an exciting crescendo as we approach the 16 June 2012. The Golden Jubilee celebrations are accompanied by an extra special international Regatta (and rowing week). This is closely followed by an International Sports Games where we welcome over 100 national level junior athletes from across the world, prior to them welcoming the Torch to Durham for our evening celebration on 16 June 2012.
- 20 In addition to the formal programme it is clear that other Olympic stories and community events will take place. We may also still attract some other major events if we are able (there is currently strong interest from British Show Jumping in an international show jumping event which could take place within our key week, should resources permit).
- 21 These can and will add further to the inevitable excitement. Such an approach will need every service grouping engaged to ensure the campaign remains consistent and strong. It is intended that the current corporate communications group leads on this component and continuously search for stories to maximise impact. It is intended to release the '**Join in**' programme in January, with 'Picture Durham' as the launch story featuring our best athletes.
- 22 It is also important to note that some of the Olympic inspired activities above, can act as a strong catalyst for regeneration. A key Altogether Wealthier priority of the Council is to position Durham as a place to set up flourishing businesses and run high profile events.
- 23 Local events through '**Join in**' will support business trade, and increase community engagement. The larger scale signature, events have clear economic benefits. An international show jumping event would attract TV

coverage throughout Europe, support large scale 2-3 overnight stays for spectators and competitors throughout the county's hotels, and attract a lucrative market into the county.

Recent evidence of a similar tourist event with overnight stays between 1-2 night provided Scotland with a net additional economic impact at £1,163,849 of expenditure and 23.8 annual FTEs for Perth and Kinross alone.

- 24 Clearly, whilst some of the draft programme in Appendix 4 can be funded by mainstream revenue budgets, there are other aspects such as local community events which the overarching programme is hoping would gain support from the AAP's, local elected members or indeed wider partners. Section 46 of the report under financial considerations, considers financial challenges and possible approaches to funding.

'Join in' - Durham's Olympic Torch Relay (OTR) and Evening Celebration

- 25 One of the key milestones in the '**Join in**' campaign is the OTR and accompanying opportunities such an event provides. Officers will be aware that the Council signed an agreement to host an evening celebration in Durham City on Saturday the 16 June 2012, to mark the arrival of the OTR in the City. Durham is one of 4 regional hosts being asked to deliver a celebration event. The others are Alnwick, Newcastle and Middlesbrough. In total there are 66 nationwide.
- 26 It should be noted that LOCOG have expected the Council to move at pace on a number of issues whilst restrictions exist on a range of components. Host authorities were required to set up a Community Task force (CTF) with membership covering police and safety advice through to creative programming. Presenting Partners are also invited. The CTF was required to review and confirm the evening celebration event venue no later than 29 April 2011.
- 27 As LOCOG have 66 celebration events on the OTR, there are certain fixed elements to the programming and set up, which is partly due to national TV coverage. LOCOG will provide a mobile stage with stage dressing, a truck mounted LED screen, production support, including a stage manager and small technical team. The stage will contain lighting, PA and sound equipment, plus a celebration cauldron, which will carry the Olympic Flame during the show.
- 28 A two hour show will be provided by LOCOG and its presenting partners (Coca Cola, Lloyds TSB and Samsung) who have signed up a number of artistes of both national and international acclaim. Each show is programmed to run from 4pm until 7.25pm, with the arrival of the Olympic Flame at 6.52pm. Durham County Council are required to programme 2 x 10 minute slot, and have the opportunity to extend the overall evening programme if resources allow.
- 29 Officers have been advised that artistes have been signed up, and will be allocated to venues in January 2012. This raises concerns as it is difficult to plan an event without knowing who will be the main attraction.

- 30 With limited information it was decided that selecting a venue that could host up to 30,000 people presented the best option for Durham. This seeks to distinguish Durham from Alnwick, Middlesbrough and Newcastle. It should be noted that selecting a venue for Durham City is always challenging, as DCC do not own any land close to the City Centre for large scale events.
- 31 Following an analysis of four potential sites, and liaison with key partners such as LOCOG and the police it is proposed that we work in partnership with the University to maximise the racecourse asset. This site celebrates fantastic views through to the cathedral which provides an exciting backdrop for such an event. The site has full emergency plans and a history of significant events.

Olympic Torch Relay Route Considerations

- 32 On the 7 November LOCOG will publicly announce the communities the torch relay will pass through (**Appendix 5**). It is the role of the local authority to liaise with LOCOG on the final detailed route. These will not be disclosed publicly until shortly before the event. This is to ensure security and marketing agreements with the sponsoring partners are not breached.
- 33 Careful consideration needs to be given to the route into the venue in order to maximise the potential of TV coverage. It should be noted that a selection of images from across the UK will be used as part of the Olympic Games opening ceremony on the 27 July 2012. It is, therefore, important to ensure that officers work with LOCOG to capture the best images.
- 34 It cannot be emphasised enough that there are strict regulations surrounding the Torch relay route. Should the torch relay run late, it will be put into convoy and moved to its next destination in order to maintain schedules, which would reduce the impact and potentially disappoint residents and spectators. This could also happen if safety risk emerged. The street level route planning was completed by the end of October and test runs are being carried out by LOCOG.
- 35 The second day of the torch relay will see the torch leave the City at approximately 8.30am. In order to create media interest it will be necessary to stage an event that will attract public and media attention. This could include a dedicated service at the Cathedral and/or an Olympic torch relay breakfast either on Palace Green or the Market Place.
- 36 Whilst the above activity is all focused upon Durham City; it is clear that the torch will visit 18 other communities on its journey to and from the City on the 16 and 17 June. Indeed the torch returns on the 20 June visiting Barnard Castle on its journey from York to Carlisle. LOCOG are asking that we encourage communities to celebrate this and dress the route of the torch.
- 37 As part of the '**Join in**' campaign this presents another positive opportunity to engage with elected Members, AAP's and Town and Parish Councils. A proactive approach to an Olympic themed funding round with support from DCC is seen as the best approach to this. Officers will be engaged in visits to all AAP's, Town and Parish Councils during December and January 2012.

- 38 LOCOG have just released the London 2012 Look Book, which is an official guide of ideas and products for local authorities and partners to help dress their communities nationwide. Clearly, these are to be funded locally, but some of the concepts are things which would help longer term. Examples include lamppost banner fittings. Once fitted, they can be used for any future promotional banners for town and market squares. Other ideas within the 'look book' are simply about flexing current resource, such as colour coding flower beds to match Olympic colours or adapting lighting to historic buildings.
- 39 LOCOG are also trying to take the torch to as many iconic places as possible, however this does not always align with the need to take the flame within 1 hour of 95% of the population. It is possible to split the flame and take a second flame to a specific location for a photo opportunity (this is has been termed as a "spider", however there can only be one flame in the public eye at any one time.). Again this presents another positive aspect to the overall 'Join in' legacy programme.
- 40 A spider is planned for High Force and officers are trying to encourage a second spider for Beamish Museum. LOCOG appear interested although this will need to be on the same day when spiders are arranged to Penshaw Monument and the Angel of the North.

The Olympic Torch Bearer Nominations

- 41 There has been a range of opportunities, led nationally for the public to nominate the torchbearers. As a local authority we have encouraged such nominations by informing local community partnerships and schools to take part.
- 42 In addition, DCC as a partner (through its host City status) can name two torchbearers. Uniquely, these two torchbearers have not been subject to the normal vetting process and are guaranteed, subject to all terms of agreement being fulfilled.
- 43 It was advised by LOCOG that an internal nomination process be devised and a selection committee established to decide names. It is also necessary to select reserves in case a torchbearer needs to withdraw. Elected officials are not eligible to be torchbearers via this process. Durham and other host cities had hoped to run media campaigns to select these torchbearers, however, this is not permitted, as it compromises the main presenting partner campaigns.
- 44 On this basis, members were invited to nominate key individuals who can demonstrate a personal best. The unsung heroes in our communities, who may in turn, be high profile. Someone who:-
- Has inspired people to do something they never thought possible
 - Always tries to be the best they can be
 - Makes a real difference in their school or local community
 - Has shown what it means to be a real friend

- Shows respect for other people and knows the importance of fair play

45 Following nominations from members a panel consisting of members, the Corporate Director with responsibility for Neighbourhood Services and the Durham University's Director of Sport and the Arts and chaired by the leader has selected two candidates and a reserve list as required by the LOCOG.

Financial Considerations

46 The OWG have been working to develop an overall framework to support the exciting OTR opportunity. The report has focused upon two key components:

- a. An overarching '**Join in**' projects and programme element (utilising existing budgets wherever possible)
- b. The Olympic Torch Relay and Celebration Event (building on match funding via LOCOG)

47 Whilst the OWG are keen to maximise the opportunities for Durham through a coordinated programme, the current financial challenges means a pragmatic and creative approach to the proposed programme and funding is required. This has led the group to develop proposals that have flexibility on delivery, maximise external funding, and encourages service groupings and partners to bend or flex current revenue resource where possible.

48 Much of the programme and calendar suggested is 'modular' and enables elements to be delivered as funding is sourced. For some aspects, in addition to flexing current budgets, the OWG has suggested that a number of creative financing options may exist, such as using enhanced car park revenues from event days to support the funding, or approaching the business sector, (although accepting the sponsor restrictions). Registration fees for events are also an option particularly around signature events with participation components.

49 There is no doubt businesses will benefit on key events dates and so it is hoped there would be engagement and support to '**Join in**'. Whilst there are limits on how commercial sponsorship and fund-raising can be approached in 2012, if the impact of an event can be evidenced it will help to entice commercial sponsorship in years to come, and also leave a legacy.

50 It is intended that the above combination of approaches will support the development of the partnership programmes. Those which cannot be funded will not take place.

51 However, a comprehensive campaign, linked with the OTR cannot be accommodated from within existing budgets and will need dedicated and committed resource. Recognising the current financial constraints of the council, but needing to move forward at pace now, the OWG have worked up the key operational requirements detailed below:

Event	Operational Requirements	£
Olympic Torch Relay	Security fencing , Barriers, ticketing	18,500
	Toilets	15,000
	Marketing	10,000
	First aid	7,000
	Trackways, terraplas floors	12,000
	Stewards,	9,000
	Porta-cabins, generators	6,500
	Traffic Management	6,000
	Site clean up	4,000
	Contingencies	10,000
	Artistes and community links	65,000
Young People's International Sports Exchange	Contribution to accommodation, transport and support for visiting athletes to support three day international event and run up to evening celebration. Estimated 75k programme	15,000
Total Durham County Council Contribution		178,000
LOCOG Contribution		160,000

- 52 This is a total requirement of £178k in order to honour the legal agreement with LOCOG and deliver the Olympic Torch Relay event and evening celebration to required safety standards. This resource would enable some enhanced programming on the evening celebration to ensure a high quality event on TV.
- 53 With a realistic estimate of being able to attract a crowd of approximately 30,000 it is officers' view that it is important that the visit to the City is extended as long as possible in order to maximise visitor spend. It should be noted that the LOCOG contribution in kind for the relay and evening celebrating is estimated at £160k. In terms of real economic impact, we are already aware that LOCOG have booked the full capacity of two local hotels for the entourage on the 16 June alone.
- 54 A range of options have been considered to fund the additional costs. However, it is proposed that these one off costs are met from General Reserves. The majority of funding would be required during 2012/13 financial year, and it is suggested that there would need to be a call on corporate contingency or general reserves to fund the request.

Governance

- 55 A governance diagram, which ensured the OWG fitted with national, regional and local partnerships to plan a coordinated Olympic offer was previously

developed for the group's guidance. The Olympic picture has evolved both regionally and nationally, as the games draw closer.

- 56 In terms of safety and risk, and specifically key events, the governance has been reviewed to include strong links to the Resilience team and the LOCOG requirement to have a Community Task Force (CTF) meeting for the delivery of the Torch Relay and Evening Celebration. This links appropriately to the Council's SAG structures (see **Appendix 6**).
- 57 In order to drive the '**Join in**' campaign, it is also increasingly important that the Terms of Reference of each group are clearly defined, and representation is as required. A clear communications plan from the working groups is also required.
- 58 Elected member liaison is planned for December, to precede the intended AAP liaison and wider business and community partnerships, to encourage everyone to '**Join in**'. The OWG would share this responsibility, to maximise contacts and strengths from the whole service groupings and widen the net, and help attract further partner funding and support.

Conclusion

- 59 The London 2012 Olympic and Paralympic games are a once in a lifetime opportunity. The '**Join in**' framework seeks to provide
- 'a coordinated programme which inspires residents to take part, celebrate and also leave lasting legacy which links, promotes and makes sense within County Durham'*.
- 60 The OWG recognises that a successful '**Join in**' campaign requires two main initial components:
- a. Durham's countdown to the Torch Relay Evening Celebration followed by a period of celebration and our Final 'Thank you' event at the close of the Paralympic Games on 9 September 2012.
 - b. The Olympic Torch Relay and Evening celebration event on 16 June 2012
- 61 The above two components will also leave a lasting legacy, which will be considered at a later date.
- 62 The OTR specifically offers an opportunity for the residents of County Durham to take part in the official Olympic celebrations. The torch will be in County Durham on three days of its 67 day tour and it is anticipated that 120 people will carry the torch in our County.
- 63 As the torch travels through the County every opportunity needs to be explored in order to highlight our communities nationally and across the world. Every step on the route will be recorded and provide an insight into County Durham. It is important that we push to include our iconic places and that the route of the torch shows Durham in a positive way.

- 64 Whilst resource to fund '**Join in**' is requested within a tight financial period, the '**Join in**' campaign is a positive programme which can provide significant economic, educational, health and inclusion benefits across County Durham. Compared to other current event programmes the request remains relatively contained, yet its potential economic gains significant. The report has illustrated that the OWG intends to continue to maximise opportunities to attract funding, whilst operating within the restrictions.

Recommendations

- 65 It is recommended that Cabinet:
- i) approve/endorse the overall shape of the '**Join in**' offer, and support the application of an official Inspire Mark to formally associate the authority's work with the London 2012 games.
 - ii) approve £178k from General Fund reserves towards the planning and delivery of the Olympic Torch relay (OTR) and a small contribution to the International Junior Sports games
 - iii) note the Torch Bearer nomination process in section 42.
 - iv) support the evening celebration event venue (The Racecourse) and acknowledge the restrictions around route selection on 16 and 17 June but endorse that OWG work with LOCOG to finalise the route.
 - v) note the revised governance diagram which accounts for operational decision making, regional connections and resilience meetings and the Olympic Torch Relay Community Task Force
 - vi) support the OWG to continue to work with partners to finalise the content of the '**Join in**' campaign and communications, which recognises current resourcing challenges and includes communications with elected members and key partnerships, with regular progress updates being provided to CMT.

Appendix 1: Implications

Finance

The report sets out a maximum budget requirement of £178k, to be funded from General Fund reserves. The OWG will however continue to explore options to minimise this investment.

Staffing

There are no staffing implications.

Risk

Full risk assessments for the relevant event components of the '**Join in**' campaign will be devised and specifically for the OTR with a full event safety plan and event management plan will be developed once the delivery venue and budget allocation is confirmed.

Equality and Diversity / Public Sector Equality Duty

An equalities impact assessment screening has been completed for the overall join in campaign and is attached. **Appendix 7**

Accommodation

N/A

Crime and Disorder

The events of the '**Join in**' campaign will be subject to Safety Advisory Group support and the event management team will work closely with Police and other blue light services. This equally applies for community based programmes.

Human Rights

N/A

Consultation

N/A

Procurement

All procurement be carried in accordance with Council policies.

Disability issues

N/A

Legal Implications

A legal agreement regarding the hosting of the OTR has already been signed, which already sets some requirements for funding. In order to protect security, a range of issues remain confidential during planning stages.

Appendix 2

join in...
...the **countdown** has begun



join in...



Appendix 3



Appendix 4 – Draft Join in Diary

20 Week Countdown.	Description	Notes	Week	Week number	Days to go....
Launch programme - 'Picture Durham' in 2012	This project could launch the programme because its easy option pre-Christmas.....Opening photo....of Picture Durham, 2012.....32 week campaign for Durham's best pictures, which capture the Olympic values.....	Post November 16 when programmes are printed and ready to go!		Launch	
The BIG Warm UpWOW Truck means Big Business	Warm Up for 2012.....A partnership programme to encourage more people to be more active. WOW truck and partnership health checks target business and employees.....encouraging participation in the BIG Urban Games and a series of events later in the calendar. Consultants will support employees to start changing their lifestyle and get ready for the 2012 series of events...	Warm Up feature.....	Tues 3 Jan –Sun 29 Jan	Week 0	200 days to go is 9 Jan.....
Slam Dunk for 2012....	A week long festival led by Durham Wildcats, to inspire everyone into Basketball. The event will include top level wheelchair basketball displays and programme of school visits reaching over 500 young people..	4 Feb- March	Mon 30th-Sun 5 Feb	Week 1	185 days to go is 3 Feb
The Durham BIG Sports Ability Week	200 days to go to the Paralympic games.....two weeks to showcase a full range of Paralympic events and opportunities for all to enjoy. This should be broadened to include CYPS - Children's Network and AWH.	11 Feb -planned event	Mon 6 - Sun 12 Feb	Week 2	200 days to go before Paralympic Games
The Durham BIG tumbling week	A week long festival of tumbling, balancing and jumping. All things around gymnastics and trampoline focused led by our two world class clubs.	Half term 10 - 19 Feb	Mon 13 -Sun 19 Feb	Week 3	175 days to go to Olympic games...Mon
Corporate Volunteer package	Launch of corporate 'one special day', to encourage businesses to lend a hand to a club for a day. A chance for companies to 'Join in' the spirit and volunteer a few hours to local clubs. Whole range of volunteering opportunities could be highlighted - not restricted to sport.		Mon 20 - Sun 26 Feb	Week 4	
Walk Durham Campaign	A partnership project with Durham Ramblers to encourage people to nominate their favourite walks and see them be recognised and plotted. Kick starts with the Leader's favourite walk, and a range of countryside led walks every day. All routes will be Web published by the end of the 'Join in' Campaign		Mon 27 - Sun 4 March	Week 5	
Durham's Coaching Conference....	A chance for the county's top coaches to exchange views and debate topics and discuss the format for the new Durham Institute of Sport to nurture our world class champions and coaches and officials of the future.		Mon 5 March – Sun 11 March	Week 6	
Tackle and Try.....	A week long rugby festival for all ages. A chance of the local clubs to welcome new members and provide opportunities for trialling the game from tag rugby to wheelchair rugby.	Coincides with last weekend of six nations...	Mon 12 March - Sun 18 March	Week 7	

20 Week Countdown.	Description	Notes	Week	Week number	Days to go....
Durham Jogging	Launch of new park runs at agreed venue and the 2012 Trail race series I back! This year with a chance to take part in all five events.	Coincides with the sport relief week and sport relief mile.....	Mon 19 March - Sun 25 March	Week 8	From this week onwards activities with relevance can appear in Durham County News (DCN)
Linguistics Olympics	An educational programme in which students across the County will compete against each in sports, quizzes and activities, using video conferencing and commentating in five different languages.		Mon 26 march - Sun 1 April	Week 9	
Gym Challenges.....	DCC launches 2012 Spring challenges.....2012km stepping, jogging, rowing and swimming - you name it, we'll encourage you to do it!	Good Fri- 6th April	Mon 2 April – Sun 8 April	Week 10	
Join in -The BIG Urban Games - Durham and Chester le street	A festival of all thing sports and health, targeting the local community. Boxed event delivered by our events team or an event company. Long jump, sprint track and 2012m run. Simple street art.	Easter holidays	Mon 9 April - Sun 15 April	Week 11	
Change 4 Life Week.	A chance to celebrate all the healthy things we should be doing!	Bishop Auckland food festival.	Mon 16 April - Sun 22 April	Week 12	100 days to go to Olympic Games (18 April)
Durham BIG Splash for 2012	A range of swim focused events and opportunities to get everyone to 'Join in'.	Coincides with the Big Splash weekend....for comic relief etc	Mon 23 April - Sun 29 April	Week 13	
Durham's Olympic Golden Oldies	A week long festival celebrating the skills of our Over 50's in sport and physical activity.		Mon 30 April – Sun 6 May	Week 14	Age concern lead?
Join in -The BIG Urban Games - Wear Valley and Dales	A festival of all thing sports and health, targeting the local community. Boxed event delivered by our events team or an event company. Long jump, sprint track and 2012m run. Simple street art.	May day bank holiday	Mon 7 May - Sun 13 May	Week 15	
Strictly Dance Durham.....	A week long festival to encourage more people to dance....all forms and all ages.....		Mon 14 May - Sun 20 May	Week 16	Olympic torch arrives in UK
Cycling Mad	A week long cycling festival, linking all things cycling in Durham including the return of the famous City Criterium event. Cross directorate support / themes for this - CYPS, regeneration (VCD and rights of way), sustainable transport etc.		Mon 21 May –Sun 27 May	Week 17	100 days to go to Olympic Paralympic games

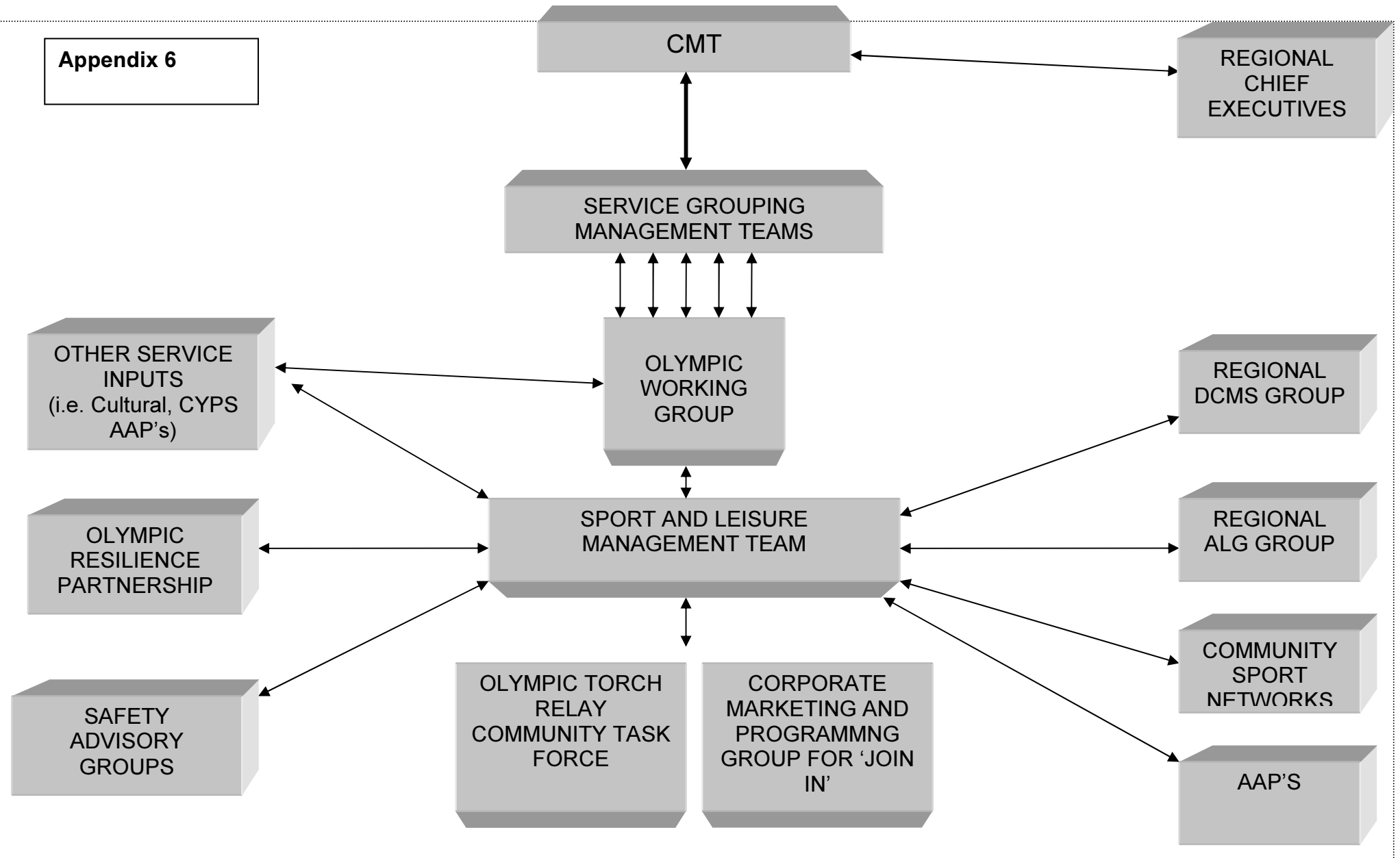
20 Week Countdown.	Description	Notes	Week	Week number	Days to go....
Join in.....The BIG Urban Games for Sedgfield	A festival of all thing sports and health, targeting the local community. Boxed event delivered by our events team or an event company. Long jump, sprint track and 2012m run. Simple street art.		Mon 28 May – Sun 3 June	Week 18	
Royal Rowing - including the Regatta	Celebrate the golden jubilee with a county-wide beacons and an inclusive week to try rowing. Dependent on what this is could be cross directorate?	summer half term	Mon 4 June - Sun 10 June	Week 19	
	Golden Jubilee -	4 June			Bank holiday
	Regatta - any Olympic add on over the two days?	9 June			
	Regatta	10 June			
Week 20 of 2012.....	Our Sporting Life' Opens - Bowes Museum..... External partner	11 June - national exhibition at Bowes Museum...	Mon 11 June - Sun 17 June	Week 20	
International Junior Games	Durham International Junior Games, could there be a food festival link here?	13 June-15 June			
Torch Relay and evening celebration	Torch relay and evening celebration	16 June			20 Week
Torch Relay - Breakfast event	Torch relay and breakfast event	17 June			
12 weeks to 2012.....					
Football Crazy	A celebration of all things football..... (Really important as sole Olympic sport taking place in North East is football at St James Park)	Linked to Euro cup etc....	Mon 18 June - Sun 24 June	Week 1	
	Torch Relay returns to Durham.....	20 June			
County School Games	School Sport Week.....this is the National school sport calendar and Durham schools will be enjoying a range of complete activities.	25 - 26 June	Mon 25 June - Sun 1st July	Week 2	25, 26 June - county school games.
Join in.....School Games and Historic Games....Durham Historic Games	A spectacular weekends events at Beamish museum culminating in a race the tram event.....school games winners to parade at Beamish?	27 June is the Regional One Big Idea campaign			

20 Week Countdown.	Description	Notes	Week	Week number	Days to go....
Celebrating Cricket	A week long celebration of the game of cricket culminating in a one day test against Australia.....Possible international; links here with Sri Lanka athletes? Should include Paralympic cricket etc.	One Day test - 7 July.	Mon 2 July -Sun 8 July	Week 3	
Brass festival	Text to be confirmed		Mon 9 July - Sun 15 July	Week 4	
To be confirmed.	Text to be confirmed	21 July	Mon 16 July -Sun 22 July	Week 5	
Join in -The BIG Urban Games - Derwentside	A festival of all thing sports and health, targeting the local community. Boxed event delivered by our events team or an event company. Long jump, sprint track and 2012m run. Simple street art.	28 July	Mon 23 July - Sun 29 July	Week 6	Opening weekend - is there a cricket match on?? Big screen etc?
Martial Arts for Durham	A week long festival celebrating all forms of martial arts.	4 Aug	Mon 30 July - Sun 5 Aug	Week 7	
Join in.....BIG Urban Games - Easington	A festival of all thing sports and health, targeting the local community. Boxed event delivered by our events team or an event company. Long jump, sprint track and 2012m run. Simple street art.	11 Aug	Mon 6 Aug-Sun 12 August	Week 8	
Adventure Durham....	Chance to have a go at climbing, mountain biking, abseiling, canoeing and sailing.....could include inspirational lectures from world adventurers e.g. Sir Ranulph Fiennes (potential to link to destination marketing and communications (marcomms) - e.g. VCD outdoors and active programme)	18 Aug	Mon 13 Aug - Sun 19 Aug	Week 9	
Streets Festival -	Chance to celebrate a range of Urban sports and activities alongside the normal streets festival.	Streets Festival – 25 Aug	Mon 20 Aug - Sun 26 Aug	Week 10	Aug bank holiday.
Cycling Mad 2	A week long cycling festival, linking all things cycling in Durham including the Big Bike Ride.	2 Sept	Mon 27 Aug- Sun 2 Sept	Week 11	
2012m final 'Thank You' event and launch of Durham's Olympic Legacy.	Showcase all the efforts from all participants through the summer period....by 'surrounding' cricket match with other activities? Legacy launch - e.g. handover to Ashes, Etape, Durham Institute of sport and photo book!	9 Sept	Mon 3rd Sept- Sun 9th	Week 12	Closing ceremony weekend at Paralympics.

Appendix 5 : Olympic Torch Relay Communities

Date	Community
16 June 2012	Consett
	Moorside
	Castleside
	Tow Law
	Esh
	Langley Park
	Durham City
17 June 2012	Durham City
	Sherburn Village
	Sherburn Hill
	Haswell Plough
	Peterlee
	Horden
	Blackhall Colliery
	Sedgefield
	Bishop Auckland
	Shildon
	Middridge
	Newton Aycliffe
20 June 2012	Barnard Castle

Appendix 6



Equalities and Diversity Impact Assessment

Olympic and Paralympic Programme, Incorporating Torch Relay Celebration Event



Durham County Council – Altogether Better equality impact assessment form

NB: Equality impact assessment is a legal requirement for all strategies plans, functions, policies, procedures and services.

We are also legally required to publish our assessments.

You can find help and prompts on completing the assessment in the guidance from page 7 onwards.

Section one: Description and initial screening

Section overview: this section provides an audit trail.	
Service/team or section: Sport and Leisure, Neighbourhood Services	
Planning and Policy, Neighbourhood Services	Start date: 8/07/2011
Lead Officer: , Strategic Manager, Sport & Leisure Development, / Strategic Manager Outdoor Sport & Leisure, Neighbourhood Services	12 Aug 2011
Subject of the Impact Assessment: (please also include a brief description of the aims, outcomes, operational issues as appropriate) Olympic Torch Relay Celebration Event and Olympic Programme Durham County Council have signed an agreement to host an evening celebration in Durham City on Saturday the 16 June 2012, to mark the arrival of the Olympic Torch Relay in the City. Durham is one of four regional hosts being asked to deliver a celebration event. The other authorities are Alnwick, Newcastle and Middlesbrough. In order to agree and implement the Council's approach to this, an Olympic and Paralympic working group has been set up to develop a programme of delivery .	
Who are the main stakeholders: General public / Employees / Elected Members / Partners/ Specific audiences/Other (please specify) – <ul style="list-style-type: none">• All who work in, reside in and visit County Durham• DCC's Area Action Partnerships• Durham University• London Organising Committee of the Olympic Games and Paralympic Games• Official Olympic Sponsors• ANEC and Regional DCMS group• The Police and civil contingency unit• NHS County Durham• Ramblers• Sporting Clubs• Arts organisations• Schools and colleges• Voluntary sector	
Is a copy of the subject attached? No If not, where could it be viewed? Contact Strategic Manager, Sport & Leisure Development, Neighbourhood Services	
Initial screening The County Council has developed a corporate Olympic working group to consider how the county might benefit and celebrate the Olympic and Paralympic games. On the 16 May this year the 'Join in' campaign was launched which is Durham's approach. It is intended	

to develop a range of programmes in partnership with others, which together help celebrate the games. Three main components;

1. An overarching programme of events and opportunities during the 70 day build up between the arrival of the Torch relay in England and the start of the Olympics.
2. The evening celebration and torch relay,
3. A lasting legacy.

There is no doubt that a key milestone is that the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) have selected Durham to be a venue for an evening celebration. This is strong feature of the report and the request for funding to be under-written, to ensure the event is safe and meets the legal requirements agreed with LOCOG. To support this process, LOCOG have provided a community guide to assist in supporting both the Torch relay route and the evening celebration event. LOCOG is committed to working with us to create an exciting, memorable and safe event that our community can enjoy. They want each event to be different and wish to work with us to ensure the celebration show contains locally themed / programmed content that reflects the character of County Durham, and in doing so reaching as many residents as possible. A special Community Task force has been developed to manage the evening celebration and torch relay in Durham. For the evening celebration, LOCOG will provide a mobile stage with stage dressing, a truck mounted LED screen, production support, including a stage manager and small technical team. The stage will contain lighting, PA and sound equipment, plus a celebration cauldron which will carry the Olympic Flame during the show.

Impact

No negative impact across disability characteristic as the ‘join in’ campaign encourages everyone to be involved. For events such as the Olympic torch relay the Events Management Plan ensures fair and equal access and venues selected will comply with access criteria

No negative impact across age characteristic as Olympic Working Group (OWG) action plan will ensure fair and equal access across the programme and events will have specific event management plans which deal with access issues for young people or older more infirm and vulnerable people. The arrangements for such groups will vary with the nature of the events. No negative impact across race and ethnicity characteristic as NS Communications Plan ensures fair and equal access to information, leaflets, displays, website, etc. and any reasonable requests for translations etc. are considered on an individual basis.

Across all characteristics

LOCOG have stipulated that the main evening celebration event must be free so there is no cost barrier as far as buying tickets is concerned. More generally, there will need to be efforts to raise funds in some ways which could include car-park fees or registration fees for some activities, to support the programme , but consideration of how this affects access by varying characteristics will always be made.

Prompts to help you:

Who is affected by it? Who is intended to benefit and how? Could there be a different impact or outcome for some groups? Is it likely to affect relations between different communities or groups, for example if it is thought to favour one particular group or deny opportunities for others? Is there any specific targeted action to promote equality?

Is there a potential positive impact on specific groups within these headings?

Indicate :Y = Yes, N = No, ?=Unsure

Gender	Y	Disability	Y	Age	Y	Race/ethnicity	Y	Religion or belief	Y	Sexual orientation	Y
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Section three: Review and Conclusion

Summary: please provide a brief overview, including impact, changes, improvements and any gaps in evidence.			
Action to be taken	Officer responsible	Target Date	In which plan will this action appear
When will this assessment be reviewed?	Date: Ongoing		
Are there any additional assessments that need to be undertaken in relation to this assessment?	N/A		
Lead officer - sign off: Strategic Manager, Sport & Leisure Development			Date: 12 August 2011
Service equality representative - sign off: Policy, Performance and Communications Manager			Date: 15 August 2011

Please ask us if you would like this document summarised in another language or format.

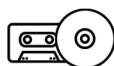
العربية (Arabic) (中文 (繁體字)) (Cantonese) اردو (Urdu)
polski (Polish) ਪੰਜਾਬੀ (Punjabi) Español (Spanish)
বাংলা (Bengali) हिन्दी (Hindi) Deutsch (German)
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