

Strategic Overview and Scrutiny Panel

**Grand Jury Room, Town Hall
15 February 2011 at 6.00pm**

Strategic Overview and Scrutiny Panel deals with reviewing corporate strategies within the Council's Strategic Plan, the Council's budgetary guidelines for the forthcoming year, scrutinising the Forward Plan, the performance of Portfolio Holders and scrutiny of Cabinet decisions or Cabinet Member decisions (with delegated power) which have been called in.

Information for Members of the Public

Access to information and meetings

You have the right to attend all meetings of the Council, its Committees and Cabinet. You also have the right to see the agenda, which is usually published 5 working days before the meeting, and minutes once they are published. Dates of the meetings are available at www.colchester.gov.uk or from Democratic Services.

Have Your Say!

The Council values contributions from members of the public. Under the Council's Have Your Say! policy you can ask questions or express a view to meetings, with the exception of Standards Committee meetings. If you wish to speak at a meeting or wish to find out more, please pick up the leaflet called "Have Your Say" at Council offices and at www.colchester.gov.uk

Private Sessions

Occasionally meetings will need to discuss issues in private. This can only happen on a limited range of issues, which are set by law. When a committee does so, you will be asked to leave the meeting.

Mobile phones, pagers, cameras, audio recorders

Please ensure that all mobile phones and pagers are turned off before the meeting begins and note that photography or audio recording is not permitted.

Access

There is wheelchair access to the Town Hall from St Runwald Street. There is an induction loop in all the meeting rooms. If you need help with reading or understanding this document please take it to Angel Court Council offices, High Street, Colchester or telephone (01206) 282222 or textphone 18001 followed by the full number that you wish to call and we will try to provide a reading service, translation or other formats you may need.

Facilities

Toilets with lift access, if required, are located on each floor of the Town Hall. A vending machine selling hot and cold drinks is located on the first floor and ground floor.

Evacuation Procedures

Evacuate the building using the nearest available exit. Make your way to the assembly area in the car park in St Runwald Street behind the Town Hall. Do not re-enter the building until the Town Hall staff advise you that it is safe to do so.

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www.colchester.gov.uk

Terms of Reference

Strategic Overview and Scrutiny Panel

- To review corporate strategies.
- To ensure the actions of the Cabinet accord with the policies and budget of the Council.
- To monitor and scrutinise the financial performance of the Council, and make recommendations to the Cabinet particularly in relation to annual revenue and capital guidelines, bids and submissions.
- To link the Council's spending proposals to the policy priorities and review progress towards achieving those priorities against the Strategic / Action Plans.
- To scrutinise executive decisions made by Cabinet, the East Essex Area Waste Management Joint Committee, the Colchester and Ipswich Joint Museums Committee and Cabinet Member decisions (with delegated authority taking a corporate / strategic decision) which have been made but not implemented, and referred to the Panel through call-in.
- To monitor the Council's operational performance in relation to the Strategic Plan, Local Area Agreement targets and National Indicators.
- To scrutinise the Cabinet's performance in relation to the Forward Plan and to scrutinise the performance of Portfolio Holders.
- At the request of the Cabinet, make decisions about the priority of referrals made in the event of the volume of reports to the Cabinet or creating difficulty for the running of Cabinet business or jeopardising the efficient running of Council business.
- The panel will be the appropriate route for any member to refer a 'local government matter' in the context of Councillor Call for Action.

Process for Councillor Call for Action

- Councillors have the ability to call for debate and discussion a topic of neighbourhood concern, limited to issues affecting a single ward, in an attempt to bring about specific solutions for local problems. This enables members to get things done without going through the Council's executive decision making process.
- Members may bring an action on any issue they choose, with exceptions, for example, if the issue is vexatious or deals with an individual complaint. Local Government matters specifically excluded from the regime are namely matters relating to a planning decision, a licensing decision or where a right of recourse to a review or right of appeal is already provided for in law.
- Poor service performance or increased anti-social behaviour are examples of where a member will bring an action to the panel's attention.
- The scrutiny panel may reject a request as not within the guidance, or the usual channels have not been exhausted, or accept that an investigation is the appropriate action.
- The panel may conduct an investigation in the usual scrutiny manner, seeking information from the Council and/or partners and inviting them to attend meetings.
- A report with recommendations will be compiled and brought to the Council and/or partners attention, with the Council and/or partners having a duty to respond.
- The panel will consider and publish the responses to their recommendations and feed back this information to the Councillor calling for the action.

COLCHESTER BOROUGH COUNCIL STRATEGIC OVERVIEW AND SCRUTINY PANEL 15 February 2011 at 6:00pm

Members

Chairman : Councillor Christopher Arnold.
Deputy Chairman : Councillor Dennis Willetts.
Councillors Nigel Offen, Gerard Oxford, Julie Young,
Nigel Chapman, Mark Cory, Andrew Ellis, Bill Frame and
Theresa Higgins.

Substitute Members : All members of the Council who are not Cabinet members or members of this Panel.

Agenda - Part A

(open to the public including the media)

Members of the public may wish to note that agenda items 1 to 5 are normally brief and agenda items 6 to 9 are standard items for which there may be no business to consider.

Pages

1. Welcome and Announcements

(a) The Chairman to welcome members of the public and Councillors and to remind all speakers of the requirement for microphones to be used at all times.

(b) At the Chairman's discretion, to announce information on:

- action in the event of an emergency;
- mobile phones switched off or to silent;
- location of toilets;
- introduction of members of the meeting.

2. Substitutions

Members may arrange for a substitute councillor to attend a meeting on their behalf, subject to prior notice being given. The attendance of substitute councillors must be recorded.

3. Urgent Items

To announce any items not on the agenda which the Chairman has agreed to consider because they are urgent and to give reasons for the urgency.

4. Declarations of Interest

The Chairman to invite Councillors to declare individually any personal interests they may have in the items on the agenda.

If the personal interest arises because of a Councillor's membership of or position of control or management on:

- any body to which the Councillor has been appointed or nominated by the Council; or
- another public body

then the interest need only be declared if the Councillor intends to speak on that item.

If a Councillor declares a personal interest they must also consider whether they have a prejudicial interest. If they have a prejudicial interest they must leave the room for that item.

If a Councillor wishes to make representations on an item on which they have a prejudicial interest they may do so if members of the public are allowed to make representations. In such circumstances a Councillor must leave the room immediately once they have finished speaking.

An interest is considered to be prejudicial if a member of the public with knowledge of the relevant facts would reasonably regard it as so significant that it is likely to prejudice the Councillor's judgement of the public interest.

Councillors should consult paragraph 7 of the Meetings General Procedure Rules for further guidance.

5. Have Your Say!

(a) The Chairman to invite members of the public to indicate if they wish to speak or present a petition at this meeting – either on an item on the agenda or on a general matter not on this agenda. You should indicate your wish to speak at this point if your name has not been noted by Council staff.

(b) The Chairman to invite contributions from members of the public who wish to Have Your Say! on a general matter not on this agenda.

6. Items requested by members of the Panel and other Members

(a) To evaluate requests by members of the Panel for an item relevant to the Panel's functions to be considered.

(b) To evaluate requests by other members of the Council for an item relevant to the Panel's functions to be considered.

Members of the panel may use agenda item 'a' (all other members will use agenda item 'b') as the appropriate route for referring a 'local government matter' in the context of the Councillor Call for Action to the panel. Please refer to the panel's terms of reference for further procedural arrangements.

7. Referred items under the Call in Procedure

To consider any decisions taken under the Call in Procedure.
The panel may a) confirm the decision, which may then be implemented immediately, b) refer the decision back to the decision taker for further consideration setting out in writing the nature of its concerns, or c) refer the matter to full Council in the event that the panel considers the decision to be contrary to the Policy Framework of the Council or contrary to, or not wholly in accordance with the Budget.

8. Decisions taken under special urgency provisions

To consider any Portfolio Holder decisions taken under the special urgency provisions.

9. Colchester Partnership for the London 2012 Olympic and Paralympic Games

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See report from the Head of Life Opportunities.

10. Exclusion of the public

In accordance with Section 100A(4) of the Local Government Act 1972 and in accordance with The Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000 (as amended) to exclude the public, including the press, from the meeting so that any items containing exempt information (for example confidential personal, financial or legal advice), in Part B of this agenda (printed on yellow paper) can be decided. (Exempt information is defined in Section 100I and Schedule 12A of the Local Government Act 1972).



Strategic Overview & Scrutiny Panel

Item

9

15 February 2011

Report of	Head of Life Opportunities	Author	Ian Duggan 282332
Title	Colchester Partnership for the London 2012 Olympic & Paralympic Games		
Wards affected	Not applicable		

The Panel is invited to review the work of the Colchester Partnership for the London 2012 Olympic & Paralympic Games

1. Action required

- 1.1 The panel is asked to consider the work and progress of the Colchester Partnership for the London 2012 Olympic and Paralympic Games

2. Reason for scrutiny

- 2.1 The London 2012 Olympic & Paralympic Games present a once in a lifetime opportunity to:
- Encourage more local people to participate in sport and lead healthy active lifestyles
 - Raise the profile of sport in Colchester
 - Lead to the development of new specialist sports facilities, such as a state of the art gym at the University and adiZone in Monkwick, which can be used by the local community for years after the Games
 - Attract athletes from visiting nations to use sporting facilities in Colchester to prepare for the Games
 - Attract visitors to the area before, during and after the Games
 - Provide opportunities for local businesses to tender for services before and during the games, including the use of hotels, for example
 - Help communities to grow and encourage them to get involved with the Olympic Games and Paralympic Games, creating a real wealth of experiences and memories that will last for decades and be handed on through future generations.

3. Background information

- 3.1 The Colchester Partnership for the London 2012 Olympic and Paralympic Games was set up in 2006 by Colchester2020, the Local Strategic Partnership. Chaired by Dr Tony Rich (University of Essex Registrar), the Partnership meets 3-4 times a year and has the aim to secure the best possible legacy for Colchester from the London 2012 Olympic and Paralympic Games.

The key organisations on the Partnership are Colchester Borough Council (CBC), University of Essex, Colchester Garrison and Essex County Council 2012 Legacy Team. There is cross-party attendance from CBC councillors along with representatives from other organisations including Colchester United Community Sports Trust, NHS North East Essex and Colchester Blackwater Schools Sports Partnership.

- 3.2 The Partnership developed a Priority Action Plan with the focus for delivery on:

- Increasing **physical activity and sports participation**
- Supporting **volunteer activity** to improve the sporting infrastructure and develop community capacity
- Attracting **preparation and training camps**
- Improving **sports performance**
- Developing a **cultural programme or festival** to enhance Colchester's attraction as a destination
- Supporting the existing **destination development** plan to increase tourism capacity in the area
- Improving the **quality of the visitor experience** to encourage repeat visits and recommendations
- Facilitating and encouraging **local businesses** to realise opportunities to support, participate in and provide products and services to the Games
- Promoting healthy active lifestyles to improve overall **community health**

4. **Further sections**

4.1 n/a

5. **Strategic Plan references**

5.1 This work directly contributes to the Healthy Living priority in the Council's Strategic Plan for 2009-2012. Within the Strategic Plan Action Plan there is an action to "Work with partners to deliver the London 2012 Partnership Plan".

6. **Consultation**

6.1 Informal consultation on the Priority Action Plan was carried out with the various partners who make up The Colchester Partnership.

7. **Publicity considerations**

7.1 All publicity tries to achieve a positive reflection of the Partnership, as partners working together rather than any one individual agency.

7.2 The Partnership has a logo, designed by Colchester Borough Council, which is used to promote the Olympic related projects and activities of the partners

7.3. Colchester Ahead of the Game website has been set up, primarily, to promote Colchester as a Pre-Games Training Camp location, but can also be used to highlight other Olympic related work

8. **Financial implications**

8.1 The Partnership does not have a budget. Some of the priorities in the action plan require budget, which will be held and managed by the relevant organisation.

8.2 In 2010/11 Colchester Borough Council and the University of Essex contributed £1000 each towards a joint Essex local authority fund, coordinated by the Essex County Council 2012 Legacy Team. This fund is used for the design and print of Essex Pre-Games Training Camp materials distributed to target countries, and for the costs of recruiting Danny Crates (former Paralympian) as ambassador to promote Essex Pre-Games Training Camps. As part of this agreement each authority can use Danny for specific functions for up to 2 full days per year. Danny performed the opening of the new Evolve gym at the University of Essex in September 2010 as part of this agreement.

8.3. Colchester Borough Council does not have any specific or budget allocated to “Olympic” work. Council budget has however been used as a contribution to deliver actions in the Partnership Plan e.g. adiZone at Monwick and Tour Series / Tour of Britain cycle events in 2009 & 2010.

8.4 The majority of Colchester Borough Council Olympic themed work e.g. organisation required for Urban Games, Walking your way to the Games, adiZone and Pre-Games Training Camps, is carried out by the Sports Development Manager. Other Council officers attend Partnership meetings and assist in project work, such as compiling the application to stage a leg of the Olympic Torch Relay. However, there is no specific Officer time allocated to “Olympic” related work or projects

9. Equality, Diversity and Human Rights implications

There are no specific Equality, Diversity or Human Rights implications

10. Community Safety implications

There are no specific Community Safety implications

11. Health and Safety implications

There are no specific Health and Safety implications

12. Risk Management implications

There are no specific Risk Management implications

Background Papers

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympic Games

Glossary

APS	Active People Survey - carried out annually by Sport England
CBC	Colchester Borough Council
CSN	Community Sports Network (Active Colchester)
DCMS	Department for Culture Media & Sport
DCSF	Department for Children, Schools & Families
DVVMG	Dedham Vale Visitor Management Group
ECC	Essex County Council
EET	East England Tourism
FANS	Free Access for National Sportspeople
LAA	Local Area Agreement
LOCOG	London Organising Committee of the Olympic Games and Paralympic Games
MOD	Ministry of Defence
NGB	National Governing Body
NHS NEE	National Health Service North East Essex (Primary Care Trust for Colchester & Tendring)
NI 8	National Indicator 8 (Increasing adult participation in sport & physical activity)
NOC	National Olympic Committee
NPC	National Paralympic Committee
Open Weekend	National Celebration marking 3, 2, 1 year(s) to Opening Ceremony in 2012
PDM	Partnership Development Manager
PGTC	Pre-Games Training Camp
PRG	Performance Reward Grant
SDO	Sports Development Officer
SSP	Schools Sports Partnership
UoE	University of Essex
VAQAS	Visitor Attraction Quality Assurance Scheme

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

Assumes that we will continue to implement the Destination Development Plan and the Development Plan for Sport [subject to review] and that existing tourism and visitor promotional plans will be increasingly focused and tailored towards opportunities presented by London 2012

	Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
Increasing physical activity and sports participation and improving sports performance						
1.	Cycle Champion / Cycle Town/ Tour Series Event/ legacy	Raised profile for Colchester regionally, nationally.	Tour Series/ Tour leg 2009,10,11,12	<ul style="list-style-type: none"> ▪ Tour Series event staged in 2009 ▪ Tour of Britain Leg finished in Colchester September 2010 ▪ Schools/Community activities staged around main event ▪ Cycle Champion and Cycle Town Project to develop cycle routes and increased recreational/travel cycling ▪ Link to Essex County Council (ECC) Cycling Development Officer and development plans ▪ Cycle Colchester achieved 2012 Inspire mark for Cycle & Seek – A unique family treasure trail by bike. ▪ 3 cycle based events took place in April, July (Olympic Open Weekend) & October 2010 ▪ Cycling your Way to the Games Olympic themed series of bike rides to be launch February 2011 (Inspire Mark applied for) 	<ul style="list-style-type: none"> ▪ Costs associated with staging event to Colchester Borough Council (CBC) ▪ Cost can be offset by sponsorship/ advertising ▪ £350,000 over 4 years for Cycle Champion Project ▪ 4.2m over 4 years from Cycle town project to improve cycle network and encourage people to cycle more regularly 	<ul style="list-style-type: none"> ▪ Colchester Borough Council ▪ Essex County Council
51		Improved cycling infrastructure and Legacy. Increase participation cycling	Cycle Town improvements			

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

	Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
2.	Build a community clubhouse at Garrison Sports Ground in accordance with the Sport and Leisure Business Improvement Plan	The creation of improved supporting facilities at the Borough's specialist sites for athletics and hockey in order to support both existing clubs and the new community of the Garrison urban village.	Increase facilities available on site. 35 year Community Use agreement made with Ministry of Defence, including scheduled improvements to athletics track in 2007.	<ul style="list-style-type: none"> ▪ Source funding ▪ Achieve planning permission (building on early consultation with planners) ▪ Consultant appointed by Garrison Management Committee ▪ Consultation taken place with 3 clubs using facility ▪ Garrison set up steering group Nov 09 ▪ Project plan developed - pending application for planning permission and application for Section106 	<ul style="list-style-type: none"> ▪ Estimated approx £350,000 (ex vat) required in total ▪ Costs covered (in principle) through Section 106 monies. ▪ England Athletics & England Hockey already indicated no funding available ▪ Operator required to manage the building i.e. bar, kitchen etc. 	<ul style="list-style-type: none"> ▪ Colchester Garrison
3.	Work with Colchester-Blackwater and Colne School Sports Partnerships (SSP) to support young people to access high quality sports provision that enables them to reach their full potential	<p>Increase school-to-club links in order to facilitate more young people starting, staying and succeeding in out-of-school sport and activity.</p> <p>More links created and sustained.</p> <p>More young people accessing out-of-school sport.</p>	<p>The Physical Education, School Sport & Young People Survey identified that in the Colchester-Blackwater SSP:</p> <p><i>Number of pupils who have participated in one or more community sports, dance or multi-skill clubs with links to the school:</i></p> <p>06/07 – 33% 07/08 – 39% 08/09 – 47% 09/10 – 46%</p> <p><i>Average number of clubs with links to schools:</i></p>	<ul style="list-style-type: none"> ▪ Closer working practices between CBC provision and Partnership Development Manager (PDM) agreed. ▪ Increased SSP funding secured to support local clubs to deliver sessions in school. ▪ CBC and SSP have worked together to deliver coaching in schools ▪ SSP successful in developing a number of "Out of School Hours" activities including mountain biking, boxing, martial arts, dance, yoga, via Sport Unlimited Funding ▪ Further Change 4 Life after school clubs being developed January 2010 	<ul style="list-style-type: none"> ▪ £18,000 Barclays Spaces for Sport (for tennis) revenue funding secured – finished March 2010 ▪ SSP Funding ▪ Sport Unlimited Funding ▪ Extended schools funding ▪ £76,000 NHS North East Essex (NHS NEE) funding for indoor rowers and Mountain bikes in Colchester & Tendring <p><i>Update – December 2010</i></p> <ul style="list-style-type: none"> ▪ <i>Government announcement on SSPs reconsidered.</i> ▪ <i>SSPs to continue until</i> 	<ul style="list-style-type: none"> ▪ Colchester Blackwater SSP ▪ Colchester Borough Council

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
		<p>06/07 – 8.84 07/08 – 10.38 08/09 – 11.26 09/10 - 13.17</p> <p><i>Number of pupils actively involved in sports volunteering or leadership:</i></p> <p>06/07 – 40% 07/08 – 46% 08/09 – 59% 09/10 - 78%</p>	<ul style="list-style-type: none"> ▪ SSP staging multisport taster and competitive sessions for those with disabilities. ▪ Talented children with disabilities identified via Playground to Podium scheme ▪ Panathlon events staged across Essex organised by SSP ▪ Cricket festival to include element for disabilities and cricket for disabilities course to be run by University of Essex ▪ Sport in the Park Summer holiday activities organised by CBC with coaches from local clubs providing a range of sports ▪ NHS North East Essex (NHS NEE) funding indoor rowing and Mountain Bike Projects in schools ▪ Mini Games staged at University of Essex in 2008, & 2010. Planned for June 2011 at Garrison ▪ Encourage schools sign up to Get Set programme & network ▪ Working with Essex Carrying the Flame Games Team 	<p>August 2011.</p> <ul style="list-style-type: none"> ▪ From September 2011 funding reduced to cover only 1 day per week release for PE teachers to organise competition ▪ Competition Managers network to be removed ▪ SSP working to develop options to retain admin support and PDM function ▪ Due to new format and reduced funding, projects with SSP may be at risk from September 2011 	
4.	Promotion of existing	6 Olympians / Paralympians from Colchester participated			<ul style="list-style-type: none"> ▪ Colchester Borough

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

	Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
	Colchester ambassadors to raise the profile and support the positioning of Colchester in local, regional and national arenas	athletes, coaches and volunteers from Colchester who are performing at a national or international level.	<p>at Beijing 2008 Olympic Games.</p> <p>11 Colchester sportsmen/women on Essex Free Access for National Sportspeople (FANS) scheme for national standard athletes www.sportsex.com/content.php?page=FANS</p> <p>Approximately 8 students on University of Essex (UoE) Sports Bursary scheme each year demonstrating potential at national level.</p> <p>UoE with SSP will stage training camp for Gifted & Talented athletes identified by SSP during summer (Living like an Athlete)</p> <p>Colchester Sporting Champions Athlete sponsorship scheme launched Feb 2010 in conjunction with local business and SSP</p> <p>5 Athletes received grants of £500 in June 2010</p> <p>Martin Evans - Sailing Dominic King – Race Walking Louis Perseant - Athletics</p>	<p>Sarah Claxton agreed to be ambassador for scheme and Colchester Partnership</p> <p>Link to Team Essex Ambassadors and the other grant aid programmes sport:exl and sportsaid</p>	<p>FANS scheme provides free access for national performers to our sports facilities.</p> <p>University of Essex Bursary</p> <p>Colchester Sport Champions fund -£5000 contributed by NHS NEE and Colchester 2020 Businesses invited to contribute £500</p>	<p>Council (Ian Duggan)</p> <p>University of Essex</p> <p>SSP</p>

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
		Daniel King – Race Walking Ryan Crouch – Disability Swimming	2nd Year of Sporting Champions scheme to be launched February 2011		
Attracting preparation and training camps					
5. Attract visiting National Olympic Committees /National Paralympic Committees (NOC/NPC) to use Colchester as a venue for training and preparation camp[s]	Raised profile for Colchester regionally, nationally and internationally; Improved infrastructure for partnership working between key strategic organisations in the town; and increased focus for Colchester as a provider of high-quality sports opportunities.	<ul style="list-style-type: none"> 4 sites included in London Organising Committee for the Olympic Games (LOCOG) Official Pre-Games Training Camp (PGTC) guide Ahead of the Game website set up www.colchester.gov.uk/2012 Official visits from Barbados, India in 2009 LOCOG PGTC Coordinator visited Colchester August 2010 Partnership is working with English Federation of Disability Sport to develop Adult Playground to Podium project. Talent identification scheme and pathway to clubs for adults with disabilities. Potential for link with Garrison, new Army Recovery Centre and injured service personnel. 	<ul style="list-style-type: none"> Continuous attendance at county and regional meetings to influence on the potential of Colchester as a venue Approaches sent to variety of targeted sports National Governing Bodies and targeted NOCs/NPCs Working collaboratively with ECC 2012 Legacy Team and other Local Authorities on Essex PGTC Group 	<ul style="list-style-type: none"> £25,000 grant available to countries adhering to due process – potential for this money to be invested in Colchester through bookings, facility improvements etc. £4000 Colchester 2020 for promotion of Colchester as a PGTC CBC officer time pursuing approaches and contacts Costs associated with promoting the Colchester offer.e.g. transport, hospitality for visitors £2000 contributed to joint Essex PGTC group towards development of Essex PGTC packs & appointing Danny Crates as Essex PGTC ambassador (£1000 each from UoE & CBC) 	Colchester Borough Council (Ian Duggan)
Supporting volunteer activity to improve the sporting infrastructure and develop community capacity					

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

	Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
6.	Increase the number of sports clubs achieving accreditation through National Governing Bodies (NGB) of Sport, Sport England's Clubmark and SportEssex's Club SX Scheme	Increased capacity on a local level to provide safe and enjoyable sports activities, in order to increase participation levels and provide robust performance pathways through to elite level.	<ul style="list-style-type: none"> ▪ Previously 14 clubs ▪ 16 Colchester Clubs have Club SX accreditation joint highest with Southend 	<ul style="list-style-type: none"> ▪ Provide support to ClubSX accredited clubs to make the next step up to Clubmark ▪ Encourage and support smaller clubs to start working towards accreditation ▪ Provide increased incentives for accredited clubs, by supporting them through our pricing schemes and promoting their achievements to local residents 	<ul style="list-style-type: none"> ▪ Existing resources [mainly time] ▪ CBC Sports Development Officer (SDO) working to encourage more clubs to gain Clubmark accreditation <p><i>(Sept 2010 Sportessex have discontinued ClubSX accreditation)</i></p> <p><i>(Dec 2010 - SDO post is currently vacant until April 2011 as cost saving)</i></p>	<ul style="list-style-type: none"> ▪ Colchester Borough Council
7.	Improve information available to potential volunteers, coaches and participants on existing opportunities to take part in sport and activity	Increased participation in sport, activity and volunteering in order to raise levels of health in Colchester.	<p>Increase level of participation</p> <p>% of adults in Colchester engage in volunteering in sport in Colchester according to Active People Survey (APS) :-</p> <p>APS 1: December 2006 = 5%</p> <p>APS 2: December 2008 = 5.4%</p> <p>APS 3: December 2009 = 4.6%</p> <p>APS 4: December 2010 = 3.5%</p>	<ul style="list-style-type: none"> ▪ Identify shortfalls in provision of information and address them ▪ Work in partnership with Active Colchester Community Sports Network (CSN) to provide a one-stop-shop website for sport and activity in Colchester ▪ Active Colchester Website went "live" Sept 2010 www.activecolchester.co.uk ▪ Partners to use "Ahead of the Game" logo to promote sports and physical activity in Colchester 	<ul style="list-style-type: none"> ▪ Allocation from existing sports budgets plus officer time ▪ £12500 Colchester 2020 funding via Performance Reward Grant (PRG) ▪ £3500 Sport England Community Investment funding via Active Colchester CSN ▪ £3500 NHS NEE funding 	<ul style="list-style-type: none"> ▪ Colchester Borough Council ▪ University of Essex Student Volunteers ▪ University of Essex Student

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
8. Promote volunteering opportunities outside of sport and activity	Increased levels of volunteering and community capacity in Colchester	LOCOG Games Makers programmes Signposting to Volunteer Centres and Colchester Community Volunteer Service	<ul style="list-style-type: none"> Develop volunteering campaign in partnership with voluntary sector to coincide with wider Games communications plans 	<ul style="list-style-type: none"> Campaign planning and delivery costs 	
<h3 style="text-align: center;">Developing a three year cultural programme to enhance Colchester's attraction as a destination</h3>					
9. Develop a three year Cultural programme that celebrates Colchester's cultural distinctiveness and fits with Cultural Olympiad themes to attract local as well as visitor interest and participation leading up to and during the games.	<p>Develop a base of Cultural venues and providers working together. Make more of strong cultural offer. Put Colchester on the map. Cultural tourism offer. Place making & marketing – “a vibrant and exciting place”.</p>	<p>Increased local and national media coverage on Colchester. Increase local participation figures. Increased no of visitors. More short breaks. Increase levels of visitor spend. Increased return to local businesses Increased capacity around festival delivery.</p>	<p>Resource required – financial and human capacity</p> <p>Links to Discovering Places, Open Weekends, Explore Culture festival, Stories of the World, 2012 Big event - Essex</p> <p>Opening of the firstsite contemporary visual art gallery in September 2011.</p> <p>Cultural Quarter development to commence mid 2011.</p> <p>“Treasures from China” major loan exhibition from Nanjing Museum at Colchester Castle Museum June - December 2012</p> <p>Young film makers from Colchester won the opportunity through the Cultural Olympiad programme <u>Film Nation: Shorts</u> to have their short film screened at iconic London 2012</p>	<p>In order to have impact real commitment and resource is needed.</p> <p>Resource should come from partnership commitments, business sponsorship</p> <p>Ticket income could contribute to subsequent years.</p>	<ul style="list-style-type: none"> Colchester Borough Council

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
10			venues during the Games. The award for 'Best Documentary or Experimental, 14-16 year olds' for their film 'Phoenix', a documentary about how remarkable young people from Colchester Phoenix Amateur Swimming Club have learnt to overcome their disabilities in the water and regularly compete around the world in regional and national swimming competitions		
12	<p>Raise Profile of Colchester</p> <p>Engage population in the Olympic Games during lead up to the opening ceremony</p>	<p>There are a number of events Colchester could "win":</p> <ul style="list-style-type: none"> host one of the daily start photo opportunity moments host a route through the community host a lunch time break – community based activity 1 hour host an evening celebration event – professional show brought in by LOCOG – 2 hrs – needs a large area and ability to store vehicles and hotels etc for crew 	<ul style="list-style-type: none"> Application submitted end of March 2010 Working group to form as and when result of application is known Route announcements expected from LOCOG in Spring 2011 <p>Colchester hosted the 7th leg of the Tour of Britain cycle race in 2010. Sir Keith Mills from LOCOG attended and it is hoped that he could see how Colchester is able to stage large events</p>	<ul style="list-style-type: none"> Officer time Depending on level of Torch Relay achieved may need resources allocated. Event management Security Waste clearance Road Closures 	<ul style="list-style-type: none"> Colchester Borough Council
Improving the quality of the visitor experience to encourage repeat visits and recommendations					

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

	Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
11.	Develop a wider national and international focus to services for Colchester's visitors in the lead-up and during the Olympics	Work in partnership to encourage an outward looking culture within Colchester's tourism businesses in order to improve the visitor experience, increase skills and confidence and ultimately contribute to the continuing transformation of Colchester from provincial market town to prestigious regional centre.	Encourage quality improvements via Visitor Attraction Quality Assurance Scheme (VAQAS) for attractions. Work with East England Tourism / Visit England on marketing campaign themes. Work with Dedham Vale Visitor Management Group (DDVMG) on managing tourism in Dedham vale Develop a suite of pages on VisitColchester.com and ColchesteforGroups.com	<ul style="list-style-type: none"> ▪ Engage local tourism businesses & Chamber of Commerce to realise benefits to their businesses and the impression of the place ▪ East England Tourism (EET) campaign in 2008 on cultural heritage and food & drink ▪ EET campaign in 2009 on sport & recreation and countryside pursuits ▪ Working with DDVMG to encourage walking and cycling in the Vale ▪ Improve translation services on www.visitcolchester.com 	<p>Dedham Vale Visitor Management work continues</p> <p>Update Jan 2010 the Visit Colchester.com website has been revamped and relaunched in January 2011 with Google translation service with 52 Languages.</p> <p>It is hoped that the new hotel school at the University of Essex (the Wivenhoe House Hotel) will target local hotels to send their staff for enhanced training which will improve the visitor experience in and around Colchester.</p>	<ul style="list-style-type: none"> ▪ Colchester Borough Council (Karen Turnbull)
Supporting the existing destination development plan to increase tourism capacity in the area						
12	Increase stock of visitor accommodation in the Colchester area	Improved visitor experience by staying longer and doing more Conversion of day trippers into overnight stays Improve quality of hotel	Two new hotels in the town centre One new Youth Hostel Two further hotels on the outskirts of Colchester in planning	<ul style="list-style-type: none"> ▪ Humbert's Leisure Market Demand Appraisal & Sequential Site Assessment Report for Colchester Hotels March 2007 will deliver a recommended 10 year development plan for increasing accommodation capacity 	<ul style="list-style-type: none"> ▪ Private sector developers ▪ Possible CBC match funding required to bring a Youth Hostel to Colchester <p style="color: red;">Update OCT 09 – CBC still has an ambition to bring a Youth Hostel here but does not have the match</p>	<ul style="list-style-type: none"> ▪ Karen Turnbull

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

	Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
14		services by increasing competition in the market			<p>funding/land/building package which the Youth Hostel Association needs to progress a partnership project.</p> <p>Update Dec 2010: 99 bed Holiday Inn Express is due to open in Spring 2011.</p> <p>A planning application for a hotel in the Cultural Quarter is now expected in Spring 2010.</p> <p>A planning application for a new Boutique Hotel in the former Greyfriars building on East Hill is anticipated in February 2011</p> <p>A planning application for a restaurant with rooms in East Hill House is anticipated in the Summer of 2011</p>	
13	Realise full potential of firstsite as new cultural venue and resource.	Firstsite maximises programming as a gallery, conference facility, venue and destination.	Local, regional, national and international art, culture and business audiences visit and participate. Lever hotel development and business investment.	<ul style="list-style-type: none"> ▪ Firstsite central to cultural programme ▪ Firstsite central to tourism and business events. ▪ Realise cross-sector programming opportunities and partnerships <p>Opening of the firstsite contemporary visual art gallery in September 2011</p>	<ul style="list-style-type: none"> ▪ Existing resource [mainly time] 	<ul style="list-style-type: none"> ▪ Colchester Borough Council
	Facilitating and encouraging local businesses to realise the opportunities to support, participate in and provide products					

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

	Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
	and services to the Games					
14	Facilitating and encouraging local businesses to realise opportunities to support, participate in and provide products and services to the Games	Increased turnover and jobs for Colchester businesses through supply contracts directly associated with the Games Greater engagement of local businesses in sport through sponsorship and other support	Legacy of £ value of sports sponsorship from local businesses for sport and individual athletes	<ul style="list-style-type: none"> ▪ Communicate "Compete For" opportunities to Colchester businesses operating in the "key industries" via targeted communications ▪ Identification of athlete sponsorship opportunities in Colchester – Sporting Champions Scheme ▪ Communication of sponsorship opportunities and mechanisms to local businesses 	<p>Update Aug 09</p> <ul style="list-style-type: none"> - The new 2009 – 2011 Colchester Business Directory will be utilised to encourage local businesses to compete for new contracts and sub contracts <p>Update Dec 2010. Procurement contract availability is being notified to local businesses via an e-newsletter.</p>	<ul style="list-style-type: none"> ▪ Colchester Borough Council (Karen Turnbull)
15	Coordinate wider public health initiatives to capitalise on the national halo effect of the Games	Increased number of people leading healthy active lifestyles in Colchester.	Successful Bodycare programme delivered in Colchester schools over past 3 years. Healthy walks for families project included in	<ul style="list-style-type: none"> ▪ Bodycare programme reviewed and new pilot in November 09 ▪ Regular timetable of 6 Health Walks with further additional routes during summer ▪ Buggy Walks launched March 2010 ▪ Walking your Way to the Games Olympic themed series of walks launched July 2010 in partnership with Essex Legacy Team 	<ul style="list-style-type: none"> ▪ Agreed NHS NEE funding of £9000 pa for 2 years- extended to 2010/11 ▪ Agreed NHS NEE funding of £15000 pa for 2 years- extended to 2010/11 & 2011/12 	<ul style="list-style-type: none"> ▪ Colchester Borough Council ▪ NHS NEE
	Promoting healthy active lifestyles to improve overall community health					
15	Coordinate wider public health initiatives to capitalise on the national halo effect of the Games	Increased number of people leading healthy active lifestyles in Colchester.	Successful Bodycare programme delivered in Colchester schools over past 3 years. Healthy walks for families project included in	<ul style="list-style-type: none"> ▪ Bodycare programme reviewed and new pilot in November 09 ▪ Regular timetable of 6 Health Walks with further additional routes during summer ▪ Buggy Walks launched March 2010 ▪ Walking your Way to the Games Olympic themed series of walks launched July 2010 in partnership with Essex Legacy Team 	<ul style="list-style-type: none"> ▪ Agreed NHS NEE funding of £9000 pa for 2 years- extended to 2010/11 ▪ Agreed NHS NEE funding of £15000 pa for 2 years- extended to 2010/11 & 2011/12 	<ul style="list-style-type: none"> ▪ Colchester Borough Council ▪ NHS NEE

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
		<p>Government Free Swimming Programme from 2009-11</p> <p>CBC - PRG grant to enable access to sport & physical activity for those on low incomes – to assist with achieving (National Indicator) NI8 target in (Local Area Agreement) LAA2 – increasing adult participation in sport and physical activity</p> <p>Urban Games</p>	<ul style="list-style-type: none"> ▪ Bike your Way to the Games Olympic themed series of bike rides to be launch February 2011 Inspire Mark applied for ▪ Colchester Leisure World offering free swimming to under 16's and over 60's from 2009 ▪ Refurbishment of Fitness pool and changing area ▪ Job Centre Plus & NHS NEE offering Health checks to Job Seekers Allowance claimants at Job centre. ▪ CBC to provide vouchers for Leisure World to encourage take up of appointments • Urban Games event staged at Highwoods Sports Centre – August 2010 attend by almost 200 young people - 2012 Inspire 	<ul style="list-style-type: none"> ▪ Colchester Cycle Champion project ▪ Dept. Culture Media & Sport (DCMS) grant of £143,000 pa for 2 years from 2009 ▪ NHS NEE grant of £13,000 pa for 2 years from 2009 ▪ Sport England Capital grant of £388,000 towards total cost of £950,000 Free Swimming Programme withdrawn by Government from August 2010 ▪ £10,000 PRG from Colchester 2020 ▪ NHS NEE staff time ▪ Job Centre Plus staff time PRG Grants withdrawn August 2010 (53 people were able to take part in this scheme prior to funding withdrawal) • ECC Legacy funding • CBC officer time 	

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
		<p>% of adults in Colchester participating in 3 x 30mins physical activity and sport per week in Colchester according to Active People Survey (APS) :-</p> <p>APS 1: December 2006 = 22.9%</p> <p>APS 2: December 2008 = 23.3%</p> <p>APS 3: December 2009 = 28.9%</p> <p>APS 4: December 2010 = 19.9%</p>	<p>Mark achieved</p> <ul style="list-style-type: none"> • Annual event linked to Essex Wide Legacy project. Aim to repeat Urban Games in 2011-12 ▪ Link to Essex Strategic Board Sports Delivery Group 		
16	<p>Increased number of people leading healthy active lifestyles in Colchester.</p> <p>Increased awareness of Olympic games and use of games as</p>	<ul style="list-style-type: none"> ▪ Events or activities staged branded as “Open Weekend” ▪ Events can be sporting or cultural 	<ul style="list-style-type: none"> ▪ Open Weekend, is an annual UK-wide celebration counting down to the Olympic and Paralympic Games ▪ http://www.london2012.com/get-involved/open-weekend/index.php ▪ Link to Essex Legacy Team – possible funding available for projects ▪ Aim to replicate number of events staged during Open 	<ul style="list-style-type: none"> ▪ Costs of staging and staffing activities or events ▪ Opportunity to apply for funding via Essex 2012 Legacy Team ▪ Activities or events that may already be planned timed and branded as Open Weekend events ▪ Marketing and promotion via London 2012, Nations & Regions East and Essex 	<ul style="list-style-type: none"> ▪ All partners

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

Opportunity	Outcome	Key milestones / output measures	Delivery actions	Resource implications	Lead
	catalyst for population to increase physical activity & improve health		Weekend in 2010 for 2011	2012 Legacy websites	

Actions Completed/Achieved

Establish a Community Sports Network (CSN) for the area in accordance with the single system for sport promoted by Sport England	Increase opportunities for physical activity and encourage more active lifestyles in order to improve health and reduce obesity.	Increase level of participation Results from Active People Survey 2009 show In Colchester 28.9% of adults participate in at least 3 days a week x 30 minutes exercise. 9 th highest in England in Essex the number of people is 21.3% and nationally the figure is 21.6%	CSN established as "Active Colchester" and launched in April 2007 Active Colchester website went live September 2010	<ul style="list-style-type: none"> ▪ £2,500 seed money awarded by Sport England in 2006. . ▪ CSN set up and action plan delivered following allocation of £30k Community Investment Funding
Coordinate wider public health initiatives to capitalise on the national halo effect of the Games	Increased number of people leading healthy active lifestyles in Colchester.	Bodycare Programme Healthy walks for	<ul style="list-style-type: none"> ▪ Successful Bodycare programme delivered in Colchester schools 2008 - 10 ▪ Regular timetable of 6 	<ul style="list-style-type: none"> ▪ £9000 NHS NEE funding pa for 2 years- extended to 2010/11 ▪ Agreed NHS NEE funding of £15000 pa for 2

Priority action plan for Colchester legacy from the London 2012 Olympic and Paralympics Games

	<p>families project included in</p> <p style="text-align: center;">Urban Games</p>	<p>Health Walks with 4 further additional routes</p> <ul style="list-style-type: none"> ▪ Walking your walk to 2012 walks launched in Colchester July 2010 – 2012 Inspire Mark achieved ▪ Urban Games event staged at Highwoods Sports Centre – August 2010 attend by almost 200 young people - 2012 Inspire Mark achieved 	<p>years- 2008-10 , extended to 2011/12</p>
<p>Cycle Champion / Cycle Town/ Tour Series Event/ legacy</p>	<p>Raised profile for Colchester regionally, nationally.</p> <p>Improved infrastructure Legacy Increase participation cycling</p>	<ul style="list-style-type: none"> ▪ Tour Series event staged in 2009 ▪ Tour of Britain Leg finish staged 2010 ▪ Schools/Community activities staged around main event 	
<p>Adizone - multi use games area at Monkwick Open Space – Berechurch</p>	<p>Increase opportunities to participate in physical activity and sport</p>	<ul style="list-style-type: none"> ▪ Adizone installed – March 2010 ▪ Launch event – 23rd March 2010 ▪ Youth Sport Trust /SSP and CBC developing programme of activities Comprehensive programme of activities staged during Easter Holidays 	<ul style="list-style-type: none"> ▪ £75k funding from adidas / Dept. Children Schools & Families ▪ CBC, NHS NEE, SSP, Colchester 2020 contribute to £75,000 match funding required to submit application

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<p>Partners endeavour to stage activities and events to coincide with London 2012 "Open Weekend" 23rd -25th July in 2010</p>	<p>Increased number of people leading healthy active lifestyles in Colchester.</p> <p>Increased awareness of Olympic games and use of games as catalyst for population to increase physical activity & improve health</p>	<ul style="list-style-type: none"> ▪ Events or activities staged branded as "Open Weekend" ▪ Events can be sporting or cultural 	<ul style="list-style-type: none"> ▪ 20 Activities and events staged in Colchester area as part of official Open Weekend, in 2010 ▪ Included cultural and sporting activities 	
<p>Develop net work of Colchester ambassadors to raise the profile and support the positioning of Colchester in local, regional and national arenas</p>	<p>Promotion of existing athletes, coaches and volunteers from Colchester who are performing at a national or international level.</p>		<p>Colchester Sporting Champions Athlete sponsorship scheme launched Feb 2010 in conjunction with local business and SSP</p> <p>5 Athletes received grants of £500 in June 2010</p> <p>Martin Evans - Sailing Dominic King – Race Walking Louis Persent - Athletics Daniel King – Race Walking Ryan Crouch – Disability Swimming</p>	<p>Colchester Sport Champions fund -£5000 contributed by NHS NEE and Colchester 2020 Business invited to contribute £500</p> <p>2nd Round to be launched February 2011</p>
<p>Develop a wider national and international focus to services for Colchester's visitors in the lead-up and during the Olympics</p>	<p>Work in partnership to encourage an outward looking culture within Colchester's tourism businesses in order to improve the visitor experience, increase skills and confidence and ultimately contribute to the</p>		<p>East England Tourism (EET) campaign in 2008 on cultural heritage and food & drink</p> <p>EET campaign in 2009 on sport & recreation and countryside pursuits</p> <p>www.visitcolchester.com</p>	

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	<p>continuing transformation of Colchester from provincial market town to prestigious regional centre.</p>		<p>website has been revamped and relaunched in January 2011 with Google translation service with 52 Languages</p>	
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