

EAST RENFREWSHIRE COUNCIL

CABINET

1 May 2014

Report by Director of Education

2014 COMMONWEALTH GAMES LEGACY PLAN

PURPOSE OF REPORT

1. To seek Cabinet approval for the East Renfrewshire legacy plan for the 2014 Commonwealth Games.

RECOMMENDATIONS

2. The Cabinet is asked to consider and agree the actions contained within the legacy plan for the 2014 Commonwealth Games.

BACKGROUND

3. The 2014 Commonwealth Games will come to Glasgow 23 July to 3 August. This will be an event of exceptional importance and there is a determination from the Scottish Government that their impact should not be confined to the time immediately surrounding them.

4. Every Scottish local authority has been tasked with producing a legacy plan, setting out the measures it will take to ensure that the 2014 Games will have a lasting impact on citizens and communities. There have been four themes set out for the Games Legacy:

- **An Active Scotland** – helping Scots be more physically active.
- **A Connected Scotland** – strengthening learning and culture at home and internationally.
- **A Sustainable Scotland** – demonstrating our environmental responsibility and helping communities live more sustainably.
- **A Flourishing Scotland** – contributing to the growth of the Scottish Economy.

5. As part of the build-up to the Games, the Queen's Baton Relay has been visiting the countries of the Commonwealth over the last few months. It ends its journey in Scotland and comes to East Renfrewshire on 16 July, very shortly before the Games themselves.

REPORT

6. Recognising the wide spread of the legacy themes, the legacy plan has been developed by a working group drawn from several Council departments and services. Much of the focus is inevitably on the active theme, given the sporting content of the Games. The Games present a unique opportunity to motivate residents, of all ages and from all sections of our communities, to take part in sport and physical activity. They also create the opportunity to derive maximum benefit from recent and planned investment in our sporting infrastructure, both indoor and outdoor.

7. The potential benefits from the 2014 Games extend beyond sports. They present the opportunity to learn about and celebrate the diverse cultures within the Commonwealth; they give the chance to highlight and sustain improvements in our environment; they have also given opportunities for local business to bid for contracts resulting from the Games, to network and to raise their profile.

8. All of these themes are reflected in the legacy plan.

FINANCE AND EFFICIENCY

10. All of the tasks contained within the legacy plan will be delivered from within existing budgets or from secured external funding.

PARTNERSHIP WORKING

12. This report has been prepared following good partnership working between officers from within Education, Environment and Corporate & Community Services.

IMPLICATIONS OF THE PROPOSAL

13. There are no staffing, sustainability, IT, equality or other implications associated with this report.

RECOMMENDATIONS

14. The Cabinet is asked to consider and agree the actions contained within the legacy plan for the 2014 Commonwealth Games.

Director of Education
April 2014

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KEY WORDS

2014 Commonwealth Games, legacy, active, connected, sustainable, flourishing.

EAST RENFREWSHIRE COUNCIL

2014 Commonwealth Games Legacy Plan

Introduction

1. The 2014 Commonwealth Games will take place in Glasgow from 23 July to 3 August. For eleven days Scotland will be a focus of global interest as many of the world's top athletes compete here. Tens of thousands of visitors will come to Glasgow and the surrounding areas: many of these will stay longer, travelling throughout Scotland. It is hoped that many will want to return and that many television viewers will be inspired to visit Scotland.
2. Yet the success of the Games is not just about the eleven days of competition. It is also about the legacy the Games leave behind for the people of Scotland: their health and well being; their knowledge and culture; their prosperity and their environment
3. It has been made clear that the legacy goals are for the whole of Scotland, not only the host city. The Scottish Government talks about:

...our ambitions for a lasting and positive legacy. They are about making faster progress towards a healthier nation; developing healthy communities; and a strong and flourishing economy

4. There are 4 legacy themes:
 - **An Active Scotland** – helping Scots be more physically active
 - **A Connected Scotland** – strengthening learning and culture at home and internationally
 - **A Sustainable Scotland** – demonstrating our environmental responsibility and helping communities live more sustainably
 - **A Flourishing Scotland** – contributing to the growth of the Scottish Economy
5. This plan sets out the key activities and impacts for East Renfrewshire Council and its partners in contributing to these key themes. In making these contributions, we will also further the deliver of our own strategic outcomes.
6. Delivering a strong Games Legacy has the potential to make a major contribution to East Renfrewshire's outcomes and, through that, to our communities. It is essential that the Games impact in East Renfrewshire is not transient: it has to be sustainable and a foundation for further development.
7. Much of that impact will inevitably be in sport and physical activity. It can however be much wider than that, immensely valuable as that impact will be. The legacy impact can extend to tourism benefits, to business opportunities, to improved understanding within our communities, to increased creativity, to enhanced access to our natural environment and more.
8. The next section looks in more depth at the key areas for an East Renfrewshire Games Legacy. If we want this legacy to be enduring, it is vital to secure a legacy that we consider not just what we want to do but what we want to achieve. The focus needs to be on impact.

An Active East Renfrewshire

9. The 2014 Commonwealth Games create the opportunity to introduce more people to sports and physical activity; to encourage those already involved to increase their participation or improve their performance and to communicate the physical, social and personal benefits of engaging with sports.
10. They will contribute to the Council's and its partners' outcomes of:
 - All children in East Renfrewshire experience a stable and secure start to their lives and are supported to succeed
 - East Renfrewshire residents are fit and active and have the skills for life, learning and work
 - East Renfrewshire residents are safe and supported in their communities and homes
11. The active legacy will not be confined young people currently engaged in sports. East Renfrewshire is very fortunate in the range and quality of its young athletes; a key part of activity linked to the Games will be supporting them to improve their performance. However, the legacy also needs to reach out to: young children and their carers; older people; our residents who have disabilities or additional support needs; residents who may face financial or other barriers to participation.
12. The legacy will also not apply only participants. It will also take in providing support and development opportunities to volunteers, coaches and administrators, as well to the Council's own staff.
13. The East Renfrewshire sports strategy is in its final year and will be renewed towards in early 2014 The new strategy will reflect the potential arising from the 2014 Commonwealth Games and will contain the main outcomes and actions set out here.

Active - outcomes

14. The main outcomes for East Renfrewshire from the Active theme will be:
 - Sports participation in East Renfrewshire increases, with more people achieving the recommended levels of physical activity
 - Older people's participation in sport and physical activity increases
 - Early years' participation in physical activities increases
 - Young people's participation in sports increases, with strengthened pathways between school and community engagement in sport and physical activity
 - East Renfrewshire's sports club infrastructure is further strengthened
 - Opportunities for volunteering in sports are increased, with coaches, leaders and officials being supported in their development

- Pathways are established and consolidated which allow athletes to realise their potential
- The sports estate within East Renfrewshire is improved to the benefit of schools and communities

Active - tasks

15. The list of tasks below indicates the extent of what can be achieved in sport and physical activity through the legacy of the 2014 Commonwealth Games. It also illustrates the range of work that is currently undertaken by the Council and its many partners including local sports clubs. The scale of the legacy in East Renfrewshire would not be possible without the strong foundation that already exists.
16. The tasks that follow are arranged broadly by the outcomes, although many of the tasks contribute to more than one outcome.
 - Older people's activities, linking physical exercise with social and other activities, are built into the programme of the Barrhead Hub. An older people's activity programme is developed in other leisure centres. Both of these are based on consultation and engagement
 - Opportunities for informal recreation are extended
 - Develop early years activity programming in our leisure and cultural venues. This will include the multi-functional Barrhead Foundry. We will link our venues closely to early years establishments.
 - Sustain the Active Schools programme beyond 2015
 - Embed an entitlement of 2 hours of high quality physical education per pupil, per week beyond 2014 through the development of new curricular PE resources and teaching training programme
 - Deliver inter primary school sports festivals on a cluster basis each year
 - Deliver 2 x ASN Talent ID events per year
 - Develop a primary schools Future Sports Stars (Gifted and Talented) Academy programme
 - All schools co-ordinate sports leadership programmes
 - Develop and commission 4 Community Sport Hubs by 2016
 - Support a minimum of 2 clubs through the **sportscotland** Direct Club Investment programme by 2014
 - Deliver a minimum of 500 coach education opportunities each year by 2015
 - Bring into use and maximise the benefits from: a new 3G synthetic sports pitches in Eastwood Park, St Ninian's High synthetic sports pitch and St Luke's High School
 - Capitalise on the benefits for school, community and clubs from the new sports centre with outdoor synthetic sports pitches and a synthetic athletics track at Eastwood High School
 - Upgrade the wet and dry sports facilities in Barrhead by 2015, as part of the development of the Barrhead Foundry
 - Develop plans for the future of Neilston Leisure Centre
 - Agree a development plan for Eastwood Park Leisure by 2015

17. As set out earlier, “sport” in this context covers more than team games or individual track and field. A very valuable source of physical activity is walking or cycling to and from school or work, in addition to informal recreation in parks and outdoor spaces. The Commonwealth Games provides the opportunity to motivate our residents to take part in these activities, in addition to traditional sports

18. Key tasks include:

- Increase the number of primary schools gaining the Cycle Friendly school award by 2014
- Improve the infrastructure for active travel through externally funded improvements to walking and cycling networks
- Develop a Sustrans Volunteer Group in the East Renfrewshire area to champion active travel projects
- Provide information on walking and cycling routes in East Renfrewshire through improved signage and promotional material
- Provide Bikeability cycle training to all primary schools in East Renfrewshire and increase the number of schools undertaking training on-road
- Provide support to local initiatives who promote cycling in their local communities e.g. Neilston Bike Hub, Barrhead Melo Velo Club, Clarkston BID

A Connected East Renfrewshire.

19. There are 2 main inter-connected strands to the Connected theme – learning and culture.

“The Games offer huge potential to inspire, to create and to learn”

20. The Connected theme links to these outcomes:

- All children in East Renfrewshire experience a stable and secure start to their lives and are supported to succeed
- East Renfrewshire residents are fit and active and have the skills for life, learning and work
- East Renfrewshire is a thriving, attractive and sustainable place for residents and businesses to grow.

21. East Renfrewshire has a diverse community, drawn from many of the Commonwealth nations and beyond. The Games provide us with the opportunity to celebrate that diversity; to increase understanding of our diverse cultures among both our communities and our young people; and creating a foundation for extending that celebration and understanding in the future.

22. For our children and young people in schools, and in pre-5 establishments, the Games give the stimulus to look at other countries and cultures, explore differences and common ground, promote diversity and respect as well as looking at the impacts of intolerance and prejudice.

23. The Games also give opportunities for young people to engage directly with different cultures, participating in music and dance, writing and the visual arts.

24. The Games impact in education extends beyond culture. They give the starting point for exploring topics such as climate change and global warming, trade, aid and developing economies, or immigration

25. The Support a Second Team initiative can provide some focus for these activities. East Renfrewshire could not have 2 more different teams, in India and Tuvalu, but both give excellent scope for learning.

26. For community arts the contribution to the legacy will be a celebration of the diverse cultures in East Renfrewshire while encouraging participation in active and healthy lifestyle choices.

27. The Games give the chance for our minority communities to celebrate and showcase their cultures. They form the basis for cross-cultural collaboration and perhaps creating new works or new groups. They can also be the catalyst for individual activity and sharing experiences through writing, film-making, music, dance or other media.

28. There may also be other opportunities for engaging communities and bring them together through public art projects.

Connected - outcomes

29. The key outcomes for the connected legacy strand will be:

- Increased awareness of diverse cultures among our resident and school communities
- Strengthened and sustained links with the nations of our two second teams, including school links
- Increased arts participation in our communities
- Increased arts participation by pre-5s

Connected - tasks

30. In a similar way to the Active Strand, the Connected tasks reflect the work that is already being done in schools, in services and by communities to promote learning, creativity and a respect for diversity. Building the legacy is about taking the wealth of material that is already there and developing or extending it.

31. All of our schools are already signed up to 'Game On', the education programme for the Commonwealth Games, and will use its resources as part of their response to the Games and their legacy.

32. Main tasks are:

- Subject groups and school clusters use the Commonwealth Games as a springboard for learning and teaching across a variety of curricular areas
- Commonwealth Day will be developed as a focus for celebrating each year the work of the Commonwealth. This will involve schools, community groups and residents in a wide spectrum of activities.
- Put in place a major "showcase" young people's music performance, linking to Commonwealth themes, late in 2014, supported by the Education department
- Linking the Early Years' Festival, closely to the Connected theme and cultural diversity, in 2014 and beyond
- Develop a programme of visual arts activity and exhibitions linked to the Connected theme, including work from schools
- Work with a dance company, and with colleagues in sports, to develop a programme of dance and movement
- Renew our arts strategy
- Develop library resources on Commonwealth countries and cultures
- Develop a programme of multi-cultural events in libraries

A Sustainable East Renfrewshire

33. The 2014 Commonwealth Games give us the ability to develop and promote our network of parks, open and green spaces and outdoor sports facilities for all communities.
34. In doing they will support this outcome:
 - East Renfrewshire is a thriving, attractive and sustainable place for residents and business to grow
35. The Games can not only inspire participation in team and individual sports, critical though that is; they can, and should, inspire participation at grassroots level and in informal and recreation activities. We can increase the use of these by our communities for a very wide range of activities, both by organisations and by individuals.
36. If one lasting legacy of the Games is a healthier more active East Renfrewshire, then our outdoor spaces are critical in delivering that legacy. They may have particular relevance to children and young families, and to older people but the benefits are there for everyone to enjoy.
37. Our formal parks are more and more being used to support our growing events programme, encouraging visits by our own residents and, increasingly by day visitors to East Renfrewshire. This illustrates that the four legacy themes are not absolutely distinct: they inter-weave and feed into each other. Our parks and the events they contain are a major attraction to East Renfrewshire, contributing to the local economy through visitor spend and promotion of the area.
38. Similarly, Parks contribute to an increasing awareness of their environment by our residents and provide a setting and content for outdoor learning for our young people.

Sustainable - outcomes

39. The main outcomes for East Renfrewshire from the Sustainable theme will be:
 - Our outdoor infrastructure of parks, sports pitches, green and open spaces is improved, to the benefit of communities, residents and visitors
 - Parks and open spaces contribute to an increase in participation in sports and informal activity
 - Visits to our formal parks increase
 - Environmental awareness among both our young people and adults increases

Sustainable – tasks

40. Main tasks are:

- Continue an investment programme in pitches, parks and green spaces to enable increased formal and informal participation
- Work with minority communities to increase their use of our facilities and promote a healthy lifestyle
- Develop the sporting infrastructure of parks to accommodate increased participation in sport and leisure activities
- Continue the development of Rouken Glen Park through the Heritage Lottery Fund supported project
- Complete and implement the master plan for Cowan Park in Barrhead, linked to the development of the new Barrhead High School
- Develop activity programmes in our parks to increase their use
- Work to increase the number of volunteers engaged with our parks and green spaces, and extend the role of Friends groups
- Work across the Council and with partner organisations to source additional funding to continue to improve and develop facilities and offer more diversity to minority sports and activities.

A Flourishing East Renfrewshire

41. East Renfrewshire already has an enviable reputation as place to live, work, study, and, increasingly to visit. This is encapsulated in our Place to Grow campaign, which communicates the value of East Renfrewshire as a place where individuals, business and communities can flourish.
42. East Renfrewshire has consistently been the best performing Education authority in Scotland. A very high proportion of our young people leave school for positive destinations.
43. Within Scotland, East Renfrewshire is a relatively prosperous area, with 8% of the population income deprived against a national average of 13%. Despite that positive picture, there are areas of significant deprivation with East Renfrewshire: primarily, but not exclusively, in Barrhead and Neilston. Much work is being done to stimulate and regenerate these areas, both economically and socially.
44. The 2014 Commonwealth Games provide an additional and very valuable opportunity for further, sustained development among our workforce and our businesses. Our residents will have access to work, training or volunteering opportunities as a result of the Commonwealth Games, highlighted through the *East Renfrewshire – A Place to Work* campaign. Our businesses will tender for new contracts, employ new staff and have opportunities to promote their goods and services to a national audience through events, networking and sponsorship.
45. The impact on our workforce and our business is one aspect of the Flourishing legacy theme. The other, related impact is on our potential for tourism and day visits.
46. The 2012 STEAM report showed that East Renfrewshire was in the top 5% of Scottish authorities for increase in day visits: These statistics reflect the growth, and the success, of our events programme.
47. There is a huge opportunity to capitalise on The Commonwealth Games and their proximity with direct benefits to hotel, catering and other providers as well as to present East Renfrewshire to a potentially world-wide audience

Flourishing - outcomes

48. The main outcomes for East Renfrewshire from the Flourishing theme will be:
 - Increase in business opportunities for East Renfrewshire companies
 - Increase in employment opportunities for our residents
 - Increase also in volunteering opportunities for our residents
 - Increased awareness of East Renfrewshire as a “Place to Grow”, regionally, nationally and internationally
 - An increase in community pride through participation in events and community activities
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Flourishing - tasks

49. Main tasks under this theme are:

- The *A Place to Work* employability partnership will promote national employability programmes such as the Legacy 14 Young Person's Fund to ER clients.
- Through the East Renfrewshire *A Place to Grow (PTG)* campaign we will promote Commonwealth business opportunities to our businesses. The Economic Development team will work with the East Renfrewshire Chamber of Commerce to organise an evening event highlighting Commonwealth opportunities to East Renfrewshire businesses.
- We will use the PTG website and business engagement visits to highlight news, events and procurement information. We will encourage all of our businesses to sign up to the Commonwealth Games Procurement Portal.
- We will work with our local businesses once the Baton Relay route has been agreed to make sure that they make the most of this opportunity for promotion and that it does not hinder their everyday business operation.
- We will finalise our *A Place to Explore* marketing materials in time for the Games and seek avenues to promote East Renfrewshire during Games time.
- We will work with our East Renfrewshire hotels to ensure that they benefit from their 20mins from Glasgow travel time.

Queen's Baton Relay

50. The Queen's Baton is broadly equivalent to the Olympic Torch as a symbol of the Games. In 2014 it will travel first around the rest of the Commonwealth and then around Scotland, stimulating awareness of the Games communicating a sense of their value and providing everyone with a chance to be part of the countdown to the Games
51. The Baton will come to East Renfrewshire on 16 July 2014. It will travel round our communities, giving a platform for celebration both of the Games and of our local sportspeople, artists and other talents. The baton will be carried by around 100 local residents, providing recognition of the many and varied contributions they have made to the life of East Renfrewshire.
52. The Baton's visit to East Renfrewshire gives the chance also to showcase the activities and opportunities available in East Renfrewshire and to kickstart the Games legacy.