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| Report Title | Olympics - measuring the impact |
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1. Background

1.1. The London 2012 Olympic and Paralympic Games represent a major opportunity for Southwark's communities and young people. The Council's challenge is to exploit this potential for all our communities but also to ensure that we minimise any disruptive effect, to ensure front line services are maintained and that there is a continuity of everyday business.

1.2. In February 2010 the Council's Olympic and Paralympic vision (Appendix 1) that identifies a number of areas of opportunity was adopted. The vision reflected the project structure and included statement under the following headings:

- Engaging young people - Opportunity to grow
- Healthy Southwark – Get active and improve our health
- The Paralympics – Inspiring Southwark
- Volunteering and employment – Supporting residents and business
- Southwark Experience – Presenting our best
- Public services – Business as usual
- Our legacy

1.3. This report outlines the process of measuring the impact and summarises some of the legacies of the southwark 2012 programme.

2. Measuring the impact

2.1. Council officers and partners are in the process of creating a report aims to be a clear, proportionate and resonant representation of the achievements of the Southwark 2012 programme based on the Council's vision and individual workstream programmes. It will review both successes and the challenges and lessons learnt, illustrated with interesting case studies and significant moments. Finally the report will be present the significance of our partnership approach highlighting the collaboration of officers, partners and volunteers.

2.2. The report will be presented to the ODB on 27 September 2012

2.3. The report will primarily be online with the option for printed versions to be downloaded.

2.4. The report will contain the following chapters:

- Introduction - Tony Doyle and/or Cllr John and/or Eleanor Kelly and/or Cllr Ward
- Executive summary – highlights
- Background – ODB, workstream structure and vision
- Vision - workstream vision objectives and how they were met and other workstream achievements and highlights. This should include as much meaningful quantitative data was possible to support qualitative narrative.

Engaging young people Operations
Southwark experience Volunteering and employment
Health and wellbeing Communications

- Legacy - Outlining identified legacy projects, the mainstreaming of tangible legacies and their management.

Capital legacy and the capital legacy board
Engaging young people Operations
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- Partnerships and resources - An outline of the significance of the resources and partnerships brought together to realise this project. This can include both financial and human resources but should include volunteering, goodwill and supporters.

3. Southwark 2012 legacy summary

3.1. Volunteering

- Volunteer Strategy (launched at symposium in Nov 2011, due for a refresh to take us beyond the Olympics with new actions in October at a consultation event)
- Barriers to Disabled Volunteers: focused workshop (council led)
- Planting seeds: showing people what you can do as a volunteer, breaking down stereotypes about who volunteers and what you can do, planting seeds to inspire and create the volunteers of tomorrow

- Creation of a pool of events stewards

3.2. Southwark Experience

- Mapping of dance organisations has been undertaken. These have been uploaded to GIS mapping to enable residents to find their local dance class
- To celebrate the 2012 Olympics in London through Use of photographs from the exhibition “What’s Luck got to Do with it?”, an exhibition of portraits of athletes and sportspeople looking at the ways they use luck and superstition to enhance their performance, beyond the Olympic period for the enjoyment of the community. Particularly working with the sports service.
- Volunteering Passport, builds in economies of scale and reducing the bureaucratic burden of volunteering for the arts organisations. The Passport will include Volunteer Centre Southwark to support arts organisations to establish role and advertise posts

We are working with Southwark Arts Forum to provide:

- Initial sifting at recruitment stage
- CRB Checks
- Insurance
- Basic training

£32,150 secured from NIACE

This could eventually lead to the development of a Volunteer Club to provide networking, support, training, development of new volunteering roles in the arts

- £3.2 million river walkway improvements to increase physical accessibility
- £250k upgrading of signage in the Borough & Bankside area with Legible London.
- Decreased bureaucracy for street party organisers including:
 - Updating advice and support
 - Review of service infrastructure
 - Strengthening partnership work
 - Promote advice and support tools

3.3. Engaging Young People

- Creation of a fit for purpose/future-proof digital platform through which the council can communicate with children and young people
- Children learn about the worlds cultures and Olympic and Paralympic values through the Readathon and Get Set London education programme.

- A poem for Southwark written by young people to be printed and regarded as a positive contribution to culture in Southwark
- People Inspired to take up Sport and Physical Activity, accessing the opportunities and programmes provided by the Southwark Community Sport Team via the 10 community sports events that have taken place around Southwark.
- Building greater inclusion in Team Southwark at London Youth Games with 2012 being our best year to date.
- Young People and people with disability become the next tranche of sports coaches working within their communities to coach and inspire young people to take up sport and understand the values that the Olympic and Paralympic Games represent through the 'Teaching values through leadership' programme
- Increased numbers of girls participants, increased awareness of girls sports via delivery as part of mainstream offer and increased numbers of qualifications issued via the 'Us Girls' sports festivals and empowerment days.
- Increased the capacity and outreach of local community sport clubs and voluntary sector organisations by increasing the number of qualified sports coaches within Southwark via Sportivate. This gives participants aged between 14 and 25 the chance to receive six to eight weeks of coaching in a sport of their choice through a network of local sports clubs and community projects.
- The introduction of FANS (Free Access to National Sports) programme in to our leisure facilities. FANS supports the capital's up and coming young athletes in their development and progression in their chosen sport (applicable activities are recognised by Sport England).
- Southwark youth volunteering programme, that placed over 120 new young volunteers across Southwark, is now leaving a lasting legacy of volunteering and other work related learning opportunities for young people in Southwark by creating sustainable partnerships with volunteering organisations, to ensure future opportunities.

3.4. Health and wellbeing

- Increase usage and uptake on Proactive London's 'Get Active London' searchable directory of activities.
- Ongoing promotion of parks and open air gyms to encourage more usage
- Improved awareness of cycling opportunities and support in Southwark to disadvantaged communities, general public and staff. This has happened via:
- The launch of the Bengali Cycle Club on Rockingham Estate and the rollout of estate based Cycle Maintenance & Dr Bike roadshows following Ledbury pilot

- Dr Bike and cycle marking at Peckham Square, Lower Road, Brandon Street
- The launch of Exercise Referral Patients in which patients receive activity information/ motivational text prompts inc
- Increased active travel (walking and cycling) by residents living in housing estates and GP patients via Dr Bike and Dr Walk in 10 estates and 10 surgeries.
- Promotion of Olympic gardening projects in estates to get sedentary more active
- Funding of more permanent cycle parking in the Bankside area in partnership with Better Bankside
- The creation of Elephant and Castle Legible London map
- Increased promotion of online cycle route audit, cycle parking maps and walking maps.

4. Olympic capital legacy

4.1. Increasing participation in sport and physical activity: how this will be achieved by the ten successful capital legacy funded projects

4.2. Bethwin Road Playground's bid for a multi use games area in Bethwin Road for £95K

Bethwin Road Playground's bid for a multi use games area in Bethwin Road is a community driven project proposed by a voluntary organisation that updates an existing facility that is recognised as tired and of poor quality. This project aims to complete upgrade works by June 2012.

Objectives:

- To increase the range of sports and physical activities available to children
- To increase the number of children engaging in physical activity from 60 to 150 per week (increase by 150%).
- 7 sports sessions per week

4.3. Southwark Tennis Club's bid for support for a BMX Track for Burgess Park for £150K

This project will create an open access BMX track on Burgess park. Much like open access skate parks seen other areas of London, measuring the number of individual visits that are made is difficult. However, measurable objectives lie in the number of young people engaged in training sessions, and the capacity of the track and facilities to host riders.

Objectives:

- 1500 local School Children being coached per annum

- 16000 club attendances per annum
- 1700 attendances a open days per annum

4.4. The Camberwell Baths Campaign's bid for a further phase of refurbishment to the Camberwell Leisure Centre Sports Hall for £490K

The sports hall itself at Camberwell Leisure Centre has been closed for the last two years while the wider refurbishment of the centre has been on going. Prior to this, use of the hall was sporadic, with sometimes only a single booking per day. This is thought to be due to the way the sports hall made inefficient use of the space available.

The capital legacy funding will transform the hall to allow for better use of the space available, increasing the area available for sport at any one time and widening the range of sports able to be played.

Objectives:

- 600 attendances per week in the sports hall area equating to 30,000 additional attendances per annum.
- Evidence of increased participation among young people
- 43000 school kids continuing to use the centre under Schools Program.
- A range of national benchmarking service scores for Camberwell

4.5. Herne Hill Velodrome Trust's bid for a contribution towards refurbishment of the infield facilities at Herne Hill Velodrome £400K

At present, there are no in-field facilities at the Herne Hill Velodrome, therefore base line figures are not available. The development of the infield facilities, which includes family and junior tracks, aims to develop grass roots cycling. This aim is to attract families to introduce their children to track cycling at a younger age and provide a facility for people of all abilities, ages, or disabilities to try track cycling.

Objectives:

- Over 5000 individual visits per year to the infield facilities funded by the capital legacy fund.
- Between 600 and 1200 visits from people with disabilities using the infield facilities per annum
- Between 2200 and 3200 individual visits from children per year
- Between 1200 and 1800 family visits per year
- Over 600 individual visits from members for community groups per year
- Over 750 children participating in organised children's sessions.

4.6. Athenlay Football Club's bid for a Sports Ground Development in Homestall Road for £175k

The project is the upgrade and modernisation of Homestall Road Sports Ground. This exciting project will create a community and school sports facility, and an Olympic legacy for Southwark. Opportunities for participation in sport and physical activity at Homestall road Sports Ground are currently limited due to the poor

condition of the facilities. Approximately a third of the site is derelict, and the grass pitches suffer from poor drainage and their overall condition severely limits the extent of use. Capital legacy funding will create a new synthetic pitch and improve the natural pitches to provide a first class facility for the community, vastly improving access to sport in area by dramatically increasing the number of hours the pitches are available for use.

Objectives:

- 25,000 attendances per annum
- Increased hours of usage from 5hours a week to 84 hours per week. (1680% increase)
- Volunteers becoming qualified coaches: 15 over 3 years.

4.7. Peckham Town Football Club's bid for an Outdoor disability multi-sports court for £85K

Peckham Town FC already has over 20 football teams spanning a wide range of age groups. The club is very successful at nurturing local talent and this facility will allow the club to expand its operations to develop football among people with disabilities. This project will create a new facility that is specifically aimed at developing football teams and providing coaching sessions for people with disabilities and special needs who may otherwise find their opportunities to participate in the sport of football limited.

Objectives:

- To establish Peckham Town FC's first disabled football team
- 300 regular users per week for 40 weeks per year
- Approximately 12000 individual attendances annually

4.8. Fusion's bid for a disability Pool Hoist for the Peckham Pulse Healthy Living Centre for £5.6K

In the 2010/11 financial year, there were approximately 59,700 individual visits to the swimming pool by people with disabilities. However significant numbers of disabled-users have expressed a desire to attend general swimming sessions. Currently the single pool hoist at Peckham Pulse is heavily used in the hydrotherapy pool. An additional pool hoist will focus on servicing the main swimming pool permitting disabled-users access to the main pool even when the hydrotherapy pool is full.

Objectives:

- Increased numbers of people with disabilities accessing the main pool during general swimming sessions (1000 per annum minimum)

4.9. The parks and open spaces' service bid for upgrading the Peckham Rye pitches & changing rooms for £200K

The project aims to increase the number of sports pitches in Peckham Rye Park by resurfacing 2 currently decommissioned pitches to provide further availability of

sporting pitches in this area of high sporting demand. The project also aims to relocate the existing changing rooms located to the rear of the cafe closer to the pitches themselves.

Objectives:

- To increase the number of football sessions booked per annum by 100% from 105 matches to over 200 matches per annum.
- To improve access to the pitches by increasing the number of sporting clubs using them from 3 to 7.

4.10. The sports services' bid for a contribution towards the redevelopment of the Southwark Park Sports complex for £370K

Southwark Council is seeking to upgrade and modernise Southwark Park Sports Complex Rotherhithe, with the aim of delivering a quality multi-sports facility that will cater for the needs of the local community and schools, be a development centre for disability sport, and leave a lasting sporting legacy post London 2012.

Objectives:

- 120,000 visits expected if full refurbishment achieved.
- Schools programme can be widened.
- Development of centre of excellence for wheel chair users
- 10 community and youth groups using the facility
- 19,000 school pupils attending per annum

4.11. Trinity in Camberwell's bid for an outdoor sports area in Camberwell for £30K

Trinity College Centre, Camberwell, is a community centre used by many groups from the local area covering a wide range of ages, abilities and interests. The current premises were built in 1981. At the rear of the building is an enclosed play area with some fixed equipment for young children. The area has become worn and outdated. The project seeks to replace this with a multi-purpose Astroturf sports area. This will provide facilities for a wide range of sports and exercise activities, available for the whole age-range of our users: pre-school, school age, teenagers and adults and the boyhood to manhood foundation.

Objectives:

- Increase the number of individual attendances using the pitch from 30,000 to 35,000 per annum (This target is to be confirmed by Trinity in Camberwell)
- To provide easy access to physical activity and sport for the BME users, 60+ users and children with disabilities or special needs who visit the centre.
- To improve the inclusivity of the playing surface so that children with disabilities can make better use of the space.