

Inspiring Brent

**Brent Council's Action Plan for the London
2012 Games**

In the summer of 2012 London will host the Olympic and Paralympic Games, welcoming the world to the biggest sporting event and cultural spectacular.

As the Leader of Brent Council and Brent's Lead Member for the Olympic and Paralympic Games we are delighted to introduce 'Inspiring Brent', Brent's action plan for the London 2012 Games.

'Inspiring Brent' has been developed by Brent Council's Steering Group for the 2012 Games and is our programme for the London 2012 Games.

The council actively worked to welcome the Olympic and Paralympic Games back to London, particularly as the borough previously hosted the Games in 1948.

During 2008 the council delivered a fantastic range of cultural and sporting events which coincided with the 60th anniversary of the 1948 Games in Wembley.

Over the next couple of years we will use the power of the London 2012 Games to inspire and engage residents and businesses through exciting events that motivate stimulate and affect change - all of which will be delivered working with our partners and stakeholders in Brent.

Brent Council is committed to securing the maximum benefits from the London 2012 Games to create a lasting legacy for our young people, residents and local businesses.

Brent has a history of hosting world class sporting and entertainment events at Wembley Stadium and Wembley Arena and we are committed to putting Brent on the world stage as an entertainment destination of choice.

We hope that Brent's residents, their families and our local businesses will take advantage of and benefit from the many sporting and cultural activities being organised and get involved - not just as spectators but as participants.

Councillor Paul Lorber
Leader Brent Council

Councillor Alan Mendoza
Lead Member for London 2012

Our journey to London 2012 has seen us organise and deliver a variety of 2012 inspired activities. Our key achievements to date include:

- **Welcoming back the Olympic Flame** with the Beijing Torch Relay which started at Wembley Stadium and Arena Square on the 6th April 2008 by Sir Steven Redgrave and Brent student, Cheyenne Green
- **Three Countdown to 2012** days delivered by Regeneration, Sports Service and Libraries, Arts and Heritage in partnership with the Youth Parliament. The days were attended by young people from Brent who had the opportunity to participate in sports and cultural activities and help us deliver our 2012 actions
- **Culture 8**; a West London wide dance, music and entertainment extravaganza was held at Wembley Arena in September 2008 to commemorate the 1908 and 1948 Games and officially welcome the London 2012 Olympic and Paralympic Games and the UK's Cultural Olympiad. This event was awarded the coveted 'Inspire Mark' by the London Organising Committee of the Olympic Games
- **Respect festival 2008** was themed around the London 2012 Games and offered a range of activities including sports taster sessions, a wheelchair dance showcase, the London 2012 roadshow with Olympians present to motivate and inspire young people
- September 2008 launched the first **Fun Run and Walk event at Fryent Park**. The event is aimed at families and designed so they can to participate together in physical activity
- The health walks programme organised a '**Walk to Beijing**' initiative between April to September 2008. Using pedometers participants were encouraged to walk their way to Beijing in only **11,875,586 steps!**
- **Brent Museum** launched the '**Peoples Record**', an exhibition of Brent resident's memories and memorabilia of the 1948 Games developed, to mark the 60th anniversary of the 1948 Olympics
- Brent hosted the graduation ceremony for the '**Personal Best**' pre Games volunteering programme for participants from across London which took place at Wembley National Stadium and was attended by Lord Sebastian Coe and Jonathon Edwards
- **Willesden Sports Centre and Capital City Academy** are featured in the official **pre Games training camp guide** prepared by the London Organising Committee for the Olympic Games (LOCOG)

As we move towards the Olympic and Paralympics Games, we are planning a range of 2012 inspired activities, including:

- An annual Inspiring Brent Fun Run and Walk
- Brent Inspires Awards
- Volunteering opportunities across the borough
- 2012 inspired festivals
- Cultural Olympiad celebrations
- Young ambassador programme
- Countdown to 2012 events
- Torch relay celebrations

We are committed to securing a legacy from the London 2012 Games and have established the following five themes as priority areas:

- Young Learners
- Business, Employment and Skills
- Culture and Events
- Sport and Health
- City Operations and Environmental Sustainability

We have set up a number of theme groups within the council with input from our partners to deliver the priorities which are set out on the following pages.

Brent's Children and Families Department's Strategy and Partnership team is ensuring that the London Organising Committee for the Olympic and Paralympic Games (LOCOG) key priority (for children and young people to benefit from the Games) is fully realised in Brent

Working with Children's Centres, schools, the youth service, children's social care services and community organisations, we have developed an exciting programme of activities including the **Brent Inspires Award** allowing young people to engage in sports, culture and creative experiences.

The young learners programme of activities have been designed to use the power of the London 2012 Games to inspire a new generation of young people, through encouraging sports participation and healthy lifestyles and promoting the wider opportunities for education and learning, volunteering and cultural participation.

Key areas of work for the young learners group include:

- using the Brent Inspires Award to promote awareness of the Olympic and Paralympic values through sporting competitions, cultural events and informal creative learning to all young people
- supporting and promoting the LOCOG 'Get Set' education programme to education establishments across the borough
- working with Brent Youth Parliament to promote the voice of young people
- promoting citizenship in a diverse community by ensuring the Olympic and Paralympic Games ethos and values are reflected in the schools' curriculum
- opportunities to participate in 2012 learning activities through cross-borough leagues and school sports partnerships
- inviting local and national sports and arts personalities to Brent schools (from various sporting and ethnic backgrounds) as role models to inspire young people of Brent
- supporting vulnerable groups to achieve through Olympic and Paralympic inspired learning and activities.

Young Learners Case Study

Launched in September 2009, the Brent Inspires Award is a virtual competition aimed at 0-19 year olds in schools, college, youth groups or clubs across the borough allowing them to engage in sports, culture and creative experiences.

Designed by the Young Learners Theme Group, the Brent Inspires Awards recognises the achievements of young people who participate in activities which incorporate the three Olympic values of respect, excellence, friendship and the four Paralympic values of courage, determination, inspiration and equality.

Schools, college, youth groups or clubs who enter the competition record their activities on the medals table where they are eligible for either a bronze, silver or gold award and at the end of the academic year they will be rewarded for their achievement at an awards ceremony.

'Get Set' is the official London 2012 education programme which provides resources for schools and an automatic bronze point for the Brent Inspires Award.

The Brent Inspires Award has been recognised by the London Organising Committee of the Olympic Games (LOCOG) as a project that is genuinely inspired by the 2012 Games and has been awarded the coveted London 2012 'Inspire Mark'.

Brent Inspires Award will continue to run until July 2012.

Business, Employment and Skills

The London 2012 Games will offer unique opportunities for businesses across the UK. Brent council's Regeneration Team in partnership with local business support agencies across Brent and West London are working to ensure that the Games provide opportunities for local employment, skills development and business to secure an economic legacy for the future.

Following a successful pilot in 2007 Brent is now delivering the Personal Best volunteering Programme. The programme has been designed to provide unemployed people or those who have little or no qualifications with a stepping stone into work, further employment or volunteering.

Key areas for the business, employment and skills group include:

- working with the Employer Partnership, London Business Network and Supply London to support local businesses to secure tenders through the Competefor tendering process
- building the capacity of the catering industry to trade at festivals and events for 2012 and beyond
- animating the Wembley area with sporting and cultural activities
- working with Brent business support agencies to develop the capacity of the voluntary sector and raise awareness of 2012 Games
- together with the third sector, develop a pool of volunteers which reflect the diversity of the borough and signpost to 2012 inspired opportunities

Business Skills and Employment Case Study

The Personal Best Programme is a volunteering programme and has been delivered in Brent from 2007. The programme is an eight week course which offers training and guidance in areas such as stewarding for events and is delivered by the College of North West London in partnership with Brent Council. Participants have the opportunity to gain the experience that mirrors some of the volunteering skills required for the 2012 Games and receive a recognised qualification at the end of the course.

To date, over 1000 Brent residents have participated in the Personal Best Programme with a number going into further employment, training or volunteering opportunities.

Akkinola Gabriel a Brent resident who graduated in 2008 says;

"It was a great experience. I got to meet new people, try different skills and tasks. I was able to work as a steward at a concert at Wembley Stadium which was fantastic and something I enjoyed."

Shruti Shah a Brent resident graduated in 2007 and now works for Brent Library Service.

"I enjoyed Personal Best and gained a lot. It taught me more about commitment, responsibility and to think about what it is to be part of a team and around teamwork. Since then I enjoyed the work experience and since then have been able to find a job as well. I would still like to be a volunteer at the 2012 Games, it would be a great experience".

Culture & Events

The Cultural Olympiad is a four year programme of cultural activities celebrating the UK as a global nation in the lead up to the 2012 Games.

Led by Brent Council's Libraries, Arts and Heritage team, the group will use the Cultural Olympiad as a catalyst to celebrate the rich diversity of the borough providing a platform to explore and showcase our cultural heritage.

Working with a range of partners, including boroughs across West London, local artists, cultural organisations, voluntary groups and national arts bodies, the programme will involve all our diverse communities in an ongoing celebration of our multi cultural heritage.

The plans build on the opportunities brought about by Wembley's regeneration to create a new tourism destination within Brent and build capacity within creative industries to benefit from economic regeneration across Brent.

Key areas for the culture and events group include:

- securing a cultural legacy and build lasting partnerships nationally and internationally from engagement with the Cultural Olympiad
- maximising the potential of our unique diversity to develop 'West London Story' - a wide ranging programme of cultural activities celebrating the London 2012 Games
- supporting and mentoring artists to realise their potential through the 'West London Story'
- developing our festivals programme to include Olympic and Paralympic inspired themes
- developing a programme of activities across Brent Library Services inspired by the London 2012 Games
- using the power of Paralympic Games to engage and inspire the disabled community to participate in arts and culture across the borough
- developing our museum and archive to celebrate Brent's heritage and involvement in the 1948 and 2012 Games
- working with our West London borough partners to deliver joint events allowing residents to celebrate the London 2012 Games
- animating our civic spaces for the enjoyment and use of all our communities
- developing the capacity of artists to showcase their talent to secure a legacy from the 2012 Games

Culture & Events Case Study

In September 2008 Brent played host to the West London wide Culture 8 event; a dance, music and entertainment extravaganza to celebrate the 1908 and 1948 Games and officially welcome the London 2012 Olympic and Paralympic Games and the UK's Cultural Olympiad.

The event took place in Wembley where over 400 performers from across West London came together to deliver a stunning showcase of non-stop global music, dance, sports, circus and street entertainment, which kicked off the UK's Cultural Olympiad.

Legendary singer Jazzie B from Soul II Soul headlined the show which took place at Wembley Arena and the audience were treated to a range of cultural experiences such as hip hop, bollywood, flamenco, ballet and carnival dance.

Culture 8 also provided an opportunity to showcase the very best music and performers from West London including human beatboxer Shlomo and the One Voice choir, Nathan 'Flutebox' Lee and Aruba Red.

Culture 8 was part of the West London Festival programme and was the first event that was developed and programmed by eight West London boroughs and was awarded the coveted 'Inspire Mark' by LOCOG.

Sports & Health

Wembley Stadium will play a key role in the 2012 Games, hosting the men's and women's football semi finals and finals and welcoming back the Games to Wembley after sixty four years.

Led by Brent Council's Sports Service team, the group aims to use the power of the Olympic and Paralympic Games to improve participation in sport and physical activity and make Brent a more active and healthier borough.

Working with our leisure centres, local sports clubs, schools and NHS Brent we are developing a wide range of sports and recreational activities to encourage greater participation and healthier lifestyles for all as well as maximising sports opportunities for Brent's communities from hosting national and international events at Wembley Stadium and Wembley Arena.

Key areas for the sports and health group include:

- reducing the percentage of people in Brent that are inactive through sporting and physical activity opportunities
- providing opportunities for young people to take part in a wide variety of sports activities and increase school based sports opportunities and sports competitions within and between schools
- increasing community access to all facilities suitable for sports use, in particular facilities on education sites
- exploring opportunities to provide a third pool that serves the North of the Borough
- working with NHS Brent to increase the role of sport and physical activity as a means to address and prevent poor health
- developing an active workplaces scheme in partnership with NHS Brent to encourage employees to lead more active lifestyles
- increasing and improving facilities for recreational and informal participation in sport
- working with local sports clubs and groups to develop volunteering, coaching and leadership opportunities
- developing the Brent Fun Run and Walk as a local mass participation event to encourage family participation in physical activity
- using the Paralympic Games as a catalyst for engaging the disabled community through providing disability sports opportunities
- Implementing the actions within Brent's Sports and Physical Activity Strategy.

Sports and health Case Study

In April 2008, the sports service team launched the 'Walk to Beijing' initiative as part of the Healthy Walks Programme. The walks programme, developed in April 2006 was designed to encourage adults, especially those new to physical activity, to improve their health.

Between April and September 2008 residents were set the challenge of walking to Beijing and were given pedometers to record 11,875,586 steps, the equivalent of Brent to Beijing!

At present 11 walks take place weekly in parks across the borough. As well as promoting the benefits of leading a healthy lifestyle, the programme also has mental health and social benefits as participants have the opportunity to meet new people and make friends.

With the growth of the programme being so positive, a Walkers Forum was formed in January 2007 and meets biannually. This forum enables individuals to comment and input into the development of the programme.

Quotes from walkers

"My blood pressure is lower; I sleep better and have made new friends."

"Before the operation I hadn't walked in five years but walking makes me feel good and helps my knees. We meet our friends here and my husband comes as well. He is blind because of a stroke but he is still walking and is very fit."

"A fixed time encourages commitment to walk together regularly."

Pre Games Training Camps

Willesden Sports Centre and Capital City Academy are featured in the official pre Games training camp guide putting Brent on the map and showcasing the fantastic sports facilities the borough has to offer.

Through our work with the West London Partnership for the 2012 Games, Brent is one of 17 facilities across West London listed in the official pre games training camp guide prepared by the London Organising Committee for the Olympic Games (LOCOG.)

We are committed to maximising the potential the pre games training camps can offer the borough by:

- working with the West London Partnership for the 2012 Games to attract Olympic and Paralympic nations to train in Brent
- working with local businesses, organisations and agencies to develop a tourism and cultural package to support our offer to a host nation
- developing a community engagement programme to link to the host nation
- promoting the facilities to our sports clubs and groups as a training venue
- ensuring the community have access to these facilities

City Operations and Environmental Sustainability

Hosting the Olympic and Paralympic Games will have logistical and environmental challenges for all of London and the UK. As the city prepares for the Games, we are keen to ensure that the operational and environmental impacts of hosting a major sporting event are kept to a minimum across Brent.

We aim to achieve this through:

- working with the Olympic Delivery Authority, the London Organising Committee of the Olympic Games, the Greater London Authority and London Councils to ensure that events at Wembley Stadium cause minimal disruption to Brent residents
- providing regular updates on traffic and security zone restrictions to all residents and businesses to allow them to move around the borough
- developing a sub regional and pan London city volunteering programme to enhance the visitor experience to Brent
- using the London 2012 Games to promote environmental best practice to residents and businesses
- encouraging the use of public transport, cycling and walking in order to reduce congestion and co2 omissions
- promoting recycling, composting and re using materials as alternative methods of waste disposal

Message from the Brent 2012 Steering Group

The Brent 2012 Steering Group is made up of officers from across Brent Council as well as representatives from Brent PCT, BRaVA and West London Partnership for the 2012 Games.

We are proud of our diversity and as one of the most diverse boroughs in the country we are a melting pot of cultures and faiths. We want to use the opportunity of the London 2012 Games to celebrate our diversity, bring communities together and provide opportunities for our residents and businesses to engage in our London 2012 journey.

Inspiring Brent is our programme for the London 2012 Games and this action plan sets out our vision for securing a legacy beyond 2012 for the borough.

'We are passionate about and committed to the London Games. We will ensure that Brent contributes fully so that our communities can participate and be a part of the legacy of the Games.'

Gareth Daniel, Chief Executive, Brent Council