


# Response to the Cultural Olympiad Legacy Plan

June 2011





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# Introduction

This paper sets out the London Assembly Economy, Culture and Sport Committee's formal response to the draft Cultural Olympiad Legacy Plan, London 2012 Cultural Olympiad: Creating the Legacy (the Legacy Plan). The Committee broadly welcomes and supports the aims of the Cultural Olympiad and our response to the Legacy Plan is intended to enhance and strengthen the strategic vision set out in it.

The successful London Host City candidate files included an ambitious vision for a cultural and educational programme that would accompany the sporting Games and which aimed to improve the cultural entitlements available in east London.<sup>1</sup> It was to be a nationwide programme with a global focus, including an Olympic Friend-ship, a full-size, ocean-going clipper crewed by young people, artists, philosophers and students that would travel the world.<sup>2</sup> It was also to include "official celebrations, city-centre concerts for every taste and exuberant community events" aimed at bringing Olympic ideals to life.<sup>3</sup> Since the bid, the vision for the Cultural Olympiad has been significantly altered and is now much more modest in its outlook.

The current Cultural Olympiad and the draft Legacy Plan have a UK-wide scope whilst also highlighting the particular issues and opportunities facing the Host Boroughs in London. As a democratically elected London body, our response provides a London perspective on what we recognise is a national programme.

The Cultural Olympiad Board,<sup>4</sup> a partnership led by the London Organising Committee of the Olympic and Paralympic Games (LOCOG), oversees the Cultural Olympiad and released the draft Legacy Plan in April 2011. The Legacy Plan aims to identify what the legacy of the Cultural Olympiad should be and to put forward a number of metrics that reflect these objectives and against which success will be measured following the Games.

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<sup>1</sup> London candidate file, Volume 1 – Theme 1 Concept and legacy and Volume 3 – Theme 17 Olympism and culture, available online at: <http://www.london2012.com/about-us/publications/?pubType=Candidate+File&sort=date&keyword=&pubcode=&x=18&y=16>

<sup>2</sup> London candidate file, Volume 3 – Theme 17 Olympism and culture, p 173.

<sup>3</sup> London candidate file, Volume 3 – Theme 17 Olympism and culture, p 173.

<sup>4</sup> The London 2012 Cultural Olympiad Board was established in 2009 to provide direction and leadership for the Cultural Olympiad and the LOCOG culture team. The GLA is represented on the Board.

# How can the Legacy Plan be strengthened?

The Economy, Culture and Sport Committee (previously the Economic Development, Culture, Sport and Tourism Committee) has taken a keen interest in the development and delivery of the Cultural Olympiad. The Committee's work on the topic over the last two years includes a series of public meetings with Munira Mirza, Mayoral Adviser on Arts and Culture, as well as meetings with Ruth Mackenzie, Director, and Tony Hall, Chair, Cultural Olympiad Board. In addition, the Committee has provided written responses to the Mayor's draft Cultural Strategy<sup>5</sup> which identified the Mayor's priorities in achieving a legacy from the Cultural Olympiad.

Drawing on this work the Committee sets out its key points below, which it would like to see addressed in the final version of the Legacy Plan:

- The identification of those responsible for achieving a legacy;
- Details of how the legacy objectives were selected;
- Details of how stakeholders are planning to meet the legacy objectives;
- The allocation of the Cultural Olympiad budget; and
- What milestones are in place to measure success and how often an assessment of success against the objectives will be carried out.

## Identification of those responsible for achieving a legacy

The Legacy Plan currently provides little detail on which organisations will be working with LOCOG to deliver the Cultural Olympiad. The Legacy Plan does not set out what events will be part of the Cultural Olympiad programme and hence which partners will be involved in delivering the programme. This means it is not possible to identify who is responsible for achieving a legacy from the Games from the outset or once the Games and cultural events are over.

As the Committee flagged up in its questioning of Ruth Mackenzie in February 2011, LOCOG and the Cultural Olympiad Board will cease to exist shortly after the close of the Games.<sup>6</sup> The Legacy Plan notes this but does not indicate who will have a responsibility for achieving a lasting legacy from the Cultural Olympiad following the Games. The

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<sup>5</sup> The Committee's response can be found here: <http://www.london.gov.uk/sites/default/files/final%20version%20of%20response.pdf>

<sup>6</sup> EDCST Committee, 15 February 2011, p 14.



final version of the Legacy Plan needs to list the organisation, organisations or partnerships responsible for achieving each of the twelve metrics listed in Table 2 of the Plan.

### **Details of how the legacy objectives were selected**

The Legacy Plan currently provides little explanation of where its legacy objectives or metrics have been drawn from. The Legacy Plan highlights twelve economic, social and cultural metrics against which the Cultural Olympiad will be measured. The authors of the Legacy Plan intend the list to be an indicative one, aimed at generating an “informed discussion so that final measures can be refined and agreed upon”.<sup>7</sup> It includes measures such as:

- 20,000 more residents to have degree-level qualifications in creative/arts related courses;
- Within ten years the creative and cultural workforce of the host boroughs will have grown by 7.5 percent, representing 2000 new jobs, by 2020; and
- Within five years all the Host Boroughs will exceed the current figures for culture engagement, as measured by the DCMS Taking Part survey, by 2015.

The Legacy Plan indicates that many of these twelve metrics have been drawn from existing objectives for London 2012, as established by other agencies such as the London Development Agency. The strategy would be significantly strengthened if in the final version it provided:

- the specific source of each individual objective;
- an explanation as to why these particular legacy impacts have been chosen over others; and
- how each of these objectives will contribute to a cultural legacy.

A case in point is the pledge to produce 20,000 more residents in the host boroughs with degree-level qualifications in creative/arts courses. The Legacy Plan currently provides no information as to why they have chosen the figure of 20,000 residents nor whether there is sustainable demand for this many additional residents with these qualifications. There needs to be an evidence-base presented for each

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<sup>7</sup> *London 2012 Cultural Olympiad: Creating the Legacy*, April 2011.

target to demonstrate how they are relevant, beneficial and achievable.

The Legacy Plan would be strengthened by the inclusion of an economic legacy output related to increasing the revenue for existing cultural institutions in the Host Boroughs and London. The Committee has been told that the Cultural Olympiad is holding many of its events in partnership with existing cultural institutions. There would be benefits from encouraging more people to engage with arts and culture and to return to these venues for new exhibitions and performances in future years. This could generate additional income for these institutions.

The Legacy Plan notes that key commitments have been made in the Mayor's cultural strategy for London, Cultural Metropolis<sup>8</sup> as well as the Host Borough's Strategic Regeneration Framework which relate to the legacy of the Cultural Olympiad. The specific social and economic targets in these documents should be included in the final version of the Legacy Plan.

### **Details of how stakeholders are planning to meet these legacy objectives**

The Committee has previously highlighted a number of barriers which may limit success in achieving a legacy and which will provide a real challenge for partners to overcome. These include current limited public awareness of the Cultural Olympiad programme, existing low levels of cultural participation in parts of London and engaging young people in culture across London and developing their creative skills.<sup>9</sup>

The Legacy Plan includes a number of relevant outcomes aimed at tackling these barriers. These are:

- Within five years all the Host Boroughs will exceed the current figures for culture engagement, as measured by the DCMS Taking Part survey, by 2015;
- A cross-borough annual festival – CREATE – working towards increasing cultural engagement across the boroughs; and

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<sup>8</sup> The final strategy was published in November 2010 and can be found online at: <http://www.london.gov.uk/sites/default/files/Cultural-Metropolis-strategy.pdf>

<sup>9</sup> EDCST response to the Mayor's cultural strategy, March 2010, p 11.

- 20,000 more residents to have degree-level qualifications in creative/arts related courses.

We welcome the inclusion of these outcomes in the Legacy Plan but would welcome details of how they are to be achieved. As we note elsewhere in this response, these outcomes would be further strengthened by indicating how, when and by whom they will be monitored. These could also be further enhanced by a metric focused on increasing the cultural skills of young people. In his Economic Development Strategy, the Mayor has stressed the importance of enhancing the skills of young people in London and the role of creative industries in London's economic development. Partners should be working to ensure that those harder to reach groups of young people are a particular target in this work to increase participation.

We would welcome more detail in the final draft of the plan setting out how stakeholders will be working to achieve the legacy outcomes listed in it. At previous public meetings the Committee has been made aware of specific projects aimed at overcoming these barriers. These have included, the £1.4 million London Development Agency (LDA) funded Cultural Skills Fund, the Inspire Programme and the CREATE Skills 2012 programme.

Echoing our comments to the Mayor about his Culture Strategy in March 2010, the Committee suggests the Legacy Plan is an opportunity for stakeholders to set out the practical ways to overcome these barriers through the opportunities provided by the Cultural Olympiad. The current draft does not do this. The final version of the Legacy Plan should include specific details of the action which partners will be undertaking to achieve their outputs and objectives.

### **The allocation of the Cultural Olympiad budget**

An overall budget of £80 million for the Cultural Olympiad will be drawn from a variety of public and private sources, including direct funding from LOCOG, the Olympic Lottery Distributor, the Arts Council, Regional Development Agencies, Legacy Trust UK and boroughs. LOCOG's direct contribution to the programme is £8 million. Ruth Mackenzie told the Committee in February 2011 that LOCOG had secured £76 million of the £80 million required budget.

“The unsecured target within £80 million is £4 million and that is pretty low.”<sup>10</sup>

The Committee welcomes the fact that funding has been secured. The final version of the Legacy Plan should set out how the £80 million budget will be allocated against specified programmes and how each of these programmes will contribute to each legacy outcome. This information would inform a full evaluation of the legacy outcomes.

### **How and when an assessment of success against the objectives will be carried out**

The Legacy Plan notes that a full evaluation of the impact of the Cultural Olympiad would require considerable technical expertise and in depth knowledge of the sector. Additional funding would need to be found to undertake this.

Such an evaluation is important to assess the value for money of an £80 million programme which has some ambitious targets. LOCOG should further consult with the Mayor of London and the Department of Culture, Media and Sport to develop and fund an approach to evaluating the Cultural Olympiad’s legacy achievements and how this is to be done should be set out in the final version of the Legacy Plan. This should include a timetable for evaluation, an indication of who will be carrying it out and a vision for success that it will be matched against.

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<sup>10</sup> EDCST Committee meeting, 15 February 2010, p 7.

# Conclusion

The Committee welcomes LOCOG's aim to achieve a sustainable legacy from the Cultural Olympiad and believes the Legacy Plan is well intentioned. We also recognise that the challenge of achieving a legacy will be a difficult one, particularly when there are significant funding pressures on many cultural institutions, and understand why the Cultural Olympiad initial vision is no longer feasible. However, the Legacy Plan, as it is currently drafted, does not clarify how partners are planning to achieve these more modest aims or how success against targets will be monitored on an ongoing basis. Our proposals for the final version of the legacy plan are intended to strengthen the document by making it more specific and tangible. This will help ensure that there is a clear strategy for spending public money and realising the cultural legacy ambitions of partners for the benefit of generations of Londoners to come.

# Appendix 1 Orders and translations

## How to order

For further information on this report or to order a copy, please contact Sarah Hurcombe, Assistant Scrutiny Manager, on 020 7983 6542 or email: [sarah.hurcombe@london.gov.uk](mailto:sarah.hurcombe@london.gov.uk)

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### Chinese

如果您需要这份文件的简介的翻译本，  
请电话联系我们或按上面所提供的邮寄地址或  
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### Vietnamese

Nếu ông (bà) muốn nội dung văn bản này được dịch sang tiếng Việt, xin vui lòng liên hệ với chúng tôi bằng điện thoại, thư hoặc thư điện tử theo địa chỉ ở trên.

### Greek

Εάν επιθυμείτε περίληψη αυτού του κειμένου στην γλώσσα σας, παρακαλώ καλέστε τον αριθμό ή επικοινωνήστε μαζί μας στην ανωτέρω ταχυδρομική ή την ηλεκτρονική διεύθυνση.

### Turkish

Bu belgenin kendi dilinize çevrilmiş bir özetini okumak isterseniz, lütfen yukarıdaki telefon numarasını arayın, veya posta ya da e-posta adresi aracılığıyla bizimle temasa geçin.

### Punjabi

ਜੇ ਤੁਸੀਂ ਇਸ ਦਸਤਾਵੇਜ਼ ਦਾ ਸੰਖੇਪ ਅਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਲੈਣਾ ਚਾਹੋ, ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਇਸ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਉਪਰ ਦਿੱਤੇ ਡਾਕ ਜਾਂ ਈਮੇਲ ਪਤੇ 'ਤੇ ਸਾਨੂੰ ਸੰਪਰਕ ਕਰੋ।

### Hindi

यदि आपको इस दस्तावेज़ का सारांश अपनी भाषा में चाहिए तो उपर दिये हुए नंबर पर फोन करें या उपर दिये गये डाक पते या ई मेल पते पर हम से संपर्क करें।

### Bengali

আপনি যদি এই দলিলের একটা সারাংশ নিজের ভাষায় পেতে চান, তাহলে দয়া করে ফো করবেন অথবা উল্লেখিত ডাক ঠিকানায় বা ই-মেইল ঠিকানায় আমাদের সাথে যোগাযোগ করবেন।

### Urdu

اگر آپ کو اس دستاویز کا خلاصہ اپنی زبان میں درکار ہو تو، براہ کرم نمبر پر فون کریں یا مذکورہ بالا ڈاک کے پتے یا ای میل پتے پر ہم سے رابطہ کریں۔

### Arabic

الحصول على ملخص لهذا المستند بلغتك،  
فارجاء الاتصال برقم الهاتف أو الاتصال على  
العنوان البريدي العادي أو عنوان البريدي  
الإلكتروني أعلاه.

### Gujarati

જો તમારે આ દસ્તાવેજનો સાર તમારી ભાષામાં  
જાણતી હોય તો ઉપર આપેલ નંબર પર ફોન કરો  
અથવા ઉપર આપેલ ટપાલ અથવા ઇ-મેઇલ સરનામા  
પર અમારો સંપર્ક કરો.

# Appendix 2 Principles of scrutiny page

## **An aim for action**

An Assembly scrutiny is not an end in itself. It aims for action to achieve improvement.

## **Independence**

An Assembly scrutiny is conducted with objectivity; nothing should be done that could impair the independence of the process.

## **Holding the Mayor to account**

The Assembly rigorously examines all aspects of the Mayor's strategies.

## **Inclusiveness**

An Assembly scrutiny consults widely, having regard to issues of timeliness and cost.

## **Constructiveness**

The Assembly conducts its scrutinies and investigations in a positive manner, recognising the need to work with stakeholders and the Mayor to achieve improvement.

## **Value for money**

When conducting a scrutiny the Assembly is conscious of the need to spend public money effectively.

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