PURPOSE OF REPORT

1. To update Cabinet on the range of Legacy related outcomes delivered locally during 2014 following the introduction of our ‘Capturing East Ayrshire’s Legacy’ framework.

BACKGROUND

2. 2014 was an exceptional year for Scotland with several major events including the Commonwealth Games, the Ryder Cup, Homecoming Scotland 2014 and the Referendum on Scottish Independence.

3. The Scottish Government set out Legacy as a clear priority around the hosting of each of the aforementioned events with the publication of its own ‘Legacy Plan for Scotland’ and the establishment, alongside COSLA and SOLACE of a National Legacy Leads Group with representation by all Local Authorities, key national organisations involved in hosting the events and Scottish Government representation.

4. In East Ayrshire, the Council and partners were well prepared for 2014. Legacy planning began in 2008, with the main drive being around Sport and Leisure with the development of a ‘2014 Charter for Sport’, which then widened early in 2013 to include key services which would deliver on all 4 national legacy themes – Active, Sustainable, Connected and Flourishing.

5. A new East Ayrshire Legacy Planning Group was formed in early 2013, in order to develop a refreshed Legacy Framework. The group included representation from across the Council including Vibrant Communities, East Ayrshire Leisure, Economic Development, Communications, Roads & Transport and additionally colleagues from NHS Ayrshire & Arran.

6. On 30th October Cabinet approved the production of a Legacy framework for East Ayrshire and ‘Capturing East Ayrshire’s Legacy’ was subsequently published at the end of 2013, one of the first in Scotland and covered the following areas:

- **Pre-Games Legacy Achievements**: Highlights of notable success achieved in advance of 2014, inspired by one of the major events, including case studies on groups and individuals.
- **Games Time 2014**: Outlining events and initiatives that would be taking place throughout the year.
- **Team East Ayrshire**: A roll call of the most talented athletes in East Ayrshire, funded via the Talented Athlete Support Programme between 2009 and 2014.

- **Legacy 2020**: Overview of activities to be delivered during and beyond 2014; inspired by one of the major 2014 events and covering all four national legacy themes: Active; Connected; Sustainable; Flourishing.

**CAPTURING EAST AYRSHIRE’S LEGACY: SIGNIFICANT ACHIEVEMENT**

7. Early and effective planning has resulted in a number of legacy gains for East Ayrshire. The highlights from the first year of the Legacy Plan are as follows:

8. The Talented Athlete Support Programme which was introduced in 2009 continues to grow and develop. Since its inception, the programme has provided packages of financial and practical support to over 100 athletes, going from 31 in the introductory year to 68 in the year of the Glasgow Games. Eight of these athletes were supported at Podium Level in 2014, overall achievements this year alone include:

- 47 Scottish National Champions, 15 Scottish National Runners Up
- 18 Scottish International Caps (Rugby & Football),
- 12 British Champions, 9 British Runners Up
- 5 European Champions, 4 European Runners Up
- 1 World Champions, 12 World Runners Up
- 4 International Champions
- 4 full Commonwealth Games appearances, plus 1 appearance by an athlete supported previously;
- 4 inclusions on the Glasgow 2014 Achieves Programme in reparation for official Commonwealth training squad selection in 2018; and
- 1 inclusion in Team GB official training Squad for Rio 2016.

9. Council investment in sport and leisure facilities in the years immediately leading up to the Glasgow Games has been a major success of East Ayrshire’s Legacy Planning. Indeed, responses in the Scottish Household Survey around those who are either fairly or very satisfied with their local authority sports and leisure facilities increased in East Ayrshire from 67% in 2008 to 92% in 2012.

10. The Ayrshire Athletics Arena in particular has had a major positive impact on local sports development as well as bringing a high national profile to East Ayrshire following selection as Team Scotland Base for Pre-games training. Some of the highlights include:

- An extensive community and school participation and competition programme which culminated in over 74,000 attendances in 2014.
- Hosting of local, regional and national events such as the West District Championships, National Youth Development League Meetings and Final, and the National Track and Field Championships;
- Increased membership and performance of Kilmarnock Harriers including 42 district and national medals;
11. Attendances at Council (EA Leisure) run facilities in the priority activities of Athletics, Football, Badminton, Fitness, Swimming and Golf had exceeded set targets for 2014 within the first 3 quarters of the year, with the exception of Fitness which was exceeded by the end of the year.

12. This investment also enabled a strategic approach to promoting the authority as an attractive training venue pre-games. The Council produced a training camp guide which was widely distributed throughout the Commonwealth and resulted in 3 Commonwealth nations choosing to train in East Ayrshire:

- **Team Scotland Athletics**: Undoubtedly a highlight for the authority, the decision of Team Scotland Head Coach to choose the Ayrshire Athletics Arena as pre-games training camp was based upon the overall quality of the facility, the professional and flexible nature of the staff and importantly the surface of the outdoor track which was the same as the competition track at Hampden.

- **Team Canada Boxing**: North West Amateur Boxing Club hosted Team Canada Boxing Squad for over a week at their new state of the art facility. The squad trained daily on their own programmes, alongside local boxers as sparring partners and there were other developmental opportunities involving coaches and wider club members.

- **Team Ghana**: Team Ghana were hosted in South Ayrshire, however the squads for Judo, Badminton, Track & Field and Weightlifting made use of facilities in East Ayrshire including the Ayrshire Athletics Arena, Kilmarnock Amateur Weightlifting Club, Hurlford Badminton Club and Cluarankwai Judo Club.

13. A wide range of legacy related programmes have been undertaken within our educational establishments ensuring that pupils were fully immersed in the 2014 experience, these included:

- 100% of primary schools participating in over 5 Commonwealth themed competitions and events;

- The recruitment, training and mentoring of Young Ambassadors to lead and deliver sports activities across our Secondary Schools, of which there has been 72 in total over the 4 years of the programme until 2014;

- 100% of schools registered on the 2014 Game On Scotland Programme;

- 100% of P5 pupils participated in the Club Golf Programme in partnership with EA Junior Golf Development Group;

- 84% of our 16 and 17 year olds registered to vote in the Scottish Independence referendum with six of our secondary schools participating in extensive referendum workshops, a further 3 along with one Special school opting for a lower level of input.

- Educational establishments in Crosshouse and Dalmellington were involved in extensive Support a 2nd team activities in support of Australia and the British Virgin Islands including pupil visits to the athletes village and opening ceremony.

14. The development of sport through our voluntary sports clubs continues to grow and yield results. Sports Development Officers work to support individual sports clubs on a locality basis and systematically via East Ayrshire Sports Council...
and Local Sports Specific Partnerships. This model ensures the development of sporting infrastructure including

- ongoing club development support to over 100 local groups and organisations throughout the year via East Ayrshire Sports Council;
- support to establish 13 brand new sports clubs in the authority during 2014;
- provision of coach education and training for over 150 volunteers;
- help to procure over £339,841 of external legacy related funding.

15. As part of the national legacy theme of Flourishing a range of economic development initiatives and support were available locally to build business capacity and awareness, and employability including:

- 203 East Ayrshire businesses registered on the Glasgow Business Portal to access information on games related contracts;
- 233 East Ayrshire businesses are registered with and are participating in Supplier Development Programmes training and events on public sector procurement;
- 6 local businesses secured 9 games-related contracts;
- 1 local business was a food supplier to Glasgow 2014;
- 25 Apprenticeship Starts as part of the Legacy 2014 Employer Recruitment Incentive (ERI);
- 44 Volunteering / Work Placements as part of the Scotland’s Best Programme;
- 50 Local Businesses undertook online Glasgow Welcomes Customer Service Training; and
- Over 100 East Ayrshire Council Employees participated in bespoke East Ayrshire Shines awareness sessions to improve awareness of visitor attractions in East Ayrshire.

16. In East Ayrshire we have committed to ensuring that the power of the 2014 has a major positive impact on the most vulnerable and in the last year we have made good progress in developing specific programmes to support participation and improved outcomes for local people:

- **Tackling Childhood Obesity**: East Ayrshire was selected alongside NHS Tayside and Greater Glasgow and Clyde to deliver the legacy funded Healthy Powerful Communities Initiative to help address the growing Obesity Crisis in Scotland using the assets based approach of MEND (Mind Exercise, Nutrition, Do-it). East Ayrshire, having invested in MEND since 2009 and with our integrated approach to Sport, Play and Health development have understandably led the way in developing this work. The initiative brings over a quarter of million pounds of direct funding to the authority however, the outcomes in terms of return on investment are looking likely to be far greater than this with 6 MEND programmes having been delivered this year, and MEND graduates subsequently delivering over 1,500 volunteering hours in activities across the authority.

- **Disability Sport**: There has been an increase in attendances at all Disability Sport Provision including All Ability Clubs, Boccia and All ability Cycles, in every quarter of 2014. There is an increased number of disability sports clubs within the community offering sports specific coaching leading to
competitive competition. We have also improved links between Learning Disability Awareness Week and Community Sports Clubs to enhance pathways to sustainable community sport and finally we have identified a range of coaching and leadership opportunities for disabled people to become role models in sports development.

- **Looked After Children & Young People**: 10 young people residing in Children’s Houses have been supported to participate in regular sports activities including volunteering this year with a further 43 children supported by befrienders to take part in local sport and physical activities. A major highlight of this work has been the progression of one particular care leaver who has moved from volunteering to work experience and subsequently commenced a Modern Apprenticeship in within the field of Play Development in October 2014.

- **HMP Kilmarnock**: A range of developmental work has been undertaken with prisoners and their families in the last year with a particular emphasis on Sport and Health, and using the draw of our most talented athletes to encourage health behaviour change. Family bonding sessions and events which involved 60 prisoners and over 130 family members and children featured sustainable Commonwealth themed activities alongside athlete visits. A commonwealth Games and Life Skills Programme delivered in partnership with NHS Ayrshire and Arran and SERCO staff involved 16 prisoners in a range of sports activities alongside talented athlete visits and focussed work on issues including weight management, addictions and employability.

- **Recovery from addictions**: Those recovering from addictions, and engaging with the NHS Addictions team or ‘Addaction’, have been supported through to participate in a range of lifestyle programmes with a focus on health and fitness in the commonwealth year. 39 have benefited from gym based programmes as well as healthy eating via the council’s catering staff. Two individuals have also been supported to become volunteers delivering health and social opportunities in a variety of settings.

17. **The Queens Baton Relay** was an exciting, dramatic and inclusive countdown to the Games, building anticipation, pride and bringing local people closer to the Games. In East Ayrshire, our relay route was designed to touch as many communities as possible and the outcome was an exceptional, positive and sunny day that will be remembered for years to come. Travelling throughout the authority from south to north, our communities embraced the Queen's Baton with passion, many held their gala days and crowning of their Gala Queen to coincide; and whilst the Batonbearers were the main focus, the efforts of our community council’s and other local community organisations who worked together to plan and deliver their own local events for thousands of residents was overwhelming.

17. **For the 98 local people who were selected as Queens Batonbearers** there is no doubt that the memories of the day and the pride associated with their achievements will last a lifetime. The vast majority of Batonbearers attended the closing ceremony in Kilmarnock, and also had the opportunity to relive the events of the day by attending a special civic reception in October. Feedback
through word of mouth, letters and via social media demonstrates the sense of pride and accomplishment involvement in these events brought to local people and communities.

18. One of the highlights of Glasgow 2014 was the unprecedented numbers of applicants to volunteer and subsequently the scale of the volunteer workforce that helped deliver a great Games. In total 710 local people from East Ayrshire applied to be Clydesiders at the Glasgow Games with 203 finally being selected to volunteer. Whilst this was an excellent achievement and undoubtedly a very positive experience for the specific Clydesiders, we have also been very clear that the Glasgow games should be used to boost local uptake of volunteering. There was over 8,800 hours of managed volunteering undertaken with East Ayrshire Council in 2014, furthermore the introduction of the Vibrant Communities Champions programme has recognised the achievements of 20 outstanding volunteers and voluntary groups for their contribution to improving the lives of others living in their community. Also in 2014 Cabinet approved the introduction of the new Framework which will systematically develop and maximise volunteering across the authority.

19. The positive profile of this work reached its peak in June 2014 when the Queens Baton Relay dominated the Council’s digital media streams; it was the most visited page on the website and the most popular content on social media channels. June was also the first time that visits from mobile and tablet devices outstripped those from desktop computers which was most likely a result of the instantaneous social media flurry around the Legacy related events.

20. **FUTURE LEGACY DEVELOPMENT**

21. At full Council on Wednesday 11th December, the Leader announced a £0.250m Sports Legacy Fund which further demonstrates the Council’s commitment to ensuring a lasting Legacy from 2014. Cabinet will receive a separate report specific to this fund which will outline a range of proposals to enable further legacy developments to be embedded including an enhanced range of football development work, the introduction of an annual East Ayrshire Celebration Day building on the Queens Baton Relay and a legacy funding pot to support locally led projects.

22. The Sports Legacy Fund proposals will complete a very comprehensive investment programme to ensure our Sporting Legacy when added to the separately funded Sports Mentors Scheme and Schools of Rugby extensions.

23. As part of our initial legacy planning we now have in place the Your Legacy Web pages as part of the Council Website, this contains a range of facts, inspirational stories and videos relating to legacy work in 2014. These pages will continue to be utilised as key vehicle for community legacy engagement going forward.

24. As outlined at paragraph 5, a planning group was formed to support the development of our Legacy framework. In going forward, the key representatives of the theme of Active will come together to create a new ‘Supergroup for Sport, Physical Activity and Physical Education’ which will build on the momentum of our legacy achievements and ensure seamless transitions
across all levels of sport and physical activity in response to the launch of the Scottish Governments Active Scotland Framework.

25. **FINANCIAL / LEGAL IMPLICATIONS**

26. There are no specific financial or legal implications relating to Legacy Planning, all activities are deliverable in existing, or where required reconfigured, resources.

27. As outlined in paragraph 21 the Council has established a specific Sports Legacy Fund to extend and further develop this work.

28. **COMMUNITY PLANNING / POLICY IMPLICATIONS**

29. Legacy related work across all themes contributes significantly to achievement of new Community Planning priorities.

30. Many of the Legacy Achievements outlined support the new Scottish Government Active Scotland Framework which seeks to provide a coherent approach to delivering sport and physical activity from inactivity to high performance Sport.

31. **EQUALITIES**

32. As outlined at point 16 above, there has been a clear strategic focus on ensuring that the power of the Games provides benefits for the most vulnerable sections of our communities.

33. **RECOMMENDATIONS**

34. It is recommended that Cabinet

   (i) Recognise the significant benefits for East Ayrshire residents associated with 2014 Legacy.
   (ii) Receive a separate report outlining further Legacy Development as part of the Sports Legacy Fund.

Graham Short
Executive Director of Educational and Social Services

Alex McPhee
Executive Director of Finance and Corporate Support

**LIST OF BACKGROUND PAPERS**

5. 2014 Capturing East Ayrshire’s Legacy document.

Members wishing further information should contact Angie Bennett, Service Manager
Tel: (01563) 576329.

IMPLEMENTATION OFFICER: ANGIE BENNETT, SERVICE MANAGER