

Leicester  
City Council

**CABINET**

**23<sup>rd</sup> April 2007**

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**SPECIAL OLYMPICS 2009**

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**Report of the Corporate Director, Regeneration and Culture**

**1 Purpose of Report**

- 1.1 To inform Cabinet that, following consultation with the Leader and the Cabinet Lead Member for Regeneration and Culture, Leicester has submitted a bid to host the National Special Olympic Games in Leicester in 2009.
- 1.2 To agree the allocation of a sum of £200,000 over 3 years to ensure the appointment of a Games Director and fundraiser. These sums to be repaid to Leicester City Council in the event of a successful fundraising campaign.

**2 Summary**

- 2.1 The Special Olympics is a major event involving 2500 participants. If awarded the Games, a total of about £3m would need to be raised by the Games Organising Committee appointed by a Games Trust/Company, which would be set up especially for the event. Approximately one third of the budget would come from the participants.
- 2.2 The City of Leicester has a unique relationship with the Special Olympics movement following those memorable sporting celebrations in 1989 when people from across the city and county extended the warmest of welcomes to over 2000 athletes, coaches and families who attended the 3<sup>rd</sup> National games.
- 2.3 The event and the legacy benefits associated with the Special Olympics contribute to the Councils strategic objectives and priorities and there are strong links with the Cultural Strategy and Choosing Health where there is an emphasis on increasing participation by hard to reach groups and tackling obesity and sedentary lifestyles. Whilst the event is specifically for people with a learning disability, the event is, something everyone in the City can get involved in by raising funds, volunteering or spectating.

- 2.4 Special Olympics is the only organisation authorised by the International Olympic Committee to use the word "Olympics" in the title and holding the event in Leicester provides a fantastic opportunity to showcase the City in the national media in the lead-up to the 2012 Olympic and Paralympic Games. The event will also bring significant tourism and economic benefits if the experience of Glasgow in 2005, as discussed in the report is repeated. The costs and benefits are summarised in an Appendix to the Supporting Information.

### **3 Recommendation**

- 3.1 Cabinet endorses and supports Leicester's bid to host the 2009 Special Olympic Games and allocates the sum of £200,000 from the capital programme over 3 years to support the appointment of a Games Director and Fundraiser and to demonstrate commitment from the City Council.

### **4 Financial and Legal Implications**

#### **4.1 Financial Implications**

- 4.1.1 The total cost of running the Games will be about £3m of which about £1m will come from participants entry fees. The remainder will be raised by a Games Organising Committee, appointed by a Game. Trust/Company, which would be set up specifically for the event.

- 4.1.2 The aim of the Games Trust would be to make the event self-financing. However it is essential that a Games Organiser and Fundraiser are appointed as soon as possible. It is recommended that the Council make a contribution of £200k for the event from the capital programme to support these appointments and to demonstrate commitment from the City Council. The contribution would be refundable if the Games Organising Committee are successful in raising sufficient funds.

- 4.1.3 The £200k would be split £50k in 2007/08, £50k in 2008/09 and £100k in 2009/10. There is no existing budget available within the Regeneration and Culture Department. The new capital programme commences in 2008/09 and so to fund the £50k in 2007/08 an application has been submitted via the local Area Agreement to the NRF Cross Cutting Fund. This is under consideration at present.

If this application is not successful then we would require an advance commitment from the new capital programme of £50k.

*Martin Judson. Extension 7390*

#### **4.2 Legal Implications**

This report concerns a grant (refundable in certain circumstances) to a games organising committee (or its trustees) in the sum of £200,000 to enable the games organising committee to appoint essential personnel.

On the basis that this organisation is “not for profit”, the Council has powers to make this grant under section 19 of the Local Government (Miscellaneous Provisions) Act 1976 and section 111 Local Government Act 1972.

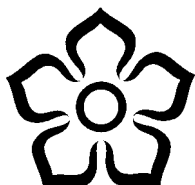
*Joanna Bunting: Extension : 296450*

**5 Report Author**

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## **SPECIAL OLYMPICS 2009**

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### **SUPPORTING INFORMATION**

#### **Report of the Corporate Director Regeneration and Culture**

#### **1 Background to Special Olympics**

- 1.1 Special Olympics was founded in 1968 by Eunice Shriver Kennedy, sister of US President John F Kennedy. Special Olympics events started out as organised summer camps for people with learning disabilities. Since then the Special Olympics movement has evolved world-wide. There are now 151 member countries with more than one million athletes worldwide.
- 1.2 In 20,000 communities around the world for 365 days of the year, Special Olympics provides sports training and athletic competition in a variety of Olympic type sports for children and adults from 8 to 80 years of age with some form of learning disability.
- 1.3 In 1988 Special Olympics was recognised by the International Olympic Committee (IOC). It is the only sports organisation authorized by the IOC to use the word 'Olympics' in its title.
- 1.4 One of the guiding principles of Special Olympics is that anyone, with encouragement, support and access to resources, can be provided with a positive sporting experience, raising their self-esteem and the expectations of the community around them. Special Olympics seeks to focus on a persons abilities and qualities giving them opportunities to develop further.
- 1.5 Different terminology is used throughout the world for learning disability, including developmental disability, intellectual disability and mental handicap. In the UK the current term is learning disability, generally this denotes an IQ of 75 or less. It is currently believed that around 2 percent of the population have a form of learning disability which accounts for around 1 million people in the UK.

- 1.6 Across Great Britain, Special Olympics currently caters for around 10,000 athletes who benefit from year round participation in training and competition.
- 1.7 Special Olympics Great Britain which was established on 1978 is a registered charity and receives no government funding.
- 1.8 Special Olympics differs from Paralympics in that Special Olympics caters for all ability ranges and divides participants into groups of 'like ability' for competition. Paralympics caters for those with a physical disability and athletes with learning disabilities at elite level only.

## **2 Special Olympic Games**

- 2.1 Special Olympics emphasizes the benefits of training and participation in local and regional competitions. National Championships are held every 2 years alternating between summer and winter games and then European and International Games every 4 years.
- 2.2 The City of Leicester has a unique relationship with the Special Olympics movement following those memorable sporting celebrations in 1989 when people from across the city and county extended the warmest of welcomes to 2,500 athletes, helpers and families who attended the third national Games.
- 2.3 The most recent Games were held in Glasgow in 2005. This was the first time the Games were held in Scotland. The Games brought together nineteen teams from throughout Great Britain. The athletes competed in 23 sports including a number included in the Games for the first time, judo, kayaking and a motorised activity training programme. The events were staged in Glasgow at 11 different venues and included an athletes' village and support from 2,000 local volunteers. In addition to this the Torch Run, which although runs as an integral part of the event, is organised and funded by the Torch Run Committee, Chaired by Chief Superintendent and SOGB board member, Tim Madgwick from the North Yorkshire Police force.
- 2.4 The economic benefits of hosting the Games stem from the number of athletes, coaches, friends, family, and journalists that the Games bring to the hosting city. Its is estimated that the Special Olympics generated £4.4m of new output in Glasgow City and 3.1m in Scotland. In addition, it generated just under £1.4 of new income (wages and profits) for the city and £1.1m for Scotland.
- 2.5 The Special Olympics supported the equivalent of 84 FTE jobs in GCC and 76 in Scotland for one year (although in practice these are likely to be a larger number of part time jobs). This excludes voluntary jobs.
- 2.6 Wider impacts on the Games on the local economy include extensive media coverage including TV, major contribution to encouraging sports participation and quality of life, high levels of satisfaction with the city

as a host, use of various facilities to host sports activities, investment in improvements to venues.

- 2.7 The Opening Ceremony at Celtic Park , home of Celtic F.C, was attended by 20,000 people ( athletes', friends and family as well as VIPs and members of the public) for a programme of entertainment including a procession of athletes, reading of the Special Olympic oaths and the lighting of the flame. There was also live music from pop band Texas and Lucie Silvas.
- 2.8 The Special Olympics in Glasgow was a high profile event that attracted significant press and TV Coverage. This included coverage shown on BBC2 Scotland and Sky Sports 2 and 3 and Sports Extra. In total the 129 accredited journalists' expenditure generated £26, 810 of output in the Glasgow economy and £18, 523 in Scotland.
- 2.9 The Special Olympics adds hugely to those who participate in it. The benefits in terms of good feel factor, the events scores highly in raising the profile of the city especially during the build up to 2012 Olympics, enhancing community cohesion through engaging communities to work closely together, city council employees involvement in the project( GCC employees raised over £500k in fundraising alone), celebrating diversity and the city commitment to equality and community cohesion.

### **3 Leicester bid for the 2009 Games**

- 3.1 On 26 February, Cllr John Mugglestone invited Chris Hooper, the Executive Director of Special Olympics Great Britain to come to Leicester and make a presentation to key Cabinet Members, the Chief Executive and other senior officers in Regeneration and Culture. At this meeting the key benefits, risks, and costs associated with holding the Games in Leicester were explored. Following this meeting members indicated their full support for Leicester making a bid to stage the 2009 summer games.
- 3.2 The Special Olympics is a major event involving 2500 participants. If awarded the Games, a total budget of about £3 million would need to be raised by the Games Organising Committee appointed by a Games Trust/Company, which would be set up specifically for the event. It would operate independently from (but, at the same time, closely associated with) Special Olympics Great Britain, who would bear no financial liability. There is no liability on Special Olympics GB or the City Council. A separate Games Company (Limited by Guarantee) will be established to run the Games. Both SOGB and LCC would be represented.
- 3.3 Whilst there is always a level of risk associated with events of this nature the benefits to the City would be significant. Considerable media exposure would be generated and the event would receive national T.V. coverage. It would also have a beneficial impact on sports tourism volunteering and participation in sport – especially important now given the recent results from the Active People survey.

- 3.4 The event will re-inforce the commitment in Leicester to the 2012 Olympic and Paralympic Games and showcase the City at a crucial time for Olympic nations seeking locations for preparation and training camps.
- 3.5 Based on experience in 1989, I believe it is essential that a Games Organiser and fundraiser are appointed as soon as possible and I would recommend that the Council should underwrite a contribution at £50k in 2007/08, 50k in 2008/09 and 100k in 2009/10, a total of £200k over 3 years plus free use of facilities.
- 3.6 This contribution would be refundable from the Games Company if they were successful in raising sufficient funds, but would enable a Games Organiser and fundraiser to be employed at an early date and demonstrate to partners and fundraisers a level of commitment from the City Council.
- 3.7 The event and the legacy benefits associated with the Special Olympics, will contribute to the Council's strategic objectives and priorities as follows:
- Objectives: To improve our environment to make local neighbourhoods and the City Centre places to be proud of.
- Priorities: Build on Leicester history of including people from all backgrounds in a cohesive community free to pursue peace and prosperity.
- Develop a safe, clean and creative city, with wider access to culture and recreation.
- Help people with disabilities and the growing number of older people to experience more independence.
- Promote prosperity and new jobs while safeguarding peoples, health and developmental interests.
- 3.8 There are also strong links with Cultural Strategy, choosing Health and the Culture Division Service Plan where there is emphasis on increasing participation by disabled people, and tackling obesity and sedentary lifestyles. Whilst the event is specifically for people with a learning disability, the event is, something everyone in the City can get involved in by raising funds, volunteering or spectating.

#### 4 Financial, Legal and Implications

4.1 *Financial Implications – see covering report*

4.2 Legal Implications – see covering report

4.3 Other Implications

OTHER IMPLICATIONS	YES/NO	PARAGRAPH REFERENCES WITHIN SUPPORTING PAPERS
Equal Opportunities	Yes	Whole Report is concerned with hosting an event for people with a learning disability.
Policy	Yes	3.7
Sustainable and Environmental	No	
Crime and Disorder	No	
Human Rights Act	No	
Older People on Low Income	No	

#### 5. Risk Assessment Matrix

	Risk	Likelihood L/M/H	Severity Impact L/M/H	Control Actions (If necessary/or appropriate)
1	Insufficient Funds are raised by the Games Organising Committee	L/M	M	Reduce scope of event; seek additional funding from sponsors and LCC. .
2	Failure to maximise potential benefits of hosting the Games	L	M	Ensure legacy benefits are incorporated in post event planning and development.

L - Low  
M - Medium  
H - High

L - Low  
M - Medium  
H - High

#### 6. Background Papers – Local Government Act 1972

None

#### 7. Consultations

##### Consultee

R&C Head of Finance  
Legal Services  
Chief Finance Officer

##### Date Consulted

2<sup>nd</sup> April 2007  
2<sup>nd</sup> April 2007  
2<sup>nd</sup> April 2007

#### 8. Report Author

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**SPECIAL OLYMPICS**

**COST BENEFIT ANALYSIS**

COSTS	BENEFITS
<p>1. Cash Contribution of £50k in 07/08, £100k in 08/09 and 100k in 09/10 to employ a Games Co-ordinator and Fundraiser, to work with the Games Organising Committee and to support a cultural and events programme for the Games (Actual costs could be less)</p>	<p>1. 2500 athletes, 1100 coaches, 900 volunteers covering 21 sports over 8 days visiting Leicester.</p>
<p>2. Management and member time to support the Games Organising Committee and to promote the Games In Leicester (unquantified)</p>	<p>2. 9000 estimated family members and supporters bringing tourism and investment to the City</p>
<p>3. In kind support from the Events Advisory Group, Festivals and Events Team, Communications Unit etc to support the Games and associated work (unquantified)</p>	<p>3. Opening and Closing ceremonies with an estimated at 10-20,000 and 7-12,000 spectators respectively</p>
	<p>4. Major televised, national sporting event showcasing the city in the lead up to 2012</p>
	<p>5. Only event other than 2012 to be classed as an Olympic event</p>
	<p>6. In Glasgow 129 accredited journalists generating media coverage of the events and Glasgow</p>

	7.	Estimated that the 2005 Special Olympics in Glasgow generated £4.4m of new output in the City and £3.1m in Scotland
	8.	Potential for linked programme in city primary and secondary schools, generating interest in sport, physical activity and volunteering in the run up to 2012.
	9.	Generated 84FTE jobs in Glasgow and 76 in Scotland for one year
	10.	TV coverage on BBC2 (Scotland), Sky Sports 2/3/extra
	11.	Visitors to Glasgow experiences were considerably better than expectations *as a place to hold events *a friendly welcome *vibrancy of the city *as a short break destination *as a place to live
	11.	Opportunity to show case Leicester as a 'can do' city on the Journey to 2012.
	12.	Opportunity to enhance the city's community cohesion reputation and encourage LCC employees involvement in the project ( Glasgow CC employees raised £500k in fundraising). The Games will enable the city to formulate a Volunteers strategy to encourage people to take up volunteering.