

Enfield Council's Olympic and Paralympic Legacy Strategy Review



The Brief:

The Olympic and Paralympic Legacy Strategy review will assess the legacy opportunities that have been established through the festival effect of the Olympic and Paralympic Games and provide an update of actions from the Council's Olympic and Paralympic Legacy Strategy.

Contributions from service areas across the Council will identify local initiatives that have resulted from the Games in the form of the following:

- Case Studies
- Quantitative data/examples that support the action plan
- Qualitative or soft examples that support the action plan
- Areas for future development

Key Contents:

- Forward By Cllr Taylor
- Contribution from Cllr Charalambous
- Contribution from Cllr Kaye
- National Picture of Legacy Work including reference to Government documents
- Case Studies
- Updates on Themes:
 1. Maximise volunteering and training opportunities for residents

2. Engage more young people in active sport by working with schools and colleges
 3. Build on and expand opportunities to participate in sports and cultural activities for all of our communities
 4. Maximise regeneration and employment opportunities especially in the cultural, leisure and sporting industries
 5. Develop the Council's structures and community sector capacity to deliver a legacy from the 2012 Games.
- Next Steps (areas for future development)
 - Conclusion/Summary

Forward by Cllr Taylor:

Leader of Enfield Council

Our sporting legacy is firmly in place

Talk of the Olympic and Paralympic Legacy has become a popular national pastime recently. But in the past two years Enfield Council has improved sports and leisure facilities for everyone living in the Borough - and we certainly do have an Olympic and Paralympic legacy to pass on.

In the build up to the London Games, we introduced a five month Enfield festival harnessing the growing excitement of the Games and engaging local people in cultural events, fun activities, theatre, music and local sports and this will continue every year.

Many passionate volunteers from sports clubs all over the Borough attended school sports events as coaches and judges. They are passing on their enthusiasm to young people leading to sports improvement.

And nowhere were the Borough's achievements more evident than in this year's London Youth Games where over 2,000 Enfield young people took part, coming third out of Boroughs – our highest performance in over 20 years and a great leap from last year's ninth position.

A magnificent school torch relay involved over 90 schools with children carrying their own torches to nearby parks for a celebration of sport, dancing and music.

Seventeen year old Desiree Henry, a rising star from Edmonton chosen by Daley Thompson to take part in lighting the Olympic Cauldron, was surely an inspiration along with gold medal winners, Charlotte Dujardin and Bob Maher, both born in the Borough.

It has been a glorious summer of national achievement and in Enfield we can be proud of our sports developments in schools, our clubs, our arts groups and our volunteers who helped in making them a success.

With the summer of sport now over we focus our attention on ensuring a long lasting legacy lives on in the Borough.

**Quote from Cllr Charalambous
Cabinet Member for Young People and Culture, Leisure, Sport and Localism
and the Council Lead Member for the London 2012 Games**

When the Olympic Torch was carried through the Borough during July this year I am sure I was not the only one to feel an immense sense of pride seeing local people bringing the spirit of the Games to Enfield.

As Cllr Taylor has said, so many people became involved with the spirit of the Olympics within Enfield, from the London Youth Games, to many children making their own torches and joining in. But for me the Olympics were not simply about sport, it was about seeing all the different cultures and people who came to London to enjoy the festivities.

In Enfield, the legacy of the Games for me, especially as the Cabinet Member for Localism, is one of getting people of all ages and abilities to get involved with what is going on in their local area. We need, as a Council, to continue to maximise our volunteering and training opportunities for our residents, reaching out into schools, and colleges making the most of our talented young people.

We also need to maximise the regeneration and employment opportunities in our Borough for local people of all ages in the leisure, cultural and sports industries, building on the recent renewed interest in sporting pursuits.

Right on our doorstep Enfield has some of the most well equipped leisure centres in London. The newly refurbished Albany and Southgate Leisure Centres boast state of the art gyms and stunning swimming facilities, representing many millions of pounds worth of investment. Where better for local Olympic hopefuls of the future to train than right here in Enfield? Whatever your sport, we have the facilities here in Enfield.

The Games also made London a place of renewed interest for foreign visitors, boosting tourism. Enfield has much to offer those who wish to come to the Borough, from the magnificent newly refurbished Forty Hall which has been newly registered as a wedding venue as well as a tourist attraction. We also have beautiful green spaces steeped in legend such as Trent Park with its mystical Camlet Moat and Enfield Chase which has ancient hunting ground once frequented by monarchs.

So in summary, Enfield still resonates with the echo of the Olympic Games and Enfield Council we will do all it can to ensure that the opportunities the event brought this summer will continue long after the Games.

Quote from Cllr Kaye

Council Lead Member for the London 2012 Games under the Councils administration from 2008 to 2010

Councillor Jon Kaye, vice-chair of the Olympic Working Group and Cabinet Member of Leisure, Culture & Olympics from 2008-10 under the council's Conservative administration believes "the cross party support for involving as many Enfield people as possible had been a priority in what became the most exciting sporting event in the UK for some time. It was essential we all worked towards one goal of achieving a smooth operation leading up to the games and a lasting legacy for years after. The co-operation on both sides of the political divide was immense and created the right atmosphere throughout the 4 years serving on this important working group with our colleagues, council officers and the police. "

The National Picture: London 2012 Legacy Plan

The Government has published a 10-point plan for securing a lasting legacy from the Olympic Games. The key focus for the plan is to ensure Physical Education is available to all school children and the memorable catchphrase of “inspire a generation” would be maintained. Funding for elite sport is committed up until 2018, a £1.5million investment will be ploughed into disability sport as well as a new youth sports strategy. Following the success of Team GB and Paralympics GB there has been discussion about the best way to build a legacy for the Games.

Lord Coe has been appointed by Prime Minister David Cameron as the UK's Olympics Legacy Ambassador. The Governments 10-point plan includes:

- £125m per year funding for elite sport over the next four years - up until Rio 2016.
- £300m investment to turn the Olympic and Paralympic site into the Queen Elizabeth Olympic Park, open to the community.
- Bringing 20 major sporting events to UK by 2019, with more bids in progress.
- Sport England's £135m Places People Play Legacy Programme to fund new facilities, volunteering and participation programmes.
- £1bn investment over the next five years in the Youth Sport Strategy, linking schools with sports clubs and encouraging sporting habits for life.
- Government support for the Join In Programme to build on the spirit of volunteering seen at the Games by getting people to volunteer at their local sports club.
- Introduction of the School Games Programme, sponsored by Sainsburys, to boost schools sport and county sport festivals.
- Ensure PE in schools is available to all.
- £1.5m funding to the English Federation of Disability Sport to increase participation in sports by disabled people.
- Continue funding for International Inspiration, the UK's international sports development programme, to 2014.

The London Borough of Enfield welcomes the commitment by the Government to the Legacy from the Games and looks forward to understanding how residents of Enfield can benefit from it.

The local context: Enfield's legacy strategy for the 2012 London Olympic and Paralympic Games

Background

On the 6th July 2005, London won the right to host the London 2012 Olympic Games and Paralympic Games. At the opening ceremony on Friday 27 July 2012, London welcomed approximately 17,000 competitors and officials to compete over a 17 day period in the largest sporting event in the world. There were 20,000 accredited media, 6,000 reporters and photographers and 14,000 broadcasters covering the event. The Paralympic Games followed on from the Olympic Games, starting on 29 August through to Sunday 9 September, with a further 4,500 athletes and 2,300 officials taking part in 20 sports.

Enfield's vision for the Games was to ensure that the London 2012 Olympic Games & Paralympic Games were remembered not just for providing the best ever sporting & cultural festival, but also for bringing the best Legacy meeting local expectations.

The Council's Strategy set out how Enfield planned to maximise the opportunities presented by the Olympic and Paralympic Games in 2012 to ensure Enfield's residents and businesses benefit from the Legacy of London hosting the 2012 Games.

Enfield aims to:

1. Maximise volunteering and training opportunities for residents.
2. Engage with local schools, colleges and young people.
3. Build on, and expand, opportunities to participate in sports and cultural activities for all of our communities.
4. Maximising regeneration and employment opportunities especially in the cultural, leisure and sporting industries.
5. Develop the Council's structures and community sector capacity to deliver a legacy from the 2012 Games.

We have developed activities to maximise these outcomes by increased levels of cultural and sporting activity for all residents and a stronger set of clubs and organisations for sports, the arts and businesses. This will be Enfield's Legacy.

How we achieved: Updates on Themes from the Strategy.

The following section of this review will focus on what we have achieved in delivering the aims identified in the strategy

CASE STUDIES

Queen Elizabeth II Stadium officially opens

Inspired athletes will be able to take advantage of first rate sporting facilities thanks to a grant designed to get people more active and find the next generation of Olympic champions. Enfield Council's QEII stadium, a Grade II listed athletics facility, was refurbished by Enfield Council in a £3.5 million pound refit last year and was officially opened by London 2012 Olympian Margaret Adeoye after upgrades were made to its athletics facilities recently.

The stadium, which is the home ground of Enfield Town Football Club, has a new six lane track, two long jump/triple jump strips/pits, high jump and shot put areas and improved changing facilities installed as a result of money from the Council Football Foundation, the Mayor of London and the London Marathon Trust. The stadium is available for athletics hire by clubs, groups and schools. Thanks to a £3,900 Enfield Residents Priority Fund grant, open access sessions are now available to members of the public on Saturday and Sunday mornings and Monday evenings.

Cllr Achilleas Georgiou, who officially opened the stadium with Miss Adeoye, said: "This stadium is an important element in Enfield's Olympic Legacy and will help us find the next generation of Olympic greats. This stadium has a rich history of hosting Olympic champions with Linford Christie, Daley Thompson and Sebastian Coe all having graced this track and we want as many people as possible to dust off their trainers and come down here and take part."

Paralympic spirit lives on

Keeping the Paralympic spirit alive, Enfield Council organised a special event for over 60 adults with disabilities aged from 19 years to 70 years plus at the Lea Valley Centre. Mini hurdles, long jump, shot put, hammer, javelin, 100 metres, walking, wheelchair push and 'how far can you travel in ten minutes?' were among a number of events designed to focus on achievement.

Cllr Don McGowan, cabinet member for adult services, care and health said, "This local day evolved from the recent national success of the Paralympics encouraging people to take part in sport. It proves that disability is no barrier to their enjoyment and fun. Through this experience many people had an exhilarating day and were inspired to develop their interest in sports whatever their ability."

All those taking part were able to meet coaches at lunchtime and find out how they can learn more about their sporting interests. The idea of the day was to achieve, raise awareness of healthy lifestyles and for people to enjoy themselves.

Theme 1: Maximise volunteering and training opportunities for residents.

We planned to do:

1. Run an awareness campaign and encourage residents to register on the London 2012 Volunteer database.
2. Ensure skills training is available to enable volunteers to meet the skills criteria.

The Council ran a number of awareness campaigns to raise the profile of the Games and volunteering associated to this. Broad figures from the London Organising Committee for the Olympic and Paralympic Games (LOCOG) suggest a minimum of 359 residents volunteered as Games Makers for London 2012. Through Enfield Voluntary Action a number of skills training were provided to ensure our volunteers had the tools to secure volunteering opportunities.

What we achieved against PIs Set:

EOS1 Establish a baseline for all volunteering in Enfield

The Council's Voluntary Sector Team started collecting data on volunteering in 2006. This was due to one of the Local Area Agreement targets which was to increase the amount of active citizenship in the Borough, we aimed to target socially excluded communities. This was carried out in partnership with:

- Age UK
- Homestart Enfield
- One-to-One-Enfield/Enfield Disability Action
- Enfield Voluntary Action

As a result of these findings, it was discovered that many volunteers were averaging at least 2 hours per week. In response the Council launched the '100 Hours Volunteering Acknowledgement Awards'. Requests are sent out to VCS organisations on the database of approximately 650, and asked whether they have volunteers and of those, how many had done 100 hours so that we can acknowledge them at a Council event.

In terms of sports volunteers in 2010, there were 69 active volunteers this has now increased to 311 volunteers in 2012.

EOS2 Having established the base line, increase the number of volunteers in the Borough by 2% year on year for the life of the strategy.

In April 2010 the Council's Everybody Active Team developed the Sports Volunteering Package which has helped recruit 311 volunteers to assist with our local events and activities. The number of sports volunteers recruited has increased steadily year on year by approximately 100 active volunteers each year. The process was developed with the North London Volunteer Network which is made up from North London Sports Development Teams, Volunteer Centres and Pro Active North London. The team also take 8 volunteer work experience students per year from local schools for a placement period of 2 weeks, providing them an insight into a career in Sports Development.

The Sports Makers Programme linked to the London Olympic and Paralympic Games was introduced in November 2011. The Council's Everybody Active Team have committed to signing up all its sports volunteers to this national programme. Volunteers attend a free 2 hour workshop and then receive volunteer opportunities through a dedicated website. Since November 2011 Pro Active North London, in partnership with the four North London Borough Sports Development Teams have had 2,120 registered to attend a Sports Makers workshop with 932 that attended to date. More than half of the volunteers (533) logged hours and 345 logged 10 hours or more. Enfield have 370 registered to attend a Sports Makers workshop: 311 attended a workshop; 194 logged hours and 138 logged 10 hours or more.

The Council's Physical Education team lead on the Enfield Leadership Academy. The Sports Leadership Academy selects 2-3 young people from secondary schools and offers them free training to then redeploy them into local primary schools to support PE opportunities.

In October 2010, six schools attended, with five students from each. Six training courses were delivered which included NGB Level 1 Coaching Awards. The number of participating schools more than doubled in October 2011 with thirteen schools nominating 5-10 students each. A further six NGB coaching courses were planned and delivered successfully. The courses included a Trampolining and Gymnastics Judging course for twenty students and a Boccia level 1 award for twenty five students.

Schools involved in the Young Ambassadors (YA) programme include Lea Valley High School, Bishop Stopford and The Latymer School. This is a prestigious programme, operated by The Youth Sports Trust. The Local Authority is asked to send a small number of students to a regional conference. The YAs selected then trained two "Adistars" from each secondary school to work with their teachers and other sports leaders to deliver activities at the Enfield Torch Relay park events. One of our Young Ambassadors in 2011 was Desiree Henry who was selected to light the Olympic Cauldron!

Thirteen schools had Sports Leaders helping with level 1&2 events at the 2012 London Youth Games. Enfield had the most Sports Leaders out of all London Boroughs.

In terms of cultural events, four Forty Hall & Estate helpers, volunteered as stewards for the Edmonton Festival on 21st & 22nd July and carnival parade which involved over 250 people from the local community. These stewards have continued to volunteer at Forty Hall & Estate assisting with Front of House and administration duties.

One hundred and seven members of LBE staff volunteered as stewards at the Torch Relay on the 25th July as well as one hundred and four members of the general public volunteering as marshals. Comments from volunteers included:

"It was an unforgettable experience! I've learned a lot and met many good people"

"I think it was worthwhile and I enjoyed the experience"

"It was wonderful to see the Borough all coming together to celebrate this event"

Three volunteers from the Torch Relay have since volunteered at an event organised by Cultural Services. For the Showtime event on 31st August, three Forty Hall & Estate volunteers helped with the distribution of leaflets and answering questions from the general public. Eighty four volunteers are now regularly rota-ed to assist in delivering these services to the public.

EOS3 Work with LOCOG to ensure that as many Enfield residents as possible are selected as Volunteers in 2012 with an aim of achieving at least 1% of Volunteers at the London 2012 Olympic Games and Paralympic Games being Enfield residents.

LOCOG selected, recruited and trained over 72,000 volunteers assisting with the Games. These volunteers were based everywhere from the sailing Venue in Weymouth to the Football pitches all around the Country, Tube and rail stations to the Games venues in the Olympic Park. They assisted with everything from advising Visitors to taking part in the iconic opening and closing ceremonies. Over 350 Enfield residents were recruited as Games Makers and performers for Olympic and Paralympics. Whilst this isn't the 1% originally planned, we are all very grateful for their invaluable contribution to making the events of 2012 such a success. The Games Makers were truly the "Face of the Games". We salute your contribution.



Theme 2:

Engage more young people in active sport by working with schools and colleges

What we planned to do:

1. Ensure Enfield's Young People benefit from the London 2012 Education Programme.
2. Increase the number of young people with disabilities participating in sport.
3. Utilise the London Youth Games to increase participation in sport.
4. As part of the Enfield's strategy for ensuring a lasting legacy from the 2012 Games we are going to develop a new sporting programme for 11-18 year olds in secondary schools and colleges in Enfield between the hours of 3.30-6.00pm. This will be developed in partnership with the Sports Colleges in the Borough.

Enfield Council has engaged young people in active sport by working with schools and colleges in a number of ways highlighted below.

What we achieved against PIs:

EOS4 Encourage schools and colleges to link with the "Get Set" Programme ensuring 50% of young people take part in the London 2012 Education Programme.

Enfield became the first Borough to have 100% of the schools through the Get Set application process as well as the Get Set Network application process. The Get Set Programme created opportunities for children and young people to get involved in the excitement of the London 2012 Olympic and Paralympic Games. Members of the Get Set Network gained access to exclusive rewards and opportunities including:

- tours of the Olympic Park
- visits from Olympians and Paralympians
- a chance to take part in the pilot of brand new London 2012 initiatives
- access to prize draws to win goodies like digital cameras!

By joining the Get Set Network, schools also qualified for an allocation of London 2012 Ticketshare tickets to the London 2012 Games.

Sebastian Coe and Boris Johnson sent the Leader of the Council a letter with the following statement in it;

"The response from schools across Enfield to apply to join the Get Set Network has been extraordinary. We are delighted to confirm that 97 schools and colleges in your borough have secured 4472 tickets. Of these, 35 secondary schools and colleges will receive 3572 tickets, and 62 primary schools will receive 900. The tickets will differ per school, but across London and across your Borough they will be split roughly proportionally between: 1) Olympic Football; 2) the other 25 Olympic Sports; and 3) the Paralympics."



EOS5 Increase the number of young people with disabilities taking part in sport, from a base of 700 people, by 5% year on year until 2012.

The Council's Sports Development and PE Team have committed to a number of activities to increase the number of young people with disabilities taking part in sport. This year, twelve schools participated in the inaugural Enfield Boccia tournament, six of which were from mainstream schools. The winners entered the London School Games competition and came in first place! They went on to national finals in Stoke where they came 6th. Four schools now have after school Boccia clubs and two students have been selected by Boccia England and placed on the Paralympic talent pathway.

The Council's Paralympic Festival is an annual event that marks and raises the profile of sport for disabled people in the Borough. In 2012, the festival was delivered across the summer holiday period from 23rd July to 31st August for young people, and throughout the Paralympic period from 29th August to 9th September for adults. Activities included;

- Edmonton Leisure Centre Sports Day – Sixteen participants from Young Adults Transition Service took part in activities such as Dodgeball, New Age Kurling, Bowling, Easyline Gym for a day in partnership with Fusion Lifestyle.

- Trampolining and Multi sports – Twenty two participants aged 6-16 years took part in a 4 day course which incorporated trampolining and multi sports such as football, tennis and other sports based games.
- Swimming – Twenty participants took part in 2 x 5-day swimming course which gave young people an introduction to the strokes in a fun setting in partnership with Fusion Lifestyle.
- “Murderball” Screening – Eighteen participants attended a viewing at the Dugdale Centre of Murderball which is based around the 2004 Paralympic Games wheelchair rugby.
- Free online training - access to the online Disability Equality training is done in partnership with Interactive. There are currently ten people who have successfully completed this with the capacity of another nineteen.
- Horse Riding - all three day courses were fully booked at Gillian's Riding School with eight participants attending each day aged from 6-14 with a wide range of disabilities.
- Athletics - 9 participants booked onto 4 day course learning the basics of running, jumping and throwing at Lee Valley Athletics centre.

In addition, the Council runs a Disability Sports Academy. The Athletics and Swimming Academies are an externally funded programme delivered to young disabled people in Enfield. This term, the Academies started during the first week of October. Currently Durants and West Lea Schools attend the athletics at Lee Valley Athletics Centre with approximately twenty six young people attending each week and West Lea and Oaktree schools attend the swimming at Arnos Pool with approximately twenty three young people attending each week. Both sessions run in the school terms from 3.45pm-4.45pm and act as a pathway to the London Youth Games, the annual Indoor Athletics Championships at Lee Valley Athletics Centre and an annual Special Schools Swimming Gala at Southbury Leisure Centre. This year we have aimed to encourage young disabled people at mainstream schools to attend. In partnership with the PE Team, we have sent out information to all heads of PE. Currently five participants attend from mainstream schools with the intention to increase this yearly.

The funding for the Disability sport Academies ceases in December 2012. Future investment in the area could lead to not only the continuation of this, but the expansion of the programme to multiple sports also.

The Council became the 2nd borough in London to adopt the regional Disability Sports Plan: Inclusive and Active 2 in December 2010. This marked International Day for Disabled People in Enfield. We have completed two annual reviews; the 2012 annual review illustrated that over 60% of the targets were achieved. This is an improvement on the 2011 annual review. To maintain the improvements for consecutive years further investment is required in this area The Sports Development Team submitted a bid to Sport England to secure external funding for future development – success of the bid was determined in Dec 2012 with the Council being unsuccessful however an Enfield based Charity “One to One” were successful. The number of young people with disabilities taking part in sport this year measured at the end of October 2012 is 902, demonstrating we are on target to achieve the required increase.



EOS6 Host one major Olympic themed schools/college sporting event (Go Enfield Go) to include disability events each year with at least 1,000 young people participating

The Schools “Go Enfield Go” Event and “Paralympic Festival” marks the Borough’s commitment to provide young people with the opportunity of taking part in a wide range of Olympic and Paralympic Sports. This now annual event is hosted at the Lee Valley Athletics Centre each summer. The number of schools participating this year were:

Primary (7-11years) School Go Enfield Go

2010 – 28 schools participated

2011 – 30 schools approx 24 activities – 3 of these were paralympic activities

2012 – 35 schools 28 activities – 5 of these were paralympic activities

Each school brought 20 students.

20 secondary Sports Leaders helped at the event

Infant (4-7 years) Go Enfield Go

2011 – 20 schools - various multi-skills events

2012 – 33 schools – various multi-skills events

Paralympic Schools Inclusive festival

2011 – 3 special schools – approx 25 students

2012 - 9 special schools and nurture groups – approx 60 students and 15 Sports Leaders from Lea Valley High School

Torch Relay Park Events

The Schools Torch relay marked the arrival of the Olympic Torch Relay to Great Britain and was launched on the 18th May 2012.

Nine parks around the Borough staged a multi sports festival which included five Olympic / Paralympic sports.

Each primary school sent thirty students to the park (1950 students in total) with all schools running Olympic activity mornings for the rest of the school on the day their school took part in the park event. More than 55,000 students were active through this initiative. Each secondary school sent 10 to 15 Sports Leaders to support these events (totalling 200 students) .

EOS7 As part of Enfield's strategy for ensuring a lasting Legacy from the 2012 Games, we are proposing to develop a new sporting programme for 11-18 year olds in several secondary schools and colleges in Enfield between the hours of 3.30-6.00pm.

This action was originally planned to run on the back of Building Schools for the Future Programme. However, due to the funding being cut by the Government in December 2010 it has not been possible to fully embed what was originally planned in the timescales required. The Council and partners have been looking for further opportunities to help achieve the objectives within the life-span of the strategy. An opportunity arose called the Sportsvoice Project which was launched in November 2012. The Sportsvoice Project delivers sports activities across the Borough targeting 14-24 year olds and is funded externally through Sportivate funding. Whilst this funding is temporary, it is hoped that a proper legacy will be created by embedding this in an annual programme.



Theme 3:

Build on and expand opportunities to participate in sports and cultural activities for all of our communities

What we plan to do:

1. Provide a range of accessible and affordable leisure activities for all of its citizens to promote active and healthier lifestyles through sport and lifelong learning opportunities.
2. Develop "Team Enfield" to inspire young people, help strengthen the local sporting infrastructure of high quality clubs, coaches and volunteers, thereby increasing participation levels and engendering civic pride.
3. Extend choice and opportunity of sport and physical activity to under participating communities.
4. Utilise the Cultural Olympiad to organise events and activities to bring people and communities together.

Sports Development activities are accessible for a number of sectors of the community including:

- Under 5s
- 5 -12 years
- Outreach sports sessions for 8-24yrs
- Adult Healthy Lifestyle Programme
- Over 50s Programme

In terms of pricing there are a mixture of free courses, subsidised courses and paid courses.

Negotiations with Fusion Lifestyle have ensured that an affordable pricing structure is in place for Enfield residents to access their local leisure centre.

What we achieved against PIs

EOS8 Establish a baseline for under participating communities.

Sport and Leisure

Adults – Gender

In Enfield, under participation in sports in adults (both male and female) is higher than the London average. More than 50% of the adult population in Enfield are doing no form of exercise. However, overall this has reduced by 2.4% over the last 5 years. In terms of a comparison between females and males, 15% more females do not take part in sport and physical activity than males in the Borough.

Indicator	Year	Enfield			London		
		All	Male	Female	All	Male	Female
0 days / 0x30	2005/06	54.8%	50.5%	58.6%	49.1%	44.3%	53.8%
	2009/11	52.4%	44.2%	60.1%	47.9%	40.9%	54.6%

1-3 days	2005/06	8.6%	8.9%	8.3%	9.4%	10.1%	8.7%
	2009/11	11.6%	13.1%	10.2%	9.8%	10.8%	8.9%

Source: Active People Survey, Year: 2005/06 (APS1), 2009/11 (APS4/5) Measure: Adult participation

Ethnicity

In the 2009/2011 measures there is an increase of 5% in the Enfield non white population who were not participating in Sport in comparison to the white population. However, between 2009/2011 approx 1% more of the non white population participated in 1-3 days of activity in a month, higher than the London average.

Adult (16+) Participation in Sport & Active Recreation (formerly NI8) by year, frequency and ethnicity							
Indicator	Year	Enfield			London		
		All	White	Non white	All	White	Non white
0 days / 0x30	2005/06	54.8%	55.2%	53.1%	49.1%	47.0%	55.0%
	2009/11	52.4%	50.6%	55.2%	47.9%	44.4%	53.6%
1-3 days	2005/06	8.6%	7.6%	*	9.4%	9.4%	9.5%
	2009/11	11.6%	11.3%	12.2%	9.8%	9.9%	9.7%

Source: Active People Survey, Year: 2005/06 (APS1), 2009/11 (APS4/5) Measure: Adult participation

Disability

In terms of Disability, people with disabilities were less likely to participate in sport and active recreation than those with no limiting disability.

Adult (16+) Participation in Sport & Active Recreation (formerly NI8) by year, frequency and disability							
Indicator	Year	Enfield			London		
		All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability
0 days / 0x30	2005/06	54.8%	80.0%	50.8%	49.1%	76.1%	45.1%
	2009/11	52.4%	71.4%	49.4%	47.9%	72.3%	44.3%
1-3 days	2005/06	8.6%	*	9.5%	9.4%	4.8%	10.1%
	2009/11	11.6%	*	12.8%	9.8%	6.2%	10.4%

Source: Active People Survey, Year: 2005/06 (APS1), 2009/11 (APS4/5) Measure: Adult participation

Socio-economic class

Data collected on socio-economic bands suggests that individuals from the National Statistics Socio-Economic Classification (NS SEC) groups 5-8 are less likely to participate in sport and active recreation than those from NS SEC group 1-2. Data also suggests those that are over 55 years old are less likely to participate than those aged 16-25 years.

Adult (16+) Participation in Sport & Active Recreation (formerly NI8) by year, frequency, age band and socio-economic class										
Indicator	Year	Enfield								
		All	16-25	26-34	35-54	55+	NS SEC 1-2	NS SEC 3	NS SEC 4	NS SEC 5-8
0 days / 0x30	2005/06	54.8%	33.3%	47.0%	53.9%	71.0%	48.5%	57.9%	53.9%	63.7%
	2009/11	52.4%	36.1%	42.0%	52.2%	67.9%	42.1%	65.0%	50.9%	61.6%
1-3 days	2005/06	8.6%	*	*	8.1%	*	10.1%	*	*	*
	2009/11	11.6%	*	19.2%	12.2%	*	*	*	*	12.6%

Source: Active People Survey, Year: 2005/06 (APS1), 2009/11 (APS4/5) Measure: Adult participation

The above trends for Enfield correlate to the regional and national picture for sport.

Culture and the Arts

In terms of Culture and Arts there is no nationally organised survey looking at participants and their demographics. It is also hard to measure in great detail the demographics of attendance at organised events as people generally attend to enjoy themselves and are reluctant to spend time feeding back. Although the Edmonton Carnival & Festival attendance has given us a baseline for participation 3,500 attended the Festival and 250 walked in the Carnival. We are working to ensure that the attendances match the overall demographics for the Borough as a whole so that no one element of our community is excluded.

EOS9 Increase in participation rates from under participating communities setting a target once the base rate has been established.

A range of Outer London Fund 2 (OLF2) funded events were hosted in North East Enfield to coincide with the Olympic and Paralympic Games, including:

- TeaJive (summer dance programme for older people culminating in the Durants Park TeaJive on 16th September).
- Jubilee Beacon Lighting in Albany Park (fireworks, beacon, live music by local young talent on 4th June).
- Jubilee Picnic in the Park in Ponders End Park (steel band, afternoon teas, creative market on 3rd June).
- Easter in the Park on 9th April marked both the reopening of Ponders End Park after its makeover and the start of the Olympic year in eastern Enfield.

Each OLF2 festival helped increase the cultural offer - Bandstand Marathons, TeaJive, Jubilee celebrations in Albany Park and Ponders End Park and Easter in the Park.

Sport and Leisure

The Sports Development Team have committed to ensure under representation in sport is addressed. The following activities above the core business of the service has been addressed to support increased participation:

1. A funding bid to Sport England to increase the number of sporting opportunities that are accessible for people with disabilities in the Borough.
2. Launch of Active with Ease project which focuses on sedentary adults in the south east of the Borough. Participants receive 6 weeks of interviews and support with NHS Health Trainers whilst participating in introductory physical activity sessions. This project is delivered in partnership with NHS Enfield, NHS Haringey and Haringey Sports Development. The funding was provided by NHS London for one year. The project ceases in October 2013.
3. External funding from Sportivate has been secured for 1 year as a result of the Enfield residents' survey for more activities for teenagers. Our Sports voice project is targeted at 14-24 year olds. Sessions of football, tennis, boxercise, dance and gym will be delivered across the Borough from November 2012.

4. The team have been commissioned to deliver Tai Chi to the over 50's in Parks until 2014. Further bids have been submitted to secure a wider range of activities for over 50s.
5. The Tottenham Hotspur Section 106 arrangement provides a range of activities on behalf of the Council, schools and community groups. The monitoring information clearly evidences that these sessions are targeting residents from under represented groups in the Borough.
6. The Council is working in partnership with ECYPS to deliver a girls programme from Street Games to support the increase in participation from women.
7. The charity Street Games are delivering a number of youth sports project in Enfield youth clubs in the east of the Borough to maximise the opportunities available for young people.
8. The Enfield Festival has also enabled the expansion of activities for a variety of groups including the Enfield Night Hike which attracted over 500 women in its inaugural year and the Mayor's Charity Fun Run which included a new walk to allow families to join in as well as those who do not feel fit enough to run.



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Culture

The Culture Team delivered a programme of activities, festivals and events over the period May-September 2012. One of the largest events delivered was the Edmonton Carnival & Festival. It is intended in the next year we will embed measurement systems to ensure that we have a breakdown of those attending.

EOS10 Develop an Enfield Sporting Academy where a number of the most talented athletes in the Borough are brought together to be nurtured, building on the initial work of the Talented Athlete Scheme run by our previous Leisure Centre Operator. This group would be a benchmark for others to aim for. Initially ten Athletes would be targeted.

This action was originally planned to run on the back of Building Schools Future programme, it has not been possible to fulfil this objective yet. It is hoped that additional funding maybe sourced to help achieve this within the life-span of the strategy. Initial discussions have begun with potential partners and connections with the National 2012 Legacy Plan will be established to ensure we link with the opportunities arising from the implementation of the plan referred to earlier in this document.

EOS11 Develop a "Team Enfield" brand initially for use with the Enfield Sporting Academy.

Enfield Council has developed a Team Enfield brand / tag line. The "Everybody Active" strap line aims to inspire people and residents, help strengthen the local sporting infrastructure of high quality clubs, coaches and volunteers thereby increasing participation levels and engendering civic pride.

The Everybody Active name will :

- Attract people to take part in high quality sporting activity within the Borough.
- Promote partners and people's achievements.
- Position Enfield's Clubs, Facilities and Partner organisations and other associated facilities as the elite sporting Legacy of the 2012 Games for young people within the borough.
- Inspire all young people within the Borough to greater levels of sporting participation.
- Engender civic pride.
- Position Enfield Council at the heart of this sporting legacy.

As well as developing this inspiring creative brand, which compliments and lives alongside the Enfield Council brand, our aim is to promote the overall Council vision.

We will use all Council communication channels to promote the Everybody Active and related activities. These have included:

- Our Enfield (utilising the Olympic Legacy section).
- A programme of media activity focusing on residents taking part in initiatives, events, activity at facilities and residents achievements.
- Further developing a profile on the Council website & Youth Services website

- Enfield Festival brochure.
- Enfield Young People's magazine.

This activity has been supported by many partner organisation communication opportunities.

EOS12 Develop and brand at least two cultural / arts events in the Borough gaining an "Inspire" mark every year to contribute to the Cultural Olympiad.

The Edmonton Carnival & Festival and Enfield Town Autumn Show were promoted as Inspired by the Games and this increased interest by press and media as well as residents.

The Enfield Festival brought together a wide range of event organisers from local people, local organisations, cultural organisations and the Council. The Enfield Festival was widely promoted through the brochure sent to every Enfield resident and in all public buildings including libraries, arts centres, and sports centres.

The Festival encouraged local people to hold events and promote their services and what they care about through heritage, arts, sports, and cultural activities.

The costs of promoting the 100+ events that made up the Festival was met by the Council which in turn helped local organisers by getting their message out to a wider audience. The Festival was visible to local residents and they could then see that Enfield was part of the celebrations surrounding London 2012. The Festival encouraged participation from local people in leisure, culture and heritage whether it was trying a new sport or arts activity or involvement in heritage. The Festival gave the Council the opportunity to strengthen relationships and links with local organisers of arts and cultural activities; we have also met new people who have come forward to organise events locally with energy and new ideas. There were a number of activities in the Borough that received the inspire mark, these included the Go Enfield Go event and the Autumn Town Show.



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Theme 4

Maximise regeneration and employment opportunities especially in the cultural, leisure and sporting industries

What we planned to do:

1. Provide a range of opportunities and support to develop skills to enable residents to access the employment market and take advantage of opportunities presented by the London 2012 Olympic Games and Paralympic Games.
2. Increase the range and quality of work based learning opportunities for 16-19 year olds, linking with the new sport and active diploma and by investing in new / expanded provision and more collaboration between schools, colleges and work based training providers.
3. Boost the visitor economy by actively marketing Enfield as a visitor destination.
4. Attract new businesses and employers to Enfield.
5. Explore possibilities for gaining a physical Legacy from the Games.

What we achieved against our PIs:

EOS13 Increase the number of work based learners progressing from level 2 to 3

Looking at work based learners, there have been a number of different approaches taken. These have included mentoring for staff, encouraging development and learning of existing employees and development of the Council volunteers and part time and casual workforce. The Council has engaged with the Future Jobs Fund 3 and a number of young people were recruited into school.

The Council have offered the apprenticeship framework to young people wanting to join the Council, and so far we had one young person join. The Council has also offered the culture and arts framework and have had three young people join this framework and the council. Across the Council there have been in excess of 150 apprentices including placements in parks, catering, business admin and social care. Working with employers in Enfield, another twenty apprentice ships have been created.

The Council's Sports Development Team have provided:

- Twenty places for a referees football courses
- Ten Level 1 football courses
- Two boxing tutor courses – Participation level

Participants for these courses were selected through our current Street Active Programme aimed at young people aged 16-24 years and through links with local clubs, coaches and volunteers.

Participants are now refereeing & coaching at their local clubs and this has also led to paid work. The Sports Development Team are looking at working with a local club such as Enfield Town Football Club to provide referee's at our Southbury 7s weekly football league. The Sports Development Team in the long term are looking towards clubs being commissioned to support the delivery of projects.

In partnership with Pro Active North London and Middlesex University the Council promotes a number of coach education programmes to its volunteers, coaches and residents.

EOS14 Establish the base line for the number of visitors to Enfield in a year.

The Borough's work to promote Enfield as a visitor destination started in the years preceding the Games. We worked to raise Enfield's profile regionally, nationally, and internationally with support from Visit London, and later London & Partners (tourism and business agencies for London) and with financial assistance from the Arts Council of England.

We produced the following guides to the Borough which were distributed throughout London at all major cultural venues (eg Tate Gallery, National Gallery, Southbank Centre at Tourist Information Centres in central London and Hertfordshire and at libraries in Enfield, Haringey, and Barnet): -

- The North London Arts Map and The North London Arts Guide – two brochures explaining the high quality arts and cultural venues of the Borough and the programmes of creative work for the public to explore.
- Visit Enfield – an overview brochure showing 'what's on', and 'where to go' in Enfield including the annual festival and events calendar.
- Royal Enfield – a brochure suggesting itineraries for visitors to explore our heritage and Royal connections.
- Green Enfield – a brochure suggesting itineraries for visitors to explore our green spaces, green heritage, and healthy living activities.

The pick up rate for brochure distribution was 97% against an accepted success rate of 75% for campaigns. We did extremely well to raise Enfield's profile in this way at such a busy time for tourists and Londoners.

In addition, our venues – Chickenshed, Millfield Arts Centre, Dugdale Centre, and Forty Hall & Estate were promoted to the Games Media Centre to encourage the world's media to get out and explore. The Media Centre also received the Visit Enfield brochure.

At Millfield Arts Centre, Dugdale Centre and Forty Hall & Estate work placements were supported for students at schools and colleges studying business studies, tourism and hospitality.

However, we have not been able to achieve a baseline for the number of visitors to Enfield beyond anecdotal evidence.

EOS15 Increase the number of visitors to Enfield by a percentage set once the baseline has been established.

It is widely accepted that there was a marked fall in visitors to central London during the Games and there is anecdotal evidence that trade in the Borough was either the same, or reduced. However, now that the Games have finished we can gather the following sources of data and compare to the same period in the previous year, as follows:

- Attendance at public libraries

- Attendance at heritage, cultural and sporting venues.
- Footfall in the major shopping centres eg: Enfield Town centre, and Edmonton Green centre.
- Bookings at hotels and B&Bs.
- Footfall at train stations during the Games.
- Attendance at major events eg: Edmonton Carnival & Festival, Enfield Town Autumn Show, and the Mayor's Charity Fun Run.

The Enfield Hoteliers Group will be gathered to discuss and form an action plan to develop meaningful links between local attractions and the service industry organisations to increase Enfield's share of the visitor market.

Town Centre Managers and key businesses will be invited to make a wider group to develop joint plans going forward. One example of these developments was the 'Festive weekend' Christmas in Enfield Town on 30th Nov – 1st December. This council event complimented some of the other activities organised by the 3rd sector and businesses. This is a good example of working together with partners to bring visitors into the Borough and increase inward investment. The Festival Programme which ran throughout the summer and mentioned elsewhere in this document is another good example.

EOS16 Establish a baseline and increase the number of new businesses starting in Enfield.

Enfield is an attractive location for businesses offering access to markets in the South East, including new retail developments such as Stratford via the M25 and North and Central London via the A406.

Enfield has accommodated businesses requiring space to grow and needing to re-locate to make way for Olympic developments. Businesses including: logistics & distribution, waste processing, recycling, printing and manufacturing have been locating in Enfield, creating new jobs and helping to diversify our local economy.

Enfield is now home to Biffa's Greenstar waste re-processing facility which uses 21st Century technology to sort dry waste from across North London with 230 new jobs. Thirty Four Enfield businesses have secured Olympic contracts through CompeteFor. Although information on individual contract values have not been released, we are aware that a local construction company secured a contract worth £45million, which has helped to sustain and grow construction jobs in the Borough.

Understanding our business base is helping us develop a greater understanding of market trends in key sectors. We have established a baseline for the number of new businesses setting-up in the Borough by drawing on data from BankSearch, which gives details of new business bank accounts set up in Enfield.

Over four years from Jan 2008 there has been an increase in the number of new business bank accounts, including Sole Trader accounts: 2,700 in 2008, 2,970 in 2009, 3,515 in 2010 and 3,577 in 2011. North London Chamber of Commerce (NLCoFC) has also taken on managing a database of existing businesses in the borough, and now has over seven thousand unique entries. This database is enabling engagement with businesses in key sectors particularly: Construction, Green & Low Carbon, Logistics and Distribution and Health & Social Care. Business sector forum meetings focusing on these key areas is being managed by NLCoFC.

Sports Businesses:

There has been a small increase in the number of small sports businesses in the Borough over the last three years. The birth rate of businesses in Enfield appears to be the same as that in London.

Sporting Business Stock & New Business Activity							
Indicator	Year	Enfield			London		
		Sports Activities	Sports Manuf.	Total	Sports Activities	Sports Manuf.	Total
Total Sport Businesses	2009	45	0	45	1,640	*	1,640
	2010	55	0	55	1,900	40	1,940
	2011	55	0	55	1,920	40	1,960
New Sport Businesses	Between '08 & '11	5	0	5	125	0	125
Business Birth Rates	Between '08 & '11	6.6%	N/A	6.6%	6.6%	0.0%	6.5%
Source: Businesses - IDBR 2009 to 2011, New Businesses							

It has not been possible to determine employment rates for sports related businesses.

Employment in Sports related businesses							
Indicator	Year	Enfield			London		
		Sports Activities	Sports Manuf.	Total	Sports Activities	Sports Manuf.	Total
Total Sport Employment	2008	950	0	950	40,610	*	40,610
	2009	0	0	0	33,480	*	33,480
	2010	*	*	*	38,730	790	39,520

EOS17 Work with the Regeneration Team to explore possibilities for gaining a physical legacy for Enfield from London hosting the 2012 Games.

Enfield has identified Priority Regeneration Areas for their potential to deliver growth and transformational change within the Borough: Ponders End within North East Enfield, Meridian Water within Central Leaside, New Southgate within the North Circular area, Edmonton Green and Enfield Town. Both Ponders End and Meridian Water are located in the East of the Borough, which also forms part of the Upper Lea Valley Opportunity Area.

One of the core assets of the area is the Lee Valley Regional Park which has potential to develop new sporting and leisure facilities at Pickett's Lock and create a regional draw to the area. Other opportunities to work with Lee Valley Regional Park include opportunities to enhance pedestrian and cycle routes to the park and create improved destination points of entry. Improving connections to the park to parts of All London's Green Grid will help achieve greater permeability for local users and visitors.

The Meridian Water master plan sets out plans for a variety of squares, parks, growing spaces and new habitat, drawing on its location adjacent to the Lee Valley Regional Park. The open space network creates new recreational and social benefit, with open space also serving as an educational resource. In addition, the masterplan proposes enhanced access to Banbury Reservoir with improved public realm around the reservoir. Future potential has been identified to explore reintroducing leisure activities on the reservoir.

The most significant transport infrastructure legacy of the Olympic Games for Meridian Water relates to the three tracking proposals running from Stratford and Tottenham Hale to Angel Road (STAR) and improvements in stopping train services to Angel Road. This major investment will have a transformational effect on the delivery of Meridian Water, enhancing development opportunities set out within the master plan and creating new jobs for local residents.

The Electric Quarter (Ponders End High Street) proposes employment space that would be suitable for the creative sector in the future. A strategy is in development to promote and improve Queensway as part of this offer. A Town Team is being established in Ponders End to drive forward meanwhile and long term employment opportunities and to develop a sustainable approach to festival delivery in this part of the Borough. Work is progressing in partnership to develop the Columbia Wharf area of Ponders End, to create new watermeadow open space, working with local groups, British Waterways and the Environment Agency to explore opportunities to open up the waterways for canoeing and recreational use.

The New Southgate masterplan sets out a network of improved open spaces, including Millennium Green, High Road Open Space and Grove Road Open Space. Plans are in preparation to improve cycle and pedestrian access and enhance play space for younger children. The masterplan also proposes enhancing the limited sporting facilities in New Southgate to create sports uses.

A physical legacy

The refurbishment of the QEII stadium has provided improved community athletics facilities, a football stadium and vastly improved changing room facilities on the pitches to the south of the stadium. These facilities in turn have assisted the development of football on the King George Playing fields. The cost of this re development was approximately £3.5 million. The facility was officially opened in August 2012 and a number of athletics sessions have taken place over the Summer of Sport 2012. Enfield Town FC have taken up residence at the facility.

An upgrade of leisure centres has seen the facilities at Southbury Leisure Centre improved with a new full size 3G synthetic sports pitch and a refurbished full size astroturf sports pitch. In addition a new spinning studio and refurbished changing areas, reception and fitness gym have also been added. The work to Southbury Leisure Centre was completed in the spring of 2011. Albany Leisure Centre has seen an uplift with a new health and fitness gym, new dance studio, new spinning studio and refurbished changing and reception area. This work was completed in August 2012. Finally, installations at Southgate Leisure Centre included a new health and fitness gym, two new dance studios, a new spinning studio, new changing and reception areas. This work was completed in October 2012.

All of these additions and improvements will encourage more people to become physically active. To support the Paralympic Legacy, funding has been sourced to

improve the disabled changing areas at the leisure centres which will make them more accessible to people with severe disabilities. This is estimated to cost £25,000.



Further physical legacy, have include the refurbishment of the Millfiled Theatre and Arts Centre, the development of the Dugdale facilities, to include a small theatre style venue and conference facilities and lastly the heritage jewel in the Councils crown Forty Hall which was finished in time to ensure that the visitor offer that London and Enfield could offer to those visiting the 2012 Games was of the highest standard, was interesting, historically accurate and accessible.



Theme 5:

Develop the Council's structures and community sector capacity to deliver a Legacy from the 2012 Games.

What we planned to do:

1. Streamline the management of the Physical Education Team and the Sports Development Team.
2. Establish over the next year Ambassadors for the 2012 Games who will raise the profile of the Councils work internally and raise the profile of our work with partners including schools, colleges, businesses, sports clubs, and the media.
3. Develop the Ambassadors role to ensure that emergency planning for the time around the 2012 Games is embedded in the Councils procedures as part of the business continuity arrangements. This includes capacity issues ranging from waste to worship, to transport.
4. Assist the Council and partners to develop capacity in crime prevention, community safety and counter terrorism for 2012 creating a legacy for post 2012.
5. Establish a working group and the Officer Group to deliver this strategy and engage partners through the ESP.
6. Use the athletes, and others in the Olympic and Paralympic family, as role models for young people in Enfield. Developing sporting opportunities as part of the positive activities agenda.
7. Play an active role in sub-regional initiatives through the North London Strategic Alliance, Pro- Active North London, the Pro Active London networks, and others, to ensure that Enfield maximises opportunities presented by the London 2012 Olympic and Paralympic Games.

What we achieved against our PIs:

EOS18 Establish 10 Ambassadors to deliver Enfield's strategy for ensuring a lasting legacy from the 2012 Games within the Councils structures and to help deliver the Councils Community Cohesion Strategy.

In looking to ensure the Councils structures were able to deliver a smooth Games time infrastructure and community cohesion, a number of groups were developed. At its highest level the Council set up a Members working group which was a sub group of the Councils Cabinet. At an Officer level there was a 2012 Games Senior Officer Working Group and reporting into this were elements from all the Councils departments working with partners such as the Met Police and London Fire Brigade and a number of third sector organisations. As part of the Councils preparation, volunteer Ambassador roles were developed and twenty staff volunteer for these roles which ranged from people in the Communications Team, the Customer contact Centre, to those in the Sports and Education Teams. A large number of people from the Council's Environment Department also contributed. These included: Environment Heath, Trading Standards, Building Control, Licensing, Waste, Street Cleaning and Graffiti, Highways Maintenance, Parking Enforcement, Community Safety and Emergency Planning.

As part of the Legacy, the Council's Everybody Active Team have recruited eleven sports and activity promoters on the back of the Games with four more currently awaiting interview. The Ambassadors / Sports Promoters are currently attending schools and community events to promote the work of the Everybody Active Team. We aim to have a cohort of around 20-25 active Volunteer Ambassadors by recruiting some of the London Olympic and Paralympic GamesMakers from Enfield.

The Emergency Planning team has an existing pool of seventy volunteers who are trained to play their part in the event of an emergency which requires staff support. The Games have enabled us to test processes which were in place to reinforce that these are working at optimal levels. This has also further embedded considerations across departments about the risks / opportunities from hosting large local events and the links to planning meetings which allow better forward consideration of what resources are needed. This will be relevant in the current economic climate especially with well publicised savings required from the partner organisations.



EOS19 Brief the Local Strategic Partnership Sub Group's annually.

Officers and Members briefed the Leisure and Culture Partnership Group regularly throughout the build up to the Games. These briefings included Torch Relay issues, Enfield Festival issues and business and partnership updates. In the immediate lead up to the games the briefings were used to inform partners of the games time arrangements which included traffic and transport issues, marketing issues and Torch Relay opportunities. Members of the Partnership Group contributed significantly to the Torch Relay, the Schools Torch Relay (Arts Start) and the sports events prior to the Games Members of the Community Sport and Physical Activity Network (CSPAN) also contributed to the Paralympic sporting programme which is run and managed by the Council.

Whilst ESP briefings were conducted with Members and Senior Partners, including Police, Ambulance, Health, Fire Brigade, Transport and business partners, one of the outstanding issues and a true legacy of the Games was the levels of co operation between agencies and partners. Examples of this include the Fire Brigade relocating the entire Fire Station operations from Church Street for the duration of the Torch Relay; or the Police Cadets providing nearly 50 Cadets for the Torch Relay; Business's in Enfield also stepped up to the mark seeking opportunities to develop and possibilities for creating jobs for residents.

EOS20 To fully integrate the management of the Physical Education Team and the Sports Development Team together.

In 2009 the Sports Development Team and the Physical Education Team were fully integrated with a joint manager for both teams. This allowed the teams to build the foundation of a close working relationship to achieve the objectives of the Everybody Active Strategy. In 2010, a restructure of the Council led to Sports Development sitting structurally under Regeneration, Leisure and Culture and the PE team now

under Schools and Children's Services. This has not impacted the close working relationship with the two teams. Officers continue to work on projects together and bi-monthly PE and Sports Management meetings support the ongoing work of ensuring an active Enfield in schools, in the workplace and in the community.

EOS21 Develop a Council Communications Strategy for the 2012 Games which will included exploring the possibility of hosting a "Live Site".

Whilst Enfield did not host a Games venue or "Live Site" (due to the limited availability of large screen equipment), the Council ensured the London 2012 Olympic and Paralympic Games helped move forward the delivery of many of its priorities:

- Creating stronger neighbourhoods that the residents are proud of and promoting community cohesion.
- Developing arts and creative industries.
- Improving health through accessible sporting opportunities.
- Keeping Enfield open for business – keeping residents and businesses informed about the impact of the Games and how to mitigate against potential disruption (transport, safety etc).

From a communications perspective this required the development and delivery of a Communications Strategy that:

- Ensured that everyone in the Borough was safe, well informed and entertained.
- Showcased Enfield locally and nationally as an outstanding place to live, visit, learn and do business.
- Helped to minimise any disruptive effect of the Games on everyday business in Enfield.
- Kept Enfield moving during the Games (residents, day to day business, maintain supply lines, allowed easy movement of visitors to the Borough).
- Helped create stronger neighbourhoods in the Borough through the promotion of events and activities that built up local pride and community cohesion.
- Contributed towards improving health in the Borough by building on sporting interest generated by the Games and promoting accessible sports opportunities in the Borough.
- Ensured a safe, efficient and mutually supportive communications approach was adhered to by all external partners and all services within the Council.

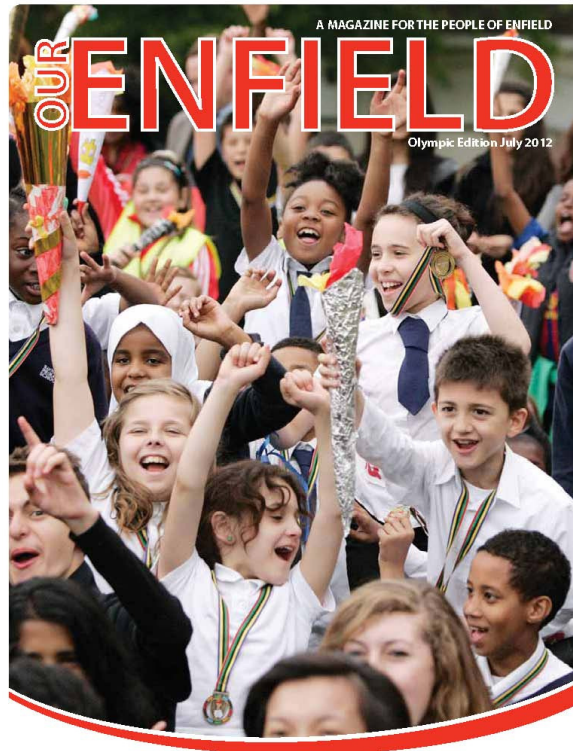
Fundamental to the success of this project was the delivery of relevant, specific and timely communications to all customers through the most appropriate communication channels. This hugely diverse range of customers included residents, businesses, voluntary groups, education establishments, creative industries, visitors/tourists, commuters, Council staff, LOCOG, London Councils, TFL, neighbouring authorities, local media, Enfield members, current and potential community leaders and budding athletes. The Communications Team developed and delivered specific communications campaigns to all of these audiences in a coordinated and integrated way.

The tools used to deliver these campaigns included:

- Olympic themed Our Enfield with 8 page pull out.
- Regular Olympic sections in the Council magazine.

- Olympic section on the Council website with all up-to-date information required by residents, businesses, visitors, tourists and commuters.
- Information and promotional pack for all businesses along the route.
- Street dressing in Enfield Town, Southgate & Edmonton.
- Use of social media to keep residents and visitors informed on the day of the Torch Relay.

Post Olympics, Enfield Council continues to utilise the Council magazine and a media campaign to promote the Olympic Legacy in our Borough.



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EOS22 Work with Clubs, the Parks Department and the Enfield Sports Advisory Council to increase capacity in the Sports and Sporting Voluntary sector in Enfield.

Following on from the 2012 Games in London we have made it possible for members of the community to have free use of the QEII Athletics Track on Saturday and Sunday mornings.

We have supported seven inline speed skating sessions at Tatem Park during the 2012 summer months and will continue to support the events for future years.

We are seeking to introduce 9v9 football pitches at all our Parks for Under 11's following the FA requirement and we have recently refurbished a number of changing room facilities at locations such as Enfield Playing Fields and Albany Park.

In 2006, an Open Spaces and Sports Assessment was carried out as a part of a wider planning exercise. This detailed a whole range of deficiencies across the Borough in terms of open space and what each open space provides.

While it is fair to say some progress has been made in terms of addressing some of the objectives in the Action Plan of this study, it has not really been a consistent and strategic approach. The Parks and Open Spaces Strategy was introduced and adopted in 2010 and work is ongoing in delivering the aims and objectives of this strategy.

The 2012 Games Legacy should serve as an appropriate catalyst to ensure that a range of needs and objectives are introduced over a two year period that will provide all Borough residents with a lasting legacy.

Raising standards of clubs:

The London Borough of Enfield is committed to good quality operating standards. We currently have 47 Clubmark accredited clubs in Enfield with a further 16 clubs actively working towards the accreditation with their National Governing Bodies and Everybody Active Team representatives. The Everybody Active Team have a Clubmark package for accredited clubs as well as an active Club Directory, signposting Enfield residents to local sports clubs and organisations.

Due to the nature of Clubmark selection criteria, on occasion it is not what the clubs want to deliver for their members and can deter clubs from seeking accreditation. The London Borough of Enfield has developed the Everybody Active Mark. This 'mark' identifies the operating standards we expect from our clubs to proactively deliver sport in a safe manner. The Everybody Active Mark is a fantastic way for sports clubs to express a commitment towards developing and sustaining their club and is the first step towards achieving Clubmark accreditation. To ensure a smooth transition between Everybody Active Mark and Clubmark, the criteria for both focuses on five key areas of development. We currently have 48 accredited clubs with two working towards the accreditation. This also creates a foundation to introduce clubs to the commissioning cycle so they are 'ready' to be commissioned with the basic qualifying expectations.

Next steps: The Legacy continues in Enfield:

The following section focuses on the Council's Legacy projects that are either currently in place or could be improved to produce a long lasting affect should investment be made into these areas. This section is split into the following categories:

- A. Physical Education
- B. Sport and Health Activities
- C. Parks

A. Olympic and Paralympics Legacy in Enfield Schools

The Enfield PE Team have pioneered activities such as the Olympic Torch Relay prior to the national Torch Relay arriving in Enfield. Also, events such as 'Go Enfield Go' allows young people to take part in a number of Olympic and Paralympic sports. The aim is to continue these on an annual basis. The commitment from the PE Team can be strengthened in 'legacy mode' with a number of strands of work to create a leading Physical Education service in primary and secondary schools across the Borough. The following diagrams demonstrate this strand.



Figure 1: Primary school model for creating a PE service



Figure 2: Secondary school model for creating a PE service.

The future model and delivery of the PE service in Enfield for Legacy benefits will be dependant on the investment into this area. Potential areas of work for PE include:

1. GB role models (virtually) going into Enfield schools

- The development of a Facebook page will be used as an information sharing tool. It will include:
 - Profiles of sportsmen and women on the road to Rio 2016.
 - Information on video clips and articles.
 - Photos from PE Team events.
 - Schools upload photos from their events.

2. "Enfield Inspires a Generation"

- We will identify and train a fleet of "Enfield Young Gamesmakers"
 - Training programmes to be implemented for primary and secondary schools during Autumn 2012. Primaries to identify Yr 4 & 5 pupils.
 - Secondary schools to nominate Young Ambassadors to attend a local conference.
 - Gamesmakers to lead activities at the eight 'Inspire Enfield/Torch Relay' park events throughout summer 2013.
 - Enfield Young Gamesmaker t-shirts to be sourced.
 - Sponsorship to be sourced.
 - Schools competition to design Borough logo to go on the front of the t-shirt.
 - School Sport Co-ordinators (SSCOs) to introduce and teach Boccia alongside teachers during the Autumn term.
 - 50 sets of Boccia balls to be purchased.

- Each class in school to put forward a team to play and compete in an intra-school competition. (SSCo to organise with PE Subject Leader), Winning team plays in an inter-school competition.

3. Development of the Paralympic game of Boccia in schools

- Borough Boccia league competition to be instigated.
 - Boccia Community Club to be developed.
 - Involvement of local Bowls Clubs.
 - Involvement of Boccia England.
 - The game of Boccia to be included in the PE curriculum, where appropriate.

4. Developing Enfield Olympians and Paralympians

- In 2012, Enfield came 3rd in the London Youth Games. This involved 43 Sports, across 33 London Boroughs. In 2013, our aim is to have schools to identify talent and alert students to all trial dates.
- Improved club links and talent ID at Borough sporting events will support the London Youth 'Mini' Games/ Schools, Games Finals.
- The new PE Team School Sport Competition league structure identifies winning primary schools to attend the Level 3 School Games Finals at Crystal Palace.
- School Club links to be developed further by positioning Level 2 school games finals in the sports club settings.
- Paralympian pathways emerging and PE Team to ensure all schools are aware of opportunities and encourage participation.
- Level 3 schools can apply for the new 2012 School Games Kitemark-Gold Level. Seven Enfield primary schools gained this prestigious award in 2012.
- Primary and Secondary Sports Associations to further support the pathway to both the London Youth Games and London Level 3 School Games Finals held at Crystal Palace.
- Borough wide after school club to be re-established at one of our leisure centres for special schools and mainstream SEN students who are identified as talented in sport.

5. Other possible school Legacy ideas delivered by the Enfield PE team

- Development of Section 106 Tottenham Hotspurs Football Club work streams.
- School sports activities.
- Healthy Weight Programmes re-established.
- Development of community school facilities.
- Subject leadership/Inclusive teaching practice.
- Developing physical competence in EYFS settings.

B. Sports and Health Activities:

Health

The Olympic and Paralympic Games highlighted how sport can inspire the country and bring people together to enjoy one cultural experience. The summer Games focused the world's attention on London and what might be achieved through the Olympic and Paralympic Legacy.

Physical activity is fundamental to good health; compared to those who are least active, those who are most active have a 20-35% lower risk of cardiovascular disease (CVD), coronary heart disease (CHD) and stroke, a 30-40% lower risk of metabolic syndrome and Type 2 diabetes in moderately active people compared to those who are sedentary, a risk reduction of hip fracture of 36-68% at the highest level of physical activity, active older people have a 30% lower risk of falls, a 30% lower risk of colon cancer, 20% lower risk for breast cancer and a 20-30% lower risk for depression and dementia.

As just one initiative, Enfield Health Trainers seek to build on this Legacy to encourage people to increase their levels of physical activity through sport, recreation or everyday activity such as walking or cycling. Other initiatives include asking GPs to refer people to health walks and encouraging people to participate in Tai Chi (good for both heart health and reducing falls). In Enfield the Health and Parent Champions epitomise the Olympic spirit (and the community spirit shown throughout the Olympics) by volunteering and showing the passion and commitment of the Game Makers and signposting people to the health and sport opportunities in the Borough, working to encourage people to take up new sport and improve their lifestyles to become more healthier and more active.

To mark the achievement of Enfield athlete and gold medallist Charlotte Dujardin a post-box in Coleman Parade EN1, has been painted gold. We hope that this will serve to remind residents of the Olympics and all sporting achievements. This reminder should be promoted throughout the Borough to encourage people to live healthier lives.

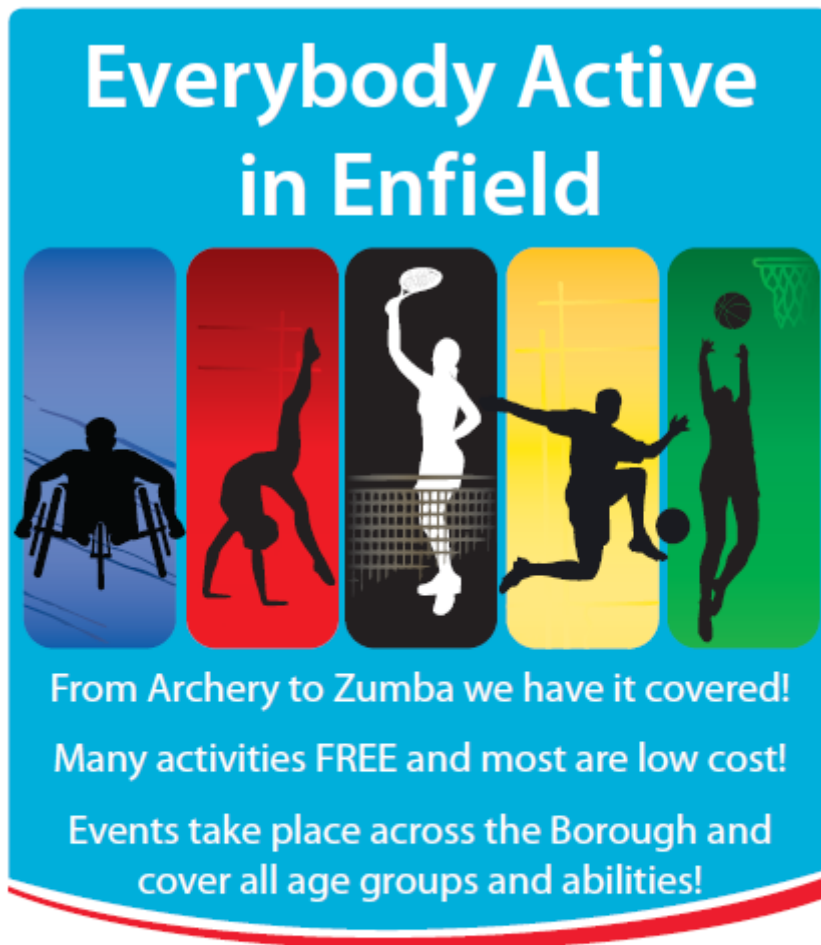
Through new jointly delivered health initiatives there is potential to break through health inequalities in the Borough. Securing funding for projects surrounding obesity will provide short, medium and long term benefits not only for residents but for services also.

Sport and Leisure:

The Council's Everybody Active Team have revamped the concept of Everybody Active in Enfield. The Olympic and Paralympic inspired images mark the Council's commitment to continue to raise the profile of sport and physical activity in the Borough ensuring the Legacy and the spirit of the Games continues. Almost 50 JCdecaux bus stop signs promoted the concept. This was followed by:

- Advertising in local papers using this concept for the Summer of Sport activities.
- Recruiting 'Sports and Activity Promoters' – a number of self motivated and enthusiastic volunteers were recruited to 'sell' sports activities to the public at events such as the Town Show, community events delivered by other service areas, school assemblies and the Mayor's Charity Fun Run to name a few. Sport and activity promoters will continue to be recruited.
- Postcards promoting sports development services have now been developed ensuring there is information all year round to promote the service in a centralised process.
- Over the Christmas period till receipts at Argos (De Mandeville Park) in Enfield advertised the concept of Everybody Active in Enfield.
- The new years 'Get fit for 2013' brochure will also adopt the 2012 inspired concept ensuring the message of the Legacy and commitment of getting Enfield residents fit and healthy will resonate to the public.

- The slogan 'the legacy continues' has been added to all sports marketing material.



For more information please call 020 8379 3762, or visit www.enfield.gov.uk/sport


 **Everybody Active In Enfield**



Figure 3: Sports development new eye catching concept.

Sports Volunteering

The Leader of the Council held a reception on Thursday 20th September 2012 to recognise the hard work of Enfield residents and Council employees who volunteered their time to support the delivery of the London 2012 Games. This provided a database of volunteers who will be invited to become sport and activity promoters in the Borough and volunteers for not only Council events and activities but to support third sector community groups.

Web interaction for Sport and Leisure opportunities:

An officer group made up of Parks/Environment, Web Team, GIS Team and the Everybody Active Team has been created to develop the Council's website to lead the way with Interactive maps of leisure opportunities, Parks, cycle and walks route

throughout the Borough. The promotion of cycle routes followed by park and leisure opportunities will be launched as part of the legacy of healthy lifestyles in the borough in line with the New Year and Sports development 'Get Fit for 2013' campaign.

C. Parks

The Council's Parks Business Unit are in the process of commissioning a revised version of the Parks Action Plan from the 2006 report and amend it to address current needs. A holistic approach to the Sports Pitch Strategy will allow funding bids to be co-ordinated across the Council departments and to support Football Association, Football Foundation, RFU, England Cricket strategies and requirements.

There is a rationale for assessing fully the needs of other services (Health and Education) and plot the locations that would benefit the most and attain maximum output / outcomes.

The Parks Business Unit aims to deliver a planned approach and scope out costs and funding streams to deliver the key outputs and over what time period. The appointment of a specialist consultant would be required for this work.

Some improvements can be introduced relatively quickly and at minimal cost. These include markings on paths in parks that map running / jogging routes and at certain intervals have markings such as:- "London 2012 100 metres final – Usain Bolt 9.76 seconds"

Other improvements will need to be more organised and linked to other needs such as Health and Education. More green gyms and more Healthy Walks (linked to a GP referral scheme) would impact into the clinical outputs for obesity and cardio vascular disease. The introduction of either improved or new facilities for school sports and recreation would also benefit the community offer for younger peoples activities.

Conclusion / Summary

Whilst a vast amount of work has already been undertaken there is the opportunity to further develop and build a truly innovative and exciting Legacy for Enfield residents by developing the themes highlighted in this document .

These themes are summarised below and can be built upon by the relevant teams and departments:

- Development of Enfield Sports Club infrastructure, including coaches, volunteers, facilities and linking Clubs to School.
- Develop increased opportunities that use Sport and Physical Activity to improve the health of residents. Linking with the GP commissioning, Obesity Projects for Young people, seeking funding from partners to further improve "Sport for Health Activities".
- Build on the successes of the School Improvement PE Team in getting yet more of Enfield's young people to take part in Sport and Physical Activity.
- Development of a Cycling strategy and cycle ways in Enfield's Parks .
- A synthetic sports pitch development at Edmonton County Upper School.
- Funding bids for improvements to changing facilities at Ponders End Recreation Ground.
- Improvements to sports facilities in Broomfield Park and football facilities at St Georges Field which is the home of Enfield Rangers FC.

- Increasing Club and Elite work by building on Clubmark and Talent ID whilst ensuring participation increases and equality of access for all.
- More work in schools such as a Pedometer challenge / Walking to school issues / Anti Obesity etc.
- Open days at Lee Valley Athletics Centre, QE II Stadium and at the Lee Valley White Water Course.
- Increasing activity for young people aged 16 – 21.
- Develop further Interschools competitions and leagues
- More local residents partaking in sport and physical activity through Park Runs and better access to our Leisure Centres.
- Increase the number of outdoor Gyms in our parks.
- Increasing public health, tackling Obesity, Coronary Heart Disease, Cancer through awareness raising and increasing physical activity and mental stimulation.
- Addressing cross Borough boundary issues such as Bull Lane.
- Increase use of Parks for sport.
- Linking cycling to sponsorship and to police anti crime initiatives where bike maintenance could be delivered.
- Developing a BMX Club and venue in the Borough.
- Further development of a centralised database for Volunteering.
- Further develop activity and infrastructure through the use of different funding streams such as the Residents Priority Fund and external funding streams such as those provided by the GLA and Sport England.