

The Cultural Olympiad in the South East

**Caterina Loriggio, Creative Programmer for London 2012, South East
Launch version, September 4 2008**

Background

The Olympic and Paralympic Games are about more than sport. The vision of the founder of the modern games, Pierre de Coubertin, was to create an international festival of sport, art and education. This idea was based on the original Greek Olympics which celebrated mind, body and spirit. Until 1948, medals were awarded for sculpture, music, literature and art. The role of the arts in the Olympic movement has increasing importance as young people seek to achieve excellence and explore their role in the world through all creative fields.

The London 2012 Cultural Olympiad is a four year celebration designed to encourage the widest range of people across the whole of the UK to get involved in the London 2012 Games. This strong cultural offer helped to secure London as the winning host city. The Cultural Olympiad launches over the weekend of September 26 – 28 2008.

The network of Creative Programmers will ensure that the Cultural Olympiad will be a UK wide initiative.

Creative Programmers

The Creative Programmers are the regional representatives of the London 2012 Culture team and will lead on bringing the Cultural Olympiad to life in each region and nation. Caterina Loriggio is the Creative Programmer in the South East.

Acting as both catalyst and hub they will galvanise support for the Cultural Olympiad across their regions creating a pathway for 2012. Their role therefore is to:

- Drive
- Nurture
- Influence

Caterina's current work programme (till March 09) is focussed on:

- Engendering participation in Handover and Launch events; nurturing key events.
- Communicating the education offer; with particular reference to September 17 Handover.
- Alignment with and development of Accentuate.
- Communicating the Cultural Olympiad (and Inspire mark) message across the region. Nurturing Inspire mark projects.
- Local Authority and Cultural Agency liaison.
- Engendering region wide events – Education and Open Space.
- Support for Corporate Cabinet and Festival Clusters.

The Creative Programmers also act as curators on a regional level – recommending what is in the official Cultural Olympiad programme. This programme is managed through the allocation of the Inspire mark.

The London 2012 Inspire mark, which sits within the brand family, is a badge of recognition which will be awarded to innovative non-commercial projects and events inspired by the Games across sport, culture, education, environment, volunteering and business opportunities. These projects and events will form a key part of the Games' lasting legacy, touching the lives of the whole nation. Culture is the first sector to be able to use this brand; it is expected that the other sectors will come on line in 2010.

Caterina is line managed by Culture South East. She has a steering group to help guide her work, representatives of: Arts Council England South East, Screen South, English Heritage South East, SEEDA and MLA South East sit on this group. Caterina also works closely with the South East Partnership's (SEP) Culture and Communities Group and liaises with representatives of the other SEP working groups in particular skills, sport and visitor economy.

The London 2012 Cultural Olympiad aims to:

- Change the way culture is valued in this country.
- Engender increased participation in cultural activity.
- Propagate a new younger audience for the games; engaging and then developing their interest through cultural activity. London won the bid in Singapore on the promise that it could re-engage young people with the Olympics.
- Celebrate the UK's rich and diverse cultural life.

The London 2012 Cultural Olympiad will provide an opportunity to:

- Engender exemplary cultural activity.
- Encourage community involvement.
- Build new audiences.
- Try something new.
- Think BIG.
- Capacity build and support the professional development of cultural providers.
- Enhance and promote local political cultural policy (around cultural regeneration, sense of place, community cohesion, arts, sport and tourism).
- Think differently about the Olympic Games and Paralympic Games.
- Showcase Britain's creativity to the rest of the world.
- Showcase the South East's talent to the rest of the UK.

The London 2012 Cultural Olympiad has 3 core values:

- Celebrate London and the whole of the UK welcoming the world – our unique internationalism, cultural diversity, sharing and understanding.
- Inspire and involve young people.
- Generate a positive legacy – for example through cultural and sports participation, audience development, cultural skills, capacity building, urban regeneration, tourism and social cohesion and international links.

And will focus on the following themes:

- Bringing together culture and sport
- Encouraging audiences to take part
- Animating public spaces – through street arts, public art, circus skills, live sites
- Using culture and sport to raise issues of environmental sustainability, health and wellbeing
- Honouring and sharing the values of the Olympic and Paralympic Games
- Encouraging collaborations and innovation between communities and cultural sectors
- Enhancing the learning, skills and personal development of young people by linking with education programmes

How will this be delivered?

1. Through Mandatory Ceremonies

Delivered by the LOCOG, these live spectacles are watched on television by one in three people around the world. The ceremonies and events for the Olympic Games and Paralympic Games will include:

- Handover Ceremonies at Beijing 2008
- Torch Relays
- Team Welcome Ceremonies
- Medal Ceremonies
- Closing Ceremonies in 2012

The Handover Ceremonies in summer 2008 mark the moment when the world's focus moves to London as Host City.

Key Handover Dates:

Sunday 24 August 2008 CELEBRATE	Handover Ceremony at the Closing of the Beijing Olympic Games
Wednesday 17 September 2008 EDUCATE	Handover Ceremony at the Closing of the Beijing Paralympic Games

London 2012 has a real desire to make 24 August and 17 September great days across the UK when the nation celebrates the Handover moments from Beijing to London and the UK.

Olympic Handover Day, Sunday 24 August:

Over 94 Handover flags were raised in the South East through a range of exciting and interactive sports and cultural events. Activities ranged from a whole day of picnics across the whole of West Sussex linked by the passing of a giant baguette and a travelling cabaret; to a Handover Flag spinnaker sailed by a teenage crew on a yacht around the Isle of Wight; to carnival processions; to family concerts and fun days, to free swimming across the whole of Kent; to a human Olympic Rings in White Horse Vale; to

the erection of a 66 foot high 1934 flag pole in Henley; to The Beijing Challenge in Herne Bay – an artist designed and led assault course; to a relay of Olympic sports delivering the Handover flag in Southampton from the water where the 1908 Olympic Motor Boating event happened through the City to be received by the Mayor at the Civic Centre.

Live Sites

Another of London 2012's initiatives is the development of partnerships with cities and towns and the BBC to set up what are known as Live Sites. These are large-scale public screens in town centres which will provide focal points for celebrations throughout the Cultural Olympiad. In the South East our first permanent Live Site is installed in Portsmouth. A temporary Live Site was situated in Herne Bay, Canterbury for Handover Day.

Plans begin in the autumn for the roll out of Live Sites to other venues.

Paralympic Handover Ceremony, Wednesday 17 September

On Wednesday 17 September the Paralympic Handover Ceremony will be the major focus for a second project which will reach out to every community through young people and specifically through education routes.

On this day London 2012 will launch its Education Programme – www.london2012.com/paralympichandover. To date 450 schools in the SE have registered to take part in this day.

London 2012 is not expecting regional activity outside of a school context on this day however, due to Stoke Mandeville, founding home of the Paralympics being in the South East and our commitment to Deaf and Disabled people expressed in our Legacy Trust bid, Accentuate, we are encouraging towns and cities in the South East to mark the occasion. The Creative Programmer will work closely with Stoke Mandeville, Bucks CC and Aylesbury Vale district to ensure an excellent event for that day – it will not only mark the Handover but also 60 years since the first ever Stoke Mandeville Games. It is expected that we will launch Outcome 4 of Accentuate, the Stoke Mandeville archive, that day. At least 50 past Paralympians will be at the event along with 200 young people from local schools. A giant (12 X 8m) Paralympian Flag will be unfurled on the running track.

The counties of Kent, West Sussex, Surrey and Buckinghamshire have all committed to significant activity that day, as has the City of Southampton. Again, more participants are expected, particularly in areas with potential to host a Paralympic Pre Games Training Camp.

2. Through Major Projects

A number of major cultural projects were featured in the London 2012 bid. They will form the centre piece of the Cultural Olympiad and offer opportunities for mass participation.

Some of the Major projects will launch on Open Weekend, September 26 – 28 2008, with others joining the programme over the next four years. LOCOG is working in partnership with many of the major cultural bodies in London and the rest of the UK to deliver these. It is these partners that will be investing some £60 – 70 million in these projects.

All the project names given below are working titles:

- **Discovering Places** - Building on the success of 'Open House', the UK's heritage sector will extend the annual 'Open' weekends annually in September leading up to 2012. The programme will offer free access and a range of supporting events.
- **Film Nation** – Including an International Film Festival in London and a national short film competition for young people.
- **Stories of the World** - A world class programme of exhibitions and associated events across the UK including digital, education training and career development for young people.
- **Artists Taking the Lead** – 12 artists or groups will be commissioned for major projects in 12 contrasting locations across the UK, one in each of the 9 English regions and 1 each in Scotland, Wales and Northern Ireland.
- **Sounds** - A new large-scale youth music programme encompassing all musical genres from classical to house to reggae to banga and beyond for the 21st century.
- **World Shakespeare Festival** - A youth focused international festival of Shakespeare linking London and the regions including an exciting mix of performance, design and fashion.
- **Unlimited** - The largest programme of arts and sporting activity by disabled people ever produced in the UK building over the next 4 years and culminating in a festival in and around the Olympic Park.
- **Festival of Carnivals** – Supporting the development of carnivals, festivals and street arts in the UK over the next four years, the programme will culminate in a show-stopping carnival in 2012, creating images of London and the UK that will resonate around the world.
- **Somewhere to** - Emerging from the original concept of a world youth festival that celebrates and explores youth culture as part of the Cultural Olympiad, the project will be designed and led by young people.
- **World Cultural Festival** – an international arts festival as the culmination of the Cultural Olympiad in 2012

In line with the South East's vision for the Cultural Olympiad we will be giving particular attention during the four years to Unlimited and Festival of Carnivals.

Overview of Open Weekend, Friday 26 – Sunday 28 September:

The launch weekend, September 26 – 28, kicks off a four year celebration of our cultures, on a scale that has not been attempted before, designed to enable the widest range of people across the UK to take part.

It will also launch a number of the Cultural Olympiad Major projects. We will not only get content detail but also a timeline for these projects illustrating how they will be played out during the four years. The weekend will also begin the Cultural Olympiad awareness campaign for the public. Consequently London 2012 will help promote activity taking place over this weekend.

It will open up creative opportunities for individuals, communities, organisations, boroughs, cities, counties. It is our chance to open up and try something new and different, to enable inspiring cultural activity to reach more people in often unexpected places, to think differently about the Olympics and Paralympics and to present ourselves to the world in a variety of different ways, which represent the creative UK. This has led to two specific themes, **Open Up** and **Light Up**.

Open Up

The aim is to open up opportunities for people across the UK to get involved in imaginative, thought-provoking creative activities they may not have done before. Cultural groups and organisations are encouraged to work together to do something unusual, open up different spaces, provide opportunities for people to try something new, or offer free or discounted tickets to events.

Examples might be: opening up part of your collection normally in storage, organising workshops or seminars so people can better understand your work, open house events such as tours of the Town Hall or Mayor's House – places that the public cannot usually access, devising special trails in woodlands or across natural landscape, free taster sessions or classes, opening up rehearsals to the public, staying open longer or at unusual times, organising something unusual in your space or building.

Light Up

The aim is that people will know the 2012 journey has started over that weekend without having to go inside a cultural building – many people are not familiar with how close they are to a cultural or sporting venue. It will act as a visual marker for the weekend, repeated over the course of 4 years.

A variety of buildings and other spaces around the UK will “present themselves” in one of the London 2012 brand colours. Other examples might be: a light art installation, staying open late or throughout the night, fireworks, film making, coloured gels in windows, lantern processions, digital or web based work.

We would like to see people in the South East of England light their coastal and millennium beacons over this weekend. We are anticipating Dover as the lead town for this to give the cue to the whole region.

As part of Light Up Screen South are funding 11 projects to enable people to open up and light up their film archives. Together they will screen the Hidden Treasures of the South East.

Over 50 events will take place in the South East, highlights include:

- Dover's Eastern Harbour will be animated by a magnificent pyrotechnic display beginning with a moody meditation on the sea and culminating in a great celebration of fire. Dover Castle will light its age old Welcome Beacon which will trigger a spectacular fire call and response between cliffs and sea.
- 2008 Olympic Rowing and past Olympian medallists are expected at the Henley River and Rowing Museum throughout the weekend.
- French artist Laurent Louyer has been commissioned to illuminate a walking route in Windsor, which will reveal the familiar in a new way over a period of six weeks. As the seasons change, so does the installation. Her Majesty has given permission for the Round Tower of Windsor Castle to be included on 'switch on night', September 27.
- Route - Portsmouth-based artists and designers are organising an artistic tour of the city on a special Dream bus. And Portsmouth's famous Spinnaker Tower will glow in the London 2012 colours.
- Bike Blenheim Palace - Blenheim Palace opens its grounds to bikes for the first time.
- Soweto Kinch will be running free jazz workshops at Southampton's Turner Sims Concert Hall.
- Explore music from around the world at the Global Voices weekend singing workshop being held in Aldershot.
- Behind the scenes tours at BBC studios in Southampton, Tunbridge Wells and Oxford.
- A parade of light and colour in Gravesend featuring over 200 children and artists including bhangra dancers, dhol drummers, samba and brass bands.
- Arts in the Landscape, Surrey
- Circus Oz event at Brighton Dome.

3. Through Regional Activity

In the South East of England we will:

- Strive to deliver an exciting and inspiring programme of excellent cultural activity across the four year celebration of the Cultural Olympiad which capacity builds and profiles the cultural sector in its entirety.

- Develop the aspiration and skills of our cultural providers leading to more innovative excellent work beyond 2012.
- Develop a more challenging and knowledgeable market place.
- Celebrate and profile the South East, enhancing sense of place for those who live and work here as well as attracting more visitors and business investment to the region.
- Encourage wide scale participation in milestone celebratory events (such as Handover) and, working with SEESSEL, in the 2012 Education programme.

In particular we will concentrate on:

- **Outdoor performance**, by this we mean celebratory arts, street arts, carnival, Mela (Asian carnival), animating public space (including urban, natural landscape and heritage sites), outdoor screen and public realm.

We will help people in this sector to develop their work and profile. We want to see work of the highest quality and will therefore support professional development, enable cross sector networks and partnerships, work with further and higher education to train and upskill, improve infrastructure and provide more opportunities for work. We will work to ensure enhanced community engagement with this work.

We envisage that this work will go some way to ensuring that the London 2012 Ceremonies are created in the South East and are peopled by South East artists.

We aim to be the lead region in the UK for outdoor arts.

- **Disability and deaf cultural activity**. Investing resources in to deaf and disabled arts, access for deaf and disabled audiences and visitors, investing in deaf and disabled cultural leadership, improved visibility for disabled people, raised awareness of the barriers faced by disabled people, raising aspirations for young deaf and disabled people, celebrating Stoke Mandeville as the birth place of the Paralympics.

This work is closely aligned to Accentuate, our Legacy Trust programme.

We aim to be the lead region in the UK for disability arts and culture, we aim to be the most welcoming region in the UK for disabled people.

- The South East's strong **festival offer** – developing and improving community led events, profiling and enhancing the leading festivals across a range of genre.

We will with SEEDA and a range of cultural partners to support three Festival Cluster Pilots which aim to:

Achieve international recognition for excellence in key locations.

Achieve spin off benefits e.g. up-skilling, capacity building, promotion and marketing of smaller festivals.

Celebrate diversity and local distinctiveness.

At each step of the way we will look to:

- Follow the core values and themes of the Cultural Olympiad.
- Make best use of the South East's Creative Industries and advanced digital technology.
- Enhance volunteering opportunities.

At the end of the four years we will have:

- A revitalised, stronger and more equitable cultural sector which has its intrinsic, institutional and instrumental value acknowledged and a wider public engaging with it.
- A more sustainable network of festivals and artists.
- Enhanced cultural leadership across the region.
- The South East will be recognised as an innovative and exciting region.
- It will be the lead region in the UK for deaf and disabled cultural activity and for outdoor performance; in both these fields it will be recognised as an international centre of excellence.

These priorities have been set through three months consultation with the region, through alignment with Cultural and Regional Agency priorities, and through alignment with Accentuate.

Four priority geographic areas:

Whilst recognising that the whole of the South East can benefit from London 2012, four geographic areas have been identified as having the most potential to benefit. These are the areas that will attract the eyes of the world through specific Games and Games related activity. It is important to note that significant work and resources are needed in order for them to fully embrace the opportunity:

- Dorney Corridor (London 2012 Rowing events)
- Stoke Mandeville Corridor (Birthplace of the Paralympics)
- Solent (Island Games, Live Sites, Ports/Gateways, new performance spaces)
- North and East Kent (Olympic Park in Thames Gateway, Ports/Gateways and Dover Torch Campaign)

In order to ensure that these priority areas are able to maximise opportunities, the Creative Programmer will particularly focus her efforts in these locations.

Associated Programmes - Education

The London 2012 Education programme is not part of the Cultural Olympiad but has association with it through one of the seven themes: *Enhancing the learning, skills and personal development of young people by linking with education programmes.*

Celebrating Paralympic Handover in schools and colleges

This final Handover Ceremony on September 17 marks the beginning of the London 2012 Education Programme. This programme aims to create a once in a generation Games experience for children and young people, inspiring them to fulfil their potential and create long-term benefits for themselves and their communities.

London 2012 have developed an education resource to support children and young people in planning and leading celebrations on the 17th September, engaging their whole learning community in the excitement of the day and exploring themes that this event presents. www.london2012.com/paralympichandover

Following Paralympic Handover

These Paralympic Handover celebrations are the curtain raising event for the domestic strand of the London 2012 education programme which starts on the 18th September. Through this programme we will build a network of schools and colleges who are demonstrating a commitment to the Olympic and Paralympic values, using the Games to drive change and meet existing objectives. An interactive website will go live on this day and will support children and young people in learning about and exploring these values - providing films, updated news and flexible resources dedicated to both students and practitioners and offering them a chance to interact with and be involved in the delivery of the London 2012 Games.

www.london2012.com/get-involved/education.

Associated Programmes - Accentuate

Accentuate is not a Cultural Olympiad programme but many of the projects within the scheme are aligned to it and could, in some cases, apply for the Inspire mark.

Outcome 3 of the scheme directly repeats our South East Cultural Olympiad vision to be the Lead Region for Deaf and Disabled Cultural Providers. What's more, we will be working with the London 2012 culture team on their project Extraordinary Ability which aims to celebrate disability arts and sport

Outcome 5 is closely linked with the Cultural Olympiad. We will be working with 2 towns (Windsor and Dover) to create spectacular outdoor shows to celebrate Open Weekend. We will also work to create a celebratory launch of Outcome 4 of Accentuate, Stoke Mandeville archive; this is likely to be on Paralympic Handover Day.

£150,000 has been allocated to Outcome 5 activity from the Legacy Trust, it is anticipated that this could rise to £472,750 through successful applications to Grants for the Arts made by partner bodies and from matched funding from cultural organisations and Local Authorities.

We will nurture and develop new understanding between sports, heritage and arts through the creation of a mixed sector network group, we will drive celebratory events and pre Games training camps, we will support the Sports Heritage Network.

We will continue to encourage deaf and disabled cultural providers and deaf and disabled audiences throughout the four years of the festival programme. We will help deaf and disabled artists tell their stories and let people know all about their good work and the effect it is having on people in the South East.

You can also see the Cultural Olympiad in the other three outcomes:

- In Create, Compete, Collaborate (Outcome 1) we would hope that some of the projects may carry the Inspire mark.
- In making this a Welcome Region (Outcome 2) we would like to create some exciting outdoor shows and some interactive technology to ensure a creative welcome. Access All Areas which aims to encourage disabled volunteers is part of one of the London 2012 culture team's major projects.
- The Stoke Mandeville archive (Outcome 4) will hopefully carry the Inspire mark and we will support Stoke Mandeville and artists in creative responses to its amazing history.

What will success look like?

The impact that we would like to see would be:

In 2008:

- At least 150,000 people enjoying Olympic Handover events, across 70 cities and towns.
- At least 20 cities/towns/organisations taking part in Paralympic Handover Day.
- Stoke Mandeville's contribution to the Paralympics is acknowledged during Handover.
- At least 450 schools taking part on Paralympic Handover Day.
- At least 40 towns/organisations/institutions taking part in Open Weekend.
- 250 organisations attending the Open Space event.
- At least 3 applications for the Inspire mark.

Long term:

- A more knowledgeable market place – measured on innovative projects and work and local distinctiveness, a change in people's usual programme of activity to more inspiring projects.
- Culture valued more highly at a local political level. A re-profiling of Local Authority spend to better acknowledge the value and wider benefits of cultural activity.
- More people taking part.
- Enhanced visitor economy.
- A range of excellent and inspiring projects across the region – at least 50 Inspire marks awarded across the four years.
- A stronger cultural sector with expert leadership and an articulated vision.

- Stronger profile for Outdoor Performance and Deaf and Disabled artists – both sectors to be raised out of their current silos.
- South East young people, artists and producers taking part in the Opening and Closing Ceremonies in 2012.
- South East artists and cultural organisations having a higher profile nationally and internationally.
- South East recognised as an exciting and innovative region. Added profile.
- The region's cultural providers working more collegiately with sustainable long-term partnerships which encourage peer mentoring and better use of resources.
- At least 50% of the region's schools and FE colleges taking part in the Education Programme, as well as 25% of its Universities. Linking in with Create, Compete, Collaborate, a more inspired globally aware generation created.
- Enthusiasm for the London 2012 Games. A feeling of being part of it.

How will Success be achieved?

The Creative Programmers across the nations and regions face numerous challenges with regard to resources and budgets. In the South East, the challenges are particularly noteworthy due to its geographic size, wide socio-economic contrasts and multiplicity of partners.

Despite this, there is a huge enthusiasm for the Cultural Olympiad in the South East. In terms of the Handovers and Launch Weekend we are leading the way and there are some exciting big projects being talked about for the four year programme. Substantial work is already underway and much more can, and will be, achieved.

Critical factors which will enable success are:

- Resources for programming, driving and nurturing creative work
- Administrative and Systems support
- Communication strategy and resources
- Monitoring and evaluation support
- Partnership with London 2012 and regional Cultural Agencies
- Partnerships across the region

Short-term objectives for the Creative Programmer

The following objectives have been set for Caterina to action between June 2008 – March 2009:

1) Create a pathway for the four year programme:

- Acting as a catalyst and hub, advocate for participation in the Cultural Olympiad amongst key gatekeepers and stakeholders, in particular Local Authorities, Higher Education Institutions as well as cultural venues and buildings, heritage sites and the natural landscape.

- Encourage wide scale participation in Handover Events and Cultural Olympiad launch weekend. Work closely with each of the geographic priority areas to ensure at least one excellent event in each location.
- Help formulate the framework for delivery for the South East's Legacy Trust's proposal 'Accentuate'. In particular look for areas of cross over with the Cultural Olympiad and for new opportunities to add to the Legacy offer.
- Draw up proposals for a commissioning and investment process for Cultural Olympiad activity in the South East. Work with SEEDA/SEP on the development of the Festival Region proposal.
- Advocate for professional development opportunities for cultural and community providers of priority areas: outdoor performance, deaf and disability cultural activity, festivals.
- Advocate for the Cultural Olympiad on the SEP, its working groups and other regional forums.
- Identify key milestones of the 2012 four year journey.
- Identify evaluation processes.

2) Encourage and award at least 5 Inspire marks. Develop proposals for added value initiatives for successful applicants such as a network group.

3) Work with SEP on the creation of a 2012 Communication Strategy, once this and the LOCOG Cultural Olympiad communications strategy are in place, devise a communication plan for her work within the South East.

4) Engender a region wide education event.

5) Engender a region wide Open Space event to consult and engage the region on the Cultural Olympiad.

6) Draw up proposals for potential region wide activity such as:

- Children's Food Festivals, potential for a region wide programme based on a variety of scales to encourage creativity and healthy living. Initial ideas include a sliding scale programme to include a series of large scale festivals in 4 priority regions, 10 smaller events in key cities, a tool-kit to support the propagation of events across the region from town centres, to mass picnics, to village greens.

There is an opportunity to work with sponsors and Corporate Cabinet. There is an opportunity to work with artists on huge scale projects such as the Eat London or Feast model.

- The modern region, a programme of work across the region to celebrate our cutting edge modernity and our history of modernity, celebrating the South East as a region of firsts and promoting our digital creative industries.

Projects could include digital coastal beacon project to Welcome the World in 2012, renovating and celebrating Bletchley Park as the first communications hub and birthplace of computers, celebrating the Modernists. At each step the project would look to work with cutting edge technology to profile the regions creative and corporate strength in this area. There are potential links to many members of Corporate Cabinet who may support such a venture.

7) With Sport England, establish sports/heritage/arts network.