

COSLA EVENT 26<sup>TH</sup> OCTOBER 2009

**BREAKOUT SESSIONS – SUMMARY OF POINTS RAISED**

**Discussion 1: Working in partnership and learning from existing best practice**

Key points to come out of the discussion were:

**Governance**

- It would help to have legacy goals signposted in Single Outcome Agreements (SOAs) to ensure legacy goals are delivered (combined indicators for e.g. health targets)
- Get buy in from Council leaders to join up local approach
- Use elected members as legacy champions for each Local Authority (LAs).
- Use regional clusters of councils to promote partnership working
- Ensure that there is co-ordination of targeted areas and that all key partners are involved in discussions
- Steering groups of key personnel in LAs could be used to drive forward legacy in LAs,
- Scottish government (SG) to provide clearer direction on what is required of LAs.
- A recognition that although there are lots of opportunities there also needs to be a sense of realism about what's possible
- Access to opportunities will involve the following :
  - Volunteering
  - Premises
  - Programmes
  - Cost/resources
- Needs to be community rather than facility focused
- Development of infrastructure needs to be maintained to support people who are motivated to get involved in their communities
- Need to clarify expected outcomes for legacy in respect of Community Sport Hubs and Active Nation. Need for national co-ordination and detailed guidance from Scottish Government and **sportscotland** to avoid fragmentation and ensure cohesion of delivery between different local authorities (i.e. what is being delivering in one area is consistent with, and will support, what is being delivered in other local authority areas.
- Any legacy programmes need to be sustained and a long term process – can't stop as soon as Games are over.

**Partnership**

- School/club links need to be improved to build on the Active strand of the legacy
- LAs to work with partner organisations i.e. Young Scot to filter the benefits down to their communities
- Look at identifying national events or schemes which all 32 councils could sign up to (Big Ideas)

- Be clear that opportunities are across the spectrum, not just health and sport.

### **Communication**

- Ensure that the profile is raised by working together with key parties and being fed the relevant information.
- Make use of branding opportunities to encourage participation, Glasgow 2014 branding has already assisted in marketing sports facilities.
- Communicate the benefits in clear, simple, engaging ways.
- Use 2011, 2012 and 2014 as hooks for promoting local activity
- Legacy leads need to take messages back to local authorities with enthusiasm and drive to maximise the chances of securing the necessary resources.
- Change the message to target specific groups – for example health message on benefits of vigorous exercise will impact on certain groups, but not on others.
- Key to success is motivating service providers to help people get engaged.

### **Discussion 2- Support for delivery and next steps**

A range of ideas were suggested that might enable legacy leads to link more effectively with each other and COSLA, Scottish government, including :

- Having central, detailed guidance on expectations. Loose advice to be tailored to meet local needs and circumstances will lead to 32 differing initiatives, diluting the outcomes.
- Using community practice websites so LAs can share best practice and ideas
- Legacy leads to take info back and brief Chief Executives and other senior staff.
- Learning from existing best practice in other areas including Edinburgh Legacy Steering Group, Highland initiative and replicate this in other areas.
- Legacy leads to link with NHS and **sportscotland** leads to develop joint plans and initiatives.
- Having a welcoming core brief/legacy presentation to ensure consistent message are maintained.
- Need to make best use of single contact and not make unnecessary demands on their time – one area would be to minimise the number of meetings to avoid duplication otherwise substitutes sent and consistency lost. A solution would be for a national co-ordination of meetings across legacy agendas – e.g. meetings held by NHS, SG, OC, GCC etc to see where they can be brought together.
- Ensuring that legacy leads have access to names of all LA legacy leads, all NHS legacy leads, the SG policy leads and external partner leads for each legacy programmes, and the games legacy group structure put in place by the SG.

- Organising Committee to help in developing a toolkit for helping provide information to schools and the community (could be adaptable to individual LAs needs).
- Governance structure should be clarified so local legacy leads know who the 'go to' person is at each organisation and within each business area.
- Link legacy ambitions to SOA's to aid with clear and consistent messaging and ensure its being pitched at appropriate level.
- Use existing networks more effectively, no need to reinvent the wheel, can use existing areas
- Need to layer messages to suit differing audiences.
- Ensuring that challenge for all partners on how to reach those least active engaged with the process is communicated