

# Glasgow 2014 Commonwealth Games

## Delivering a Lasting Legacy for Scotland



### Consultation Response

May 2008

#### Introduction

Glasgow's bid to host the Commonwealth Games in 2014 created considerable interest, with 1.75m individuals signing up to "Back Scotland's Bid". The Games provide an opportunity not only to present Glasgow and Scotland in a positive light to the international community, but also to address strategic issues affecting the lives of people in Scotland, and in particular Glasgow, with many of its citizens facing social and economic barriers.

Glasgow Metropolitan College provides a wide range of learning opportunities, to enable people to acquire the skills needed by industry, to fulfil aspirations, and promote full and active participation in the life of the city and beyond.

Glasgow Metropolitan College welcomes the opportunity to respond to the consultation paper "Glasgow 2014 – Delivering a Lasting Legacy for Scotland", and recognises that this is part of the process of ensuring that all of Scotland takes ownership of the Games, and ensures that the full benefits of hosting this international event are shared by all, especially those who are economically and socially disadvantaged. This will require the co-ordinated effort of all sectors and services - public and private, central and local, statutory and voluntary. The College recognises that much work requires to be done in a number of areas, and that this work should be guided by strategic priorities and principles.

The consultation document recognises that the potential benefits of the Games all progress the Scottish Government's five strategic Objectives: Wealthier and Fairer; Smarter; Healthier; Safer and Stronger; Greener. It is helpful that the consultation on legacy is structured around these aims, and the various "national outcomes" associated with them, providing a sound and easily understood strategic focus for the consultation.

#### Strategic Objectives

##### ***Wealthier and Fairer***

The consultation indicates opportunities for Scottish businesses to increase capacity to tender for public contracts, and to compete in the global events market. Glasgow Met is a specialist provider in a wide range of fields which support these ambitions, such as construction, design, communication and media, tourism, events management, food and hospitality. The games will provide a unique opportunity to promote the value of acquiring these skills to many potential learners, including those who are economically and socially disadvantaged.

The promotion of Scottish services, goods and produce to the international market is also high on the College's agenda, as it seeks to expand its international profile in

Commonwealth countries and beyond. The consultation document also highlights the opportunity to promote the creative industries in Scotland, showcasing various festivals, artists, and creative industries. The College is well-positioned to provide support for the development of these industries, as a leading provider of education in art, design, photography, printing, broadcast media and communications.

The economic benefits of tourism to the Scottish economy are well understood at Glasgow Met, with its specialist profile in the areas of Food, Hospitality and Tourism. One of the more obvious benefits of hosting the games is to showcase the attraction of Scotland as an internationally renowned tourist destination.

However there are added opportunities to ensure that visitors are made to feel especially welcome. Glasgow has long standing links with many Commonwealth countries, notably in the Indian sub-continent, and there are many people in the City with Commonwealth language skills that can be attracted to volunteer to help welcome visitors. The Games of 2010 will be held in Delhi, providing an ideal opportunity to promote Scotland and its links with the Indian subcontinent. The promotion of Scotland as a prime location for inward investment, and as an attractive place to work and study, are also seen by the College as key opportunities associated with the Games. The College will be actively participating in this promotion as it continues to develop its already strong links with partner institutions in India, and in other international locations.

One national Outcome highlighted in the consultation refers to tackling economic inequalities in Scotland, and specifically the challenge to “reduce economic inactivity caused by under-employment of the workforce in Glasgow” (p21). This has long been recognised as a key challenge for the College, and one which it has addressed via a range of initiatives, from the provision of access courses in vocational education to community-based learning and development.

The Games provides an ideal opportunity to reach those who are economically inactive, not only to provide them with the skills required by the industries supporting the Games, but also to provide life skills that can be acquired through volunteering. Glasgow Met is a leading provider of ESOL, including specialist provision for major hotels in Glasgow (Hilton, 1 Devonshire Gardens, Radisson, Crowne Plaza); as employment opportunities may well increase in the run-up to the Games, there may well be an increased need for language training of seasonal workers whose first language is not English. The College also has very strong links with the voluntary sector, providing opportunities for international/ESOL students to become involved as volunteers. The value of language skills is mentioned above, but it is estimated that 15,000 volunteers will be required for the Games, all of whom will also require first aid training.

### ***Smarter***

Planning for the Games would benefit from an outline plan for engaging with potential volunteers, learning from the experience of the Manchester Games of 2002, where a Pre Volunteer Programme (PVP) was designed to give individuals in disadvantaged areas an opportunity to participate in the hosting of the Games. This programme operated in 23 areas of the North West of England, delivered by local steering groups and dedicated Guidance Officers, and supported by Colleges which delivered the specially designed, nationally accredited courses. Glasgow Met has considerable experience in developing accredited courses, and due consideration should be given to providing capacity to

develop new courses and to lifting the capping of provision to enable delivery. In Manchester, 6000 people were engaged with the PVP programme, with 2200 passing the accredited qualification in Event Volunteering.

The College suggests that the Scottish Government might provide some guidance with regard to the ambassadorial role that might be undertaken by volunteers, and the ambassadorial message, as well as with regard to the co-ordination of training of volunteers and others.

The Scottish Government might also emphasise the value of collaborations, involving the SQA, Sportscotland and Clyde Gateway.

The SQA might also be asked to indicate to colleges what is to be expected in terms of the development of awards, in consultation with Sportscotland. One legacy area of interest to Glasgow Met would be the potential for increased capacity to deliver sports courses.

The document refers to the promotion of Scotland's skills at, and through, international competitions. This might also be achieved by highlighting the achievements of Scottish students via the various trade organisations and the awards made annually to student who have achieved excellence in their chosen field.

The document recognises the value of engaging with children and young people, and ensuring their participation in decision-making through dialogue with various youth organisations. The college sector is increasingly aware of the importance of supporting the participation of students in decision-making within colleges. At Glasgow Met there is a particularly active student body, with a participative Student Union (with sector-leading participation levels in related SPARQS – Student Participation in Quality Scotland - training), and student representation at all levels in the College, from the classroom to the Board of Management.

NUS Scotland, and College student unions and associations, should also be consulted on the potential role that students may make, whether they are current students who have the potential to be involved in the delivery of the Games as experienced graduates, or students of the future, who may wish to volunteer or work part-time in support of the Games.

School-college links will also be of value in enthusing young people in becoming involved in the Games, and the College will seek to enhance its existing schools' links in the context of the Games.

The College welcomes the reference to developing Commonwealth partnerships in community-based learning and development, leading to more confident and outward-looking practice in Community Learning and Development. A more co-ordinated approach to CLD in Glasgow involving the City Council and all Glasgow Colleges, would be most welcome. The level of such collaboration has slipped in recent years with the demise of the Local Collaborative Programme, and the Games provide an ideal opportunity to revitalise the links between the City Council, community organisations and the colleges, providing a legacy of co-operation which would have lasting value to the most disadvantaged communities in the City.

The College would be well-placed to support community communication initiatives such as community television and radio (see "Other Considerations..." below).

## ***Healthier***

Tackling ill-health, obesity, and promoting physical activity among citizens of all ages are key aims of the Games, and of particular interest to the College as a main provider of sports coaching and development. The College welcomes the SMART targets outlined in the consultation concerning good health and sporting achievement, and especially welcomes the commitment to ensuring that there is an expanded sporting infrastructure in anticipation of increased demand.

There should perhaps be more emphasis upon the physical infrastructure, and the access that people will have to facilities after the Games. In Manchester, 12 new sports areas were developed in local primary schools, floodlit areas were developed, outdoor games and sports areas were developed in 7 local parks, 121 “after school” sports clubs were established with high participation rates, with other facility access and school holiday programmes in place. Many new sports clubs have been founded in Manchester, 210 local residents were trained as sports coaches, and community-based programmes established.

The College is well-placed to deliver appropriate training and support, and planning for this element of the Games’ legacy is seen as a high priority.

## ***Safer and Stronger***

The physical regeneration of areas of Glasgow previously associated with poverty and social exclusion is the most visible legacy of the Games. However, to be a lasting legacy, the success of the Clyde Gateway Urban Regeneration Company in attracting private sector investment, is seen as vital, to create a mixed community involving the provision of quality housing, leisure facilities, and long-term job opportunities. The role of the Community Planning Partnerships in deploying the Fairer Scotland Fund of £435m is noted; however the College would welcome involvement in the CPPs as part of a broadening of sector representation on these bodies.

The development of improved transport links via the Games Transport Plan, and the construction of the M74 extension and East End Renewal Route, is seen as crucial in providing lasting benefit to the East End of the city.

The London Olympic Authority claims that 75% of all spending on the 2012 Olympic Games is for long-term regeneration. A figure in excess of that percentage would be welcomed for the Glasgow Commonwealth Games, given the long history of social and economic deprivation in the East End of the City.

The College also welcomes the proposals for providing employment and training opportunities for offenders, and those at risk of offending. However the consultation makes no mention of the potential role of colleges in developing such training opportunities with employers and contractors. Emphasis on this co-operation would be welcomed. The proposal to deal with minor offenders on the basis of “pay back” to their local communities is recognised as a preferred approach.

Several major sporting events have been held with great success in Glasgow in recent years, from European football finals to the World Team Badminton Championships in 2007. Such experience has been invaluable for the police and other emergency services.

However the Commonwealth Games provides an opportunity to further develop the skills of these services in preparing for and dealing with international events, and acquiring an international reputation for so doing. It is very much welcomed that the consultation highlights lasting violence reduction as an aim of the Games.

The safety and security of the Athletes Village is of course, of paramount importance for participants in the games, but the design of the Village must also incorporate features which inhibit crime for those living in the area thereafter. The College is a leading provider of Built Environment specialisms, and would welcome involvement in consultation with local communities and businesses in the design of innovative responses to safety and security.

### ***Greener***

The College places a high value on matters of sustainability and environmental impact, and welcomes the exacting standards that are to be set for carbon emissions, waste and sustainable food in the Athletes' Village.

Also highlighted in the consultation document, is an opportunity to provide, in the Athletes' Village, an exemplar of good design, leaving a legacy of a well-designed sustainable community, with excellent public access to amenities and services. This is of particular interest to Glasgow Metropolitan College, as it is not only a leading provider of education in the fields of Built Environment and Design, but is also a lead institution in the development of the £300m New Campus Glasgow over the coming years. There will doubtless lessons to be learned and shared, and the College would welcome the opportunity to share experience and good practice on all matters relating to the respective developments, in particular with regard to sustainability and environmental protection.

The emphasis on a sound transport infrastructure is made here as elsewhere in the document, emphasising the importance of effective transport links, not only for socio-economic reasons, but also in respect of the environmental impact. Cycle links will of course have a positive impact on health, and the completion of the National Cycle Network by 2014 is also welcome.

### **Glasgow Metropolitan College – what we can offer**

The College is located in the very heart of the City Centre, adjacent to major Rail and Road transport hubs. This makes the College well-placed to provide a range of other support facilities, such as meeting facilities and press briefing locations.

At the time of year that the Games are being held, the College has available both a TV and a radio studio available for commercial hire. The TV studio in particular may be of interest, given the lack of similarly equipped facilities at broadcast standard for hire in Glasgow at present.

Another consideration for supporting the Games relates to the specialist training courses provided by Glasgow Met in the areas of print and broadcast journalism (TV, Radio, online) and the College's TV and Radio production courses. As there will be significant media attention on this event, the College would be well-placed to provide both trainee journalists as well as camera crews for specified tasks. These could be particularly

focused on supporting community organisations, which otherwise would find it difficult to obtain media coverage. The College would also be extremely well-placed to provide media training for those involved with the Games who have to interact with the Media (i.e. training for interviews, press conferences, press releases etc.)

The College may also be able to provide computing/internet resources to the Media during the event.

Glasgow Met is a specialist provider in a wide range of fields which support the ambition to increase capacity as a legacy of the games, such as construction, design, communication and media, tourism, event management, sports, food and hospitality

The College is well-positioned to provide support for the development of other industries which will have a supporting role in the hosting of the games, such as art, design, photography, printing, broadcast media and communications

The promotion of Scottish services, goods and produce to the international market is also high on the College's agenda, as it seeks to expand its international profile in Commonwealth countries and beyond.

Glasgow Met is a leading provider of ESOL, including specialist provision for major hotels in Glasgow; as employment opportunities may well increase in the run-up to the Games, there may well be an increased need for language training of seasonal workers whose first language is not English. First Aid training will also be required on a large scale, which Glasgow Met is well-placed to deliver

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