

HAMPSHIRE AND ISLE OF WIGHT LOCAL GOVERNMENT ASSOCIATION

28 September 2007

LONDON 2012 OLYMPIC AND PARALYMPIC GAMES

Report by Julie Amies, Partnership Director, Sport Hampshire and Isle of Wight in conjunction with Simon Eden, Chief Executive, Winchester City Council and Mike Harris, Head of Leisure Services, Southampton City Council

RECOMMENDATION

That Members consider the report and invite the HIOW Chief Leisure Officers' Association to report further in due course.

SUMMARY

This paper outlines the preparations for the London 2012 Olympiad and explores potential opportunities for Hampshire and Isle of Wight (HIOW) local authorities to work collaboratively.

NATIONAL ORGANISATIONAL STRUCTURE FOR 2012

1. A table showing the London 2012 Structure for engaging UK nations and regions including South East sub-groups for managing impacts can be found in the Annex. The London Organising Committee for the Olympic Games (LOCOG) will be responsible for the delivery of the games and liaising with the International Olympic Committee and the Olympic Board. LOCOG will be responsible for:

- Volunteer recruitment
- Procurement for Games contracts
- Preparation and holding camps
- Infrastructure development
- Tourism links
- Commercial operations

There will also be the Olympic Development Authority (ODA) responsible for the building of permanent venues and infrastructure.

2. In addition to these groups, a Nations and Regions Group (NRG) has been set up to work with LOCOG to maximise the benefits to the regions and it is being led by the Regional Development Agencies and Regional Sports Boards in England. The NRG meets quarterly and is the principal route of two-way communication between LOCOG and the regions. Mary McAnally, Chair of the South East (SE) Regional Sports Board, SEEDA Board member and a Hampshire resident is the SE's representative on the NRG.

REGIONAL ORGANISATIONAL STRUCTURE

3. A South East Group for the 2012 Games has been set up by SEEDA and Sport England SE to co-ordinate activities and actions within the region. Chaired by Pam Alexander, Chief Executive of SEEDA, the group met for the first time at the end of November 2005. It consists of the lead executive officers from Sport England SE, Tourism SE, SEEDA, GOSE, SEERA, Arts Council England SE, the Learning and Skills Council along with a representative from Kent County Council, Southampton City Council and the Royal Borough of Windsor and Maidenhead.
4. The terms of reference for the South East Group for the 2012 Games are to:-
 - Maximise the benefits of the Games to the region, ensuring a legacy for the SE
 - Involve and inform the Region
 - Undertake a two-way information channel to and from LOCOG.
5. The first meeting of the group set up five sub-groups to address key themes:
 - Sporting Capacity (facilities and building), let by Sport England SE (Sean Holt)
 - Visitor Economy (Tourism and Culture), let by Tourism SE (Bob Collier)
 - Business Investment, led by SEEDA (Greg Ward)
 - Community and Participation (benefits to residents, inclusion and skills) let by Arts Council England, South East (Felicity Harvest)
 - Transport and Infrastructure (transport and regeneration), let by the SE England Regional Assembly (Paul Bevan).
6. Each sub-group has 10 priorities for its respective themes and one major iconic project that will provide a legacy from the 2012 Games. In May 2007, SEEDA published South East England's offer for the 2012 Games: Compete, Create, Collaborate for a World Class Performance. The vision is to deliver a World Class Performance so that every young person, every business and every community has the opportunity to participate in and gain a positive legacy from the 2012 Games whether economic, social or environmental. The Games provide the opportunity for impact across a wide range of local authority services.
7. In addition to the organisational structure for 2012 described above, SEEDA and Sport England SE have recruited a Regional Co-ordinator for the 2012 Games, Pdraig Herlihy, who is attending this meeting of the Association.
8. HIOW local authorities are well placed to benefit from the opportunities arising from the sub-groups as there are many local representatives on the various groups.

OLYMPIC VENUES OUTSIDE LONDON

9. Several of the Olympic sports are being held at locations outside the Olympic Park in London. Whilst none are in Hampshire, the county is particularly well placed to maximise the opportunities from:
 - Rowing and flat water canoeing at Dorney Lake, near Eton
 - Sailing and water sports at Weymouth
 - Tennis at Wimbledon.

WHAT IS HAPPENING NOW?

10. The building of the Olympic Park is one of the largest construction and engineering projects in Europe. In the last year the site plan and the timetable for delivery has been agreed, one of the largest planning applications in European history has been submitted and the underground tunnels for the powerlines have been completed on time and on budget.
11. The second phase of the project is underway. The site is being prepared for the construction work which will begin in summer 2008. As the 2.5 square kilometre site is contaminated land, significant remedial work is needed to clean it up. A large number of buildings also have to be demolished. At the same time designs are being prepared for the sporting venues that, alongside the Olympic Village, will be the centrepiece of the new Olympic Park. The project is on track and on budget so far.
12. Sport England, the British Olympic Association (BOA) and LOCOG have prepared a Technical Specification for hosting Pre-Games training/preparation camps. A document will be published at the Beijing Olympic Games and will be the recommended route for International Olympic and Paralympic Federations to book Pre-Games camps. The decision made by international teams to base themselves in Hampshire could well be influenced by other factors such as existing cultural links and the quality of the tourism products and experience in Hampshire.
13. Portsmouth, Southampton, Winchester, Basingstoke and Deane, Eastleigh, Havant, Isle of Wight and Rushmoor all submitted preparation camp plans to Sport England in May 2007 for possible inclusion in the document. On 3 August 2007 the BOA announced that Aldershot had been added to the shortlist as a potential preparation camp.

YOUTH, ARTS AND CULTURE

14. The 2012 Olympics are not just about sport. One of the reasons for London's successful bid was the emphasis placed on the legacy for the whole country, involving sport, culture and education and the need to enthuse the youth of the world to enjoy the Olympics. This will be at the core of all Olympic related activity over the next six years.
15. One of the 17 themes for London 2012 is culture and education. It is intended that the Cultural Olympiad will provide something for everyone up to and beyond 2012. A deliberately broad definition of culture has been taken and includes film, food and fashion as well as more traditional culture. The London 2012 Culture team is working closely with colleagues throughout the arts and heritage world to provide new opportunities to inspire young people and encourage participation from communities across the UK and around the world.
16. The Cultural Olympiad will divide into three sections:
 - (1) Mandatory ceremonies:

For example the opening and closing ceremonies, delivered by LOCOG.
 - (2) Major and bid projects:

A number of major cultural projects featured in the London 2012 bid. The world-class cultural events form the initial backbone of the Cultural Olympiad:

- Film and Video Nation
- International Exhibitions Programme
- Artists Taking the Lead
- 2012 Sounds: Olympic Proms
- International Shakespeare Festival
- Live Sites
- Celebration of Disability Arts and Sport
- 2012 Carnival
- World Cultural Festival
- World Festival of Youth Culture

More ideas for major projects will come forward over the next few years so that the broadest range of our creative talent is featured. This includes the science communication and engagement, dance and archive sectors, who are already working up ideas to add to those listed above.

(3) UK Cultural Festival

The 2012 Games and the celebrations leading up to them will not just take place in the many communities of London, or just through the big national institutions. It is intended that the benefits will be spread as far as possible across the UK over the four years from summer 2008. These celebrations will be supported and led by the network of Creative Programmers which are hosted by the Regional Cultural Consortia. Culture South East has recently been appointed to the role for this region and Caterina Loriggio will start work on 1 October 2007.

17. Creative Programmers will be the first point of contact, giving information and advice on how to join in with the Cultural Olympiad. There is obviously scope for HIOW local authorities to play their part in their delivery. It will be a priority to meet with the South East programmer when she takes up her role.

OPPORTUNITIES FOR THE HIOW LOCAL AUTHORITIES

18. Chief Leisure Officers in HIOW met recently and agreed four areas where they will work collaboratively:
 - Supporting elite athletes
 - Supporting the role and development of Sport and Physical Activity Alliances
 - Branding and marketing
 - Supporting the Cultural Olympiad.
19. Some of the work is already underway. For example, a Hampshire Talented Athletes Scheme has been developed and 12 Sport and Physical Activity Alliances (the local delivery chain for community sport and physical activity) are in either the embryonic stages of development or established.
20. London 2012 will have a much broader impact on local authority services than those of the Leisure Officers: in particular economic development, tourism, education, skills development and cultural activity associated with the celebrations. Some local authorities in the south, for example Kent and West Sussex, have appointed Olympic co-ordinators and invested resource in preparing for London 2012, believing that the Games offer a unique opportunity to progress a number of key corporate priorities. Whilst we may not wish to make a specific appointment, we can and should focus existing activity to secure benefits in the following areas:

Economic Development and Tourism

Economic Development Officers can take a lead in supporting local business to plan and prepare to access opportunities that London 2012 will create. Relevant factors include the visitor economy (including the conference market), specialist industry such as the marine industry (Dorset is unlikely to be able to satisfy demand in this area), capital build contracts and service contracts. Existing Hampshire/HIOW groupings such as the Hampshire Economic Partnership and tourism networks should be encouraged to identify how they can support local businesses in realising benefits.

The Cultural Olympiad

The Cultural Olympiad will take place over several years and afford HIOW the opportunity to develop further creativity in communities, with all the benefits these offer for inclusion and reinforcing of local identity. It will draw together many existing events, festivals and activities and may also offer a springboard for new activity. Members may wish to invite Chief Leisure Officers to identify the programme of activities which can come under this umbrella, including opportunities to support new events or link to national activities.

Sports and Exercise Participation

Many local authorities, including several in our area, are seeking to play a role by hosting pre-Olympic training camps, a process being overseen by SEEDA. However, and perhaps more importantly, the profile the Olympics give to sport and exercise also offers an impetus to review the adequacy of local leisure provision and plan collaboratively and across boundaries for improved and more integrated provision. This in turn will allow us to promote healthy lifestyles and develop programmes for sport and activity, promoting the growing well-being agenda. Again, Members may wish to encourage Chief Leisure Officers to explore further how we can use 2012 to promote and develop the health agenda locally.

CONCLUSION

21. Due to the broad areas of work that the Games impact upon, London 2012 offers a unique opportunity for local authorities to improve partnership working as a means of advancing shared economic, cultural and health priorities. Members are invited to endorse the programme of activity outlined above, and encourage HIOW member and officer networks to consider the opportunities the Olympics present. It is proposed that Hampshire Chief Leisure Officers continue to provide the forum for co-ordination of activity.

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Annex: 1

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