

**Decision Maker:** Renewal and Recreation PDS Committee

**Date:** 10 July 2012

**Decision Type:** Non-Urgent                      Non-Executive                      Non-Key

**Title:** London 2012 Olympic and Paralympic Update

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**Chief Officer:** Marc Hume

**Ward:** All

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1. Reason for report

This report provides Members with an update on the Boroughs preparations for the London 2012 Olympic and Paralympic Games (the 2012 Games), and outlines the current arrangements that are being finalised in respect to the anticipated impact that the 2012 Games may have for Bromley.

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2. **RECOMMENDATION(S)**

That the Renewal and Recreation PDS consider the contents of the report and provide comments in respect to the proposed arrangements.

### Corporate Policy

1. Policy Status: Existing Policy
  2. BBB Priority: Excellent Council Vibrant, Thriving Town Centres
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### Financial

1. Cost of proposal: Estimated Cost Up to £4k for the delivery of the Torch Relay, officer time equivalent to £7k and £50k for the London Outdoor Arts Festival.
  2. Ongoing costs: Non-Recurring Cost
  3. Budget head/performance centre: Leisure Trust Client
  4. Total current budget for this head: £ 1.7m and £50k
  5. Source of funding: Within existing revenue budget 2011/12 and GLA funding of £50k
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### Staff

1. Number of staff (current and additional): n/a
  2. If from existing staff resources, number of staff hours: 365
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### Legal

1. Legal Requirement: Non-Statutory - Government Guidance
  2. Call-in: Not Applicable
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### Customer Impact

1. Estimated number of users/beneficiaries (current and projected): 300,000
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### Ward Councillor Views

1. Have Ward Councillors been asked for comments? No
2. Summary of Ward Councillors comments: N/A

### **3. COMMENTARY**

- 3.1 This report seeks to provide Members with an update in respect to the Borough preparations for the 2012 Games and the impact they may have for Bromley.
- 3.2 Members may recall a Report titled 'London 2012 Olympic and Paralympic Games Update' was considered by the Renewal and Recreation PDS Committee and the Renewal and Recreation Portfolio Holder on 5<sup>th</sup> July 2011, and the Portfolio Holder resolved:
- Not to sign up to the Host Borough Agreement
  - To sign up to the Grant Funding in respect of the application of the "Look and Feel" agreement to "dress" the borough.
  - To sign up to the Olympic Torch relay visiting the borough.

#### **Olympic Working Group**

- 3.3 To provide a co-ordinated response in respect to the 2012 Games, the Director for Renewal and Recreation in discussion with the Chief Executive, agreed to set up an Olympic Working Group. This Group has been meeting since May 2011 and includes Officers from across key Council services involved with the delivery of the Games along with representatives from the Bromley Police, Bromley Fire Service, the London Ambulance Service and Public Health.
- 3.4 The Olympic Working group has developed a detailed checklist which covers all areas of Games activity.  
The checklist covers:
- Emergency Planning
  - Traffic Management, Travel and Road Freight
  - Safety and Security
  - Activities and Events including the Torch Relay
  - Trading Standards
  - Communications
  - Health Services
  - Business Continuity
- 3.5 The Olympic Working Group uses a RAG (Red, Amber, Green) system to monitor the Boroughs readiness for the 2012 games, where individual Officers feedback to the Group on their specific work areas and the degree of preparedness. Given Bromley's location in respect to the 2012 Games, much of the Boroughs response is anticipated to be 'business as usual', however a detailed assessment is required to be undertaken by all relevant staff in respect to their specific work areas, to determine the likely impact of the Games. The work of the Group is currently reported as 'on track', all items on the checklist are currently Green or Amber, and there are no causes for concern highlighted. The Olympic Working Group also updates London Councils on the progress of its work to enable them to take a view on how prepared London as a whole is. The Group will continue to meet until 2012 Games are finished.

#### **Olympic Torch Relay**

- 3.6 The Olympic Torch Relay will be coming to Bromley on day 66 of its 70 day tour around the UK. The Torch arrives in the capital on Saturday 21 July and enters the Olympic stadium on Friday 27 July. It will travel through Bromley on the morning of Monday 23 July 2012, coming through Bromley Town Centre, Beckenham and Penge, and then on to Crystal Palace Park before heading into Croydon. A map of its route is attached as Appendix A
- 3.7 The London Organising Committee of the Olympic and Paralympic Games (LOCOG) is responsible for the logistical arrangements in respect to Torch Relay such as the

management of the torchbearers, the vehicle convoy including motorbike outriders, and for torch security through the Metropolitan Police.

- 3.8 The Council is responsible for seeing the safe passage of the Torch Relay Convoy through the Borough, and in response has formed a Torch Working Group, which includes representatives from the Council, Bromley Police and Bromley Fire, along with Council staff from Highways, Parking, Licensing and Emergency Planning. An Event Management Plan has been developed and this has been fed back to the Regional Torch Working Group and to LOCOG. The Torch Working Group is not recommending any traffic orders, road closures, additional parking restrictions, or bus stop suspensions, to facilitate the Torch's passage, but will rely on the police motorcycle outriders being provided by LOCOG to implement a rolling road block. The Council is responsible for stewarding the Torch Relay route, and has developed its stewarding proposals in discussion with Bromley Police and LOCOG. Details of the Torch Relay arrangements will be made available to residents via the Bromley website, which will carry information and a map of the route through the borough. Links will be provided to the 'London 2012' official website and transport providers to allow residents to plan ahead, whether they wish to see the Torch Relay, or to make travel arrangements. A news release will also be prepared to notify local media of the route and suggest that residents may wish to make travel plans in advance of the day.

### **City Look and Feel**

- 3.9 The City Look and Feel programme is led by the GLA and LOCOG. It provides a programme of performers and shows that be used to support existing activities and events, along with opportunities for dressing the Borough.
- 3.10 The GLA has granted each London Borough up to £50,000 as a contribution towards supporting London Boroughs during the period of the 2012 Games. The funding can be used to bring in performers and shows from The London Outdoor Arts Festival, which is being led by the GLA and to support the dressing of the Borough.
- 3.11 The Council is using the funding to support:  
The Bromley Town Centre Festival, which is taking place in Bromley Town Centre on Sunday 29<sup>th</sup> July, and being organised jointly by the Council and Pro Active Bromley.  
The Big Dance and Word Record Zumba attempt, which is taking place in Crystal Palace Park on Sunday 22 July, and is being organised by the Churchill Theatre, Mytime, the Greenwich Dance Agency and Harris Hospice.  
A small amount of localised street dressing notably around Biggin Hill Airport.

### **Pre games and Games Training Camps**

- 3.12 The National Sports Centre in Crystal Palace Park is to be used by Brazil as their training base for the 2012 Olympics, and additionally Eltham College will be used as a Training Venue for the Olympic Football Tournament through July and August 2012 attracting players, from around the world. The Council has no direct involvement in these arrangements.

### **Cultural Festivals and Events**

- 3.13 In addition to the two Events highlighted above, the Council has been regularly updating the Police and GLA via the London Events Coordination Calendar, which is a framework for registering events where over 2,000 people or more are anticipated to attend. At present the Council has not agreed any events that are causing concern internally or with the Police or GLA.

## **Borough Group Support Units**

- 3.14 The Borough has also developed a Borough Olympic Control Centre (BOCC) to be operational during Games Time. Bromley is part of a wider structure known as the River Zone, and forms a Borough Group Support Unit (BGSU) alongside; Croydon, Lewisham and Bexley with Greenwich taking the lead being a host borough. Each BOCC will feed information into their respective lead borough who in turn will collate the information and forward to the Local Authority Olympic Coordination Centre (LAOCC) in London.
- 3.15 From 16<sup>th</sup> July to 16<sup>th</sup> September local authorities will monitor on a daily basis eleven (11) council services including but not exclusive to; street cleansing, transportation, highways, and emergency planning, and will report through this mechanism by exception only. A daily national situation report will be assembled and passed to the Government Olympic Committee and the Cabinet Office. The BOCC at Bromley is headed up by our Emergency Planning Unit.

## **Economic Impact and Liaison with Businesses**

- 3.16 It is likely that the 2012 Games will have an impact on local businesses, in terms of both potential opportunities and challenges. On the opportunities side, the 2012 Games may provide increased business opportunities for the local hospitality and catering sector, given that there will be several million additional visitors to the Capital, many of whom will require accommodation and services in outer London. The Torch Relay which will pass through 3 of the borough's main town centres (Bromley, Beckenham and Penge) and has already generated significant interest in the national media and is likely to attract additional footfall to these centres, with a potentially beneficial impact on local retailers. Town Centre Management is working with local businesses and residents to coordinate efforts to promote the Torch Relay locally and to help enable them to organise additional activities to enhance the events in each town (e.g. musical entertainment) with the aim of encouraging a longer dwell time for spectators.
- 3.17 Although there is not expected to be a direct impact on Bromley's road system, the imposition of the Olympic / Paralympics Route Network and the general expected increase on road congestion across Central and East London will affect Bromley businesses, especially those that rely on getting staff or goods to London. Town Centre Management have ensured that information updates and planning tools from Transport for London to assist businesses plan for the Games period are disseminated to our local businesses, using existing channels such as the business e-bulletin, the business section of the Council website, and meetings and mailings through local business groups.

## **Communications**

- 3.18 A communications plan has been created for the duration of the Games which is in line with the Council's communications strategy to provide appropriate and effective information for residents and businesses. Officers are exchanging and preparing information across the Council and other agencies to outline the possible effects to our services and to deal with reactive issues both internally and externally in accordance with local and national priorities. Crystal Palace Park will welcome the Brazilian national team during their training but Bromley will not be hosting any other events other than those mentioned in 3.11 above. Though the council expects little disruption to services and travel, it is possible that trains may be a little more crowded than usual. The Bromley website will be updated with key details relating to the Games, with links to the London 2012 website and transport providers to allow residents and staff to plan their journeys.

#### 4. POLICY IMPLICATIONS

4.1 There are no Policy commitments in respect to the 2012 Games, although the initiatives outlined within this report may contribute to developing Vibrant Town Centres.

#### 5. FINANCIAL IMPLICATIONS

5.1 The estimated cost of hosting the torch relay is £4k with £7k equivalent in staff time. These costs will be contained within existing budgets.

5.2 Bromley has been awarded up to £50k from the GLA to fund events for the London Outdoor Arts Festival and to support dressing of the Borough. As set out in 3.11, this funding is being used to support a Bromley Town Centre Festival, The Big Dance and World Record Zumba attempt in Crystal Palace Park and some localised street dressing.

#### 6. LEGAL IMPLICATIONS

6.1 As contained within the previously agreed and signed Look and Feel agreement and Olympic Torch Relay agreement.

#### 7. PERSONNEL IMPLICATIONS

7.1 There will be officer time needed to enable to delivery of the work highlighted in this Report to be completed.

<b>Non-Applicable Sections:</b>	None
Background Documents: (Access via Contact Officer)	London 2012 Olympic and Paralympic Update Report to Renewal and Recreation Portfolio Holder and PDS Committee 5 <sup>th</sup> July 2011.