

**Decision Maker:** **Renewal and Recreation Portfolio Holder  
For Pre Decision Scrutiny by the Renewal and Recreation  
PDS Committee**

**Date:** **5 July 2011**

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

**Title:** **LONDON 2012 OLYMPIC AND PARALYMPIC GAMES UPDATE**

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**Chief Officer:** Marc Hume, Director of Renewal and Recreation

**Ward:** Borough wide

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1. Reason for report

1.1 This report provides Members with an update regarding the ongoing developments in respect to the London 2012 Olympic and Paralympic Games (the 2012 Games), and outlines the current arrangements that are in place within Bromley in respect to the anticipated impact the 2012 Games may have. In particular this report deals with the following key aspects:

- Host Borough Co-operation and Licence Agreement
- City Look and Feel
- Olympic Torch Relay

In addition to this a number of other initiatives are covered within this report.

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## **2. RECOMMENDATION(S)**

**That the Renewal and Recreation PDS note the contents of the report and that they recommend:**

**That the Renewal and Recreation Portfolio Holder:**

- 2.1 Consider the contents of the report, the comments provided by their PDS Committee, and decide if:
  - 2.1.1 The Borough wishes to sign up to the Host Borough Co-Operation and Licence Agreement (Appendix A). This document sets out the terms under which the Council is able to use the Olympic logo and branding.
  - 2.1.2 The Borough wishes to sign up to the 'Grant Funding in Respect to the Application of Look and Feel' Agreement to 'dress' the Borough (Appendix B).
  - 2.1.3 The Borough wishes to sign up to the "Host Community' Agreement with London Organising Committee for the Olympic Games (LOCOG) in respect to the Olympic Torch Relay visiting the Borough, and if the Agreement (Appendix C) is to be signed, which route is to be used.
  - 2.1.4 The current arrangements the Borough has in place in response to the 2012 Games are appropriate and commensurate to the perceived impact they may have on the Borough.

### Corporate Policy

1. Policy Status: Existing policy.
  2. BBB Priority: Vibrant Thriving Town Centres.
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### Financial

1. Cost of proposal: Estimated cost Up to £8,000 for the torch relay and officer time equivalent to £17k.
  2. Ongoing costs: N/A.
  3. Budget head/performance centre: N/A
  4. Total current budget for this head: £0
  5. Source of funding: If required, from the Portfolio Holder Initiative Fund (current budget £101k)
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### Staff

1. Number of staff (current and additional): 0
  2. If from existing staff resources, number of staff hours: 577
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### Legal

1. Legal Requirement: No statutory requirement or Government guidance.
  2. Call-in: Call-in is applicable
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### Customer Impact

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

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

### **3. COMMENTARY**

- 3.1 There is just over a year to go before the start of the 2012 Games on 27 July 2012, and there is now a significant amount of information and a number of initiatives coming from the key agencies involved in the organisation and delivery of the 2012 Games and their legacy, to the Council and other partners across the Borough.
- 3.2 This report seeks to provide Members with an update in respect to the 2012 Games and the impact they may have for Bromley, the Council's current response to the 2012 Games, and proposals for the Boroughs future work in respect to the 2012 Games.
- 3.3 There are a number of agencies involved in the organisation and delivery of the 2012 Games most notably London 2012, London Councils, the Greater London Authority, The Department for Culture Media and Sport, and the Mayor of London.
- 3.4 In response to the numerous initiatives, that have been coming into the Council and its partners, the Director for Renewal and Recreation in discussion with the Chief Executive, has set up a Working Group to ensure a co-ordinated approach is developed.
- 3.5 The Working Group first met in May 2011 and it is proposed they will meet bi-monthly until the conclusion of the 2012 Games in September 2012. The working group is made up of LBB Officers as well as the Metropolitan Police and the Fire Service.
- 3.6 Officers believe that there is now a significant amount of information available in respect to the 2012 Games and the potential responsibilities and initiatives that the Borough may or may not wish to sign up. Officers therefore think it is appropriate for Members to now consider and confirm the Boroughs future commitments to the 2012 Games.

#### **Host Borough Co-Operation and Licence Agreement**

- 3.7 The Council has been invited by LOCOG to sign the Host Borough Co-Operation and Licence Agreement. This document sets out the terms under which the Council is able to use the Olympic logo and branding. In granting the Licence, LOCOG is acknowledging the Boroughs commitment to co-operate and support a number of initiatives that will contribute to the success of 2012 Games. This is an over arching agreement which effectively states the Borough will assist and support a range of initiatives such as Look and Feel, and the Torch Relay. It also commits the Borough to take the lead on public communications about the 2012 Games, and to ensure that the Boroughs suppliers comply with the No Marketing Rights Clauses. It also requires the Council to act in the best interests of the 2012 Games and to support LOCOG in ensuring it is in the best position to raise revenue from the 2012 Games. The Borough would also be required to co-operate and provide all reasonable assistance to LOCOG to deliver road shows, press conferences, filming and other events and to make sites available to LOCOG on no cost or at a reasonable cost. The Agreement has gone out to all the 33 London Boroughs and to date only 12 have signed.
- 3.8 The Council is not able to alter or amend any of the terms of the Agreement. Generally, the Agreement is to ensure that Bromley co-operates with, and provides all reasonable assistance and support to LOCOG. The most pertinent clauses for the Council are:
- The Council will be responsible for any breach of its obligations under this Agreement caused by any contractors, agents, consultants that we may engage to carry out work in relation to the 2012 Games. Bromley contractors will be subjected to a 'no marketing' clause which LOCOG have provided in Schedule 1 (Appendix A). The 'no marketing'

clause prohibits third parties from creating an association with, or undertaking ambush marketing in respect to the 2012 Games.

- The Council has to act in accordance with the spirit of the Olympic Charter and the International Paralympic Handbook.
- The Council will require written approval/consent from LOCOG to use any brand/logo and LOCOG reserves the right to withhold consent or approval for any reason and shall not be liable for any fines, penalties, losses, costs or expenses that LB Bromley may incur as a consequence that approval has not been given.
- LOCOG reserves the right to withdraw any consent or approval previously granted for any reason upon 30 days notice in writing from LOCOG.
- The Council is to include in all agreements with suppliers/contractors the No Marketing Rights clauses. The Council shall also take steps to monitor the marketing and other activities of each contractor/supplier and inform LOCOG of any breaches by the contractor immediately.
- The Council will indemnify LOCOG and any other games body (where relevant) against any costs, expenses, fines, damages liabilities penalties incurred for any breach of this agreement whether by Bromley or Bromley agents, contractors, employees, volunteers.

3.9 This Agreement effectively signs the Council up to a large number of commitments, the implications of which are not fully understood by the Council, and which may require significant Council resources to monitor and implement. The benefits to the Council in respect to what is being committed also seem limited. Members may wish to consider if they wish to sign this overarching Agreement or if it may be more appropriate to consider the merits of the Look and Feel and Torch Relay Agreements separately. The cost of the officers time in supporting this initiative (noting that the Councils responsibilities in respect to this Agreement are not fully understood), has been calculated to be £5k of officer time, although it would be delivered with existing resources.

### **City Look and Feel**

3.10 The City Look and Feel programme, is led by the GLA and the London Organising Committee for the Olympic Games and Paralympic Games (LOCOG). It will provide opportunities for residents and communities to dress their local streets, and to support the London Outdoor Arts Festival.

3.11 The Look and Feel programme has been divided into four areas each having a separate work programme:

- Spectaculars
- Themes Experience Areas
- Your London 2012
- Transport

3.12 This report covers the 'Your London 2012' work stream, which aims to bring a celebratory spirit of the 2012 Games to Bromley and would allow people to decorate their local areas, town centres, and green spaces, and provide an opportunity to develop local focal points for celebrations and involvement. It will provide a consistent and cohesive approach to dressing London, and an opportunity for residents to come together to mark the 2012 Games.

- 3.13 The GLA will grant each London Borough up to £50,000 as a contribution towards supporting 'Your London 2012' during the period of the 2012 Games. The funding granted can be used to purchase items from the LOCOG 'Look Book' catalogue to support local street dressing, or to buy artistic content for the London Outdoor Arts Festival.
- 3.14 The intention from LOCOG is that this funding can be used to install, maintain and remove items from the 'Look Book' utilising the 'Full Service' option. It is down to Bromley to determine how the dressing would work best for Bromley, but the final borough plans would need to be agreed with the GLA and LOCOG. Bromley would be responsible for providing the officer time required to deliver the project. It is anticipated that if this initiative is approved by Members further work would take place with groups such as the Member chaired Bromley Arts Panel, Friends of Parks Groups, Residents Associations, and Town Centre Forums, to identify suitable locations and groups for the distribution the material.
- 3.15 The London Outdoor Arts Festival, which is being led by the GLA, seeks to spread the spirit of 2012 across London and to engage communities in celebrating the 2012 Games. It will take place over seven weeks from 21 July to 9 September and it is proposed for this to visit every London Authority. The Festival will be free and its setting will be outdoor places such as public squares, town centres and public parks. If the Borough decides not to sign up to the Look and Feel Agreement, the London Outdoor Arts Festival may still be able to visit the Borough. The organisers would then look to work with the Borough and with other public and private sector partners who would help to develop the programme and provide delivery support for the event, this may include providing resources or a financial contribution dependant upon the programme agreed.
- 3.16 The dressing of key locations within each Borough is the primary role for the 'Your London 2012' funds, however any under spends from dressing the Borough could be utilised to purchase additional artistic content and programming as part of the London Outdoor Festival. Although no direct costs are anticipated in delivering this initiative, the cost of the officer's time in supporting this initiative has been calculated to be £5k, although it would be delivered with existing resources. These costs are indicative, and cannot be confirmed until a Borough Plan has been fully developed and costed.
- 3.17 The requirements that will be placed on local authorities include:
- Identify the areas to be dressed and consult and agree the Boroughs plans with GLA/LOCOG
  - Comply with any guidance on publicity given by the GLA in relation to 'Your London 2012'
  - Manage and administer the funding and distribution of material for 'Your London 2012' within Bromley
  - Provide support, in respect to time and resources, to develop and deliver events that support the London Outdoor Festival
  - Maintain in force policies of insurance as required to comply with the Borough obligations within 'Your London 2012'
  - Where appropriate, ensure publicity recognises that the GLA is financially supporting the initiative.

## **Olympic Torch Relay**

- 3.18 The Olympic Torch Relay will travel around the UK for 70 days, and will spend the last seven days in London, arriving into the capital on Saturday 21 July 2012 and entering the Olympic stadium on Friday 27 July 2012. LOCOG have announced that the Torch Relay will be travelling through all 33 London boroughs, and for Bromley the proposal is for the torch to come on the morning of Monday 23 July 2012.
- 3.19 LOCOG has recently announced the 'Torchbearer' nomination process for people to run with the Olympic flame throughout the UK. Details can be found on [www.London2012.com/olympictorchrelay](http://www.London2012.com/olympictorchrelay). There is a commitment from LOCOG that torchbearers running through a borough will largely be residents of that Borough. London Councils have also suggested:
- London boroughs play a role in the judging process to select torchbearers in their area.
  - Each borough will be given one running spot for a locally nominated young person to run with the torch.
- 3.20 Officers met with London 2012 in December 2010, as they were asked to provide their views on the most suitable route for the Torch Relay in the Borough. It should be noted that officers have been clear in all discussions with London 2012 that any proposals for the Torch Relay to come to Bromley would require Member approval. The suggestion made by officers was that the Torch Relay should come into the Borough at Crystal Palace, and visit Crystal Palace Park and the National Sports Centre. This would enable Bromley residents to see and potentially be involved in the Torch Relay within the historic setting of the park, and the National Sports Centre. This was also believed to offer the most economic option to the Borough, as the Torch Relay would not be required to be managed and stewarded over long distances as may be the case if it visited a wider area of the Borough.
- 3.21 However, the initial route that London 2012 have proposed for Bromley is for the Torch Relay to come into Bromley Town Centre from Lewisham along the A21, and it then head out through Beckenham and Penge up to Crystal Palace Park and the National Sports Centre.
- 3.22 In order for the Torch Relay to travel through a Borough, each local authority will need to sign a Host Community Agreement with LOCOG. This details which aspects of the Torch Relay LOCOG will be responsible for and which elements will be the responsibility of the Local Authority.
- 3.23 LOCOG will be responsible for the logistical arrangements in respect to Torch Relay such as providing a Community Planning Guide to the local authority, the management of the torchbearers, the vehicle convoy including motorbike outriders, and for torch security through the Metropolitan Police.
- 3.24 The requirements that will be placed on local authorities include:
- Establish a Community Task Force to oversee the planning for the event
  - Develop an Event Management Plan in relation to the passing of the Relay
  - Issue and obtain all necessary orders, licences, and approvals required
  - Incorporate the key considerations outlined in the LOCOG guidelines which will be provided to the Council later
  - Responsibility for any road closures or road usage required
  - Develop a risk assessment and plan

- Provide stewards to maintain public order and spectator safety, and provide appropriate security and emergency services
- Provide cleaning and waste management services.

3.25 Discussions with London 2012 indicate that the route of the Torch Relay will not require barriers, and that stewards are only likely to be required at pinch points, or at points of particular concern along the route. The convoy will travel at about 4 mph and there will be rolling road closures. The policing costs for the Torch Relay will not be met by the Local Authority unless the Local Authority requires additional specific policing to deal with specific local issues.

3.26 Officers have estimated, in relation to the above, that the cost to the Council of supporting the Torch Relay coming in to Bromley Town Centre and then going on to Crystal Palace Park and the National Sports Centre would be in the region of £8k, the cost of the officers time in supporting this initiative has been calculated to be £7k, although it would be delivered with existing resources. In comparison if the Torch Relay came only to Crystal Palace Park and the National Sports Centre, the amount would be in the region of £3.5k plus £3.5k of officer time supporting this. These costs are indicative, and cannot be confirmed until any route is confirmed and a full Traffic Management Plan developed and costed.

3.27 Members need to consider if they wish Officers to:

- Proceed with discussions with LOCOG on proposals for the Torch Relay to visit Bromley Town Centre, Crystal Palace Park, and the National Sports Centre.
- Proceed with discussions with LOCOG on proposals for the Torch Relay to visit Crystal Palace, and the National Sports Centre only.
- Consider a different route for the Torch Relay.
- Advise LOCOG that Borough does not wish to invite the Torch Relay to visit Bromley.

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

3.28 Members may be aware through reports in the press, that the National Sports Centre in Crystal Palace Park is to be used by Brazil as their training base for the 2012 Olympics. The contract has been agreed between the Brazil Olympic Committee and Greenwich Leisure Limited (GLL), and the venue will also be the team headquarters in the run-up to and during the Olympics from 10 July to 13 August 2012.

3.29 GLL will be responsible for hosting the Brazilian team and their support staff, and for security and hosting arrangements during the visit. Whilst there may be some limited marketing and public relations opportunities, discussions between Officers and GLL indicate that team will be primarily concentrating on their training requirements and preparations for the 2012 games and such opportunities will therefore be potentially minimal.

### **Cultural Festivals and Events**

3.30 The GLA has developed the London Events Coordination Calendar (LECC), a framework for registering events taking place across London from May to September 2012. It is for events where over 2,000 people are anticipated to attend. This is to enable effective planning for the emergency services, and to ensure resources are allocated in a coordinated way for the management and delivery such events. The closing date for event details to be posted was the end of March 2011. Council Officers have populated the LECC for Bromley, and propose



to continue to assist in the process of providing further information to the LECC as the events develop.

- 3.31 The Mayor of London has also developed a Cultural Diary, an online calendar and planning tool, to help promote all of London's cultural activities for 2012. The Culture Diary closed to new registrations on 31 March 2011. Users who registered their events by this deadline are now able to access the diary from 8 April 2011 to update and edit their event information. Officers have not populated the Cultural Diary, but have used forums such as the Arts Panel and Friends Groups to promote the Cultural Diary to community groups and event organisers.

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

- 3.32 The 2012 Games may have an impact on local businesses, in terms of both potential opportunities and challenges. On the opportunities side, businesses can get involved in the supply chain for the 2012 Games in various ways, including construction, logistics, and catering. A number of opportunities are still available to businesses via the Compete For website – [www.competefor.com](http://www.competefor.com). The 2012 Games may also provide increased business opportunities for the local hospitality and catering sector, given that there will be several million additional visitors to the Capital, not all of whom will stay in central or east London.
- 3.33 In terms of challenges the main impact is believed to be on the transport system, and how this may affect Bromley businesses that rely on getting staff or goods around central or east London. The role of the Town Centre Management and Business Support representative on the Working Group is to ensure the coordination of messages to businesses and to assist them to take advantage of the potential opportunities and manage the risks to their businesses. This is achieved using existing channels such as the business e-bulletin and the business section of the Council website, to raise awareness of issues which may affect local businesses and to signpost them to tools which may assist them, such as the Compete For website at [www.competefor.com](http://www.competefor.com) or the Games travel advice from TfL at [www.london2012.com/traveladviceforbusiness](http://www.london2012.com/traveladviceforbusiness).

### **Pro Active Bromley**

- 3.34 Members may also wish to be aware of the work being undertaken by Pro Active Bromley in respect to the Olympics. Pro Active Bromley is an independent alliance of groups and individuals within Bromley with an interest in developing and promoting sport and physical activity. The London Borough of Bromley, along with the PCT, Bromley Mytime, Sport Bromley, local sports clubs, and the local police are all members of Pro Active Bromley. The group has submitted a bid through Pro Active South London to the Mayors Fund to run a series of initiatives and event during the run up to the 2012 games, culminating in a proposed Festival of Sport and Culture to take place in Crystal Palace Park on the Sunday before the start of the 2012 games. The bid focuses on increasing participation in sport and physical activity particularly for inactive people. Should the bid be successful, it is proposed that Pro Active Bromley along with the Member chaired Bromley Arts Panel will lead on the delivery of this initiative. It may be possible to link this event to the London Outdoor Arts Festival, as discussed above, should Members sign up to the Look and Feel Agreement.

### **Borough Group Support Units**

- 3.35 In addition to the areas highlighted above, which are being considered by the Working Group, it is also anticipated by LOCOG that the Borough will develop a Borough Group Support Unit (BGSU) to be operational during Games Time. The scale of the 2012 Games requires an integrated and coherent Command, Coordination and Communication (C3) architecture be developed across all of the London Boroughs. The Bromley BGSU is part of the River Zone

group of BGSUs which includes Lewisham and Bexley and which is led by Greenwich. Each BGSU will feed information into their respective borough grouping Zone, and each Zone will report to the Local Authority Olympic Coordination Centre (LAOCC). It is planned that during Games Time Local Authorities will monitor, daily by exception, a number of services such as street cleansing, transportation and highways, and emergency planning, and report through to their LAOCC. This information is then forwarded to COBRA and the Cabinet Office.

3.36 This work of the BGSU is currently being developed through the Councils Emergency Planning Officer and the full extent of the requirements and responsibilities there may be for the Borough are still to be established. Officers are currently ensuring that a co-ordinated approach is taking place between the BGSU and the Working Group.

#### **4. POLICY IMPLICATIONS**

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

#### **5. FINANCIAL IMPLICATIONS**

5.1 Officers have attempted to quantify the cost of signing the three agreements as highlighted in the report and to date have identified that the cost of the hosting the torch relay could be up to £8k with £7k equivalent in staff time, and further officer time of £10k may be required for the other two agreements.

5.2 However, it should be noted that the ‘Host Borough Co-operation and Licence Agreement’ effectively signs the Council up to a large number of commitments, the implications of which cannot be fully quantified at this moment in time, and which may require significant Council resources to monitor and implement.

5.3 There is no identified budget to fund any commitments that may be approved by Members. It is suggested that should the Portfolio Holder be minded to sign up to some or all of the Agreements as detailed in section 2 that the Portfolio Holders Initiative Fund of £101k may be used.

#### **6. LEGAL IMPLICATIONS**

6.1 The Host Borough Co-Operation and Licence Agreement does put unquantifiable risks on the Council, subjecting Bromley to an all encompassing affirmation to commit to contribute to the success of the 2012 games. Delivering events such as road shows, torch relays, press conferences, photo calls and the like would no doubt take up Council staff time and incur expense.

#### **7. PERSONNEL IMPLICATIONS**

7.1 Dependant upon the recommendations agreed by Members, there may significant officer time needed to deliver the requirements within the attached Agreements. It is anticipated that this would be met within existing resources.

<b>Non-Applicable Sections:</b>	[List non-applicable sections here]
Background Documents: (Access via Contact Officer)	[Title of document and date]