



**Executive**  
11<sup>th</sup> December 2006

## Report from the Chief Executive

For Action

Wards Affected:  
ALL

### London Olympics and Paralympics 2012 – Fulfilling Brent's Potential

Forward Plan Ref: CE-06/07-2

#### 1.0 Summary

1.1 This report provides a background to the London 2012 Olympics and paralympics and the work progressed to date to ensure we maximise the benefits for Brent. The report outlines key areas of work and activities we could develop now and in the future to achieve this aim.

#### 2.0 Recommendations

That Members:

- 2.1 note the progress made to date
- 2.2 agree to the key themes set out in paragraph 3.8 and other actions as outlined in this report.
- 2.3 note the Council's involvement in taking forward the West London Olympic agenda at both member and officer levels.
- 2.4 endorse the establishment of a Council-wide officer group to co-ordinate the Council's work on the Olympics and refer any funding issues to be considered as part of the annual budget process.
- 2.5 instruct officers to report back to the Executive on our Olympic preparation work as and when new issues are identified.

## 3.0 Detail

### Overview of the Olympic Organisations

- 3.1 London was selected to host the 2012 Olympics and Paralympic Games on 6<sup>th</sup> July 2005. The main stadia and Olympic village will be situated in East London, although sports events will be held at a range of venues around the UK, including the football semi-finals and finals at Wembley Stadium (six matches in total). The Games will take place from 28<sup>th</sup> July 2012 to 12<sup>th</sup> August 2012. Given that all London tax payers will be contributing to the cost of hosting the Games it's important that the Council develops an Olympic and Paralympic programme that ensures local people benefit from the Games. The following paragraphs provide a broad overview of how the Games are being managed and how Brent can, and is, linking into the process.
- 3.2 The Olympic Board is responsible for the overall delivery and strategic coordination of the Games, ensuring the delivery of the commitments made to the International Olympic Committee who awarded the Games to London. The Olympics Board is made up of the Olympics Minister, The Mayor of London, the Chair of the British Olympic Association and the Chair of the London Organising Committee.
- 3.3 The Olympic Delivery Authority (ODA) is the public body responsible for ensuring delivery of the new venues and infrastructure for the Games and the legacy that will follow. This includes the construction of the Olympic park and associated sports venues, the transport infrastructure, works to existing venues to ensure they can accommodate Olympic level competition and post-Olympic works to create the legacy conversions.
- 3.4 The London Organising Committee of the Olympic and Paralympic Games (LOCOG) is responsible for the preparation and staging of the 2012 Games, including the opening and closing ceremonies, the associated 'cultural festival' and the volunteers programme.
- 3.5 A GLA London 2012 Co-ordination Working Group (on which Brent's Chief Executive sits) has been set up to develop and take forward a series of themed plans to ensure London benefits from the Games. The themes include employment and skills, sports participation, health, economic benefits, volunteering, education and culture.
- 3.6 The Culture and Tourism Forum of London Councils (previously the Association of London Government) oversees the 2012 Games and links with the London Boroughs. This provides a key link between the boroughs and LOCOG and the opportunity at a political level to ensure the benefits of hosting the Games will reach across the whole of London and not just a part of East London. Under the Constitution appointments of members to outside bodies other than at the Council's Annual Meeting are the responsibility of the General Purposes Committee.

- 3.7 Across west London, the WLA has developed an Olympic Officers Group chaired by Brent's Chief Executive which has taken the lead on coordinating efforts to ensure West London benefits from London hosting the games. Earlier this year, the WLA held a stakeholder forum to discuss how organisations across the region could benefit from, and be involved in, the Games and a stakeholder executive has been developed from this. The WLA has commissioned consultants to examine how the region can best benefit in terms of sports and cultural issues. This has resulted in an action plan for the region and the WLA is acting as the coordinator for taking this work forward. The WLA has also provided a coordinated response for West London on the various LOCOG delivery plans.

### **Progress within Brent**

- 3.8 London 2012 provides us with an excellent opportunity to use the Games to encourage our diverse communities and young people to participate in an exciting programme of cultural and sporting programmes and to help us reach our regeneration goals and deliver our corporate strategy aims. Officers have made a considerable amount of progress in taking forward the Olympic and Paralympic agenda to ensure there is a lasting legacy within Brent. A 2012 Steering Group has been established, including senior officers from all departments, to coordinate this work. The group has identified themes that are considered the key areas where Brent could benefit most. These themes are:

Economy and Inward Investment  
Skills  
Sport and Health  
Culture and Events  
Young Learners  
Community Involvement and Volunteering  
Communications

Each theme has an identified lead officer who is currently working up an action plan and identifying the key partners who need to be involved. There is overlap between themes and theme leads will ensure that they work together to create an overall coordinated plan. Each theme will have a key focus on young people and ensure the Paralympics are reflected within the work. As there is still just under six years until the 2012 Games the plans will be subject to considerable refinement as the Games draw nearer and as new opportunities arise. In some cases the 2012 Games will provide the opportunity to badge existing programmes and activities, as well as introducing new areas of work.

- 3.9 ECOTEC consultants were commissioned to examine all the policy and strategy links that Brent could exploit to maximise the opportunities from 2012. This work considered the objectives set by LOCOG and the WLA and how these fit with the local themes for Brent and have been fed into the individual themes. Their report has helped refine the focus of the local themes for Brent.
- 3.10 **Volunteering** – most major sporting events are now delivered using the talents of volunteers and approximately 70 000 volunteers will be used to deliver the 2012 Games. Whilst recruitment for the Games won't start until 2010 it is

important to ensure Brent residents have the right skills to allow them the opportunity to act as volunteers. A submission of interest has been delivered to the LDA for £500K over three years to develop a volunteering programme to equip young people in Brent with appropriate skills. This submission has been progressed to the next stage and Officers are now working up a detailed application. In addition, Brent is one of 10 London Authorities asked to take part in a pilot volunteering programme for the Games, starting in January 2007. This Pilot Volunteering Programme specifically targets deprived communities and those individuals least likely to participate in volunteering. It aims to use the spirit of the games to motivate individuals to volunteer and gain skills necessary for the pathway to work or further training.

- 3.11 **2008 Parallel Closing Ceremony** – Meetings have been held with LOCOG about the possibility of Wembley Stadium being used for the venue for the closing/handover ceremony with the Beijing Olympics and Paralympics in 2008. This proposal has the support of key partners such as the Wembley National Stadium Limited, The Football Association and Quintain Estates and Developments PLC. Contractual agreements between LOCOG and the IOC will mean that LOCOG will have full control of the ceremony but hosting such a prestigious event at Wembley will provide a unique opportunity for the borough to put its Olympic aspirations on the map. Officers will provide a verbal update on progress with this at the Executive meeting.
- 3.12 **Training/Preparation Camps** – LOCOG in partnership with Sport England have recently announced guidance on preparation camps for visiting nations. Camps are set up by a visiting nation's National Olympic Committee and/or National Paralympic Committee and it is anticipated that some of the visiting nations may wish to set up preparation camps in the UK prior to the Games. The requirements of the different nations will vary depending on the size and strength of their squads but it is thought that some smaller teams may require facilities on a smaller scale and where they have cultural connections within the local community. With support from ECOTEC, officers are currently examining the potential of facilities in Brent such as Willesden's new sports centre being used for this purpose and there is also an opportunity to work across West London to develop a sub-regional approach based around a number of facilities across the region.
- 3.13 **Working Across Regions** – links have been made with Yorkshire Forward, the Regional Development Agency for Yorkshire, to maximise our working with different regions and to raise our profile with LOCOG as a borough that can work across the regions. Initial contacts have also been made with the Liverpool Culture Company, organisers of City of Culture 2008, to link into the Cultural Olympiad.

#### **4.0 Financial Implications**

- 4.1 There are no budgets currently identified for work associated with the 2012 Games. To date, all work has been progressed using existing budgets and regeneration funding. Where possible, bids have been submitted for external funding for specific programmes, such as the proposed volunteers programme for young people and Officers will continue to exploit such opportunities if they

arise. However, if all proposals within the plans are to be developed it is likely that additional resources will be needed. Some specific activities have already been identified within the theme groups draft action plans and where appropriate growth bids have been submitted which are subject to the Council's budget process.

- 4.2 A considerable amount of work is already underway to ensure that Brent maximises the benefit of the Games being held in London. The amount of work associated with the Games has grown considerably and is likely to increase. It is proposed that an Officer post be created to focus on 2012 and to coordinate associated work across the Council. It is estimated that this post will require £75K, which will need to be part of a future budget consideration.

## **5.0 Legal Implications**

- 5.1 The London Olympics and Paralympic Games Act 2006 established the Olympic Delivery Authority and gave it powers to prepare for the London Olympics and make arrangements for the use of facilities after the Games. The ODA is required to prepare a transport plan and London Boroughs are required to co-operate with it's implementation. This plan is currently out to consultation.
- 5.2 Under section 25 of the Act, the Secretary of State is obliged to make regulations about trading in public areas within the vicinity of Olympic venues, and under section 25(6) this is only possible under an authorisation from the ODA (or any body exercising this function on its behalf).

The unauthorised use of any of the Olympic and Paralympic Games 'Logo's' or 'marks', or any other Logos or marks that are similar in appearance, in the course of "trade", is strictly Prohibited unless consent has been obtained (under the Olympic Symbol etc (Protection) Act 1995 as amended). In a similar vein, is unlawful without LOCOG's approval, to use the London 2012 logo or the mark 'London 2012' or any similar representation suggesting an association with the London Olympics in the course of provision of goods or services. This includes , whether through use of the Games Mark or otherwise, falsely representing any affiliation, endorsement, sponsorship or similar relationship with London 2012 or any other part of the Olympic and/or Paralympic movements in the course of provision of goods or services. Insofar as the Council could be considered to be providing "services", it would need to take care not to infringe these requirements, and if in doubt should obtain the necessary approval.

## **6.0 Diversity Implications**

- 6.1 Activities leading up to, during and after the 2012 Games present a significant opportunity to build the image of Brent as a vibrant and exciting place leading to enhanced community cohesion and local pride. The underpinning ethos of the Olympic movement concerns increasing the understanding of different cultures and developing relationships across international boundaries, using sport and cultural activities as a key tool.
- 6.2 The 2012 Games also presents an opportunity to actively engage with young

people and each of the themes within Brent will ensure that young people play a major role within any proposed plans.

- 6.3 The Paralympic Games also presents an opportunity to engage with disabled people and the opportunity to develop disabled sports within the borough.

## **7.0 Staffing/Accommodation Implications**

- 7.1 As outlined in the main body of the report, all work progressed to date has been progressed internally by the Officers Steering Group. As the 2012 Games come closer, depending on the extent of Brent's ambitions in benefiting from the Games, there is a need for additional staff resources, especially in relation to coordinating work and ensuring Brent is networked to the key organisations across London.

## **Background Papers**

Olympic Strategy Links in Brent and West London – ECOTEC, October 2006.

## **Contact Officers**

Any person wishing to inspect the above papers should contact Sue Harper, Assistant Director – Leisure and Registration, Brent House/Ingrid Hooley, Head of Regeneration Policy and Projects, Brent Town Hall, on 020 8937 5192/020 8937 1043.

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