

LONDON BOROUGH OF BRENT

EXECUTIVE – 16th August 2004

**REPORT FROM THE DIRECTOR OF ENVIRONMENT
AND THE BOROUGH SOLICITOR**

FOR DECISION

NAME OF WARD: ALL

Report Title : LETTER OF SUPPORT – LONDON 2012 OLYMPIC BID

FP REF: ES04/05-254

1.0 SUMMARY

- 1.1 This report concerns a request from London 2012 for the Council to provide a letter of support for the Olympic Games Bid. This report requests that the Executive authorises the Chief Executive to provide the letter of support to London 2012 and to give certain guarantees on behalf of the Council.

2.0 RECOMMENDATIONS

- 2.1 That the Executive authorises the Chief Executive to provide a letter to London 2012 confirming the full support of the London Borough of Brent for London's bid to stage the Olympic and Paralympic Games in 2012 and to further confirm in the letter that:

- (a) the London Borough of Brent:
- i. guarantees the respect of the Olympic Charter and the Host City Contract;
 - ii. understands that all representations, warranties and covenants contained in the London's bid documents, as well as all other commitments made, either in writing or orally, by either the Candidate City (including the Bid Committee) or the NOC to the IOC, shall be binding on the city; and
 - iii. guarantees that it will take all the necessary measures in order that the city fulfils its obligations completely; and
- (b) no other important national or international meeting or event will be taking place in the London Borough of Brent or its vicinity during the Games or for one week immediately before or after the Games; and
- (c) that In the event that London's bid is successful, the London Borough of Brent confirms that the guarantees provided to London 2012 shall also be for the benefit of the London Organising Committee for the Olympic Games

or such other form of words as may be agreed between the Borough Solicitor and London 2012

3.0 FINANCIAL IMPLICATIONS

- 3.1 There are no direct implications arising out of this report. Potential future costs associated with the potentially binding 'commitments' outlined in paragraph 2.1 are covered below in paragraphs 7.10 and 7.11.

4.0 STAFFING IMPLICATIONS

- 4.1 There are no direct implications for Council staff arising out of this report.

5.0 DIVERSITY IMPLICATIONS

- 5.1 The goal of the Olympic Movement, enshrined in the fundamental principles of the Olympic Charter, is to "contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play".
- 5.2 Furthermore, the closer integration of the Olympic Games and the Paralympics in recent years reinforces the inclusiveness and involvement from people with disabilities.
- 5.3 In addition to the sporting focus of the Olympic Games, the wider 'celebrations' which take place in the lead up to an Olympic Games and as part of the official programme also promote and demonstrate a commitment to diversity and the celebration of different cultures.
- 5.4 Clearly the proposed role of Wembley Stadium in the London 2012 bid represents a major opportunity for the people of Brent to play an active part in such events and contribute to the range of benefits that this could bring as detailed in paragraph 7.5 below.
- 5.5 An Equalities Impact Assessment initial screening was undertaken to identify any adverse impacts associated with the proposed decision to support the London 2012 bid and none were identified at this stage. A further review may be appropriate however as more details become available.

6.0 LEGAL IMPLICATIONS

- 6.1 Section 2 of the Local Government Act 2000 gives the Council the power to do anything which it considers is likely to achieve the promotion of the economic, social or environmental wellbeing of the community. The power must be exercised having regard to the Council's Community Strategy (known as the 'Community Plan' in Brent). One of the themes in the Council's Community Plan is regeneration and employment and the Plan specifically makes reference to supporting regeneration of the borough by developing the sports industry in Brent.

- 6.2 The guarantees requested by London 2012 may represent binding commitments on behalf of the Council should London 2012 or the London Organising Committee call on them.. The extent of the risks arising from the guarantees and the likelihood of either London 2012 or the London Organising Committee for the Olympic Games (LOCOG), the potential successor to London 2012, calling on the guarantees are unclear at the present time. However, the Council is required to give the guarantees largely in the form requested by the International Olympic Committee and the failure to do so, notwithstanding the uncertainties and risks, could jeopardise the London bid. Members will need to balance these competing interests in reaching their decision. Officers will seek to agree a different form of words which will give more comfort to the Council but ultimately it may be necessary to give the guarantees in the form requested.
- 6.3 For example, the guarantee in paragraph 2.1 (a) (ii) of the report states that the Council understands all representations, warranties and covenants contained in the London 2012's bid documents would be binding on the city. These are very broad ranging and the guarantee could be interpreted to mean that the representations, warranties and covenants would be binding on the London Borough of Brent. However, the term 'city' is not defined and this leaves the guarantee being vague and possibly unenforceable.
- 6.4 Another example is the guarantee in paragraph 2.1 (a) (iii) which requires the Council to undertake all necessary measures in order that the city fulfils it's obligations completely. In reality the Council would only able to take measures that it is empowered to take. In addition there may be cost implications for the Council in undertaking necessary measures to ensure that the city fulfils its obligations and it is not possible to know now what those cost implications might be.
- 6.5 Similarly the guarantee in paragraph 2.1 (b) relates to events and venues some of which the Council will have no control over. Ordinarily the Council would not give such guarantee.
- 6.6 As a way of reducing any risks to the Council it may be possible to amend the wording of the guarantees and/or agree a side letter with London 2012 in which they acknowledge that the Council is bound by statutory constraints and that they will not require the Council to do anything outside of its powers or to incur unreasonable expenditure. Legal Services will pursue this with London 2012.

7.0 DETAIL

- 7.1 On 18 May London became an official Candidate City to host the 2012 Olympic and Paralympic Games. London 2012 is compiling the documentation for London's Olympic bid and is required to comply with and complete the 2012 Candidature Procedure and Questionnaire issued by the International Olympic Committee.
- 7.2 The 2012 Candidature Procedure and Questionnaire requires the submission of a large number of 'guarantees' from a variety of bodies, including those national, regional and local authorities who will be hosting events.
- 7.3 London 2012 wrote to the Chief Executive on 05 July 2004 requesting that he provide a draft letter of support, on behalf of the Council as the host borough for the football at Wembley Stadium, for the London 2012 Olympic bid and give the commitments outlined in the Recommendations.

- 7.4 The risks to the Council in making the commitments requested are outlined above in section 6 of this report. In the event of the bid being successful London 2012 and LOCOG will enter into a more detailed process of dialogue and engagement with the Council to develop these commitments into a joint, agreed operational plan.

Benefits to Brent

- 7.5 The potential benefits to a Host City in staging an Olympic Games are numerous and well-documented, including such outcomes as:
- A significantly raised profile as a 'World City'
 - Increased tourism before, during and after an Olympic Games event
 - Urban regeneration and legacy issues arising from Olympic investment
 - New and improved sporting facilities necessary to stage events
 - Additional training, volunteering and employment opportunities
 - Fostering of civic pride and community cohesion as a Host City
 - Promotion and increased participation in sport and physical activity
 - Wider community and cultural celebrations to coincide with staging the event
- 7.6 Such benefits link well with many of the themes in the Council's Community Plan and corporate strategy for Brent and would help further deliver the Council's vision for Wembley as an unrivalled sports, leisure and cultural complex. A practical example of this is the potential for the Council to work with the LOCOG, WNSL and other agencies to promote the objectives of the recent Brent Sports Strategy by linking Olympic pre-Games acclimatisation and training with local sport and health promotion initiatives aimed at young people.
- 7.7 This message has been reiterated by Brent and other west London local authorities through the West London Alliance (WLA) who recently met with London 2012 to discuss how the region can play a full part in the London bid proposals.
- 7.8 With Wembley Stadium already highlighted as a key venue it can be rightly assumed that Brent will be a key beneficiary as regards the above positive impacts which such an event can bring, however estimates of additional investment or increased employment opportunities are at this stage and will also depend on the outcome of further discussions with London 2012 regarding the exact role to be played by the west London region.
- 7.9 The recommendations in this report would represent Brent's initial support for the London 2012 bid.

Issues arising from the letter of support and bid guarantees

- 7.10 The risks associated with giving the requested guarantees are outlined above in section 6 including the uncertainties around costs. Others are addressed below.
- 7.10.1 Event crowd management for Olympic events – the Council, as Highway Authority and with powers in relation to licensing and health and safety, would need to liaise with LOCOG and other agencies, the Police in particular, to ensure that transport, parking and crowd safety issues followed the relevant protocols currently being considered as part of the new Wembley Stadium operating arrangements.
- 7.10.2 Public realm management – as part of aftermath of events additional street cleansing would be required and throughout the Olympic programme it may be appropriate to specify additional cleansing requirements to tackle the greater influx of visitors to the area.

- 7.10.3 Security – in addition to general event crowd safety issues the Council will almost certainly need to contribute to multi-agency precautionary measures to address the risk of a major emergency and/or terrorist threat.
- 7.10.4 Licensing – although the Council is not able to control the event programmes of certain venues with existing licenses, the guarantee outlined above in paragraph 2.1 (b) would require the Council to refuse any new license applications for what could be considered national or internationally important meetings or events. The proposed dates for the 2012 Olympic Games are 27 July to 12 August and the Paralympics 29 August to 9 September.
- 7.10.5 Communications – with Wembley Stadium participating in the staging of Olympic events this could entail extra resourcing to cater for the anticipated rise in public interest and involvement amongst the local community, the recent Manchester Commonwealth Games being a typical example.
- 7.11 The potential costs associated with the above issues are both uncertain and as yet are not attributed in any detail to a specific organisation as part of the London bid and the Council as part of ongoing discussions with London 2012 will seek assurances that, if successful, events at Wembley Stadium and any associated activities in the Borough are fully funded by the Games organisers.
- 7.12 The International Olympic Committee (IOC) representatives are anticipated to visit London to assess the London 2012 bid during Spring 2005 and a decision on the successful Candidate City will be made on 6 July 2005 at the 117th IOC session in Singapore.

Conclusion

- 7.13 On balance for the reasons set out in paragraphs 7.5 to 7.9 of this report officers believe that the provision of the letter of support and guarantees will both support the bid by London 2012 and provide further opportunities for Brent to promote a Council and West London role as part of any successful London Olympics events programme. The Executive is therefore asked to give its approval to the recommendations of this report.

8.0 FURTHER BACKGROUND INFORMATION

Letter to Brent Council from London 2012 Ltd dated 5th July 2004.

The majority of the relevant background information is available on the intranet. The links listed below provide details on the London 2012 Olympic bid and the IOC bidding process and relevant milestones:

London 2012 bid campaign and milestones:

<http://www.london2012.org>

<http://www.london2012.org/en/bid/milestones.htm>

IOC 2012 Candidature Procedure and Questionnaire:

http://multimedia.olympic.org/pdf/en_report_810.pdf

IOC Olympic Charter:

http://www.olympic.org/uk/organisation/missions/charter_uk.asp

West London Alliance:

<http://www.westlondonalliance.org/>

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