



Executive
18 January 2010

**Report from the Director of
Environment and Culture**

Wards Affected:
ALL

**Inspiring Brent - Brent's Action Plan for the London 2012
Games**

Forward Plan Ref: E&C-09/10-26

1.0 Summary

- 1.1 This report provides an update on Brent's Action Plan for the London 2012 Games which has been developed by the 2012 Steering Group. The report outlines key achievements to date and areas of work we want to develop to secure a legacy for Brent from the Games.
- 1.2 The report outlines developments in the London 2012 City Operations Programme and the main conditions of the London 2012 Host Borough Co-Operation and Licence Agreement.

2.0 Recommendations

That Members:

- 2.1 Note the progress made to date.
- 2.2 Agree the 2012 Action Plan attached as Appendix .
- 2.3 Note progress made towards signing the London 2012 Host Borough Co-Operation and License Agreement as referred to in Paragraphs 3.18 – 3.25 and authorize the Director of Environment and Culture to agree the exact terms thereof, on the advice of the Borough Solicitor.

3.0 Detail

Progress within Brent on delivering the 2012 Action Plan

- 3.1 The London 2012 Olympic and Paralympic Game will provide a catalyst to improve sports participation and physical activity across the borough, celebrate Brent's rich cultural heritage and develop volunteering skills and opportunities for businesses; all of which will help to achieve our corporate strategy aims. Over the last few years huge progress has been made on the 2012 programme. The Brent 2012 steering group membership has been widened to include representatives from NHS Brent, Brent Association for Voluntary Action and West London Partnership for the 2012 Games allowing a more strategic and borough wide approach to the Games. A dedicated Manager for the 2012 Games was appointed in May 2009 to coordinate the 2012 work across the council and has made excellent progress in raising the profile of Brent's offer both internally and externally. Brent has developed very strong relationships with the London Organising Committee for the Olympic Games (LOCOG), the Olympic Delivery Authority (ODA), the GLA, London Councils and West London Partnership for 2012 Games through a number of partnership projects. As a borough that has experience of hosting international sporting competitions it is envisaged that officers will work closely with the London 2012 organisers to help shape operational plans for the management of 2012 venues in relation to the regulatory services role, traffic management and streetcare related issues.
- 3.2 **2008 Torch Relay/Hand Over Ceremony** – The official opening ceremony of the London leg of the Beijing 2008 Olympic Torch Relay started at Wembley Stadium and Arena Square where the torch was carried by Sir Steve Redgrave and Brent student Cheyenne Green to its next destination. Cheyenne was chosen for the honour by the Greater London Authority from thousands of young hopefuls nominated by their schools.
- 3.3 September 2008 was the official handover from Beijing to London and Brent celebrated this by hosting the West London wide Culture 8 event; a dance music and entertainment extravaganza in Wembley Arena. Culture 8 was coordinated by West London Partnerships for the 2012 Games and received funding from the London Development Agency (LDA). Officers from across the council worked closely with LOCOG and West London Partnerships for the 2012 Games to organise and deliver the event in Wembley. It was the first event that was developed and programmed by eight West London boroughs and was awarded the coveted 'Inspire Mark' by LOCOG, one of the first events to be awarded the mark.
- 3.4 **LDA Personal Best Volunteering Programme** – After a successful pilot in 2007, Brent secured £180k of LDA funding to deliver the Personal Best Volunteering Programme in partnership with The College of North West London. The programme has been designed to help unemployed people or those who have little or no qualifications by providing them with a stepping stone into work or employment through developing volunteering skills. Volunteering will play an integral part of the delivery of London 2012 Games as up to 70,000 volunteers will be required. Graduates from the programme will be

offered an interview at Games time and 10% of volunteers used at Games time will come from the Personal Best programme. Brent has two Personal Best Advisors based in Brent in2 Work who work closely with the community to ensure the programme reaches those who will benefit the most. Phase three of the project ends in March 2010. To date over 1000 individuals from Brent have participated in the programme and Brent is in the top three performing local authorities delivering the programme.

- 3.5 **Pre Games Training Camps and Games Time Camps** – Willesden Sports Centre and Capital City Academy have been confirmed as pre Games training camps and are listed in the official pre games training camp guide prepared by LOCOG. Training camps can be used by Olympic and Paralympic teams from visiting nations to help them adjust and prepare prior to the Games. Both sites were part of a West London bid through the West London Partnership for the 2012 Games, and are counted as one of the 17 facilities across West London available to visiting nations to use for training opportunities.
- 3.6 Work has started to attract a nation to Willesden Sports Centre and Capital City Academy, however experience from other boroughs has demonstrated that personal contacts from community members to an Olympic or Paralympic nation has proven the most successful way to attract a nation. Working with West London Partnerships for the 2012 Games, a letter has been sent to the Indian Olympic Authority and a response is due shortly. The training camps opens up a number of opportunities to get the community involved either through sports development programmes, cultural events, hospitality and tourism.
- 3.7 LOCOG are currently having discussions with the federations for Badminton and Rhythmic Gymnastics around moving the sports to Wembley Arena. The move is an attempt to avoid building a temporary venue in Greenwich and save up to £40million. Part of this process involves proposing suitable accommodation and training venues close to the venues. The 2012 Manager has been working with LOCOG to identify a Games time training venue for Badminton in Brent. LOCOG have considered a number of potential venues in the borough and Capital City Academy has been identified as the best potential site. More detailed work will need to be completed if Badminton is moved to Wembley Arena. The decision is likely to be made in March 2010.
- 3.8 **Brent Inspires Award** – This flagship young people programme was launched in September 2009 at Wembley Learning Zone and LOCOG were in attendance.

The Brent Inspires Awards is a virtual competition aimed at 0-19 year olds in schools, colleges, youth groups or clubs across the borough allowing them to engage in sports, culture and creative experiences. The programme recognises the achievements of young people who participate in activities which incorporate the three Olympic values of respect, excellence, friendship and the four Paralympic values of courage, determination, inspiration and equality.

The Brent Inspires Award has been recognised by LOCOG as a project that is genuinely inspired by the 2012 Games and has been awarded the coveted 'Inspire Mark'.

3.9 Countdown to 2012 Event - Launched in 2007, the countdown to 2012 day has become a yearly fixture in the 2012 programme of work and provides an opportunity to consult with young people on the London 2012 Games. Led by the Youth Parliament, in partnership with Brent Council services, the days have been designed to raise the profile of the 2012 Games amongst young people in the borough as well as highlight the wider opportunities the Games provide. Activities have ranged from language workshops, events stewarding, sports taster sessions, presenting and dance workshops as well as consultation opportunities with sports services and the 2012 steering group. The 2012 steering group have made a commitment to work with young people to deliver the countdown events each year until 2012.

3.10 In addition to the projects mentioned above, a number of smaller projects have been delivered over the last few years. These include:

Brent – An Olympic Borough 1908-2012 - An exhibition celebrating Brent's heritage with past and present Games which is touring around the borough until 2011.

Respect Festival 2008 – Respect 2008 was themed around the London 2012 Games and offered a range of activities including sports taster sessions, a wheelchair dance showcase and the London 2012 roadshow where people could find out more about the Games. The LDA 2012 roadshow was also present.

London 2012 Open Weekend - A celebration of art, culture and sport, which encourages organisations to open up their venues to allow people to try something new. Brent got involved in the celebration by providing free taster sports sessions in the centres and parks providing residents with the opportunity to get involved. In addition 'Water a Way of Life' Brent's contribution to the 'West London Story' was exhibited as part of Open Weekend at the Watermans Arts Centre.

London Business Network Seminar – London Business Network, Competefor (the tendering vehicle for the Games) and Brent Council delivered an event for Brent businesses to highlight the opportunities available through the Games. To date five Brent based businesses have secured tenders related to the Games through the Competefor process.

Brent's Action Plan for the London 2012 Games

3.11 In March 2008 The Brent 2012 Action Plan was launched, which details plans and activities in the lead up to the Games. The plan was launched at Wembley Stadium and was attended by Sir Bill Morris, Director of Culture at LOCOG. The launch was designed to raise the profile of Brent's contribution to the Games and to provide an opportunity for officers to network with key stakeholders.

3.12 The launch of the action plan coincided with the 2008 Beijing Games and a number of the projects in the plan were related to this. These projects were successfully delivered but it has resulted in the action plan being time limited. The 2012 Manager has been working closely with the lead officers from the theme groups to update the plan and develop a new plan from now to 2012. The key themes detailed in the plan are as follows:

- Young Learners
- Business, Employment and Skills
- Culture and Events
- Sport and Health
- City Operations and Environmental Sustainability (new to the updated plan).

City Operations and Environmental Sustainability are new themes to the plan which link into aims of the Corporate Strategy and aspirations to be the Greenest Borough in London.

Each of the above themes is led by a small theme group. Each group has a lead officer who has identified the following to be delivered as key projects in the lead up to the London 2012 Games:

- An annual Inspiring Brent Fun Run and Walk
- Brent Inspires Awards
- Volunteering opportunities across the borough
- 2012 inspired festivals
- Cultural Olympiad celebrations
- Countdown to 2012 events
- Young ambassador programme
- Torch relay celebrations

3.13 The new action plan along with 'Inspiring Brent' the three year campaign for 2012 will be launched on the 2nd February at a celebration event at Wembley Stadium. Brent Chief Executive, Sir Bill Morris, Director of Culture at LOCOG, Moira Sinclair Executive Director for Arts Council England London and a representative from Wembley Stadium have been confirmed as speakers.

The event is an opportunity for Brent to showcase the 2012 related projects to date and to reaffirm the commitment to securing a legacy from the Games.

The new action plan is attached as Appendix 1.

City Operations

3.14 With less than three years to go to the Games, discussions are now taking place about how London will operate at Games times. Up to 1.5 million people

are expected to visit the Olympic site for the Olympic and Paralympics Games from across London, the UK and abroad.

There will also be over 10,000 athletes, 20,000 press and media personnel, and thousands of staff members and volunteers. The increased number of people in the capital is likely to place demand on local authorities and public services. These demands will have an impact across all of London in particular Brent who potentially could be hosting three sports across two venues.

- 3.15 The Olympic Delivery Authority and LOCOG have the primary responsibility for getting the Games up and running. However, the 2012 Games will generate pressures on other service providers that risk being 'invisible' as compared to the visible (and funded) costs of the Games and their legacy. It is not yet clear how if at all, the boroughs will be funded for any extra costs related to the 2012 Games as additional costs relating to refuse collection and disposal, social services, trading standards, local policing and traffic management are inevitable.
- 3.16 The GLA have set up a City Operations Steering Group which Brent Councils Chief Executive sits on representing CEOs across London. The groups' main focus is to keep London moving at Games time and a total of 24 workstreams have been set up to address this. Workstreams include the look of London, the visitor experience, public services and security.
- 3.17 In response to the issues raised, Brent has set up a City Operations Group as a sub group of the 2012 steering group to ensure that potential disruptions of hosting the Games and the financial impacts are kept to a minimum. The group is made up of senior officers from the main affected services who will work with key stakeholders as the city operations programme develops to ensure that Brent's best interests are taken on board.

Proposed London 2012 Host Borough Co- Operation and License Agreement

- 3.18 The London 2012 brand and the ability to grant an exclusive association to the London 2012 Olympic and Paralympic Games, as well as Team GB and Paralympics GB, are LOCOG's most valuable assets and therefore they only grant rights to use its intellectual property to organisations that are contributing significantly to the funding, organisation and/or legacy of the Games (such as sponsors, government and host boroughs). However in recognition of the contribution that local authorities are making to the Games, LOCOG are prepared to grant to all London boroughs the right to use various marks and present themselves as Host Boroughs of the Games on the signing of a licence. These marks include the London 2012 Olympics logo, the London 2012 Paralympics logo and a newly created host borough logo. In addition the descriptor of 'host borough for London 2012' can be used by boroughs in future communications.
- 3.19 The discussion about borough recognition has been going on with LOCOG and London Councils for the last 18 months and whilst LOCOG has indicated it is prepared for boroughs to use the marks on signing a licence, there are also

limitations. LOCOG need to protect the exclusivity they grant to their sponsors and merchandise licensees, and due to the commitments they have made to the IOC and IPC to preserve the value of the Olympic and Paralympic brands, LOCOG have put a number of controls on the way the logos can be used which is detailed in the Host Borough Cooperation and Licence Agreement.

- 3.20 The logos can be used on a flag outside the town hall, on the website (in particular the 2012 page) on signage at main entry points to the borough, on newsletters and publications relevant to the 2012 Games and informative posters. Using the logo would raise the profile of the boroughs involvement in the Games to residents, young people and businesses who are ultimately contributing to the Games through council tax and develop a sense of local pride.
- 3.21 However signing the licence to permit use of the 2012 logos would prohibit boroughs from seeking commercial sponsorship (unless from the official 2012 sponsors) for 2012 related projects or use commercial logos in order to protect the sponsors rights. Brent would have to use the designated logos on neutral areas such as the website or council publications and not in the Brent Magazine or on Brent vehicles where third parties could create an association with the Games.
- 3.22 The agreement also includes a section on 'principles of cooperation' which relates to areas such as providing access to land or premises under council control, for activities like the torch relay, photo shoots and filming for free of charge, or at the lowest standard rate that the council charges for hiring. Another area of cooperation would be to sign up to the 'look of London' programme and not create Brent branded banners and signage for the Games.
- 3.23 By signing the licence agreement, boroughs are agreeing to accept the terms and conditions and this will require stringent management across the council as misuse of the logo could lead to legal action not just by LOCOG but also by other Games bodies such as the IOC, the IPC, the BOA and BPA.
- 3.24 Brent Legal Services has been working with LOCOG, London Councils and representatives from the five east London 'host borough' on the terms and conditions of the licence. Not all of Brent's recommendations as to amendments to the licence have been accepted by LOCOG but many have, most significantly, amendment allowing boroughs to terminate the agreement at anytime.
- 3.25 The 2012 officer and Legal Services are looking at the licence agreement in detail before Brent signs up to it. Once it has been authorised the 2012 officer will be putting together detailed guidance for officers and members on the use of the logo and the conditions of the licence agreement.

4.0 Financial Implications

- 4.1 There is no allocated funding to deliver specific 2012 projects and in the current climate funding is becoming more challenging to secure. Officers will re align existing activities to meet the 2012 agenda where possible. Officers will bid for any external funding opportunities which arise in the future in relation to 2012. The 2012 Manager is also working with external partners to identify funding for 2012 activities within Brent and the sub region.
- 4.2 London Councils have commissioned the London School of Economics (LSE) to undertake a piece of research to identify the financial impact of the 2012 Games on authorities. As part of this work, council Officers met with the LSE to feed through issues in relation to the cost of hosting events at Wembley. This will be incorporated into their final report which is due early next year.

5.0 Legal Implications

- 5.1 The Olympic Delivery Authority is required to prepare and keep under review the Olympic Transport Plan which is intended to address transport issues relating to the London Olympics. Local authorities (and others) are required under Section 12 of the London Olympic Games and Paralympic Games Act 2006 to cooperate with the ODA for the purposes of implementing the Olympic Transport Plan and providing or facilitating transport services in connection with the London Olympics.
- 5.2 Section 13 of the above Act came into effect on 5 October 2009 and requires local highway, traffic or street authorities to notify the ODA if it wishes to exercise a function that might reasonably be expected to affect the implementation of the Olympic Transport Plan, any part of the Olympic Route Network, travel to or from a London Olympic event or other travel for a purpose connected with the London Olympics. Brent is the local highway, traffic and street authority for the purposes of Section 13.
- 5.3 Only the Secretary of State can make regulations regarding advertising and street trading in the vicinity of London Olympic events under sections 19 and 25 of the above Act.
- 5.4 As detailed in paragraph [3.18], the descriptor of "host borough for London 2012" and related marks is the intellectual property of LOCOG and the council's use of such descriptor and marks is subject to agreement with LOCOG. Legal Services has been involved in discussions with LOCOG regarding the terms on which the council would be permitted to use the descriptor and marks and revised Host Borough Co-operation and Licence Agreement was received from LOCOG in November 2009. This was specified by LOCOG to be the final version of the licence. The licence imposes wide-ranging obligations on the council and therefore officers are exploring with Departments and with other boroughs the implications for the council in signing the licence and thus whether the terms of this version of the licence are acceptable.

6.0 Diversity Implications

- 6.1 As one of the most diverse boroughs in the country, the London 2012 Games are a fantastic opportunity to celebrate Brent's diversity and promote community cohesion across the borough. There are over 200 countries that will be competing in the London Games, many of which will be reflected in the makeup of the borough. The London 2012 Cultural Olympiad programme will provide a platform to celebrate the diversity through cultural activities and events which develop community cohesion. Future cultural events will involve the Big Dance 2010 and 2012, an Olympics exhibition which explores Brent's involvement in 1948 and 2012 and future Respect festivals.
- 6.2 The London 2012 bid was won on the promise to 'inspire a generation of young people'. Brent has a young population and the Games provide them with an opportunity to engage in and celebrate the experience of hosting the world's biggest sporting competition in London. The theme groups have worked closely with young people delivering activities such as countdown to 2012 days, sports taster sessions and the Brent Inspires Awards. The name of the Brent 2012 campaign, 'Inspiring Brent' was developed by young people after a consultation session with the Brent 2012 Manager.
- 6.3 The Olympics in particular the Paralympics presents an opportunity to engage the disabled community. Disability dance is an area the culture and events theme group are keen to develop. The SportsAbility Club at Willesden Sports Centre is aimed at disabled young people and their families and is one of the activities delivered by the Sports and Health theme group. All of the activities that are planned for 2012 will be fully inclusive in line with LOCOGs vision to host an 'accessible Games'.

7.0 Staffing/Accommodation Implications (if appropriate)

- 7.1 The 2012 campaign will be lead by the 2012 Manager who will work with the theme leads and colleagues from across the council. The 2012 Manager will be responsible for developing relationships with external organisations and stakeholders to ensure that Brent benefits from hosting three sports in the borough.

Background Papers

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