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**One year to go: delivering the 2012 Olympic and Paralympic Games and maximising the legacy benefits**

**Purpose of report.**

For discussion and direction.

**Summary**

With just over one year to go until the start of the 2012 Olympic and Paralympic Games, it is timely for the CTS Programme Board to review the objectives of the LG Group's work in relation to the 2012 Games and to consider what the focus should be over the remaining 14 months until the start of the Games.

This paper has been shaped by members of the LG Group's 2012 Olympic and Paralympic Games focus group.

**Recommendation**

Members are asked to comment on the suggested focus of the LG Group's work on the 2012 Games between now and next summer, as set out in paragraph 11.

**Action**

To be taken forward by officers as directed by Members.

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## **One year to go: delivering the 2012 Olympic and Paralympic Games and maximising the legacy benefits**

### **Background**

1. The Culture, Tourism and Sport Programme Board has identified the 2012 Olympic and Paralympic Games as one of its priority interventions. The key objectives of our work in this area are:
  - 1.1 To make sure that the benefits of the Games are spread throughout the UK through the involvement of local government;
  - 1.2 To help local government play its full part in delivering this; and
  - 1.3 To make sure that local government's delivery role in relation to the Games is fully understood and valued by other agencies and the public.
  
2. The LG Group has actively represented the views and interests of local government across England and Wales in relation to the Games since July 2005, when it was announced that the Games would be held in the UK. Examples of recent lobbying successes have included:
  - 2.1 Lobbying Government for a strategic role for local authorities in promoting and developing the Olympics-style School Games competition, and feeding the benefits of the competition into the wider community sports system.
  - 2.2 Lobbying GOE to develop the UK Volunteers scheme, which will provide a wider network of volunteers across the country in addition to the official Games Maker scheme.
  - 2.3 Lobbying Government in favour of sustaining the existing Nations and Regions Groups across the UK in order to maintain a strategic layer of engagement between the local and national level on 2012 issues.
  
3. The LG Group has also provided a range of support to local authorities to help them play their part in delivering Games-related activities and support them to secure the legacy benefits of the Games for local communities and businesses. For example, the Group has:
  - 3.1 Communicated the opportunities available to local authorities through the Games via a variety of means, including: annual LG Group 2012 Games conferences and workshops at other key LG Group conferences; regular publications on key legacy issues; and a monthly e-Bulletin which is sent to councillors and officers.
  - 3.2 Secured funding from the Home Office for the National Local Authority Olympic Resilience Team, who are providing information and advice to support councils across England and Wales to ensure that they are

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appropriately prepared for resilience issues associated with the 2012 Games.

- 3.3 Developed the Local Leadership Local Legacy Project, which provides local authorities with a range of legacy case studies, a self-evaluation toolkit for councils to assess the legacy impact of their programmes, and access to peer mentoring from elected members and officers in Beacon councils.

**Progress**

4. With a little over a year to go until the start of the Olympic Games in July 2012, many of the key GOE and LOCOG programmes which will contribute to the legacy of the Games are progressing well, with councils actively participating. For example:
  - 4.1 Selection events are taking place across the country for the Games Maker volunteering programme and GOE is implementing the UK Volunteers scheme.
  - 4.2 More than 50% of schools across England and Wales are now registered with LOCOG's Get Set education programme and efforts are ongoing to increase this.
  - 4.3 Over 1,000 projects across England and Wales have received the Inspire Mark, including a range of education, volunteering, business, sport, cultural and sustainability projects.
  - 4.4 Contracts worth £250 million (out of a total of £750 million) have been let by LOCOG and companies outside London and the South East have secured 50% of these contracts.
5. While delivering the Games legacy remains a priority, local authorities and their partners are now increasingly focussing on the operational issues associated with delivering the Games, including:
  - 5.1 Thinking through their engagement with the Torch Relay (depending on whether they will be hosting one of the overnight or daytime stops).
  - 5.2 Organising events for Open Weekend in July 2011 to mark 'One Year to Go' until the Games.
  - 5.3 Working with the BBC to develop Live Sites to show live coverage of Olympic and Paralympic events.
  - 5.4 Implementing UK Volunteers and other local volunteering schemes.
  - 5.5 Planning to ensure that local services, including highways, public transport networks, street cleaning, licensing and trading standards, can cope with the extra pressure that will be placed upon them by an influx of visitors during the Games.
  - 5.6 Securing agreements for pre-Games Training Camps. 65 agreements with the National Olympic Committees (NOCs) and National Paralympic

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Committees (NPCs) are now in place across the UK, but many competing countries are still in the process of making arrangements.

- 5.7 Thinking through which 'Look' items they will purchase to dress their local areas and how they will use existing resources (e.g. parks, building maintenance and street lighting budgets) to celebrate the Games.
  - 5.8 Those councils with venues (including nine outside London) are focussed on getting the venues and surrounding areas ready, hosting test events, getting the local community involved and resilience planning.
6. Budget pressures also mean that councils without a direct connection to the Games are focussing on using the Games to give extra momentum and reach to existing projects.

**One Year To Go**

7. There will be national and local celebrations to make One Year to Go until the start of the Olympic Games on 27 July and the Paralympic Games on 29 August. LOCOG will shortly release more details about their planned activity.
8. One Year to Go is one of the last big hooks around which to galvanise councils behind the Games. The LG Group has planned the following activities in the run-up to and to mark One Year to Go:
  - 8.1 LG Group / LOCOG letter to councils about volunteering (to highlight the remaining selection centres, set out how to access information from LOCOG and emphasising legacy)
  - 8.2 The LG Group has sent an email to Executive Members and Directors of Children's Services to raise awareness about Get Set.
  - 8.3 LG Group / LOCOG letter to all council leaders (some of whom will be newly elected) to coincide with One Year to Go, highlighting the full range of opportunities available to councils
  - 8.4 One Year to Go special feature in the LGG's **first** magazine which is sent to all councillors
  - 8.5 2012 Games workshop at the LGG's Annual Conference

**Recommendations and next steps**

9. As LOCOG and GOE programmes reach the implementation stage and key milestones on the route to the Games are achieved, the opportunities and need for the LG Group to significantly influence and shape these programmes is reducing.
10. It is therefore timely for the CTS Programme Board to review the objectives of the LG Group's work in relation to the 2012 Games and to consider what the

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focus should be over the remaining 14 months until the start of the Olympic Games in July 2012.

11. The Board may wish to consider focussing on:
  - 11.1 Making sure that there **remains a focus on achieving the legacy benefits**, both within LOCOG and GOE and within councils, and that there is a recognition that work on the Games legacy (e.g. community sports participation and tourism) needs to continue after the Games.
  - 11.2 **Communicating vital information to local authorities on the opportunities** available through the Games via the existing channels (e.g. monthly e-bulletin, LGG website, annual conference) and encouraging them to get involved.
  - 11.3 Providing **support to councils on issues which could have an impact on the reputation of local government**, e.g. support to local authorities to address the resilience issues through the National Local Authority Olympic Resilience Team, and promoting the UK-wide calendar of events.
  - 11.4 **Advising LOCOG and Government** on how best to utilise councils' ability to facilitate opportunities for communities across the country to feel involved with the Games, such as hosting street parties. In particular, we need to encourage LOCOG to communicate about opportunities for communities to get involved with the Games as early as possible in order to maximise participation.
  - 11.5 **Ensuring the Local Government Group's work on 2012 is fully linked with policy and improvement** work on culture, tourism, the economy, children and young people, healthy communities and emergency planning and resilience within the new structure of the LG Group.
12. Subject to a steer from Members, officers will develop a work programme that is more appropriate to the current phase in getting ready to host the Games and the focus on legacy.