

## **2012 Olympic and Paralympic Games Task and Finish Group Final Report**

### **Purpose of report**

For discussion and direction.

### **Summary**

This reports on the completion of the work of the LGA 2012 Olympic and Paralympic Games task and finish group and suggests LGA activity regarding learning and legacy from the 2012 Games.

### **Recommendations**

Members are asked to:

- Note the report and in particular its recommendations for the Culture, Tourism and Sport Board.

### **Action**

To be taken forward by Officers as directed by Members.

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## **2012 Task and Finish Group final report**

### **Background**

1. The LGA 2012 Olympic and Paralympic Games Task and Finish Group was set up by the LGA Executive in November 2011 to provide strategic oversight on operational and legacy issues across the LGA Boards. The objectives for the work of the task and finish group were as follows:
  - 1.1. To support councils to play their part in hosting an exciting and safe 2012 Olympic and Paralympic Games that delivers wider benefits for the whole country;
  - 1.2. To ensure that links with all relevant services are identified;
  - 1.3. To ensure that the role of councils in delivering a successful Games is understood by key stakeholders;
  - 1.4. To ensure that councils have the latest information and share experience and knowledge of local operational issues; and
  - 1.5. To make recommendations regarding learning and legacy.
2. The task group met five times – in December 2011 and in January, March and May 2012 with a final meeting on 8 November 2012. Regular reports were made from the Chair of the task group to Councillors' Forum on the issues discussed at the meetings and the activity in progress across the organisation.
3. The Culture Tourism and Sport Board was represented on the task group and continued to have policy oversight of community sports participation and tourism, promoting the UK wide calendar of events, and the Games legacy. Members of the task group were all LGA Board members and the task group encouraged each LGA Board to consider what needed to be addressed to support councils in the period before and during the Olympic and Paralympic Games.

### **2012 task and finish group work programme**

4. The task group focused on key issues for councils all over the country hosting the Olympic torch relay and competition venues in and outside London. The strong leadership role of councils in bringing local areas together to keep the country moving and ensure the safety of events was absolutely fundamental to the success of the Games and the torch relay. The task group maintained dialogue with the Economy and Transport Board to ensure that information and guidance was communicated to councils and to businesses across the country. Emergency planning was a standing item on the agenda with regular reports from the

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National Local Authority Olympic Resilience Programme. The aim of the Programme was to support councils in England and Wales to meet their emergency planning and response duties during the Games, to promote a consistent national approach and to represent the LGA at the Olympic Secretariat. The guidance that was developed in conjunction with the host councils, Olympic Security Directorate, Civil Contingencies Secretariat and the Police National Coordination Team was very well received.

5. The task group received regular updates on the wide range of activity by LGA Boards that was happening in the run up to the 2012 Games, reflecting the key role played by councils in leading and supporting initiatives. The Get Set programme for young people, promoted by the Children and Young People Board, inspired schools to sign up and make the most of the opportunity presented by the Games. The Workforce Board reported at the January meeting on workforce guidance for employers during the Games and on joint work with the Community Wellbeing Board to encourage council employees to become more active. The Safer and Stronger Communities Board reported on Games policing and security with a presentation by the Metropolitan Police Olympic Policing Co-ordination Team that included key messages for the public that we shared with our member councils. At the May meeting, the Environment and Housing Board reported on the scope for learning from the innovative approach and commitment to sustainability and the environment for Games venues.
6. The Chair of the task group worked closely with the Chair and Office holders of the Culture Tourism and Sport Board, in particular on engagement with key stakeholders at LOCOG and the Nations and Regions Group, to review progress and highlight any concerns that councils had raised with the LGA.
7. A media and communications plan was put in place to promote the role of councils at key moments prior to and during the Olympic and Paralympic Games, and in the celebrations that followed the unprecedented sporting achievements for Team GB and Paralympic GB. A number of media releases throughout the summer, backed up by LGA surveys, highlighted the impact of the Games in communities all over the country.

### **Learning and Legacy**

8. Since the UK won the bid in Singapore in 2005, harnessing long-term benefits for communities and businesses across the country has been a priority for councils and the LGA. From the outset, the LGA has supported councils to use the inspiration of the Games to encourage participation in sporting and cultural activities, to engage young people and to boost the economy through increased tourism.
9. The LGA is therefore in a strong position to ensure that councils are fully involved in national discussions on legacy. Councils all over the country were involved in the Nations and Regions Group that co-ordinated activity from 2005 onwards in

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the English regions and in Wales, Scotland and Northern Ireland. But with the dismantling of the nations and regions structure after the Games, only local government is in a position to ensure that the legacy of the Games continues and is delivered on the ground in local areas.

10. The Prime Minister has appointed Lord Coe as Legacy Ambassador to advise on how best to secure longer-term sporting, economic and cultural benefits from the Games. He will be supported by an Olympics and Paralympics Legacy unit in the Cabinet Office. The unit will also support a new Games Legacy Cabinet Committee which is being set up to oversee the Government's plans for the legacy which will focus on four areas identified in the government's legacy plan published in 2010: sport and physical activity; economic growth; community engagement; and the regeneration of East London. These areas are mirrored in the comprehensive evaluation of the impact and legacy of the Games commissioned by the Department for Media Culture and Sport which is due to report next year.
11. In pursuit of the legacy objectives, a large number of policies and initiatives have been – and continue to be – developed and implemented by a diverse range of organisations across the public, private and voluntary sectors. (See Appendix A for the current funding position and a list of the key legacy organisations)
12. In order to avoid the risk of fragmentation, the task group recommends that the LGA has a clear focus on: sport and increasing physical activity; boosting economic growth through the visitor economy; and promoting community engagement. These were all at the core of the winning bid and the plans that were developed over the last seven years with legacy in mind.
13. A meeting is being arranged between the Chair of the Task Group, Councillor Stephen Castle and Lord Coe. Ahead of the meeting, an LGA briefing has been submitted to officials in the new unit to make sure they understand that councils have invested in facilities and in partnerships and have the democratic mandate to rally support for local legacy priorities.

**Sport and increasing physical activity**

14. The Government's legacy plans for sport focus on harnessing the UK's passion for sport to increase participation, particularly amongst young people, and encouraging the whole population, including people with disabilities, to be more physically active.
15. The Culture Tourism and Sport Board agreed at its September meeting that the Games' sporting and cultural legacy would be a priority for the year ahead and will be discussing this in more detail at its November meeting.
16. Boosting participation in sport and physical activity is the holy grail of legacy and to date no host nation has achieved it. The latest participation figures show for

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the first time that over 15 million people aged 16 and over are playing sport at least once a week, half a million more than six months ago and over a million more than in 2005/6 when London won the Olympic bid. The number of disabled people playing sport every week has also increased. But overall, the growth in sports participation continues to be driven by those aged 26 and over and there is still a long-term downward trend for the 16-25 age group.

17. As leaders of their local areas and big employers, councils up and down the country are working with partners to seize the opportunity to use the Games to make a long-term difference to participation in sport and physical activity. 44% of councils reported to the LGA an increase in people wanting to get involved in sport during the Games. Councils provide 80% of this country's community sports infrastructure – leisure centres, swimming pools, parks and open spaces – which is where the majority of people will first participate in sport or physical activity.
18. The Culture, Tourism and Sport Board has actively supported councillors to provide leadership to local partnerships and to improve links between the many local organisations across all sectors with a role to play in increasing participation. Of particular importance is working with Sport England to encourage the National Governing Bodies – who are investing over £450 million over the next four years – to work much more closely with County Sports Partnerships and councils to encourage new participants and break down myths about organised sport.
19. From April 2013 councils will be responsible for public health, which presents a huge opportunity to join up local public health improvement and physical activity provision. Councils are also already planning for how they can build on the Olympic and Paralympic experience to use other international sporting events, such as the 2015 Rugby World Cup and 2017 World Athletics Championships, to sustain and build upon participation in physical activity and sport.

The task group recommends that:

20. The Culture, Tourism and Sport Board supports councils to take a lead in increasing participation in sport and physical activity by improving local connectivity, sharing good practice and encouraging a better alignment of national funding to local priorities.
21. The Culture, Tourism and Sport Board and Community Wellbeing Board support councils to join up local public health improvement and physical activity provision by:
  - 21.1 Supporting councillors and senior managers who are responsible for culture and sport to understand and influence the new public health landscape; and

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21.2 Raising the profile of sport and physical activity amongst the leaders of public health.

**Economic Growth and the Visitor Economy**

22. The economic legacy plan for the 2012 Games aims to exploit to the full the opportunities for economic growth offered by hosting the Games, promoting the UK as a place to invest, enabling UK businesses to access new export markets and international contracts, boosting the visitor economy and protecting and creating employment around the UK.
23. Plans for delivering a lasting tourism legacy include achieving ten million additional overseas visitors each year up to 2020 and generating £2 billion in extra visitor spend in the UK, with the potential to create up to 50,000 new jobs across the country. The Government's 'GREAT' global marketing campaign to promote Britain as a tourist destination was launched earlier this year.
24. The visitor economy is one of the Culture Tourism and Sport Board's priorities for 2012-13. It offers major potential for economic growth and it underpins many of the key areas of the LGA's corporate *Local Growth* campaign. Councils are closer to tourism businesses than any other part of the public sector, and so are ideally positioned to take a lead role in joining up support for, and listening to, the tourism industry, providing information and reflecting their role within local strategic planning and priority setting. In particular councils can make a vital contribution to creating the conditions for the visitor economy to thrive by consolidating planning. The Culture Tourism and Sport Board agreed a detailed work plan at its meeting in September 2012.
25. The task group recommends that the LGA's work should form part of the local government 'offer' to the new Cabinet Office legacy unit to ensure that the vital contribution of councils is recognised and national legacy programmes on the economy are developed in a coordinated way that enhances existing local activity.

**Community Engagement**

26. The Government's 'Community Engagement' legacy plan aims to bring people together around the 2012 Games, empowering communities to deliver activities that are important and have positive impact on their local area. Strands of the strategy include encouraging people to play a more active part in society, for example through volunteering and cultural events. Using the Games to enhance the education of children and young people, promoting sustainable living, and using the Games to change attitudes and perceptions around disability are also key elements of the strategy.
27. Councils are committed to working with and enabling local people to play an active role in their communities helping to shape the places where they live.

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Bringing local communities together was a key factor in the success of the torch relay when over 14 million people lined the streets to see the Olympic Flame on its relay around the country. An LGA survey showed that councils recruited around 18,000 torch relay volunteers.

28. The summer of 2012 was truly a summer like no other, not least in the resurgence in the popularity of community events. As well as organizing their own big celebrations, councils responded with a wide range of innovative ways of helping their communities to celebrate on a smaller scale, such as waiving fees, providing signage or offering to cover insurance costs. After the outstanding sporting achievement this summer, councils made sure that local communities were able to welcome home their Olympic and Paralympic medal winners and celebrate their achievements. Councils were also closely involved in Get Set, the official 2012 programme for engaging with schools and young people which was hugely successful, reaching a significant number of the school population. The programme will be taken forward by the British Olympic Association and the British Paralympic Association. A new website will be launched featuring a range of resources focused on the Olympic and Paralympic Values.
29. The Big Lottery fund is proposing to launch a £40m trust to build on the Olympic volunteering legacy to encourage volunteering and community action and build on the spirit and energy among volunteers and in our communities during the Games. The idea for such a fund has been promoted recently by a consortium of organisations, including the Community Development Foundation and others, under the heading of 'Legacy 2013'. If the proposal goes ahead, it will be important for councils as the biggest investors in community sport to be engaged in any plans for development and distribution of funding.
30. The task group recommends that the LGA should:
- 30.1 Share the learning from engaging communities in 2012 to shape involvement in future national occasions; and
  - 30.2 Explore further the opportunity for working with partner organisations to make the most of community engagement and the enthusiasm for volunteering generated during the Games and promote the key role of councils in leading and enabling people to play an active role in their communities.

**Venue handover**

31. Ensuring that the physical infrastructure meets the future needs of communities is also central to maximising the value of the Olympic legacy. As lead stakeholders on behalf of local people, the six Host Boroughs in London and the host councils for the venues outside London have been closely involved in working with the various partners and agencies involved to ensure that commitments made at the time of the bid are delivered. The competition venues outside London include the

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Weymouth and Portland sailing village in Dorset, which is due to become available for social and affordable housing, the mountain biking venue at Hadleigh in Essex which will be adapted for use by the community and Lee Valley, Hertfordshire where the white water centre is already open to the public.

32. The phased handover of venues, spaces and responsibilities from the London 2012 organisers to the London Legacy Development Corporation (LLDC) has now begun to enable the venue in Stratford, east London, to be changed into its future use as a sporting, residential and community location. The Olympic Delivery Authority (ODA), having been in charge of the Olympic build, continues to manage the Olympic village retrofit programme. The re-named Queen Elizabeth Olympic Park will open in phases from July 2013, starting with the North Park and expanding to the whole site by spring 2014.
33. There is also a process underway to transfer ownership of the big screens that were used during the Games as 'Live Sites' in city and town centres where thousands of people gathered together to watch and celebrate. LOCOG has confirmed that the contract commitment to passing screen ownership to the individual cities (providing there is a legacy plan in place) remains and is keen to complete this transfer. The councils involved are in the process of establishing a Big Screens Network to manage the handover and the LGA hosted a meeting to discuss the way forward.
34. The task group recommends that the LGA should highlight at a national level any issues of common concern that member councils experience during the venue and facility handover process.

**Financial Implications**

35. There are no additional financial implications for the LGA arising from this report.