

# ***Information/Discussion Paper***

## **Social & Community Overview & Scrutiny**

**11 July 2011**

### **Olympics 2012 Update & Associated Projects**

This note contains the information to keep Members informed of matters relating to the work of the Committee, but where no decisions from Members are needed

#### **1. Why has this come to scrutiny?**

- 1.1 Discussion and development work on the Olympics has been underway for some time, and following the announcement that the Torch Relay is coming to Cheltenham, this discussion paper is intended to bring members up to date on recent discussions and associated developments.

#### **2. Summary of the Issue**

- 2.1 The London 2012 Olympics will take place next summer between July 27<sup>th</sup> and August 12<sup>th</sup>, with the Paralympics running from 29<sup>th</sup> August to 9<sup>th</sup> September. This will be the first time since 1948 that the Olympic Games have been hosted in the UK, and only the third time ever.
- 2.2 Throughout the build up in to next years event the London Organising Committee for the Olympic Games (LOCOG) have repeatedly stressed that importance of the Olympic Legacy, and the need for the whole country to embrace the Olympics and use it to inspire current and future generations to take part in sport. This briefing paper is intended to update members on a number of Olympics related developments, some of which are developing on a daily basis.

#### **3. Summary of evidence/information**

##### **3.1 Torch Relay Celebrations**

The Olympic Torch is a key symbol of the Olympic Games, and the Torch Relay is a key element of the Olympic celebrations; both in respect of the traditional symbolism it represents, and through its ability to ignite community interest and inspire future generations. The torch is lit at a special ceremony on Mount Olympus in Greece before being transported to the UK to start its journey across the length and breadth of the UK.

- 3.2 In 2009, on the request of LOCOG, a Gloucestershire Olympic Legacy Working Group linked to the counties Senior Cultural Officers Group, submitted a countywide proposal to attract the Torch Relay into Gloucestershire, highlighting a number of significant sporting and cultural facilities and festivals. The proposal identified Cheltenham Racecourse as the most appropriate venue for hosting an evening celebration within the county.

- 3.3** In May, it was finally announced that Cheltenham had been selected as one of 66 Celebration sites that will host an evening event, although we are awaiting official confirmation from LOCOG in respect of our proposed venue for the celebration. The Torch Relay will arrive in Cheltenham during the afternoon of **Wednesday 23<sup>rd</sup> May 2012** and will make its way to the celebration site.
- 3.4** The Olympic Torch Relay will commence on 19<sup>th</sup> May 2012 from Lands End, and will embark upon a 70 day tour across the length and breadth of the UK. On its route the Torch will stop overnight at 66 Evening Celebration Sites, each of which will host a two hour stage show, delivered by LOCOG with the support of the 3 Torch Relay sponsors (Coca Cola, Samsung and Lloyds TSB). The evening celebration stage show will follow a standardised LOCOG template structure, with scope to include local performances. Each show will culminate in the arrival of the flame carried onto the stage by the days final Torchbearer, and the lighting of the cauldron.
- 3.5** LOCOG have stipulated that the evening celebration event must be free of charge, and whilst it is difficult to estimate the potential attendance that we will be required to cater for, we are working off the assumption that a crowd in excess of 10,000 will attend.
- 3.6** The detailed street level route for the Torch Relay is being developed by LOCOG in conjunction with local police, and will not be confirmed until later in the Autumn. It is however envisaged that the route will bring the Torch Relay into Cheltenham from the south during the late afternoon/early evening, heading through the town centre and on towards the celebration site. Once the detailed route is known, work will begin with local community groups, schools and businesses to encourage street celebrations and to animate the route.
- 3.7** The “Moment To Shine” nomination and selection process has recently been co-ordinated by LOCOG to identify the first 2012 inspirational Torchbearers who will have the opportunity to carry the torch on part of its journey. Further competitions and nomination processes will be announced over the coming weeks by the three Olympic Torch Relay sponsors to allocate the remaining Torchbearer places. In total, 8,000 Torchbearers will carry the torch, with half of those being aged 12 – 24. Cheltenham Borough Council and Gloucestershire County Council, as “host communities” for the Torch Relay, will each be guaranteed one Torch Bearer place.

#### **4.1 Olympic Torch Relay Community Task Force**

LOCOG have placed a requirement upon torch relay “host communities” to form countywide Task Forces, and to develop local actions plans for logistical planning, health & safety issues and security issues. In addition to initial members of the original Olympic Legacy Working Group, the Task Force group now includes Gloucestershire Highways, Police, local media, and local representatives of the 3 national sponsors, as well as officers from both Gloucestershire County Council and Cheltenham Borough Council.

- 4.2** Legal agreements have been signed between LOCOG and both Gloucestershire County Council and Cheltenham Borough Council, whilst a separate agreement has been signed between Cheltenham Borough Council and the proposed evening celebration site.
- 4.3** Detailed plans for the evening celebration have yet to be made, however as further

information is released by LOCOG and the sponsors, the Task Force will be required to develop a detailed event management plan and to secure appropriate permissions and licenses.

- 4.4** Whilst the evening celebration stage show is funded by LOCOG and the national sponsors, the financial responsibility for meeting the costs of staging the event needs to be met locally. This will include the cost of policing and stewarding the celebration event, managing crowd safety along the route of the Torch Relay, and the clean up operation.

#### **5.1 Torch Relay Celebration & Twinning Links**

The arrival of the Olympic Torch in Cheltenham heralds a moment in time when the eyes of the world will be focussed on Cheltenham, and provides an opportunity to celebrate our own established international links with twin towns across the world. Initial discussions have been held, with a view to inviting representatives of our twin towns to come to Cheltenham in May 2012, to coincide with the arrival of the Olympic Torch Relay. This could include representatives of Socchi, who will host the Winter Olympics in 2014, and Annecy, who are one of 3 short listed host cities for the 2018 winter games.

#### **6.1 Malawi Overseas Olympic Training Camp**

Earlier this year, an agreement was signed with the Malawi Olympic Association that is set to see their Olympic athletes and sports team based within Gloucestershire in the build up to the games in the summer. A successful Overseas Training Camp consortium bid was put together between Cheltenham Borough Council, Gloucester City Council and the University of Gloucestershire who have an established link with Malawi through an outreach sports project.

- 6.2** It is expected that a group of between 30 – 45 athletes will reside in student accommodation at the Oxstalls Campus in Gloucester for a period of up to 3 months, and will use a range of sports facilities in Cheltenham and Gloucester to prepare for the Olympic Games. We are currently awaiting further details from the Malawi Olympic Association in respect of squad size and their arrival date, although the Training Camp is partly dependant on a fundraising campaign that the University will lead to secure sponsorship and business sector support. It is hoped that once the Malawi squads arrive in Gloucestershire, they will support a series of projects in local schools, as well as working alongside coaches and aspiring youngsters in local sports clubs.

#### **7.1 Summer of Sport Programme for Young People**

In April 2009, £30,000 was allocated to the Sports Development Team to develop a Summer of Sport summer holiday programme in the three years building up to the 2012 Olympics (2010, 2011 and 2012). The programme seeks to provide a broad range of opportunities to participate and improve in a number of sports, with links created with local community clubs to encourage ongoing participation. The Summer of Sport programme in 2010 attracted 1,590 attendances over a five week period.

- 7.2** The programme for 2011 has been compiled along similar lines to the previous programme, and will be based around three key stands;

- SportsZone - multi sport programme taking place at Christ College
- Sports Specific Camps - in a range of sports in conjunction with local clubs
- Sport In The Park – informal sessions in targeted parks across the Borough

**7.3** The Summer of Sport programme has recently been awarded the London 2012 Inspire Mark. The Inspire Mark recognises the programme as a grass roots community sports project, allowing future promotional materials to carry the official London 2012 logo.

**7.4** A promotional leaflet has been produced, which has been distributed via schools and direct mail to every child living within the Borough, as well as being available through the website. The Summer booklet also features details of the PlayZone playschemes, Play Ranger sessions and a wide range of activity trips being organised by the Play Development Team. Bookings for all summer programmes are coming in thick and fast!

## **8.1 National School Games programme**

In February 2011, the coalition government announced its intention to establish and fund a national School Games programme that would build on the existing local network of School Sport Partnerships, created and funded over the previous decade.

**8.2** The national School Games programme is built around a 4 stage model;

- Level One – a programme of competitive sport within each local school
- Level Two – a regular programme of inter school competition, events and fixtures between schools in a local area
- Level Three – a county level festival of sport acting as the culmination for the local competitions giving winning schools the opportunity to represent their area
- Level Four – a national multi sport event for the most talented young people of the country, with individuals identified through governing bodies of sport

**8.3** Nationally and locally the school sport partnerships are going through a complex transition period as a result of significant funding cuts, however it is expected that work on the school games programme within Gloucestershire will commence over the coming weeks. Whilst a number of counties have piloted the programme during the past academic year, the full roll out of the programme will begin in September with the county level events taking place during May/June 2012.

**8.4** Details of the local programme of competitions and the timing of the county level games remain unclear, however the Sports Development Team are in discussion with all parties and it is hoped that links can be made between the county school games event and the arrival of the Olympic Torch in Gloucestershire.

## **9. Next Steps**

**9.1** Discussions on the Torch Relay are continuing on a daily basis between CBC, LOCOG and members of the County Task Force, including the proposed evening celebration site, although details of these conversations are restricted through a strict confidentiality agreement signed with LOCOG.

- 9.2** A further discussion paper will be brought back to the committee later in the year, once further details are known, including any financial implications.

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<b>Background Papers</b>	None
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