

## **Report to the Cabinet**

**Report reference: C-032-2011/12**  
**Date of meeting: 24 October 2011**



**Portfolio: Leisure & Wellbeing**

**Subject: Olympic Games “Look and Feel” and Ticket Allocation**

**Responsible Officer: John Gilbert (01992 564062)**

**Democratic Services Officer: Gary Woodhall (01992 564470)**

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### **Recommendations/Decisions Required:**

- (1) To seek approval for a bid for £35,000 of DDF for 2012/13 the funding of community “Look and Feel” schemes on the basis that this may well be offset from match funding from local Town and Parish Councils;**
- (2) Subject to recommendation (1), local Town and Parish Councils are given the opportunity to request “Look and Feel” pound for pound match funding to assist their local communities in celebrating the 2012 Olympic Games; and**
- (3) That a bid for £3,000 DDF be agreed for 2012/13 to purchase the Olympic and Paralympic Tickets awarded to the District Council and that they be allocated in accordance with the criteria outlined in paragraph 15 of the report.**

### **Executive Summary:**

The Olympic Games takes place in July and August 2012. The white water events (canoe and kayak) take place at the White Water Centre located just across the border from Waltham Abbey in the Borough of Broxbourne. The transport hub and taxi hub are both located adjacent to the venue within this District, and one of the two park and ride facilities is to operate from North Weald Airfield.

A key element of the Olympic celebration is the decoration of the venue and the surrounding area. This is known as “Look and Feel”. “Look and Feel” includes items such as lamp column banners, flags, bunting and barrier covers. £270,000 has been provided to Broxbourne for the decoration of the area around the White Water Centre. Of this sum, a significant proportion will be utilised within this district in dressing Waltham Abbey, parts of the route to the venue, the transport hub and the park and ride at North Weald Airfield.

However, it is important that the whole community of the District are able to join in the Olympic celebration. It is therefore proposed that a fund be established whereby local Town and Parish Councils can bid for “Look and Feel” dressing, with the costs being jointly met by the District Council on a match funding basis. Broxbourne Borough Council has recently considered this issue and has resolved to allocate an additional budget of £50,000 for “Look and Feel” in its Borough away from the main venue area.

## **Reasons for Proposed Decision:**

To enable all local Town and Parish Councils within the Epping Forest District to celebrate the Olympic Games.

To purchase and allocate tickets for the Olympic games to worthy District residents.

## **Other Options for Action:**

The other options are:

- (a) make the “Look and Feel” dressing available to Town and Parish Councils, but for the District Council to offer no match funding;
- (b) for the District Council to meet all of the costs for communities; or
- (c) exclude all local Town and Parish Councils apart from Waltham Abbey from the “Look and Feel” exercise; or
- (d) not to acquire all/some of the Olympic tickets which have been allocated to the Council.

## **Report:**

### Olympic “Look and Feel”

1. The Olympic Games take place in July and August 2012. The white water events (canoe and kayak) take place at the White Water Centre located just across the border from Waltham Abbey in the Borough of Broxbourne. There are five days of competition at the Centre from 29 July to 2 August inclusive. Whilst the main venue is in the Borough of Broxbourne, the transport hub and taxi hub are both located adjacent to the venue within this District, and one of the two park and ride facilities is to operate from North Weald Airfield
2. A key element of the Olympic celebration is the dressing of the venue and the surrounding area. This is known as “Look and Feel”. “Look and Feel” includes items such as lamp column banners, barrier covers, flagpoles, flags and bunting. There are also bespoke items, such as the Olympic Rings seen at St. Pancras International Station in London. It is also possible to dress the areas with flowers and other plants in the official Olympic colour schemes.
3. The Local Government Association (LGA) has provided funding to all host authorities to enable them to dress their districts and Olympic venues. For the White Water Centre the host authority is the Borough of Broxbourne and they have been granted £270,000 for the venue area including significant parts of Waltham Abbey, the town nearest to the venue, as well as the park and ride at North Weald Airfield and parts of the route to and from the venue which pass through the district. Full details of the complete “Look and Feel” for the venue area will be made available at a later date.
4. However, it is important that all communities within the district are able to join in the Olympic celebration and it is therefore proposed that a fund be established whereby local councils not in receipt of centrally funded “Look and Feel” funding can bid for “Look and Feel” materials, with the costs being jointly met by pound for pound match funding from the District

Council.

5. It is important that this decision is made now, because the overall “Look and Feel” for the venue has to be submitted to LOCOG in early November, and the deadline for ordering all “Look and Feel” materials is early December. Whilst it will be possible to order “Look and Feel” materials after that date, it is likely that the costs will rise.

6. At this time the “Look Book” itself remains a confidential document, since the Olympic Games organisers want the appearance of venues and localities to be a surprise and part of the excitement in the immediate lead up to the opening of the Games. However, in order to enable local Town and Parish Councils to form a view as to what might be available, it is suggested that a community “Look and Feel” package be made available, consisting of the following items:

- (i) a pack of 12 lamp column banners;
- (ii) two packs of 5 barrier/fencing jackets; and
- (iii) one 100 metre roll of bunting.

The “Look Book” value of this package is £3,500 (including installation costs where relevant).

7. It is recognised that not all local Town and Parish Councils will be able to make use of all the contents of the pack, especially the lamp column banners, and it is suggested that smaller ones may wish to share a pack or parts of a pack depending upon their requirements. A preliminary letter has been sent to all local Town and Parish Councils seeking their initial views on the acceptability of such an approach and their appetite for participation. It is also proposed to place an item on the forthcoming Local Council’s Liaison Committee in order to provide an opportunity to discuss the proposals.

8. There are still some issues to be resolved around obtaining the consent of Essex County Council highways in respect of the use of lamp columns and street railings etc. Discussions with County are underway regarding their approach. However, despite this unresolved issue, there is a need to press ahead with Look and Feel preparations in order to meet LOCOG deadlines for approval of the “Look and Feel” plan and ordering materials.

9. As set out previously in the report, the GLA has provided Broxbourne Borough Council, as a venue host, with £270,000 for “Look and Feel”. This allocation will be shared with this Council to enable a consistent approach and in recognition that whilst the venue is in Broxbourne, the transport hub, taxi hub, one park and ride and significant parts of the Olympic Route Network are within this District. This allocation will be spent in an around the venue itself, the core access routes and the supporting infrastructure. This will include parts of Waltham Abbey.

10. None of this allocation will be available for other locations within either Broxbourne or this District. At a recent meeting of Broxbourne’s Olympic Committee, it was resolved to provide an additional budget of £50,000 to enable other parts of their Borough to be dressed. It is suggested that this District take a slightly different approach whereby it seeks bids from local councils for “Look and Feel” dressing, but that pound for pound match funding will be required. The proposed Community Pack has a value of £3,500 and therefore the suggested DDF allocation of £35,000 will make up to 10 packs available. However, subject to the response of the local councils to the offer of match funding, the final actual expenditure could reduce to £17.5K if all the packs were jointly purchased. If uptake was limited, the District

Council would have to decide how they wished to utilise the surplus material. If Councils wished to purchase more items, this could be facilitated by the District Council at the individual Council's expense.

### Olympic tickets

11. In November 2010 the District Council, (on the basis that the Council has been active in supporting the Olympic Canoe Slalom Venue at the Lea Valley White Water Centre), was approached by the Government Olympic Executive, to bid for tickets for the Opening and Closing Ceremonies, of both the Olympic and Paralympic Games, as well as for tickets for the Canoe Slalom Events.

12. As a result the Council bid for two tickets at the lowest price band for both the Olympic Opening Ceremony and the Olympic Closing Ceremony. Moreover on the basis that it is understood that the Paralympic Ceremonies will be cheaper, a bid has also been made for six tickets for each of the Paralympic Opening and Closing Ceremonies. In addition, the Council also bid for up to 50 tickets at the lowest price bands for the Canoe Slalom events for the heats and semi-final/finals.

13. The Council has now been offered the opportunity to purchase the full allocation as detailed below:

2 x £150 Olympics Opening Ceremony	=	£300
2 x £150 Olympics Closing Ceremony	=	£300
6 x £75 (Estimated) Paralympic Opening Ceremony	=	£450
6 x £75 (Estimated) Paralympic Closing Ceremony	=	£450
50 Tickets for Canoe Slalom 25 x £20	=	£500
25 x £35	=	<u>£875</u>
TOTAL		£2,875

14. It should be noted that these are the only tickets that the Council has bid for and it did not participate in the public ticket allocation process. None of the tickets allocated will be used by staff. Individual officers of the Council may have made personal applications for which they will bear the full costs and, if successful, will be required to take annual leave. Any leave authority would take on board the need to keep services running to their full level.

15. Similarly, it is suggested that the tickets that the Council have been allocated will not be made available to Councillors but rather be allocated to local residents who have contributed in some significant way to community life/citizenship in the district or have overcome adversity. It is proposed that this is in accordance with the following criteria:

- Olympic Opening Ceremony: Two tickets for the Citizen of the Year 2012/13
- Olympic Closing Ceremony: Two tickets for the Young Citizen of the Year 2012/13

### £35.00 tickets for the Canoe Slalom

- Two tickets for the Citizen of the Year 2012/13 runner up
- Two tickets for the Young Citizen of the Year 2012/13 runner up
- Five tickets to a district resident in the care of St Clare Hospice and their family.
- Five tickets to a district resident young person and their family participating at

Chigwell Riding Trust for Special Needs.

- Five tickets to a district resident child and family at Oakview School, Loughton.
- Three pairs of tickets to residents of Epping Forest district nominated by Members of the Public.

#### £20.00 tickets for the Canoe Slalom

- Eleven tickets (two adult, nine children) for the King Harold School, Waltham Abbey
- Seven pairs of tickets to residents of Epping Forest district nominated by Members of the Public

16. With respect to the public nominations it is proposed that they be sought for individuals who have made a major contribution to the local community or have overcome exceptional personal challenges, the main stipulation being that the nominee must be a resident of the District. It is suggested that neither they nor the nominator can be an Epping Forest District Council Employee or a District Councillor. A Panel composing of the Chairman of Council, Leisure and Wellbeing Portfolio Holder and the Council's Olympic Champion is proposed to decide on the successful nominations.

17. Although the Council are yet to receive formal confirmation of the allocation of the 12 Paralympic Tickets, it is proposed that budget provision is made in anticipation. With respect to the allocation of these tickets, it is suggested that the same Panel and process is utilised as for the publically nominated Canoe Slalom Tickets.

#### **Resource Implications:**

There is currently no budget provision for this expenditure and therefore it is suggested that a bid for £35,000 DDF funding be approved for 2012/1013. It should be noted that the "Look and Feel" materials have to be ordered by early December and that once ordered the expenditure would effectively be committed. However, the costs could be integrated by any match funding from Local Councils.

In addition to the £35,000 DDF sought from "Look and Feel" it is recommended that a bid of £3,000 DDF be sought for 2012/13 to purchase the Olympic and Paralympic full allocation (given that the costs of the Paralympic Tickets are currently only estimates).

#### **Legal and Governance Implications:**

The main issue revolves around the required consent of the highway authority (Essex County Council) for installing banners and related dressing onto street furniture. To date the County Council has not provided any clear guidance as to how these applications will be managed and decided.

A formal arrangement will be required between this Council and Broxbourne BC in respect of the allocation of the money provided to Broxbourne being spent in this district.

#### **Safer, Cleaner and Greener Implications:**

There are no significant implications other than those related to damage, theft etc of the Olympic "Look and Feel" materials (see risk implications)

**Consultation Undertaken:**

None at this stage although there will need to be discussions between this Council and those local councils who wish to take up the proposed funding offer.

**Background Papers:**

None at this stage (LOCOG "Look Book" remains confidential)

**Impact Assessments:**

Risk Management

The main risks are:

(a) purchasing "Look and Feel" materials and then not being able to use it due to Essex County Council's restrictions and/or failure to give consent;

(b) loss, damage etc to "Look and Feel" materials once in place. There will need to be contingency arrangements in place to replace materials subject to damage and/or theft

Equality and Diversity

*Did the initial assessment of the proposals contained in this report for relevance to the Council's general equality duties, reveal any potentially adverse equality implications?* No

*Where equality implications were identified through the initial assessment process, has a formal Equality Impact Assessment been undertaken?* No

*What equality implications were identified through the Equality Impact Assessment process?*  
N/A.

*How have the equality implications identified through the Equality Impact Assessment been addressed in this report in order to avoid discrimination against any particular group?*  
N/A.