

## **Report to the Cabinet**

**Report reference: C/006/2007-08.**

**Date of meeting: 11 June 2007.**



**Epping Forest  
District Council**

**Portfolio: Leisure and Young People.**

**Subject: 2012 Olympic & Paralympic Games.**

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

- (1) That the Essex Legacy Action Plan from the 2012 Olympic and Paralympic Games be endorsed; and**
- (2) That the Overview and Scrutiny Committee be requested to extend the terms of reference of the Leisure Task and Finish Panel, to undertake a review of the opportunities presented by the 2012 Olympic & Paralympic Games and bring forward proposals as to how the Council may wish to respond, including priorities for action and any resource implications.**

### **Introduction:**

1. The East of England was one of the foremost supporters of the London 2012 Olympic Bid with Essex being a strong contributor in helping the Region register the highest level of public support for the Games, across the whole of the United Kingdom. Epping Forest played a part in this initiative, hosting the 2012 Bid Roadshow and actively canvassing local support through schools etc.

2. It is generally recognized that Essex is uniquely positioned in many respects, to capitalize on the vast range of opportunities that the hosting of the largest multi-national event in the world will bring to London in 2012. The Economic Impact Study commissioned to support the Olympic Bid, projected that the benefit to the Eastern Region could be as high as £600million and for Essex as much as £139 million. However, in order to achieve these benefits concerted effort will need to be taken.

3. To this end an "Action Plan for a Legacy from the 2012 Games" has been developed, following extensive consultation across Essex, Southend and Thurrock. This included a successful Stakeholder Conference "Essex Ahead of the Games" held at Essex University at the end of last year, attended by the Leader of Council and the Head of Leisure Services.

4. A formal request has now been received from the Chairman of the Essex Working Group for the 2012 Olympic and Paralympic Games, to endorse the Action Plan and to indicate how Epping Forest may seek to benefit, in practical terms, from the staging of the Games.

### **Background:**

5. London's success in its bid to host the 2012 Olympic and Paralympic Games, was announced by the International Olympic Committee on 6 July 2005. In the run up to the bid, an Essex Working Group was established, having received official endorsement through the Local Strategic Partnerships of Essex, Southend and Thurrock. Councillor Murray-Foster, Leader of Southend Borough Council, currently chairs the Group.

6. One of the Working Group's initial initiatives was to commission an auditing process to identify opportunities for legacy. Epping Forest were actively engaged in this process and in the summer of 2006, the Head of Olympics and Sports Development at the County Council, Loretta Stollar, (who is the Lead Officer co-ordinating Olympic activity across Essex), visited the District and was briefed on the local "Sports Scene", to include potential training venues and the strength of the local voluntary sector. It was stressed to her at this time, that whilst the only Olympic event planned for Essex was the Mountain Bike Event at Weald Park, Brentwood, literally just over the border in Broxbourne, was the site for the Olympic White Water Canoeing venue, which clearly would also have implications for West Essex.

7. This cross-country consultation has now culminated in the publication of the "Essex Legacy from the Olympics, Action Plan".

### **The Legacy Action Plan:**

8. The Legacy Action Plan (a full copy of which has been circulated to Cabinet Members and further copies placed in the Members' Room) is an invitation to everyone in Essex to play some part in securing a legacy from the Games. The Plan identifies a wide range of practical areas in which there are opportunities and starts to set out some of the events and actions that could take place. The Plan also includes a process for implementation, communication requirements and the development of a reporting and measurement framework. The Plan is not intended to be prescriptive but rather a statement of common intent and a catalyst for all organisations, including District Councils, to develop their own Action Plans and Priorities.

9. The criteria used for the inclusion of current actions within the Plan have been based on interest already expressed by partners, during the consultation process. Members will note that many of the actions are very broad and require a significant level of further planning and the commitment of resources, before they can be realized in full.

10. The lifetime of the plan is 2007 – 2012, and although the focus for the delivery agency for the 2012 Games, LOCOG, (London Organising Committee for the Olympic Games) has largely focused on the land assembly, funding, planning and development issues in relation to the main Olympic Park site in Stratford, East London, the London Olympiad officially starts, immediately after the Beijing Games in 2008. It should also be recognised that there are considerable areas of embargo in terms of the promotion of the 2012 Games in advance of Beijing in 2008. However, once they have ended, the International Olympic Committee, will signal the main promotional thrust for the London Games in 2012 to begin.

### **Structure of the Action Plan:**

11. The Action Plan is divided into two main sections, namely Cross Cutting Themes and Action Areas. These broad headings are not mutually exclusive and offer a menu of opportunities which different agencies can opt in or out of to varying degrees, thus creating their own Legacy Plan. Based on their own individual circumstances and resource availability, it is hoped that actions will be reported and monitored centrally, to enable the sum total of the benefits and legacy that Essex are seeking, to be clearly identified.

### **Alignment with other Strategies:**

12. The Action Plan has been designed so that it does not create a lot of new work for which additional human and financial resources would be required to realise. Indeed a major justification for including any action, was that it was likely to be already identified within other strategies or major policy areas. The value therefore, of including a particular action within the Legacy Plan is the high profile and time imperative that the Olympics bring. The document therefore has been drafted to help meet National and Regional Strategies. For example the Regional Plans for Sport, the Regional Economic Strategy, the Regional Cultural Strategy and the Countrywide Sports, Economic Development and Tourism Strategies.

## **Components of the Strategy;**

13. Listed below are the **Cross Cutting Themes** within the Plan.
- (a) Young People - To involve young people in both the decision-making and the implementation of the Plan.
  - (b) Equity/Inclusion - To ensure equity of access and opportunity, adopting an inclusive approach to all sectors of the community.
  - (c) Sustainability - To ensure that any Games related activity is environmentally friendly and sustainable.
  - (d) Friendships and Cooperation - To celebrate international relations in order to build better cross cultural awareness and appreciation
  - (e) Inspiration/Aspiration - To use the Games to increase the personal aspirations of people and to raise their self esteem
  - (f) Entrepreneurship and Innovation - To encourage entrepreneurship and innovation including the adoption of new technologies
  - (g) Image of Essex - To present a renewed image of Essex that creates pride and positively builds the reputation of the County

## **Action Areas:**

14. In addition to the Key Themes there are 13 Action Areas, where specific practical initiatives can be taken forward in support of the overarching Cross Cutting Themes, namely:

- Supporting Volunteers;
- Preparation and Training Camps;
- Increasing Physical activity and Sports Participation;
- Cycling Development;
- Improving Sports Performance;
- Culture and Festivals;
- Tourism;
- Points of Entry, Transport and Logistics;
- Winning 2012 Games Related and Other Supply Contacts;
- Business Displacement;
- Learning and Development;
- Weald Country Park; and
- Thames Gateway South.

## **Implementing the Plan:**

15. It is proposed that the Essex Working Group for the London 2012 Olympic Games and Paralympic Games will continue to take a Leadership role for the Action Plan. Served and resourced through Essex County Council, there is support from the Unitary Authorities of Southend and Thurrock for the work to cover Greater Essex. The Working Group will take a direct responsibility for implementation of the Cross Cutting Themes and has also established a number of Sub Groups to manage the delivery of the Action Areas. A Measurement and Reporting Framework is also being developed to evaluate the success of the identified Actions.

## **Opportunities for Tourism and Economic Development:**

16. Olympic related tourism has emerged as one of the key economic legacies for host

cities and countries. It is expected that the event itself will attract 500,000 visitors with further post Olympics visits.

17. With our proximity to the main Games site and special character, with respect to environment and heritage, Epping Forest is well placed, to capitalise on increased tourism. This will result in increased visits to local attractions and visitor spend, having a positive economic benefit. Co-ordinated action could maximize this opportunity.

#### **Getting Our Communities Active, Healthier and Safer:**

18. The Olympics can be a powerful tool for promoting the positive benefits of adopting a healthy lifestyle and inspire people of all ages and abilities to get active.

19. School sport plays an important role in this area in order to combat the increasing levels of childhood obesity evident in the District. The Council's Sports Development Team in liaison with the West Essex School Sports Partnership have been developing a proposal to host a "mini-Olympics" in the year of the games, hopefully involving all primary school aged children in a major celebratory event. In addition, through the Council's Leisure Bursary Scheme a number of talented individuals have been identified and supported as having the potential to compete in either the 2012 Olympics or Para-Olympics. These young people provide excellent role models to inspire other children to participate and excel.

#### **Community Cohesion by Developing a Feel Good Factor and Enhanced Pride:**

20. The ethos of the Olympic movement can be maximized and used as a means of bringing people together from different communities to share positive experiences and gain greater understanding.

21. A stakeholder conference is being considered in the run-up to the Games to encourage and develop community-based ideas/events to develop this area of positive impact. An idea has also been mooted, to host a large Multi-National Youth Festival at North Weald Airfield, bringing together young people who would like to share the Olympic experience, but possibly could not afford the likely cost of accommodation in Central London.

#### **Create a Significant Cultural and Sporting Legacy:**

22. A Cultural Olympiad is planned for 2008-2012 in support of the Games. To facilitate this, a Cultural Consortium named the 'Legacy Trust UK' has been established. Currently they are working on criteria to distribute the £40m available to support the Cultural Olympiad. There is potential for the District to Bid for this external funding, to support Cultural celebratory events locally.

#### **Partnerships with local businesses to enhance investment and identify procurement and employment opportunities:**

23. The LOCOG will be responsible for procuring Services to deliver and run the Games, with the majority of their needs, (outside of the main construction contracts), focusing on the staging of the event itself. The procurement requirements are likely to cover goods and services such as sports equipment, venue temporary seating, security, venue dressing, hospitality and catering, staff and volunteer uniform, transport and official merchandising.

24. In January 2007, the Leisure Portfolio Holder, Leader of Council and Head of Leisure Services, met with the County Council's Portfolio Holder for Sport and Regeneration, who is championing the Essex involvement in the Games. As such Councillor Stephen Castle is a member of the "Nations and Regions Group" the LOCOG Sub Group, charged with promoting and encouraging involvement in the Games outside of the Capital.

25. Councillor Castle reported on the success of a number of "Business Breakfasts" he has been involved in with Essex Business Link, to promote procurement opportunities for

small and medium sized companies, to bid for Olympic related contracts. Subsequent to this meeting the Head of Leisure Services has met with representatives of Essex Business Link and obtained an assurance that they would be willing to promote an event of this nature, at an appropriate venue in the District. Unfortunately, Business Link have been undergoing a period of structural change, involving their events staff and a suitable date has yet to be identified. However, it is hoped to report orally to Cabinet on the date of what should be an important networking and advice opportunity for local businesses, as to how to capitalize on the Games.

### **In Summary:**

26. Whilst it can be seen that there are potentially some exciting opportunities to be pursued, with respect to the Olympics, the Council will need to examine the extent to which it may wish to be involved relative, to the potential benefits. To this end it is proposed that the terms of reference of the Leisure Task and Finish Panel 2007/08 be extended. The Task and Finish Panel would review and subsequently recommend to the Council where it may wish to prioritise its efforts and identify a local Action Plan as recommended by the Essex Wide Legacy Plan.

27. Notwithstanding, it is recommended that there are significant advantages in joining with other Partner Agencies in endorsing the Essex Legacy 2012 Plan, particularly as the Council, whilst benefiting from collective action, would still be in a position to determine the extent of its own involvement.

### **Statement in Support of Recommended Action:**

28. All parties including local authorities, public sector agencies and other partnerships are being formally asked to endorse the Plan. This public endorsement will also raise and maintain the profile of the Plan. Partners are also being asked to respond with any local proposals or priorities and whether they intend to allocate additional resources.

29. Clearly the Olympics will present a number of opportunities for the District and to date a number of ideas and initiatives have been emerging, although these have yet to be formally considered by the Council. For example:

### **Other Options for Action:**

30. The Council may elect not to endorse the Essex Legacy Action Plan.

### **Consultation Undertaken:**

31. Essex Olympic Working Group, Essex Association of Culture and Leisure Officers, Attendees of the Essex Ahead of the Games Conference 2006, Essex County Council, Essex Business Link, Essex District, Borough and Unitary Authorities.

### **Resource Implications:**

**Budget Provision:** Currently, there are no specific resource implications, (apart from some officer time) with respect to the endorsement of the Essex Legacy Action Plan. Thereafter, the Council can determine its own resource requirements in the years leading up to the Games, dependent on the degree it wishes to be involved in facilitating games related initiatives. These would be considered on a cost benefit basis. Essex Business Link have indicated that they will be willing to contribute financially to the cost of the Business Breakfast and further sponsors will be sought to meet any additional costs. The Legacy Trust will be seeking external applications for funding for Cultural Events.

**Personnel:** No specific implications.

**Land:** The Council's own facilities, may present opportunities to generate funds. For example, North Weald Airfield has already been identified in the Legacy Plan as a potential Park and Ride, facility for the Games.

**Council Plan 2006-10/BVPP:** Promote Healthy Living, Maintain Special Character of the District and promote Economic Prosperity & Investment.

**Relevant Statutory Powers:** Local Government Act 1974; Local Government Act 2000.

**Background Papers:** Legacy Action Plan.

**Environmental/Human Rights Act/Crime and Disorder Implications:** N/A.

**Key Decision Reference (if required):** N/A.