

REPORT OF THE OLYMPICS 2012 SCRUTINY PANEL FEBRUARY 2011

I. INTRODUCTION

I.1 Background

At its meeting on 19th July 2010, the Scrutiny Management Board asked the Policy Scrutiny Group to establish a panel to look at how the Borough was preparing for the Olympics in 2012. The Panel's first meeting took place on 26th October 2010 and it concluded its business on 22nd February 2011.

I.2 Reason for Scrutiny

The Olympics 2012 would be significant for the Borough and issues surrounding Policing and Security, Tourism, Visitors and Culture, Legacy need to be properly considered and the Borough properly prepared.

I.3 Terms of Reference

The terms of reference of the Panel were to consider the following themes:

- Policing and Security,
- Tourism,
- Visitors,
- Culture and
- Legacy.

I.4 Evidence, Stakeholders and Witnesses

In gathering its evidence, the Panel has consulted Charnwood Borough Council officers, representatives from LeicesterShire Promotions, Inspire LeicesterShire, Leicestershire Police, Loughborough University and Humphrey Perkins High School, who were organising locality events to promote celebration of and a legacy from the Olympics.

The Panel wishes to thank the Council officers and witnesses who attended meetings of the Panel and supported its investigation.

I.5 Panel Membership

Panel Chair: Councillor M. Hunt
Councillors Brown, Day, Harris, K Jones, Miah, Ranson, Sutherland and Wilson.

The evidence gathered by the Panel and the conclusions and recommendations for each Term of Reference is set out in the chapters below. A summary of the Panel's recommendations is set out in Section 7.

2. TOURISM AND VISITORS

2.1 Background

Martin Peters and Janine Williams for Leicestershire Promotions attended to assist the Panel, a report was submitted which identified issues in relation to visitor experience, marketing activities and promoting the area, along with current activity and planned activity. Figures were considered concerning bed spaces for tourism.

2.2 Summary of Findings

- (i) There were three major opportunities for tourism associated with the Olympics:
 - a. direct tourism from the teams based in Charnwood,
 - b. people associated with the teams based in Charnwood, and
 - c. media located in the area because of teams being located in Charnwood;
- (ii) intelligence gained from the Sydney Olympics suggested that the tourism impact of the Olympic Games impacted on the host city and that there was a limited increase in tourism in the rest of the country;
- (iii) the greatest opportunity was the media, there would be 8,000 journalists based in the UK to cover the Olympic Games and some of these would venture to towns and cities around the country, especially where teams were based; these journalists would be looking for other stories while they were here, therefore, there was an opportunity to sell Loughborough's story;
- (iv) the figures for bed spaces were for the wider Loughborough area but did not include all villages in Charnwood; there were a total of 3,130 bed spaces available for external use (2,000 on campus, 6 self-catering and 1,124 serviced); figures would be provided for bed and breakfast and budget hotels etc.
- (v) the only anticipated increase in bed space for the Olympics was the proposed Premier Inn (a Travelodge Hotel was also proposed during the course of the study);
- (vi) it was important not to overestimate the potential tourism trade and put significant resources into marketing and promotion; in the case of Japanese tourism, most Japanese tourism was organised, therefore, the only chance of attracting Japanese tourists to Loughborough would be to convince Japanese tourist operators to put Loughborough on their itinerary;
- (vii) Charnwood Together, Loughborough University and partners were working on a brand to promote Loughborough; it was noted that the Olympics brand was copyrighted and protected and therefore, its use was not possible;
- (viii) the legacy period on tourism would last three to four years, there was no Olympic money available for promotion, only for infrastructure; one way of

promoting the area could be on the back of the torch relay if it either passes through or comes close to the area;

- (ix) there was an initiative called “Igniting Ambition”, which aimed to get schools involved with events surrounding the Olympics; and
- (x) it was important to get people involved in welcoming visitors to the town; this would involve rolling out a welcoming scheme wider than those who were formally welcoming people, to include shops and other facilities.

2.3 Recommendations

1. That all schools across Charnwood be encouraged to be involved with Olympics 2012, including by being part of the welcoming parties;
2. that schools be advised of the regulations surrounding copyright concerning the Olympics brand and logo (see also 3.2 (vii));
3. that it be noted that for Charnwood it was unlikely that the Olympics would result in a significant increase in tourism, there had been no evidence of increased tourism across Australia during and after the Sydney Olympics; however, people would be in the area to provide technical support to the teams and the University’s Public Relations could assist with promoting the area among these groups;
4. that high quality hotels in Charnwood and the surrounding area need greater promotion;
5. that Loughborough University be asked to ensure co-ordination of the transport needs of those with special needs, for example, transit to and from the airport and railway station; and
6. that LeicesterShire Promotions promote what Charnwood has to offer in the run up to and during the Olympics 2012 among local, regional and specialist media, in order to take advantage of the press coverage of the Olympics.

Reasons

1. To ensure that young people had the opportunity to have real involvement with the Olympics, which would contribute towards a legacy among the people of the Borough.
2. To ensure that schools were not inadvertently caught out by copyright rules, since “Olympics” was a branded title.
3. It was unlikely that there would be a significant increase in Tourism as a result of Loughborough hosting teams for training. However, during the Olympics, with the teams training in the town, it was a good opportunity to promote the area in the media.

4. To ensure a balance of hotel provision in order to attract a wide spectrum of people to the area.
5. To ensure that everyone who visited the area, for official or unofficial reasons, felt welcomed and their needs catered for.
6. To ensure that what the area had to offer was promoted effectively while there was an increased media spotlight.

3. LEGACY

3.1 Background

Jon Walker (Loughborough University) and Shimul Haider (2012 Games Legacy Director, Inspire LeicesterShire) attended and update the Panel on the initiatives planned by both organisations to create a legacy in the Borough following London 2012. Joy Clapham (Deputy Head teacher, Humphrey Perkins High School and Community College) attended to inform the Panel about the events the School was organising, along with other local schools, to celebrate the Olympic Games in 2012.

3.2 Summary of Findings

- (i) Olympic activity would be significant in Charnwood, therefore it could be described as being the 6th Olympic Borough; the Borough should aim to gain advantage from this;
- (ii) the University would be pivotal in being the centre of the legacy, for example, attracting further sporting events and potentially the ability of Loughborough to host a major sporting event, for example, the Special Olympics;
- (iii) there was a need to look at the Loughborough branding to ensure that the legacy of the Olympic Games was reflected and that it could continue to build on its reputation for sport;
- (iv) it was an ideal opportunity to increase participation in sports, particularly with children and young people, local coaches could pass on their expertise;
- (v) there was an opportunity to mark the Olympic Games period, for example, by lighting a beacon on Beacon Hill for the period; and
- (vi) it was important to make all possible effort to encourage the route of the Olympic Torch to pass through Loughborough and Charnwood, in order to raise the profile of sport and the Borough and also to ensure that schools and local people got involved with this event.
- (vii) it was important to note that the “Olympics” was a branded title and that everything that was directly linked to and used the branding “Olympics” needed to be approved by LOCOG (London Organising Committee for the Olympic Games); most branding for the period used “London 2012”;

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- (viii) in order to create a legacy it was important to introduce initiatives and plan events now;
- (ix) an example of an initiative, which has already been undertaken, was a session arranged with young people where they had to imagine they had to set up a training camp for an Olympic Team; the young people had to learn about the country they had been allocated and produce a robust business case for the training camp; therefore, learning about sport, culture and discipline;
- (x) consideration needed to be given to promoting legacy programmes in poorer/more deprived areas where the initiatives could be used to teach curriculum subjects in a more interesting and engaging way;
- (xi) it was important to ensure that there were opportunities for Special Schools to get involved with activities relating to the London 2012 Games; all schools could be registered, there was a need however, to encourage this further among Special Schools;
- (xii) the lead up period to the Olympics was important, particularly for engaging young people, for example, it was important to mark 500 days with special events in order to build momentum, which would create a lasting legacy; a mini-torch run was also being planned one year to the games in partnership with the University;
- (xiii) in order to engage as many people as possible, it was important to include less prominent sports, e.g. archery;
- (xiv) there was an Open Weekend planned on 27-28th July 2011, one year prior to the opening of the 2012 Games, which involved working national governing bodies for various sports, community clubs, leisure centres and sports clubs;
- (xv) “My Games, My Legacy” gave the opportunity for individuals to make a pledge and/or set a personal goal for the Olympics, this could be, for example, to run a marathon or give up smoking; it was important that a website be developed to accommodate this, including the use of social media, in order that people could register their pledge and record their progress;
- (xvi) the “Get Set” programme had been targeted nationally, so all schools, including special schools, would have received the information; and
- (xvii) it was important for other localities to arrange similar events and work together to achieve this; the Government were keen to encourage larger scale events in localities.

3.3 Recommendations

- I. That Charnwood Borough Council, through the local partnership, support efforts to ensure that the route of the Olympic Torch passed through

Loughborough and Charnwood, and should this be confirmed, be fully involved with the planning and preparation for the occasion;

2. that the 2012 London Games might be celebrated by the lighting of a beacon on Beacon Hill;
3. that the Legacy Group look at ways high profile events could be organised following the Olympics in order to encourage more sport in the Borough and for the Borough to be known as a location for sport, for example by holding the Special Olympics (although it is recognised that the University is a training facility rather than a spectator facility); and
4. that events be organised aimed at inspiring people locally, for example by encouraging celebrities and coaches to provide opportunities for local young people to meet them in the Borough during the Olympic Games;
5. that the Borough Council champion the “Get Set” programme, including by encouraging Borough Councillors, particularly those on School Governing Bodies, to encourage local schools to sign up to the programme;
6. that the promotional events, to be held prior to the opening of the 2012 Games be supported and promoted, including the Open Weekend on 27th July 2011 and the mini-torch relay;
7. that the “My Games, My Legacy” be promoted and that a website, and use of social media, be established to allow people to register their pledge and record their progress; and
8. that through the partnership and through events promotion, the Council encourage schools and community organisations to work together to establish larger locality events during the Olympics 2012.

Reasons

1. This would be the most significant event to promote interest and legacy of the Olympics in the Borough.
2. To have an appropriate symbol in the Borough marking the importance of the occasion to the area.
3. To harness enthusiasm from the Olympics and to ensure that the legacy created from teams training in the Borough was maintained and had a positive impact.
4. A way to really enthuse and engage people, particularly young people, was to provide memorable activities, for example, meeting a famous and/or respected person.

5. The “Get Set” programme was a well established programme for schools and young people and the opportunities to be gained from involvement in the programme should not be missed.
6. To ensure that the Council supported the effort and hard work undertaken to help create a lasting legacy in the Borough.
7. This presented so many opportunities; for example, bringing communities together, promoting healthier lifestyles, involving more people in sports and team activities.
8. The locality events being coordinated by Humphrey Perkins High School were unique in Charnwood and the scale, at which these were taking place, if replicated elsewhere in the Borough, would create a significant and memorable legacy for whole communities and the Borough.

4. POLICING AND SECURITY (RESILIENCE)

4.1 Background

Peter Hinton (Emergency Planning Co-Coordinator, Charnwood Borough Council), Roger Kennedy (Loughborough University Security), Tim McCabe (Leicestershire Police) and Mark Newcombe (Leicestershire Police) attended to provide advice and assistance with considering matters relating to resilience, policing and security during the period of the Olympic Games in 2012.

4.2 Summary of Findings

- (i) At the moment Policing resources was not known, since it was expected that there would be a draw on police officers around the Country to London during the games, the national guidance on this still had not been issued; however, police officers were not able to take leave during this period;
- (ii) risks to be assessed during the Olympics would also include natural events, for example, flooding, which would have an impact on transport and infrastructure;
- (iii) the Council had been issuing guidance for celebration events concerning consideration of risks and health and safety issues;
- (iv) plans existed for security arrangements to be in place should a VIP wish to visit at short notice, this would be tailored for the Olympics, however, such circumstances arose at present and the police had established procedures for dealing with such arrangements;
- (v) the CCTV operations room could be used as a hub for operations during that time;
- (vi) there were regional mobilisation arrangements in place where, if a major incident occurred in one area then resources could be used from

neighbouring forces; in addition there were regional transport and traffic management arrangements in place;

- (vii) the police and emergency services were well equipped for localised major incidences and to cover high risk security in certain areas; what would be difficult to resource would be high security risk across the Country and major incidents across all areas;
- (viii) residents of Loughborough would not be disadvantaged by their police being directed towards Loughborough University, since resources would be used from across the County;
- (ix) the usual arrangements would be in place for security on Loughborough University campus during the Olympics and the teams themselves have security, individual athletes walking around was unlikely to be a security problem, since most people were unlikely to recognise them and such movement was random; planning for the Olympics and Risk Assessments had commenced in 2008;
- (x) there were unlikely to be significant changes to traffic controls or train timetables during the Olympic period, unless a security assessment identified a specific threat, for example to a train station or airport; and
- (xi) there were no security issues associated with community and school events during this time, however, PCSOs would be taking part in some of these events mainly to build links with their communities but also to provide a reassuring presence.

4.3 Recommendation

1. The that the evidence and reassurance given by the Emergency Planning Officer, Leicestershire Police and Loughborough University Security be welcomed and that the development of the approaches set out be supported and that through the partnership arrangements it be ensured that this continued; and
2. that the public be inconvenienced as little as possible and the University Campus be enabled to run as normally as possible.

Reason

1. To ensure that the planning and efforts and joint working achieved so far was developed and maintained through the Olympic period.
2. To ensure that the general public were not inconvenienced and could equally enjoy the Olympics.

5. CULTURE AND CELEBRATORY

5.1 Background

5.2 Summary of Findings

5.3 Recommendations

7. xxx

8. xxx

Reasons

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6. STRUCTURE AND MONITORING, FINANCE AND BUDGETING

6.1 Background

6.2 Summary of Findings

6.3 Recommendations

1. xxx

2. xxx

Reasons

1.

7. SUMMARY OF RECOMMENDATIONS

Following its deliberations, the Panel makes the following recommendations:

Term of reference	Recommendation	Reason
TOURISM AND VISITORS	That all schools across Charnwood be encouraged to be involved with Olympics 2012, including by being part of the welcoming parties;	To ensure that young people had the opportunity to have real involvement with the Olympics, which would contribute towards a legacy among the people of the Borough.

Term of reference	Recommendation	Reason
	that schools be advised of the regulations surrounding copyright concerning the Olympics brand and logo (see also 3.2 (vii));	To ensure that schools were not inadvertently caught out by copyright rules, since "Olympics" was a branded title.
	that it be noted that for Charnwood it was unlikely that the Olympics would result in a significant increase in tourism, there had been no evidence of increased tourism across Australia during and after the Sydney Olympics; however, people would be in the area to provide technical support to the teams and the University's Public Relations could assist with promoting the area among these groups;	It was unlikely that there would be a significant increase in Tourism as a result of Loughborough hosting teams for training. However, during the Olympics, with the teams training in the town, it was a good opportunity to promote the area in the media.
	that high quality hotels in Charnwood and the surrounding area need greater promotion;	To ensure a balance of hotel provision in order to attract a wide spectrum of people to the area.
	that Loughborough University be asked to ensure co-ordination of the transport needs of those with special needs, for example, transit to and from the airport and railway station; and	To ensure that everyone who visited the area, for official or unofficial reasons, felt welcomed and their needs catered for.
	that LeicesterShire Promotions promote what Charnwood has to offer in the run up to and during the Olympics 2012 among local, regional and specialist media, in order to take advantage of the press coverage of the Olympics.	To ensure that what the area had to offer was promoted effectively while there was an increased media spotlight.

Term of reference	Recommendation	Reason
LEGACY	That Charnwood Borough Council, through the local partnership, support efforts to ensure that the route of the Olympic Torch passed through Loughborough and Charnwood, and should this be confirmed, be fully involved with the planning and preparation for the occasion	This would be the most significant event to promote interest and legacy of the Olympics in the Borough.
	that the 2012 London Games might be celebrated by the lighting of a beacon on Beacon Hill;	To have an appropriate symbol in the Borough marking the importance of the occasion to the area.
	that the Legacy Group look at ways high profile events could be organised following the Olympics in order to encourage more sport in the Borough and for the Borough to be known as a location for sport, for example by holding the Special Olympics (although it is recognised that the University is a training facility rather than a spectator facility)	To harness enthusiasm from the Olympics and to ensure that the legacy created from teams training in the Borough was maintained and had a positive impact.
	that events be organised aimed at inspiring people locally, for example by encouraging celebrities and coaches to provide opportunities for local young people to meet them in the Borough during the Olympic Games	A way to really enthuse and engage people, particularly young people, was to provide memorable activities, for example, meeting a famous and/or respected person.
	that the Borough Council champion the “Get Set” programme, including by encouraging Borough Councillors, particularly those on School Governing Bodies, to encourage local schools to sign up to the programme	The “Get Set” programme was a well established programme for schools and young people and the opportunities to be gained from involvement in the programme should not be missed.

Term of reference	Recommendation	Reason
	that the promotional events, to be held prior to the opening of the 2012 Games be supported and promoted, including the Open Weekend on 27th July 2011 and the mini-torch relay	To ensure that the Council supported the effort and hard work undertaken to help create a lasting legacy in the Borough.
	that the “My Games, My Legacy” be promoted and that a website, and use of social media, be established to allow people to register their pledge and record their progress	This presented so many opportunities; for example, bringing communities together, promoting healthier lifestyles, involving more people in sports and team activities.
	that through the partnership and through events promotion, the Council encourage schools and community organisations to work together to establish larger locality events during the Olympics 2012	The locality events being coordinated by Humphrey Perkins High School were unique in Charnwood and the scale, at which these were taking place, if replicated elsewhere in the Borough, would create a significant and memorable legacy for whole communities and the Borough.
POLICING AND SECURITY (RESILIENCE)	The that the evidence and reassurance given by the Emergency Planning Officer, Leicestershire Police and Loughborough University Security be welcomed and that the development of the approaches set out be supported and that through the partnership arrangements it be ensured that this continued	To ensure that the planning and efforts and joint working achieved so far was developed and maintained through the Olympic period.
	that the public be inconveniences as little as possible and the campus be enabled to run as normally as possible.	To ensure that the general public were not inconvenienced and could equally enjoy the Olympics.
CULTURE AND CELEBRATORY		
STRUCTURE AND MONITORING, FINANCE AND BUDGETING		

APPENDIX I – DIAGRAM SHOWING LOCAL PARTNERSHIP ARRANGEMENTS