

To : Customer & Communities Policy Overview & Scrutiny Committee

From : Mike Hill, Cabinet Member, Customer & Communities
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Subject : **Update on the London 2012 Olympic and Paralympic Games including the Kent School Games**

Classification : Unrestricted

Summary : This report is for information and to update Members about work carried out by KCC on the London 2012 Olympic & Paralympic Games to ensure legacy and prepare for Games-time. This report includes reference to the Kent School Games 2012, which is a key part of the County's work to secure the sports legacy.

1.0 Introduction

KCC's work in co-ordinating Kent's response to the London 2012 Olympic and Paralympic Games has involved ensuring the County will achieve a long-lasting legacy from the Games. However, in the past year or so, additional focus has been given to games-time and ensuring public communications, resilience issues and transport matters are addressed and there is suitable planning for major 2012 events in Kent such as the Olympic Torch Relay and the Paralympic Road Cycling. This report gives an update on KCC's work to ensure legacy and to prepare for games-time.

KCC is a Beacon Authority for its work on securing legacy from the London 2012 Olympic and Paralympic Games. We are one of only five authorities in the UK to achieve this and we secured the top grade of `outstanding`.

KCC is officially Host County of the Paralympic Games after successfully negotiating over a 10-month period to accommodate the Paralympic Road Cycling events which will be held at Brands Hatch and on surrounding roads between 5 and 8 September 2012. This will be the largest cycling element of the London 2012 Games with 225 athletes from 50 nations competing in 32 events covering time trials and road races. KCC chairs the Steering Group for the event. The event will be covered by China Network TV with an expected audience of two billion people.

2.0 Economic Impact

Kent businesses have won 243 first tier contracts with London 2012 with an estimated value of between £60 million and £100 million. This comprises 23% of the contracts won within the South East region. In addition, many more sub-contracts have been won. More than 5,000 Kent businesses have signed up to CompeteFor, the London 2012 portal (more than in any other area of the UK outside London) and 1,000 have received training in Kent, putting them in a good position for further procurement success nationally and internationally beyond 2012.

KCC is working with Visit Kent to secure an estimated £324 million economic

benefit to the tourism economy of Kent from the London 2012 Games.

3.0 Volunteering

KCC has established the Kent Event Team, which now has 1,800 volunteers signed up to support community sports, leisure and cultural events. This has been recognised by the DCMS as a national example of best practice. The Kent eVent Team supported 50 events in 2011. It is estimated that more than 4,000 Kent residents will be official 'Games Makers', volunteering at the London 2012 Games.

4.0 Sports Legacy

▪ Kent Year of Sport 2012

KCC has designated this year as the 'Kent Year of Sport 2012' and has informed 1,000 organisations to take part. The Kent Year of Sport, which was launched at Sessions House in January 2012, will provide a badge under which all organisations (public and private sector) will be able to associate their events and raise the profile of the significance of sport in the County. The KM Group has produced 100,000 copies of a free supplement on the Kent Year of Sport, which was distributed in all KM Group publications in February 2012.

▪ Kent School Games

KCC established the Kent School Games in 2008 and will continue to manage this as a legacy from the London 2012 Games. The games are the largest school sport competition in the UK and probably in Europe. The Kent School Games is the model for the roll-out of the 'National School Games', into which the Kent events will fit neatly. The Kent School Games 2012 will involve in excess of 30,000 pupils and there will be 2,000 medallists, 400 area heats and trials and 87 Finals events in 36 sports held over 26 days at 15 venues involving 7,000 young people. The 2012 Kent School Games will involve some independent schools and Medway Schools for the first time. The finals commenced in February and will run through to the end of June 2012 to engage more young people and take account of seasonality in some sports.

The Kent School Games are organised by the KCC Culture and Sport Group within the Customer & Communities Directorate. The wider partnership involves schools, governing bodies of sport, district venues and government-funded School Games Organiser posts. A management contractor, MLS Contracts Ltd, has been appointed to manage some of the key logistical matters such as highways signage, dressing of venues, production of the Welfare Plan and the movement of equipment. The Cabinet Member for Customer & Communities has invited KCC Members, Dame Kelly Holmes and Mr Hugh Robertson MP, the Sports and Olympics Minister, to attend a number of Kent School Games events including some of the bigger 'multi-sport' events in June and the Cultural Celebration event on the evening of 12 June 2012.

▪ Developing Talented Performers

KCC has supported 1,100 national level sports performers over the past four years securing funding, coaching, sponsorship and free access to facilities for their training. KCC expects more athletes from the County to perform in the London 2012 Games than in any previous Olympics or Paralympics.

▪ Find Your Sport

A web resource has been developed by KCC to enable the public to find out

where to take part in sport and physical activity so the excitement of the London 2012 Games leads to an increase in participation in sport and physical activity.

- Paralympic Roadshow
KCC will be organising a Paralympic Roadshow to be taken to nine venues across the County immediately after the Olympics and prior to the Paralympic Games. The Roadshow will inform and educate the public about Paralympic sport and give them an opportunity to try some.
- Associate Disability Sport Officers
KCC has recruited 20 volunteers to lead on each of the Paralympic sports carrying out work with schools, clubs and organising development programmes in those sports.

5.0 Major Events

KCC has secured a number of major sports events off the back of London winning the bid to host the London 2012 Games. Examples include the Tour de France (economic value £50 million to Kent), the Open Golf Championship 2011 (economic value to Kent of £77 million) and the World Cup Archery (watched worldwide by a TV audience of one billion people. Kent has attracted the AVIVA Under 17 Athletics Home Countries International to Ashford for one week prior to the start of the Olympics. More than 280 of Great Britain`s best young athletes will compete and the intention is to draw the international media to Ashford to see the `Team GB stars of the future`.

KCC has produced a 2012 Events Calendar in order to inform resilience partners and prevent duplicative events being staged during a very busy year.

6.0 Schools and the 2012 Games

More schools in Kent (532 in number) have signed up to `Get Set`, the London 2012 Learning Programme than in any other area of the UK. All Kent Schools have signed up to use the Olympic and Paralympic values and are using the Olympics and Paralympics in cross-curricular and project work. A lead school`s representative has been identified in each school district and an enormous programme of schools events and activities is being planned for 2012. Successful partnership projects have been organised between Kent schools and Pas de Calais. An international youth camp will be held at the Swattenden Centre prior to the Olympic Games.

7.0 Pre-Games Training Camps

KCC has agreed for the following nations to train in Kent in the lead-up to the London 2012 Games: Australia, Belarus, Ukraine, Nepal, Slovenia and Papua New Guinea. All nations have signed agreements with KCC to seek to develop long-term economic, trade, tourism, education, culture and sporting links. Other nations being targeted currently include USA, Bulgaria, Argentina, Puerto Rica and Zimbabwe. Confidential discussions are ongoing with the Chinese Paralympic squad. KCC is recruiting volunteers to work alongside the athletes and officials at the training camps.

8.0 Kent Games Greeters

KCC and Visit Kent will be training and deploying 300 volunteers as Kent Games Greeters at major transport hubs and places of high footfall between 17 July and 9

September 2012 to welcome visitors to the County. The Games Greeters will wear London 2012 clothing and welcome visitors to Kent.

9.0 Resilience and Transport Challenges

KCC has produced an Olympic Resilience Plan through the Kent Resilience Forum and an Integrated Olympic Transport Plan to ensure it can cope with the influx of visitors, the increase in traffic and the security and public safety implications of the games. KCC has produced and issued guidance to Kent's businesses and public service providers on continuity during games-time. There are still significant challenges being addressed, such as potential congestion on major arterial roads and at Ebbsfleet Station; car parking requirements in North West Kent and around other train stations; the implications of the Olympic Route Network on Kent through which East London roads could be taken out of action at short notice on a temporary basis for London 2012 traffic; some airspace restrictions affecting Kent, and the likelihood of illegal camping sites being established in the County.

10.0 The Look of Kent for the Games

KCC has been working with Visit Kent to produce a plan of how Kent could be dressed in order to create the celebratory look and feel for the Games. KCC has secured £180K from the GLA for dressing in London 2012 livery, in addition to the amount that LOCOG will be spending at Brands Hatch. Additional spend by districts and LOCOG on the dressing will result in more than £300K of dressing being installed in Kent between July and September 2012.

11.0 Big Screens

KCC secured a Big Screen valued at £650K (called a Live Site) from LOCOG and the BBC which is situated at Market Square, Dover. The screen shows both local community content and international and national events. It will be showing the London 2012 Games. Further big screens will be installed by districts in Tunbridge Wells, Gravesham and Medway.

12.0 Communications in 2012

KCC will be establishing a public-facing web platform to link across to existing sites of transport providers, Highways, Kent Police, public health and Visit Kent which will be operational from 17 July to 9 September 2012 and have the capacity to contain critical public messaging. Agreement has been reached regarding the type, form and timing of public messaging from these bodies. Kent will be reporting to government daily in the lead up to and during the Paralympic Road Cycling event and potentially from the Olympic Torch Relay arrival in Kent on 17 July right through the Olympic and Paralympic Games. Events for the international tourism and travel trade media are being considered for Dover and Brands Hatch. Familiarisation visits organised by Visit Kent for the international media are continuing apace following the Open Golf Championships in 2011.

13.0 Olympic Torch Relay

Due to KCC's extensive lobbying Kent will have the Olympic Torch Relay for a longer period than any other area of the UK apart from London. The Olympic Torch will be in Kent one week prior to the start of the Olympic Games when the level of public excitement should be at fever pitch. The Torch will drop into Tunbridge Wells on 17 July 2012. The next day it will head for Dover where there will be a spectacular evening celebration event. The event at Dover seafront will be attended by an estimated 20,000 people, The next day the Relay will set off from Deal and

travel to Thanet. There will be a photo opportunity at the Turner Centre before it heads to Canterbury, then Faversham, then Maidstone for an evening celebration event at Leeds Castle (and potentially another community level event at Mote Park). On 20 July 2012 the Torch relay heads for the Medway Towns, Gravesham, Sevenoaks and Borough Green before it leaves Kent for Guildford. In addition to the two evening celebration events, there will be two lunchtime stops (yet to be announced but they will be at Kent schools), eight further official photo opportunities, two morning start events and numerous community level events which will be organised by districts. KCC chairs the Strategic Group overseeing the Olympic Torch Relay in Kent which involves Police, Highways, LOCOG and the districts.

The Relay will travel through the County in both `convoy` and `torchbearer` modes and Kent Police will implement rolling road closures in conjunction with Kent Highways and in liaison with the Metropolitan Police who are responsible for the Torch and flame. The full list of `communities en route` in Kent can be found at www.kentsport.org. The timings for arrival within each of the 37 communities in Kent to be visited by the Torch, the sites of the eight photo opportunities and the two lunchtime stops will be announced in March 2012. It is envisaged that there will be more than 200 torchbearers selected to run through Kent.

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