

**By:** Mike Hill, Cabinet Member and Amanda Honey, Managing Director, Communities

**To:** Communities Policy Overview Committee – 7 July 2009

**Subject:** KCC's Work on the London 2012 Olympic and Paralympic Games

**Classification:** Unrestricted

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**Summary:** This report presents an update on progress within the Kent 2012 Campaign and identifies some of the future challenges and direction for Kent County Council's work on the London 2012 Games.

**Recommendations:** Members of the POC are asked to note and comment on the latest developments on KCC's Work on the London 2012 Olympic and Paralympic Games

## **FOR INFORMATION AND COMMENT**

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### **1. Introduction**

- 1.1. The Kent 2012 Campaign was established and is managed by Kent County Council via its Sport, Leisure and Olympics service within the Communities Directorate. The Campaign seeks to ensure that the County derives maximum benefit and long-term legacy from the London 2012 Olympic Games and Paralympic Games.
- 1.2. The Campaign involves a partnership of a wide range of organisations in Kent working together under a Co-ordinating Group and eight sectoral task groups who aim to 'ensure delivery' within the areas of sport, the arts, tourism, economic development and regeneration, volunteering, schools and young people, transport, and communications and media.
- 1.3. The Campaign has a strategy, which was publicly launched by Dame Kelly Holmes in May 2007, who is the patron of the Campaign. The Campaign is in its second phase (Beijing to 2012), with the Games being the third phase and the fourth phase being the legacy period between 2012 and 2016. Lessons learnt through the visit to Beijing last summer are being incorporated into the work of the relevant sectoral task groups. The second phase of the strategy can be viewed on [www.kentsport.org/london2012](http://www.kentsport.org/london2012).
- 1.4. Although the Communities Directorate leads the work on the Campaign, it involves units across Kent County Council. To ensure cross-Directorate working on 2012 matters, the Cabinet Member for Community Services established and Chairs a Cross-Directorate Group involving Cabinet Members with key roles on 2012. In addition to this, he Chairs a Kent Olympics Advisory

Board, which has in its membership the two Kent Members of Parliament who have an Olympics remit (Hugh Robertson and Derek Wyatt). There is also an all-party Kent County Council Sport, Olympic and Paralympic Group, which provides advice to the Cabinet Member for Community Services.

## **2. Scale of the Games**

- 2.1. The Olympic and Paralympic Games are known as the 'greatest show on earth'. The Olympic Park in Stratford will be just nine minutes away from Ebbsfleet. There will be 60,000 competitors, coaches, officials and ambassadors; 9.5 million tickets made available; 11,000 police and 8,000 security staff on duty for a 60 day period; 70,000 volunteers will be required to deliver the Games and many more outside London; there will be an estimated economic benefit to the UK of £21 billion; the Games will cost £9.3 billion in infrastructure costs and a further £2.5 billion to stage. There will be 7,000 contracts issued by London 2012, with a further 68,000 lower tier opportunities. The Games will be the equivalent of having 31 world championships held in one place.
- 2.2. The following paragraphs summarise some of the work achieved to date in Kent to secure maximum benefit and long-term legacy from the 2012 Games.

## **3. Sport**

- 3.1. Kent County Council organised the inaugural Kent School Games in 2008, which involved 30,000 young people from 500 schools competing in 23 sports in 515 area competitions, resulting in two weeks of finals held on seven days, resulting in 1,200 medallists. The management contractors used on the Games have informed Kent County Council that they believe that this was the largest youth or school games ever in the UK and probably in Europe. Fifteen different facilities at seven venues were used and the event was given an Olympic and Paralympic slant through having an opening ceremony, closing / celebration ceremony, medals and podia. The clear intent is to run the Kent School Games every two years as a legacy from the 2012 Games. Already, Kent is seeing the positive effects of the Games in increased inter-school competition, the establishment of more local competition and intra-school sport, and County governing body of sport talent identification through the Games.
- 3.2. The Kent School Games 2010 will be launched in the week commencing 28 September 2009. The 2010 Games will be even bigger than the 2008 Games, with more than 30 sports, using 13 venues for the Finals which will be held over 10 days in June 2010. The age range of competitors will be extended to four to sixteen year olds, compared to seven to sixteen year olds in 2008.
- 3.3. Kent County Council has secured a number of major sports events on the back of the Games, including the Tour de France 2007, World Cup Archery 2007, World Handcycling Championships 2007 and the Open Golf Championships for 2011. Kent has just accommodated an International Sitting Volleyball Tournament, the National Volleyball Beach Tour and will accommodate two

national disability cycling championships later this month and the National Coastal Rowing Championships in September.

- 3.4. Kent has the highest number of potential Pre-Games Training Camps of any County in the UK (31 Olympic and 7 Paralympic). In 2008, Kent had squads from nine nations training in Kent (USA, Canada, France, New Zealand, Iceland, Slovenia, Saudi Arabia, Ukraine and Latvia), and Kent County Council has made strenuous efforts in marketing the county's facilities worldwide through the production and dispatch of a DVD entitled 'Prepare to Win: Train Next to the 2012 Games' and through face to face discussions with National Olympic Committees in Beijing. However, there is significant competition for nations, with some areas providing significant financial sweeteners to attract countries to train. A set of DVDs based on the offer for specific sports is being produced, which will be distributed to targeted International Federations worldwide. Plans are in place for sports squads from Russia, Brazil, China, Slovenia and Ukraine to train in Kent during 2009.
- 3.5. Kent's support for talented potential Olympians and Paralympians has been bolstered using Towards 2010 funding and through providing a range of benefits to 600 national level sportspeople in Kent including sports science and sports medicine support linking in Kent's Universities; provision of subsidised clothing and equipment purchase via commercial suppliers; and through running a Coaches Scholarship Scheme to develop top coaches to work with talented performers. More Kent athletes performed in the Games in Beijing than in the Athens 2004 Games and Kent is confident that there will be even more in the 2012 Olympics and Paralympics. An Olympic gold medal and two Paralympic bronze medals were achieved by Kent athletes in Beijing.

#### **4. Arts / Culture**

- 4.1. Kent celebrated the Olympic Handover Day in August 2008 with 17 flag raising ceremonies, five major events organised by districts and free swimming at 18 pools, with Kent County Council co-ordinating the County-wide 'offer' for the public. Kent celebrated the launch of the Cultural Olympiad with a number of major events, including 'Light Up Dover', which was a Fire Show from The World Famous master pyrotechnicians attended by 12,000 people and Festival of Light in Gravesend, which was a multi-cultural celebration. Also, a number of events in Swale were organised by the borough council. A number of small grants have been issued by Kent County Council to local arts groups to stage cultural events and activities associated with the Olympics. Kent County Council supported a project with Screen South and Kidnet, organising for local schools and the Kent Youth County Council to produce films of what 2012 means to them and to showcase their work at Cineworld, Ashford.
- 4.2. Kent's campaign to get the Olympic Torch to enter the UK in Dover was highlighted at the 'Light Up Dover' event, with a burning eight metre high torch being sailed into Dover Harbour. A Schools Olympic Torch Conference was organised in 2008, attended by 19 schools from the Dover area at which a campaign song and logo was produced by the young people. Written support for the Torch's arrival in Dover has been received from most of Kent's MPs,

from the South East Partnership for the 2012 Games and from numerous local, county and regional organisations. There has been a strong lobbying effort to Lord Sebastian Coe and Tessa Jowell, the Olympics Minister. In March 2009, a 'visioning event' was held in Dover with 90 partners to scope out what the Torch's arrival at Dover could look like. Discussions are ensuing with Eurotunnel as an alternative route of entry to the UK. Clearly, the place of entry of the Torch to the UK will be decided by the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG). Hence, Kent partners have to be flexible in their approach, should LOCOG reject the Dover option.

- 4.3. Kent County Council is developing the concept of the 'Kent Cultural Baton', which will be taken around the County from 2010 and presented at major events and activities that celebrate the 2012 Games. Trade mark registration has been achieved for the concept. Consideration is also being given to how Kent can respond to the 10 major cultural projects which are being developed nationally.

## **5. Tourism**

- 5.1. It is envisaged that the direct economic benefit of the Games to Kent's tourism industry over the period 2008 to 2016 will be £324 million, with the majority of the spend being Games-motivated, rather than Games-related and occur outside Games time. Some 70% of the economic benefit of the Games to the UK will accrue from tourism.
- 5.2. Kent established a London Marketing Campaign, which has led to an 11% growth in awareness in London of Kent as a tourism day trip destination. 'Kent's Big Day Out' was established, offering 17,000 free tickets to 100 visitor attractions, as a means to get visitor attractions more pliable for joint marketing initiatives as we approach 2012.
- 5.3. Kent has established a Tourism Destination Management System, which will be linked to 'Journey Planner' by 2011, to enable visitors to book their stay in Kent, travel to Kent, move throughout Kent and visit the Games in 2012.
- 5.4. Kent established a pilot 'Kent Greeters' programme in Thanet and now Dover, using experienced local people to meet and greet volunteers. This project has been picked up regionally and consideration is being given to how it could be rolled out throughout the South East. Certainly in Kent, the plan is to have 'Greeters' operating at major transport hubs and places of entry to the County in 2012.

## **6. Volunteering**

- 6.1. The Kent eVent Team has been established, to find volunteers for one-off sport, leisure and cultural events. The aim is to develop and skill the volunteers and also help Kent's event managers organise even better events. By March 2009, there were 308 volunteers signed up to the Kent eVent Team and by 2011, there will be 2,500. The anticipation is that when the London

2012 Volunteering Programme commences, Kent will have a pool of experienced volunteers who can slip into London 2012 volunteering opportunities; resulting in the long term volunteering legacy for the County. Already, 7,979 Kent residents have registered their interest in becoming official 'Games time' volunteers with London 2012 and are being encouraged into wider volunteering opportunities in the meantime.

## **7. Schools and Young People**

- 7.1. Through the Advisory Service Kent, the Kent '20 in 12' Learning Programme has been developed and launched, through which all schools and learning settings in Kent (600 in number) will have the opportunity to be engaged in Olympic and Paralympic related activity in a structured way in the lead up to the 2012 Games. Each year, a number of themes e.g. international context, or environmental sustainability, are selected and the school and young people partnerships (23 in the County) put forward their best 20 for showcasing on a new 20 in 12 website in Kent (designed by Canterbury Christchurch University) and at national level. The Kent 20 in 12 Learning Programme has just been awarded the prestigious 'Inspire Mark' by London 2012, which was presented to KCC on 23 June at an event in which Kent unveiled its plans to use 'School 2012 Ambassadors'.
- 7.2. The Kent 20 in 12 programme fits neatly with the London 2012 'Get Set' programme for schools. Significantly more schools in Kent have signed up to the national Get Set 2012 education programme (400 at May 2009) than any other County in the UK. Kent's aim is for all schools to sign up to the 'Get Set' programme.
- 7.3. The Kent Youth Service has stated that it will run two international youth camps: one for 250 young people in 2010 and a bigger event for 2012.

## **8. Economic Development and Regeneration**

- 8.1. Through work with Business Support Kent over the past two years, the County has more companies registered with CompeteFor, the 2012 procurement brokerage system, than any other County in the UK, with some 2,596 registered, of whom 47% are fully published and ready to tender. A key component of the work is to help those businesses and up skill them, enabling them to bid successfully for future, non-Olympic contracts.
- 8.2. To date, 20 Kent companies have won contracts with the Olympic Delivery Authority (ODA) and a further ten have been awarded contracts via CompeteFor, which links purchasers with suppliers. One of these contracts alone is worth £1.8 million. Kent has won more 2012 contracts than any other County in the region. In June 2009, Kent accommodated John Armitt, the Chairman of the ODA, for a Business Breakfast and Conference with companies. A series of workshops are planned to help Kent's businesses win 2012 related contracts.

- 8.3. Input has been made jointly with Essex County Council and the DCLG into a Thames Gateway Legacy Framework for the 2012 Games, which will highlight the opportunities and action required to use the Games to benefit the regeneration of Thames Gateway.

## **9. Transport**

- 9.1. The Olympic Delivery Authority (ODA) published the first version of its Olympics Transport Plan in October 2007. Kent has had meetings with the ODA since then to press for inclusion of Manston, Lydd and Rochester Airports within the plan; to consider Thamesport and Sheerness in addition to Dover as potential Olympic-related freight carriers; to have major transport hubs in Kent branded and to enable integrated ticketing systems to operate outside London.
- 9.2. The biggest challenge for Kent is associated with the prospect of the removal of the High Speed trains from beyond Ebbsfleet for the duration of the Olympic Games, and possibly the Paralympic Games; and the road pressures that will be evident around Ebbsfleet, which will be the official 'park and rail' site for the Games. Currently, the Highways Agency is envisaging works for an improved junction at Ebbsfleet to be carried out in 2013! The Highways Agency is being pressed on this matter and the ODA will meet again with Kent County Council in the summer of 2009, when it will have carried out more transport modelling.

## **10. Key Opportunities and Challenges for Kent**

- 10.1. There are a number of key opportunities and issues for the Kent 2012 Campaign moving forward. Some of these are listed below:

### **A. Work in the Next Few Months**

Work on the 2012 agenda over forthcoming months includes the following:

#### **I. European Links**

KCC's work on 2012 will feature strongly within a bid for Interreg funding, which was submitted in early June and involves partnership working with Pas de Calais on Pre-Games Training Camps, the Olympic Torch Campaign and tourism initiatives. In addition to this, an 'Accord' is being worked up between Kent and regions of Northern France and Belgium regarding 2012 work, which should be signed in 2009.

#### **II. Open Up Weekend**

LOCOG has determined that 24 – 26 July 2009 will be 'Open Up' weekend, in which all local authorities and other organisations are being encouraged to celebrate the 2012 Games through sport, arts, heritage and educational events. KCC will have a key role in pulling together the programme in the County.

#### **III. Olympic Torch**

Decisions will be made on the Olympic Torch Relay route during 2009. Kent County Council is preparing to 'make the case' for Dover at the appropriate time. In Dover, work involving the local Children's Strategic Partnership and schools

around the local community engagement of the Torch Campaign will include the design of a torch by Dover, Deal and Sandwich school children and the running of that torch between 60 schools in East Kent in September 2009.

#### IV. Big Screen / Live Site

In June 2009, the Big Screen (live site) secured by KCC from LOCOG and the BBC for Market Square, Dover, will go live. It will show a mixed content of BBC News 24, London 2012 films, major events and locally determined content. The official launch event for the Big Screen is being planned currently.

#### V. Inward Investment

Locate in Kent is producing a five year plan relating to the 2012 Games, which will emphasis using the international media, to demonstrate that Kent can 'provide solutions for businesses'.

#### VI. Pre-Games Training Camps

Currently, suitable packages to include hotels, sports facilities, transport, nutritional and physiological support are being worked up with partner organisations. With a number of nations visiting Kent in 2009, the intention is to get some of them to sign 'memoranda of understanding' regarding their willingness to train in Kent in 2012 and develop long-term relationships with the County.

#### VII. Cultural Olympiad

The 'Kent Cultural Baton' will be commissioned and launched, Kent will take advantage of a number of national 2012-related arts programmes and the regional 'accentuate' programme, which will be concerned with providing positive activity for disabled people primarily.

#### VIII. Compete, Create, Collaborate

Kent will take advantage of the scheme being developed regionally to ensure that all young people have the opportunity to compete, create or collaborate with young people of a competitor nation.

#### IX. Support for Kent's Businesses

The support packages for Kent's businesses to consider tendering, then to bid for work associated with the 2012 Games, will be stepped up.

#### X. Kent School Games

The Kent School Games 2010 will be launched in the week commencing 28 September 2009, with heats and area competitions commencing from November 2009 for the finals in 2010.

#### XI. Thames Gateway

The proposed Thames Gateway Legacy Framework for the 2012 Games will be announced at Ministerial level and help to ensure that Thames Gateway Kent takes full advantage of the Games in such ways as international marketing, business development and cultural development.

## XII. Media Coverage

Work will commence to attract international media to cover Kent in the lead up to 2012 and to be based in the County during the Games. This will enhance post-Games tourism and inward investment.

### **B. Challenges**

A number of the major challenges that Kent faces concerning the 2012 Games are listed below:

#### I. Resilience, Public Safety and Security

Kent Resilience Forum has considered the potential ramifications of the 2012 Games on Kent and discussion is underway currently regarding how this new 'work stream' can best be managed. It is envisaged that a post to concentrate on this area of work will be created, funded by Kent County Council, Kent Police and Kent Fire and Rescue.

#### II. Public-Facing Work

To date, much of the work of the Kent 2012 Campaign has been with partner organisations. However, closer to 2012, there will be a need for public information on matters such as ticketing, travel and emergencies as well as participative opportunities.

#### III. Transport

The issues as mentioned in paragraph 9.1 above will have to be resolved prior to 2012.

#### IV. Keeping the Momentum Going

The Games are still three and a half years away and it is possible that the public's enthusiasm will wane over the next year, before the excitement builds as 2012 approaches.

#### V. Communication

The need to make contact with international journalists and provide all 20,000 Games accredited and 10,000 non-accredited media contacts who will cover the Games with the best briefings to enhance tourism and inward investment, is still a challenge for Kent.

## **11. Keeping in Touch**

- 11.1. Members are encouraged to visit the Kent 2012 Campaign website for further information, at [www.kentsport.org/london2012](http://www.kentsport.org/london2012) and to read the June 2009 e-newsletter, which can be found on that site. In 2008, Kent's work on 2012 generated 90 radio or television interviews; 130 media contacts and 2,400 column inches of newspaper coverage.
- 11.2. Members may be interested to hear that Kent County Council was one of only five local authorities in the UK to secure Beacon Status for its work in securing legacy from the Olympic Games and Paralympic Games. Kent secured the top grade of 'Outstanding' and was awarded this status in March 2009 at an awards ceremony in London by Tessa Jowell MP, Olympics Minister, in the

presence of 11 Ministers and 700 Local Government Members and Officials. The Beacon Scheme promotes excellence in public service and provides KCC with an opportunity for maximum promotion of its work, for impacting on national policy and for learning from other authorities.

- 11.3. The Sport, Leisure and Olympics service has just secured a score of 93% in Quest, the UK quality scheme for the sport and leisure industry; which is the highest score ever achieved by a County, district or city council or by any commercial sports or leisure company.
- 11.4. The review of the 2012 Campaign achievements in 2008 should be available at this meeting. This document includes the key performance indicators for each sector of the Kent 2012 Campaign. The cost of the document has been met out of the Beacon grant from the IDeA.

## **12. Background Information**

Kent TV films:

- Light Up Dover
- Olympic Fever Hits Kent
- P&O Young Olympians
- Kent Olympic Handover Celebrations
- London 2012 : What's in it for Kent?
- Dover's Olympic Torch Campaign
- Olympic Training Venues
- Kidnet 2012 Olympic Filming

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