

AGENDA MANAGEMENT SHEET

Name of Committee Economic Development Overview and Scrutiny Committee

Date of Committee 26th January 2006

Report Title+ Making the 2012 Games Work for Warwickshire

Summary The report provides an update on actions taken to date and highlights issues for discussion by Members regarding future priorities and the Members Seminar to be held later in 2006.

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Would the recommended decision be contrary to the Budget and Policy Framework? Yes/No

Background Papers Olympic Games Impact Study – PricewaterhouseCoopers for the Department for Culture, Media and Sport (DCMS).
Towards 2012 Olympics and Paralympics – A Warwickshire Perspective.

CONSULTATION ALREADY UNDERTAKEN:- *Details to be specified*

- Other Committees Cabinet 20th October 2005.
Council 13th December 2006.
- Local Member(s)
(With brief comments, if appropriate)
- Other Elected Members Councillor P Barnes)
Councillor M Jones) for information
Councillor P Morris Jones)
- Cabinet Member Councillor C Saint – for information
(Reports to The Cabinet, to be cleared with appropriate Cabinet Member)

- Chief Executive
- Legal I Marriott - comments incorporated.
- Finance
- Other Chief Officers T Brown, Education - no comments.
A Lindsay, Education - comments incorporated.
P Davies, Libraries, Heritage and Trading
Standards - comments incorporated.
- District Councils
- Health Authority
- Police
- Other Bodies/Individuals

FINAL DECISION **YES/NO** *(If 'No' complete Suggested Next Steps)*

SUGGESTED NEXT STEPS :

Details to be specified

- Further consideration by this Committee
- To Council
- To Cabinet
- To an O & S Committee
- To an Area Committee
- Further Consultation Members Seminar June 2006.

**Economic Development Overview and Scrutiny Committee -
26th January 2006**

Making the 2012 Games Work for Warwickshire

**Report of the Strategic Director of
Environment and Economy**

Recommendation

That the Committee notes the report and endorses the approach being taken. Members comments will be used to shape the forthcoming Members Seminar and direct future activities.

1. Introduction

- 1.1 Council agreed on 13th December 2005 to allocate £50,000 to support activities related to the London 2012 Olympics and Paralympics. This report seeks to bring Members up to date with actions taken so far and to canvass views on the direction for the future. Cabinet has requested that a Members Seminar be held on the topic and Members views are sought on the form that should take.

2. Preparation Camps

- 2.1 Following the news that London had won the bid, the Economic Development Team of the County Council saw an opportunity to attract training and holding camps to Warwickshire. It commissioned an initial scoping study of venues within Warwickshire that may be able to host training and holding camps for both Olympic and Paralympic sports in the run up to the Games. Carried out by Warwickshire College, this report found that the County had a particular strength in equestrian facilities at Stoneleigh Park, Moreton Morrell and the Royal Leamington Spa Polo Grounds. Rowing and triathlon may be catered for at Draycote Water and outdoor sports such as hockey at the Henley site of Warwickshire College. A number of community leisure facilities may also have potential.
- 2.2 Whilst the facilities have potential, they are not at international standard. Adaptations will be necessary and in the case of Stoneleigh Park the infrastructure development has yet to begin.
- 2.3 County Council officers have been involved in activities at the regional level co-ordinated by the Regional Assembly to bring the benefits to the region. The scoping report has been used here to draw attention to facilities in Warwickshire

and resulted in the visit to Stoneleigh Park and Warwick University in December of a delegation from the Beijing Sports Bureau. This puts us ahead of many other destinations in the region. It is also a positive indicator of the potential attractiveness of our facilities as the delegation has requested a return visit in 2006 to be able to visit Moreton Morrell and other sites. This visit was a useful exercise to gain understanding of the needs of overseas sports delegations and also to raise the profile of Warwickshire and Coventry.

- 2.4 Now that Council has confirmed funding, the County Council has accepted Warwickshire College's offer to second a staff member, Peter Banham, three days per week until 31st March 2006 to develop the potential for preparation camps in the County. The work will entail:-
- (i) Analysis of the facilities and specification required for particular sports.
 - (ii) Analysis of the cost and work necessary to bring facilities up to required international standards. Identification of potential sources of funding.
 - (iii) Liaison with sports governing bodies, regional and national contacts to promote the facilities.
 - (iv) Gathering of information to be used in promotional materials.
- 2.5 This work will form the core building block for activities at sub-regional and regional level to develop a prospectus for promoting the area to sporting teams from overseas. International Olympic Committee rules require that such promotion is controlled by the London 2012 team via the West Midlands Regional Assembly's 2012 group. We will though be able to produce a database of local information.
- 2.6 Preparation camps are not an end in themselves, and they may not be significant income generators. The County Council's involvement is centred on the longer term benefits that should accrue both to the visitor economy and from developing high specification sporting facilities. As resources are limited there will need to be a focus on those sports in which we have a natural advantage.
- 2.7 In addition, PricewaterhouseCoopers expects the Games to increase the attractiveness of London as a destination for inward investment. The hosting of preparation camps can be expected to have a similar, but admittedly more limited, effect.
- 2.8 Ken Robinson of the Tourism Society has estimated that teams may spend £40 million on preparation camps in the UK, averaging £750,000 to £1.5 million expenditure at each venue.

3. Tourism

- 3.1 The visitor economy is expected to be the main beneficiary of the 2012 Games. It is expected that the benefits will be felt from 2011 and for several years after the Games, mainly as a result of the increased profile of the host nation. During 2012 there is the possibility that tourists may stay away and UK residents will choose to holiday abroad rather than at home. Only the “visiting friends and relatives” sector usually sees an increase during an Olympic year. Visit Britain, the national tourism promotion body, estimates that at least £2 billion extra expenditure should be generated in the visitor economy, up to 80% of which will be in the eight years after 2012.
- 3.2 Before the Games there will be an increase in business tourism, in particular sporting officials. In the lead up to 2012 a significant number of Olympics and Paralympics related conferences are expected. In addition there will be an influx of journalists, many of whom will be seeking background shots and information about the whole country. Some official Olympic Games football matches will be held at Villa Park, Birmingham, thus presenting opportunities to encourage visitors to explore the region.
- 3.3 International Olympic Committee rules mean that the 2012 Games must not be marketed until the 2008 Beijing Games have closed. As Members will have read in the press there are also a number of restrictions on use of the Olympic logo and key words. This is aimed at protecting the rights of official sponsors in order to maximise sponsorship which is essential to the financial health of the Games. Visit Britain is currently negotiating for a more flexible interpretation of the rules for local authorities and similar public organisations.
- 3.4 However, the planning must start now. Visit Britain has invited ideas from interested parties on how they can be involved. The subject was discussed at the first Coventry and Warwickshire Visitor Economy Forum meeting in November 2005 and delegates were keen to develop the area’s potential in a coherent way.
- 3.5 Shakespeare’s Stratford and Warwick Castle are established attractions of international repute. The County Council would hope that other parts of Warwickshire would be able to work with these attractions to disperse visitors to the less well-known attractions and heritage. Themed trails and packages would be important here, formed in conjunction with heritage and cultural organisations. Of more importance will be an efficient and convenient public transport system to enable visitors to reach Warwickshire from London and also to travel around once here. Birmingham Airport should be seen as an international gateway.
- 3.6 As well as innovative promotional packages, it will be important to have the ability to respond to enquiries. At the moment South Warwickshire Tourism has this capability through a call centre and linked computer booking system. Warwickshire County Council and Rugby Borough Council are seeking to extend the computer system to their Tourist Information Centres.

4. Culture

- 4.1 The Olympic and Paralympic Games involve a four year cultural festival as well as the sporting activities. Little information is available as yet on how this will be developed, however, there is an opportunity for ideas to be put forward. The Playbox Theatre Company in Warwick has already expressed a desire to organise an international cultural festival in 2012. By 2012 the redevelopment of the Royal Shakespeare Theatre and Waterfront in Stratford-upon-Avon will be complete providing world class facilities for the arts.
- 4.2 The County Council's Libraries and Heritage Service is keen to lead on developing an integrated approach for the cultural festival and is likely to undertake an evaluation study, using the 2012 Games allocated funding.

5. Education and Sporting Participation

- 5.1 The increasing problem of obesity has serious consequences for the economy in the longer term. Medical studies have suggested that today's young people will suffer higher rates of illness such as diabetes and will die younger. Not only will this impact on National Health Service (NHS) funding, but the wider economy may suffer from loss of productivity. With an increasing aged population the productivity of those of working age is vitally important.
- 5.2 The Olympics and Paralympics may therefore provide an impetus to inspire the general population to take more exercise. Links should be made between health, education and sport organisations to develop appropriate programmes. Encouraging children to participate in physical activity, and sport is particularly important because the habits acquired early in life are likely to carry on into adulthood.
- 5.3 Warwickshire is home to a number of talented athletes and the London Organising Committee sees the engagement of young people as a priority. The County Council should consider how it may encourage and assist athletes with the potential to compete at the highest levels. Nuneaton and Bedworth Leisure Trust has launched a Talented Athletes Programme which includes a bursary scheme and free use of leisure facilities. Members may wish to consider whether this would be relevant across the County and whether this Council should be involved.
- 5.4 Consideration also should be given to how the improved facilities used for training and holding camps may have wider educational and community use.

6. Business Opportunities

- 6.1 Delivering the 2012 Games is expected to cost £1.5 billion. The London 2012 team is aiming for these to be the most sustainable games ever. There are therefore significant contracts available for companies ranging from construction to graphic design. Advantage West Midlands (AWM) has appointed a 2012 Games Business Opportunities Manager to identify and communicate the opportunities. Notices are to be posted on the West Midlands Procurement Portal – www.wmportal.co.uk. A West Midlands Business Opportunities Task

Group has also been established. AWM is planning to bring VIPs to the region to meet relevant business leaders.

- 6.2 At the sub-regional level, information about how to bid for contracts is prominent on the County Council's Business and Jobs webpages and it has also featured in the Business Support Team's newsletter which is distributed to around 5000 Warwickshire businesses. A number of businesses have contacted us as a result. We are working with Coventry and Warwickshire Chamber of Commerce to establish how that organisation will liaise with the regional task group.

7. Partnership Working

- 7.1 The County Council has already established successful informal partnership relationships. A grouping of parties interested in attracting and hosting training and preparation camps has brought together the five District Councils and the private sector. As a result we have already been able to organise site visits with the West Midlands' appointed Sports Consultant who is now helping establish contacts with national sporting bodies to raise awareness of the facilities. Our joint working with Warwickshire College providing consultancy to the Council has been beneficial here.
- 7.2 Partnership working is necessary at all levels. Warwickshire County Council has been active at the regional level taking part in the West Midlands Partnership Group for the 2012 Games. This is an officer group led by the Regional Assembly, with participation from AWM, SportEngland and Culture West Midlands. A steering group – the West Midlands Leadership Group for the 2012 Games has been created and both Councillors Saint and Hyde sit on this group representing West Midlands Local Government Association (WMLGA) and AWM respectively (Councillor Saint is Chairman). Task groups are being established as part of this structure on preparation camps, business opportunities, culture, tourism and sport. These will aim to provide co-ordination to activities across the region.
- 7.3 The London Organising Committee of the Olympic Games (LOCOG) has also requested that each region appoint a co-ordinator who will report to its Nations and Regions Group. Funding for this will be the responsibility of parties within the region. It is likely that Sport England will cover some of this cost.
- 7.3 The West Midlands Leadership Group has requested sub-regional working on the 2012 Games based on the County Sports Partnerships. In our case, Greater Warwickshire Sport covers Coventry, Solihull and Warwickshire. Solihull Metropolitan Borough Council has yet to determine the level of involvement it wishes to have in 2012 Games related activities. Coventry City Council and CVOne established an "Olympics Group" well before the London bid was won. On behalf of the five District Councils, the County Council has requested that sub-regional working be co-ordinated by Coventry, Solihull and Warwickshire Partnership Ltd (CSWP). Initial discussions have been fruitful and there is broad agreement to establish a Management Group supported by three or four theme groups, reflecting those at the regional level, to cover tourism and culture, sporting opportunities and business.

- 7.4 There is also a request from Coventry City Council to appoint a sub-regional 2012 Opportunities Director post. The funding for the post and job specification are still to be confirmed but the post is likely to build on the consultancy work currently being done for the County Council and to ensure that the sub-region reaps maximum benefit from the Games across all sectors.
- 7.5 Even with formal working through CSWP it is likely that from time to time "Warwickshire only" matters will need to be dealt with and Members are asked to consider the establishment of a Warwickshire core group.

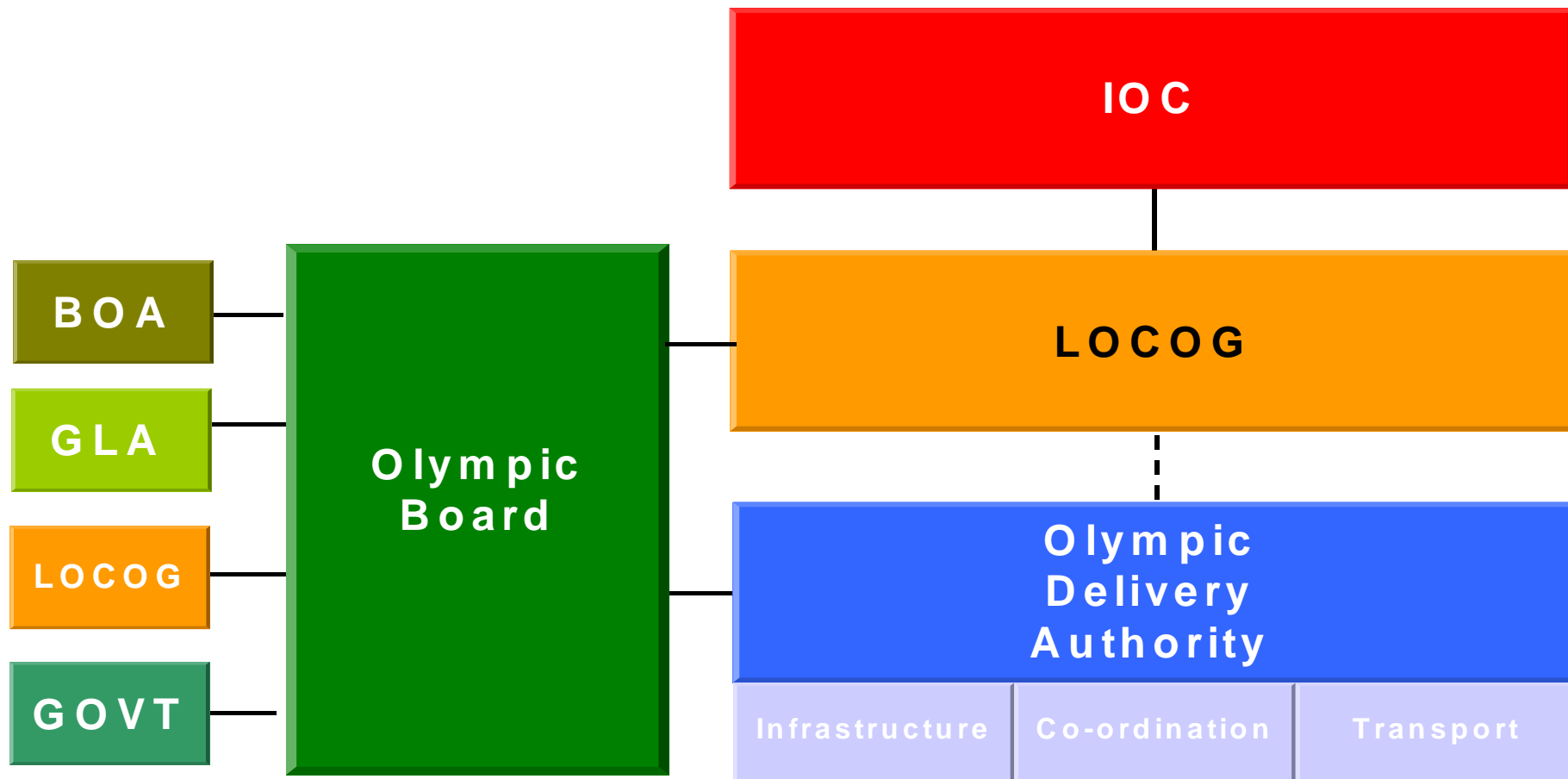
8. Legacy

- 8.1 The County Council's rationale for involvement in the 2012 Games is the legacy of wider benefits that could be obtained across the themes mentioned above. Much attention to date has focussed on preparation camps, largely because this is the area which requires the greatest lead in time for any necessary building works, and is the most competitive. Preparation camps are not an end in themselves. Over the longer term they should help to attract future international sporting events which will benefit the economy and raise the County's profile. Some facilities may be of use to the local community to encourage participation in sport with the corresponding benefits for public health. It is expected that involvement across the other themes will bring similar long term gains.
- 8.2 Council has allocated £50,000 for activities within this financial year and a bid of £100,000 has been submitted for the 2006/07 and 2007/08 budget. Coventry City Council has allocated £100,000 per year for three years. This is a long term project with a great variety of facets which will demand resource both in staff time and funding. Members are asked to endorse the approach being adopted and support the continuing allocation of resources to support this as a priority activity for the Council working in partnership with those mentioned within the report.

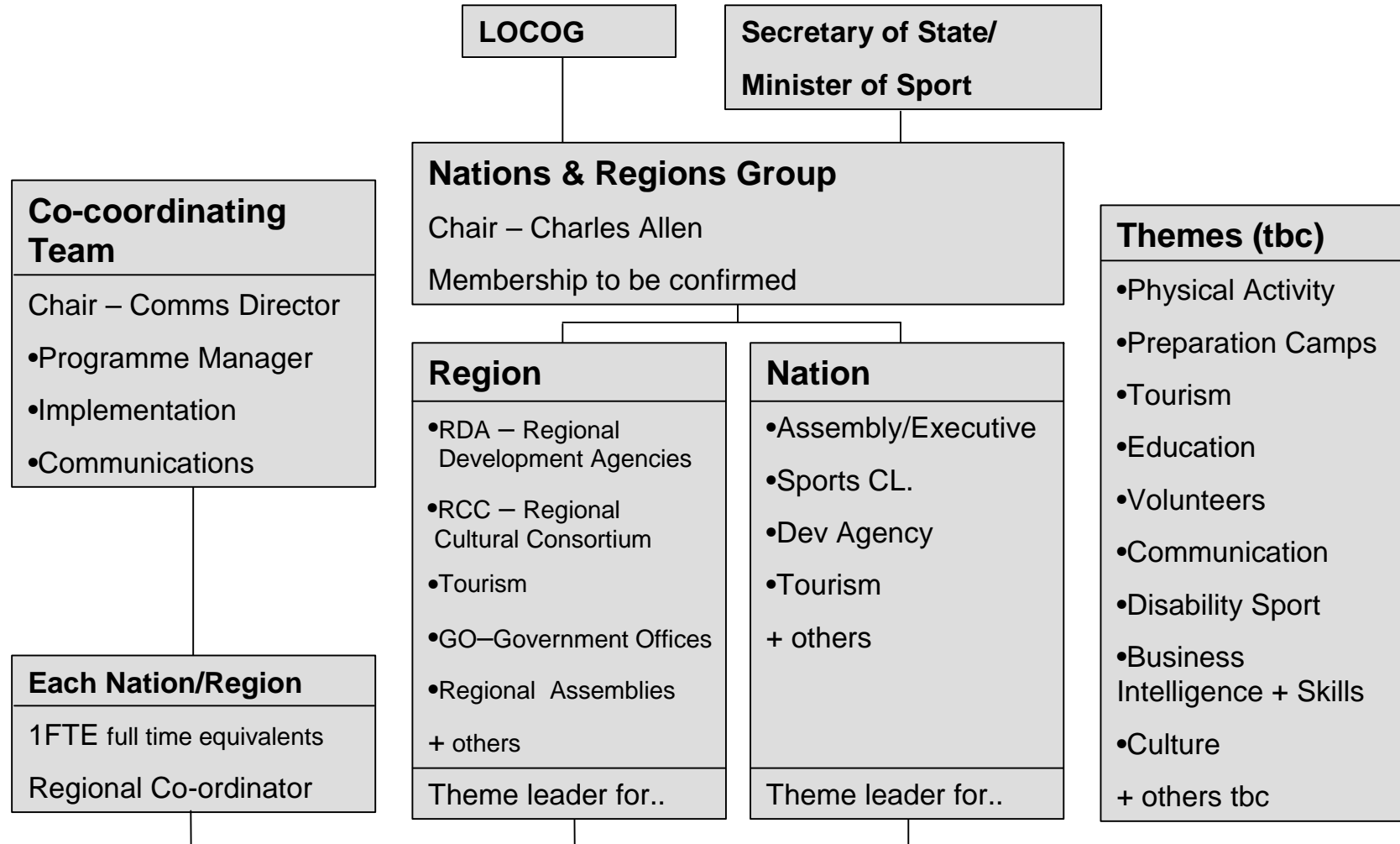
JOHN DEEGAN
Strategic Director of Environment and Economy
Shire Hall
Warwick

16th January 2006

Structures to Deliver London 2012



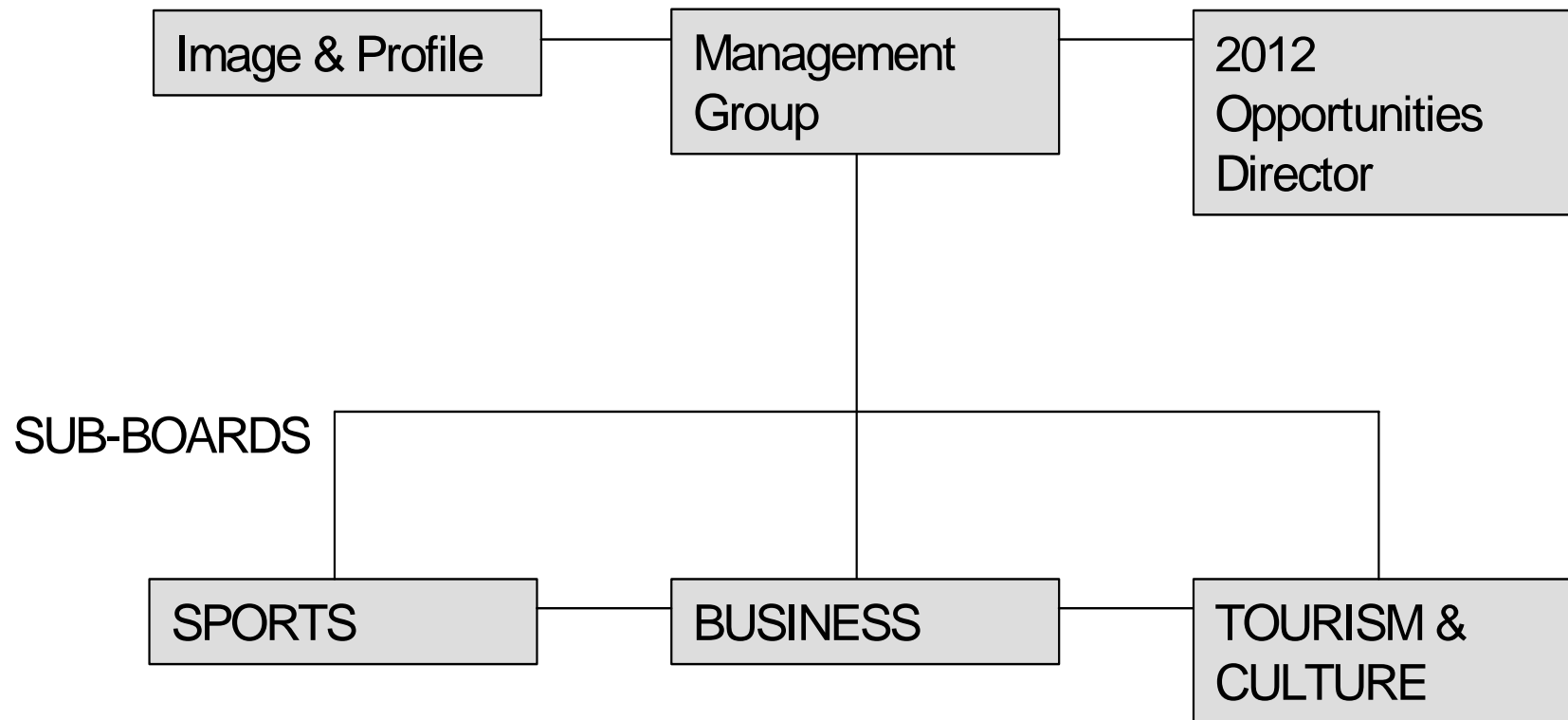
Proposed National Structure - Draft



West Midlands Regional Structure



DRAFT Sub Regional Structure led by CSWP



Key to Abbreviations

- **IOC**
- **LOCOG**
- **BOA**
- **GLA**
- **RCC**
- **International Olympic Committee**
- **London Organising Committee of the Olympic Games**
- **British Olympic Association**
- **Greater London Authority**
- **Regional Cultural Consortium**