



WARDS AFFECTED: ALL

CABINET

7th March 2005

BACK THE OLYMPIC BID – LONDON 2012

Report of the Service Director, Cultural Services

1 Purpose of Report

- 1.1 To gain the support of Cabinet to actively promote the London bid for the 2012 Olympic and Para Olympic Games.

2 Summary

- 2.1 In less than six months the International Olympic Committee will vote to decide the location of the 2012 Olympic Games and Para Olympic Games. The selection for 2012 will be harder to make than ever. The five Candidates – London, Madrid Moscow, New York and Paris – comprise the most accomplished and impressive shortlists in Olympic history.

- 2.2 Winning the bid to host the 2012 Olympic and Para Olympic Games will provide an unparalleled opportunity to contribute to this country's sporting, cultural, economic, social and environmental objectives. However, in order to make the London Bid stand out the bid must be supported by the whole country. The support of individuals and the regions is considered vital to the success of the bid, both by the bid organising committee and the International Olympic Committee.

- 2.3 The City of Leicester is widely known for its cultural and ethnic diversity and social tolerance. Many people in the city see sport at the very heart of our cultural activities and part of the very fabric of the identity of Leicester – The City of Sport. This is an opportunity to seize the moment and to show our London colleagues that the city and its residents are firmly committed to the Olympic bid programme.

3 Recommendations

- 3.1 It is recommended that Cabinet support the London Olympic bid and authorise officers to undertake a low cost/high profile campaign with partners

4 Financial & Legal Implications

Financial Implications

- 4.1 There will be small costs in undertaking a high profile campaign with partners, however these will be contained within the existing budgets of the Sports Service.
Paresh Radia, Finance, 16/2/05

Legal Implications

- 4.2 There are no legal implications

5 Report Author
Paul Edwards
Head of Sport Services
7323

edwap001@leicester.gov.uk

DECISION STATUS

Key Decision	No
Reason	N/A
Appeared in Forward Plan	No
Executive or Council Decision	Cabinet



WARDS AFFECTED: ALL

CABINET

7th March 2005

BACK THE OLYMPIC BID – LONDON 2012

SUPPORTING INFORMATION

Report of the Service Director, Cultural Services

Report

1. Background

- 1.1 The London Olympic bid campaign is now gathering pace, particularly with the recent visit by the International Olympic Committee to the UK.
- 1.2 The bid will benefit communities across the U.K. and this report seeks Cabinet support for the bid and for a low cost/high impact promotional campaign committing Leicester's support.

2. Benefits of staging the Games

- 2.1 The London bid Committee predict the whole of the UK would gain immeasurable benefits from London staging the Games. These include:
- 2.2 London 2012 Games is likely to generate unprecedented levels of interest from business and local authorities across the UK and could open up further channels of funding for sport at all levels.
- 2.3 London 2012 Games could offer a great deal to the East Midlands economy. Hosting international teams would enable us to showcase our region across the world; it would grow local business and create jobs, boosting the region's economy and profile, and it would provide a focus on sport and culture in the region.
- 2.4 The bid Committee estimate the UK would benefit from a boost to employment opportunities in the construction industry alone, with around 12,000 jobs created as a result of the legacy development of the Olympic Park area.
- 2.5 Companies, large and small, in construction, manufacturing catering, merchandise, business services, media and creative industries and many more would be needed to deliver the Games, creating valuable procurement opportunities for UK companies.
- 2.6 The mounting excitement in the seven years leading up to the Games will inspire a new generation to engage in sporting activities, meeting our local sporting and cultural objectives. In the months leading up to the Games, the UK would play host to around 202 teams from other countries and this will act as a catalyst and springboard for further

developing and refurbishing our existing sports facilities.

- 2.7 The city already meets many of the key criteria required for the participating countries' preparation camps, which include travel time – within 2 hours distance from the capital, hotel accommodation, language, good sports infrastructure and cultural programme. Hosting teams and attracting visitors will alone provide a major boost to tourism and further raise our international profile.
- 2.8 Many of the countries now take up residency between 2 or 3 years prior the Games, which enables them to acclimatise to the local surroundings and culture.
- 2.9 Four arenas and five swimming pools used at the Games will be relocated to other parts of the UK and all sports equipment used during the Games will be given to sports clubs and charities across the UK free of charge.
- 2.10 The 2012 Olympic Games are not just about the economic benefit, but also about the inspiration. Major events inspire people. They give us and our children the vision and inspiration to push harder and to do better.

3. Regional Support

- 3.1 The London Games 2012 committee recognise the efforts and enthusiasm for the bid demonstrated by the UK regions, some more proactive than others. However as 6th July – D Day looms closer and closer, the chairman Sebastian Coe is once again calling for cities and towns across the country for a renewed and vigorous campaign of public support.
- 3.2 By 20 June, the departure day for Singapore, organisers hope to have received one million pledges of support to show IOC the level of backing for the Games. Members of the public can register their support on line at www.london2012.com or by texting 82012.

4. City of Leicester – back the bid

- 4.1 Potentially, a successful London Olympic Games 2012 bid has enormous spin offs for the City of Leicester, as outlined above. Furthermore it would instill a sense of pride and feel good factor amongst our diverse communities. It would also provide a once in a lifetime opportunity for the city to showcase its rich cultural heritage to a global audience.
- 4.2 A commitment from the city council to put together a 'back the bid' promotional campaign would raise the public profile of the Games and help the bid achieve its one million pledges target. The campaign would engage many local partners e.g. professional sporting clubs, Education and lifelong learning and key community groups and media partners.
- 4.3 Ideas include 'back the bid' visibility on banners placed in strategic places across the city, promotion on all our service websites, a poster campaign across all public services venues, and ensuring all our sporting and cultural events leading up to 6th July include the Olympic message and theme. For example the Youth Games 2005 and the Women in Sport Conference in March.

4.4 As the first step in the campaign, the Leader of the Leicester City Council could send an official letter of support and backing for the London Olympic Games 2012, on behalf of Leicester City Council.

5. Key dates – countdown to decision day

5.1 Feb 2005 – The IOC Evaluation Commission visits London.

5.2 Feb/March 2005 – The IOC Evaluation Commission visits other Candidate Cities.

5.3 May 2005 – Evaluation Commission report is circulated to the IOC.

5.4 6th July 2005 – IOC meets in Singapore to select 2012 Host City.

6. Conclusion

6.1 The support of the nation is essential if the London 2012 Olympic bid is to have any chance of success. By supporting the bid, Leicester will be giving a strong message to organisations and individuals throughout the East Midlands and beyond.

7. FINANCIAL, LEGAL AND OTHER IMPLICATIONS

7.1 Financial Implications

There will be small costs in undertaking a high profile campaign with partners, however these will be contained within the existing budgets of the Sports Service

Paresh Radia, Finance, 16/2/05

7.2 Legal Implications

There are no legal implications

Rebecca Jenkyn, Legal, 17/2/05

8 Other Implications

8.1

OTHER IMPLICATIONS	YES/NO	PARAGRAPH REFERENCES WITHIN SUPPORTING PAPERS
Equal Opportunities	Yes	2.6, 2.7
Policy	Yes	2.2, 2.3, 2.4, 2.5, 4.1, 4.2
Sustainable and Environmental	No	
Crime and Disorder	Yes	2.10
Human Rights Act	No	
Older People on Low Income	No	

8.2 Risk Assessment Matrix

There are no risk implications to this report

9 Background Papers – Local Government Act 1972

There are no background papers to this report.

10 Consultations

Consultee

Regeneration & Culture Directorate
Rebecca Jenkyn, Legal Services
Paresh Radia, Finance Services

Date Consulted

February 2005
17th February 2005
16th February 2005