

WARDS AFFECTED: CITYWIDE

Leicester
City Council

ENVIRONMENT & CULTURE SCRUTINY CTTEE
ECONOMIC DEVELOPMENT AND PLANNING
SCRUTINY CTTEE
CABINET

6 September 2006

21 September 2006

25th September 2006

OLYMPIC AND PARALYMPIC GAMES – LONDON 2012

Report of the Corporate Director Regeneration and Culture

1. Purpose of Report

- 1.1 To establish a framework which will enable Leicester and the people of Leicester to maximise the benefits of London staging the Olympic and Paralympic Games in 2012.

2. Summary

- 2.1 In July 2005, The International Olympic Committee announced that London would hold the 2012 Olympic and Paralympic Games. The staging of the Games in London could have enormous sporting and cultural benefits for the people of Leicester. The mounting excitement leading up to the Games has the potential to generate a source of pride, self-belief and feel good factor across our diverse communities. It could also increase enthusiasm and improve all-round participation in all sports, help tackle problems of sedentary lifestyles and rising childhood obesity levels. It can provide opportunities for young people, both able bodied and disabled to participate as an athlete, a volunteer or a spectator.
- 2.2 The Games can also provide opportunities for employment and local businesses and promote tourism. Leicester is the UK's most diverse city, has a national reputation for community cohesion and is a beacon council for culture and sport to hard to reach groups. The Games provide a significant opportunity for the city to develop friendships with countries taking part in the Games by welcoming training and preparation camps and by encouraging visitors to stay in Leicester – giving the city an opportunity to showcase its cultures and heritage to a global audience. During the build up period between 2006-2012, UK cities will be invited to participate in the protocol activities that London 2012 has a legal commitment to deliver i.e. Torch Relay, Olympic Youth Camp, World Festival of Youth Culture and other 2012 Cultural celebrations.
- 2.3 However, none of the Olympic venues are in the East Midlands, giving little direct spectator spend. The construction period for the Olympic venues coincides with some of the key regeneration projects in the city. Although the PAC, Shires West and a number of city projects will be complete, later phases of Building Schools for the Future and the NHS pathway project will have to compete with the Olympics for skilled labour, materials and other construction resources. The likely consequences

for the Council and its partners will be increases in construction times and costs. If costs rise, London may need other national programmes to be top sliced, and that might have an adverse effect on Leicester's regeneration.

- 2.4 The Chief Executive of EMDA is the East Midlands representative on the Nations and Regions Group tasked with co-ordinating how the rest of the country can get involved in efforts to maximise opportunities from the Games. At a regional and sub-regional level a number of task groups are being established to lead on tourism, international performance sport, business opportunities and legacy. The legacy task group is broken down into a number of subgroups including culture, education skills, voluntary and community sector, and physical activity and health.
- 2.5 This report proposes that a co-ordinated approach be taken to ensure Leicester and the people of Leicester maximise the potential opportunities from the Games. This approach will seek the positive involvement of internal and external partners via the Cultural Strategy Partnership and the Leicester Partnership.

3 Recommendations

3.1 Scrutiny Committees:-

- 3.1.1 Debate and discuss the potential benefits and risks associated with London holding the 2012 Olympic and Paralympic Games
- 3.1.2 Put forward views and ideas to Cabinet on how the benefits for Leicester can be maximised.

3.2 Cabinet:

- 3.2.1 Support the development of a co-ordinated approach to maximising the benefits to Leicester of London hosting the 2012 Olympic and Paralympic Games through the establishment of an Executive Working Group of Leicester Partnership.
- 3.2.2 Appoint a Cabinet Lead Member to be the "Olympic Champion" for the City and chair the Executive Working Group.
- 3.2.3 Authorise the Corporate Director of Regeneration and Culture, in consultation with the Cabinet Lead Member for the Olympics to develop this work in consultation with internal and external partners.

4 Financial & Legal Implications

Financial Implications

- 4.1 At this stage there are no specific financial implications arising from this report. However, as the impetus develops, there is likely to be a need to second or appoint an officer to support the work of the group and to promote aspects of its work locally and abroad. This will be considered as part of the initial Business Plan for the Working Group.

Martin Judson, Head of Finance, Regeneration and Culture

Legal Implications

- 4.2 The risks alluded to in 2.3 above are recognised, and the contractual arrangements in respect of those projects will need to ensure that the contractors and not the City Council bear the financial risk of any delays

Kamal Adatia, Barrister/Team Manager, Legal Services

5 Report Author

Richard Watson

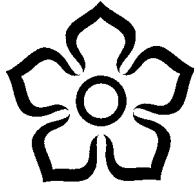
Service Director – Culture

Ext 7301

Email-richard.watson@leicester.gov.uk

DECISION STATUS

Key Decision	Yes
Reason	Significant effect on one or more wards
Appeared in Forward Plan	Yes
Executive or Council Decision	Executive (Cabinet)



WARDS AFFECTED: CITYWIDE

Leicester
City Council

ENVIRONMENT & CULTURE SCRUTINY CTTEE
ECONOMIC DEVELOPMENT AND PLANNING
SCRUTINY CTTEE
CABINET

6th September 2006

21 September 2006

25th September 2006

OLYMPIC AND PARALYMPIC GAMES – LONDON 2012

SUPPORTING INFORMATION

Report of the Corporate Director Regeneration and Culture

Report

1. Benefits of the Olympic Games

- 1.1 Hosting the Olympic Games has not always brought financial reward. The 1972 Munich Olympics and 1976 Montreal Olympics made losses of £178 million and £692 million, yet the 1984 Los Angeles Olympics and the 1992 Barcelona Olympics made surpluses of £215 million and £2 million respectively. The increased economic performance of Games organisers, as well as the increased economic impact of the Games is due to a larger market, particularly from television rights to the Games, but also because the higher costs of the Games with larger competitor numbers and high expectations of the quality of venues has meant that organising committees have had to justify costs and therefore have increased revenues and economic impacts.
- 1.2 The experience of recent Olympics is summarised below:-
- 1.2.1 **Barcelona** - the Olympics provided a boost to the economy in the previously depressed Catalan region, where unemployment halved from 18% in 1986 to 9% by 1992. In addition, a major urban regeneration took place in the host city itself, helping it increase tourism and establishing Barcelona as a major break destination: leaping from 16th to 3rd most popular in Europe. The total impact of the Games on the Spanish economy is valued at more than £15bn, with 296,640 new jobs in Spain as a whole.
- 1.2.2 **Atlanta** - the Games brought in 2m tourists, a £3bn increase in tourism spend and generated an additional 77,026 jobs.
- 1.2.3 **Sydney** - regarded as the best ever for business. The boost to tourism, resulting from 1.6 million additional visitors, generated over £4bn in leisure revenues and £800m from convention business. In addition, the region's enhanced profile has helped generate £ 4bn worth of international exposure and £400m in new business

investment. The New South Wales Government and, importantly, those of neighbouring states such as Queensland, developed clear, integrated, proactive business strategies in partnership with the private sector to develop and sustain momentum.

1.2.4 **Seoul** - had an economic impact of around \$1.6bn, with an increase in employment of 336,000 jobs.

1.3 **London 2012 Olympic Games Impact Study** -A recent study into the potential impact of London 2012 was undertaken by PricewaterhouseCoopers (PWC) on behalf of the DCMS and the LDA. The study analyses the likely economic, social and environmental impacts of hosting the Games. The resulting report provides an assessment of some of the potential benefits of hosting, but does not attempt to quantify all of the benefits nor does it take full account of the likely actions that will need to be taken to maximise the positive impact of the Games across the UK.

1.4 The main findings of the final report were that hosting the Games in 2012 will:

- Boost UK GDP by a minimum of £1.9bn
- Stimulate a vital economic regeneration programme in London's poorest and most disadvantaged area
- Create sustainable social impacts, for example empowering disadvantaged groups through employment opportunities
- Encourage local enterprise and social integration
- Create 38,000 new jobs in London
- Enhance and/or accelerate investment in sporting facilities not only in the Olympic Zone but also in other parts on the UK; and
- Contribute to increased participation in sports across the country.

1.5 Analysing people's "willingness to pay" for the intangible benefits associated with hosting the Games, the report, using a sophisticated survey based technique, concludes that for the UK as a whole, the value of the benefits is £3.2bn (80% of which accrues to households living outside London).

1.6 The report concludes that hosting the Games has the potential to:

- Enhance national pride
- Create a UK-wide "feel good factor"
- Motivate and inspire children to take up sport
- Create a significant sporting and cultural legacy
- Improve public health via promotion of physical and sporting activity; and
- Over time, produce a positive environmental impact.

1.7 The study's overall conclusion is that "there would appear to be significant potential benefits from hosting the Games" but makes clear that public policy/intervention will be needed to help realise those benefits for the whole country.

1.8 From the research undertaken there is no doubt that London and its people could benefit from hosting the Olympic and Paralympic Games in 2012. However, whilst there is a lack of rigorous research and evidence about the specific benefits to cities or regions within travelling distance of the host city, the following would suggest there is considerable potential for other cities and regions to benefit:-

- At the Atlanta Games, Australia, France and Russia trained in Alabama and North and South Carolina

- At the Sydney games, 100 countries brought athletes to regional New South Wales to train under the government's pre-games training programme, contributing around £40m to the State's economy.
- Queensland, a 1000 kilometres away, hosted 179 teams from 48 countries, including the British Team who spent around £1m.
- The experience from Sydney shows that New South Wales business won the equivalent of £400m in contracts for the Games, over £115m from regional companies with 55,000 people receiving employment related training
- Queensland businesses won the equivalent of £150m worth of Games related work
- Australia recorded an additional 1.6m visitors spending over £2bn between 1997 and 2001. The Sydney convention and exhibition sector had a 78% increase in international visitors.

1.9 However, there are considerable geographic differences between Sydney and London and there is likely to be much more competition between the East Midlands and other UK regions and elsewhere in Europe to gain benefits from the Games being held in London.

1.10 The most recent example of a major Games in the UK is the Commonwealth Games in Manchester in 2002. The following extracts from the Games Benefits study, completed in 2004 summarise the benefits gained.

- **Creation of Employment:** The Games resulted in at least 20,000 new jobs and major developments planned in the East Manchester area are expected to create over 10,000 additional jobs.
- **Investment in the Region:** In total, around £600 million has been invested in the Northwest and it is expected that in East Manchester alone there will be over £2 billion in public and private investment over the next 15 years.
- **Sporting Legacy:** The Games provided a legacy in terms of world class sporting facilities, events and, to a limited extent, increased participation in sport.
- **Improved Transport Links:** The Games have speeded up investment in major transport links such as Metrolink, and demonstrated successful uses of public transport and Park and Ride.
- **Creation of Business Opportunities:** 250 companies obtained contracts worth a total of £22 million as a result of the Games. A legacy is expertise in event planning and operation in the region. A business club set up for the Games continues to grow with members from 26 countries. A study for NWDA found that 33% of Northwest opinion leaders believed that the region had improved as a place to do business as a result of the Games and 24% of companies in the Northwest believed that the Games had made a positive impact on their business.
- **Improved Image of the Region:** The media coverage reached over one billion people providing a boost for tourism. The atmosphere created by the Games combined with associated cultural activities and an inclusive approach contributed to positive perceptions of the event amongst members of the public.
- **Increase in Visitor Numbers:** One million visitors came to Manchester over the 10 days of the Games, and there was £18 million of net expenditure by visitors to the Games. Greater Manchester experienced an increase of 50,000 overseas resident visits. An additional £46 million has been spent by

visitors in the region during and since the Games, and it is estimated that there will be an additional 300,000 visitors to Manchester each year as a result of the Games.

- **A Culture of Volunteering:** 10,000 volunteers worked on the Games, and many of these have since worked as volunteers on other events and/or obtained employment. 2,250 people gained a Level 1 qualification in event volunteering, which was specially devised for Commonwealth Games volunteers.
- **A Culture Legacy:** The spirit of Friendship festival aimed to celebrate the Commonwealth as well as the Games, thus leaving a cultural legacy. There were 2,000 events nationwide under the Spirit of Friendship umbrella, which included 200 events in the Northwest through Cultureshock and 13,500 young people participating in "Passport" events. A cultural legacy has been provided through on going cultural programmes.

1.11 Increasing the amount of participation in sport was a key part of the legacy agenda. Since the 2002 Commonwealth Games there has been:

- An increase in the number of people that use the new sports facilities now when they did not use similar facilities previously.
- More places provided on sports development courses.
- Local sports developments for example, Blackburn and Darwen Borough Council promoted leisure cycling activity on the strength of local interest generated in the Games cycling events.

1.12 The UK Sport Omnibus survey conducted in 2003 shows that 7% of the UK public said the Games had a positive impact on their participation and/or their involvement in sport. Among children the reported effect was significantly greater. Household surveys conducted for UK Sport by MORI in Greater Manchester, Liverpool, Blackburn and Congleton in Summer 2003 found that, in each area, at least 19% of children aged 6-15 said the Games had had a positive effect on the amount of sport they were playing, with 28% of Liverpool children reporting this effect.

1.13 Some stakeholders felt that more could have been done to promote increased participation in sport as part of the Games. They argued that the Games themselves only resulted in a small and short-term increase in participation in sport, and that more pro-active methods to encourage participation were required, to have greater and longer-term impact. This could involve methods such as outreach work in residential areas and schools to provide sport opportunities in local areas, with these being put in place well before the sporting event to help maximise their impact.

Having said that:-

- 10,000 young athletes participated in the Sport England Active Sports Talent Group
- 75,000 children from 3,000 schools across the UK participated in 817 mini Commonwealth Games
- 13,500 young people aged 11-18 participated in "Passport" events across the Northwest
- 4,456 young people took part in the 2002 school holiday programmes held at Belle Vue Hockey Centre, the indoor Athletics Centre and the National Tennis Centre

- 1.14 Maximising the potential for increased participation in sport is an issue the proposed working group will need to consider constructively to ensure benefits gained are maintained in the longer term.
- 1.15 The achievement of maximum benefit from the 2012 Games will be dependant on clear objectives and leadership from the outset and by integrating the Olympics within mainstream local programmes and policies before, during and after the Games have finished. This will need to be co-ordinated for maximum effect.

2. Nations and Regions Group

2.1 The national structure for organising the Games has been established with overall responsibility being given to LOCOG (London Organising Committee for the Olympic Games). In addition a Nations and Regions Group has been established which has representatives from each English Region, Scotland, Wales and Northern Ireland. The Chief Executive of EMDA is the East Midlands representative on the Nations and Regions Group.

2.2 The structure of the Nations and Regions Group is set out in diagrammatic form in the Appendix to this report. This sets out the regional framework for maximising the benefit from the Games.

2.3 The proposed task groups are as follows:-

2.3.1 **Tourism** – EMDA has already recognised the importance of Sports Tourism in the East Midlands by commissioning a piece of research in 2005 which concluded that sports tourism and sports events can be tools for the economic development of a region through wealth creation; by generating a positive image of the region for residents and visitors alike; and by increasing skill levels in the workforce. The research recognised that with the 2012 Olympic Games awarded to London, there is an urgent need to prepare and organise to ensure that this unique opportunity is embraced to deliver maximum short-term and long-term benefits to the region. Olympic related tourism has emerged as one of the key economic legacies for host cities and countries. It is estimated that 50-75% of the net benefit of staging the Games is likely to accrue through tourism over a 7-10 year period. The Tourism group is being led by East Midlands Tourism at a regional level and by Leicestershire Promotions at a sub-regional/county level.

2.3.2 **International Performance Sport** – Central Government has already taken steps to streamline the way sport is organised and clarify the responsibilities of sporting bodies to greatly improve the chances of Britain's medal hopefuls for the 2012 Olympic and Paralympics Games. The main change is that UK Sport will lead on delivering success in high performance sport developing elite athletes from the early stages of their careers through to the podium for sports that compete at a UK and England level. Sport England, through the regional sports boards and the County Sports Partnerships will, in future, focus on the following outcomes to encourage greater participation in sport.

- Making the East Midlands the most successful sporting region in England
- Reducing inequality through participation in sport
- Reducing health inequalities and improving the health and well-being for the people who live in the East Midlands.
- Improved life-long learning through Sport

- A stronger regional and local economy through realising the economic potential of sport
- A more efficient and effective sports system in the East Midlands

The Games will provide a real once in a lifetime opportunity to build on the nation's passion for sport and create a true sporting inheritance for future generations.

2.3.3 International Connections - Leicester is already twinned with a number of cities around the world including Rajkot in India and has developed sporting and cultural links with South Africa and Uganda. There is also a chance the Bulgarian Olympic team could base themselves in Leicester during their training and acclimatisation periods. Cabinet has agreed in principle that Leicester twin with the City of Haskovo in Bulgaria, although no date has been set, and there are discussions at ambassadorial level about Leicester being the base for the Bulgarian Olympic Team for 2012. There is also the potential to develop links with other countries in Africa and the Indian sub-continent. Leicester already meets many of the key criteria for participating countries preparation camps, which include travel time – within 2 hours' distance from London, hotel accommodation, language, good sports infrastructure, and cultural programmes. Hosting teams and attracting visitors will bring economic benefits and help to inspire communities to support the games. LOCOG has recently announced the process by which sporting facilities will be able to assess their suitability for hosting Pre-Games training camps for visiting National Olympic Committees and National Paralympic Committees in the run up to 2012.

2.3.4 Business Opportunities - The preparation for the Games present a massive opportunity for companies of all sizes in London and in the regions to showcase their products and services, find new trading partners, enter new markets and compete for new contracts. Initial opportunities will be focussed on infrastructure, however the Games will provide potential for businesses in a range of industries including construction, professional services, tourism/hospitality, leisure, transport, retail, food and the creative and cultural sectors. Most supply chain opportunities for small and medium sized businesses will start from 2007 onwards once the main construction contracts begin to be let. The Business Opportunities group is being led by EMDA at a regional level and by Leicestershire Economic Partnership at a sub-regional and county level.

2.3.5 Legacy – There are 4 main strands to this Culture, Education skills, Physical Activity and Health and Voluntary and Community Sector. Whilst much of the physical legacy will benefit East London, the following legacy benefits will affect the whole country

- Inspire a new generation to greater sporting activity and achievement, helping to foster a healthy and active nation
- Enhance the opportunities and support available to British competitors, across the range of Olympic and Paralympic sports
- Leicester as a City also has an opportunity to determine what kind of local legacy it may wish to leave behind to mark the world's greatest sporting and cultural event in 2012.

2.4 Getting our communities active and healthy is a recognised national and local priority. Collectively we can work together to use the Games to promote the opportunities available through sport and physical activity to tackle the increasing

problem of obesity and to promote healthy lifestyles. It will be critical to involve health, education and voluntary and community sectors if we are to be successful.

- 2.5 People take part in cultural and leisure activities through choice and the ethos of the Olympic and Paralympic movement can be maximised and used as a means of bringing people together from different communities to share positive experiences and gain greater understanding of each others' way of life. The games can also create a sense of national or community pride that can transcend culture, race, religion, class and origin and make a significant contribution, therefore, to community cohesion.
- 2.6 The games also provide a great opportunity to support disabled athletes and make a real impact in improving access through the support of disabled sports activity.

3 Challenges and Threats

- 3.1 The key challenge is to achieve lasting benefit rather than a temporary boom. In reality most of the economic benefit will be in the lead up to 2012 as supplies and services are procured, and it is a worry that many small businesses will see this as too far off and not make any preparations.
- 3.2 All of the competition venues are outside the East Midlands, and no events are currently planned for Leicester. Whilst there is considerable scope for encouraging teams to hold training camps in Leicester, it will mean little direct spectator spend in the city.
- 3.3 The construction period for the Olympic venues is the same as for many of the physical regeneration works in Leicester – so that although the PAC, Shires West and most of the current LRC projects will be complete, later phases of Building Schools for the Future and the NHS Pathway project will have to compete with the Olympics for skilled labour, materials and other construction resources. Experienced Project Managers will be in great demand during the Olympic construction period. The likely consequences for the Council and its partners will be increases in construction costs and times. The City Council will need to protect its interests by transferring risks to contractors, but this will come at a cost. It is likely that much of the unskilled construction labour for the Olympic venues will be hired in by the main contractors, probably from the newer members of the EU at cheaper rates. There are unlikely to be great opportunities for getting Leicester's workless people into Olympic construction training and employment, and we should perhaps concentrate on creating opportunities in Leicester for our residents.
- 3.4 Although Central government claims that public funding is mainly in place, as costs rise, national programmes may be top sliced to shore up funding gaps. This would affect all regions but could impact more severely on deprived areas such as Leicester

4 The Opportunities for Leicester

- 4.1 Leicester already meets many of the key criteria for preparation camps, which include travel time – within 2 hours of London, hotel accommodation, language, good sports infrastructure and cultural facilities. Many of the countries start acclimatisation 2 to 3 years before the Games. We have already received interest from a number of countries including South Africa, Uganda and Bulgaria. But decisions on the allocation of preparation camps may well be influenced by national and regional considerations.

- 4.2 Most of the business opportunities in the Olympics will be for firms supplying specialist products and for professional and skilled workers. Leicester has some companies which are likely to get direct work, but has many more who can target the Olympics as a business development opportunity. This could be a real opportunity to showcase Leicester products and services. Specific sectors, including creative industries, food and drink and textiles, have short term opportunities around hospitality and merchandise, but could transfer these into sustainable growth with proper marketing.
- 4.3 The Olympic and Paralympic Games provide a unique event that attracts visitors from both within the host country and around the globe. Visitors directly linked to the Games include participants (athletes, coaches, officials), spectators, sponsors and media. Moreover, the promotion of the City, the County, the Region and the Country could create an increased tourism effect as further visitors are attracted by the additional media exposure. While the number of additional visitors reaches a peak during the year of the Games, this can sustain increased tourism flows for several years after the event.
- 4.4 This paper, therefore, proposes that a co-ordinated approach be taken to ensure Leicester and the people of Leicester maximise the potential opportunities from the Games. This approach will seek the positive involvement of internal and external partners via the Cultural Strategy Partnership and the Leicester Partnership. The report also propose the appointment of an Olympic Champion by Cabinet to provide leadership and promote a co-ordinated approach with partners to maximise the benefits for Leicester.
- 4.5 Partners could include the following:
- Leicester Partnership
 - Leicestershire Promotions
 - Chamber of Commerce
 - Leicester Shire Economic Partnership
 - Media
 - Children and Young Peoples Services
 - School Development Support Agency
 - Regional and Local Sports Organisations
 - Health/Primary Care Trusts
 - Cultural Strategy Partnership
 - Disability/Paralympic Organisations
 - Young Peoples Organisations
 - Professional Sports Clubs
 - County Sports Partnership
 - Adult and Community Services
 - Voluntary Organisations

This is not an exhaustive list but gives a flavour of the wide range of interests that can contribute to ensure Leicester is able to maximise the benefits of the Games

- 4.6 The objectives of the proposed Executive Working Group of the Leicester Partnership could be as follows:
- To maximise the overall benefits and impact of 2012 for the people and economy of Leicester

- To work with national, regional, county and local partners during the 2006 – 2012 build up period
- To develop and implement a local 2012 strategy that reflects the needs and aspirations of private, public, voluntary, commercial and community partners.

4.7 Specific activities in support of these objectives could include:

- The development of a city and county wide tourism strategy linked to the Games
- The development of a cultural programme for the 2012 Games which showcases Leicester’s cultural and sporting heritage and which emphasises the intercultural and community cohesion benefits.
- The development, in partnership with Children and Young Peoples Services and the School Development Support Agency of an Olympic and Paralympic Education Strategy based around the theme of citizenship and sport.
- The development of a volunteer strategy to ensure the opportunity for volunteers to actively support communities before, during and after the games is maximised
- The development of a health strategy with our partners to increase participation and develop a healthy living culture.
- To encourage teams to use Leicester and its surrounding areas as a preparation camp for the 2012 Olympic and Paralympic Games.
- Partnerships with local businesses to enhance investment in sporting and cultural facilities.
- Creation of a significant cultural and sporting legacy

5 Other Implications

OTHER IMPLICATIONS	YES/ NO	PARAGRAPH REFERENCES WITHIN SUPPORTING PAPERS
Equal Opportunities	Yes	Throughout – The 2012 Games provide sporting opportunities for both able-bodied and disabled athletes
Policy	No	
Sustainable and Environmental	No	Throughout – The 2012 Games provide an opportunity to build and sustain economic growth through increased tourism and business opportunities
Crime and Disorder	Yes	Increasing participation in sport will provide constructive opportunities to engage young people
Human Rights Act	No	
Older People on Low Income	No	

6. Risk Assessment Matrix

	Risk	Likelihood L/M/H	Severity Impact L/M/H	Control Actions (if necessary/or appropriate)
1.	Failure to maximise potential of having Games in London	M	M	Establishment of multi-agency group to co-ordinate activity will ensure we direct our efforts in the most appropriate way
2.	Increased Costs and delays to other regeneration projects in Leicester	M	M	Transferring the potential risks to contractors
3.	Top-slicing of other national funding programmes to meet unplanned increases in costs for the Games	H	M	Although Central Government claims that public funding is in place; this remains a significant risk over which LCC has little control

L - Low
M - Medium
H - High

L - Low
M - Medium
Medium
H - High

7. Background Papers – Local Government Act 1972

East Midlands Regional Sports Board – Annual Report 2004/05

London 2012 Olympic Games Impact Study – Price Waterhouse Coopers

NWDA Commonwealth Games Benefit Study 2004 – Faber Maunsell/Roger Tym & Partners

Getting on Track – Local Government Association 2006.

Towards 2012 – A Consultation Event for the East Midlands Region 2006 – Follow up Report

UK Sport Omnibus Survey

8. Consultations

Martin Judson, Head of Finance R&C

Kamal Adatia, Legal Services

Jeff Miller, Service Director Regeneration

Keith Murdoch, Director of Partnerships

9. Report Author

Richard Watson

Service Director – Culture

Regeneration and Culture Ext. 7301

Email richard.watson@leicester.gov.uk

LOCOG

**SECRETARY OF STATE /
MINISTER FOR SPORT**

**NATIONAL
CO-ORDINATING
TEAM**

LONDON 2012 - NATIONS AND REGIONS GROUP



**REGIONAL
COORDINATOR**

**LONDON 2012 - EAST MIDLANDS REGIONAL
GROUP**

Regional Steering Group
Lead Officer from each of the task groups
Regional Co-ordinator

**OLYMPIC
STAKEHOLDER
FORUM**

REG ASS C.EM
EMRLGA EMDA
ARTS COUNCIL RSB
CBI EMT

COMMUNICATIONS

TOURISM

• Serviced by East
Midlands Tourism

**INTERNATIONAL
PERFORMANCE
SPORT**

• Serviced by Sport
England EM

**BUSINESS
OPPORTUNITIES**

• Serviced by emda

LEGACY

• Serviced by GOEM
Regional Assembly or
Sport England
To be decided

CULTURE

Culture East Midlands

EDUCATION SKILLS

GOEM

**VOLUNTARY & COMMUNITY
SECTOR**

INTERNATIONAL CONNECTIONS

• Serviced by emda

**PHISICAL ACTIVITY
& HEALTH**

Sport England FM