



Joint Report of Leeds Initiative and Director Learning and Leisure

Scrutiny Board (Development)

Date: 10th October 2006

Subject: London 2012 Olympic Games

Electoral Wards Affected: All

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

1.0 Purpose of this Report

- (a) To brief members of the Scrutiny Board on Yorkshire preparations for London 2012 Olympics
- (b) To report to members on the work to date of the Leeds Olympic / Paralympic Task Group.
- (c) For members of the Scrutiny Board to give their endorsement on the actions that need to be taken by Leeds City Council and partners to ensure that Leeds residents and businesses benefit fully from the London Olympics 2012.

2.0 Introduction

2.1 The announcement that London is to host the Olympics 2012 was made in July 2005. LOCOG (*London Organising Committee of the Olympic Games Ltd*) is established to organise, finance and stage the London 2012 games from Friday 27 July to Sunday 12 August 2012 and to stage the Paralympic Games from Wednesday 29 August to 9 September 2012. Yorkshire Forward was the first region to formally back London's bid in 2004.

3.0 Main Issues

3.1 The International Olympics is the largest sports and cultural world event and will be hosted by London in 2012. The Government has resolved that the entire country should benefit from this. Maximising the potential benefits and opportunities to Leeds and the region can only happen with input from all the agencies.

- 3.2 Olympics 2012 has the potential to make a significant contribution to the Vision for Leeds aims of narrowing the gap, going up a league and developing Leeds' role as the regional capital.
- 3.3 The Games will undoubtedly influence partnership work at city and regional level on a range of **tourism and business** as well as sporting and cultural matters. Yorkshire Forward estimates an additional **economic benefit** to the region of £600 million. This is based on projected figures of 2,500 extra overseas athletes and officials being based in Yorkshire for pre-Olympic preparation and training camps. The estimate does not include additional revenue from increased tourism spend.
- 3.4 Yorkshire Forward asserts that the region could potentially benefit for four years prior to the 2012 Games during which time extra monthly revenue is estimated at approximately £13.4 million. Yorkshire Forward and Sport England have commissioned a Sports Technical Audit which identifies 63 facilities in the region which could cater for Olympic and Paralympic disciplines. Around 200 teams will require around 100 holding camps for weeks and months before the Games. Leeds needs to assess its competitive position with regard to these 100 camps.
- 3.5 Leeds is well placed to benefit from the benefits of the 2012 Games through hosting these training and holding camps. The completion in the summer of 2007 of the new Swimming and Diving Centre at the John Charles Centre for Sport should prove to be an attractive venue for international teams in the build up for the Games. A wide range of other high quality sports facilities at the University of Leeds, Leeds Met University, major sports clubs and other City Council and private sector sites will be available to international teams from a range of different sports.
- 3.6 London Olympics 2012 also has the potential to enthuse and motivate young people to achieve excellence by emulating role models at the Games to reach the highest level of performance. It could support the achievement of the cultural aims of the Vision for Leeds to develop talent; achieve recognition for Leeds as a leading artistic, cultural and sporting centre; and create first class facilities and experiences.
- 3.7 Hosting the world's greatest sporting event – given the passion, excitement and enthusiasm likely to be generated – could act as a key catalyst in helping the Government to achieve its target to get more of the UK population physically active by 2020. There is the opportunity for the wider community to take part in **sport and active recreation** and to create a step change in peoples' attitudes to leading more active and **healthy lifestyles**.
- 3.8 There are also wider potential benefits in terms of promotion of volunteering, **education and skills** and delivering **community cohesion**. Sports clubs, sport colleges and universities are looking to place the best of Leeds' athletes in the 2012 Games and work in partnership with schools and communities to provide additional training and pathways for children and young people to excel at their sport.

4.0 Regional Structures – Yorkshire 2012 Committee (Y2012)

4.1 Martin Havenhand has been appointed as the part-time Executive Chair of the new Yorkshire Committee for the 2012 Games (Y2012) established in accordance with the Olympic Bill. Yorkshire Culture is hosting this committee. The five key cities of Leeds, Bradford, Hull, Sheffield and York and the regional agencies are represented on Y2012. The Y2012 objective is to ensure that Yorkshire and Humber region engages in and benefits from the London 2012 Games.

5.0 Y2012 Key Work Areas

5.1 The Y2012 Committee has agreed six key work areas and has identified lead agencies for each:

Business	Yorkshire Forward
Tourism	Yorkshire Tourist Board
Sports Legacy - participation	Sport England
Sports Training Camps	5 Key Cities
Cultural Legacy	Yorkshire Culture
Community Engagement	Yorkshire Assembly / GOYH
Elite Sport	Sport England

5.2 Yorkshire Forward has set up an officer team to exploit the business, sports and tourism benefits of 2012 under its newly appointed Head of Culture and Major Events, Neil Jenkinson. Neil is overseeing the development of a major events strategy for the region and is working closely on it with Yorkshire Culture, Yorkshire Tourist Board and Sport England. The 2012 Olympics is a key driver for the new strategy, which is still in draft. It underpins Yorkshire Forward's interest in major national and international sporting events as a new strand of business development in the region.

5.3 Yorkshire Futures is drafting a regional prospectus on behalf of the new Y2012 Committee, due to be published in September.

6.0 Yorkshire to give a national lead on Diversity

6.1 Each region has been nominated (by the Nations and Regions national Group) to be a national lead for key areas. Yorkshire will take the national lead on Diversity to ensure that the UK's diverse communities are engaged with and benefit from changes and opportunities arising from hosting the Games in the UK. This will be led at regional level by Carol Hassan of the Yorkshire and Humber Assembly.

7.0 City-Region Expectations

- 7.1 Yorkshire Forward is anticipating that Sheffield and Leeds will take the lead on maximising the benefits to the region and city-region and will provide the gateway for the involvement of the other local authorities.
- 7.2 It was agreed early on that Yorkshire and Humber would need to work in partnership as a region if it is to be successful in attracting international visitors and Olympic opportunities. Yorkshire and Humber is competing with other UK and European cities which have already recognised the opportunities and made significant marketing and investment opportunities available.

8.0 Activities of the Leeds Task Group

- 8.1 Leeds Olympic / Paralympic Task Group was set up by the Leeds Initiative in August 2005 to start investigating the implications to Leeds of the 2012 games. The Leeds Task Group is chaired by David Heddon, Chair of Sport Leeds. Task Group members include Leeds Olympian athletes Clare Huddart and Roger Hackney, senior appointments from the two universities, Marketing Leeds, Leeds City Council, Leeds Initiative and the regional agencies.
- 8.2 The Chair has held briefings with counterparts in the city-region and region including with Neil Jenkinson and Wayne Coyle, the Olympic Lead Officer for Sheffield.
- 8.3 The Task Group has provided input to a number of draft plans and proposals and to regionally and nationally convened meetings, including a visit to the region by the Chair of LOCOG. An informal reception for Lord Sebastian Coe with Cllr Andrew Carter and Leeds athletes at South Leeds Stadium was held in February 2006.
- 8.4 Leeds was selected out of all the other core cities to host the DCMS regional opening event which was targeted at businesses and held at Leeds Town Hall on 19 July 2006.
- 8.5 Leeds Initiative is planning with Leeds Metropolitan University and Leeds Chamber to host a breakfast briefing in early November. The purpose of the event is to engage city partners and stakeholders in a full discussion on the best ways for Leeds to take advantage of the opportunities presented by the Games and to obtain sign-up by city partners to a 'Leeds' approach.
- 8.6 To prepare for the event, a draft prospectus has been developed by the Task Group with the expert assistance of KPMG.
- 8.7 The prospectus frames the potential areas of benefit in terms of:
- Leeds Economy
 - Leeds Tourism
 - Leeds Sport – Elite Sport and Participative Sport

- Leeds Infrastructure
- Leeds Communities

8.8 The contents of the draft prospectus will be used to inform the broader discussions.

9.0 Task Group Resources

9.1 Partners so far have expressed interest in committing resources as follows.

- (a) The private sector through KPMG has committed a short term staff resource, as has Sport Leeds and the Leeds Initiative office.
Leeds City Council is shortly to advertise for a senior postholder to work with partners to lead and co-ordinate the activities of an Olympics Initiative based initially in the Leeds Initiative office.
- (b) Leeds Chamber of Commerce has offered the services of its events team to deliver the breakfast briefing for business event in November. The Chamber is interested in establishing a business club and other support for industries such as construction, hoping to win contracts.
- (c) Professor Simon Lee at Leeds Metropolitan University has offered senior staff appointment(s) with business and corporate experience to work as secondees on the project. He has also offered the services of Brendan Foster potentially as a flagship President of a Leeds Olympic / Paralympic initiative.
- (d) Sport England has indicated it may be able to contribute funds to support a post.
- (e) Sport Leeds is already working to ensure that Leeds' citizens enjoy a legacy of increased sports participation, leadership, health and volunteering opportunities through Leeds' association with the 2012 Games.

10.0 Conclusions

- 10.1 For the past year the Chair and members of Leeds Olympic Task Group and Sport Leeds have successfully represented Leeds' interests in early dialogue at regional and national level meetings.
- 10.2 The Task Group is mindful of the progress being made in other parts of the region and nationally. Other cities such as Sheffield, Birmingham and Manchester are also beginning to realise that a more dedicated approach is needed rather than having individuals doing work towards 2012 as an 'add-on.'
- 10.3 While our approach is not to replicate the activities of other areas, we are clear that with more resource we could create the right approach for Leeds.

- 10.4 Such a resource is currently not available through Leeds City Council's Sports and Active Recreation Service which is fully committed to PFI and Sports Trust development and capital investment projects.
- 10.5 The Task Group considers this to be a corporate issue for the Council requiring a corporate approach because:
- (a) There are a range of cross-cutting benefits to be gained in terms of tourism, culture, economic development and reputation for city-region leadership. Leeds is already the major events hub of the region. The anticipated boost to be brought by Olympics 2012 to business and tourism development in addition to the opportunities to enhance the city's cultural infrastructure and sporting profile, are substantial.
 - (b) In terms of the city's Vision for Leeds, the Games and their build-up provide the opportunity to enhance the city's international links, motivate and inspire future generations, provide a sporting legacy, and deliver a range of associated health, social, educational and community benefits to local residents.
- 10.6 The city has a critical mass of sporting and cultural resources which it can bring to bear on initiatives linked to preparations for Olympics 2012 and it has a city-regional responsibility to provide leadership and direction.
- 10.7 The potential risks to the city of Leeds City Council choosing not to contribute to this initiative are that the city may be identified as having a negative attitude to major events, sport and active recreation and to the 2012 Olympics.
- 10.8 The Task Group considers that to realise the full economic, community and sporting benefits to the city a team is required with senior management skills and experience in business, sports and tourism, the ability to develop partnerships, and attract additional resources for a package of activities.
- 10.9 The team will be expected to co-ordinate and give leadership to a wide range of programmes and initiatives by city partners which will deliver sporting, community, educational and health benefits and programmes to local people. The senior post-holder will be expected to motivate and provide direction and leadership to partners and the team and to lead negotiations at city, region, national and international levels.

11.0 Recommendations

Members of the Scrutiny Board are asked to:-

- (a) note the contents of the report and endorse the work to date of the Leeds Olympic / Paralympic Task Group.

(b) note the proposed appointment by Leeds City Council and Leeds Initiative of a dedicated resource to progress this project.

(c) determine what, if any, further information the Scrutiny Board requires.