

Meeting:	Cabinet
Date:	15 December 2005
Subject:	Harrow, West London and London 2012
Responsible Officer:	Lorraine O'Reilly/Graham Jones
Contact Officer:	Claire Codling
Portfolio Holders:	Planning , Development and Housing Education and Lifelong Learning
Key Decision:	No
Status:	Public

## **Section 1: Summary**

### **Decision Required**

- To approve direction and scope of outline ideas and plans to take forward London 2012.
- Establish a member-led cross party "Harrow Olympics Task Force"

### **Reason for report**

Raise awareness of National, London and West London Alliance activity and seek cross council involvement in developing Harrow's own plans to be involved in and benefit from the London 2012 Olympics.

Link to the following corporate priorities:

- Strengthening Harrow's communities
- Putting Harrow on the map
- Impacting through Harrow' partnerships
- Harrow – a true learning community

### **Benefits:**

- Garner support and expertise from across Harrow communities to facilitate Harrow's involvement in the preparation, operation and follow-up of the Games in 2012.
- Facilities and support mechanisms that increase opportunities to perform sport at the highest level
- A network of sports facilities across West London, complementing those in other sub-regions and providing the opportunity to continue to raise levels of participation
- A healthier population with a better quality of life as a result of increased participation in sport and physical activity
- Opportunities for local firms as well as those involved in cultural events to

- be involved and benefit from the lead up to the games and the games itself
- Opportunity to work with disabled groups in promoting sport for the disabled as part of the build up to the Para Olympics
  - Cultural and community cohesion across a wide variety of voluntary and community groups, with the possibility of hosting a small team(s) from a visiting nation
  - Tourism opportunities, particularly for visitors attending the Games and for the 70,000 volunteers many of whom will be from outside London and will need accommodation and transport
  - Involvement of young people via People First linking directly with the Countries of Origin proposal and other international and sports projects already happening in many schools

**Cost of Proposals**

Infrastructure and facilitating cost of the Harrow Olympics Task Force (e.g. minute taking, etc) will need to be considered. Further elements n/a at this stage, may need to return to this when West London and Harrow plans are further advanced

**Risks**

1. None yet, but there is a need to acknowledge that restricted resources, particularly in terms of staff may impinge on the level and quality of the final outcomes.
2. 70,000 volunteers will be needed July 2012. Concern that numbers involved at Harrow Council could impact on staffing levels if HR guidance and management are not undertaken.
3. Concern already at the possibility of increased charges to London boroughs for the contribution to costs of the Lea Valley.
4. Possible public disquiet about the individual precept to be levied on each Council taxpayers from August 2006. (See Appendix 3 for the policy of the Council and the ALG on this matter.)

**Implications if recommendations rejected**

Harrow residents and businesses will not have the opportunity to make the most of London’s involvement in the Olympic Games and the spin-off of cultural, community cohesion and business potential may be lost.

**Section 2: Report**

**2.1 Brief History and Purpose**

The purpose of this paper is to provide an overview of the current national, regional and West London plans to take the Games forward, as well as initial ideas on how best to maximise the borough’s contribution to, and the benefits to be gained from the 2012 Olympics and Paralympics Games being held in London. Together with the proposal to establish a Harrow Olympics Task Force

to provide direction and community cohesion in the run-up to and following the Games in 2012.

The Olympic and Paralympics Games is the greatest sporting and cultural event in the world, and hosting the event in 2012 will see the biggest physical, environmental, and social transformation and regeneration project ever in London.

The 2012 Olympics and Paralympics Games in London will raise the profile of sport and leisure, inspire young people from all backgrounds and act as a major catalyst for promoting healthy life styles within the borough, involving all residents in the “Feel Good Factor” the Games will generate.

We need to develop long term plans to ensure that the residents, particularly young people, and businesses in Harrow will be able to take full advantage of the whole range of opportunities: economic, sporting, community, health, tourism and cultural. Currently Harrow is supporting the work being carried out by the West London Alliance on this theme.

### **West London Activity**

During summer 2004 West London Alliance commissioned a consultant to develop a document<sup>1</sup> detailing West London’s offer to London 2012 and the benefits of being involved in the games.

The aim of this piece of work was to provide a legacy of what we expect to achieve in West London. The document was launched in January 2005 and presented to Sebastian Coe at Wembley. Since then a variety of officers (sports, regeneration and other) have met on a bi-monthly basis up to and after the bid announcement.

The consultant is now:-

- developing a west London response to the London Assembly Economic Development, culture Sport and Tourism Committee letter (scrutiny) which is already concerned to ensure that London firms will benefit from the London Olympics
- making a business case for establishing a dedicated West London resource to ensure that all the West London boroughs benefit from the Games. This will have resource implications in the future.
- developing an understanding as to the major work streams for securing the benefits set out in the initial West London document.

Work has also been commissioned by the West London Wedge Arts and Culture officers on the potential for a West Culture programme. This is being supported by the LDA and other funders.

A West London conference is being planned for key stakeholders in the business, public and voluntary and community sectors in late November. This will be held at Wembley and it is hoped that Tessa Jowell will be the key note speaker. The event will provide organizations and groups with the opportunity to

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<sup>1</sup> . “West London and London 2012.”

find out more about how they can be involved and benefit from the games<sup>2</sup> but also to explore and start to set out how everyone in West London with an interest in the Games can work together.

In addition progress on the West London work is reported back to the chief executives and leaders meetings on a bi monthly basis.

### **London Activity**

In London the lead for much of the preparatory work will fall initially to the London Development agency. They have just published (10.10.2005)<sup>3</sup> the first of the regular briefing on progress on the games in order to:

- prepare for the games
- ensure that we secure the benefits the Games will create
- maintain momentum on all other aspects of LDA investment and delivery

Much of the initial focus has been on acquiring the land for the Olympic Park but there is also work initiated on ethical procurement 'to ensure that the games bring full and lasting economic, social and environmental benefits to London through regeneration and legacy.

### **National Activity**

An Olympic Bill has already been introduced to Parliament, and the **London Organizing Committee for the Olympic Games**, the LOCOG board has now been established to deliver the London Games from all perspectives. Olympic Lottery Scratch cards, which will play a key role in funding the 2012 Games, will go on sale within weeks.

**The ODA** is a statutory agency established to deliver the infrastructure and venues needed for the Games, and the Olympic Transport Authority (OTA) funded largely by the lottery /council tax package.

**Dept of Culture Media and Sport [DCMS]** providing TASS (Talented Athlete Scholarship Scheme) and TASS 2012 funding to support athletes.

The Talented Athlete Scholarship Scheme and TASS 2012 are designed to make it easier for young people to continue to pursue their sporting careers after leaving school, providing that link between school sport, the world class performance programme and growing future champions.

TASS scholars, aged from 18 to 25 and in higher or further education, receive sporting services – benefits in kind - worth £3,000 a year, including payment for the cost of coaching, sports science, physiotherapy and the use of training facilities. Bursaries, worth a minimum of £1,000, will go to teenagers still in education or in first jobs.

Elite sports camps have also started recruiting and training youngsters for many areas of sports activities e.g. Nottingham Centre for Water Sports has a monthly Elite training camp for would-be Olympic rowers.

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<sup>2</sup> Invitations will be sent out shortly, for further details please contact [charlotte.ward@lbhf.gov.uk](mailto:charlotte.ward@lbhf.gov.uk)

<sup>3</sup> download a copy, Focus2012 from [www.lda.gov.uk](http://www.lda.gov.uk)

## **Sport England**

Sport England are currently developing regional and sub-regional networks. No doubt this will be followed up by strategies and sub-regional plans.

## **Locally – Harrow**

It is already known that the only Olympic events to be held in West London will be at Wembley stadium. This means that Harrow, like the other four West London boroughs, will not be directly involved and so will have a harder job developing a plan for Harrow and perhaps convincing its residents that whilst helping to pay for the Olympics via the council tax precept<sup>4</sup>, they will also directly benefit from the Olympics. Some of the arguments are set out later in this document.

Harrow Council's Chief Executive in discussion with directors decided that, as well as contributing to West London's offer, Harrow needs to develop its own ideas and specified that this work should be lead by Lorraine O'Reilly Executive Director People First. Initially this is being supported through a small officer group involving sports, tourism and strategic planning. It may be opportune to widen the Harrow planning group to involve enthusiastic officers, to ensure all directorates are fully represented, and also to include those officers who have existing contacts with the Bid team.

The presentation from two members of the Olympic Bid team at the recent Harrow Council manager's 'away day' was very well received and has encouraged internal debate and interest.

It will be important to capitalize on the interest and use internal communications effectively, e.g. the through the intranet to raise awareness of emerging plans and involve officers and staff in the build up to the Games. This can then be developed into a regular item for the Harrow website and in Harrow People etc so that residents are fully aware of and fully involved in activity in the build up to the Games and to the Games itself.

To ensure Harrow's continuing involvement in this process and to ensure that direction and support are provided by a range of individuals from within the community and from voluntary sector employees, education and sporting organizations and the Council, this work will be encompassed in a cross-party, member-led Harrow Olympics Task Force.

The draft Terms of Reference are attached as appendix 2.

To ensure that Harrow Olympics Task Force is fully integrated into Harrow's structures and to ensure that it is not isolated from other regeneration / community cohesion and the general development strategy for the Council it is suggested that the Harrow Olympics Task Force could form an adjunct to the HSP structure alongside the current 'Regenerating Harrow' group.

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<sup>4</sup> see appendix 1

The remit of the Harrow Olympics Task Force would be to prepare and oversee the development of comprehensive plans to enable Harrow to make the most of the London Olympics and Paralympics. The Harrow Olympics Task Force would be supported, in particular, by officers responsible for sports, tourism and strategic planning as well as other enthusiastic officers from various directorates to ensure all directorates are represented. The Harrow Olympics Task Force will consider how to include all members of the local community and will present its plans to and liaise with the HSP and be involved with West London Alliance.

### **Harrow's advantages**

- **Location** - Harrow is close to Heathrow but also has an excellent public transport link to Euston via Harrow and Wealdstone station and also Harrow-on-the Hill underground station, which would mean speedier access to St Pancras and the new Euro Star link for visitors. Harrow also has very good public transport links to Wembley.
- Harrow has many sports facilities for visiting teams looking for pre-acclimatization camps prior to the Olympics Games, e.g. Harrow School of Gymnastics, Bannister Stadium, the Leisure Centre, Harrow High School and Harrow School. Teams from countries represented within the local Harrow Community should be particularly welcome and this could be linked to the Countries of Origin Project as well as with other international and sporting projects in local schools and colleges.
- Harrow is a multi-cultural borough with a diverse population -  
Ethnic Groups: - The 2001 Census highlighted the cultural diversity of Harrow. Harrow is ranked fifth nationally, based on the proportion of (non-white) ethnic group residents. 41.2 per cent of Harrow's residents belong to a minority ethnic group. Residents of Asian origin (excluding Chinese) account for 29.7 per cent of Harrow's population, with the largest group being Indian (21.9 per cent) This is the second highest level in England & Wales, after Leicester. (Neighbouring West London boroughs also have high levels of residents from the South Asian sub continent.) Residents coming from many different countries, speak a wide range of languages, and enrich the cultural diversity of the area.
- Historic and continuing link to Roger Bannister (former pupil of Vaughan School) with a sports stadium named after him and given the Freedom of the Borough in 2004<sup>5</sup>

### **Recommendations for areas of activity to be developed**

Use Harrow's existing strong diverse multicultural community to extend links with other countries

#### **1. Establish the Harrow Olympics Task Force**

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<sup>5</sup> (sports medicine facilities – University of Westminster Harrow Campus – but actually based in London borough of Brent)

## **2. Look into the opportunities for Harrow to adopt visiting teams**

- First step to identify existing school international and community links – via school clusters, school sport network and Countries of Origin Project.
- Discuss with other West London boroughs the possibility of working collaboratively to act as host for various South Asian countries building on existing friends and family links

## **3. Community and Volunteering Opportunities**

Research showed that volunteers played a vital role in the Sydney Olympics and the Manchester Commonwealth Games in helping both these sporting events be inspirational successes. The community spirit shared by the 10,000 people who volunteered during the Manchester Games will be seen on an even larger scale across the country in 2012.

- Investigate possibility of developing Harrow's existing volunteer bureau into a wider role acting as a marshalling point for volunteers in the borough and linking into London wide training initiatives particularly to make use of and build on existing language skills
- Build on staff enthusiasm and investigate interest in establishing a Harrow council employee volunteering scheme

## **4. Raise participation levels in sport and awareness of the benefits (health)**

- Work with Harrow's school sports network to develop long term plans to improve involvement in sports and sports achievement
- Start identifying possible venues within schools and outside for improved sports facilities bearing in mind funding implications and the developing Sports and Leisure Strategy.
- Look at possibilities for collaborative use of facilities using the example of that between Harrow School and Harrow High School
- Identify Harrow TASS individuals, support and use as role models
- Encourage local businesses to get involved in local sports initiatives

## **5. Possible Pre-Olympic Training Venues**

- Investigate possible use of venues such as, Harrow School of Gymnastics, Bannister Sports Centre, Harrow Leisure Centre, Harrow High School and Harrow School in any pre-games acclimatization and training programmes
- Approach Harrow School to establish how the borough can work with the offer it has already made to the bid team
- Link to work on the Open Space and Sports and Leisure Strategies, making use of the recent audit of sports facilities

## **6. Economic Opportunities**

Review LDA paper on economic benefits of the Olympics

- Work with West London Business to seek opportunities to encourage local business to be involved in Olympic tendering.
- Investigate further how to make the most of possible inward investment that may be generated by London choice as the Games venue
- Ensure any business research identifies Harrow businesses interested in Olympics and link into business support initiatives

## **7. Cultural and Community Cohesion Opportunities**

The 2012 Olympics and Paralympics Games also provides great opportunities for Harrow to promote its diversity offer by taking part in the many related cultural festivals planned for the run-up to the games.

- Investigate creative ways of linking existing cultural and arts events to the Olympics
- Work with borough contacts to build the infrastructure capacity for cultural events
- Ensure plans take account of community cohesion and community safety issues

## **8. Tourism opportunities**

Harrow's tourism strategy is in its early stages of development but will soon be up and going. The Olympics will be one of the drivers making this happen.

- Work with the emerging Harrow Tourism Action Group and Harrow Tourism Forum to build a service that will encourage visitors to come to the area and make the most of their time in Harrow
- Work with the West London Tourism Executive group to develop joint tourism opportunities with the other boroughs in West London, particularly, in relation to cultural events
- Lobby to ensure that at sub-regional level, the West London tourism infrastructure is developed to ensure that signposting and better transport links between Harrow and Heathrow are implemented before 2012.
- Increase the uptake of quality assessment schemes to ensure that the widest range of Harrow accommodation can benefit from the increased visitor traffic to Wembley stadium.
- Positively promote the benefits of staying in Harrow particularly to families and those seeking cheaper accommodation within London.

## **9. Young People**

Ensure Young people are involved in the planning and implementation.

- Make links to the Youth Service and, in particular to Harrow Youth Council, as well as to other youth organizations in Harrow



### Consultation

No consultation has yet been carried out. Ideas expressed are in outline form only it will be important to use consultation to develop wider plans.

### **Conclusion**

This paper has sought to summarise work being developed on London 2012 and provide the context for Harrow initial plans. The initial plans for Harrow will be further developed and refined through the Harrow Olympics Task Force (if agreed) and brought back to Cabinet at appropriate times in the future.

### Financial Implications

The cost of facilitating the Harrow Olympics Board will be contained within existing budgets. The costs of further proposals are not known at this stage but should become clearer as plans are advanced further.

### Legal Implications

None at the present time. Further legal advice may be required as the detail of the proposals is developed and finalised.

### Equalities Impact

All activity that results from the Harrow plans will contribute to equality targets

### Section 17 Crime and Disorder Act 1998 Considerations

- Improved sports provision and facilities provide diversion for youth
- Sports activities and cultural events and exchanges will help to improve community cohesion

## **Section 3: Supporting Information/ Background Documents**

Appendix 1 - Olympics Costs and Funding Summary

Appendix 2 - Draft Terms of Reference

Appendix 3 – Council Motion - 21 October 2005 and motion at ALG Leaders Committee – November 2005

West London and London 2012 – WLA document

Any person wishing to inspect the background papers should telephone 020 8424 5399

## Appendix 1

### Olympics Costs and Funding Summary

	£ Billion (Outturn prices)
Cost of bidding, staging, construction & infrastructure, and elite sports etc	3.6
Revenue from ticket sales, TV, sponsorship etc	<u>-2.5</u>
<b>Net cost</b>	<b>1.1</b>
Provision for contingencies (e.g. security costs, transport, venue, 'look of London costs') and any cost increases	<u>1.275</u>
<b>Total public subsidy required, up to</b>	<b><u>2.375</u></b>
<i>Met by:</i>	
New Olympics lottery games	1.2
Sports Lottery	0.3
Olympic council tax precept (£550m)	0.55
Additional council tax precept if required (£75m) (see note)	0.075
London Development Agency funds if required (£250m)	0.25
<b>Total public subsidy</b>	<b><u>2.375</u></b>

#### Note

The maximum council tax precept would cost the average (Band D) London household £20 a year or thirty eight pence a week, from the financial year 2006 – 7. On the current tax base this will raise £56 million a year. This means the £550 million can be raised within 10 years and the further £75 million within another two years if required.

## **Appendix 2**

### **Draft Terms of Reference**

Harrow Olympics Task Force  
Reporting structure:

To be developed.

Purpose:

To oversee the development of comprehensive plans to enable the borough of Harrow to prepare and make the most of the London 2012 Olympics and Paralympics.

(This will also include involvement in plans for West London Partnership Olympic plans.)

(Starting point for plan Dec 2005 cabinet report)

Membership:

To be developed but lead Members and Council officers to be included.

Frequency of meetings:

To be agreed

### Appendix 3

Harrow council at its meeting on 21<sup>st</sup> October 2005 unanimously passed the following motion concerning the Olympics tax precept:

“the council notes that the games would bring direct financial benefits while most importantly enhancing the public’s understanding of disability issues and national cultures while providing role models for the borough’s young people and other s throughout Britain. The Council also believes that the Olympic Games and Paralympics are a demonstration of international community cohesion, and that this borough ahs an identical ambition that the multi-cultural communities of this borough are able to live, work and compete in a spiriti of mutual respect. Together with the west London Alliance, this Council therefore gives its wholehearted support to the campaign to bring the Olympic games and Paralympics to London in 2012”.

An amendment was added at the end of the meeting:-

“In light of Ken Livingstone’s statement that he (i.e. London Taxpayers) will underwrite the costs of hosting the games, the Council seeks assurances that the question now be put to government that will ensure that the cost to London Council tax payers is no more than that borne by other UK residents, such is the national importance of the Olympics.”

A motion on the same subject was passed at the November 2005 ALG Leaders meeting.

**Recommendations:** That Leaders agree that:

1. The London council tax contribution to the London 2012 Olympic and Paralympic Games should be capped and time limited to a maximum of £625 million from 2006/07 onwards over 11 years;
2. The Chair of the ALG write to the Mayor and the Secretary of State for Culture, Media and Sport outlining the ALG’s position on the Council Tax contribution and highlighting the work that ALG is doing now and planning for the future to ensure that all London’s communities benefit from the London 2012 Olympic and Paralympic Games and contribute to its success.

### Useful Links

Central Government <http://www.number-10.gov.uk/output/Page8003.asp>

London 2012 Bid Site <http://www.london2012.org/en>

British Olympic Association [Team GB Site] <http://www.olympics.org.uk/index.asp>

Dept of Culture Media and Sport [DCMS] <http://www.culture.gov.uk/sport/>

Sport England <http://www.sportengland.org>