

Subject:	Olympic Torch Relay		
Date of Meeting:	9 June 2011		
Report of:	Strategic Director, Communities		
Contact Officer:	Name:	Pauline Freestone	Tel: 29-3312
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Key Decision:	No		
Ward(s) affected:	All		

FOR GENERAL RELEASE**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 The Olympic and Paralympic Games provides an inspirational platform to seize the many opportunities for the city in business, sport, culture, tourism and volunteering.
- 1.2 The city has been selected by the London Organising Committee of the Olympic Games (LOCOG), as one of 70 key iconic locations in the UK, to host an evening celebration for the Olympic Torch Relay on Monday, 16 July 2012.
- 1.3 Given the timing and confidentiality requirements, an urgency decision was taken by the Chief Executive, after consulting with the Leader of the Council, to enter into an agreement with LOCOG to host the event. This report is submitted to Cabinet for information in accordance with the requirements of the constitution.

2. RECOMMENDATIONS:

- 2.1 That Cabinet notes the contents of the report, and in particular, the agreement to host the Olympic Torch Relay event and associated celebrations.
- 2.2 That Cabinet authorises the Chief Executive, the Strategic Director for Communities and other relevant officers to take any steps necessary or incidental to organising and holding the event.
- 2.3 That Cabinet notes that a further report will be submitted in November 2011 that sets out, in detail, how Brighton & Hove City Council, and the city as a whole, will seek to ensure the significant opportunities arising from the Games are exploited fully for those that live, work and visit the city.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The Olympic Torch Relay is one of the strongest links between the modern Olympic Movement and the Ancient Olympic Games, and may be considered the second most important communications tool after the Games themselves. The London 2012 Olympic Torch Relay is an important part of the build up to the

Olympic Games bringing people across the UK together to celebrate the spirit of the Games. In the months leading up to the Opening Ceremony it will connect people and places, young people to sport and the UK and Brighton & Hove to the rest of the world.

- 3.2 The Olympic Flame will arrive in the UK on Friday, 18 May 2012. The Torch Relay will travel around the UK for 70 days, arriving in London the weekend before the Games begin. 8,000 Torchbearers, over half being young people, will carry the Flame on its journey across all nations and regions of the UK, with entertainment, shows and concerts marking its arrival in each place. It will bring the Games to people's doorsteps and showcase the best of the UK – from dynamic urban areas to places of outstanding natural beauty and sporting and cultural landmarks.
- 3.3 The national Torchbearer nomination process was announced on 18 May 2011 giving people across the UK the chance to be involved in this historic countdown to the start of the London 2012 Games. There will also be an opportunity for the city to nominate 2 local torch bearers; the process for nominations will start in the summer.
- 3.4 Guiding Principles for the Torch:
 - Torch Relays for everyone with a focus on youth
 - Sustainable Torch Relays
 - National Torch Relays with a global reach
 - Torch Relays for our times
- 3.5 The success of the London 2012 Olympic Torch Relay is dependent on partnership working with LOCOG the Local Authority and the three presenting partners – Coca-Cola, Lloyds TSB and Samsung.
- 3.6 LOCOG will provide the personnel and infrastructure for the show and its Presenting Partners will provide the majority of the show-programme for each event, working with Local Authorities to bring specially arranged unique elements to each show. LOCOG will look to Local Authorities to provide overall event coordination. This process will be managed within existing structures for large scale events; through the council's Events Team and The Safety Advisory Group. The council's 2012 Coordinator already has representation at the 2012 Sussex Resilience Group.
- 3.7 In accordance with International Olympic Committee (IOC) guidance, each evening celebration must be free of charge to the public.
- 3.8 The proposed venue for the evening event is Madeira Drive and the Pavilion Gardens for the morning send off.
- 3.9 The city already has a successful 2012 programme including the national "World Stories" project at Brighton Museum, the regional commission "The Boat Project" created by Brighton based arts company Lone Twin and many local projects and events giving residents and visitors the opportunity to feel apart of the Games through sport and culture. A year long calendar of events and activities, inspired by the Games, is currently being put together to be launched in September.

Hosting the Olympic Torch Relay provides the city with a unique opportunity to be directly involved in an international event, raising the city's profile at a local, regional, national and international level. World wide coverage of this large scale event will highlight the city as a destination for tourism and business. With any large scale event the impact on the local economy is immediate bringing residents and visitors in to the city, and longer term potential business opportunities.

- 3.10 LOCOG have set up the Torch Relay Community Task Force to work with the authority, Sussex Police and other relevant partners to consult with and deliver a successful event. The first meeting is planned for 7 July when a presentation will be given to SAG and the suggested locations will be visited. More detailed information regarding responsibilities, permitting further consultation with partners will be known at this time, allowing for a more detailed report to Cabinet in November.

4. CONSULTATION

- 4.1 There was a strict requirement from LOCOG that the fact that the City was selected to host the event and associated information should be kept confidential until its announcement on 18 May. There was also a requirement to enter into an agreement with signed copies delivered to LOCOG by Monday 4 April. As the decision could not be delayed, and given the circumstances, a decision was taken to use urgency powers after consulting the Leader of the Council and taking legal and other professional advice. Under the Scheme of Delegations to Officers, decisions taken using urgency powers have to be reported to the relevant Member meeting for information. This report serves that purpose as well as supplying Members with additional information.
- 4.2 The agreement was in standard format and covered organisation and planning, community safety, accessibility, marketing, route planning, insurance etc. As it was not practical to have different agreements with different local authorities, it was effectively a standard agreement presented on a take it or leave it basis. Given the benefits to the City in terms of publicity and public enjoyment there was no reasonable cause of action but to accept the offer. Officers have since then worked closely with LOCOG and the preparations are being progressed in a collaborative way and officers have not identified any issues that could give rise to significant problems both in terms of our ability to deliver the event and LOCOG's requirements.
- 4.3 Consultation is ongoing with Sussex Police, East Sussex Fire & Rescue Service, and South East Coast Ambulance Service. Internally, consultation with Members, Environmental Health & Licensing, Highways and Cleansing will take place with an update to Members in November. The council has representation on the 2012 Sussex Resilience Group. All agencies are happy for further consultation to take place which will be detailed in the event management plan as the planning of the event evolves with The Torch Relay Community Task Force.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The financial implications of this event have not yet been quantified. It is intended to apply the current major events procedures and existing resources will be used where appropriate. The additional costs to be borne by the Authority will need to be estimated and the funding identified in due course.”

Finance Officer Consulted: Michelle Herrington Date: 13/05/11

Legal Implications:

- 5.2 The decision to enter into an agreement was within the constitution and complied with legal requirements. There are no adverse legal or human rights implications arising from this report.

Lawyer Consulted: Abraham Ghebre-Ghiorghis Date: 17/05/11

Equalities Implications:

- 5.3 The Torch Relay is a free access event for all, though the 2012 Games have a focus on inspiring and involving young people. Issues such as physical accessibility to the event and designated viewing areas will be developed and detailed in the emerging event plan.

Sustainability Implications:

- 5.4 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 5.5 The event will conform to the Councils Sustainable Events Policy.

Crime and Disorder Implications:

- 5.6 Safety Advisory Groups are convened for all major outdoor events taking place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol between the council and emergency services was agreed in 2004 and will be used for this event.
- 5.7 The Police are involved in both the consultation and planning of all major events.
- 5.8 All significant outdoor events are also considered by the City Safety Advisory Group This group is made up of senior officers from Brighton & Hove City Council, Sussex Police, East Sussex Fire & Rescue, South Coast Ambulance Service, Health (A&E Emergency Planning Representatives). All major events are taken to this group for members to provide a strategic overview and to offer advice to event management companies to ensure that events held in the city are safe and well managed.

- 5.9 The 2012 Sussex Resilience Group is also considering the impact for crime and disorder

Risk and Opportunity Management Implications:

- 5.10 Existing and tested processes to manage events with city-wide partners will be employed and adapted for the Torch Relay. A specific risk register will set out how risks and opportunities have been assessed and details of any risk management actions planned.

Corporate/Citywide Implications:

- 5.11 The Olympic Torch Relay is one of the strongest links between the modern Olympic Movement and the Ancient Olympic Games, and may be considered the second most important communications tool after the Games themselves. The global coverage expected from this one event will have a direct impact on raising the opportunities the city has to offer as a place to live, visit and work.
- 5.12 The city's tourism offer realises £732m to the local economy and creates 18500 jobs in the industry. Hosting the Torch Relay will allow us to reach existing and new national and international audiences as well as serve our local communities.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Not applicable

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Hosting the Torch Relay will be a major global event and therefore full consultation and a full Event Management Plan will be required for the event.

SUPPORTING DOCUMENTATION

Appendices:

None

Documents in Members' Rooms

None

Background Documents

None

