



**OFFICER REPORT TO LOCAL COMMITTEE
(Elmbridge)**

**Update on the preparations for the
Olympic Cycling Event**

28 November 2011

KEY ISSUE

The purpose of this report is to update the Elmbridge Local Committee on the progress made by the Surrey 2012 team in preparation for the London Olympic Cycling Events.

This report is for information purposes only.

SUMMARY

The Surrey 2012 Team has been working with District and Borough partners to safely and securely bring business, community and health benefits to the area.

On 14th August 2011, LOCOG (The London Organising Committee for the Olympic and Paralympic Games), Surrey County Council, Elmbridge Borough Council and partners safely and securely delivered The London Surrey Cycle Classic, part of the Olympic test event programme.

The learning from the event is being used to improve delivery of the actual Olympic Road Race events (on Saturday 28th and Sunday 29th July 2012) and the Olympic Time Trial (Wednesday 1st August 2012).

OFFICER RECOMMENDATIONS

The Local Committee is asked to note that:

- (i) The Surrey 2012 team and its partners will incorporate learning from the test event and aim to deliver successful Olympic events in 2012.
- (ii) The Local Committee and its members will continue to promote the Games positively in the local area.

1 INTRODUCTION AND BACKGROUND

- 1.1 The 2012 Games provides an exciting and inspirational focus that is being used by Surrey as a tool to achieve many key objectives. The 2012 Games has provided a boost for local businesses (more than £740m worth of contracts), encouraged participation in sports (through an ambitious School Games), encouraged culture (bringing foreign teams to train in Elmbridge), and helped residents to lead healthier and more active lifestyles. The 2012 Games are therefore a catalyst for achieving business, community and health benefits for Elmbridge.
- 1.2 On 14th August 2011 one of the biggest sporting events ever held in the United Kingdom took place safely and securely through the streets of Surrey and London. The race was an essential part of the Olympic Games test event programme, and was without doubt the most complex of the events that was tested.
- 1.3 The test event was run by The London Organising Committee for the Olympic and Paralympic Games (LOCOG), but the delivery of the race was coordinated in Surrey by Surrey county Council's 2012 Team.
- 1.4 The purpose of the test event was to test elements of event management such as Command, Control and Coordination (C3), road closures, managed spectator areas and the route itself.
- 1.5 A large number of partners worked collaboratively from all tiers of government, from all the emergency services, from a disparate group of services, and with the support of a large proportion of the community to put on this event in only 184 days (from announcement of the event to its delivery).
- 1.6 There has been a great deal of positive feeling towards the cycling road race. Within weeks of the race being announced, more than 700 members of the public had offered to volunteer on the event. After the first newsletter, nearly 80% of feedback returned by residents on or near the route was positive. Many local spectators watched the race, and there is a wealth of positive feeling towards the race.
- 1.7 200,000 good-natured spectators watched the race, without a single arrest. The 160km route was ready for the competitors on time, and the race started and finished on roads, as planned. The event provided Surrey with a great deal of positive publicity and international exposure. The Communications plan has been complimented as a model for such an event, and over 80% of residents felt that the Communications had prepared them for the race.
- 1.8 The purpose of the test event was to challenge the plans and to test their effectiveness. In some areas, the test brought to the surface areas for improvement that are discussed in greater detail in this report.

2 ANALYSIS

- 2.1 A comprehensive debrief programme ensured that feedback provided by all Surrey partners and stakeholders was collated, and the resulting recommendations for improvement are being implemented. These

recommendations have either already been put into place, or will be incorporated into the planning process.

2.2 The lessons learnt from the test event will ensure that the key components of the event delivery –Traffic Management, Project Management, Crowd Management and Spectator Experience will be at their optimum.

2.3 The debrief programme involved collecting the views of the following groups:

- Residents of Surrey
- Surrey businesses
- Elected representatives
- District and Borough's – Elmbridge BC, Guildford BC, Mole Valley DC, Reigate and Banstead BC, and Woking BC.
- LOCOG
- Transport for London
- National Trust
- Surrey Police
- Surrey County Council Services
- Surrey Fire and Rescue
- South East Coast Ambulance Service (SECAMB)
- Highways Agency
- British Transport Police

3 OPTIONS

3.1 Key finding from the debrief report are summarised in this section

3.2 Traffic Management - The roads were kept clear on the day of the event, with only 7 cars needing to be moved from the field of play. All preparatory work was completed on time, before the race passed. Feedback shows that residents were unclear as to why roads needed to be closed for up to 8 hours, when the cyclists themselves passed within a few minutes. There were issues on one section of the road in Elmbridge where roads were opened late. This was caused through mistakes made by stewards and failures in communication. In contrast, a large section of road, from Dorking to Esher roads were opened earlier than publicised. In response to these issues:

3.2.1 Improved briefing of the Traffic Management plan will be provided to stewards and other partners controlling the roads before the event.

3.2.2 Contingencies will also be put in place to deal with failure of communications technology.

3.3 Crowd Management – is an area that needs to be improved. Although stewards were predominantly described as helpful, there were concerns that stewards had no local knowledge. There are some practical steps that can be taken to improve the level of support that will be provided to spectators. This will include:

3.3.1 Better training of stewards; recruitment and training of Local 'Surrey Ambassador' volunteers who will provide local knowledge to spectators.

- 3.3.2 Improved information will be provided for spectators through a variety of sources, including leaflets and social media.
- 3.4 Project management - has been made more robust. A revised governance structure has been developed to ensure closer working between Surrey partners and between London partners.
- 3.5 Spectator Experience - Many spectators enjoyed the event, but their experience will be enhanced by:
 - 3.5.1 Publicising the best places to view the race, and integrating these places with transport and community event plans.
 - 3.5.2 Better explanation of the sport, riders, teams and tactics on the website and in printed publications.
 - 3.5.3 A running commentary will be provided by race vehicles and through social media, such as twitter.
 - 3.5.4 Spectators will be encouraged to spend the whole day in Surrey, at community events and activities.

4 CONSULTATIONS

- 4.1 As part of the London Surrey Cycle Classic, a great deal of Consultation and Engagement took place.
- 4.2 A broad programme of meetings took place before the test event, and will be repeated on a larger scale before the Olympic events. Engagement included:
 - 4.2.1 Elected members
 - 4.2.2 Newsletters sent to all residents and businesses within 100m of the route, or landlocked by the route
 - 4.2.3 Providing travel plans for over 1500 carers
 - 4.2.4 Talks to Residents Associations (such as Hurst Park)
 - 4.2.5 Drop-in sessions for residents (such as Walton, Weybridge, Molesey, Thames Ditton)
 - 4.2.6 Attendance at events (such as Cycle Elmbridge)
 - 4.2.7 Business Events (such as Sandown Park)
 - 4.2.8 Leaflets distributed through council offices, libraries, etc.
 - 4.2.9 Media, such as newspaper adverts, radio adverts, billboards, etc.
 - 4.2.10 Social networks, such as Facebook, Flickr, Twitter and LinkedIn

5 FINANCIAL AND VALUE FOR MONEY IMPLICATIONS

- 5.1 Following the findings of the London Surrey Cycle Classic debrief report; the Surrey 2012 Team has recruited 2 project assistants, a project officer and an engagement officer. More than 1 million spectators are expected for the men's road cycling event alone on 28th July 2012. The combined benefit to the local economy from all the events is expected to be more than £40 million.
- 5.2 The work of the Surrey 2012 team also includes Pre Games Training Camps in the county which are estimated to bring more than £750,000 inward investment into the county (including Nigeria canoeists and Chinese Tennis players who will be training in Elmbridge). The biggest financial benefit to the county has been Surrey's local companies, who have won more than £740 million from Games related contracts.

6 EQUALITIES AND DIVERSITY IMPLICATIONS

- 6.1 The Olympic and Paralympic Games are truly inclusive. Surrey has engaged with many different cultures through its Pre Games Training Camps, and is encouraging communities to learn more about each other through culture and sport. Surrey's 2012 Team is supporting disability sport in the county through the School Games, with the 2011 Para-Games Day took place with over 100 disabled young people at the Xcel Centre. The team has also brought Paralympic teams to the county. Services within Surrey County Council and Elmbridge Borough Council are also using the Games to promote greater engagement within vulnerable groups.
- 6.2 To enhance the spectator experience and to ensure that the Olympic Cycling events are truly accessible, designated areas for disabled spectators will be available.

7 CRIME AND DISORDER IMPLICATIONS

- 7.1 The test event showed that the large number of spectators that will come for a cycling event, the crowds are easy to manage and do not cause public disorder. Cycling spectators only motive to watch these events is for the love of the sport.
- 7.2 All the Emergency Services will ensure that the normal level of emergency cover is maintained for safety and security of the county. Mutual aid from other authorities will be available to ensure that extra resources are on hand to cope with extra demands.

8 CONCLUSION AND RECOMMENDATIONS

- 8.1 The comprehensive feedback received from stakeholders has been invaluable for improving planning for the Olympic event. The event organising team found the test event extremely useful in bringing a diverse team together and allowing them to work under the conditions of putting on a world-class sporting event.

- 8.2 In 2012 the team will be operating under more trying conditions. Expectations will be higher, 1 million spectators and a worldwide television audience of billions will be watching, there will be heightened security. Under such intense scrutiny, there will be no margin for error.
- 8.3 Project management has been improved, and resources have been applied to key areas of work. The team has increased focus, strong leadership and partners are better prepared for delivering an exciting, memorable and fitting curtain raiser for the 2012 Olympic Games.

9 REASONS FOR RECOMMENDATIONS

- 9.1 Recommendations are being adopted on the basis of feedback received from all stakeholders.
- 9.2 The governance structure for delivery of the whole 2012 project has been made more robust, with strategic and operational project delivery groups that fully involves Elmbridge Borough Council involving both Members and Officers.

10 WHAT HAPPENS NEXT

- 10.1 The lessons learnt will be fed into planning, and will ensure that the key components of the event delivery – the Command, Control and Communication, the Traffic Management and the Crowd Management will be at their optimum.
- 10.2 The delivery of the event itself is important, but to ensure that our aspirations are realised steps have been put in place to ensure that there will be benefits from an uplift in tourism, a boost to the economy and a positive legacy.

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BACKGROUND PAPERS: None

