



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

**SURREY 2012 PROGRESS REPORT**

**21 MARCH 2012**

**KEY ISSUE**

The purpose of this report is to update the Committee on the progress made by the Surrey 2012 team in preparation for the London Olympic and Paralympic Games.

**SUMMARY**

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, encouraged participation in sports and culture, helping residents to lead healthier and more active lifestyles.

**RECOMMENDATIONS**

The Local Committee (Guildford) are requested to:

- i. review the work of the Surrey 2012 Team, and to note progress of the wider programme.
- ii. to use the information and continue to be advocates for the wider Surrey 2012 programme.

## 1. INTRODUCTION AND BACKGROUND

### Cycling Road Races

1.1 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, including local villages such as Ripley, East Clandon and Shere. The race was an essential part of the Olympic Games test event programme, and was undoubtedly the most complex of the events that was tested.

1.2A large number of partners are again working collaboratively to put on the Olympic Road Cycling events on 28<sup>th</sup> July, 29<sup>th</sup> July and 1<sup>st</sup> August.

- i) LOCOG
- ii) Transport for London
- iii) International Cycling Union (UCI)
- iv) National Trust
- v) Surrey Police
- vi) District and Borough's – Elmbridge BC, Guildford BC, Mole Valley DC, Reigate and Banstead BC, and Woking BC.
- vii) Surrey County Council Services, including
  - a. Adult Social Care
  - b. Highways and Transport
  - c. Emergency Management
  - d. Contact Centre
  - e. Communications
  - f. Surrey 2012 Team
  - g. Countryside
  - h. Fire and Rescue
- viii) South East Coast Ambulance Service (SECAMB)
- ix) Transport Operators
- x) Highways Agency
- xi) British Transport Police

## 2. ANALYSIS

### 2.1 Olympic Road Cycling

The purpose of the test event was to rigorously test plans, especially for Traffic Management, Crowd Management, C3 (Command, Control and Communications) and for the sport itself. The test event did reveal a number of issues that are being addressed. These include:

#### 2.1.1 Traffic Management

2.1.1.1 Feedback shows that residents were unclear as to why roads needed to be closed for up to 8 hours, when the race itself passed within a few minutes. **Action** - Communications to the public will include better explanation of why the roads need to be closed for this length of time.

- 2.1.1.2 On one sector of the route roads were opened late. This was caused by stewards and other parties not following agreed protocols. The consequence was that road opening was delayed to ensure the health and safety of workmen on the route.

**Action-** Improved briefing of all agencies, particularly stewards, will be in place to ensure strict control of road closures together with a complete revision and enhancement of communications technology.

## 2.1.2 Crowd Management

- 2.1.2.1 This has been identified as an area that needs to be improved. Although stewards were predominantly described as helpful, there were concerns that stewards had no local knowledge.

**Action-** better training of stewards, Local 'Surrey Ambassador' volunteers will be recruited and trained to provide spectators with information about the local area, better information will be provided to spectators through a variety of sources, including leaflets and social media.

- 2.1.2.2 LOCOG (London Organising Committee for the Olympic and Paralympic Games) have appointed a consultant to undertake a crowd management plan. This plan will include details such as crowd numbers/capacity around the route, location of toilets/medical areas and stewards to be provided to manage crowds. In addition a barrier plan is being produced to take account of the needs of both the cycle field of play and crowd management areas. The plans are being submitted and scrutinised at both London and Surrey Safety Advisory Groups.

- 2.1.2.3 The Olympic events in Surrey start on day one of the Games, and are likely to attract an immense amount of media attention, and large crowds of spectators.

## 2.1.3 Project governance and management

- 2.1.3.1 Project governance and management have been strengthened, and more resources have been moved to key areas of work. (The new governance structure is included in the appendix). The team has strong leadership and partners are integrated into the planning and delivery of all Olympic activity in Surrey (including Olympic Events, Torch, Pre Games Training Camps, etc).

## 2.1.4 Spectator Experience

- 2.1.4.1 Many spectators enjoyed the event, but their experience will be enhanced in 2012 by a number of measures.

- 2.1.4.2 Publicising the best locations to view the race, and integrating these with transport and community event plans.

- 2.1.4.3 Better explanation of the sport, riders, teams and tactics on the website and in printed publications. A running commentary will be provided by race vehicles and through social media, such as twitter.

- 2.1.4.4 Spectators will be encouraged to spend the whole day in Surrey, at community events and activities.

## 2.1.5 Road Management

- 2.1.5.1 Sections of the Cycle Road Race and Cycle Time Trial pass along parts of the County road network which is used as a diversion route

for the M25 should there be an incident on the motorway. Surrey County Council are working closely with the Highways Agency regarding alternative diversion routes (should they be required) and prioritising road reopening to minimise impact on the M25 and alternative routes.

## **2.2 The Olympic Torch Relay**

- 2.2.1 The Torch will pass through 11 towns and villages in Surrey during its nationwide tour. The flame will be in Surrey on July 10 (Egham), July 17 (Felbridge), before returning again on July 20, ending that day with a free celebration event at Stoke Park in Guildford. This will be the final UK stop outside London.
- 2.2.2 The Surrey communities that the Torch will pass through are Egham, Felbridge, Godstone, Bletchingley, Redhill, Reigate, Dorking, Westcott, Shere, Godalming and Guildford. The timings and the street-by-street route of the Olympic Torch were announced by Olympic organisers on 19 March. More details about torch bearers will be announced later in the year.
- 2.2.3 District and borough councils are responsible for managing crowds on their section of the Olympic Torch Relay (OTR) route, which includes their requirement to manage spectator experience and steward the route.
- 2.2.4 The Police are working with Borough Council colleagues to ensure appropriate police resources are present on the day to provide a visible presence, reassurance and where and if required direct support to colleagues as necessary, should a situation arise. There will be contingent resources in place to manage any fast time disorder issues. The policing requirement is based on risk, and is commensurate with the spirit of the day and the event this is a celebration event and opportunity for local communities to see the torch and be involved in the wider Olympic event and the initial stance of policing will be low-key community engagement based.
- 2.2.5 Discussions are currently taking place on planning the use of barriers at suitable locations as well as placement of stewards. Surrey County Council's role in the Traffic management Plan involves temporary diversions / road closures as well as advance signing along the route. The details for these temporary road measures will be provided as soon as they are available.
- 2.2.6 Liaison with local neighbourhood Police is ongoing as well as local Safety Advisory Groups (SAG's) and also the countywide Torch Group which allows all district & boroughs to share knowledge and experience as well as have a common approach to manage the event.
- 2.2.7 The majority of the Torch Procession requires temporary 'rolling' road closures passing through in about 15 minutes. Guildford Borough Council is linking activity relating to the Torch, with Surrey County Council taking the lead on managing the road closure programme.
- 2.2.8 Guildford Borough Council is hosting the torch celebration event to welcome the Olympic Flame to Surrey on 20 July. They are managing the local entertainment programme, event logistics, safety and communications, working with LOCOG and supported by Surrey County Council, Surrey Police and other partners. This will be a family-focussed event including local music and other performances, regional food and drink, arts and sports activities, as well as an exciting stage show by

LOCOG's presenting partners. The youth element of the local programme has also been awarded an inspire mark by LOCOG.

## **2.3 Business and Tourism**

2.3.1 The Visit Surrey Partnership re-launched in August 2011 as a Community Interest Company with a new board. Despite the withdrawal of support from regional agencies, membership of Visit Surrey has remained strong within the public and private sector.

2.3.2 The once in a lifetime opportunity of the Olympics is providing a spur to continued involvement and investment by private sector members, who recognise that the Visit Surrey guide and website will be used by Olympic teams, friends and family in the run up to the games. The new board will need to steer the organisation safely through its first year and look to developing a more strategic role for tourism activity within the County.

2.3.3 In terms of culture and tourism, the benefits of the Olympics are considerable. They include opportunities for cultural exchanges between the nations using Surrey as a base for their Pre-Games Training Camps, and potential to raise the profile of the county as a tourism destination as a result of the worldwide television and press coverage for the Olympic cycle races.

2.3.4 International links have been strengthened. A major ceramics exhibition from Zibo City in China is taking place at the Lightbox in Woking.

2.3.5 Tourism resources are being strengthened via visitor information being provided at the county's libraries and museums, Surrey attractions are being promoted at key transport hubs such as Gatwick airport.

2.3.6 As a result, 2012 will see a much stronger promotion of tourism in the county.

- The annual visitor guide publication will have a higher circulation than in previous years,
- The visitor guide will be available online and as a smartphone application.
- There will be staffed tourist information points throughout the county.
- Surrey specific stories will be fed into the world media in the run up to and during the Olympics.

2.3.7 A co-ordinated programme of events and activities will take place during games time to ensure that visitors will have a memorable and enjoyable experience, and that Surrey's profile is promoted on the global stage. The county's arts, museums and heritage teams are all working on Olympic themed programmes of work that will come to fruition during "Games Time". These include exhibitions, re-enactments, visual arts projects and a large-scale music event, the "Go Surrey" concert at the Royal Albert Hall on May 29th 2012. The whole Cultural Olympiad programme will be publicised through the GoSurrey website.

## **2.4 Volunteering**

2.4.1 One of the key aims of the Surrey 2012 team is to increase volunteering by using the excitement of the Games. This is in line with the Surrey County Council policy to increase volunteering.

- 2.4.2 A volunteering initiative called 'Surrey Ambassadors' will be delivered in the next 6 months. Feedback from the Cycling Test Event has clearly identified that stewards need to have more local knowledge.
- 2.4.3 The strategy of The 'Surrey Ambassadors' will be to recruit a group of up to 450 local volunteers who will add value to visitors during the Olympic Cycling events and Torch by providing local information, and directing visitors and residents to activities that they can enjoy both before and after the events.
- 2.4.4 The Surrey 2012 team is currently processing over 650 applicants who wish to be Surrey Ambassadors.

## **2.5 P&G Surrey School Games**

- 2.5.1 The P&G Surrey School Games was launched in 2011, under the banner of '100 days of sport'. It was the most ambitious and innovative School Games attempted in the country. Between 15 March 2011 (500 day countdown to the Olympic Games) and 23 June (400 day countdown to the Olympic Games) schools competed in over 30 county finals across a range of sports.
- 2.5.2 The events were truly inclusive, involving a range of age groups, and teams from state, independent and special schools. The programme featured traditional sports (such as cricket and football), and innovative sports (such as motor racing and mountain biking). In total about 25,000 young people participated in the Games and the qualifying events.
- 2.5.3 In 2012 an even more ambitious programme of events will be created - involving more new sports (dodgeball, archery, chess), more cultural competition (music, drama, visual arts), and the launch of 'Surrey Global' with local schools in Surrey (England) competing with schools in Surrey (Jamaica, Canada and Australia).
- 2.5.4 The P&G Surrey School Games is the first and only such initiative in the country to receive the prestigious "Inspire Mark" award, in recognition that it genuinely integrates sport and culture in high class competition. The 2012 School Games was launched successfully on 20<sup>th</sup> January 2012, with the start of a programme of 150 days of activity, bringing together over 50 county finals in sport and culture.

## **2.6 Pre-Games Training Camps**

- 2.6.1 LOCOG is providing a grant of £25,000 to every nation that trains at an approved training camp venue. Surrey has 20 approved venues, and through successful marketing has secured the most training camps in the South East of England.
- 2.6.2 Nationally, a little over 100 teams have been signed – out of 205 Olympic nations and about 160 Paralympic nations. There is still much to play for. So far, Surrey has announced 14 teams which is more than London or other authorities in the South East. More teams are in the pipeline.
- 2.6.3 Some high profile teams have agreed to train in Surrey, including Team GB and Team USA Cycling, China Tennis and Sweden Paralympics. Guildford has been at the forefront of this effort, with the Guildford Spectrum and the University of Surrey Sports Park being two of the most popular venues.
- 2.6.4 Surrey has already hosted three training camps: Singapore, Dominica and Croatia's Paralympics team. The Surrey 2012 team has added value by coordinating welcome packs (promoting local tourist attractions for

athletes, friends and family) as well as finalising contracts, organising transport, accommodation, liaising with the training venues, and organising press and publicity.

2.6.5 Work on the wider programme continues, and the team has made contact with international sports journalists, to promote travel features on Surrey in magazines and newspapers across the world.

## **2.7 The Legacy**

2.7.1 The Surrey 2012 Team has been working to build legacy in every element of the work that it does. The advent of the Olympic cycling events has added a greater impetus to this work. A legacy group has been formed in order to make the most of the many opportunities offered. The group includes representatives from tourism, culture, business, health, sport and sustainable travel. This group is currently developing our strategy and plans to report on its proposals in the New Year. The main aims of this work will include:

- Maximising the economic and tourism benefits as a result of the spotlight being on Surrey during the Olympic events
- Creation of cycling related legacy events to encourage more children and adults to cycle safely and minimise car use
- Encourage cycling to promote healthier and more active lifestyles

2.7.2 The work of the Surrey 2012 Team has already produced a foundation for business, community and health legacy. Tangible examples include:

2.7.2.1 Over 4,300 Surrey businesses have registered for tendering for Olympic contracts. These companies have the skills to bid for any public procurement contract in the future.

2.7.2.2. Libraries and museums have been trained to provide tourism advice. This will be support the existing tourism infrastructure in Surrey.

2.7.2.3 'Surrey Ambassador' volunteers will be encouraged to continue volunteering in their local area after the Games.

2.7.2.4 The Surrey School Games is inspiring young people to try new sports, and are encouraged to continue these activities so that they lead healthier lifestyles.

2.7.2.5 Countries that are training in Surrey will be encouraged to return for training for the 2014 Commonwealth Games, and for the 2017 World Championships in London.

2.7.3 The Cycling Legacy for the Olympic Cycling was announced on 26th January, as a charity event, similar to the London Marathon, with cyclists passing through the roads of London and Surrey. The 'Legacy Cycling Event' will take place in 2013. Detailed planning is yet to take place, and updates will be provided as soon as they are available.

## **3. CONSULTATIONS**

### **3.1 Olympic Road Cycling**

3.1.1 There has been extensive consultation and engagement with local communities, both before the London-Surrey Cycle Classic, and in preparation for the Olympic Road Cycling events. Feedback from public

meetings, with Parish Councils, District Councillors, County Councillors, residents associations, officers, business groups and other stakeholders have been collated and used to improve the Olympic events.

- 3.1.2 A full programme of engagement meetings with stakeholders will supplement the extensive communications that is being used to publicise Olympic events.

### **3.2 Olympic Torch**

- 3.2.1 Torch communication and engagement will be a combination of local communication by District and Borough Councils in their local areas, and a countywide distribution of material and use of media to increase awareness.

### **3.3 Business and Tourism**

- 3.3.1 Extensive engagement work is continuing with business groups. Including working with the Visit Surrey Partners, Tourism South East and the Gatwick Diamond to develop a tourism legacy for Surrey.
- 3.3.2 Engagement work has also taken place through talks to business groups, working with local authority business development officers, the Federation of Small Businesses and Surrey Chambers.

### **3.4 Volunteering**

- 3.4.1 The Surrey 2012 Team has worked with District and Borough colleagues the county sports partnership and the Voluntary sector to expand event volunteering in Surrey.

### **3.5 P&G Surrey School Games**

- 3.5.1 The Surrey 2012 Team has formed a Local Organising Committee for the School Games, bringing together state, independent and special schools.
- 3.5.2 Young people have been involved in organising and putting on the events.
- 3.5.3 Surrey 2012 has worked closely with the county sports partnership, Active Surrey, and Sport England/Youth Sports Trust to ensure that funding and support is in place. Surrey Arts have helped to ensure that the cultural programme is of the highest possible standard.

### **3.6 Pre Games Training Camps**

- 3.6.1 The Surrey 2012 Team has worked with District and Borough leisure officers and venue managers in order to provide teams with required facilities.
- 3.6.2 The South East's Pre Games Training Camp Manager, jointly funded by SEEDA and Tourism South East has been a vital link to foreign teams, and has provided a large number of contacts and leads.

## **4. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS**

- 4.1 On day 1 of the Olympic Games, it is anticipated that up to 1 million spectators will watch the race in Surrey. A further 1 million could watch the following day's events on days 2 and 5 of the Games. Potentially, the inward investment as a result will exceed £40 million.



4.2 The Surrey 2012 Team has recruited 2 project assistants, a project officer and an engagement officer. The Pre Games Training Camps in the county are estimated to bring more than £750,000 inward investment into the county. Surrey's local companies have won more than £740 million from Games related contracts. In Guildford, companies such as Detica and Phillips have led the way by winning contracts.

## **5. SUSTAINABLE DEVELOPMENT IMPLICATIONS**

5.1 The London 2012 Games has positioned itself as being the most 'green' Games ever staged.

5.2 The advent of the cycling events has allowed the development of projects that encourage the use of cycling as a sustainable form of transport.

## **6. CRIME AND DISORDER IMPLICATIONS**

6.1 Surrey Police work closely with the Surrey 2012 in all aspects of the work that is outlined in this report.

6.2 The London Surrey Cycle Classic had an estimated 250,000 spectators watching the race, with no arrests.

## **7. EQUALITY AND DIVERSITY IMPLICATIONS**

7.1 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 and by bringing Paralympic teams to the county. Services within Surrey are also using the Games to promote greater engagement within vulnerable groups. To enhance the spectator experience and to ensure that the Olympic Cycling events are truly accessible, designated areas for disabled spectators will be available. This is currently being developed with our District and Borough colleagues.

## **8. CONCLUSION AND REASONS FOR RECOMMENDATIONS**

8.1 The Surrey 2012 Team has been working to achieve a number of benefits to the residents and businesses of Surrey across a broad range of initiatives.

## **9. WHAT HAPPENS NEXT**

9.1 The county can look forward to a glorious summer of sport. The true test of success for the 2012 Team will be the sustained legacy that will be brought to the county.

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