



**OFFICER REPORT TO LOCAL COMMITTEE
WOKING**

**UPDATE ON THE PREPARATIONS FOR THE
OLYMPIC CYCLING EVENT**

27 JUNE 2012

KEY ISSUE

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

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, Woking 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 (Woking) is asked to note that:

- (i) The Surrey 2012 team are on track to deliver successful Olympic events in 2012.
- (ii) The Local Committee and its members are asked to continue promoting 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 (nearly £1 billion worth of contracts), encouraged participation in sports (through an ambitious School Games programme), encouraged culture (seeking to bring foreign teams to train in Woking), 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 Woking Borough.
- 1.2 Surrey is hosting a wide range of activities relating to the Olympic and Paralympic Games, including:
 - 1.2.1 Olympic Rowing Village at Royal Holloway University, with an associated Olympic Route Network.
 - 1.2.2 31 Olympic and Paralympic Teams are being hosted in the County.
 - 1.2.3 The Torch Relay will visit the county on 3 occasions. The Torch first arrives in the County on 10th July in Egham, then in Feldbridge on 17th July, followed by a whole day in the county culminating in an overnight event in Guildford on 20th July.
 - 1.2.4 The Olympic Cycling events are on 28th and 29th July (Men' sand Women's Road Cycling) and on 1st August (Time Trial).
- 1.3 The delivery of these projects is through multi-agency partnership, relying on close cooperation between county and borough councils, The London Organising Committee (LOCOG), the Government Olympic Executive (part of DCMS), Surrey Police, South East Coast Ambulance, Surrey Fire and Rescue, and many others.

2 ANALYSIS

- 2.1 The partners have robust plans in place for the Games, and are currently exercising and testing these plans to ensure successful delivery. A range of event plans have been shared among delivery partners, and verified. Including traffic management plans, broadcast plans, stewarding plans, crowd management plans.
- 2.2 The final phases of the Road Cycling event plans are being delivered.
- 2.3 Traffic orders are due for publication in early June.
Road signs are being put in place along the route.
Scheduled road works are also taking place to prepare the route for Olympic standard Cycling (no such work is scheduled in Woking Borough).
- 2.4 Surrey Ambassador volunteers have been recruited. 450 residents have agreed to gift their time to improve the experience of visitors. Eligibility checks completed. Countywide training is currently taking place. About

30 volunteers will be stationed in the 'Byfleets' during the Olympic events, providing a warm welcome and local information to spectators coming to Woking Borough.

- 2.5 The crowd capacities have been used by LOCOG's crowd management experts to determine where support and infrastructure needs to be deployed. The number of toilets required, for example, is based on the number of spectators that are likely in an area, and the length of time that the cycle race will take to pass through an area. There are 5 toilets (1 disabled) planned for Byfleet, and 2 toilets for stewards in Pyrford. Visitors will also have access to toilets at the Live Sites at West Byfleet Recreation Ground and Pyrford Cricket Club.

3 CONSULTATION

- 3.1 A broad programme of consultation is taking place. This has included:
- 3.1.1 Elected members, including attending Residents Associations meetings.
 - 3.1.2 Working with healthcare providers, providing support for care workers, talking to community nurses, NHS Surrey, GPs surgeries, etc.
 - 3.1.3 Talks to Residents Associations (such as the Byfleets),
 - 3.1.4 Drop-in sessions for residents
 - 3.1.5 Attendance at events (such as The County Show and The Pyrford and Wisley Flower Show),
 - 3.1.6 Business Events (such as at the Woking Holiday Inn, and talk to the Woking Asian Business Forum).
 - 3.1.7 Helping specific business sectors, including undertakers, vets, newspaper distributors, the Royal Mail.
- 3.2 Communications have changed from promoting the benefits of the Games to increasing general resident and business awareness of the events and how to prepare for them.
- 3.2.1 Newsletters will again be sent to all residents and businesses within 100m of the route, or landlocked by the route in mid June.
 - 3.2.2 Leaflets explaining all the Surrey events have been distributed through council offices, libraries, etc.
 - 3.2.3 Media, such as newspaper adverts, radio adverts, billboards, bus and train advertising will be seen across Surrey from July.
 - 3.2.4 Social networks, such as Facebook, Flickr, Twitter and LinkedIn are also being used to connect to thousands of people.
- 3.3 Spectator Information
- 3.3.1 An iPhone Application has been released, providing key information across the route (points of interest, toilets, places to dine, Live Sites).
 - 3.3.2 Members of the public will be able to access online maps from the end of the month with key information about sections of the route – including a map for Byfleet / Pyrford.

3.4 www.gosurrey.info

3.4.1 The website has had about 10,000 hits per month between December and April. In May it received 30,000 hits, suggesting a marked increase in interest in the race.

3.4.2 The website has a popular journey planning feature, which maps routes based on start and finish destinations.

4 WIDER OLYMPIC PROGRAMME

4.1 P&G Surrey School Games

The School Games has been extremely popular this year. It has successfully blended sport and culture into a high quality 150 day programme. The events have brought children of all ages from state, independent and special schools together in a range of events. The highlights have included:

4.1.1 Breaking the record for the largest human Olympic Logo, for the second time in successive years.

4.1.2 Over 500 young people taking part in the county chess final.

4.1.3 Over 3000 people voting in the 'Surrey Schools Have Talent' competition.

4.1.4 More than 8,000 young people have already taken part.

4.1.5 Medal winning schools include Woking High, Winston Churchill, and St John the Baptist schools.

4.2 Pre Games Training Camps

4.2.1 Woking Boxing Club has been successful in securing teams, including Mongolia and Antigua.

4.2.2 The Surrey 2012 Team is still in discussion with a number of teams, and we are trying to secure more teams for the Woking area. Currently discussions are taking place with Morocco, Egypt and Turkey.

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. 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. The team has also brought Paralympic teams to the county. Services within Surrey County Council and Woking Borough Council are also using the Games to promote greater engagement with 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 tend to be well behaved, there were over 200,000 spectators in August 2011 and no arrests were made.
- 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 intense 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 successfully 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 Woking Borough Council involving both Members and Officers.

10 WHAT HAPPENS NEXT

- 10.1 The whole county is looking forward to a programme of events this summer that will be the culmination of over 4 years of work.
- 10.2 The Surrey 2012 Team has been tasked with developing legacy proposals that will bring lasting benefits to the county.
- 10.3 Rather than seeing July 2012 as the finishing line of the Olympic project, it is more correct to consider it as the starting line of a legacy project. The true measure of success will be the future prosperity from increased tourism and Surrey companies that increased international business through the Games.

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