



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

**UPDATE ON THE DELIVERY OF THE
OLYMPIC PROGRAMME IN SURREY**

26 SEPTEMBER 2012

KEY ISSUE

The purpose of this report is to update the Woking Local Committee on the results of Surrey County's programme for the 2012 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. This report highlights:

- i) The Olympic Road Race events were successfully delivered on Saturday 28th and Sunday 29th July 2012, and the Olympic Time Trial on Wednesday 1st August 2012.
- ii) The 2012 P&G Surrey School Games delivered 150 days of sport in the county, involving over 200 schools and nearly 10,000 young people.
- iii) Surrey venues hosted more foreign teams than any other local authority in the country.

Legacy plans are being developed, to maintain the momentum of public enthusiasm.

OFFICER RECOMMENDATIONS

The Local Committee (Woking) is asked to note that:

- (i) The Surrey and its partners delivered a very successful series of Olympic events.
- (ii) The Local Committee is requested to help support momentum by backing future legacy efforts.

1 INTRODUCTION AND BACKGROUND

- 1.1 The 2012 Games provided an exciting and inspirational focus that was used by Surrey as a tool to achieve many key objectives. The 2012 Games has provided a boost for local businesses (over £750 million 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 were a catalyst for achieving business, community and health benefits for Woking Borough.
- 1.2 Surrey hosted a wide range of activities relating to the Olympic and Paralympic Games, including:
 - 1.2.1 The Olympic Rowing Village at Royal Holloway University, with an associated Olympic and Paralympic Route Network.
 - 1.2.2 31 Olympic and Paralympic Teams hosted in the county.
 - 1.2.3 The Torch Relay was seen by about 200,000 people when it visited the county on 3 occasions, 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 were seen by about 1 million spectators on 28th and 29th July (Men's and Women's Road Cycling) and on 1st August (Time Trial).
- 1.3 The delivery of these projects was 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 Road Cycling events were the most complex of the entire Olympic Games. On day 1 of the Games, Surrey successfully hosted the biggest sporting event ever to take place in the UK. The events required an immense amount of planning and coordination. An Olympic venue was created on each event day - from scratch. Nearly 600 road closures, 600 tonnes of barrier, 4,000 cones, and a work force of 5000 ensured that safe and secure events were delivered.

2.2 The events were an undeniable success, and helped set the tone for a magnificent summer of sport. Team GB won 3 medals during the events in Surrey and as a sporting spectacle millions of people tuned in to watch the races, providing worldwide profile to the county.

2.3 About 1 million spectators saw the three road cycling events. The Surrey 2012 team has received many compliments from spectators who were from Surrey, the UK and even from abroad.

2.4 450 Surrey Ambassador volunteers improved the experience of visitors. About 30 volunteers were stationed in the 'Byfleets' during the Olympic events, providing a warm welcome and local information to spectators coming to Woking Borough.

3 CONSULTATION

3.1 A broad programme of consultation took place to prepare the public for the events.

3.2 Over 4000 residents and 800 businesses were seen face-to-face. This helped to communicate the events to the public, and to understand any concerns that they had.

3.3 Communication about the races was increased in the run up to the events, with both national and local coverage.

3.4 Spectator Information was provided through a variety of sources. Members of the public were also able to access key information on the GoSurrey website, with about sections of the route – including a map for Byfleet / Pyrford. Over 500,000 hits were received by the GoSurrey website during the events.

3.5 Social media was particularly well used. An iPhone Application was released, providing key information across the route (points of interest, toilets, places to dine, Live Sites). Twitter, Facebook and LinkedIn were also used to engage with the public.

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. The winner of the competition from Jubilee High in Addlestone, performed on stage at Guildford's Torch evening event.

4.1.4 In total, 9988 young people took part, almost double the number from the previous year.

4.1.5 Over 230 schools took part, including 58 independent schools and 27 special schools. Medal winning schools include Woking High, Winston Churchill, and St John the Baptist.

4.2 Pre Games Training Camps

4.2.1 Woking successfully hosted athletes, including Mongolia's boxers.

4.2.2 Woking's venues helped put elite athletes on the Olympic podium, with Mongolia's boxers Uranchimegiin Mönkh-Erdene winning bronze, and Nyambayaryn Tögstsogt winning silver.

5 FINANCIAL AND VALUE FOR MONEY IMPLICATIONS

5.1 About 1.2 million spectators saw the Olympic events and Torch. The television audience and press coverage was extensive and reached a global audience. The combined benefit to the local economy from all the events is estimated at about £40 million.

5.2 The work of the Surrey 2012 team also includes Pre Games Training Camps in the county which are estimated to have brought more than £550,000 inward investment into the county. The biggest financial benefit to the county has been Surrey's local companies, who have won more than £750 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 has 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 specific Para-Games Day that took place, involving over 100 disabled young people. The team has also brought Paralympic teams to the county.

- 6.2 To enhance the spectator experience and to ensure that the Olympic Cycling events are truly accessible, designated areas for disabled spectators were available.

7 CRIME AND DISORDER IMPLICATIONS

- 7.1 All the Emergency Services were able to ensure that the normal level of emergency cover was maintained for safety and security of the county. Mutual aid from other authorities was available to ensure that extra resources were on hand to cope with extra demands.
- 7.2 There were very few issues during the events. The emergency services were able to deal efficiently with all issues that they faced.

8 CONCLUSION AND RECOMMENDATIONS

- 8.1 Surrey has gained a great deal from the Olympic and Paralympic Games. Enthusiasm and momentum must be maintained to ensure a successful legacy is built from this year's magnificent summer of sport.
- 8.2 Project management has been successfully delivered by close cooperation between tiers of government and a variety of organisations from a diverse range of sectors. This is an important legacy that should be carried on for all large scale events in the future.

9 REASONS FOR RECOMMENDATIONS

- 9.1 Recommendations are being adopted on the basis of feedback received from stakeholders.

10 WHAT HAPPENS NEXT

- 10.1 In the words of Lord Coe, "In this country will never think of sport in the same way, and we will never think of disability in the same way." Surrey County Council is considering options of how to take forward a comprehensive legacy programme.
- 10.2 Surrey County Council has started building a cycling legacy. The Tour of Britain had its final stage in Surrey, and looks forward to welcoming the Mayor of London's legacy race in August 2013. Woking is perfectly

placed to benefit in the future, with its already well-developed status as a cycling town.

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, Surrey companies winning an increased share of international business, retaining the Surrey Ambassador volunteers, and enjoying more high class sport in Surrey both from the School Games and cycling events.

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