

Report to Task and Finish Review on The 2012 Games – Is Buckinghamshire Ready?

Title:	Celebrating the Games in Buckinghamshire
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Background

The London 2012 Games will provide a unique opportunity for communities to come together to share a celebratory experience. Within larger communities there is the opportunity to show major events, such as the Torch Relays, Opening or Closing Ceremonies or main sports competitions as an enhancement to existing town centre or park entertainment programmes.

Summary

Over the past 4 years the Buckinghamshire London 2012 Partnership have supported a programme of community events linked to the London 2012 Games. These events have included major handover celebrations in Aylesbury and High Wycombe, London 2012 Roadshows at Stoke Mandeville and Open Weekend Celebrations to mark the annual countdown to the opening ceremony of the Olympic Games.

For 2012 it is expected that this programme will be significantly increased with many of the District Council's actively promoting a co-ordinated programme of community events based around the London 2012 Games and the Queen's Diamond Jubilee celebrations. In a number of areas the district councils are currently considering grant funding options to encourage community celebrations.

As well as the main sporting competitions there are plans to hold nationwide torch celebrations for both the Olympic and Paralympic Games in which it is hoped Buckinghamshire venues will feature. The Olympic Relay will run for 70 nights from May 18th with the potential Buckinghamshire elements being held on July 9th and 10th. The Paralympic Torch Relay will run for 6 days from August 24th 2012. The London 2012 Cultural Festival will run from the second weekend in June until September 9th, the closing ceremony of the Paralympic Games.



INVESTOR IN PEOPLE



Schools will also be encouraged to undertake their own London 2012 related celebration events as part of the London 2012 Get Set Programme, of particular note will be the events planned for the Lloyds TSB National School Sports Week at the end of June which will culminate in the first national school sports competition and a revised county sports games being organised by the Bucks and Milton Keynes County Sports Partnership.

Thames Valley Police and the South East Partnership for the London 2012 Games have undertaken a national mapping of potential events taking place next summer to ensure that all community events can be adequately supported. Due to the expected increase in community events, resources such as security fencing, portable toilets, large TV screens will be in high demand and unless secured well in advance could be unavailable or at a high cost. It is therefore recommended that all major events equipment is ordered by November 2011, and where possible Bucks CC co-ordinate multiple event orders to improve the opportunities of securing bulk order discounts.

LOCOG (The London Organising Committee for the London 2012 Games) are providing a number of resources to help enhance community celebrations, these include the opportunity for communities to host a London 2012 temporary Live Site. The live sites are large public TV screens which are serviced with a range of London 2012 content as well as the live BBC sports coverage. These sites will be covered by strict branding criteria which limit the potential for securing commercial sponsorship from non London 2012 partners. The Live Sites can be supported by the official London 2012 Look materials. Funding has been secured to deliver Look items around the Eton Dorney venue area and may also be available for the Stoke Mandeville and Aylesbury Town area but would need to be purchased by other community areas throughout the county. Officers are currently looking at options of working with official London 2012 commercial partners to extend the Look dressing around key locations across the county in 2012.

It is proposed that Bucks CC work in partnership with District Councils and other partners to enhance the existing programme of community events in each district. It is hoped to be able to support at least 1 major event in each of the 4 districts with locations in Aylesbury, High Wycombe, Amersham and Burnham (given its proximity to Dorney Lake) having been identified as potential locations for key events.

The following dates have been identified as key dates for community celebrations in 2012

June 2 nd -5 th	Queens Diamond Jubilee Celebrations
July 9 th -10 th	Potential for Olympic Torch to Pass through Bucks
July 27 th	Olympic Games Opening Ceremony
July 4 th	Super Saturday - Key Finals Day at Eton Dorney
Aug 24 th -28 th	Paralympic Torch Relay Dates
Sept 9 th	Paralympic Closing Ceremony

Other key roles for Bucks CC to play in supporting community events will include the promotion of events through the BCC website and new London 2012 host authority section, the organisation of a major Our Sporting Life Exhibition as part of the Mandeville Legacy Accentuate Programme and through transport advice for any community event which may require road closures.

Resource implications

- *2 events offices within the Communications & Marketing section will support the District Teams in co-ordinating their major event celebrations in their areas. These officers will also play a leading role in supporting any events associated with the Torch Relay's passing through Buckinghamshire. A budget of £50,000 has been provided by Bucks Business First to support a co-ordinated community celebrations programme and it is hoped that further commercial support can be secured to support this programme.*

Next Steps

2011

Sept –Oct	Mapping of known & existing community events
Sept – Nov	Work with district partners to identify key event dates and locations
Nov	Order key event infrastructure & equipment
Nov	Olympic Torch Relay Route Announced

2012

Jan	Promote county wide calendar of key public events
May-Sept	Hosting of Events