

**SLOUGH BOROUGH COUNCIL**

**REPORT TO:** Neighbourhoods and Community Services Scrutiny Panel **DATE:** 1 March 2012

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**PART I**

**FOR CONSIDERATION AND COMMENT**

**OLYMPICS AND PARALYMPICS UPDATE**

**1 Purpose of Report**

- 1.1 This report updates Members on plans for the Olympic and Paralympic Games in 2012, focusing on issues and opportunities arising from the town's proximity to the rowing venue at Dorney Lake.

**2 Recommendation/Proposed Action**

That the Panel advise and comment on Slough Borough Council's preparations for the Olympic and Paralympic Games.

**3 Sustainable Communities Strategy Priorities**

- **Health and Wellbeing**
- **Safer Communities**
- **Economy and Skills**
- **Regeneration and Environment**

The Olympic and Paralympic Games are an opportunity to encourage participation in physical activity, contribute to the wellbeing of individuals and celebrate the culture and community of Slough.

**4 Other Implications**

**4.1 Financial**

There are potential costs to the Council from the Games, which are not yet finally determined. It is anticipated that all costs can be found from within existing resources and external funding opportunities through the 2012 project.

**4.2 Human Rights Act and Other Legal Implications**

There are no immediate Human Rights Act or other legal implications arising from this report.

#### 4.3 Equalities Impact Assessment

An Equalities Impact Assessment is undertaken for significant service changes. The programme for the Olympics is open to all and has no adverse impact on any group more than another.

#### 4.4 Workforce

While there are no direct workforce implications for the Council arising directly from this report, staff will be affected by increased traffic throughout the Games period, particularly during the morning rush hour. Guidance to staff and managers has been issued and managers are reviewing working arrangements to make sure that staff and the operations of the Council are not adversely affected.

### 5 The Olympic and Paralympic Games

#### 5.1 **Background to the Games**

The 2012 Olympic Games open on 27 July 2012, closing on 12 August. The Paralympic Games will open on 29 August and close on 9 September. Throughout this report the Games or 2012 are used to refer to the Olympic and Paralympic Games collectively.

5.2 Dorney Lake, 0.5 miles from Slough in South Buckinghamshire, is the venue for rowing, canoeing and adaptive rowing events for the Games, which will run on the following dates:

- 28 July - 4 Aug                      Rowing
- 6 -11 Aug                              Canoeing
- 31 Aug - 2 Sept                      Adaptive rowing

5.3 The torch relay for the Olympics will come through Slough on 10 July and training and practice will start at Dorney on 13 July. Slough is one of the major transport hubs for the Games through its railway station and potentially park and ride facilities at Upton Court Park. With 35,000 people expected to travel to Dorney each day of the Games, there will be a major impact on transport and businesses in the town during the Games period.

5.4 There is a programme of local sporting and cultural events, including a considerable amount of activity in schools, which is intended to build on the excitement generated by the Games, including the Torch relay.

5.5 A cross-Council team is working to prepare for the Games. It includes Communications, Environmental Services, Culture and Sport, Emergency Planning, Parks Management, Regulatory Services and Transport. An Executive Group, led by the Assistant Director for Culture and Skills reporting to the Corporate Management Team, is responsible for all aspects of co-ordinating and planning the Council's response.

5.6 A Slough 2012 partnership group also meets regularly involving the Police, schools, business and other partners to help ensure effective communication and co-ordination.

5.7 Officers are engaged in many local and regional meetings with other Local Authorities, the Police and emergency services. They also work with LOCOG (London 2012 Organising Committee – responsible for staging the Olympic

events) and the ODA (Olympic Delivery Agency – responsible for the Games infrastructure).

5.8 This report outlines progress and key issues in each aspect of the Games, covering:

- Transport
- Park and ride
- Torch relay
- Local events and activities
- Local businesses
- Slough Borough Council capacity

5.9 A short summary presentation at the Scrutiny Panel meeting will highlight key issues for discussion with Members.

## 6 **Issues for Slough**

### 6.1 **Transport**

Slough railway station is a transport hub for the Games, with free shuttle buses running from the station to take spectators to the entrance to the rowing venue at Windsor Race Course. Part of Slough is included in the ODA's road transport Olympic Route Network (ORN) and the A4 provides the main link to Dorney Lake during the Games.

6.2 Key points include:

- The Council is on track to finish works on the A4 (Heart of Slough) in advance of the Games.
- With the additional traffic during the Games, there is a heightened risk if the M4 or M25 or A4 were for any reason closed or restricted. Plans are being developed with the ODA to deal with this.
- Details of how buses will collect spectators at the station are being developed. At this stage numbers of people expected to arrive by train are unclear, although it is expected to be significantly more than on a normal 'commuter' day over a relatively short time period during the early morning peak.

### 6.3 **Park and ride**

There will be a number of park and ride venues for spectators going to events at Eton Dorney. It is proposed that the parking area to the south of Upton Court Park will be one of these sites. The site would provide parking for 2,500 vehicles and a free shuttle bus service would run to the transport hub on the Windsor Race Course. Spectators will walk from there over the Thames to reach the lake. The outward bus would run from around 5.30am to 9.30am and the return bus would run from around 2.30pm to 8.00pm.

6.4 Key points include:

- Planning application from the ODA has been approved by the Borough Council, subject to the Games organisers agreeing a traffic management plan with Slough Borough Council. The section of the park land being used is in Windsor and Maidenhead and a planning application to the Royal Borough has also been submitted and approved.
- The Council is close to agreement with the ODA prior to signing a licence for them to operate a park and ride service at Upton Court Park. The licence

would give the ODA use of the parking area for the Games period in return for a fee.

- The public will continue to be able to make use of the remainder of the park during Games time.
- Traffic measures planned to ensure that the area around the park does not become congested and that opportunistic parking by people using the park and ride bus to get to the rowing events is minimised. This will be at no cost to the Council.

#### 6.5 **Torch relay**

The Olympic torch will pass through Slough on 10 July 2012, one of 1,018 places it will visit between 19 May and 29 July. The route cannot be revealed until it is made public by LOCOG on 19 March.

#### 6.6 Key points include:

- The Torch Relay will comprise a convoy of sponsors vehicles followed at a distance of 9 minutes by the torch party.
- Police outriders will manage a rolling road closure along the route to minimise disruption to local people, business and traffic.
- The police are working closely with the Council to share intelligence and plan for all contingencies.
- The Council is liaising with schools and others to help manage potential congestion on the route.
- The Council will be contacting businesses and local people in the area of the route directly and through published media to minimise disruption on the day.
- The Council is providing 'stewarding' for the Torch Relay through a mixture of staff and volunteers.
- The Council is required to help prevent "ambush marketing" during the Torch Relay in Slough.
- Local Authorities in the Thames Valley are all using the same traffic regulations to make changes for the Torch Relay to ensure a consistent approach.

6.7 Members of the Panel are invited to comment on whether Councillors would wish to be at the roadside at the Borough boundary to greet the Relay as it enters the town.

#### 6.8 **Local events and activities**

A programme of local events is being developed for the period leading up to the Games. Appendix 1 shows the range of activities planned.

#### 6.9 Key points include:

- Local events are designed to involve as many local people as possible in activities at no additional cost, with sponsors' support.
- Activities include existing events such as Play Day and Sports Relief, but also the Tree of Light cultural event, Slough's National School's Sports Week, Slough's Got 2012 Talent event, Wheelchair Basketball event, Thames Valley Youth Football Tournament and Slough Community Leisure's Open Weekend.
- A young ambassadors programme is in place to inspire children through using the Games.
- Slough is working in partnership with Windsor and Maidenhead and Buckinghamshire County Council to train 500 volunteers from the community

to be 2012 Ambassadors during Games time. These volunteers will receive a full, accredited training programme, including event management and hospitality.

- The Slough Observer is the media partner for the Inspired Slough programme which was launched on 20 January.
- The schools programme is particularly strong. Slough schools have achieved the highest registration through the 'Get Set' education programme in the South East. This will entitle them to apply for funding for events and Olympic tickets and opportunities for Slough pupils to be torch bearers

#### 6.10 **Local businesses**

The Games have generated many business opportunities for suppliers, which have been advertised and procured nationally. Businesses are also being kept informed about how the Games will affect them.

#### 6.11 Key points include:

- The Games has generated some local business opportunities. One firm will be using its base in Colnbrook to supply sandwiches to the Games venues.
- Breakfast briefings and workshops are organised and run by the Slough Business Community Partnership in association with SEGRO and the Chamber of Commerce as well as the Council.
- The main issues during the Games period are traffic management and ensuring businesses can continue to operate if staff have difficulty getting to work.
- LOCOG have run several workshops and special briefing sessions already on travel planning for businesses. O2 had a complete 'work at home' day on 8 February to test their procedures and effectiveness.
- Plans are being put in place to deal with an expected increase in demand on regulatory services including Licensing, Trading Standards and Food Safety during the Games period.

#### 6.12 **Slough Borough Council capacity**

It is clear that preparing for the Games and dealing with issues during the Games period will place a substantial demand on Council resources. A tight control of costs is being maintained to ensure there is no additional pressure on budgets, but the main impact is on staff time. There are particular demands on Communications, Emergency Planning, Environmental Services, Public Protection and Transport.

#### 6.13 Key points include:

- Staff guidance has been issued to help ensure a consistent approach across the Council, including working at home arrangements where appropriate.
- Annual leave in critical service areas will be managed across the year to ensure sufficient staff are available during the Games.
- Business continuity plans are being upgraded to help ensure that services can be maintained in the event of an emergency.
- The Emergency Planning rota is being expanded to ensure sufficient cover throughout the Games.
- The Council is required to take part in inter-agency arrangements to ensure transport and other critical functions work across boundaries during the Games.

## 7 **Conclusion**

- 7.1 Preparations for the Olympics and Paralympics are progressing well. Because of the proximity of the Eton Dorney rowing and canoeing venue, as well as the Torch Relay in July, there is a significant impact on Slough.
- 7.2 Plans are intended to manage transport and other infrastructure issues to minimise any negative impact on residents or businesses in the town. A programme of local events and activities will be an opportunity to celebrate the local community and the Olympic theme.
- 7.3 Members of the panel are invited to advise and comment on the comprehensiveness and effectiveness of the Council's plans.

## **Appendix**

- 1 Olympic events in Slough