

SLOUGH BOROUGH COUNCIL

REPORT TO: Neighbourhoods and Community Services Scrutiny Panel

DATE: 15th November, 2012

CONTACT OFFICER: Andrew Stevens, Assistant Director, Community & Skills
Gillian Ralphs, Assistant Director, Enforcement & Regulatory
Services
(07531) 875507

WARD(S): All

PART I

FOR COMMENT AND CONSIDERATION

OLYMPIC AND PARALYMPIC GAMES REVIEW

1 Purpose of Report

- 1.1 This report is to advise the Panel of how implementation of preparations for the Olympic and Paralympic Games worked in practice, and to outline some of the legacy work taking place in the town to help secure a long lasting benefit from the Games.
- 1.2 Throughout this report the Games or 2012 are used to refer to the Olympic and Paralympic Games collectively.

2 Recommendation(s)/Proposed Action

- 2.1 The Panel is requested to:
- a) comment on how the Games were managed as they affected Slough; and
 - b) advise on how the legacy projects can have maximum impact.

3 Community Strategy Priorities

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

- 3.1 The Olympic and Paralympic Games and their legacy projects 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

The Council's direct expenditure for the Games was £81,000 which was met from the licence fee for the park and ride venue at Upton Court Park and sums set aside from existing budgets for that purpose. All costs were met within the allocated budget.

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 Workforce

There are no direct workforce implications arising from this report.

5 Background

5.1 The 2012 Olympic Games took place between 27 July and 12 August 2012, followed by the Paralympic Games from 29 August to 9 September. Eton Dorney Lake, 0.5 miles from Slough in South Buckinghamshire, was the venue for rowing, sprint canoeing and adaptive rowing events for the Games, and Slough was a major hub for transport through the railway station and park and ride at Upton Court Park. In addition to the main events, the torch relay came through Slough on 10 July.

5.2 There was also a programme of local sporting and cultural events throughout the summer, including a considerable amount of activity in schools.

5.3 A cross council team were involved in preparations for the Games and their management, including particularly Communications, Environmental Services, Culture and Sport, Emergency Planning, Parks Management, Regulatory Services and Transport. The team was led by the Assistant Director for Community and Skills reporting to the Corporate Management Team, supported by an executive group of senior officers.

5.4 This report covers the following key issues in turn:

- Torch Relay
- Dorney Games
- Transport and communications
- Regulatory and environmental services
- Local events and activities
- Legacy events

6 Review of Games activity

6.1 **Torch relay**

An estimated 40,000 people attended the Torch Relay, which was one of the highest figures achieved in the South East. The Relay passed without any incidents beyond some minor issues with pedlars and unlicensed trading which were all dealt with promptly by the Licensing and Trading Standards Team. It ran to time and contributed to a sense of celebration and community pride in the town and the thorough and efficient management of the Relay in Slough was praised by the organisers and police. The Relay stopped for lunch at Slough and Eton School where children from schools across the town greeted the Torch and enjoyed sports activities. The Relay was monitored through CCTV and radio contact with marshals and police from a control room set up in St Martins Place, staffed by a coordinated team of Slough Borough Council, Police, Ambulance and Fire and Rescue staff.

6.2 **Dorney Games**

Over 250,000 people attended rowing and sprint canoeing and kayaking events at Dorney during the Olympic and Paralympic Games 2,000, athletes and staff also attended the venue, mostly travelling to and from Royal Holloway to Dorney each day. In addition it was estimated that 3,500 media representatives attended the competition at Eton Dorney each day.

6.3 Preparations for the Games involved staff from the Council working with internal and external partners, in many cases some five years ahead of the event. This degree of preparedness contributed to the fact that the events at Eton Dorney were managed without any significant disruption or other issues. Transport and all other issues were co-ordinated by a multi-agency operations centre, which was staffed by officers from Slough and the other host Councils and partner agencies from 4.30am until all activity had ceased at around 4.30pm each day. Many minor matters were dealt with through quick and co-ordinated action preventing them from becoming major incidents. A legacy from the Torch Relay is the continuation of the Thames Valley Safety Advisory Forum to share good practice and avoid duplication.

6.4 Incidents during the Games included a traveller invasion at Upton Court Park which was resolved the same day, traffic signal failure at Huntercombe Lane, access to Upton Court Park for the shuttle buses being blocked, several collisions and accidents on the M4, trains being diverted because of an issue at another station, not enough shuttle buses at Slough Station to deal with a surge in spectator numbers, and insufficient litter bins at Slough Station on the first day. All of these issues were dealt with promptly and efficiently and the fact that none of them became news when there was considerable media attention on the events was testament to the quality of teamwork involved.

6.5 **Transport**

There were over half a million trips to and from Eton Dorney during the Games, and over 200,000 through Slough. During the Games the four park and ride sites in Windsor, Maidenhead and Slough were used by 89,000 spectators and 117,000 people travelled by train.

6.6 The Games were promoted as a public transport Games, and spectators were offered rail, park and ride, cycling and walking options to reach the venues. Slough Railway Station acted as the main rail head for Eton Dorney and on average saw an additional 6-7000 passengers arrive each morning during peak travel time. Free shuttle buses were available outside the Station to take them to the venue.

6.7 Upton Court Park was set up to deal with up to 2,100 potential park and ride customers daily. This number was never reached, and on the busiest days there were just over 1,000 cars parked. Approximately 2,500 spectators used the free shuttle bus service, which included a number of local residents. To prevent parking in the adjoining streets the Council enacted the same restrictions as those normally used for major events such as the firework display. There were residents exemption permits during this period and the cost of that was met by the Olympic Delivery Authority (ODA). The Food and Safety Team provided enforcement authority for health and safety issues at the Upton Park and Ride site.

- 6.8 Other measures were taken on parts of the road network to keep it free flowing during the Games time, such as additional waiting and loading restrictions and additional enforcement. Again all of these costs were recovered from the appropriate Games body.
- 6.9 Slough was also responsible for implementing part of the Olympic Route Network prior to the Games by delivering widening and other improvements at Junction 7 of the M4.
- 6.10 Prior to the Games there had been a considerable amount of communication to local residents and businesses to prepare them for the extra traffic at peak times. This proved very effective and there were no reports of any congestion or delays during the Games. The only comments from the public were favourable, saying how well the transport service was running and how good the spectator experience was.
- 6.11 **Regulatory and Environmental Services**
The role of the Neighbourhood Enforcement, Food and Safety, Licensing and Trading Standards Teams was to ensure that before and during Games time, Slough remained a safe and pleasant place for people to live, work and visit and that legitimate businesses were able to trade without undue burdens or unfair competition from rogue traders.
- 6.12 The Council worked in its Primary Authority Partnership with a major food supplier, based in Colnbrook who supplied Games venues nationwide. The Council was also responsible for food safety and standards compliance for food supplied by the company.
- 6.13 Preparations before the Games included letters sent to businesses covering food safety, health and safety, counterfeit goods and Olympic brand protection; visits to food businesses including hotels and guest houses in hot spot areas; letters to taxi/private hire drivers on the Code of Conduct; presentations to businesses; newsletter covering waste management, equality access, safety and brand protection; and press releases.
- 6.14 During the Games there were a number of issues with taxi drivers who refused to keep to a standard of dress (this will be addressed through a proposal to the Licensing Committee for an accreditation scheme) and one unlicensed driver. Patrols dealt with issues with leaflet distribution at the Station, rubbish accumulation at prominent sites and issues with signs. Through early intervention none of these became a major issue.
- 6.15 Refuse collection routes were adjusted to allow for the peak times for Games traffic and Environmental Services, including Street Cleaning, were maintained across the Borough at a good level with no additional cost.
- 6.16 **Local events and activities**
Local events linked with the Games included Urban Action, Slough's Got 2012 Talent, PlayDay, 2012 Open Weekend (leisure centres and clubs open for free to the public), Torch Relay, Tree of Light, and the Berkshire School Games. In addition 46 local heroes were selected through a public invitation for nominations to receive free tickets to Games events.

6.17 Slough's schools were the most active in the South East with the highest number of registered 'Get Set Schools' in the region. Schools in Slough particularly focused on sport as a catalyst for bridging diverse communities and schools to deliver great achievements, success and inspiration for children in the area. The Young Ambassadors Programme, including children from primary schools, will ensure a continuous pipeline of inspired young leaders, keen to see sport on the agenda.

6.18 Marish Primary School was invited to welcome the athletes of the world by forming a Guard of Honour during the Athletes Parade in the Olympic Opening Ceremony on 27th July, accompanying the Lebanese Olympic athletes.

6.19 Other highlights for schools included:

- Over 400 entries in an Olympic mascot competition
- 36 schools took part in a Schools Torch Relay covering approximately 35 miles around Slough, with 72 school-aged torch bearers carrying the torch
- 92% of schools registered with Get Set and 92% of schools took pupils to the Paralympic Games
- Head of Integration for LOCOG Chris Holmes MBE & Nick Fuller (Head of Education for LOCOG) visited Wexham Secondary School
- 25 Secondary Olympic Young Ambassadors recruited and trained
- 50 Primary Olympic Young Ambassadors recruited and trained
- Over 40 competitive events run across the year in over 20 different sports
- 30% of Level 3 School Games events won (most in the county)

6.20 **Legacy events**

The Games have been promoted for their capacity to inspire increased participation in sport for all the community. Slough has one of the lowest levels of participation in physical activity for adults in the country and this is a valuable opportunity to capture local people's interest. This interest is showing itself in more people using leisure centres, with visits up 2% in the past quarter.

6.21 The following are among the new initiatives being followed in addition to promoting existing offers:

- Doorstep Street Games. Slough is joining with a national initiative delivering organised sporting activities and sessions in neighbourhoods, targeting 13 - 25 year olds.
- Jubilee River Rowing and Canoeing Activity Centre and CanRow initiative, a partnership project between British Rowing, Canoe England, Get Berkshire Active, Royal Borough of Windsor and Maidenhead and Buckinghamshire County Council. This is aimed at making rowing and canoeing more accessible and developing an outdoor centre on the Slough boundary of the Jubilee River. A bid is being made for funding to Sport England in the new year.
- Parkrun – a weekly 5K run, organised by volunteers to be held in Upton Court Park weekly. This is a national programme, which is looking to launch in January 2013.
- Slough 5K Road Race – working with Slough Estates and Burnham Joggers to establish an annual competitive and family fun run on the Trading Estate. If funding can be secured would look to pilot in June 2013.

6.22 Members of the Panel are invited to comment on opportunities for further local activity to promote physical activity and sport.

7 **Conclusion**

7.1 Overall the organisation of the Games proved to be very good. Many local people participated in the Torch Relay, local events, and the Games events themselves. The impact on businesses and travel was not as great as had been anticipated in some respects. The Panel is invited to comment on lessons that may be learnt from the experience and in particular advise on how local people can best benefit from the legacy of the spirit of the Games and increased interest in physical activity.

8 **Background papers**

A Olympics and Paralympics update, Neighbourhoods and Communities Scrutiny 1 March 2012