

Subject: Towards a Lasting Legacy

Report Number: 13

Report to: Economic Development, Culture, Sport and Tourism Committee

Date: 21 October 2009

Report of: Executive Director of Secretariat

1. Recommendation

- 1.1 **That the Committee notes the response from the Mayor to the Committee's report, *Towards a Lasting Legacy*.**

2. Background

- 2.1 In July 2009 to the Committee published its report, *Towards a Lasting Legacy: A 2012 Olympic and Paralympic Games Update*.¹
- 2.2 The report recommended a number of steps be taken to enhance the legacy of the Games, including new comparative analysis to help boost the sporting participation legacy, consideration by the Mayor of a 'Sports Oyster' card, action to boost sporting participation by disabled people, and further detail in the Mayor's plans for using the Games to boost tourism.
- 2.3 The Mayor's fourteenth report to the Assembly at its plenary on 14 October 2009 included a response to the report's recommendations, as requested by the Assembly under Section 60 (1) of the Greater London Authority Act 1999 at its plenary on 9 September 2009.

3. Issues for Consideration

- 3.1 The Section 60 response from the Mayor is attached at **Appendix A**.

4. Strategy Implications

- 4.1 There are no strategy implications arising from this report.

5. Legal Implications

- 5.1 The Committee has the power to do what is recommended in this report.

6. Financial Implications

- 6.1 There are no direct GLA financial implications arising from this report.

¹ Available at: <http://www.london.gov.uk/assembly/reports/culture/edcst-2012-legacy.pdf>

Background Papers: None

Contact: Richard Berry, Tel: 020 7983 4199; Email: richard.berry@london.gov.uk

Mayor's Fourteenth Report to the Assembly, 14 October 2009 [Extract]

Response to the recommendations of the Economic Development, Culture, Sport and Tourism Committee as set out in the Committee's report *A Lasting Legacy For London*.

Recommendation 1

We are concerned at the lack of a theoretical framework and detailed comparative work as to how sports participation can actually be increased by harnessing the marketing power of hosting an Olympic and Paralympic Games. We recommend that this work should be developed expeditiously

Response

'A Sporting Future For London' sets out a number of practical measures aimed at increasing the sports provision in London and, accordingly, increasing participation in the Capital. As a general principle, we are clear about the need to address supply and demand side issues- particularly the barriers to participation in sport - when determining funding criteria. We also have a clear commitment to tackle inactivity and have incorporated this as a general condition of funding.

We fully recognise the marketing power of the Olympic and Paralympic Games and are engaged in work to develop this with the DCMS/Government Olympic Executive (GOE); LOCOG; Sport England; the Olympic Delivery Authority, representatives from sport National Governing Bodies and other stakeholders to ensure a co-ordinated and partnership approach on this work. All partners are keen to make progress with this work and we expect to have developed this further through the Autumn.

Recommendation 2

We recommend that the Mayor should be prepared to look at the promotion of a 'SportsOyster' card which could give residents free or discounted access to a variety of activities for them to try and develop as their interest grows.

Response

The Mayor has pledged in his election manifesto and his Cultural Metropolis pre statutory draft Culture Strategy to explore the possibility of establishing a Culture Card for London. A sports element is very much part of this process. Currently the Mayor has been working with London Connects to investigate the best way to take this commitment forward. London Connects have just commissioned a feasibility study to rationalise all the options, costs, resources and partners who will need to be involved in rolling this out. The study is on schedule to be completed by the end of October 2009. The Mayor looks forward to receiving the recommendations and working with partners to take the best of them forward.

Recommendation 3

In order to honour the promises made in London's bid, young athletes with disabilities from every borough of London will be representing their country in 2012. And non-elite athletes with disabilities should not be left out but able to enjoy lasting access to a full range of facilities in which to take part in the sport or physical activity of their choice. Unfortunately the Mayor's plan does little to make this vision a reality. We recommend that it should.

Response

We want to increase participation levels in sport all people, including disabled people, though recognise that particular effort is needed to address the low participation rates in sport among disabled people.

We worked very closely with the London Sports Forum for Disabled People (LSFDP) in consultation for 'A Sporting Future for London' to identify priorities for sport for disabled people in the run up to 2012 and beyond. We are in firm agreement that the key to achieving long term progress is to create cultural change and to promote inclusion. In order to achieve this, we are committed to a full review of 'Inclusive and Active'^{2[1]} and are working with LSFDP as a priority on this. Progress on this issue will require firm commitment from others, including the sports National Governing Bodies.

More immediately, we have agreed funding for the Panathlon Challenge which focuses on the most profoundly disabled children and young people in special schools. This funding will help support their aim to enable every London Borough and special school the opportunity to participate in specialised coaching and multi-sport activity in the run up to 2012.

Recommendation 4

We welcome the recent publication by London 2012 of its first sustainability guidelines for corporate and public events. The document contains information on ten aspects of events management, including choosing a venue, sourcing products and services and energy consumption. However, concerns have been raised that the carbon management strategy will come too late to influence key decisions around venue design, energy management and tourist strategy.

Response

The Carbon Management Strategy will be published as part of the London 2012 Sustainability Plan annual update later this year. The strategy will include details of the ground breaking work to calculate the carbon footprint, setting out the estimated emissions associated with constructing the Park, infrastructure and transport and staging the Games.

The ODA has already undertaken a great deal of work to ensure that carbon emissions associated with the project are lower than they might have been through a series of measures including:

- Rationalising the Olympic Park Masterplan;
- Better utilisation of existing venues;
- Implementing a set of value engineering measures to streamline venues including the stadium, aquatics centre, Multi use sports centre and Velodrome;
- Implementing programme wide material reuse and recycling measures;
- Investing in sustainable transport.

Many of these measures would not have been achieved if the regeneration scheme had adopted conventional design and build processes. The importance that all stakeholders have placed on sustainability has ensured that London 2012 has been able to implement one of the most environmentally advanced and demanding build programmes ever tried.

Recommendation 5

We welcome the publication of the draft Tourism strategy and the long-term vision that will use the 2012 Games as a spring-board to greater success in drawing in tourists from across the globe. Many aspects of the plan, however, are underdeveloped. Budgetary implications are lacking, as are detailed milestones to success. There is concern that, given the experience of other cities that planned long in advance of actually staging the Games, we are missing the boat. For example, when will there be signage at Heathrow airport in support of London 2012? We would anticipate greater detail being set out in the final version of the Plan and clarity as to how exactly we are going to use the opportunity of staging the Games to brand or possibly re-brand London. We believe that London should be ambitious. It should position itself to be the global tourist destination for the next decade and beyond. This vision should not just be decided top-down, but

must be shared and shaped by all delivery partners and in particular by partner bodies working in the diverse communities that make London the world in one city.

Response

The Tourism Vision for 2006 to 2016 has been endorsed by the Mayor. The latest Tourism Action Plan for 2009 to 2013 has Measures for Success and targets will be set for each year of the Action Plan. The Plan includes detailed actions for Year 1 and it states that specific actions will be updated annually. A number of the actions will now be delivered through the GLA-led City Operations work streams, in particular the Visitor Experience programme. At the time of consulting on the Tourism Action Plan, this Group and the scope of its work was being defined. This has recommended a number of activities some of which will be developed and/or be funded by the LDA and will feature in the 2010/11 detailed Action Plan. LDA budgets beyond March 2010 have not been agreed and it was therefore not possible to incorporate details regarding funding beyond this financial year in the Action Plan.

Signage referencing London hosting the 2012 Games is constrained by the LOCOG sponsorship agreements. BA as a leading sponsor does promote the link with the 2012 Games but can only do that in the departure hall of T5 at LHR. We would support mention of London as the next host city in the arrivals halls of all Heathrow Terminals and at other London gateways.

The LDA consulted widely on the Tourism Action Plan and will continue to engage with the tourism industry as it develops the detail to support the Vision.

A City Marketing Group has been established, chaired by Director of Marketing, Daniel Ritterband. The purpose of the group is to explore, with key partners (Think, Visit, Film, Study London, Royal Parks, London Chamber of Commerce, mayor visitor attractions/museums) the best ways to highlight the cities tourist/business opportunities. The group will assess the best ways to access existing funds, whilst also considering additional sponsorship opportunities. The group has already concluded that there needs to be a central digital portal, so visitors and residents know where to go to receive all relevant city operations. Work begins on this portal in Oct '09.

Work is also underway on a new brand for London. The purpose of this is to clarify the city narrative - being explicit in how we talk about our city, industry sectors we wish to promote and how Londoners talk about themselves. The visual representation of which will be a common Look & Feel to the London governmental/promotional bodies. The right visual representation could also create additional revenue to the city - through licensing and merchandising.