

Subject:	Olympic Torch Relay Update	Status:	For Publication
Report to:	Cabinet	Date:	7 th March 2012
Report of:	Director of Customers and Communities	Portfolio Holder:	Leader of the Council
Key Decision:	<input type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
Community Impact Assessment:	Required: No	Attached:	No
Biodiversity Impact Assessment	Required: No	Attached:	No
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1.	RECOMMENDATION(S)
1.1	That Cabinet is honoured that the London Organising Committee for the Olympic Games (LOCOG) has chosen to bring the 'Olympic Torch Relay' to Rossendale on 23 rd June 2012. It notes the work undertaken by the Community Task Force and looks forward to working with the community to ensure that the occasion showcases what is best about the valley and its people.
1.2	That Cabinet support the allocation of the resources outlined at point 5.25.

2. PURPOSE OF REPORT

- 2.1 To brief Cabinet on the Olympic Torch Relay event which is taking place in Rossendale on 23rd June 2012 including the infrastructure arrangements for the day and the engagement and communication strategy with residents.

3. CORPORATE PRIORITIES

- 3.1 The matters discussed in this report impact directly on the following corporate priorities:
- **A clean and green Rossendale** – creating a better environment for all.
 - **A healthy and successful Rossendale** – supporting vibrant communities and a strong economy.
 - **Responsive and value for money local services** – responding to and meeting the different needs of customers and improving the cost effectiveness of services.

4. RISK ASSESSMENT IMPLICATIONS

- 4.1 All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:
- Although the event is being organised nationally by LOCOG, Rossendale Council may be seen as the event organiser and therefore there is a risk to the Council's reputation if the event is seen to be poorly organised on the day, the route is not seen to be appropriately dressed, or there is a low turnout of supporters.
 - There could be criticism of the Council if the costs of the event are considered to be inappropriate in the current economic climate. There needs to be a balance between running a professional event and providing value for money.

5. BACKGROUND AND OPTIONS

Background

- 5.1 The Olympic Torch Relay is an important part of the build up to London 2012, bringing people together from across the UK to celebrate the spirit of the games. The aim is that in the lead up to the 'Official Opening Ceremony', the Relay will connect people and places, young people to sport and the UK to the rest of the world. It will also showcase beautiful places in the UK, such as Rossendale.
- 5.2 The Olympic Flame is lit from the sun's rays at the Temple of Hera in Olympia during a traditional ceremony. After a short relay around Greece, the Flame is handed over to the new 'Host City' at a ceremony in Athens. The Flame is then delivered to the host country, where it is transferred from one torchbearer to another. It ends its journey for the cauldron lighting at the Opening Ceremony, marking the official start of the Olympic Games 2012
- 5.3 The Olympic Flame arrives in the UK on 18th May 2012 then spends 63 days travelling around the UK, and 7 days travelling around London, with the Opening Ceremony taking place on 27th July 2012. During its journey around the UK, 8,000 Torchbearers will carry the flame across all nations and regions of the UK. The Flame will come within a one-hour journey of 95% of the population of the UK.
- 5.4 On 7 November 2011 it was announced that the Olympic Torch will visit Rossendale on Saturday 23 June 2012. A press release was issued and a photo opportunity was set up in the memorial garden in Crawshawbooth to mark the announcement. The Rossendale leg of the Torch Relay is part of the Blackpool to Manchester route. The Torch will travel from Burnley through the communities of Crawshawbooth, Reedsholme and Rawtenstall, before heading to Rochdale.

Planning

- 5.5 The Olympic Torch Relay is being organised by the London Organising Committee for the Olympic Games (LOCOG). It is the responsibility of Rossendale Council to support LOCOG in the organising process, and ensure arrangements are in place for matters such as crowd control, litter management and communication.
- 5.6 In November 2011 a Community Task Force was established to co-ordinate the planning of the event. The group is made up of representatives from:
- RBC Communities Team
 - RBC Event Safety Group
 - Lancashire County Council
 - Lancashire Police
 - Lancashire Fire & Rescue
 - Rossendale Leisure Trust

The Community Task Force have met 3 times and an action plan (attached at Appendix 1) has been developed which the members of the Task Force are working to. The planning of

the event incorporates both the infrastructure of the event and animating the route.

5.7 The group's actions include:-

- Development of a traffic management plan (LCC)
- Development of a safety management plan to ensure safety of the convoy and the public (Police & Lancashire Fire & Rescue)
- Monitoring of the threat level (Police)
- Crowd / spectator management (RBC)
- Spectator travel and parking (RBC)
- Litter management (RBC)
- Community engagement (RBC & Rossendale Leisure Trust)
- Communication (All)

Overview of the event

5.8 The Olympic Torch Relay will be made up of a Core Convoy and Team Support Vehicles. The Core Convoy will include the presenting Partners (Coca-Cola, Lloyds TSB, and Samsung), the Torchbearer Activation Convoy, and the Flame Convoy.

5.9 There will be 2 modes of travel for the torch relay: Torchbearer Mode and Convoy Mode.

- Torchbearer Mode means the Olympic Flame will be carried by Torchbearers, who will be local people who have been nominated for the role because they have made a difference in their local community. The flame will be passed from Torch to Torch (transferred by 'Torch kiss') and each Torchbearer will carry the Flame for around 300 metres.
- Convoy Mode means the Olympic flame will be carried out of site on a vehicle and the convoy of vehicles will travel at approximately 10mph below the speed limit of the road.

5.10 The Convoy will be in Torchbearer mode when it travels through the communities of Crawshawbooth, Reedsholme, and Rawtenstall and people will be encouraged to line the route in these communities. When the relay leaves Rawtenstall it will travel to Rochdale in Convoy Mode. This part of the route will not be publicised and LOCOG do not want to attract crowds to this part of the Torch Relay.

5.11 Torchbearers were able to be nominated from May 2011 as part of a nationwide campaign, and successful Torchbearers will be announced from mid-February 2012. The Torchbearers will wear a uniform which they will be able to keep and will receive a participation certificate after the Relay is completed. 8,000 torches have been produced, and Torchbearers will be given the opportunity to purchase their torch.

Infrastructure

5.12 The exact street level route will not be made public until 2-3 weeks before the Torch Relay is due to pass through Rossendale. This is for security reasons and to prevent the route being ambushed by unauthorised marketing material.

- 5.13 At the time of writing this report the route and timings were in the process of being finalised during a fourth reconnaissance and will be sent to the Community Task Force to be checked during February / March 2012. The Olympic Torch Relay will spend approximately 1 hour travelling through the borough.
- 5.14 The route of the Torch Relay will be subject to a rolling road closure, meaning that traffic will be stopped in stages, up to 15-45 minutes ahead of the convoy. The road closure order and organisation of the road closure will be the responsibility of Lancashire County Council and Lancashire Police. The Communities Team will assist with communicating the route and anticipated disruption when the route is public. In particular communication will include ensuring public transport, health services, taxi companies, churches, funeral services and other organisations who will be materially affected by the event understand the implications.
- 5.15 Residents will be encouraged to line the route of the Torch Relay and to assist with this, designated Spectator Viewing Areas will be set up and advertised, which will be larger areas by the roadside where spectators can gather safely. Arrangements for such points will include safety barriers, stewarding, first aid, litter collection and additional car parking where available. The Communities Team are currently exploring the possibility of working with a neighbouring authority to recruit and train stewards to work on the day. First Aid provision will be from an external agency which the council have worked with before, e.g. Red Cross. Three areas have been identified as Spectator Viewing Areas with the aim of there being one in each of the Communities on route (Crawshawbooth, Reedsholme, Rawtenstall).
- 5.16 In addition to the public car parks the Communities Team is approaching land owners with a view to using private land/car parks in an effort to provide specific Torch Relay car parking. It is also looking at the possibility of promoting to residents that car parking time limits in council car parks will not be enforced on the day. That said residents will be encouraged to use public transport or alternative means of transport to travel to the event e.g. cycling.
- 5.17 The route will be swept and litter picked prior to the event, and arrangements will be put in place to keep the route and spectator areas free of litter. The route will be sweep and litter picked after the event.

Dressing & Animating the Route

- 5.18 Rossendale Leisure Trust and the Communities Team have started working with local sports clubs, activity groups, and schools to encourage them to line the route in their kits and uniforms, to help give the event a local identity and provide interest along the route. Residents and community groups will also be encouraged to line the route in fancy dress – particularly in the Torch Relay colours of white and gold, e.g. painting faces with gold paint, dressing as a Greek God/dess, wearing shiny clothes and accessories, and a fancy dress competition will be held with prizes.
- 5.19 Community Groups and schools are being encouraged to help dress the route by creating bunting and flags in the Olympic Torch colours (white and gold) which can be placed (or waved) along the route, and the Communities Team have started meeting with community groups and schools who are keen to get involved with this. The Communities Team have offered to deliver workshops in schools to help them make bunting and flags. In addition the

libraries on route are getting involved and are looking at holding bunting and flag making workshops in the lead up to the event and on the day.

- 5.20 The handmade bunting and flags will supplement 'Torch Barrier Scrim', official Torch merchandise in white and gold which can be used to cover barriers at the Spectator Viewing Areas, and which creates a uniform look for all areas on the Olympic Torch Relay route.
- 5.21 Where community groups are involved with planting, they are being encouraged to use Olympic colours in their planting schemes. From March residents are also encouraged to 'Garden for the Games', planting flowers and plants in Olympic or Olympic Torch Relay colours.

Olympic Torch Relay Events

- 5.22 Rossendale Leisure Trust is organizing an event at New Hall Hey Cricket Club after the Torch Relay where people can see interactive demonstrations from local schools, sporting and cultural groups. The council is also encouraging local community groups, schools, organizations and residents to organise their own events to celebrate the day, which could include street parties, summer fairs, or fitness activities. Residents lining the route will be encouraged to go to local events after the Olympic Torch Relay to continue the celebration of the event; such events will be promoted in the pre-event publicity.
- 5.23 A leaflet and accompanying press release are being produced to help promote the event and advise residents, schools, community groups etc on all the ways they can get involved in the event and how they can receive support.

Funding / Costs

- 5.24 The costs to the council will come from the infrastructure and animation of the route, which will include providing barriers, first aid, Torch Barrier Scrim, signage for car parks and routes to spectator areas and materials for schools to make bunting.
- 5.25 Many of the costs are still being finalised, but an estimate is as follows:-
- Barriers up to £1000
 - Signage £200
 - School Materials £200
 - Decoration (Torch Barrier Scrim) £1500
 - First aid £150

Total = £3050

- 5.26 The Council will be encouraging residents to have street parties for the Olympic Torch Relay and the Communities Team are to explore with the Chairs of the Neighbourhood Forum the possibility of giving grants of up to £75 to groups of residents wishing to hold a street party to celebrate.

5.27 Where community groups are wishing to hold a bigger celebration event, or get involved with decorating the route on a larger scale, community groups will be encouraged to apply for a Neighbourhood Forum Grant of up to £500. If a group wants to build a larger project around the Olympic Torch Relay event or the Olympics, there is also the option for them to apply for Neighbourhood Forum Project funding.

Queen's Diamond Jubilee

5.28 The Council will be encouraging and supporting community groups and residents to hold events and street parties to celebrate the Queen's Diamond Jubilee. As with the Olympic Torch Relay event the Communities Team are currently exploring with the Chairs of the Neighbourhood Forum the possibility of giving grants of up to £75 to groups of residents wishing to hold a street party to celebrate. Where community groups are wishing to hold a bigger celebration event or build in a larger project around the Queen's Jubilee, there is also the option for them to apply for Neighbourhood Forum Project funding.

5.29 A website page will be set up to promote the events being held across the borough for both the Olympic Torch Relay and the Queen's Diamond Jubilee, and to explain how to go about organizing a street party.

COMMENTS FROM STATUTORY OFFICERS:

6. SECTION 151 OFFICER

6.1 Financial costs arising will be contained within existing budget resources.

7. MONITORING OFFICER

7.1 No comments.

8. HEAD OF PEOPLE AND POLICY (ON BEHALF OF THE HEAD OF PAID SERVICE)

8.1 The event will have HR implications in that:-

- Members of the Communities Team will be supporting the organisation of the event on the day on a voluntary, TOIL basis.
- Members of the Street Cleansing Team will be providing cleansing services on a voluntary TOIL / overtime basis.

9. CONSULTATION CARRIED OUT

9.1 In determining the locations the Olympic Torch Relay would visit, LOCOG consulted with representatives from a broad range of sectors from each nation and region.

9.2 The Communities Team are working with key partners to develop a management plan for a safe and enjoyable event. The Team are also working with local community groups, organisations, businesses, services, schools and anyone else identified as being affected by the Olympic Torch Relay both to get them involved in the event and minimise any disruption or detriment.

10. CONCLUSION

10.1 The Olympic Torch Relay event provides possibly a once in a lifetime opportunity to showcase Rossendale, its' people, features and landscape, to the rest of the world. It also brings together communities across the borough to celebrate 'the greatest show on earth'. It is therefore important that the event is well supported by the Council.

No background papers