

Manchester City Council Report for Resolution

Report to: Economy, Employment and Skills Overview and Scrutiny
Committee - 20 October 2010

Subject: Impact of the 2012 London Olympic and Paralympic Games in
Manchester

Report of: Strategic Director of Neighbourhood Services

Summary

The report outlines the activities and programmes in Manchester related to the London 2012 Olympic Games and assesses, where known, their likely impact on and benefits for the city.

Recommendations

The committee is recommended to note the forecast implications on the city of the 2012 London Olympic and Paralympic Games.

Wards Affected:

All

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Background documents (available for inspection):

Pamphlet: 'The Economic Benefits of Hosting Swimming Australia in England's Northwest' – NWDA, January 2010

Report to Manchester City Council's Senior Management Team, 'Update on Manchester's Plan's for the 2012 Olympic and Paralympic Games', August 2010-09-06

1.0 Introduction

This paper provides an overview of current and planned activity in Manchester related to the 2012 Olympic and Paralympic games, and the impact that this may create in Manchester.

The nine areas of Games-related activity that are believed to have the greatest impact on Manchester are outlined below, along with details of how the city is planning and managing each process and a forecast of the likely impact.

2.0 Background

If considered as a single event, the 2012 London Olympic and Paralympic Games is the largest peacetime logistical exercise to ever take place in Britain. The event's overall budget, including over £2bn of private finance to fund the London Organising Committee for the Olympic Games (LOCOG), is currently in the region of £11bn.

The Government Olympic Executive (GOE) is based within the Department for Culture, Media and Sport and is responsible for overseeing the entirety of the £9.3bn of public sector funding for the Games.

The Olympic Games will take place from 27 July to 12 August 2012, followed by the Paralympic Games between 29 August and 9 September. Over 200 nations will participate in 26 sports and a combined total of 9.5 million event tickets will be on sale.

Although primarily a London-based programme, several specific events and activities related to the Games will take place in Manchester. The scale and impact of the event will additionally have an impact on the national network of public and private services which could have short-term consequences for Manchester and the city region.

Three management and steering groups are of direct relevance to Manchester and the city region:

- i) The Northwest 2012 Steering Group, coordinated by the Northwest Regional Development Agency, oversees all 2012-related activity within the region and is a direct channel of communication into LOCOG's Nations and Regions management structure.
- ii) The Manchester City Council steering group, chaired by the Director of Neighbourhood Services, manages all of the City's 2012-related programmes and is coordinated through Leisure Services. Representation from GMP, Manchester Airport and GMPTE has also recently been added as the group transitions into an operational phase of delivery around specific projects. Contact with the Chamber of Commerce has also been established to ensure business interests are taken into account.

iii) The joint Manchester and Trafford operations group has specific responsibility for managing the 2012 Olympic Football events at Old Trafford and is a direct channel of communication into relevant sections of LOCOG and GOE.

3.0 Activities

3.1 Olympic and Paralympic Training Camps

Background

For visiting national teams, particularly those from distant nations, a period of pre-competition training and acclimatisation for athletes is considered important. Manchester's former Commonwealth Games venues such as the Aquatics Centre and Eastlands make ideal high-specification training venues and the city continues to benefit from a good international reputation both in terms of high performance sport and international-level events. The organisation of training camps, with the sole exception of Olympic Football, has been delegated by LOCOG to organisation at a local and independent level.

Note: Olympic Football is the only sport for which LOCOG will directly control and manage training camps. Olympic football teams will be rotated around the nation's six event venues during the tournament, in a joint LOCOG / FIFA programme that is largely outside of direct local or regional control.

For the Olympic Games, the city has agreed to host two nations to train in Manchester - Australia (Swimming) and Thailand (all Olympic sports). For the Paralympic Games - reflecting on Manchester's commitment to the Paralympic movement and in particular its hosting of the BT Paralympic World Cup - the city has been successful in attracting the British Paralympic Swimming team, the Brazilian team (all Paralympic Sports) and the Thai team (all Paralympic Sports). In total, approximately 800 athletes and support staff are scheduled to visit Manchester for training and acclimatisation immediately before the Olympic and Paralympic games.

Planning

Much of this work has taken place under the Manchester 2012 Steering Group and is coordinated through Leisure Services in partnership with other relevant local agencies.

Marketing Manchester has worked closely with the City to support the targeting of Olympic training camps to Manchester. The co-ordinated approach Manchester takes within key international markets such as the US and Brazil provides potential opportunities to strengthen the case to host an Olympic or Paralympic team. For example, the proposed connections with Brazil include, Manchester hosting the Brazilian Paralympics team and Manchester currently investigating a four year programme of activity in Brazil on the back of our partnership with Soccerex, which might incorporate investment, trade, culture and academic links.

The City's partnership with British Cycling is also a significant legacy of the London 2012 Games. The National Cycling Centre will host the British Olympic and Paralympic Cycling team as it prepares for the London Games and the new £19m adjoining BMX Centre, due to open in March 2011, will also host new offices for

British Cycling. This development has also triggered the recent signing of a Memorandum of Understanding between Manchester and British Cycling, which commits the organisation to basing itself in the city for at least the next 25 years.

Impact

Although visiting teams will cover the cost for services such as hotel rooms, transport and the hire of training venues, it remains the case that some additional responsibilities will fall on Manchester during the Olympic and Paralympic pre-games training periods. This will principally relate to logistical support (coordinators, translators, etc.) and the activation of promotional and event opportunities. For example, the presence of several high profile teams in the city may generate opportunities to host international sporting events.

The economic impact on Manchester of visiting international teams is also significant. Business promotion events related to the Brazilian and Australian teams have proved to be successful and have attracted the support and involvement of UKTI, MIDAS and Marketing Manchester. Additionally, a recent NWDA study concluded that the Swimming Australia team alone will create an estimated minimum of £1million of direct investment into the city through hotel room bookings and the procurement of services such as transport and hospitality.

The presence of elite athletes from foreign countries, training in Manchester's neighbourhoods and interacting with community sport clubs and local fans, has a very powerful and positive impact at a grassroots level. The planning of more promotion and activation will continue, with the aim of motivating a generation of young people to participate in sport and gain a broader understanding of other cultures and countries.

3.2 The Olympic Torch Relay

Background

The London 2012 Olympic Torch Relay will take place over approximately 100 days between May and July 2012, and is scheduled to traverse the northwest of England for a minimum of five days. In the evening of each day's journey a public event will take place to celebrate the torch relay's presence, essentially acting as an Olympic focus for the surrounding community.

'Visit Manchester' liaised with partners to develop options for the torch relay in Greater Manchester. An initial proposal was submitted to LOCOG, via NWDA. The event, which is being co-ordinated by LOGOC, will seek to travel the UK to highlight key areas of interest, social programmes and sporting venues.

LOCOG has suggested that the route will seek to use key routes to showcase England and highlight the impact the Olympics are having in the 'nations and regions'. The relay will seek to utilise venues at key start/stop locations, which could include morning, lunch and evening events. There are however, three key opportunities to host the torch relay:

- Activating the route - showcasing key regional assets and projects
- Providing a venue for LOCOG to host an event
- Hosting our own event at a specified location

The relay will provide PR opportunities, but it is likely that many will be limited to local and regional news, as national and international press will be focussed on key events such as the arrival of the torch into England, and its arrival into London and the Olympic village.

NWDA has recently requested further information on Manchester's priorities for the torch relay. The request also asked for suggestions on daily starting and finishing locations, photo opportunities, locations for evening celebrations and suggested modes of transport.

Planning

Although limited information is available at this time, it is known that LOCOG will assemble a regional torch relay advisory panel in the coming months to develop the northwest's relay route in more detail. Direct discussions between Manchester and LOCOG are also scheduled to begin imminently. It is proposed that this information will then feed into the Manchester/Trafford operational planning group which will coordinate any required logistical support.

Impact

As a large regional population centre, home to several internationally known sporting landmarks and a venue for 2012 Olympic events, it is highly likely that the torch relay will traverse Manchester in one way or other. Both the opportunities and costs that this could entail remain to be defined although a clearer picture will emerge through the local operational group imminently.

3.3 Olympic Football at Old Trafford

Background

Olympic Football will take place in six stadia located throughout England, Wales and Scotland, including Manchester United's Old Trafford stadium. Ticket sales in the region of 400,000 units are likely for the programme of Olympic Football in Manchester, which will take place between 25 July (one day before the official Opening Ceremony of the Games in London) and 11 August. Manchester's Olympic events will also be complimented by an official 'Live Site', a large video screen in Exchange Square which will broadcast all Olympic and Paralympic events and serve as the city's focal point during the Games. The newly relocated National Football Museum now based within Urbis in the City Centre opens up opportunities for businesses to engage in community-based projects through a number of already established outreach and community engagement initiatives. Planning is also underway in Salford to host a Live Site in Media City.

Planning

Trafford City Council are leading a joint operational planning group, comprising of representatives from Manchester City Council, Greater Manchester Police, Manchester Airport, Marketing Manchester, GMPTC, LOCOG, the Government Olympic Executive and others.

The group held its inaugural meeting in July 2010 and it is anticipated that meetings will be held at least once every six weeks at this stage in the Games planning process. The principle focus of this group is to deal with the logistical and operational consequences of the event, including security, visitor and VIP hospitality, public transport, street cleaning, city branding, volunteer management and trading standards.

Impact

The details of the Olympic Football events in Manchester are still developing through direct dialogue with London 2012. A number of points remain under discussion and a much clearer understanding of the event's impact in Manchester will emerge by early 2011.

It is currently thought that the majority of the event's operational impact will occur inside the boundaries of Trafford Council. The extent to which services under the control Manchester City Council may experience an increase in demand remains uncertain at this time. A forecasted profile of ticket holders, currently under development by LOCOG's ticket marketing unit, is expected imminently and this will significantly help to shape Manchester's planning in this respect. For example the preparations the city could develop for an audience comprising predominantly of local or regional ticket holders could be considerably different to the planning required for an event with a significant proportion of national or international visitors.

This information will consequently inform Manchester City Council's 2012 Steering Group, who will then advise the Council on any relevant resource implications. This could include Olympic-themed street dressing, media management, hospitality (including, potentially, hosting VIPs and heads of state), deployment of volunteers and stewards and enhanced security provision.

Manchester has submitted an initial 'look and feel' questionnaire to LOCOG (via NWDA) detailing the potential proposals to dress the city during the Olympic football competition. We are continuing to work on understanding the definitions on LOCOG's responsibilities and the opportunities to access the £32m budget for dressing. At this point it is clear that there will be limited financial support to help dress venues and cities outside the Olympic venues.

3.4 The Cultural Olympiad

Background

With the intention of diversifying the impact of the Games beyond a sport, tourism and event focus, a number of regional cultural activities are planned which involve the Cornerhouse (the 'Abandon Normal Devices' project) and Manchester Museums (a programme highlighting the region's textile-industry heritage and the way in which it connects to the rest of the world). Manchester is also in the process of developing a dance-based series of events which may take place as stand-alone events or as components within other programmes.

Planning

Within Manchester, programmes related to the Cultural Olympiad are organised via the Culture Directorate in the City Council. In turn this reports to the City's 2012 Steering Group and, via the Regional Development Agency's Cultural Programmer, into the Regional 2012 Steering Group.

Impact

The Cultural Olympiad is understood to contain little or no new funding although work is now underway to find additional resources from 2012 sponsors via LOCOG. A series of large-scale, high profile cultural events are planned to surround the 2012 Games and a better picture of how Manchester will be involved in this nationally coordinated programme is still emerging.

3.5 Resource planning

Background

Work is underway to mitigate any pressures with regard to the displacement of public and private resources during the Games. If the London 2012 Olympic Games temporarily absorbs a proportion of services normally relied upon locally, the aim is to make sure that 'business as usual' takes place as much as possible in Manchester and the region. This could include emergency services and private security staff, specialist transport resources (for example, wheelchair accessible coaches and minibuses), specialist medical staff and hospitality professionals required to service events.

Planning

At a regional level an Operational Planning Group has been established by LOCOG, the Government Olympic Executive and Government Office Northwest to monitor and plan for any significant risks in this respect. At a city level, this work where relevant will delegate down to the Manchester/Trafford Operations group and the Manchester City Council 2012 Steering Group.

Impact

No significant risks of relevance to Manchester have yet been identified.

3.6 Business Opportunities

Background

For businesses in and around Manchester there is a wealth of opportunities not only to contribute to and benefit from the success of the Olympic Games in 2012, but also develop their products and services to accommodate other major national and international events that will take part across the region in the coming years. Many firms will also look to further develop their offerings to other major sporting events overseas. Businesses in Greater Manchester have benefited from the legacy of hosting the Commonwealth Games in 2002. Also Manchester, being a large tourist, retail and conference venue destination, has the ability to host and accommodate these major events, further promoting enterprise and investment. Along with the lower cost base of firms operating in the area and transport connectivity, including a major international airport, firms in Greater Manchester are able to compete on the global stage in providing goods and services to international major events.

Businesses that have not considered the benefits of engaging with community-based projects might also benefit by evidencing their corporate social responsibility through the Olympics, working in partnership with the Games' organisers to provide volunteers and resources that will help achieve the Games' success and provide a valuable development opportunity for staff.

Planning

Contact with the Chamber of Commerce, MIDAS and other partners within the city region builds on established successful relationships and experiences from the development of the Business Club established for the 2002 Commonwealth Games.

Impact

The Greater Manchester Chamber of Commerce will work in partnership with Manchester City Council and AGMA to develop initiatives to ensure that our businesses, large and small, benefit both directly and indirectly, and understand the broader benefits of effective engagement with the Olympics and other major sporting events.

3.7 Community Activation and Events

Background

With the intention of creating a sport and physical activity participation legacy from the Games, a number of community activities and events are planned which will involve Leisure Services working in partnership with Nova International (organisers of The Great Run) and national governing bodies of sport to promote a programme of mass participation events during 2012. Building on the success of the Great Manchester Run and Skyride, a series of sport participation events will be introduced throughout the year to encourage over 100,000 people to get active in Manchester's own 'Community Olympics', and to provide a launch pad for Manchester to celebrate and support the Olympic Games in London.

The City Council also runs an initiative to support talented young athletes who display the potential to reach the highest level within their sport. The 'Manchester Champions Charter' awards financial contributions towards the training costs of selected athletes living within the City of Manchester and their coaches. In the last financial year approximately £20,000 was awarded. Through the Council's partnership with the Manchester Sport and Leisure Trust, athletes within the Champions' Charter are also granted discounted or free access to the city's sport centres.

Planning

Events and programmes related to the series of community events are being led by Leisure Services, within Neighbourhood Services. The detail and scope of these events is currently being worked up by officers and event partners, this is likely to include participation activity linked to running, swimming, cycling, walking, dance and community based Olympic-themed competition during the summer period.

Impact

The community activation and events programme is unlikely to receive any new funding from LOCOG or its sponsors. Therefore, Leisure Services is planning to focus existing activity and event resources in 2012 towards an Olympic community participation focus. Additionally, Leisure will be working with event delivery organisations to leverage funding from commercial sponsors to contribute towards a vibrant programme of events. There will be a range of opportunities to recruit volunteers as part of these programmes, developing a skill base which will support young people in particular into the industry including coaching, event experience, volunteering for sports clubs etc., which is explained in more detail in Section 3.8

3.8 Manchester Airport

Background

Although a significant amount of transport coordination work will take place in the city region to efficiently facilitate the Olympic Football events, a specific focus has developed around Manchester Airport's broader role in the 2012 programme. First impressions last and visitors, whether here on business, leisure or visiting friends and relatives, must receive a welcome befit of the original modern city.

As we prepare for the Olympics in 2012 it has been highlighted that Britain's current position on the Welcome Indices is low, currently standing at 16 of 50 countries worldwide (Source Visit Britain, October 2008). The component with which visitors are least satisfied includes the airport arrival process.

Visit Britain's 'Ports of Entry Promise' reflects the key welcome areas to be addressed and seeks to improve perceptions as we build up to the 2012 Olympic Games. Visit Britain, via Marketing Manchester has asked Manchester Airport to be an integral part of this exciting new initiative and are working in partnership, alongside other key 'ports', on the standards and operational expectations. Sarah Barrett, Head of Manchester Airport Group's Customer Experience now chairs the Visit Britain Welcome Group which will concentrate on delivering an excellent welcome at key ports of entry in 2012 and beyond.

Planning

Marketing Manchester is continuing to work with the Manchester Airport to maximise the impact of the visitor welcome. Initially proposed for Terminal 1, the project has the potential to extend to all other terminals within Manchester Airport, into the station and beyond the boundaries of the airport into the city centre.

The initial project (Terminal 1) identified key touch points, which will help to create the improved welcome, including:

- The initial welcome sign greeting visitors as they disembark from an airplane (at the exit of each air bridge).
- Images within each of the corridors leading passengers to the immigration hall (depicting Manchester and wider Northwest landmarks).
- Consistent colour coded directional maps, signage and LED light boxes.
- A PA system for localised announcements.

- Information screens to be located at arrival gates, allowing for visitor information and bespoke welcome.
- Information screens within the border control (immigration lounge) - allowing for c.80% of the content to be dedicated to visitor information and welcoming messages.

A visit to the Airport by LOCOG was hosted during this year's Paralympic World Cup, to showcase the accessibility of Manchester Airport for arriving participants. Marketing Manchester has also conducted interviews with Vancouver International Airport on their preparations for accommodating Paralympics athletes during the Winter Games and work is now underway to transfer this best practice to Manchester Airport.

The long-term legacy of this work will make the Airport, and therefore the city, an even more competitive international destination. It will also reduce site maintenance costs, contribute to the Airport's pledge to become carbon neutral by 2015 and directly impact on everyday levels of customer satisfaction. Early key milestones of the project have been achieved with the completion of the Terminal One bridge to the Immigration Control, and the daily arrival of the Emirates A380 Airbus connection to Dubai.

The objective of the project is to create an improved, pleasurable and informative airport experience, ensuring it links seamlessly into the city's wider range of visitor information by providing strategic information, messaging and images from Visit Manchester, and directing visitors to the visitor information infrastructure (vistmanchester.com and the Manchester Visitor Information Centre).

3.9 Volunteering, Skills and Schools

Background

London 2012 recently launched the 'Games Maker' programme to recruit and deploy volunteers across the nation's Olympic and Paralympic event programme. A predominantly London-based initiative, significant work is now underway to recruit regional volunteers who will be deployed locally in the vicinity of Games time venues. Manchester Event Volunteers (a legacy organisation of the Manchester 2002 Commonwealth Games) and the recently established Manchester Sport Volunteer Bureau based within Leisure Services, will jointly operate a local recruitment and training programme with the aim of deploying volunteers locally. The Sport Volunteer Bureau was recently awarded an 'Inspire Mark' by London 2012 and is recognised as a national best practice leader in engaging, training and deploying young volunteers.

A specific aim of the London Games is to inspire a generation of young people to take an active and lifelong role in sport. Alongside the local volunteer programmes, London 2012 has also focussed on schools as a way to disseminate positive Olympic and Paralympic messages.

Planning

Planning is still underway with London 2012 to formally develop a Manchester volunteer programme jointly with the city's volunteer management organisations. It is

anticipated that volunteers will be needed to welcome people to the city (principally around the Airport and mainline rail stations), facilitate the Olympic Football events in Old Trafford, staff the city's 'Live Site' in Exchange Square and help with the delivery of the local leg of the national Olympic Torch Relay. The range of spin-off neighbourhood level events based on sport and international culture that may develop around the Games time will also draw heavily on the city's pool of volunteers.

Manchester schools are developing a series of initiatives aimed at promoting the London Games and many have formally registered with London 2012's 'Be Inspired' programme of educational activities aimed at young people. This interactive channel of communication with London 2012 directly connects schools with nationwide Olympic and Paralympic initiatives. Manchester schools will also run a series of projects aimed at more closely interacting with visiting athletes, sports and foreign cultures, based in part on existing training camp and event programmes in the city. Community Olympic themed events are also under development with the aim of creating a series of neighbourhood based Games in Manchester.

Impact

The legacy of a more active, ambitious and inspired city at a grassroots level is an impact that it is hoped will last well beyond the lifetime of the London Games. The challenge will be to create the impression that a genuine and direct connection exists between the London Games and the neighbourhoods and schools of Manchester. The skills and confidence that volunteers develop, and the learning that takes place in Manchester schools inspired by the Games, have the potential to make a positive impact at an individual level for a lifetime.

4.0 Conclusion – the impact of 2012 on Manchester

Planning and preparation for 2012 in Manchester is growing and gathering pace. In general, the impact on Manchester can be currently summarised along the following lines:

Direct economic benefits - including bed nights and local businesses supplying training camps and the spend from an increased number of visitors to the city for the Olympic Football Matches and torch-relay events. A longer-term boost to the city's tourism profile and events economy could develop as a result of the reputational and promotional benefits associated with being part of the Games on a world stage. Direct and indirect benefits for local businesses are being explored.

Major events and pre Games competitions – visiting international teams can help reinforce the city's major events programme. Training camps can provide the opportunity to create and host unique events and to make the most out of the nation's anticipation and expectations in the weeks leading up to the London 2012 Games.

Inspiration and participation – Spectators, staff and volunteers at the Olympic Football event in Manchester will be participating in an international event that takes place once in a generation. At the grassroots level, training camps can provide a tangible means for the local community to connect to the Games. This can help

inspire young people in particular to participate in sport and physical activity or to learn more about foreign countries and cultures.

Cultural and education programmes - the opportunity to develop improved understanding of international cultures, cultural exchanges and education programmes, linking strongly to the Cultural Olympiad.

Volunteering – in almost all activities described in this report, there is a potential role in providing local volunteering opportunities that are directly related to the Games and that will support young people in Manchester in developing skills, which will introduce them into the leisure industry and potentially the job market.

Impact on existing services – As with other projects and programmes related to 2012 in Manchester, this is very much an emerging area of work currently undergoing detailed planning.

Manchester Airport - Building on best practice from other Olympic host airports, an improvement programme to deliver long-term benefits to the city and region.

Work is also underway to monitor and collate the overall impact of the 2012 Olympic and Paralympic Games in Manchester, and this remains an emerging area of work. Updates will be available on an ongoing basis should Members request future briefings.

Recommendations

The committee is recommended to note the forecast implications on the city of the 2012 London Olympic and Paralympic Games.