

**Manchester City Council
Report for Resolution**

Report To: Community and Neighbourhoods Overview and Scrutiny Committee – 13 December 2011

Subject: Progress Update on the Preparations and Legacy Impact of the 2012 Olympic & Paralympic Programme in Manchester

Report of: Deputy Chief Executive (Neighbourhoods)

Summary

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

Recommendations

1. The committee is recommended to note the plans and preparations for the City arising from the 2012 London Olympic and Paralympic Games.

Wards Affected: All

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	The development of sports facilities, the hosting of games related major sporting events and the contracts secured by Manchester companies will provide added value for the local economy.
Reaching full potential in education and employment	The involvement of schools in the Get Set Education Programme. The Volunteer Programme will provide training and support routes into further education, training and employment.
Individual and collective self esteem – mutual respect	The Ambassador Volunteer Programme will improve individual attainment for Manchester resident volunteers. The improved access to and participation in sporting and cultural programmes will increase self-esteem.
Neighbourhoods of Choice	The 2012 Legacy will provide additional sports and community facilities which will help ensure surrounding communities can secure benefits from future investment.

Full details are in the body of the report, along with any implications for:

Equal Opportunities Policy
Risk Management
Legal Considerations

Financial Consequences – Capital

None.

Financial Consequences – Revenue

There are direct financial consequences of hosting the 2012 related programme including provisional estimates of £75k for the Torch Relay, and £110k for the Live Sites Programme. The funding for the programme is anticipated to be met from LOCOG, as well as a target of £40k event income from sponsorship investment. The detailed costs of delivering the Ambassador Programme are still unknown at this stage, however it is anticipated that the financial consequences will be in the region of a maximum of £10k-£15k which can be found from existing budgets.

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

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

2. Report to Manchester City Council Economy, Employment and Skills Overview and Scrutiny Committee 20 October 2010, Item 9.

1 Introduction

1.1 This paper provides an overview and update of current and planned activity in Manchester related to the 2012 Olympic and Paralympic games, and the impact to date as well the anticipated legacy for Manchester.

1.2 This report will provide a update to the previous report submitted to the meeting of 20th October 2010. The report focussed on the areas of Games-related activity expected to have the greatest impact on Manchester, and outlines details of how the city planned to manage each of these. This Report will provide an update on the progress made and milestones achieved and where appropriate a forecast of the likely impact, benefits and legacy of 2012 Olympics and Paralympics in Manchester.

2 Background

2.1 The 2012 London Olympic and Paralympic Games is the largest peacetime logistical exercise to ever take place in Britain and is scheduled to commence in only 8 months time from now. 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 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 are currently on sale.

2.2 In April 2011, the Government published its Legacy plan, which sets out the legacy vision for the 2012 Olympic Games and Paralympic Games, and the detailed plans underpinning it. The Government stated that it was committed to making the most of the Games for the whole of the UK with an objective to:

“Stage an inspirational Olympic Games and Paralympic Games for the athletes, the Olympic Family and the viewing public whilst maximise the economic, social, health and environmental benefits the Games brings to all sections of the UK population and achieve a sustained improvement in UK sport before, during and after the Games, in both elite performance and grassroots participation.”

2.3 Manchester is well positioned to support the direct delivery of the 2012 Games objectives and in addition to generate opportunities for a real connection for residents and the local economy to benefit.

3 Commitment to delivering the 2012 Olympic Legacy

3.1 Manchester is contributing to delivering what is hoped to be the finest Olympic Games and Paralympic Games the world has ever seen, using the Games as a catalyst to achieve the maximum economic, sporting, health and social benefits, and to provide Manchester people, businesses and communities with real opportunities to engage with the pride, passion and spirit of London 2012.

3.2 The progress Manchester and our regional partners have made to date demonstrates that the benefits can be felt not just in London, but right here in

Manchester and the broader Greater Manchester region. We have continued to deliver success in a number of areas of our 2012 programme by:

1. Attracting significant investment to provide new and improved sports facilities.
2. Securing a number of Pre Games Training Camps, involving over 550 athletes from across the world.
3. Hosting the Olympic Torch Relay and a large scale Torch Celebration event.
4. Secured an Official Olympic Live Site in the city centre.
5. Dressing Manchester as a Host Olympic City .
6. Supporting the hosting of the Olympic Football Tournament at “Old Trafford, Manchester”.
7. Supporting Local Businesses to secure Olympic Games contracts.
8. Promoting education programmes that promote the Olympic Values within our schools.
9. Building upon the Volunteering Legacy of the 2002 Commonwealth Games to developing a Volunteer Ambassador Programme to provide opportunities for direct involvement in the Games
10. Developing a programme of Cultural Events to support the delivery of the “Cultural Olympiad”.
11. Delivering a programme of major sporting events that will showcase Manchester as a venue for elite sports events whilst inspiring mass participation in sporting activities across all communities.

4 Progress and Planning

4.1 Sports Facilities Legacy - The National BMX Centre

4.1.1 The detailed planning for capturing 2012 Legacy investment into sports facilities started approximately 4 years ago and Manchester has benefited significantly. The new Indoor BMX Centre which was recently completed was the first facility in the UK that has received funding from Sport England's Olympic Legacy Iconic facilities funding programme. Manchester City Council, Sport England, the Homes and Communities Agency and the North West Development Agency have all contributed to help fund the development of the £24m National Centre. The facility is a truly world class addition to Manchester's sports facilities, the site is already generating significant interest from young people across Manchester's neighbourhoods and cycling enthusiasts from across the country.

4.1.2 To ensure that the new facility benefits local residents, a programme of Community work started months before the building opened with an extensive outreach programme for local schools and clubs,. This approach has helped East Manchester's communities prepare for the opening of the facility. The track programme will replicate the Velodrome programme by offering sessions for a wide range of users and Manchester schools in particular will have regular access to the track. It is anticipated that a 100,000 more visits will be generated in the first year. This is in addition to 25-30K users at the Platt Fields BMX Centre which opened in April, 2009.

4.1.3 The new BMX Centre will add new impetus to what was already a success

story and it raises the bar again in terms of what the National Cycling Centre offers. The centre is also benefiting from improved public realm, a new cafe and cycle store operated by cycling retailer Evans. Both the cafe and retail shop will generate significant on-going revenue which will help to ensure that the business plan for the site is sustainable and that charges for residents remain reasonable. The BMX venue will be yet another world class training facility which will enable our elite athletes to prepare themselves for the ultimate challenge of the Olympic Games in 2012, whilst inspiring a future generation of young people to get active long after the games have finished.

4.2 Sports Facilities Legacy - Taekwondo Centre of Excellence

4.2.1 The Ten Acres Lane Sport Centre in Newton Heath has also benefited from external investment. The centre has recently been refurbished from funding associated with the Olympics. This investment has created a new home for GB Taekwondo and a superb martial arts facility for local residents and broader community benefit. The £170K investment from Sport England and GB Taekwondo has made a significant impact in Newton Heath and has played an important part in enabling the Great Britain squad to have their most successful World Championships ever. It is anticipated that the venue will generate in excess of 50,000 visits in the first year and that local schools will benefit from linkages with GB Taekwondo, who will establish a community outreach programme across Manchester over the next 12 months.

4.3 Sports Facilities Legacy - Inspired Facilities Fund

4.3.1 Sport England has established the Inspired Facilities Fund, which is part of the Places People Play legacy programme. £35 million of funding is being injected nationally to help community and voluntary organisations, with grants of between £20,000 and £50,000. The remaining funding (£17 million) will be open to a wider group of organisations, including councils and schools, with grants of up to £150,000 available.

4.3.2 Moss Side Boxing Club was named as the first project nationally to benefit from Sport England's Inspired Facilities Fund, as it emerged that over six hundred sports clubs across England have applied to the Olympic legacy fund's first round in November 2011. The Club will receive £41,355 of Lottery funding to upgrade the facilities at the gym, which has helped thousands of local people get into sport since it opened its doors in 1981.

4.4 Olympic Games Training Camps

4.4.1 For visiting national teams, particularly those from distant nations, a period of pre-competition training and acclimatisation for athletes is essential in supporting their games objectives and medal targets. The Legacy created by the 2002 Commonwealth Games has provided Manchester with a wide range of world class sporting facilities and venues such as the Aquatics Centre, Sports City Athletics Arena, the National Cycling Centre Velodrome, and more recently the Centre of Excellence for GB Taekwondo, and the National BMX facility. This offer has allowed Manchester to secure pre Games Period Training Camps for the following teams

during July and August involving over 550 athletes and many coaches and officials, taking the total to in the region of 750 individuals.

- Australian Olympic Swim Team (80 athletes)
- Thailand Olympic Team (30 athletes)
- USA Basketball (40 athletes)
- Thailand Paralympic Team (30 athletes)
- Brazilian Paralympic Team (350 athletes)
- GB Paralympic Swim Team (50 athletes)

4.4.2 The Olympic Football is the only sport for which LOCOG will directly control and manage training camps. As part of this process Teams visiting Old Trafford will be based close to Manchester and Manchester Grammar School has been selected as one of two training venues.

4.4.3 In December of 2010, following a Procurement Process, DKC Consultants were engaged to undertake the planning and delivery of the Training Camps. DKC have a vast wealth of experience in providing the necessary technical and logistical planning support for Olympic and Paralympic sport teams visiting Manchester, including service such as transport planning, accommodation procurement, training venue set-up, security planning and the provision of technical services relevant to athletic training schedules, monthly Progress Meetings with DKC are held to formulate Update Reports to the 2012 Steering Group.

4.4.4 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 along with some civic responsibilities and opportunities.

4.4.5 The economic impact in 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. Both Salford and Trafford are benefitting from Brazil using facilities in their boroughs.

4.4.6 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. We aim to build upon the inspiration legacy activities held when the Australian team last visited Manchester in 2009 for the FINA World Championships where their swimmers took part in a Swimming Gala at the Aquatics Centre alongside over 400 swimmers from clubs from across the city and plan for Australia Swimming visit in 2014 when they will be preparing for Glasgow

Commonwealth Games in Manchester.

4.5 Olympic Torch Relay – June 23rd – 24th 2012

4.5.1 The London 2012 Olympic Torch Relay will take place over approximately 100 days between May and July 2012, and is scheduled to arrive in Manchester on Saturday 23rd June where it will reside overnight before entering the city again from Trafford early on Sunday 24th June en route to Stockport.

4.5.2 Officers from the Council's Major Events Team and Marketing Manchester, in partnership with the 2012 Steering Group and LOCOG, have developed a route plan which will see the Olympic Torch enter Manchester from the north of the City before heading into the City Centre in the late afternoon. The planned Route has been prepared in detail but cannot be publicly released until three weeks before the event for security reasons. However, the route will include scheduled stops at a number of key civic and historical sites that will showcase the city and our communities to the wider media as well as visitors for the relay. The route will also allow Manchester residents in several communities en route to witness and actively participate in the Torch Relay. In addition there will be a campaign to encourage community and sporting groups to directly engage with the Torch as it passes through our city.

4.5.3 Manchester City Council has submitted a number of nominations for local sports and community champions to be given the opportunity to carry the Olympic Torch for a part of the route. This will add to the recognition that these individuals have received already from Manchester Council for their personal contribution to the city and its people and also to serve as an inspiration to others to participate in sport and community building to improve their neighbourhoods and the quality of life of residents. The identity of the Local Torchbearer Nominations will not be publicly announced by LOCOG until early February.

4.5.4 A Group has been established to develop a Communications and Community Engagement Plan to ensure that Manchester is able to maximise the participation and inspirational impact that the Torch Relay will bring to the city. This group involves representatives from Communications Services, Community Engagement, Parks, Sports Development and Regeneration as well as other external stakeholders and sports and community organisations.

4.5.5 On the evening of Saturday 23rd June a Public Event will take place in Albert Square involving a series of acts and musicians to celebrate the presence of the Torch. It is expected that this will draw in up to 10,000 people to Albert Square itself with additional opportunities to view the event at the official Olympic "Live Site" on Exchange Square. Following this event the Torch Relay and designated guests, including representatives from LOCOG, and the Local Community, will attend a Formal Civic Event at Manchester Town Hall.

4.5.6 Detailed planning of the route and the impact upon the city is on-going and is reported to the 2012 Steering Group on a monthly basis. This detailed planning will include a Traffic Management plan to for the city centre route with an allowance for the impact of Evening Celebration Event. Manchester City Council officers took part in a 'Test Drive' of the route last week as part of the Contingency and Resilience Risk

Management Planning Process.

4.5.7 Within the City Centre along the route there will be a number of “Activation Sites” which will provide opportunities to showcase specific sports and provide participation opportunities supported by major sport related or generic sponsors from the officially approved “Olympic Partner” Pool. These are planned for Exchange Square, St Ann’s Square, Great Northern Square, and Spinningfields.

4.5.8 Officers are engaged in this planning process with LOCOG with the Local Authority being responsible for the several functions related to the Torch Relay including responsibility for Management of the public realm, Local policing / stewarding, Operational traffic management, Permits and Licences, Clean up and waste management, and Local PR and marketing. These activities will involve some additional costs and initial estimates are in the region of £75k.

4.5.9 Details of the opportunities to celebrate the launch of the Paralympic Torch in August 2012 are due to be announced very shortly. Manchester City Council is to express an interest in hosting a local Launch event possibly involving one or more of the visiting Paralympic Teams.

4.6 City Centre Olympic “Live Site” 25th July – 12th August

4.6.1 As an Official Olympic Live Site, Exchange Square will create a piece of Olympic Space in the city centre at which to watch the Games competition locally – from 06:00 to 00:00 each day. This facility will bring the games directly to the heart of our city and provide a destination that people will be able to congregate for mass participation and spectating at the major events and ceremonies of the games. The site will also provide similar opportunity to view and experience other sporting and cultural events such during July and August such as Wimbledon, River of Music, Big Dance, One Big Weekend, Torch Relay and other cultural Olympiad events.

4.6.2 A number of “Live Site” partners have been identified and it is anticipated that these relationships will deliver significant investment into the infrastructure and activities programme. The Live Site will support the Look and Feel Olympic Branding project to dress the city as a host venue. Whilst there will be a required investment of around £110k to provide the Live Sites it is anticipated that a combination of LOCOG funding and sponsorship revenues will significantly reduce this requirement to a balanced budget.

4.7 “Look and Feel” Plan – dressing Manchester as a Host Olympic City

4.7.1 Marketing Manchester along with strategic partners including Manchester City Council, have produced the Manchester, Trafford, Salford Look Plan which was submitted to LOCOG/GOE for approval to release over £270k of funding. This funding will provide for the dressing and branding of the city as well as Salford Quays, Manchester Airport and the area around Old Trafford Football Stadium as well as key transport hubs and arterial roads into the city. The Look Plan will be developed further with colleagues in Trafford, Salford and key partners such as LOCOG, Manchester Airport and GMPTE. The 2012 Community Engagement Group will work with local community networks to plan and deliver 2012 themed branding to

our local neighbourhoods, their parks and facilities as part of a wider programme of community inspired projects.

4.8 “Old Trafford, Manchester” Olympic Football Tournament

4.8.1 The 2012 Olympic Football Tournament 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.

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

4.8.3 The group held its inaugural meeting in July 2010 and meets every four 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.

4.8.4 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. This information will consequently inform Manchester City Council’s 2012 Steering Group, who will then advise the Council on any relevant resource implications.

4.9 Supporting Local Businesses to secure Olympic Contracts

4.9.1 Around 45% of all Olympic Contracts have been awarded to firms based outside of London and many Manchester based businesses have been encouraged to register for contracts via the NWDA “Compete for” programme which provides details of all contract and business opportunities.

4.9.2 Manchester based company ICOPAL has secured a large scale contract to install ground membranes across the Olympic Park sites in London to prevent the intrusion of Japanese Knotweed.

4.9.3 A representative from the North West Business Network at NWDA is a standing member of the Manchester 2012 Steering Group and further Business Engagement Events are planned to identify opportunities for local companies to engage with and promote links with the visiting Olympic and Paralympic Training Teams in 2012.

4.10. Promoting education programmes that promote the Olympic Values within our schools (“Get Set” Programme)

4.10.1 Driven by an interactive website, the programme provides children and young people aged between 3-19 with a range of flexible, interactive learning resources designed to get them thinking about the Olympic and Paralympic Values - with games, factsheets, films, news articles and much more.

4.10.2 Since the launch of Get Set, over 135 schools across Manchester have already registered as part of the programme, one of the highest take up of schools in the Northwest registered. This high take up has been achieved by the partnership between schools and the Council's Sports Development Programme.

4.10.3 In May 2009, in partnership with LOCOG, two "Get Set" Programme workshops were held at Wright Robinson Specialist Sport College in Manchester. A competition was launched to identify schools who were best engaging with the programme and Olympic ideals and values. At the time of writing the report it is anticipated that it will soon be confirmed that two Manchester Schools have been successful in being awarded around £8,000 as part of the Get Set Programme to develop additional ideas to engage with the Olympic Programme and Values.

4.11 Volunteering Legacy - Volunteer Ambassador Programme

4.11.1 The Old Trafford Manchester Ambassador Programme was launched on November 8th 2011 at an event hosted by Jonathan Edwards, Olympic Triple Jump Gold Medallist. The Programme supported by Manchester, Trafford and Salford Councils in partnership with Volunteering Network Groups and Manchester Metropolitan University aims to provide around up to 400 volunteers to support the delivery of Olympic Events around Manchester including the football tournaments, the Torch Relay, Live Sites, and several test events in the run up to the games period.

4.11.2 All Ambassador Volunteers will receive a training package to be delivered by Programme Partners and once fully trained they will provide logistical support to the Games Officials and Statutory services during the games period.

4.11.3 Volunteering is a proven route to increasing an individual person's self-esteem and confidence and many of the positions will be of a Team Leader supervisory nature. Whilst no payment will be made to the volunteers there are opportunities for the volunteers to access wider training and volunteering opportunities following the games which can lead to paid employment over time. Indeed such was the success of the volunteering programme at the 2002 Commonwealth Games in Manchester that many volunteers from this programme have already expressed an interest in joining this programme.

4.12 Cultural Olympiad Projects - Developing the Social Legacy

4.12.1 Continuing up to 2012 and beyond, the "Cultural Olympiad" Programme aims to put culture at the heart of the Games, leaving a strong legacy for the UK. With a vibrant and engaging cultural sector, Manchester is well placed to build on its strengths and maximise opportunities around engaging new audiences, building community involvement, delivering stronger cultural programmes and attracting

additional visitors to the city. Working across a range of partnerships, a number of successful cultural programmes will be delivered in 2012

4.12.2 Manchester's main contribution is to lead a major exhibition known as 'Global Threads', where museums in Manchester and Lancashire will work with young people and artists to unravel the story of the region's cotton trade and its links with Asia, the Caribbean and South America.

4.12.3 Further activities and events will also take place around the Torch Relay and in communities across the city throughout 2012 Marketing Manchester and the Councils Corporate Communications and the Community Engagement teams are in the process of finalising a Communications Plan to be launched early in 2012 to mark the start of a Campaign to galvanise and harness the participation of all Manchester in this once in a Lifetime Event, the Olympic and Paralympic Games.

4.12.4 Representatives of several local Community Networks have expressed an interest in registering for the 2012 Local Leaders Campaign whereby communities receive a toolkit of 2012 Games related project ideas and concepts from "Gardening for the Olympics" to organising community based Olympic Themed sporting events. Manchester Council is also planning to develop a flower based Project around Cathedral Gardens in the city centre and the work with local schools will also be an integral part of the Cultural Olympiad.

4.13 Delivering the Sports Participation Legacy - Programme of major sporting events to inspire mass participation in sporting activities

4.13.1 As part of the Major Events Strategy Manchester will again play host to a number of high class sporting events throughout 2012 up to and beyond the Olympic Games period. These events not only showcase Manchester as a location and venue that is able to attract international and national sporting events across all sports but they also combine opportunities for mass participation on sporting events alongside heroes of the sports world. The City council will be launching a campaign early in 2012 to inspire residents to take to the streets and get active through the comprehensive programme of sporting events in 2012. The full schedule of events is available in the appendices. Below are a selection of these events and a brief description:

Great Manchester Run

4.13.2 It is expected that over 40,000 runners will take part in the Greater Manchester run alongside icons of sports such as Haile Gebrselassie, making the 2012 the biggest ever. This inspires many more to take up sports for themselves and creates a lasting sporting legacy for Manchester residents.

BT Paralympic World Cup

4.13.3 Manchester is continuing its support of the BT Paralympic World Cup, which will take place in the City for the 8th year. The event was created by Manchester in 2005, in partnership with UK Sport and the Northwest Regional Development Agency, to establish a unique event in world sport - an annual elite disability multi-

sport competition. This partnership has helped to fund a Disability Sports Development Manager which in turn has led to numerous legacy initiatives around the event such as come and try activities and school engagement programmes.

4.13.4 Thanks to live TV coverage on BBC and now Channel 4, the BT Paralympic World Cup achieves huge exposure for disability sport and for the city of Manchester. In 2012 the event will feature competitions across Wheelchair Basketball, Athletics and Football (seven-a-side), with international exhibition matches in Boccia and Sitting Volleyball included. Approximately 300 elite athletes such as Oscar Pistorius will be competing in the event which serves as a crucial milestone in preparations for the London Paralympic Games. One change for 2012 involves Swimming, which has been included in the event since its inception in 2005, but has been removed due to scheduling issues for the GB Team as they prepare for London.

NBA Basketball Tour

4.13.5 As part of their final preparations for the London 2012 Olympic Games, the USA Men's and Women's Basketball teams will be in Manchester for a training camp and matches between 16th and 20th July 2012. The Men's game will feature some of the biggest stars in world basketball including Kobe Bryant and Le Bron James for the US and Luol Deng for GB and is likely to be a near 20,000 sell out. The game also forms part of a three year deal that has already seen top women's professional team, Atlanta Dream take on GB in May 2011 and will conclude with a pre season NBA match in October 2013.

4.13.6 Securing the NBA deal for the City was something of a coup as competition was fierce from Cities across Europe to engage with what one of sports iconic brands. Manchester has already started an ambitious legacy programme to engage as many young people as possible with what is one our most popular sports.

Great Manchester Swim

4.13.7 The BUPA Great Swim held in Salford Quays and supported by Manchester City Council will be the biggest yet and it is anticipated that over 5,000 people will take part. In addition to increasing participation in sport this event will attract visitors to Manchester from across the UK and boost the local economy.

Wythenshawe Games

4.13.8 At a local Level Manchester will see a number of Community based sporting events that will promote the Olympic Legacy and wider values. The largest of these is the Wythenshawe Games, now in its second year. This event has now been officially recognised as meeting the Olympic ideals and values and has been awarded the "Inspire Mark" award by the NWDA. The event will impact on all 70,000 residents and take place shortly before the London 2012 Olympic Games from July 21st -29th and the programme of sporting and health activities are aimed at improving the health of people living in Wythenshawe. Wythenshawe Games Ambassador and Manchester United legend Denis Irwin said "I am proud to be involved in an initiative which will spread the Olympic dream from Old Trafford, which will host some of the 2012 football events, to the communities in Manchester that matter and where the vision

and values of the Olympic and Paralympic movement can make a real difference."

5 Conclusions

5.1 The report highlights the successes and opportunities secured in developing a positive and lasting legacy for Manchester from the 2012 Olympic and Paralympic Games. Going forward into 2012 itself it is now even more crucial that we continue to build upon this with our strategic partners and communities and drive current and new activities, programmes and events that will bring the 2012 Games and the related Olympic values and experience to Manchester.

6 Key Policies and Considerations

(a) Equal Opportunities

6.1 There are no known equality impacts at this stage, however a full equality impact assessment will be undertaken.

(b) Risk Management

6.2 A 2012 Programme Risk Log is being developed that includes the key financial, operational and strategic risks associated with the Olympic Games related activity in Manchester. This Risk Log is presented to the 2012 Steering Group at each meeting and appropriate mitigating actions are established and supported by ownership of the Risks at a Senior Responsible Officer level.

(c) Legal Considerations

6.3 All contracts between the City Council and the relevant Olympic Associations regarding the Pre Games Training Camps have been scrutinised by representatives from MCC Legal Services Department.