

MARKING 10 YEARS SINCE THE LONDON 2012 GAMES

Presented by the Head of Communications

SUMMARY

2022 is the 10-year anniversary of the London 2012 Olympic and Paralympic Games. Many organisations are marking this, and there is expected to be significant reflection and media coverage. The anniversary provides the Authority with the opportunity to reinforce and build new stakeholder links and encourage more visitors to the Park. During the actual anniversary of the Games themselves in July and August, Lee Valley VeloPark will host the track cycling events for the Birmingham 2022 Commonwealth Games. This is a strong, tangible example of legacy, and also a historic moment – as it becomes the only venue in history to have hosted an Olympics, World Championships and Commonwealth Games in the same sport.

RECOMMENDATION

Members Approve: (1) the plan outlined in this paper, subject to the budget allocation of £44,000 being approved as part of the overall 2022/23 Authority budget in the Budget and Levy paper elsewhere on this agenda.

BACKGROUND

- 1 The London Olympic Games ran from 27 July to 12 August 2012 and the Paralympic Games from 29 August to 9 September 2012. They were the catalyst for the transformation of the Lower Lee Valley, a transformation which is still underway. Immense economic, social, health and wellbeing and sporting opportunities and improvements flowed from this enormous national project.

- 2 The 10-year anniversary of the Games is a chance to show the central role that the Authority has played in delivering the sporting legacy from the Games since 2012, what we do now and what we will do in the future; and through this to use the anniversary to help achieve our consumer marketing and stakeholder objectives, particularly to deepen and improve political connections. It also serves as a backdrop against which ourselves and London Legacy Development Corporation (LLDC) will be jointly seeking to secure commercial partnerships.

- 3 We have been working with a range of interested organisations, and this paper sets out a programme of activities and alliances which will deliver tangible benefits back to the Authority, along with the budget required for this. Much of the work is planned to be delivered through pre-existing budgets – for example summer promotional campaigns which we would ordinarily do, but 2022's will be themed around the anniversary. These would work across all our channels and those of the venues under the new Leisure Services Contract (LSC) which will then be run by Greenwich Leisure Ltd (GLL). These channels include web, social media, database marketing, PR, print, advertising, partnership promotion etc.

OBJECTIVES

- 4 The key objectives for the work around this year focuses on stakeholders and consumers to:
- communicate to stakeholders our contribution to the sporting legacy from the Games, our approach in creating long term sustainable models for the London 2012 venues – and in doing so build our credibility and political capital;
 - encourage people to come to our three Olympic venues and the Lee Valley Regional Park (LVRP) as a whole:
 - for the first time;
 - to come again; or
 - to come more often;
 - add value to their visit when they are here by providing visitor focused information. To work with partners to encourage wider visits to the Queen Elizabeth Olympic Park (QEOP);
 - capitalise on the Park's huge open spaces to have opportunities open to all. To portray the LVRP itself as a resource, along with the venues, and to portray the Park as a joined up destination;
 - create a strong theme and narrative – linked to health and wellbeing, a sustainable sporting legacy and opportunities for everyone;
 - have long term benefits – eg a walks programme that can run in future years.

STRATEGIC PARTNERSHIPS

- 5 There are a host of bodies, organisations and individuals with a stake and interest in the anniversary. Officers have mapped activity where known in order to create alliances and avoid duplication where possible. The key alliances we have formed are:

London Legacy Development Corporation

LLDC are the "go to" organisation for all things to do with legacy and are the obvious first choice for the public, media and stakeholders. Officers are establishing a coordinated approach for these groups and have shared information with LLDC about our venues and their impact. Officers are attempting to coordinate stakeholder engagement (as we have many of the same targets), to have a presence at QEOP-wide public facing events and to join up on walks and tours. We will have, where possible and appropriate, a joined up look and feel taking advantage of a British Olympic Association (BOA) and International Olympics Committee approved brand which LLDC have developed.

British Olympic Association

The BOA are formulating their own plans to mark London 2012 and officers need to ensure that the Authority is part of that. They are negotiating access to a larger range of stills and videos from the Games, something we particularly need for any exhibition (see paragraph 6).

New London Architecture

New London Architecture (NLA) is a respected forum for discussion, debate and information about architecture and development in London. Officers have negotiated becoming a headline sponsor of the NLA's programme in 2022 which is focused on the Games, their legacy and the ongoing and future plans for the Lower Lee Valley. The Authority has worked with NLA twice before, most recently on an exhibition to mark our 50th anniversary in 2017. NLA are still forming their plans which are likely to include: their 12.5m 1:20000 scale New London Model being at a retail space in Westfield, giving access to a large consumer audience; the London Festival of Architecture being at QEOP (including an extensive public walks and talks programme); a report, possibly a book, about the Games, their legacy and future plans for east London. We have folded into this sponsorship Lee Valley White Water Centre and the new Lee Valley Ice Centre – the latter as an example of continued sporting development in the area.

Officers have had conversations with operations staff who will transfer to GLL and are working with senior GLL officers to align and facilitate activity involving venues.

PROPOSED ACTIVITY

- 6 This table sets out the activity proposed. If Members agree the recommendations in this paper, these are expected to flex as other organisations' plans become more developed and there are greater opportunities for partnerships and collaborations. The plan includes activities which are directly anniversary-related along with others (such as the start of the LSC with GLL) which link to our overall messages for 2022 – in this case securing a long term sustainable operating model for our Olympic venues.

Date	Activity
March	LVRPA spring marketing campaign
1 April	Handover of venues to GLL and start of LSC
April – December	Exhibition at Lee Valley VeloPark in partnership with LLDC and the National Paralympic Heritage Trust on cycling and the wider Games
April	Installation of accessible Olympic related markers such as 100m routes and long jumps, with interpretation, in selected open spaces across LVRP
April	Relaunching of the Community Access Fund as a 10-year anniversary activity with the bulk of visits to Lee Valley VeloPark and Lee Valley White Water Centre
April	Installation of boards in the three 2012 venues with information about the Games, what has happened since and plans for the future
May	Publication of legacy brochure/webpages with the impact since the Games of our sporting legacy. Event to launch to key stakeholders

May	Resumption of volunteer led walks. Two new Olympic themed walks to be added at Lee Valley White Water Centre and Lee Valley VeloPark/Lee Valley Hockey and Tennis Centre. Collaboration with LLDC to extend these to cover all of QEOP.
June	New physical activity programme in the open spaces such as walks, trim trails and led cycle rides
5 June	Commonwealth Games Queen's Baton Relay via Lee Valley VeloPark
1-30 June	London Festival of Architecture including an NLA led series of public walks, public and stakeholder talks and public and stakeholder events both physical and virtual
June TBC	Publication of NLA book/ report into the Games, their legacy, the future of the Lower Lee Valley Residency at Westfield / public gallery with an exhibition derived from the book / report. This will provide opportunities for advertising our new venues especially through autumn for Lee Valley Ice Centre
July – September	LVRPA Summer marketing campaign
23 July	Great Get Together. Large scale annual QEOP community event. Our sports venues and open spaces teams to attend and provide activities to engage with communities
29 July – 1 Aug	Commonwealth Games event at Lee Valley VeloPark (Games runs 28 July –8 Aug)
August	Community days at Authority venues and / or certain number of free tickets for visitors to mark the anniversary
19 September	First students at College of ESports at Lee Valley VeloPark
November/December	Opening of Lee Valley Ice Centre

BUDGET

- 7 Wherever possible existing budgets have been reoriented to support this planned work, however there are elements which require extra budget. These are:

Activity	Cost
Exhibition	£20,000
Creation of marked out routes in the wider LVRP	£5,000
New boards/material highlighting what happened during the Games, what has happened since and what future plans are in three 2012 venues	£1,500
Stakeholder event and video for legacy brochure launch	£2,500
Communications support – via agency or freelancer	£5,000
Additional promotional spend for extra events and activities	£5,000
Community days / free activities at Lee Valley venues	£5,000
	£44,000

THE OLYMPIC RINGS

- 8 For some time, Members and officers have wanted to improve the Olympic

Rings which are close to Lee Valley VeloPark - one of the enduring iconic views of QEOP. Since the rings were installed the colours – which are only on one side of the rings - have begun to fade a little. There is currently no interpretation and while there is a path to them from the nearby Timber Lodge café, access to them from Lee Valley VeloPark is difficult.

- 9 Officers have been working with colleagues at LLDC to improve the rings, with colour on both sides and to review access. Initial estimates are that work would cost £80,000. Officers have agreed a 50:50 split with LLDC and we have allocated £40,000 in the Capital Programme which will be discussed by Executive Committee on 20 January.

ENVIRONMENTAL IMPLICATIONS

- 10 There are no environmental implications arising directly from the recommendations in this report.

FINANCIAL IMPLICATIONS

- 11 The financial implications are outlined at paragraphs 7 and 9.

HUMAN RESOURCE IMPLICATIONS

- 12 There are no human resource implications arising directly from the recommendations in this report.

LEGAL IMPLICATIONS

- 13 There are no legal implications arising directly from the recommendations in this report.

RISK MANAGEMENT IMPLICATIONS

- 14 There are no risk management implications arising directly from the recommendations in this report.

EQUALITY IMPLICATIONS

- 15 There are no equality implications arising directly from the recommendations in this report.

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LIST OF ABBREVIATIONS

LLDC	London Legacy Development Corporation
QEOP	Queen Elizabeth Olympic Park
LSC	Leisure Services Contract
GLL	Greenwich Leisure Ltd
NLA	New London Architecture
BOA	British Olympic Association
LVRP	Lee Valley Regional Park

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