

<b>Title of meeting:</b>	Culture, Leisure and Sport Decision meeting
<b>Subject:</b>	London 2012 Olympic Torch Relay update
<b>Date of meeting:</b>	29 June 2012
<b>Report by:</b>	Head of Cultural Services
<b>Wards affected:</b>	ALL
<b>Key decision:</b>	No
<b>Full Council decision:</b>	No

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## **1. Purpose**

The purpose of the report is to update members on plans for hosting the London 2012 Olympic Torch Relay in Portsmouth and also to provide an update on other related activities to celebrate the London 2012 Games.

## **2. Recommendations**

**2.1 For the Member to note the contents of the report.**

**2.2 To note the estimated value added equivalent of the event to the city.**

## **3. Background**

### **3.1 London 2012 Olympic Torch Relay**

The London 2012 Olympic Torch Relay is now underway having started at Land's End on 19 May 2012; the Olympic Flame will reach Portsmouth on Sunday 15 July, day 58 of the 70 Relay. Across the South West, Wales and now the Midlands there have been reports of high numbers of spectators lining the streets of towns, villages and communities - each eager to celebrate the passing of the Olympic Flame. In some areas crowds have been up to ten deep with on street entertainment ranging from live music and dancers to displays of local art and singing.

#### **3.1.1 Crossing the Harbour**

The Gosport Ferry will carry the Olympic Flame across Portsmouth Harbour from Gosport. This will be escorted by a Royal Navy P2000 patrol boat with an exclusion zone creating a corridor across the Harbour. Local mariners will be advised of this. A working group has been set up involving the Maritime

Coastguard Agency and key agencies to ensure the safe passage of the Olympic Flame across the Harbour.

Only the Olympic Flame, torchbearers and support staff will be on board the Gosport Ferry. The convoy vehicles for the Torch Relay will travel around the Harbour via the M27 from Gosport and will be waiting outside the Portsmouth Historic Dockyard on Queen Street for the torchbearer and support staff to rejoin the Torch Relay route.

### **3.1.2 Celebration sites**

There are four key celebration events being held in Portsmouth as part of the Torch Relay.

#### **3.1.2.1 Arrival celebration: Sunday 15 July**

At approximately 6 pm the Olympic Flame will arrive at the Harbour Boat tours jetty, adjacent to the HMS Warrior, inside Portsmouth Historic Dockyard. Members of the public are being encouraged to line the inside of the Dockyard to welcome the Olympic Flame ashore.

Further inside the Dockyard members of the Royal Navy will be on site by the Starboard arena near the HMS Victory. The Olympic Flame will be handed from one torchbearer to another in front of the HMS Victory, providing a great photo opportunity for the media and also Royal Navy. The Lord Mayor has been invited to attend this.

We are working closely with the Portsmouth Historic Dockyard, but they are leading on the planning for this arrival celebration. Local dancers, costumed characters and music are just part of the entertainment being planned.

#### **3.1.2.2 Welcome to the Portsmouth Live Site: Sunday 15 July**

To celebrate the arrival of the Olympic Flame to the Portsmouth Live Site (Big Screen in Guildhall Square) an event is being held from 5.30 pm to 6.40 pm. This will feature five local music acts from Rant Studio 1 including rappers, a girl band and solo artists. As part of the imPact Dance Festival 2012, three local dance acts will also be performing including a Fame spectacular on the Guildhall steps. The live singers and dancing will finish ten minutes before the arrival of the Olympic Flame to ensure that the focus remains on this.

A red carpet/paint will create a torchbearer corridor across the square from under the Civic Offices towards to the Guildhall steps and then along to Guildhall Walk. The Olympic Flame will be handed from one torchbearer to another on top of the Guildhall steps providing a great opportunity for local residents to view the Flame. Live coverage of the activities will be shown on the Big Screen, filmed by the University of Portsmouth.

### **3.1.2.3 Evening celebration: Sunday 15 July**

Portsmouth was chosen as one of only sixty six places invited to hold an evening celebration, giving the opportunity for thousands of local people to share in the spectacle of the Olympics.

The evening celebration is a free two-hour event taking place on Southsea Common on 15 July from 5pm until 7.30 pm. It will showcase local talent alongside entertainment organised by London 2012 Organising Committee of the Olympic Games and Paralympic Games (LOCOG), and the three Presenting Partners of the London 2012 Olympic Torch Relay - Coca-Cola, Lloyds TSB and Samsung - with support from Portsmouth City Council.

Portsmouth City Council will present two, ten-minute slots of entertainment from local performers during the evening celebration. This will include a specially choreographed dance piece by Hampshire Dance (working with Most Wanted – a local street dance group) performed in the Torchbearer Corridor leading up onto the stage. The New Theatre Royal Little Actors and Youth Theatre will also be performing a bespoke a Dickensian piece. Finally a Portsmouth Music Service choir of 30 school children from across the city will bring the evening to a close by performing three songs from the Singathon songbook, which is part of the London 2012 Inspire Mark programme.

The three Presenting Partners will also each provide 20 minutes of exciting entertainment for the event. This will include a performance by the headline act 'Rizzle Kicks' courtesy of Presenting Partner Coca-Cola. Lloyds TSB will be bringing stunning acrobatic performances to the site and Samsung staging dance performances.

Prior to and during the show, the audience will have the opportunity participate in a number of activities courtesy of Coca-Cola, Lloyds TSB and Samsung. These include having your photograph taken with the London 2012 Torch and other Olympic-related activities.

Towards the end of the event the last torchbearer of the day will carry the Olympic Flame through the torchbearer corridor leading to the stage. Once on stage they will light a cauldron marking the arrival of the Olympic Flame in Portsmouth.

We have invited all local schools and colleges across Portsmouth to send 2 x pupils each to line the torchbearer corridor. For this, we are also looking at having coloured t-shirts printed for each to then keep as a keepsake of their involvement. Pupils will be required to arrive on site onsite for 6.20 pm and in position at 6.40 pm – walking out through the corridor. We will have a point of contact and meeting point for all pupils to arrive and register. Once the Olympic Flame is on stage the pupils will be taken to area on site to watch rest of event. It will be the parents' responsibility to get their children to the arrival and registration point. This will be communicated to all in advance of the event.

### 3.1.2.4 Morning celebration: Monday 16 July

All schools and colleges in Portsmouth have been invited to attend a morning event at Portsmouth Football Club, Fratton Park to celebrate the Olympic Flame leaving the city.

A maximum of 4 x pupils and 2 x teachers per school/college have been invited - equating to approx 450 pupils and teachers. They will be arriving at the Football Club by 6.45 am and seated ready for the event to start at 7am.

The event will be 'once in a lifetime opportunity' for our children and young people to see the Olympic Flame being lit on the football pitch and then carried out of the stadium to begin its onward journey out of the city.

A programme of music and dance is being developed with an anticipated departure time around 8.30am. Breakfast (cereal bars and juice will be provided). We are confirming with the Football Club further details such as a meet and greet with local athletes.

#### Current programme:

06.00	Torch Relay team arrive at Fratton Park
06.30	Performers to arrive on site
06.45	Schools and colleges arrive and directed to seating
07.00	All seated
	Hampshire Dance performance and workshop (featuring local dancers) involving audience to take part from their seats
07.15	Portsmouth Music Service performance of the Singathon project (Olympic inspired songbook)
07.29	Olympic Flame arrives on pitch with a photo opportunity and media call, local dignitaries - Lord Mayor, brief speech
07.34	Olympic Flame leaves stadium and starts the journey out of the city
07.35	Performance by the Young Portsmouth Poet Laureate
07.40	Breakfast
08.00	Sports challenges in the car park for pupils to take part in
08.30	Schools and colleges start to leave

Ahead of this, the 4 x pupils per school will also be invited to a flag making day with local artist Jon Adams who has received the London 2012 Inspire Mark for his Flags project: Dysarticulate<sup>1</sup>. We are confirming the date and venue for this at present. They can then teach their peers back at school how to make these and also bring them to the stadium on the Monday morning.

Pupils attending will also receive a free London 2012 mascot pin badge. BBC Radio Solent are looking at being on site for the event, capturing the excitement

<sup>1</sup> People invited to make their own flags using books that have reached the end of their lives – London 2012 inspired project by local artist Jon Adams, University of Portsmouth.

live on air. Local athletes, the Lord Mayor and the Leader of the Council will be invited to attend the event.

Whilst the Olympic Flame is leaving the city, the pupils will also be able to take part in a range of sports activities and dance sessions in the car park of the Football Club.

### **3.1.3 Local schools**

The local authority schools in the city are planning to hold registrations open until 10 am on this day for those pupils not attending the event at Fratton Park. This will enable parents/guardians to take their children to see the Torch Relay and then go to school afterwards. This will also enable schools to be open for parents/guardians who are unable to get childcare, to bring their children to school as normal. Some schools are looking at how they can watch live coverage on TV/internet instead.

It will therefore be up to the parents/guardians to decide as to whether or not to take their children to see the Torch Relay. If they do then the parents/guardians will be responsible for their children and the schools will be able to record them in the register until 10 am. If they do not want to see the Torch Relay/unable to get childcare, then the school will be open for pupils to be taken to school as per normal but will have until 10am to attend.

### **3.1.4 Delivery of the project**

To coordinate the hosting of the Torch Relay in Portsmouth, a working group made up of key representatives from agencies, organisations and stakeholders from across the city has been established. Known as the Portsmouth Community Task Force, this will develop opportunities for the local community to become involved and look into how the story, heritage and culture of Portsmouth can be showcased to the world. From this several subgroups have also been formed focusing on key issues such as traffic and resilience planning and each of the four celebration sites.

### **3.1.5 Torchbearers**

We have contacted those who will be carrying the Olympic Flames through Portsmouth on 15 and 16 July and have been working with Corporate Communications to feature these in upcoming editions of House Talk and Flagship. We are creating pages on the Council website to showcase them.

As host city of the Torch Relay, Portsmouth was able to select two local young people from the Respect Programme at Portsmouth Football Club. In addition to this one of the Sports and Recreation team has also been selected to carry the Olympic Flame in Portsmouth.

Three local schools were also successful through a national ballet in securing a place each for one of their pupils to carry the Olympic Flame.

### 3.1.6 Resilience planning

Several Portsmouth City Council officers attend local and regional meeting relating to the security and resilience planning for the Torch Relay. Led by the Hampshire and Isle of Wight Local Resilience Forum various subgroups have been formed concentrating on specific issues. A table top exercise – Exercise Galileo was recently held in Winchester to test the current planning for the Torch Relay in the county. We will continue to liaise with the key partners and stakeholders on the issues arising.

### 3.1.7 Traffic management

The traffic team are currently finalising the Traffic Management Plan for the Torch Relay celebrations in Portsmouth. This includes planned rolling road closures across the city, parking suspensions, parking for the Torch Relay convoy and production vehicles, impact on public transport providers. All details will be communicated with the local community, council services, local businesses and stakeholders.

### 3.1.8 Communications

#### Promotional activity to date:

*Social media* – 11 Facebook posts since 1 March, 33 tweets and retweets on Twitter. Also includes rebranding the official Portsmouth council Facebook page and twitter accounts with a local London 2012 theme.

*Website London 2012 landing page* (as of 8 June 2012)

<http://www.portsmouth.gov.uk/London2012/index.html> = 2,590 views, 1,951 unique. List of source: Google 655 views, 504 unique. Visit Portsmouth 268 views, 218 unique. Direct 412 views, 307 unique. IntraLINK 123 views, 83 unique. London2012.com 91 views, 75 unique. Bing 58 views, 46 unique. Facebook 31 views.

*Something for the Weekend event bulletin* (each issue goes out to 2,000 subscribers) – 1 March = 4 pieces, 22 March = 1 piece, 5 April = 1 piece, 3 May = 1 piece. 7 in total.

*Council publications* – Nib in April Flagship, full page in June and full guide to events and route of the Torch Relay in the July edition. Nib in the spring issue of House Talk and double page spread in the summer edition. Double page spread in May edition of Term Times

*Council website* – details of the route published on the site from March. Web banners highlighting information appear from 22 June onwards

Flyer promoting the Olympic Torch Relay route has been designed and is available to download from the council website. 10k were distributed across the

city to venues including; Civic Offices reception, Portsmouth Historic Dockyard, Pyramids Centre, Mountbatten Centre, libraries, Cascades, Museums, Gunwharf Quays, Community Centre. A second version is currently being produced, which will have more details and a larger print run.

*Internal communications:* 19 March Olympic torch route announced (890 hits); April team brief - Olympic torch route announced; 4 April - Olympic foods fit to feast on...thanks to our very own food safety officer (452 hits); 27 April – What’s happening to the big screen (Olympics) (1150 hits)

*Schools* – specifically tailored information sent directly to head teachers (19 March)

*Local businesses and attractions* –monthly business email, featured details in March and further details in July.

*Voluntary sector bulletin* – Details in June issue

Regular *stakeholder updates* by emails and the Community Task Force meetings

*Media coverage* –13 pieces of coverage from 1 March until 8 June, generated £11,175 in Equivalent Advertising Revenue (EAV) altogether. About My Area = 3 pieces, 9,000 Opportunities To See (OTS). The News online = 3 pieces, 3,591 OTS. BBC Radio Solent = 1 (reach 271,000 listeners). BBC South Today = 2 (each piece 500,000 audience reach). The News (128,500 potential readership for each piece – 3 times higher than circulation) = 4 pieces, 514,000 potential readers.

Going forward (as of 18 June 2012):

*Media coverage:* to date, BBC Radio Solent has confirmed reporters will be covering Southsea Food Festival and the afternoon build-up to the evening celebration, and the entire evening celebration on Sunday, 15 July, and are also going to be broadcasting the entire Monday morning breakfast show from the Fratton Park event on Monday, 16 July. Audience reach varies, but the average will be 271,000 listeners, with the peak listenership on Monday morning. BBC South Today will also be broadcasting live from the evening celebration event, and will be featuring Portsmouth in a special programme on Friday, 13 July (500K viewers)

- In terms of other media, it is hard to gauge precisely what coverage will be generated, but we can assume large pieces in The News (front cover, large features, est. £15 - 20K EAV; 42K readership); piece on ITV Meridian (368K); and local various commercial radio (potentially up to 900K listeners, depending on which stations pick up and cover the OTR)
- It is also likely that international media will be present, but it is difficult to know which will attend and cover, but the communications officers will assist in any way possible to gain international coverage

The Portsmouth City Council communications officers working on Torch Relay promotion and media are not responsible for accrediting media or inviting media to attend the relay. All of this work is being conducted by Freud Communications and LOCOG on a national level. The main role for council communications officers, as determined by LOCOG, is to promote the relay events to local residents, and as such, media and other communications publicity work has been tailored to this role. However, the officers have endeavoured (particularly with the BBC) to ensure Portsmouth gains a share of the regional coverage.

*Other communications tasks:* large spreads in both Flagship and House Talk magazines promoting the relay (combined print run of approx 110K), a four page flyer (print run of 10K) and various media, web and social media projects to promote the events to residents. Communications staff will also be covering the day; helping LOCOG where applicable, updating residents and providing cover as necessary. Communications have also organised a pre-Torch Relay briefing for media, as requested by LOCOG and Freud.

We are in contact with our *neighbouring local authorities* who will host the relay on the same day as us and the police to coordinate messages and readiness for any emergency situations.

*Daily reports* are being issued from London 2012 providing feedback to local authorities yet to host the Torch Relay. This is proving useful in informing planning for the celebrations here for example: size of crowds, traffic issues, and street animations.

#### **4. Portsmouth Live Site**

##### **4.1 The Live Site**

In April 2012, London 2012 and sponsor branding was installed surrounding the Big Screen. This now signifies that the Big Screen and Guildhall Square are now known as the Portsmouth Live Site - one of only 22 London 2012 Live Sites for the London 2012 Olympic and Paralympics Games.

The Live Site will be **the** place to experience the excitement of the London 2012 Games with the Big Screen showing the best of the action every day enabling spectators to witness every Team GB medal winning performance and celebrate records being broken.

In addition to this, London 2012 branding will also be installed at key locations around the city such as the International Ferry Port, the Hard Interchange, City Centre and also in the Guildhall Square (Live Site). At the Live Site branding will be attached to the fencing by the Big Screen and also along the Civic Offices' balcony with twenty five feather flags, bunting and Astroturf being used during events at the Live Site. Seven bespoke window graphics will also be added to the Civic Offices' windows in the coming weeks. All of these will help create a



vibrant and inviting venue for workers, local residents and visitors to come to watch the London 2012 Games at the Live Site.

#### **4.2 Update on recent events**

Over the past few weeks the Live Site has hosted 'Portsmouth celebrates 100 days to the London 2012 Paralympic Games' with free Paralympic taster sessions of Boccia and sitting volleyball. In addition to this, two free live broadcasts direct from the Royal Opera House in London of La Boheme and Falstaff have been shown, each providing an opportunity for local residents to experience world class opera for free in the heart of the city.

#### **4.3 Working with local community groups and sports clubs**

We are currently working with local sports clubs and providers to develop a programme of activity to animate the Live Site during the Olympic and Paralympic Games this summer. There will be opportunities for local groups to showcase their members, hold taster sessions for members of the public to 'have a go' and also the chance to recruit new members and raise the profile of the sport in the city. It is anticipated that this will help create a legacy beyond the 2012 Games.

We have also been approached by several national governing bodies of sports who are keen to activate the Live Site with sports activities and displays. Again, we are working with these to develop plans.

In addition to this we are engaging with local dance groups, musicians and performers to develop the cultural programme for events at the Live Site.

#### **4.4 Upcoming events**

Ahead of the London 2012 Olympic Games, which commence 27 July, there are many events and activities taking place at the Live Site with live coverage and events. Some upcoming highlights include:

- 21 June – launch of the London 2012 Festival – 12 weeks of events and activities being held across the country celebrating the diverse cultures within the UK. Exclusive coverage from Stirling Castle, Scotland featuring Gustavo Dudamel and the Simón Bolívar Symphony Orchestra of Venezuela will be shown live on the Big Screen.
- 23 and 24 June – BBC Radio 1 Hackney Marshes Weekend – BBC Radio 1 presents its biggest-ever free, ticketed live music event, featuring more than 100 UK and international artists, bands and DJs. Full live coverage of this musical marathon will be shown on the Big Screen.
- 25 June – 8 July – Wimbledon 2012 – full live coverage and highlights will be shown on the Big Screen with tennis taster sessions, cardio tennis and challenges during the final week.

- 30 June, 7 July, 14 July, 21 July – The Hollow Crown – Renowned director Sam Mendes’ lavish productions of Richard II, Henry IV Part 1&2, and Henry V will be shown exclusively at the 22 Live Sites across the UK.
- 21 July – Go Canoeing – Canoe England will be encouraging members of the public to try canoeing at the Live Site using static kayak machines.
- In addition to these, each of the opening and closing ceremonies for the London 2012 Olympic and Paralympic Games will be shown on the Big Screen will activity taking place at the Live Site.

**4.5** Two of the Live Site sponsors – BT and Cadbury, have already been in contact with us to hold events and activities at the Live Site over the coming months. Lloyds TSB, who are also one of the Presenting Partner (sponsors) for the London 2012 Olympic Torch Relay, will be visiting the Live Site as part of the Torch Relay celebrations on 15 July ahead of the arrival of the Olympic Flame to the Live Site to help build up the excitement.

## **5 Boat Project**

**5.1** The Boat Project is the winning commission for Artists Taking The Lead<sup>2</sup> in the south east. Made from pieces of wood from residents across the south east, the 30ft vessel is a living archive of people’s stories and lives.

Portsmouth hosted a donation day at Southsea Castle during May 2011 where numerous donations were received including 3 pieces of wood from the first HMS Invincible which was a warship from the 1700s. Other donations included parts of a garden fence, a wooden table, pieces of driftwood from the Lord Mayor of Portsmouth, a sofa bed frame from Australia and parts of a wooden door frame from Tanzania.

The Boat Project has now been launched and was recently named ‘collective spirit’. As part of its maiden voyage from 7 May to 11 August 2012, it will be calling at key ports along the south coast. Arriving in Portsmouth on 23 June to a 400-strong community choir at Gunwharf Quays, the Boat Project will be in the city to coincide with the Portsmouth Festivities 2012 programme. A week of events and activities has been planned across the city to welcome the Boat Project and its crew to Portsmouth. The Boat will depart on 1 July with Dee Caffari sailing the vessel out of the harbour to a fanfare of flags and fabric, salsa and trumpets.

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<sup>2</sup> Artists Taking the Lead is one of the Major Projects of the Cultural Olympiad and is funded and delivered by Arts Council England [ACE] in association with the other UK Arts Councils and the London Organising Committee of the Olympic Games and Paralympic Games Limited [LOCOG].

## **6 Pre Games Training Camp**

- 6.1** Portsmouth had until recently been successful in attracting the Tunisian National Olympic Gymnastic team of one athlete and one coach to train in the city during June 2012 ahead of the London 2012 Games. We had been in communication with them to develop a programme for their training sessions. Unfortunately, we have received notification from the team this week that they are now unable to come to Portsmouth to train citing personal reasons for the athlete.

At present we have had no further communication from any other interested teams in training in the city ahead of the London 2012 Games.

## **7 Reasons for recommendations**

This report summaries all the key activities taking place for the hosting of the Olympic Torch Relay in Portsmouth. It is therefore recommended that Members review this information so they are aware of the plans.

The hosting of the London 2012 Olympic Torch Relay is a once in a lifetime opportunity for the city. To date the numbers of spectators lining the streets of communities up and down the UK has been very high and doesn't seem to waiver, even in adverse weather conditions.

The South West was the first region to host the Torch Relay. The economic impact has been estimated at an extra £13m boost to the local economy in Devon, £17.7m in Cornwall and between £8m and £9m in Somerset. The online accommodation booking system for Bath visitbath.co.uk has reported a record number of bookings – boosting the local economy by £137k alone.

Traders in Plymouth and Exeter have recorded busiest ever days of trading and significant increase in visitors.

The true impact that the Torch Relay has had on Portsmouth will only be apparent post the event. But we can expect the number of visitors to be increased and the profile of the city as a whole to be raised.

## **5. Equality Impact Assessment (EIA)**

A full EIA will be completed for this event to inform all management plan and access.

## **6. Head of Legal, Licensing & Registrars' comments**

The Head of Legal Services supports the recommendation, and notes no legal implications.

## 7. Head of Finance's comments

A report taken to Cabinet on the 13<sup>th</sup> September 2010 approved £30,000 of additional funding in the event that Portsmouth was chosen as a site to host the Torch relay. The programme of activities detailed in this report will be funded from this source.

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**Signed by: Stephen Baily**  
**Head of Cultural Services**

### **Background list of documents: Section 100D of the Local Government Act 1972**

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report and available on the 2012 website.

<b>Title of document</b>	<b>Location</b>
Celebrating the London 2012 Games in Portsmouth	<a href="http://www.portsmouth.gov.uk/media/cls20120323r10.pdf">http://www.portsmouth.gov.uk/media/cls20120323r10.pdf</a>
Portsmouth 2012 report	<a href="http://www.portsmouth.gov.uk/media/cab20100913r10.pdf">http://www.portsmouth.gov.uk/media/cab20100913r10.pdf</a>
Portsmouth Live Site programme	<a href="http://www.portsmouth.gov.uk/London2012/live-site.html">http://www.portsmouth.gov.uk/London2012/live-site.html</a>
Torch Relay map of Portsmouth	<a href="http://www.portsmouth.gov.uk/London2012/torch-relay.html">http://www.portsmouth.gov.uk/London2012/torch-relay.html</a>
The Boat Project	<a href="http://www.theboatproject.com/">http://www.theboatproject.com/</a>