

Item No. 13.	Classification: Open	Date: 22 March 2011	Meeting Name: Cabinet
Report title:		Adoption of the London 2012 Olympic and Paralympic designation	
Ward(s) or groups affected:		All	
Cabinet Member:		Councillor Veronica Ward, Culture, Sport, Leisure and the Olympics	

FOREWORD – COUNCILLOR VERONICA WARD, CABINET MEMBER FOR CULTURE, SPORT, LEISURE AND THE OLYMPICS

1. As Cabinet Member, I am asking that Cabinet, after consideration of the officers' report set out from paragraph 6 onwards to approve the recommendations below.

RECOMMENDATION

2. That the Council enters into the Host Borough Co-operation and Licence Agreement, so that the Council may utilise the London 2012 Olympic and Paralympic 'host Borough' designation.

BACKGROUND INFORMATION

3. In October 2009, the London Organising Committee of the Olympic Games (LOCOG) via London Councils offered all London local authorities the opportunity to refer to themselves as 'Host Borough for London 2012'. This would enable Councils to refer to themselves in this manner in publicity, speeches and correspondence as well as to use the designated 'Host Borough' logo.
4. Under the terms of the Host Borough and Licence Agreement any London local authority that agrees to the terms of the Host Borough and Licence Agreement may utilise the 'Host Borough' designation for relevant corporate uses including website pages, publications, flags, signage, etc.
5. The example designation logos are at Appendix 1.

KEY ISSUES FOR CONSIDERATION

Impact of using the Olympic branding

6. Using this branding is advantageous to the Council, as it will increase its profile as an Olympics supporter and enhance potential input from the Games organisers, their supporters, funders and sponsors.

Use of the Olympic designation

7. Councils signing up to the Licence Agreement are able to use the designation on web and hard copy publications that are dedicated wholly or predominantly to the 2012 Games thus enhancing all 2012 related information, documents and promotion.
8. It should be noted that under the terms of the Licence Agreement, specific London 2012 inspired events, projects or programmes are not allowed to use the designation. This means that the designation could not be used for existing Council events such as our events in parks and public places whether of a cultural or sporting nature. For these projects, an alternative scheme is available and this is application for the Inspire Mark. The reason for this is to prevent commercial organisations from taking advantage of the designation. Where appropriate, the Council will apply for the Inspire Mark.

Policy implications

9. The brand would be used alongside and as an addition to Southwark Council's corporate brand.
10. The Corporate Communications team will monitor the use of the designation using similar guidance structures that are used to monitor the corporate brand.
11. Using the designation would raise the profile of the Council's own work toward London 2012, both internally to staff, and externally to communities, businesses, visitors, students, the organisers of London 2012 and potential supporters and funders.
12. The License Agreement imposes a number of standard obligations on the Council including an obligation to cooperate with LOCOG and a commitment to take measures to ensure the success of the 2012 Olympic Games, such as to provide enhanced public services due to the staging of the 2012 Games (e.g., enhanced street cleaning, co-operation with torch relay and road race, controls on street trading and advertising, etc.).
13. If any enhanced public services are required these would be subject to separate co-operation agreements that would address service levels and delivery costs. LOCOG has confirmed that the London 2012 City Operations Group will be responsible for working through the services that will be required during the 2012 Games. LOCOG is not in a position to detail the exact contributions and services that will be made from the Council; the commitment to provide these services is defined loosely in the Licence Agreement. LOCOG has acknowledged that this commitment does leave a degree of uncertainty and has recognised that the Council cannot commit to anything outside of its control or which would commit the Council to any unplanned expenditure. They have confirmed that the only remedy available to LOCOG if the Council fails to comply with this provision would be termination of the Licence Agreement.
14. In light of the above, the benefits of agreeing to the Licence Agreement are considered to exceed any possible costs associated with entering into it. If costs arise, they will be negotiated and subject to a separate agreement. If the costs were significant and not affordable, either or both parties could terminate the agreement.

Community impact statement

15. This decision has been judged to have no negative impact on local people and communities and is expected to raise awareness of and interest in the 2012 Games.

Resource implications

16. The possible costs of agreeing to the Licence Agreement, such as the possibility of needing to provide enhanced public services as is set out in paragraph 12 above are likely to be low as the Borough is only hosting a minimal number of events for the 2012 Games and it is considered that these costs can be managed within existing budgets.
17. Officer time will be required to monitor and offer guidance on the use of the designation but it has agreed that this can be held within existing resources. Please refer to Finance Director and Head of Communication comments at paragraphs 17 & 18.

Consultation

18. Consultation has been carried out with relevant internal departments including:
 - Legal
 - Corporate Communications
 - Culture, Libraries, Learning and Leisure

SUPPLEMENTARY ADVICE FROM OTHER OFFICERS

Strategic Director of Communities, Law & Governance

19. The Strategic Director of Communities, Law & Governance notes the content of this report.
20. This report requests the Cabinet to approve the Council entering into the attached Host Borough Co-operation and Licence Agreement with the London Organising Committee of the Olympic Games.
21. The terms of the Licence Agreement are not negotiable and advice has been provided to the relevant Council Officers as to the obligations that would be incurred by the Council under the terms of the Licence Agreement, the most onerous of which is the commitment to provide enhanced public services (if necessary) to ensure the success of the 2012 Games. Clarification of this commitment has been sought from LOCOG and is set out in paragraph 12 above.
22. Section 2 of the Local Government Act 2000 enables a local authority to do anything which it considers is likely to achieve the promotion of improvement of the economic, social or environmental well-being of the area. It is considered that entering into the Licence Agreement is compatible with this statutory power.

Finance Director (Env/ET/130111B)

23. The Head of Service has confirmed that any costs associated with the proposals can be contained within the existing budgets. Therefore, there are no financial implications as a result of approving the proposed agreements.

Head of Communications (RC032011)

24. It should be noted that the use of logos etc. is very strictly controlled and regulated by the details of the licence and that the licence could be revoked if there was any breach.
25. As a borough there is also the option to give notice on the licence.

APPENDICES

No.	Title
1	Olympic Logos

AUDIT TRAIL

Cabinet Member	Councillor Veronica Ward, Culture, Sport, Leisure and the Olympics	
Lead Officer	Gill Davies, Strategic Director of Environment and Housing	
Report Author	Paul Cowell, Events, Film and 2012 Manager	
Version	Final	
Dated	10 March 2011	
Key Decision?	Yes	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER		
Officer Title	Comments Sought	Comments included
Strategic Director of Communities, Law & Governance	Yes	Yes
Finance Director	Yes	Yes
Head of Communications	Yes	Yes
Cabinet Member	Yes	
Date final report sent to Constitutional Officer	14 March 2011	

Appendix 1

Olympics Logo

