

Camden Local Strategic Partnership

Meeting	5 December 2008
Report Title	“2012 Olympic and Paralympic Games: maximising the benefits for Camden” - draft note of LSP seminar
Report by	Mike Webb Senior Policy Officer, London Borough of Camden tel. 020 7974 4328 e-mail michael.webb@camden.gov.uk
Purpose	The LSP held a seminar entitled “2012 Olympic and Paralympic Games: maximising the benefits for Camden” at the Camden Arts Centre on 4 November.
Recommendations	The LSP is asked to note the report.

Present

- Cllr Keith Moffitt (Chair of LSP), London Borough of Camden, Leader
- Rob Larkman (Vice Chair of LSP), Camden Primary Care Trust, Chief Executive
- Cllr Andrew Marshall, London Borough of Camden, Deputy Leader
- Ann Baxter, London Borough of Camden, Director of Children’s Services
- Chris Shaw, Camden Town Unlimited, Chair
- Stephen Jordan, London & Continental Stations and Property, Managing Director
- Moira Gibb, London Borough of Camden, Chief Executive
- Pat Stack, Camden Community Empowerment Network and Disability in Camden

Also in attendance

- Cllr Flick Rea, London Borough of Camden, Executive Member for Culture
- Cllr Paul Brickell, London Borough of Newham, Executive Member for the Olympics and Public Affairs
- Rachel Stopard, London Borough of Camden, Director, Culture and Environment
- Fiona Dean, London Borough of Camden, Assistant Director
- Jenni Lomax, Camden Arts Centre, Director
- Peter Bunday, Greenwich Leisure Limited, Deputy Director
- Mary Burguieres, London Borough of Camden, Head of Policy
- Amy Coad, London Borough of Camden, Strategic Olympic Officer
- Mike Webb, London Borough of Camden, Senior Policy Officer
- Janice Lim, London Borough of Camden, Senior Policy Officer
- Maxine Hodsdon, Camden Arts Centre, Office Manager

Apologies

- Chief Supt Dominic Clout, Metropolitan Police, Borough Commander
- Michael Quy, London Fire Brigade, Borough Commander
- Karen Wilson, Camden Housing Association and Co-op Forum and Origin Housing Group, Chief Executive

- Professor Anthony Kessel, Camden Primary Care Trust, Director of Public Health
- David Latchman, Master, Birkbeck College
- Mick Hickey, Job Centre Plus, External Relations Manager – Central London District
- Kevin Munslow, The Holborn Partnership, Vice Chair
- Anju Bhatt, Director, Camden BME Alliance (invited)

1 Camden's Olympic and Paralympic Plan: bringing the aims to life

- 1.1 Cllr Flick Rea, Camden Council's Executive Member for Culture began the seminar by setting out work under each of the five aims of the Olympic and Paralympic Plan since it was launched last year.
- 1.2 Active and healthy – the council are working with GLL and the PCT on a number of healthy initiatives including implementing free swimming. The council and partners recently launched the Proactive Camden Strategy. There is currently work going on to coordinate and streamline talented athlete grants that come from the Council, Sport England and GLL.
- 1.3 Volunteering – sports volunteering is being coordinated and developed by the recently finished sports volunteering plan in partnership with the Volunteer Centre and local clubs. Camden is also developing a borough wide volunteering strategy which incorporates 2012 impact and will launch in February.
- 1.4 Maximise the economic benefits – the council recently held an event for small businesses at the Camden Centre to help them bid for contracts associated with the Olympics. Other awareness raising events have also been held for businesses and organisations on procurement, work, training and volunteering opportunities arising from 2012.
- 1.5 Improve our streets, parks and open spaces – Camden has secured funding from TfL to develop the streetscape around Whitestone Pond where the cycle road race will pass. Work is also planned to improve the street scene and signage in Bloomsbury, where many tourists and journalists will be staying.
- 1.6 Cultural and leisure opportunities – Camden's Cultural Olympiad "Camden Voices" was launched over the weekend of 26-28 September. The centrepiece was an event at Swiss Cottage Leisure Centre but there were nearly 40 free events throughout the borough run by the Council and our partners attended by thousands of people. The theme of Camden Voices is people telling their stories, which will form a virtual archive across various media.
- 1.7 The LSP were shown a Camden Voices short film.

2 Making sure residents benefit from the 2012 Olympics

- 2.1 Cllr Paul Brickell, Executive Member for the Olympics and Public Affairs at Newham Council, gave a presentation setting out his council's approach to helping its residents take advantage of the opportunities presented by the 2012 Olympics. The presentation is available on request from Mike Webb.

3 Key points from the discussion

- 3.1 The economic downturn will undoubtedly affect the employment opportunities for Newham residents but the council aims to build resilience in its population so they have more than one employment option. Fortunately Stratford City, a large multi-use development, was agreed before the Olympic bid was successful and will definitely be completed. The focus for Newham council is on an ongoing, broad legacy rather than just 6 weeks in 2012, with retail and residential before the Olympics and office space on the site once the "demountable" Olympic facilities have been taken away. It is crucial that the site avoids the fate of the Millennium Dome or some of the Athens venues.
- 3.2 Although Newham had (and still has) more capacity than Camden dedicated to the Olympics, especially from NRF, in the early days it was not always used effectively because Newham tended to focus on the Games themselves, eventually recognising that they should be concentrating on the wider and longer term regeneration work and accepting that the site may lie fallow for some time afterwards because the build-out will take time. It is also crucial that new developments are linked to "Old Stratford".
- 3.3 In light of this, Camden LSP partners should therefore focus on ensuring there is an impact for local people both before and for a long time after 2012. They call this approach "legacy now". The borough needs a post-Olympic plan almost as much as an Olympic Plan to prevent the Dome syndrome. The key is to communicate, build upon and "sprinkle the 2012 magic on" the existing excellent provision in the borough.
- 3.4 There was a general consensus that by necessity Camden should be working with what it already has, harnessing existing initiatives and infrastructure (such as sports and leisure facilities) to engage people in the Olympics. This is compounded by the lack of access to the Olympic brand. Newham's experience has been the need to take the initiative in this way because other agencies such as LOCOG and ODA have their own agendas, there is no funding for the Cultural Olympiad and no real London wide approach to the Olympics. The Olympic bodies officially have a responsibility to create a legacy but their focus is on delivering the games not on a wider legacy.
- 3.5 Camden will have a major role as a "front door" for the Olympics by virtues of its transport links and it is an opportunity to change to promote

Camden's attractions and change the perception of the King's Cross area. The borough is not marginal to the Games - they are after all a London Games and a significant part of Central London is in Camden. Visitors and many Londoners see London as one city rather than a collection of boroughs. Camden has a lot of cards in its deck and can use the Olympics to strengthen what's already here. It could situate its Olympic work in a pan-London context. Greenwich is capitalising on its proximity to the Olympic site by promoting the borough as a place to stay and eat. Visual arts organisations are investigating the idea of a London-wide network of events both in and outside galleries. The Olympics are not a zero-sum game for London boroughs - for example, all of London will benefit from the regeneration of East London.

- 3.6 Communications are clearly a key issue as public perceptions about the Games tend towards the negative. Newham are not working systematically with a communications agency but initiatives like the partnership with Barnsley are part of an overall positive message. Other boroughs are finding that they need to channel a complex message into something simple that everyone can participate in, such as learning to swim. This approach will "sprinkle the Olympic Magic" over more people although even within Newham, some residents still don't see the Games as something for them.
- 3.7 Feedback from previous hosts of the Olympics and similar events is that ordinary tourists tend to stay away during the event. This is even more of an impetus to use it as a focal point for Londoners to enjoy their own city, its galleries, theatres etc. Camden is developing the concept of a Cultural Fringe with other central London boroughs – Kensington and Chelsea are committing £1.5m to improving their museums district. Camden could easily participate in an initiative such as longer opening hours in museums and an extended Open House weekend over the summer of 2012.
- 3.8 Everyone agreed that there had to be something in the Olympics for every Londoner, as they are paying for it. It is the role of local authorities and LSPs to provide and help them access opportunities and make people aware of them. This includes disabled people – if London is to match the success of the Beijing Paralympics, everyone needs to be able to access the Games and events around it.
- 3.9 LSP members were given postcards to suggest current and or future which link to one or more of the 2012 aims, involve working with partners across the aims, that work within or across sectors, between now and 2012 and beyond. These suggestions should be returned to the council before Christmas and in the new year will feed into the development of a milestone plan by the Camden 2012 Steering Group. The LSP will receive an update at its April meeting as part of the Community Strategy progress report.