

Report to Local Councils' Liaison Committee



**Epping Forest
District Council**

Date of meeting: 3 November 2011

Subject: Olympic Games 2012

Officer contact for further information: J Gilbert, Director of Environment and Street Scene (01992 56 4062)

Committee Secretary: M Jenkins (01992 56 4607)

Recommendations/Decisions Required:

That local councils give urgent consideration to whether, as part of the Olympic celebrations in 2012, they wish to purchase, through a joint funding arrangement with the District Council, "Look and Feel" decorations for their area.

Report:

1. The venue for the Olympic Games canoe and kayak events is at the new White Water Centre, which is located just across the border from Waltham Abbey in the Borough of Broxbourne, Hertfordshire. Additionally, one of the two park and ride facilities for the venue will be located at North Weald Airfield and significant parts of the Olympic Route Network (ORN) also pass through the district.
2. Government money has been made available to host authorities, in this case Broxbourne Borough, to 'dress' the areas in the immediate vicinity of venues. This called the Olympic "Look and Feel" and consists of street decorations such as lamp column banners/flags, bunting, fencing scrim and similar. These decorations are all in prescribed form and design to be found in the "Look Book" published by LOCOG (The Organising Committee for the London Olympic Games).
3. This Council and Broxbourne Borough Council have been working closely to formulate what is called a "Look and Feel" plan, which will enable the immediate locality to be dressed (i.e. from Waltham Cross down to Waltham Abbey), plus some additional dressing of the park and ride facility and the ORN. Unfortunately, the budget provided by government will not enable any other parts of the district to be included.
4. Cabinet, at its meeting on the 24th of October, considered a report seeking a funding package to enable towns and parishes to apply for Olympic "Look and Feel" dressing. A community "Look and Feel" package was suggested, comprising of 12 lamp column banners, 10 barrier scrim and 100 metres of bunting. The value of this package is around £3,500 allowing for costs of installation where appropriate. It was proposed that interested local councils would meet half the cost. The outcome of Cabinet's consideration will be reported at the meeting.
5. It is important the local councils give this matter urgent consideration. There is a deadline of early December for ordering the "Look and Feel" decorations in order to obtain them at the cheapest price from LOCOG's provider. Furthermore, since the "Look Book" referred to earlier is not and cannot be allowed into the public domain, if local councils are interested in seeing the types of decoration which are available, this will also have to be achieved by that same deadline.
6. All the Clerks to local councils received a letter (by email where possible) from the Director of Environment & Street Scene seeking a response in respect of "Look and Feel". That letter provided much the same information as within this report and made reference to

the fact that it would also be put forward as part of this evening's agenda.