

Community Live Sites Celebration Guide

Welcome!

Thank you for seeking out the Community Live Sites Celebration Guide for 2012. It is designed to help and support local authorities and other non-commercial bodies that wish to mark the London 2012 Olympic and Paralympic Games by establishing a Community Live Site in their town, city or borough – wherever they are in the United Kingdom. The guide takes the form of a 'toolkit', which has been developed to answer the many enquiries from bodies across the UK wishing to find ways to offer Games-focused activities in 2012. The advice and information contained in it comes from a wide variety of sources including the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG), the Government Olympic Executive (GOE), the Olympic and Paralympic Security Directorate and other agencies. If you are interested in setting up a Community Live Site then you are asked to contact the LOCOG Live Sites team using the details below.

Live Sites have become an important way of creating a shared experience and, over the past ten years, have been a key place to gather for major events. Her Majesty The Queen's Golden Jubilee, the Live 8 concert, the recent Royal Wedding and, of course, many sporting occasions are all times when communities are drawn together because of the desire to celebrate. Indeed, the Commonwealth Games in Manchester and 2002 FIFA World Cup were the first major milestones for the London 2012 Live Sites, spawning a number of city centre 'Big Screen' projects set up by local authorities and the BBC. These screens remain at the heart of the London 2012 Live Sites network.

Live Sites are a major part of the London 2012 bid promise to engage with as many people as possible throughout the UK. There are **Permanent Live Sites** in every nation and region which exist now and will continue to operate as a legacy after the 2012 Games. They are large screens in city centres and squares, showing a minimum 16 hours a day of video and audio content, with contributions from the BBC, London 2012 and the local community. The spaces in which they sit offer a range of local events every year and the screen plays its part in energising the local community with live content from the square, bringing a local dimension to national events and helping foster a communal sense of occasion and place.

Temporary Live Sites will be created in a number of locations for the 2012 Games, especially in Host & Venue Cities such as London and Weymouth and Portland. These Temporary Live Sites will be funded and delivered by local authorities working closely with London 2012. There will be elements of shared screen content, London 2012 Look, or dressing, will be used and we expect these sites to be central to the audience's enjoyment of the Games. Where these are being considered, local authorities are already aware and in conversations with LOCOG.

This 'toolkit' is aimed at any local authority considering putting in place a **Community Live Site**. These will also be able to access coverage of the Games, be dressed in Look materials and will make their spaces in city centres or parks the focal point of the Games-time experience for local residents. The information has been drawn together by many bodies and organisations involved in staging the London 2012 Olympic and Paralympic Games. It is intended to give you clear guidance on what you will need to address if you are planning a Community Live Site for a day, a weekend or longer in 2012.

Thank you for considering this option. Please read on and we hope that you will contact us for more details if you wish to develop a Community Live Site in your town, city or borough and be part of the greatest summer of sport, culture and much, much more!

Best wishes,

The London 2012 Live Sites team

What is a Community Live Site?

Simply put, a Community Live Site is a free viewing experience of the Games which fundamentally requires a 'big (LED) screen' in a public space such as a square or park. It will be dressed to celebrate the Games and will provide a range of activities, if appropriate and possible, to support the viewing of the sport.

At its heart, the Community Live Site experience should give the audience present the chance to enjoy the screening of the competition, supplemented by any suitable on-site activities. Cultural and sports participation programmes which are part of the local community are likely partners, joined perhaps by Inspire projects based in your area.

Common questions often focus on cost and specification of the LED screen, and the services required to deliver it. Each local authority and/or its promoter will have a clear understanding of the event space, its size, capacity, restrictions and opportunities. Depending on how that space is to be used, event companies and LED screen providers will advise on suitable equipment, and local authorities will want to use their tender or quoting processes to evaluate the quotations they receive.

A space accommodating 5,000 people would typically require a screen of around 25 square metres. A screen company will advise on whether a built structure or a truck-based screen is most suitable for the space and provision will need to be made for the production facilities required for the event. Costs vary widely depending on demand and distance, as well as duration of the event, and while the screen is the most expensive item required, it will need other infrastructure such as barriers, stewarding, maybe staging and certainly a PA system.

Whilst screen hire can start from as little as £3,000 per day up to £15,000 per day, the total event cost is likely to be several times the screen hire fee. However, costs fall sharply if the event is for a longer period since much of the cost is to set-up and remove the equipment. So, a one-day event might cost anything from £10,000 or £15,000 up to £30,000 or more, but if the event was over a weekend, the total would only increase by a modest extra hire fee and staffing costs. Events held over a longer period will obviously require a greater budget, but the cost per day drops sharply over a week or more.

The best advice is to draw up a very clear and comprehensive specification, reducing the costs of late changes and additions, and then to explore the market for a range of prices. Consider using an event producer or production company to deliver an integrated service, but be aware that this will incur extra production charges which you may wish to compare with the cost of self-management if you have the expertise to deliver in-house.

Finally, and importantly, the Community Live Sites programme is non-commercial. The Games sponsor rights and the use of BBC or (commercial-free) Channel 4 coverage (as the Rights Holding Broadcasters) means that sponsor engagement is restricted. If you do choose to pursue this then you need to do so with a clear understanding that recognition of commercial funding sources is very limited so both public and non-commercial funding must deliver your Community Live Site.

Live Site event planning

There are a number of core principles that all Community Live Sites need to meet:

- Sites must be registered and approved by LOCOG
- Access to sites must be free
- Sites are not usually ticketed, unless safety issues demand a free ticketed solution
- A City Operations regime must be in place (typically a multi-agency Safety Advisory Group – SAG)
- All rights issues must be addressed by the promoter (typically the council) and the guidance given in the 'commercial issues' section of this toolkit must be complied with
- Events must be covered by public liability insurance

Key event management information is readily available from industry-standard publications, such as 'The event safety guide (second edition) – A guide to health, safety and welfare at music and similar events'

Ultimately, the decision to hold an event requires the approval of a number of bodies as well as the active participation of agencies. Many city events teams have well-developed systems attached to the various requirements of the local authority, which lead to a multi-agency structure such as a SAG typically comprising:

- Event organiser
- Production company (if any)
- Venue owner/operator
- Police
- Fire service
- Health bodies
- Transport organisations
- Any relevant council departments (including Licensing and Emergency Planning) if required

A body such as a SAG will only consider and advise on plans prior to application for any permissions needed. Part of the planning regime will include the detailed requirements for event management on the day(s) which may include local event control groups involving a wide range of agencies. Again, the guide above provides comprehensive advice.

Further information on planning a safe and secure event can be provided by the Local Authority Events Management team and by local police services.

Commercial issues

LOCOG recognises that communities wanting to host Community Live Sites will need to involve businesses for practical reasons: You may want to appoint an events management company to operate the site, you may need to contract businesses to provide catering, cleaning, or security services, and you may have existing businesses operating from the site you plan to use. We also acknowledge that you may wish to obtain financial or value-in-kind support for your Community Live Site.

If you decide to go ahead with hosting a Community Live Site, you will be asked to sign a Live Sites agreement. This will give you access to specific Community Live Site products within the 'Look Book', the catalogue of Look materials, and, amongst other things, will require you to agree to deal with businesses in relation to Community Live Sites only in accordance with the agreement. You will also be asked to take steps to prevent ambush marketing at your Live Site and to respect the rights of London 2012 partners, all as set out in the agreement.

Showing the Games on screen

Guidance notes for those planning display of BBC transmission of the 2012 Olympic Games

Providing the public with access to television(s) in the United Kingdom, displaying live the BBC transmissions of programmes incorporating events from the 2012 Olympic Games (the 'Programmes')

The following are the conditions under which the BBC itself will not object to the public performance (as described above) of the Programmes, (please note the International Olympic Committee may issue its own guidelines for the public performances):

1. The BBC will not supply a direct feed to any user. Any access to the BBC transmissions must be off-air.
2. It is the event organiser's responsibility to have obtained all the necessary consents to enable the public performance of an off-air broadcast, such as the statutory television licence.

3. The BBC transmissions of the Programmes must be received and shown simultaneously with their transmission by the BBC, in their entirety, without any cuts, alterations, modifications, interruptions or superimpositions. In particular, all credits, or messages must be broadcast in full off-air. There can be no imposing of any other commercial messages into or over the broadcast.

4. No payment or charge, either direct or indirect, may be made to the general public for the privilege of viewing the performance of the Programmes.

5. The presentation of the public performance described above (for example but not limited to branding and marketing) must not pass off the event organiser company itself or the provision of the public performance or any associated element of the public performance as endorsed or associated with the BBC

Provided that the conditions are met in full, the BBC will not object to the provision of a public performance of the Programmes as described above.

Specific advice is available from Channel 4 on request for those considering a Community Live Site during the Paralympic Games.

More information

For further details and advice, including how you can register to join the Community Live Sites programme, please email

livesites@london2012.com

Alternatively, please mail:

London 2012 Live Sites team

London Organising Committee of the Olympic Games and Paralympic Games Ltd

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Thank you!

The London 2012 Live Sites team