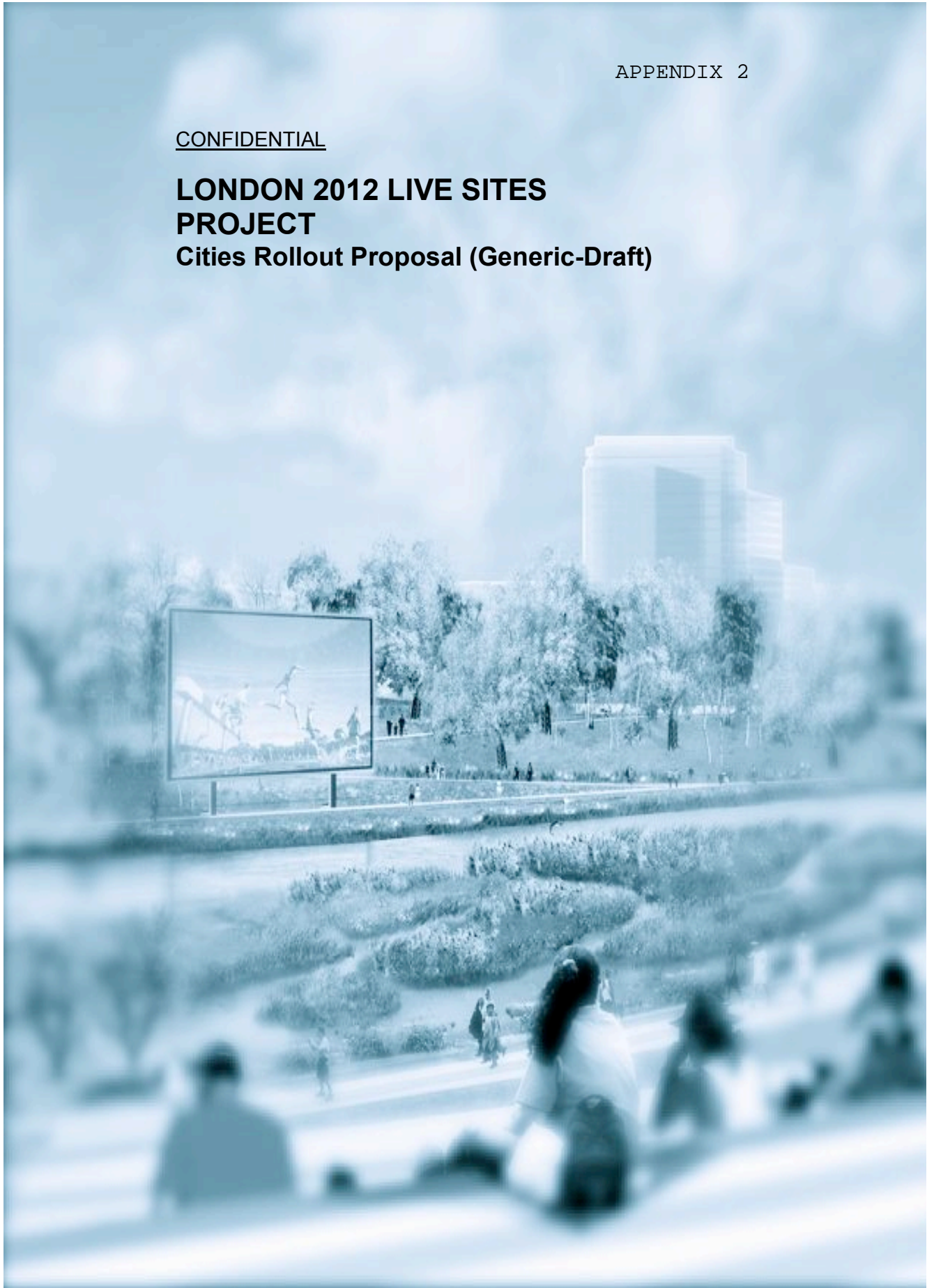


CONFIDENTIAL

**LONDON 2012 LIVE SITES
PROJECT
Cities Rollout Proposal (Generic-Draft)**



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Project overview

The concept

The 2012 Live Sites concept is built upon a five-year experimental project, carried out by the BBC, nine cities and towns and three universities, to develop the UK's Public Space Broadcasting infrastructure...a network of all-year-round permanent screens.

They were originally designed to help to animate urban spaces through events, with the screen acting either as a relay for major national and international occasions or to support local activities. The rest of the time was intended to comprise a range of live BBC news and family-appeal programming.

During the experiment, the screens have created many special moments for audiences through their coverage of high-profile National and International events (e.g. Live8, Wimbledon, the RBS 6Nations Championships and Proms in the Park). As the network has grown, its potential for reaching untapped audiences has been recognized and they have featured exclusive screenings of networked initiatives such as Royal Opera House performances of ballet and opera.

There has also been a significant demand to deliver an increasing proportion of local video and information, including hundreds of community generated films and viewer content (texts, pictures and video). Most groundbreaking of all of all has been the project's pioneering work in developing interactivity at each site.

So the role of each screen has developed way beyond original expectations as a result of each community warming to the concept and the creative outlet it provides for them. They are no longer seen as just a big screen; communities now regard them as offering...

A digital city centre focal point and meeting place.

A 21st Century public news and information point - improving public awareness of local issues, developments, initiatives and activities.

A hi-tec showcase for educational and community activities.

A high profile outlet for visual arts, digital innovation and local filmmaking.

A new and innovate dimension to assisting urban regeneration and public realm by encouraging people to feel positive about their city centres and to enjoy shared experiences and memorable occasions in less sterile urban spaces.

The proposal

LOCOG (The London Organising Committee for the Olympic Games) wishes develop this concept by rolling out many more screens in as many UK cities and major towns as possible as part of its commitment to ensuring that the whole of the UK feels connected to the 2012 Games.

The 2012 Lives Sites project is intended to embrace the current BBC-led project and add another eight screens to the network in time for the Beijing Olympics in August 2008 and a further four soon afterwards.

The target is a minimum network of 30 permanent screens...and possibly 60 or even more, funding permitting. At least 10 temporary screens will be deployed during the 2012 Games and 4 mobile screens may be included in the mix before then.

The current Public Space Broadcasting network comprises Manchester, Birmingham, Liverpool, Leeds, Hull, Derby, Bradford, Swindon and Rotherham. As well as Your City, the following cities and towns have currently applied for planning permission, or are preparing applications, in order to be part of the first phase of the Live Sites roll-out: Plymouth, Bristol, Southampton and/or Portsmouth, Cardiff and/or Swansea. Edinburgh and/or Dundee, Middlesbrough, Walthamstow and/or Romford. Negotiations are also taking place with Newcastle and Belfast.

Many other cities and towns have expressed enthusiastic interest and their applications to become part of the network will be considered as further funding becomes available.

In order to make it as easy as possible for communities to join the new network, LOCOG intends to use funding generated by its public partners and sponsors to provide screens and back room technology free of charge.

The BBC has also agreed in principle and subject to funding, to continue to support the Urban Screens vision by providing sustaining content and by funding the daily editorial and operational management of each screen.

This project is not, however, about getting something for nothing. It is about your city, LOCOG (its sponsors and public partners, including the BBC) working together with a sophisticated screen and supporting technology to create a vibrant city centre Live Site. The 2012 dimension is intended to complement the proven benefits of Public Space Broadcasting model; 2012 is developing a four-year content and activities schedule, including simultaneous Olympic Opening celebrations in all partner cities and towns. It will, in effect, give you "a piece of Olympic Space" in the centre of Your City.

Communities within the *existing* Public Space Broadcasting Network have to fund their own screens at a cost of between £90K and £150K pa. LOCOG has decided to take this burden away from participants in the Live Sites Network in order to help as many places as possible to become involved and, importantly, to ensure that local authorities use their budgets to animate the sites with a lively events and activities programme rather than tie up their resources in technical infrastructure.

If your city and its many community-based organisations engage in the spirit of the project, they will enjoy the legacy of a high-profile, digital public facility designed to help your community create a sense of place, not just up to the 2012 Games, but long after as well.

How will the LOCOG/Your City/BBC partnership work?

In simple terms...

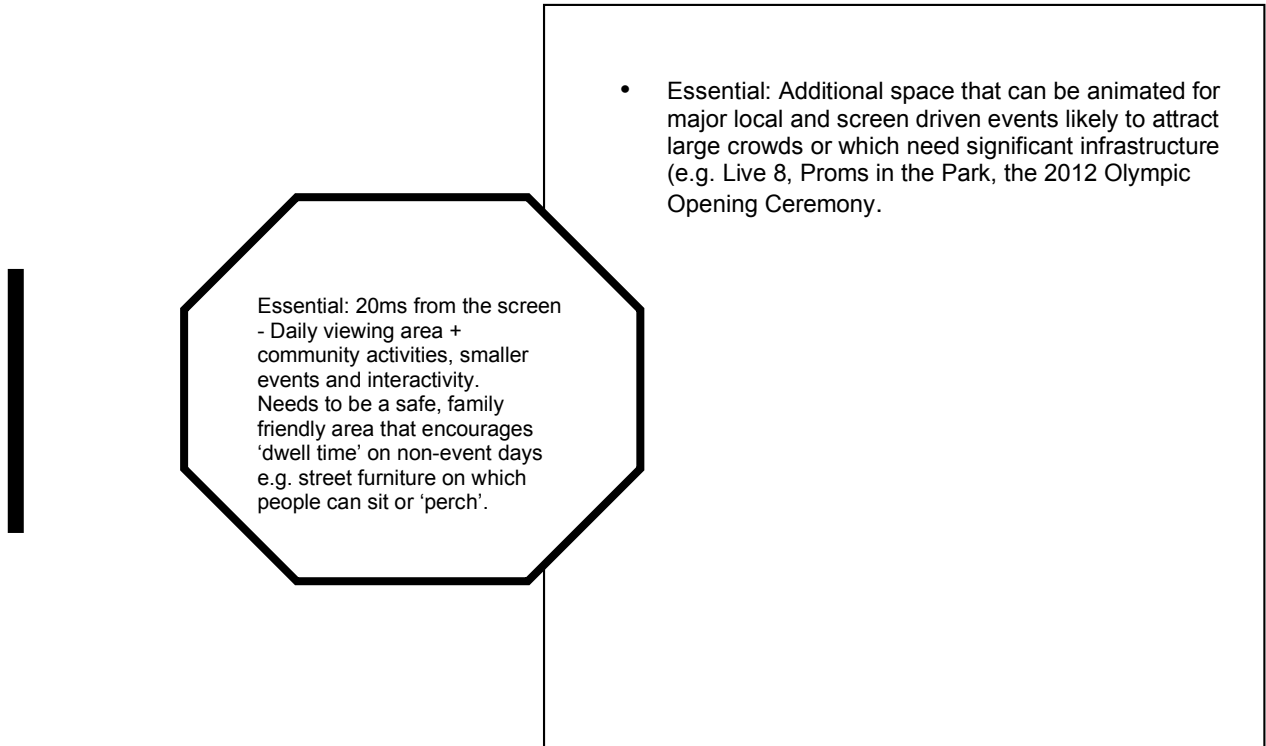
- LOCOG funds the screen system technology and provides 2012 activities;
- The BBC provides sustaining live TV, news and information and a screen management service to operate the technology and take editorial responsibility for the screen's output;
- Your City Council provides a city centre site, which has good daily footfall and which will become an events and activities venue and the focal point for 2012's activities in the Region. It will also take responsibility for operating the site, including health and safety issues. You will also cover some installation costs and all of the running costs.

Whilst LOCOG's preference is for a large central public square that can accommodate major events, it accepts that it has to work with what a city can offer. Where a city is strategically important to the Project, but has limited sites available, LOCOG is proposing a "Precinct Venue".

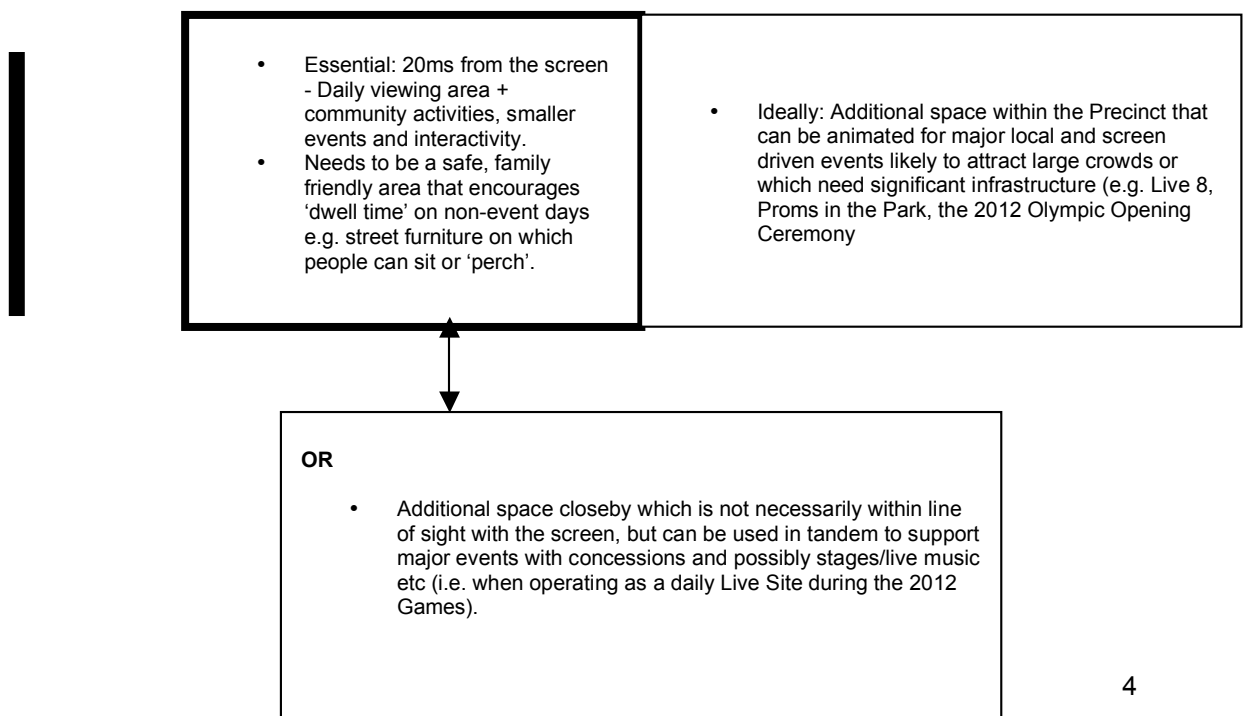
This will usually mean that it has restricted events capacity, but the Council will be expected to commit itself to finding other ways of delivering its obligations i.e. identifying an additional overflow space (see concentric spaces diagram).

The concentric-spaces approach to handling different audience needs and activities

1 The Public Square Live Site



2 The Precinct Live Site



As part of their responsibility to provide planning permission for the Live Site Screen, LOCOG will encourage local authorities to be creative and sensitive in the way they integrate the facility into their chosen space. Although LOCOG is offering a stylish, contemporary design it may not be suitable for all sites. Councils need to be aware that a basic LED screen no more than a set of black, square panels that can be designed-into a range of structures (e.g. brick, stone, a piece of public art) and so they should be prepared to invest in designing a more suitable design if necessary.

In preparing their application to LOCOG for a Live Site, local authorities are also encouraged to think carefully about how they want their site to work, whether it is an existing space or one that is currently being developed.

LOCOG will be looking for evidence that councils see the Live Site screen as complementary to their strategic plans for creating a focal point within their communities, a sense of place. They will be expected to demonstrate that they are prepared to do what is necessary to encourage people to use the space as a gathering point across the whole year and to budget for its use as a venue for an extensive events and activities schedule.

The Installation Schedule

- City commits to the concept and agrees with LOCOG a potentially suitable site
- Site is surveyed by LOCOG's technical coordinator and Daktronics, the screen system provider, to confirm suitability
- City identifies a *Live Site Project Coordinator* (a senior person who will have overall responsibility to LOCOG and the BBC for delivering the City's obligations); the City will also identify an *Installation Project Manager* to be responsible for the day-to-day liaison with Daktronics and LOCOG's technical co-ordinator.
- City prepares and applies for Planning Permission with technical information provided by Daktronics and LOCOG's technical coordinator
- City takes responsibility for belowground work and prepares accordingly.
- Daktronics and City installation project manager work together on the installation.
- LOCOG retains a coordinating overview throughout.
- BBC provides screen management usually six weeks before the screen is installed.
- City nominates its *Live Site Manager* (can be combined with another related role i.e. *Events Manager* but even better if it is a dedicated role) who will take a lead hands-on role in working with BBC and LOCOG to make the site a success.
- The Screen is commissioned by the LOCOG and BBC technical co-ordinators and is handed over to the City and the BBC to operate.
- City's Live Site Project Coordinator chairs quarterly Live Site Events and Content Strategy group attended by BBC 'Screen Manager' and other stakeholders (sometimes a university).
- City's Live Site Manager and BBC "Screen Manager" liaise as required re the operational detail of specific events.

•Details of the package being offered

The total cost of the LOCOG/public partners/Sponsors package and BBC management support has a value in the region of £750,000 across five years. LOCOG will, in effect, loan the screen system to the City until after the 2012 Games and then hand it over to the City for a token amount.

The technology package:

- A high-resolution LED screen (25 sq m average size).
- Supporting technology including a state of the art content management system, interactive screen-mounted camera and software and Bluetooth.
- A standard, clad mounting structure i.e. frame and freestanding legs.

Three offers are made to local authorities...



- I. The basic frame of the screen and legs, which cities can then clad at their own cost to suit the location i.e. use of brick, stone or other finishes. (Note: there would be an allowance based on the cost of the standard cladding, which could be set against a bespoke solution.)



- II. A screen with a standard, High-Tech, metallic-effect cladding (see above).
- III. A wall mounted screen in similar cladding.

- Most standard aboveground installation costs.
- The services of a BBC screen network operations centre and a local BBC 'screen management service' to operate and editorial manage the screen, liaise with your City Council and act as a catalyst within the city to ensure that as many organisations as possible make use of the facility.
- Experienced LOCOG and BBC project management support during the installation and after.

Details of your City's obligations

Installation and running costs:

- To take responsibility for the Screen system: The screen package will be provided to the City (i.e. your City Council) and must remain in its public ownership. Where the City is working with a partner such as BID or a City Centre Management Organisation it must enter into an agreement with its partner, which is approved by LOCOG, that ensures that the City's obligations, under its contract with LOCOG, are met.
- To provide the site, planning permission and other permissions to operate year-round and normally for 18 hours a day or more (minimum duration is 16 hours/7am to 11pm with permissions for extensions)
- Carry out most belowground work for a freestanding screen, including preparation of the screen's foundations (average costs for this elsewhere appear to range from £25K to £35K). A standard wall mount structure will be included in the standard installation package (additional costs will only be passed on if the screen requires a complex support structure). Your City will also be expected to ensure that ducting is available for a power supply and fibre-cable connection to the screen; ducting for cabling from the screen to external speakers if required.
- Meet any additional costs if non-standard cladding is required or if a wall-mounted solution generates additional cladding installation costs. If your City will requires a bespoke cladding solution, this may have to be ordered before planning permission is granted in order to meet the timeline. If the planning application fails, and if the project has to be abandoned because of this or because the City changes its mind, the City will be liable to meet the costs of those materials if they cannot be deployed elsewhere. Likewise, any temporary storage charges generated by an extended delay in the installation of the screen caused by the planning process or other City issues, will have to be met by the City.
- Provide space for a small control room (min 3mx3m in neighbouring premises up to 300m from the screen) with a suitably controlled environment. Ideally this should be a separate room, but it can be accommodated in an office provided that the security of the screen control equipment is guaranteed.
- Fund operating expenses including power (est. £5-6K pa) and commit to the screen system supplier's five-year service and maintenance contract (approx £10K pa), plus misc expenses (i.e. provide a feed via a digital aerial or satellite dish of free-to-air live TV programmes, a TV licence (up to an est. £1K pa), and rates if the facility is assessed by the local authority.

Breakdown of the installation responsibilities

(Based on first eight screens for Beijing)

Critical Completion Date	Contractor	City Council	DESCRIPTION
			1. Letter of Credit and/or banking charges
			2. Import License (if required)
	X		3. Export License (if required)
	X		4. Ocean Freight and insurance
			5. All costs associated with importing goods, to include but not limited to duties, taxes, customs clearance, import handling, warehousing, temporary storage
	X	X	6. Temporary storage or warehouse if required as a result of delays caused by the local authority
3 weeks before installation		X	7. Secure construction permits
April 2008	X		8. Engineering design of the display support structure excluding footings
		X	9. Engineering design and installation of footings/City
June 2008		X	10. Engineering certification stamp for support structure and footing design. Provide copies of stamped drawings and calculations to both Contractor and Purchaser/City
	X		11. Riser diagrams of electrical and signal
	X	?	12. Shop drawings and attachment detail submittals
Apr 2008			13. Approval of all engineering drawings, riser diagrams, shop drawings/ LOCOG? And City
		X	14. Local Underground utilities/City
Apr 2008			15. Mark location of marquee
		X	16. Unobstructed access to facility and/or installation site/City.
3 weeks before installation		X	17. Digging of footings including dirt removal. Fabrication and installation of steel cages, rebar or bolt attachments. Pouring and finishing of concrete for footings.
	X		18. Steel fabrication and complete structure installation of support structure
		X	19. Prime and paint structure if necessary
		X	20. Cladding design, fabrication and installation unless standard option selected at time of order/City.
		X	21. Furnish all ground protective material for trucks, equipment, cranes etc./City
	X		22. Unloading of all equipment from truck(s) upon arrival at installation site
	X		23. Lifting and mounting of displays(s) onto display structure
	X		24. Unpack, set-up, hook-up, testing of control system

Critical Completion Date	Contractor	City Council	DESCRIPTION
3 weeks before installation		X	25. Primary power and transformer, fused and lockable breaker disconnect switch or electrical distribution panel mounted on display structure/City
	X		26. Secondary power, conduits, power cable, power hook-up from the fused electrical panel to all Contractor supplied panel boards
April 2008	X		27. Specification for a suitable control room.
3 weeks before installation		X	28. Suitable control room for all control systems as specified by LOCOG and Contractor (ideally air conditioned and certainly an office environment i.e. no dampness or extreme of temperature etc
May 2008	X		29. Furnish all signal cable as delineated on quote
3 weeks before installation		X	30. Provide and install signal cable conduit, as delineated in riser diagrams/City
3 weeks before installation		X	31. Labor to pull all new signal cable (and remove existing cable, if required)/City
	X		32. Terminate signal cable
Upon installation clean up	X		33. Site clean up
	X	X	34. Provide personnel for maintenance and operator training
	X	X	35. Walk-thru inspection at Substantial Completion and identification of punch list items
Within 4 weeks of walk-thru inspection and signed product acceptance form, or as jointly agreed upon	X	X	36. Completion of punch list items

Management role:

- Provide...
 - A Project Co-coordinator to take responsibility for the delivery of the Project and the City's obligations and to be the main point of contact with LOCOG and the BBC (usually a senior local authority officer).
 - An installation Project Manager to oversee your City's installation responsibilities, working closely with the Chapelfields operational/technical team.
 - A Live Site Manager to work closely with the BBC and LOCOG to develop opportunities for local and national events and content (ideally a part-dedicated post, or an additional responsibility for the Events Manager or equivalent post). This person will also be expected to agree and review the acceptable audio levels with the BBC, ranging from the daily listening mode to higher-levels for pre-planned events.

Site development and animation:

- Do everything possible to make the site attractive to the public (e.g. provide street 'furniture' for sitting or 'perching' if necessary).
- Invest in one or two digital cameras and a mixing desk in order to utilize the plug'n'play facility and ensure that major local events and smaller community activities held at the Live Site are featured on the screen as they happen.
- Chair a quarterly Screen Strategy Group, to be attended by the BBC and other stakeholders and involved partners to plan and co-ordinate the Live Site schedule and allocate resources etc.
- Liaise fortnightly or as required with the BBC re the detail of imminent events and activities and the role of the screen in those events.
- Assist in the marketing of Live Site events and content through the Council's normal marketing arrangements.

Council commitment to events and activities driven by LOCOG, its Sponsors and public partners, including the BBC:

LOCOG, its Sponsors and public partners, including the BBC, will be making a significant investment in the project in your City. In addition, your community will be one of the first cities in the UK to be a 2012 Live Site with all the benefits of a four-year programme of 2012-related local and networked events and activities. Your City will be seen as *THE* regional 2012 site.

Understandably, LOCOG is looking for a quid pro quo response from the City by giving something back in return in the spirit of co-operation.

Whilst the screen will never carry advertising, there will need to be an acceptance that the screen will show credits for all those who have made the facility possible, including the Sponsors. No other brands will be able to associate themselves directly with the screen

LOCOG's precise requirements for event support remain difficult to define in absolute detail at this early stage. It is important for cities and other partners to recognise that this kind of project has never been attempted anywhere else in the World before and certainly not at previous Olympic Games. Until now, Olympic Live Sites have used temporary screens and only during the period of the Games.

LOCOG has already signed up major sponsors who have expressed support for the Live Sites project and it is likely that there will be more to come. But the agreements are extremely complex and given that the London Games are more than four years away it is impossible at this very early stage to define exactly how they will activate their sponsorship at Live Sites. Likewise, LOCOG has public partners from the world of sport, film, art and culture and they too are likely to be keen to utilize the power of the UK-wide screen network, but firm proposals have still to be worked up.

Knowing that cities need to identify at this early stage the kind of resources likely to be required to meet the Live Site event and activities commitment, we are asking city partners to...

- Agree to exclusive use of the space for a period of *up to* 80 days a year for London 2012/partner/sponsor generated activities from installation until the end of 2011.
- Provide exclusive use of the space for LOCOG, its sponsors and partners during and around the 2008 Beijing Olympic Games and Paralympic Games, the 2010 Vancouver Winter Olympics and during 2012 from the start of the year until the end 2012 London Olympic and Paralympic Games.

We should all share the hope that sponsors and partners will wish to access city centre spaces to enrich Live Sites for the benefit of each city through a broad range of 2012 orientated events and activities. In return we will be asking host Cities to...

- Make their Live Site space available free of charge for sponsors and partners
- Provide, without charge, core infrastructure for a set number of events and activities based on the Council's normal H and S risk assessment per event. The City will be asked to provide the same support for the rest of the sponsor and partner events and activities on a cost recovery/non-profit basis. Core support and infrastructure will normally be expected to range from 'meet and greet' for completely self-contained activities to token stewarding and barriers to meet H and S requirements for a small performance area. A larger deployment of stewards, barriers and possibly toilets are only likely to be required for Category A type events (see later descriptions)
- Recognize that the success of the Live Site across the year as a whole will also depend upon a City's willingness to exploit the opportunities presented by a range of major national and international events for which the BBC has rights e.g. Wimbledon, RBS 6 Nations Rugby, Last Night at the Proms. Other important moments will be delivered by partner organisations such as the Royal Opera House, which offers exclusive relays of opera or ballet, live from Covent Garden. Varying degrees of infrastructure and marketing support, plus inexpensive local enhancement of the event (e.g. food concessions, live local music, sporting skills promotion by local sports clubs) will be expected.
- Accept that during day or part-day 2012 events and activities, and during the Beijing Games, the Vancouver Winter Olympics and most of 2012 from January through to the end of the London Olympics and Paralympics, Sponsors will have exclusive branding rights in the defined space and the City will be expected to work with LOCOG to prevent ambush marketing.

LOCOG expects cities to understand how difficult it is at this early stage to predict exactly what the requirement is likely to be and asks them to engage with the spirit of what the City/LOCOG/BBC partnership is trying to achieve and show as much flexibility as the project develops.

However, LOCOG recognises the difficulties Cities may face in delivering all these expectations and is currently developing ground rules and templates that acknowledge Sponsors needs and rights whilst also recognising the need to deal with reality.

Specifically...

- Infrastructure:

LOCOG understands that Cities need to be able to assess the annual resource they will have to budget for in order to meet the requirement to provide core infrastructure support i.e they cannot sign a blank cheque.

So...

- LOCOG will cap the number of events and activities that will require free infrastructure support. It cannot cap it at a fixed sum because all cities have their own event protocols (and different levels of expertise and experience) One sum would not fit all and would deliver an uneven response from around the Network.
- Instead, LOCOG has produced a draft template that shows the number and different categories of event that Cities should, at this stage, anticipate having to provide free infrastructure support for. These can be no more than intelligent guesswork based on the Public Space Broadcasting experience. It will be up to Cities to work out what level of support, if any, they might have to apply to each defined category based on their own custom and practice.

- Exclusivity:

LOCOG understands that many of the spaces operate commercially as well as in support of community activities and that some cities already have agreements with their own sponsors. It accepts that councils and their partners cannot be expected to abandon these arrangements entirely during the period of their agreement with LOCOG.

Thus...

- Exclusivity will be confined to during 2012 events and activities and during the Games periods themselves and even then LOCOG hopes there will be opportunities for cities to exploit concessions opportunities. Outside those times, cities will be able to carry on as normal.
- The year 2012 itself will be the most sensitive period, but even then LOCOG wishes to be as flexible as possible and agree to other commercial activity in the space if it doesn't clash with its sponsors interests. In return, LOCOG is assuming that cities will accept that 2012 will be a very special and exceptional year in the UK and they will plan accordingly.
- LOCOG will also agree with cities the precise area that constitutes the Live Site and which may be branded in 2012 to mirror where possible the Olympic Park.

LOCOG also understands that many sites are bordered by properties occupied by organisations with national brands that might be in conflict with 2012 Sponsors.

- In this case, commonsense must be applied and the status quo prevail. So if a branded High Street Bank other than Lloyds TSB, a 2012 sponsor, borders

the site, it will not be an issue. If, on the other hand, the same bank decides to add branding that links it to the Live Site and the screen, that would be unacceptable.

LOCOG appreciates that city centre spaces are reserved well in advance by other users and specific days and times might not be available. Thus...

- Cities will be expected to operate on a best endeavours basis, particular during the Beijing Games when many commitments will already have been made.
- LOCOG will flag up its requirements between Autumn 2008 and the end of 2011 as early as possible (ideally six months ahead of the start of the calendar year) and it recognises that if a shorter period of notice is given, it may have to work around other bookings. LOCOG also understands that cities may have fixed traditional annual commitments (e.g. an annual arts festival or parade), which might be difficult to move.
- In return, LOCOG assumes that Councils will work within the spirit of what the partnership is trying to achieve, and recognize the benefit to the city of participation in high-profile 2012 events, and do their best to co-operate even if some events are set-up at short notice.
- In the year 2012, LOCOG assumes that Councils will treat it as a special year and do everything possible to be as flexible as possible (i.e. move a traditional annual event if it clashes with the Olympic opening ceremony!). LOCOG will endeavour to plan its Olympic year with its Live Site partners as far ahead as possible.

Draft category templates

It is difficult to assess at this stage how many of the 80 sponsor days p.a. will, in reality, be taken up. Hopefully, as many as possible in order to ensure lively sites.

Your City's obligations to provide free core infrastructure would not be expected to stretch to all of them. They will be capped at a defined number as per the proposed categories that follow on separate sheets.

There are five categories – A to E – and in each case we have tried to describe the nature of the event and how they might compare with events currently staged by the existing Public Space Broadcasting sites, together with LOCOG's likely requirement.

With the exception of Category A, most activities are likely to require support levels ranging from those required by a small music/dance-based community event that most city events teams will be used to, to simply ensuring that the deliverers of a self-contained activity are in the right place and have what they need.

Category A Activity

Number p.a. (2008-2011): 1

Number p.a. (2012): 2

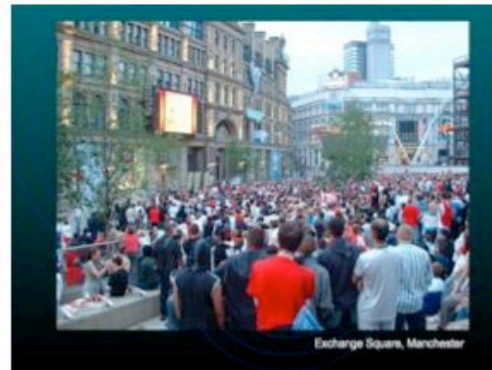
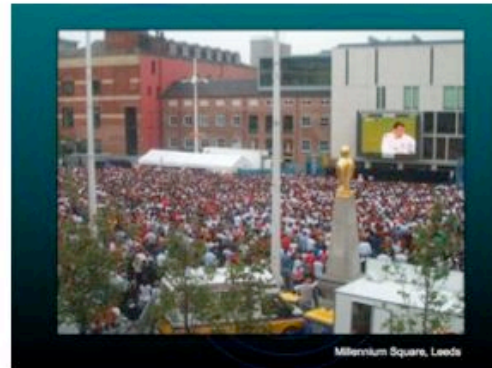
Description of type of event that might be staged by LOCOG/its partners/ Sponsors:

- A screen-led popular family event of major national and international significance
- E.G The UK hand over at the end of the Beijing Games; the 2012 Olympic opening and closing ceremonies; a major national sporting event; or concert funded by sponsors lasting several hours

Similar events staged by the existing BBC-led Public Space Broadcasting Project: Live 8/ World Cup soccer

LOCOG expectation:

- The whole space would be required for the anticipated audiences in this category and possible additional space for other infrastructure.
- Local Authorities will wish to look for opportunities to enhance the event with local participation (i.e. local music or dance) and local concessions
- The Council will make its own judgement on core event infrastructure based on its normal risk assessment and event processes
- It is assumed that some level of event management will be required which might involve stewarding, barriers and toilets.



Category B Activity

Number p.a. (2008-2011): 3 x event duration.

Number p.a. (2012): 3 x event duration

Description of type of event that might be Staged by LOCOG/its partners/

Sponsors: A screen-led major sporting event that runs across the day and across several weeks i.e. the Olympic and the Games themselves (but not International football competitions).

Similar events staged by the existing BBC-led Public Space Broadcasting Project: RBS 6 Nations, Wimbledon.

LOCOG expectation: The daily viewing area would be required for this category with the opportunity to expand for key moments that might attract a significant audience (i.e. a UK Wimbledon finalist; UK interest in the Olympic finals of the 100 metres race).

-Local Authorities may wish to look for opportunities to enhance the event with local participation (i.e. local music or dance) and local concessions (i.e. ice cream and strawberries for Wimbledon).

-It could be sponsored activity (e.g. AMEX tennis skills during Wimbledon in Liverpool).

-The Council will make its own judgement on core event infrastructure based on its normal risk assessment and event processes. It is assumed that a low level of event infrastructure would be required. (i.e. barriers to define the space, token stewarding and casual seating sometimes).



Category C Activity

Number p.a. (2008-2011): 12

Number p.a. (2012): 24

Description of type of event that might be Staged by LOCOG/its partners/Sponsors:

A sponsor/[public partner-driven local or screen network interactive initiative. Could be a City v City interactive game (i.e. the Steve Redgrave Rowing Challenge)



Similar events staged by the existing BBC-led Public Space Broadcasting Project:

-RBS 6 Nations "Kick for a Ticket" competition

LOCOG expectation:

-It is assumed that LOCOG/its public partners/Sponsors will deliver the events and they could be staged across the whole year

-The activity might run across a whole day or part day.

-Some of the interactive events will attract a queue of participants across the day

-It is assumed that this activity would be largely self-contained and only a low level of event infrastructure would be required. (i.e. barriers to define the space and possibly token stewarding, depending upon Local Authority risk assessments.

Category D Activity

Number p.a. (2008-2011): 12

Number p.a. (2012): 24

Description of type of event that might be Staged by LOCOG/its partners/ Sponsors: Could be a weekly sponsored or public partner-driven national event involving the whole network (i.e. a Get-fit-for-2012 Family get-together each Saturday morning; a traditional national event covered by the BBC; a one off LOCOG/ partner/Sponsored road show, which could involve sport, culture, education and other family entertainment.

Similar events staged by the existing BBC-led Public Space Broadcasting Project: Royal Opera House ballet or opera relay; Remembrance Sunday and New years Eve; Locally generated community activities re music, dance and other cultural activities.

LOCOG expectation: It is assumed that LOCOG/its public partners/Sponsors will deliver the event and they are likely to be Spring-Summer activities. The activity would run across a whole or part day (could be just an hour).

Some of the events might attract a steady churn of participants across the day; others might be shorter events and could attract significant cooperative family audiences.

It is assumed that a low level of event infrastructure would be required. (i.e. barriers to define the space, seating sometimes, and possibly token stewarding, depending upon Local Authority risk assessments. Some events may need a small stage or platform.



Category E Activity

Number p.a. (2008-2011): 12

Number p.a. (2012): 24

Description of type of event that might be Staged by LOCOG/its partners/ Sponsors:

LOCOG/Public Partners/Sponsor promotional displays not linked to events or the screen

LOCOG expectation:

-These will be the responsibility of LOCOG/Public Partners/Sponsors

-No infrastructure is likely to be required other than allocation of space and possibly power