



**SECOND REPORT FROM
THE FOREIGN AFFAIRS COMMITTEE
SESSION 2010-11**

**FCO PUBLIC DIPLOMACY:
THE OLYMPIC AND PARALYMPIC GAMES 2012**

**RESPONSE OF THE SECRETARY OF STATE
FOR FOREIGN AND
COMMONWEALTH AFFAIRS**

*Presented to Parliament
by the Secretary of State for Foreign and Commonwealth Affairs
by Command of Her Majesty
April 2011*

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**RESPONSE OF THE SECRETARY OF STATE FOR FOREIGN AND
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The Government welcomes the Foreign Affairs Committee's inquiry into 'FCO Public Diplomacy: The Olympic and Paralympic Games 2012' and the findings set out in the Committee's report published on 6 February 2011.

Since the Committee's report was published, we have passed the key milestone of 500 days to go to the opening ceremony of the London 2012 Olympic Games, which fell on 15 March. The Committee may wish to know that, despite events in Japan and the Middle East curtailing activities there, many Posts around the world marked this occasion with a range of events, from sustainability themed conferences and film screenings to charity sporting events, from children's art competitions to media appearances by Olympic champions. For example, our High Commissioner in South Africa hosted an event for over 200 guests promoting the commercial potential of the 2012 Games. The evening targeted champions of industry and sport, and a local television sports presenter launched a live link up to the festivities in London. Across the network, Posts secured media coverage for an article by the Secretary of State for Foreign and Commonwealth Affairs, announcing that tickets for the Games were on sale for spectators overseas and welcoming visitors to the UK.

The Government welcomes the detailed work which the Committee has undertaken. This Command Paper sets out our response to each recommendation. The Committee's recommendations are in bold and the Government's response is in plain text. Paragraph numbers refer to those in the 'Conclusions and Recommendations' section of the Committee's Report.

- 1. We conclude that the 2012 London Olympic and Paralympic Games is likely to be a 'once in a generation' opportunity for the UK to attract the attention and interest of the entire global community. We note the academic research which shows that national reputations, especially of countries like the UK which are long-established actors on the world stage, tend to alter only gradually and in response to long-term trends. That being so, we think the FCO may be somewhat overstating the case when it claims that the Games will have "a profound impact on the UK's**

international reputation” – and later in this Report we consider the danger that, if things go wrong, the Games could actually have an adverse effect on that reputation. (Paragraph 41)

2. **Nonetheless, we welcome the many inventive proposals that the FCO has put forward for capitalising on the Games in its public diplomacy work. Many specific initiatives sponsored through its world-wide network of Posts display range, imagination and sensitivity. We are particularly impressed by the ‘International Inspiration’ programme, jointly organised by the FCO with UK Sport and the British Council, which aims to bring the benefits of sport to 12 million children in 20 countries. We recommend that the FCO should give high prominence to this programme in its public diplomacy work. (Paragraph 42)**
3. **We are concerned, however, that the overall message conveyed by the FCO’s campaign is somewhat bland and ill-defined. We recommend that the campaign should focus on sending out one overarching message. That message should be the one successfully deployed in the UK’s original Olympics bid, that London is an open and welcoming city; and that the UK is a diverse, inclusive and friendly country – that both London and the UK are, in a word, *generous*. Such a message would also help to redress some long-standing misperceptions of the UK. (Paragraph 43)**

The Committee is right to point out that shifts in national reputation tend to happen slowly and over the longer term. We are unlikely to see significant increases in the UK’s “rating” in measures such as the Anholt Nation Brand Index, for example, as a result of the public diplomacy work that we are able to do around the UK’s status as host nation for the 2012 Olympic and Paralympic Games. However, we maintain that this is a moment which will throw the spotlight on the UK like no other event in a generation. We expect that it will have a significant impact on our reputation as an organiser of major world-class events, as a tourist destination and in terms of transforming young lives through initiatives like the International Inspiration programme. As the Committee points out, there is a risk of problems reflecting negatively on the UK’s image, although the story of the London 2012 preparations themselves so far has been extremely positive – on time and on budget, with the main infrastructure set to be complete a full year before the Games. In our response to further recommendations later in the report, we also address the situation regarding plans for media handling at Games time.

We welcome the Committee’s positive comments on FCO proposals and initiatives to date. London 2012 is an event which has raised a lot of enthusiasm at Posts right

across our overseas network, and we are proud to highlight some of the creative and innovative ideas which have been taken forward.

The Committee was particularly impressed by the ‘International Inspiration’ programme and recommends that the FCO give this high prominence in its public diplomacy work. The Foreign and Commonwealth Office would like to take this opportunity to correct the impression which may have been given that ‘International Inspiration’ is an FCO initiative. International Inspiration is a London 2012 programme implemented by a delivery partnership of UK Sport, UNICEF and the British Council. It was initiated by DCMS as a 2012 legacy programme in 2007 and DCMS and DfID have provided funding of £7.6m to cover the period 2007-2011, with the British Council also contributing funding of around £10m for the period 2007 - 2014. International Inspiration is governed by an independent charity, the II Foundation, chaired by Sir Keith Mills. The Board includes trustees nominated by its member organisations LOCOG, the BOA, the BPA, UK Sport, the British Council and UNICEF, as well as five independently appointed trustees.

While the FCO is not involved in the running of the programme, we do support it and are in touch with the partners involved. For example both UK Sport and the British Council are members of the regular Public Diplomacy Partners group convened by the FCO. This Group will discuss International Inspiration more specifically at a future session, to identify ways in which we might be able to work more effectively together, including at Posts, on initiatives linked to the programme, and use the programme to enhance the UK’s reputation for generosity in keeping with the legacy vision of enriching the lives of 12 million children through sport.

The Committee will also be interested in the FCO’s commitment to award five Chevening scholarships in the academic year 2011-2012 to students from International Inspiration countries studying sports leadership. FCO has allocated 15 Chevening Scholarships in Sport Leadership since 2007 as part of their support for International Inspiration. Amongst these 15 scholars, one scholar has gone on to work for the World Cup 2010 in South Africa as a Marketing Coordinator for the Soccer City venue, a second is currently working for the Rio 2016 organising committee, a third returned to work for the Ministry of Youth, Sport and Child Development in Zambia and has recently been seconded to work for the National Olympic Committee of Zambia to manage their Olympic Youth Development Centre and a fourth has returned to work for the Ministry of Education in Zambia as a PE curriculum development specialist.

The Committee were also concerned that the overall message conveyed by the FCO’s campaign is somewhat bland and ill-defined. This is partly due to a deliberate emphasis on Posts taking the key messages of the UK as open, connected, dynamic and creative and interpreting them for their own audiences. As a result of this we aim

for material from London to be suitably flexible and generic to be used across the world, while encouraging Posts to tailor this more precisely for their own needs. We would therefore expect messages and objectives for individual projects and events to be more worked up at the operational level. However, we agree with the Committee's comments and that a clearer overarching message would be helpful. The Committee may also be aware that the Government Olympic Executive, at the request of Number 10, is currently identifying a single unifying international message for London 2012 to be used by the government for promoting the UK and maximising the economic opportunities around London 2012. The FCO is closely engaged in this process and will ensure that our public diplomacy messages promote this agreed narrative.

- 4. We conclude that, although it would be unrealistic to expect the FCO's budget to remain unscathed at a time of economic stringency and public spending cuts, nonetheless it is important that the Department's public diplomacy work in connection with the Olympics should be regarded, during the crucial 18 months leading up to the Games, as being a priority area. We are concerned that the decision to cut public diplomacy funding may result in the FCO's work related to the Olympics becoming a matter solely of individual initiatives by Posts, without adequate central co-ordination. We recommend that the FCO should keep this situation under review, and stand ready to restore some degree of central funding if it becomes apparent that it would be desirable and cost-effective to do so within the wider context of the FCO's pre-Games public diplomacy strategy.**

As the committee recognises, it is inevitable that public spending cuts will also impact on the FCO's Public Diplomacy work, as the FCO as a whole responds to the requirement to practise greater economic stringency. However, we have retained a core team of three FCO officers to maintain central coordination of our Olympics public diplomacy work. Both this team and Posts continue to have access to the FCO's broader public diplomacy programme funds to support public diplomacy activity and events. We expect this to amount to around £1m available for Olympics public diplomacy work for 2011-2012. This funding source has, for example, been used to support a highly successful initiative by our Deputy High Commission in Lagos to stage a screening of the musical Fela!, linking up with the National Theatre's NT Live, in February. We also propose to continue to work closely with partner organisations to join forces where possible to make most effective use of our collective manpower and resources.

We agree that provision of effective support to activity being taken forward at Posts requires adequate co-ordination from the centre. Developments in recent months

include the appointment of a new FCO Director for Olympics and Paralympics, Andrew Mitchell. Mr Mitchell is preparing a strategy paper setting out the opportunities and risks which the Games present for the FCO. We would be happy to share the paper with the Committee once it has Ministerial endorsement. Olympics work continues to enjoy strong interest and backing from FCO Ministers, including the Olympics and Public Diplomacy Minister Jeremy Browne and the Foreign Secretary.

We are also considering ways of accessing additional resource both in London and across the FCO network to bolster the London team. We will keep this under review as the committee recommends. Where there is a strong business case to be made for additional resource, we are confident that this will be given all due consideration.

- 5. We conclude that the FCO is right to use the Games to “promote British culture and values at home and abroad” and that it should continue to target specific overseas audiences to whom it is important to communicate the message that British society is based upon the ideals of tolerance, diversity, respect for human rights, and freedom of speech and religion (Para 51)**

We welcome the Committee’s endorsement of our efforts in this area. As the Foreign Secretary said in his speech of 15 September, entitled ‘Britain’s Values in a Networked World’, *“The UK’s standing also rests on the appeal of our culture, perceptions of the openness of our society and of our conduct towards other countries....we will seek to influence others through our soft power and membership of international institutions and by being an inspiring example of a society that upholds human rights and democracy. We must be powerful advocate of our own values.”*

- 6. We welcome the unequivocal assurance by the Government that the long-standing rights of free expression and freedom to protest peacefully in the UK will not be suspended because of the Olympic Games. We recommend that the Government, both in the run-up to the Games and during the Games itself, should firmly resist any pressure that may be applied by certain foreign governments to curtail the rights of freedom of expression and freedom to protest peacefully in the UK. (Para 54)**

The Government remains committed to delivering a safe and secure Games, in line with the Prime Minister's assurance to the IOC to 'take all financial, planning and operational measures to guarantee the safety and the peaceful celebration of the Games'. As part of that, and as made clear in the London 2012 Olympic and

Paralympic Safety and Security Strategy, it is one of the responsibilities of the Police to 'police and facilitate the right to peaceful assembly and protest' during the Games.

We share the Committee's view that any external pressure to curtail such rights should be firmly resisted.

7. The 2012 Olympic and Paralympic Games offers an unparalleled opportunity to promote UK business, trade and inward investment. We note the FCO's stated commitment to seizing this opportunity. We conclude that it is important that the action matches the rhetoric. We recommend that, in addition to the activities already being planned, the Government should give urgent consideration to holding a trade event during the period before or during the Games, at a suitably large and accessible venue, to secure the maximum commercial benefit to the national economy from the once-in-a-lifetime event when the eyes of the world will be on the UK and unprecedented numbers of VIP guests will be arriving on these shores. We further recommend that in its response to this Report, the Government should give a detailed update on its plans to promote trade and investment in conjunction with the Games. (Para 64)

We are grateful to colleagues from United Kingdom Trade and Investment (UKTI) for providing the following information in response to the Committee's request for an update on plans to promote trade and investment in conjunction with the Games.

UKTI leads the Government's efforts to deliver a sustainable international economic legacy, arguably one of the most tangible returns on the investment in the Games. This is about utilising our Olympic status to enhance the reputation of the UK in the run up to, during and after the Games.

The Olympics give the UK comparative advantage in a highly competitive world. The shining example of a major project such as the Olympic Park, delivered on time and on budget to such high standards of smart and low carbon construction is a testimony to the UK's capability and expertise. This success demonstrates that we can tackle and deliver major projects to international standards. UKTI is working to help UK companies build on the success of the Olympics by exporting their goods, services and expertise into global markets.

Much work is being done already to maximise the business opportunities and feed into the growth and prosperity agenda. Some of the key programmes are:

Host2Host: This is a UKTI flagship programme developed to forge relationships with other nations hosting major events before and after London 2012. The purpose is to

showcase UK expertise in delivering major projects on time and on budget to our partner hosts. The scope of opportunity is immense, with countries such as Russia and Brazil estimating £90bn spends on Olympic and related infrastructure projects. The Host2Host programme provides a government-endorsed conduit for UK companies to international buyers, influencers and event organisers/procurement officials with the goal of increasing economic legacy from the respective events each country is hosting. So far UKTI has signed Memoranda of Understanding with the following:

- Singapore: Youth Olympics 2010
- Canada: Winter Olympics 2010
- South Africa: Hosts of 2010 World Cup
- Russia: Hosts of Sochi Winter Olympics 2014
- Brazil: Hosts of 2014 World Cup and Rio Olympic Games
- New Zealand, Host of 2011 Rugby World Cup.

Springboard to Success-UK Supplier Directory. To be launched in April 2011, this Directory will be used to showcase and highlight UK capability to deliver major projects globally. The Directory showcases UK capability in delivering major events, through bid consultancy, design, architecture, constructions, fit-out, ticketing solutions etc. The Directory will be supplied to Embassies around the world to enable effective marketing of British companies and UK capability.

CompeteFor. UKTI is also converting the international interest shown in direct 2012 contract opportunities – through CompeteFor, the on-line procurement mechanism for London 2012 supply chains – into foreign direct investment potential. Posts around the world are in contact with international companies bidding for 2012 contracts and encouraging them to partner with UK companies or to look at setting up a base in the UK, thus creating jobs and boosting the economy.

Pre-Games Training Camps. The hosting of Pre-Games Training Camps (PGTC) prior to the 2012 Games is also an opportunity to showcase regional investment opportunities and develop trade links with the hosted country. Recently UKTI's East Midlands team, in conjunction with the Embassy in Tokyo and the Japanese Embassy in London, held 'Japan Day' at Loughborough University, who will host the Japanese Team. The event was designed to exploit the connections between the UK and Japan through trade links and has proved a successful model of best practice which UKTI is encouraging its network to adopt as more and more PGTCs are announced.

The British Business Club. Working with BIS, UKTI will promote this on-line Club which will be a one stop global shop for all related 2012 business activity. We hope that this will help us to achieve greater outreach to international companies and SMEs

on the back of their interest in the Games. The Club will draw together activity across the overseas network, both in London and in other regions of the UK, and other stakeholders' activities, into one programme where businesses can hear about events, meet other businesses and track business activity around the Games. For UKTI this will be an important route for promoting our Games time programme at the British Business Embassy.

The British Business Embassy. The Olympic Games is not only the greatest sporting event, but also the biggest corporate networking event in the world. To harness this once in a generation opportunity UKTI are developing plans for a British Business Embassy during Games time. The facility at Lancaster House will provide a prestigious and cohesively branded platform to promote UK plc whilst the world is in town. There will be a series of high profile sector showcase events designed to promote UK capability and attract high-value inward investment. We expect this to generate hundreds of investment leads and outreach to thousands of UK companies. The British Business Embassy concept will be replicated at major international events such as future Olympic Games, strengthening UK's profile overseas and offering a cohesively branded trade and investment platform to promote UK plc. Thus the British Business Embassy will itself become a legacy project.

The Innovation Showcase: complementing the heritage of Lancaster House we will be showcasing the modern, creative and innovative strengths of the UK through a digital web-based showcase of UK Innovation. Alongside this the Department for Business, Innovation and Skills is working up plans for a physical showcase of UK excellence in engineering and manufacture to reinforce the message that the UK is ready and open for business.

Manufacturing Industry Showcase: to promote the UK manufacturing sector, the Government will launch a high profile industry showcase alongside the 2012 Olympic and Paralympic Games and roll out a programme of 'Made in Britain' exhibitions. This will be open to the public and the international audience visiting London before and during the Games and will help change perceptions for young people seeking careers in the sector and international perceptions about UK industrial and design capability. A rolling programme of 'Made in Britain' exhibitions developed by BIS will showcase the best of British manufacturing across the UK, including museums, public spaces and online.

- 8. We note the Ministerial assurances that there has been no change of policy over emphasising the extent to which the 2012 Games will be the 'greenest' ever. We conclude that the UK can be proud of what has been achieved on the Olympics site in terms of promoting environmental good practice. We commend the FCO for commissioning the excellent documentary film,**

***Going for Green*, and recommend that by means of this film and in other ways it should continue to promote the ‘green agenda’ vigorously. We further recommend that “the promotion of environmental good practice” should be added to the FCO’s list of formal objectives for its public diplomacy work in connection with the Games.**

We welcome the Committee’s endorsement of our documentary film ‘Going for Green: Britain’s 2012 Dream’ which we continue to promote across the world as a key mechanism for delivering our message that the 2012 Games will be the greenest on record. Our international film distributor has now concluded deals with national broadcasters in 15 countries (including prominent channels in Brazil, China, France, India and Russia) and with international (Hong Kong-based) Phoenix TV. The latter alone will ensure the film reaches a potential audience of 300 million across 150 countries. We are separately targeting international business leaders through screenings at targeted events hosted by British Embassies overseas and more generally through in-flight screenings on Cathay Pacific flights. Qatar Airways and Thomson Airlines also have plans to screen the film over the coming months. Our posts in Brazil, for example, have aimed the film at officials responsible for the Rio 2016 Olympic and Paralympic Games, to showcase British expertise in delivering major infrastructure projects on time and on budget.

We will certainly continue to seek opportunities to use the Olympics to promote the green agenda along with other messages about modern Britain. Robust global action on climate change is an essential part of our work on guaranteeing Britain’s security and prosperity. As the Foreign Secretary told the Council on Foreign Relations in New York in September 2010, climate change is “perhaps the twenty-first century’s biggest foreign policy challenge”. The FCO is therefore a vocal advocate for climate diplomacy, with all Heads of Mission making the argument for a global low carbon transition, supported by our unique network of climate attaches throughout the world. A number of FCO Posts have drawn on our Olympics work when holding events highlighting sustainability issues. For example our Embassy in Rome held a seminar in January to discuss the challenges and solutions for a sustainable future, with speakers including Richard Jackson, Regeneration and Sustainability Manager at the Olympic Delivery Authority (ODA).

We have considered the Committee’s suggestion about adding the promotion of environmental good practice to the FCO’s list of formal objectives for its public diplomacy work in connection with the Games. It is certainly our full intention to include strong strands on this theme as we take this work forward. We are happy to include a reference in the formal objectives for the campaign, and will amend our first objective to add the wording in italics:

- **National interest:** To contribute to UK foreign policy goals by using the profile of the Olympics to promote British culture and values at home and abroad. To cement Britain's reputation as a valuable bilateral partner and a vibrant, open and modern society, a global hub in a networked world, *and to seek opportunities to use the London 2012 story for the promotion of environmental good practice and green growth.*
- 9. We conclude that the 2012 Olympics pose potential reputational risks as well as opportunities for the UK. The FCO is not the lead department in contingency planning for organisational, transport or security problems during the Games, but it will have a responsibility for seeking to influence overseas perceptions of any problems that arise. We recommend that the FCO should make sure that, acting in concert with its Olympics public diplomacy partners, there is a 'rapid response unit' adequately resourced and prepared to take swift action to rebut or challenge negative stories appearing in the world media. We further recommend that this unit should be up and running significantly in advance of the start of the Games, that it should engage in intensive preparatory scenario-modelling, and that it should draw on the experience of successful media strategies by other recent host countries of major sporting events, notably Australia with the 2000 Sydney Olympics and Germany with the 2006 World Cup.**

We agree with the Committee that positive media coverage of the Games and effective communication in the event of an incident is crucial to the Olympic and Paralympic Games being perceived as a success both domestically and internationally. The Department for Culture, Media and Sport has developed integrated plans and channels to communicate information in a timely and effective manner to all audiences and ensure that there is a single, authoritative voice and co-ordinated communications across government before, during and after the Games.

One way of minimising negative stories in the world media in the run-up to the Games is to establish regular opportunities for journalists to be briefed on preparations for athletes and spectators alike. For the key milestone of 500 days to go, Mr Browne hosted a round-table briefing for foreign correspondents and we provided detailed material for HM Ambassadors to deploy with their local media. In conjunction with the Olympic Delivery Authority, we have been running monthly tours of the Olympic Park site for London-based foreign correspondents, where they are briefed by ODA officials and have opportunities to film the construction development. We have also established a quarterly visit programme for key overseas media contacts to be briefed by senior officials at LOCOG/ODA, businesses involved in the Olympic Park build, key partners such as Visit Britain and Transport for London, and to tour the site. The

first of these visit programmes took place on 14-16 March 2011 and also gave journalists access to the various celebrations in London marking 500 days to go.

As part of DCMS' overall communications strategy, a News Coordination Centre (NCC) will be in operation from 14 May 2012. This will centralise communications across all government departments, manage information flow and ensure that the Government speaks with one clear and authoritative voice at Games-time. The NCC will act as the central resource for all journalists covering the Games to engage with the Government and be the central source of all press lines, online updates and media briefings for all government departments, Ministers and key stakeholders on London 2012. It will be in operation for a four month period, including round-the-clock staffing for key weeks, and will be manned by approximately 60-80 government communicators. This will ensure any reputational risks to the Government and media issues can be managed and resolved efficiently. Furthermore, the NCC will work with the Media Information Group, comprising of Communications leads from across the Olympic and Paralympic programme, to facilitate accelerated decision making and action in the event of an issue arising.

Core NCC staff will be identified from Spring 2011. This will enable them to participate fully in appropriate Games readiness testing which will take place in the form of short exercises throughout 2011/12. At least one of the Games-wide exercises scheduled for Spring 2011 will focus primarily on a communications handling scenario, to identify any areas for improvement and ensure necessary information flows and channels are in place. In addition, GOE is also working with communications colleagues across government to develop a comprehensive testing programme involving a range of scenario-based exercises in which all staff working in the NCC will participate.

The NCC will use the FCO's established media monitoring resources to monitor international Olympic and Paralympic press coverage. This will ensure the NCC is immediately alerted to any negative news stories and appropriate action taken. FCO press teams at Embassies around the world will be able to alert the NCC to negative stories in their local media and deploy the NCC's lines to set the record straight if required.

The FCO will also deploy press officers with some Heads of State on key regional visits or to facilitate press conferences held by those Heads of State. This will ensure good reporting back to the centre and will enable press officers to rebut or counter negative stories at source. We hope that providing this press office assistance will be regarded favourably by visiting VIPs.

10. We recommend that the FCO should instruct its Posts not only to promote the 2012 Games as “the London Games” but also, where appropriate, as an event hosted by the entire UK and its component nations and regions.

We agree with the Committee’s assessment that our Games should be seen as an opportunity for the whole of the UK. We will ensure that this is made clear in our advice to Posts, encouraging them to showcase Britain, not just London. There are a number of 2012-related opportunities to make links with other areas and regions of the UK, for example through Pre-Games Training Camps, the Torch Relay and the International Inspiration programme. The official London 2012 education programme, Get Set, will also have a strand entitled “Get Set Goes Global” and we hope to explore with partners how this might offer opportunities for linking other countries to different parts of the UK, for example through the network of schools joining in.

We are in close contact with the organisations involved in these events and programmes to identify how the FCO can support these initiatives and use them to showcase the UK to international audiences.

11. We note that in 2012 the world’s media will be paying special attention to the UK not only because of the Olympic Games but also because of the Queen’s Diamond Jubilee. We conclude that there is no reason why this double cause for celebration should in any way send out conflicting images of the UK (Para 84).

12. We recommend that in promoting both the Diamond Jubilee and the Olympic and Paralympic Games, the FCO should not attempt to mix together the messages of two quite separate events, but should promote each in its own distinctive way (Para 84)

We share the Committee’s view that HM the Queen’s Diamond Jubilee celebrations in 2012 will also focus world attention on the UK and agree that this should not send out conflicting messages. We will consider our public diplomacy activities in to promote of the Jubilee in due course, and in close coordination with the Royal Household, to ensure that we fit in with their plans and preferences. We anticipate, however, that we will handle the Jubilee and the Olympic and Paralympic Games as separate events, but deploying complementary messages, much as we are doing this year for the Royal Wedding.

13. We recommend that the promotion of the 2012 Games should include recognition of London’s status as the only city ever to have hosted the Games three times. We further recommend that, where possible and appropriate, surviving athletes from the 1948 Games should be invited to

participate in the Olympic ceremonies and in events held to mark the Games, including those organised by overseas Posts. (Paragraph 85)

We agree that recognising London's unique status as a three-time host for the Games would send a powerful message and we will look for opportunities to underline this in the press materials we produce. The Secretary of State did so in his article for overseas print media on 15 March marking 500 days to go.

We will also include the suggestion in our guidance to Posts that where appropriate they should consider inviting athletes from the 1948 Games to take part in their public diplomacy events. These individuals would offer a strong testimony of their experience of London in 1948, especially those who built up a longer term relationship with the UK as a result. Colleagues in the US have already obtained a list of surviving competitors from 1948 from the US Olympic Committee, and we are encouraging other Posts to request similar information from their National Olympic Committees.

14. We recommend that, in its response to this Report, the Government should state what actions it proposes to take to work towards international implementation of the United Nations 'Olympic Truce', as part of its commitment to international peace-keeping and conflict prevention. (Paragraph 88)

Our staff are developing policy options which will be submitted to the Foreign Secretary in the Spring on FCO activity in support of the Olympic Truce, in addition to the work we are already doing with DCMS on the UN Resolution. We will share our plans with the Committee when they are finalised. The written evidence provided by Lord Bates, who has also shared his ideas with the FCO, has been carefully considered in this process.

15. We will continue to monitor the FCO's public diplomacy work related to the Olympic and Paralympic Games. We recommend that the FCO should provide us with regular (three-monthly) detailed written updates on that work during the run-up to the Games. (Paragraph 89)

We are grateful for the Committee's continuing interest in our public diplomacy work on the Games. We have already arranged for the Committee to receive our fortnightly newsletter for communicators at Posts so they can see the full detail of the campaign activity underway. We would be delighted to supplement this with a quarterly update pulling together the range of work underway in London and across the network, case studies of events that have taken place, results of our evaluation of activities and a forward look of planned events on the horizon.



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