

COMPETE, CREATE, COLLABORATE for a World Class Performance

South East England's Offer for the 2012 Games





Contents

The South East Offer: An Introduction	3
One Planet Olympics	4
A Winning Partnership	5
Vision and Objectives	6
Key Actions	8
What We Will Achieve by Working Together	12
Next Steps	15
Timeline	16
Key Contacts	17
Useful Websites	20

Compete, Create, Collaborate for a World Class Performance

The South East Offer: An Introduction

The South East has much to offer and much to gain from the 2012 Olympic Games and Paralympic Games. The region has many resources and advantages which present opportunities for our region to play a significant role in delivering the Games: our proximity to London; our position as a global gateway to Britain; our internationally competitive regional economy and talented workforce; our enterprising and diverse communities; and our world class sporting and cultural heritage and natural assets. The region is also ideally placed to maximise the potential of the 2012 Games and create a lasting and sustainable legacy for the communities and businesses of the South East.

In order to make the most of this once-in-a-generation opportunity, the South East Partnership for the 2012 Games has led the preparation of this framework for the South East region to optimise the transformational opportunities presented by the Games before, during and for many years after 2012. Six working groups made up of regional partners and stakeholders have been developing plans across: business and foreign direct investment; skills, education and employment; sports; culture and communities; transport and infrastructure; and the visitor economy. The full plans are available to view on www.seco.org.uk or www.seeda.co.uk and are summarised in this document.

The South East Offer for the 2012 Games will continue to evolve over the next five years. Central to its success is an understanding that the Games should be seen as an opportunity to mobilise and galvanise partners to bring forward and catalyse investment in programmes which would be desirable regardless of 2012. In some cases, resources have already been planned and committed. In other areas, such as the demand for pre-Games Training Camp facilities, the cultural programme and increased sports participation levels, there will be a requirement for investment in the facilities and infrastructure in the South East.

This document is a call to action for all relevant partners in the region. The challenge is to deliver a lasting legacy from London 2012. **It is a challenge that we can and will deliver.**



One Planet Olympics

London 2012 is committed to being a 'One Planet Olympics', with a view to being the first sustainable Olympic Games and Paralympic Games. This reflects the International Olympic Committee's focus on the environment as a third pillar of the Olympic movement.

The 'One Planet Olympics' approach covers 10 principles including:

- Low Carbon Games – to reduce energy demand and meet it from zero/low carbon and renewable sources, and to showcase how the Olympic Games and the Paralympic Games are adapting to a world increasingly affected by climate change.
- Zero Waste Games – to avoid landfill by reducing waste at source, then re-using, recycling and recovering all remaining waste.
- Conservation of Biodiversity – to conserve natural habitats and wildlife, improve the quality of urban greenspace and to bring nature closer to people.
- Sustainable Transport – to reduce the need for travel and provide sustainable alternatives to the private car.
- Sustainable Legacy – to promote health and wellbeing through an integrated package of sporting, environmental and cultural initiatives.

The South East Offer actively incorporates these principles at the heart of its planning to ensure this investment contributes to a lasting and co-ordinated legacy for the region.

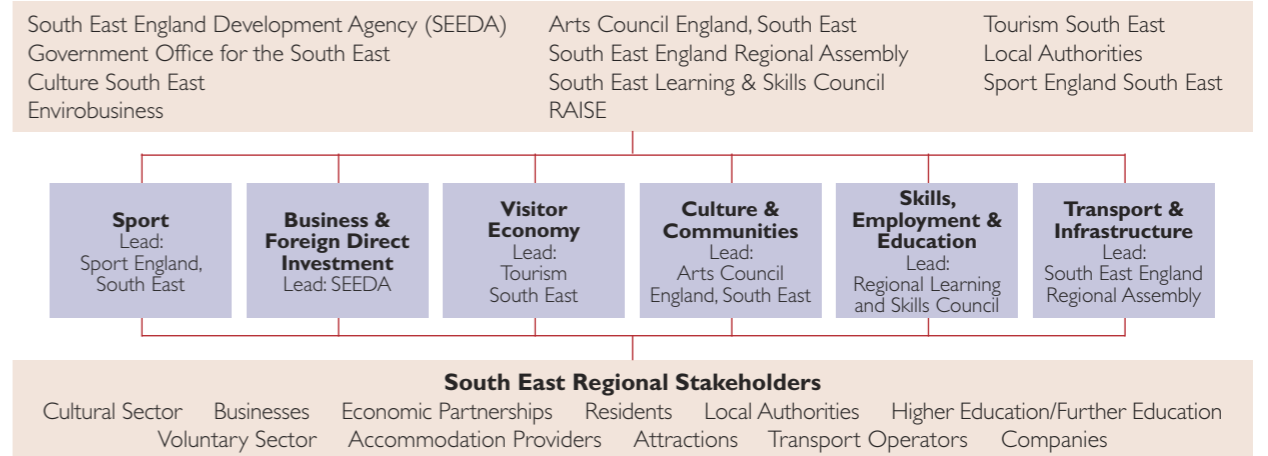


A Winning Partnership

Development of the South East Offer for the 2012 Games

On 6 July 2005, London was awarded the honour of hosting the 2012 Olympic Games and Paralympic Games. The South East backed the bid and is an active participant in the Nations and Regions Group (NRG) established to ensure the Games deliver UK-wide benefits. Each nation and region established its own regional co-ordinating group to capture the benefits of the Games. The South East Partnership for the 2012 Games has been developing its plans over the last year, establishing six working groups to ensure the region provides the maximum support and contribution to the 2012 Games and derives the maximum benefit from the Games.

The South East Partnership for the 2012 Games



The South East Partnership presented its initial ideas to the region at an event at Sandown Park in May 2006 and since then work has continued to develop the plans. This document will help to achieve both the London 2012 objectives shared by all stakeholders and the South East's Regional Economic Strategy.



Vision and Objectives

Our vision is for the South East to deliver World Class Performance so that every young person, every business and every community should have the opportunity to participate in, and gain, a positive legacy from the 2012 Games, whether economic, social or environmental.

We have identified three objectives: to use our strengths as a region to help deliver the 2012 Games; to showcase the best of the South East's world class offer in doing so; and to create a sustainable legacy. Each of the three objectives has a number of key priorities:

I. Build on the South East's Strengths

A. Going for Green: We have a thriving and innovative environmental technologies sector that can actively help to deliver the commitment to be a low carbon Games. We are planning improvements to our transport and infrastructure network to help deliver the 'public transport Games' and to create a sustainable transport legacy for the region – including the provision of key coachway and park and ride facilities that improve access to Eton Dorney (Eton Dorney will host the Rowing and Canoe/Kayak [flatwater] competitions in 2012).

B. Maximising the Potential of the Paralympic Games: Stoke Mandeville is the home of the Paralympics and we plan to celebrate the region's heritage in the Paralympic movement. We will play our part in delivering the most successful Games to date, as well as using the Games to improve accessibility across the region and to effect a culture change, resulting in increased opportunities for disabled people.

C. Supporting and Engaging Businesses: We aim to ensure that the South East's world class businesses can help deliver the 2012 Games by taking full advantage of the commercial opportunities presented by the Games. Using the concept of a South East Skills Accord to facilitate employer buy-in, we will also support the development of employability and business skills to improve regional businesses' ability to compete.

2. Showcase the South East's World Class Offer

A. Festival Region: Our region hosts over 550 cultural and sporting festivals from Glyndebourne to the Reading Rock Festival and from Royal Ascot to Cowes Week. Brighton Festival is an international exemplar and the largest festival in England. These will be harnessed not only to play an active part in the Cultural Olympiad, but also to showcase the cultural offer in towns and cities across the South East to attract visitors and business to the region.

B. Region of Ideas: The South East is a region of world class research and development, of entrepreneurs and of high-value manufacturing. We will harness the South East's potential as an innovative region, exploiting the potential of the first digital Games to invigorate the improvement of Broadband connectivity and to encourage the provision of a multi-modal public transport information system. This will help ensure a legacy of sustainable public transport opportunities by promoting integrated travel and ticketing to the 2012 Games from the South East. We will capitalise on the opportunities offered by the 2012 Games to boost our strong new media, creative and technology sectors, and to promote the region as the place for inward investment and new business growth.

C. Gateway Region: We want to offer a world class welcome to our visitors at key global gateways and entry points through appropriate branding of the South East, and a seamless world class service throughout the visitor economy to maximise the visitor experience, as well as to promote the South East as a world class region for visitors and residents alike. VisitBritain estimates that 50-75 per cent of the net benefits of staging the 2012 Games will accrue through tourism across the UK. The strength of the South East's tourism offer and its proximity to the Olympic Park present major opportunities before, during and after 2012. We also want to attract pre-Games training camps to the region and to create links with visiting countries which extend beyond sport.



3. Create a Sustainable Legacy

A. Healthy, Active and Diverse Communities: The South East has pockets of deprivation, unemployment and low achievement. The catalyst and excitement generated by the 2012 Games can have a positive impact on addressing social exclusion. We aim to inspire people towards greater community engagement to tackle social exclusion and to build stronger communities. We want to capitalise on the inspiration of the 2012 Games to improve sports participation and physical activity across all ages and abilities, to create a healthier region and increased productivity amongst the working population. We aim to harness the region's cultural diversity and ethnic populations to develop global links and understanding.

B. Inspiring Young People through Olympic Values: We want to harness the power of the Olympic Games and the Paralympic Games to inspire skills development in young people, particularly the 14-19 age range, and to encourage them to take up opportunities offered by the Games. We want to give every young person the opportunity to compete, create or collaborate with a young person from a competitor country.

C. Volunteering Legacy: We already have a thriving voluntary sector – one in 11, or over 720,000 of South East residents are volunteers. We aim to build on this to create a valued and cohesive voluntary sector, as well as to use volunteering as a springboard into further learning or employment.

Key Actions

The six working groups have developed a comprehensive set of actions to achieve our shared objectives, identifying who will lead, which partners will contribute, the cost and funding sources, and milestones towards ultimate targets. A full set of action plans can be seen on the following websites: www.seeda.co.uk and www.seco.org.uk

These include the following key actions to progress the priorities:

1. Build on the South East's Strengths

A. Going for Green

- Maximise demand for **Environmental Technology Services**, adopting 'One Planet Olympics' environmental performance standards or better.
- Create **state of the art environmental facilities** at major South East venues, including Eton Dorney or another major sporting venue.

- Conduct a **Sustainable Design Competition** with an environmental performance theme for sporting venues or related infrastructure.

- Promote and lobby for delivery of **AirTrack** and the **Thames Valley coach and bus network** at the earliest opportunity.

B. Maximising the Potential of the Paralympic Games

- Ensure that the needs of disabled people are fully identified and addressed across all actions **to effect a culture change and increase participation of disabled people** in skills development, employment and leisure, volunteering and sports participation.
- Deliver and encourage the use of **access audits** at venues and destinations, including Eton Dorney.
- Deliver a **welcome training** package to facility and accommodation providers.
- Create an improved **information resource** on facilities and travel for disabled people by 2012.

C. Supporting and Engaging Businesses

- Launch the **South East Business Support Programme** and Business Opportunities Network.
- Launch a **South East Skills Accord** to address skills deficits in key Games-related sectors by bringing together employers, the public sector and training providers and secure the commitment of leading businesses.
- Deliver training and skills development in preparation for Games-related **procurement**.

2. Showcase the South East

A. Festival Region

- **Build capacity** in the region's festivals (550) through linking to the Cultural Olympiad 2008-2012 and increasing their international profile.
- Develop community festivities that **forge links with competitor nations**, to explore rich seams of creativity and celebrate cultural diversity.



- Support the staging of several **signature events** of the 2012 Games in the region (e.g. the arrival of the Flame) to showcase the region as the gateway to the 2012 Games.

- Develop, with London 2012, a programme of **creative events linked to major sports events** 2008-2012 and to Eton Dorney in 2012 to celebrate the South East's inspiring nature, its natural and built heritage, its world class collections, its vibrant arts scene, and its innovative media output.

B. Region of Ideas

- Promote the South East as a Region of Ideas for International Trade through marketing the region overseas at **high-profile global events** including Shanghai Expo, 2008 Beijing Games, Vancouver Winter Olympics and the 2010 Commonwealth Games in Delhi.
- Ensure the provision of a **multi-modal public transport information system** by 2012 and encourage Wireless Broadband roll-out.
- Harness the region's research and development capability to create **mass participation and public interaction** with the Games. This will make people's support count, enrich the experience, encourage popular international dialogue and develop the sense of welcome to our region.
- Support innovation in **environmental enterprise** to serve emerging global markets in line with 'One Planet Olympics' performance ambitions.

C. Gateway Region

- Develop a 'Welcome' package of **customer care training** to improve the quality of welcome to the region at points of entry and on travel networks.
- Forge partnerships between **infrastructure** providers (local authorities, road, rail, ports, airports) and cultural bodies to create exciting, inviting and sustainable **points of entry** that highlight the South East as the Global Gateway to the Games, while ensuring that the riches of the region's past, present and future raise the quality of design through an improved public realm.
- Attract competitor countries and sports teams to the South East for **Pre-Games training camps** and secure major international **sports events** to the region.

3. Create a Sustainable Legacy

A. Healthy, Active and Diverse Communities

- Devise an **accreditation scheme** for businesses with healthy workforces to show the link between active participation in sport and productivity.
- Attract hard to reach communities and families into sport and culture through **accredited training** and link to local businesses and voluntary work.
- Work with health bodies and local authorities to ensure adequate sports facilities (particularly in new developments), sports clubs and coaches to encourage adults into a more **active lifestyle**.
- Contribute to the delivery of a long-term solution to the management of the Thames Basin Heaths Special Protection Area by facilitating the development of **green infrastructure** as an attractive alternative recreational facility.

B. Inspiring Young People

- Give every young person born after 1983 the chance to **Compete, Create or Collaborate** with another young person in a competitor country, during the period 2008-2012, ensuring that disadvantaged young people are specifically included.
- Identify ways to embed **Olympic Values** of body, mind and spirit in extended schools provision, school development plans and Local Authority services for young people.
- Building on the success of the region's existing **Skills Festivals**, develop elite skills amongst young people and encourage them to compete in the London 2011 WorldSkills International competition.
- Promote, through **educational and training pathways**, work opportunities in key sectors essential to the delivery of the Games, such as the construction, cultural, sports and leisure industries.



C. Volunteering Legacy

- Establish a **regional volunteering recruitment hub** with database and information to capture the public interest raised by the 2012 Games and ensure a legacy for the region through matching those interested in volunteering with regional opportunities.
- Enhance and develop existing volunteer **accreditation and training** programmes to raise skills levels.

What We Will Achieve by Working Together

The Legacy

What will we have achieved through the activities of this offer? We will achieve an attitudinal shift resulting in **increased sporting, cultural and economic opportunities for disabled people** by celebrating the region's heritage in the Paralympic movement, and using the Games to effect a culture change by 2012.

We have already launched a **business support programme**, including links to the national Business Opportunities Network to enable South East businesses to bid for Games-related and public sector contracts. We already have 2,000 businesses signed up to the newsletter.

We will make a major contribution to the **Cultural Olympiad** during 2008-2012 that builds on the South East's track record (such as the Brighton Festival – England's largest arts festival), and the 190 art galleries, over 250 performing arts venues and over 300 museums as well as our built and natural heritage, media and tourist attractions and creative industries sector. There will be an increase in attendance at events and we will increase the number of overseas contacts amongst cultural organisations and communities.

We will aim to be a **Next Generation Broadband Region by 2012** and press for Wireless Broadband coverage to increase business efficiency and transform the way people work and learn. We will use this to help deliver the health and lifestyle benefits that come about from increased use of walking, cycling and public transport.

We will enhance the **quality of welcome** to the region at points of entry and on travel networks through public realm improvements and the training of volunteers and staff.



We will secure an **increased volunteering cohort** and an enhanced volunteering infrastructure across sports, culture and community projects to create a volunteering legacy and to give as many people as possible from the South East the opportunity to volunteer for the Games in 2012 or related regional activities.

We will **maximise inward investment** to the South East, based on our locational advantage, quality of life and competitive regional economy by 2016.

The Targets

The achievements and measurable targets will be apparent from this year onwards, through to and beyond 2012. Some of these are outlined below and baselines for others will need to be established as work progresses on the plans over the coming year. Some outcomes are more qualitative than quantitative and therefore more difficult, though not impossible, to measure.

How will we know that we are getting there?

1. Build on the South East's strengths

- We will deliver at least **£10 million** new demand for South East environmental technology businesses and at least 10 major procurers adopting 'One Planet Olympics' environmental standards.
- We will create at least **three State of the Art Environmental Facilities** in the South East to demonstrate cutting edge environmental performance to meet or exceed 'One Planet Olympics' standards.
- We will deliver the **Windsor Park and Ride** in support of the Eton Dorney venue.
- We will conduct a minimum of **two access audits** every year from 2007 to 2010, deliver an additional **100 training opportunities** per annum from 2007 to 2012 and provide an improved information source for disabled people.
- **6,000 South East businesses** will have received information and support by December 2007 and at least a further **10,000** businesses by 2008, leading to **£7.5 million worth of additional business** won in the South East by 2012. **2,000 companies** will receive procurement training.



2. Showcase the South East

- We will stage an official 2012 **signature event**, such as the Torch Relay, in the region.
- We will stage **10 sporting events** with cultural programmes.
- We will market the South East internationally by providing powerful messages at more than **five overseas events**.
- We will provide a regional **multi-modal public transport information system**.
- We will commercialise at least **three new environmental technologies** and secure up to **£30 million** research and development, supporting environmental innovation.
- We will deliver **customer care training** to an additional 20,000 people and double the number of businesses accredited for their commitment to customer care.
- We will achieve **10 per cent of the 2012 Games-related tourism income to the UK** (target to be set by DCMS and VisitBritain) during 2012, secured by developing a world class welcome and promoting the region's wealth of cultural, heritage, sporting and natural assets and proximity to London.
- We will earn an **extra £1 billion for the broader visitor economy** from 2012 Games-motivated tourism over the period 2008 to 2016 by raising the image and improving awareness of the destinations and products of the South East region.
- We will attract **three new major sports events** with legacy and cultural programmes to the region every year between 2008 and 2012.

3. Create a Sustainable Legacy

- We will secure **20 leading businesses** in the accreditation scheme to support healthy workforces and **five businesses sponsoring** promising athletes.
- An extra **300,000 people** in the South East will **participate in sport and physical activity** by 2013 (i.e. 3x30 minutes' activity per week) – by changing attitudes to sport and physical activity, investing in new facilities, elite athletes and coaching skills.
- Inspired by the Cultural Olympiad we will give every young person born after 1983 in the South East the opportunity to **compete, create or collaborate** with a young person from a competitor country during 2008-2012. There will be around **2,500,000 young people in the South East aged 5-29 in 2012**.

- We will **engage and upskill the 14-19 age group** (who will be 19-24 in 2012 – some **600,000 young people**) to take advantage of employment opportunities created by the Games in key sectors such as construction, tourism, and leisure through Skills Festivals and career promotion.

Next Steps

This Regional Offer is an overarching plan for the South East, a framework which is the basis for debate by the region. It will be co-ordinated and revised by the South East Partnership for the 2012 Games. An annual event will be held with key stakeholders in the region to review and monitor progress.

Making the Most of the 2012 Games is also a transformational action in the Regional Economic Strategy and will be monitored and reviewed on an annual basis as part of this process.

Full action plans can be found on the websites www.seeda.co.uk and www.seco.org.uk. Local plans for the 2012 Games are an important part of the regional effort to deliver the 2012 Games and links to activities in your part of the region can be found at the end of this document. For information on this offer and the region's activities, contact:

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South East Co-ordinator for the 2012 Games
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Surrey
GU1 1YA

T: 07920 138797
E: padraigherlihy@seeda.co.uk



Key 2012 Timelines

Year	Month	Milestones
2006	December	Launch of South East Business Support Programme
2007	23-27 April	Sport Accord, Beijing
	9 May	Launch of South East England's Offer for the 2012 Games
	May	Launch of South East Business Opportunities Network
	July	Regional Creative Programmer starts
	8 July	Stage One of the Tour De France in Kent
	13-15 July	London 2012 Roadshow at Kent Show
	31 July-4 August	World Cup Archery Championships in Dover
2008	18 September	Tour of Britain leg in South East - Reading to Southampton
	Spring	Volunteering Hub established Start of work on AirTrack (rail link between Heathrow, Reading, Guildford and Waterloo) Shanghai Expo
	August	Beijing Olympic Games
	August	Cultural Olympiad launch
	August	Launch of Compete, Create, Collaborate
	September	Beijing Paralympic Games
2009	September	Tour of Britain South East leg
		Thames Basin Heaths green infrastructure open
2010	February/March	Pre-Games Training Camps in region Vancouver Winter Olympics
	October	Commonwealth Games in Delhi
2011	June/July	Pre-Games Training Camps in region Island Games – Isle of Wight (over 3,000 athletes expected)
	October	WorldSkills London (biennial event in skills calendar) Improved access to Eton Dorney completed (as part of Thames Valley Strategic Coach and Bus network)
		Planned completion of AirTrack
2012	27 July-12 August	Pre-Games Training Camps in region Olympic Games
	29 August-9 September	Paralympic Games

Key Contacts for 2012 Work in the Region

National

London Organising Committee for the 2012 Games and Olympic Delivery Authority

London 2012
One Churchill Place
Canary Wharf
London
E14 5LN
W: www.london2012.com/en

Regional

South East Partnership for the 2012 Games

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Local Authorities

Three Local Authority representatives sit on the South East Partnership for the 2012 Games and can be contacted for information on the regional offer:

For Counties:

Chris Hespe, Kent County Council

Director, Kent Sports Development Unit
Kent County Council Commercial Services Building
Gibson Drive, Kings Hill, West Malling ME19 4QG

T: 01622 605002 E: chris.hespe@kent.gov.uk

For Unitaries:

Nick Murphy, Southampton City Council

Executive Director of Neighbourhoods
Southampton City Council
Civic Centre
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SO14 7LY

T: 023 80 2602 E: nick.murphy@southampton.gov.uk

For Districts:

David Lunn, Royal Borough of Windsor and Maidenhead

Chief Executive
Royal Borough of Windsor and Maidenhead
Town Hall
St. Ives Road
Maidenhead
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SL6 1RF

T: 01628 683 800 E: David.Lunn@RBWM.gov.uk

Some areas have appointed full time Co-ordinators for the 2012 Games. Their contacts are below. There will be a regularly updated list of other local contacts for the South East Offer for the 2012 Games on the South East Cultural Observatory website at www.seco.org.uk

Kent:

Stephanie Holt
Manager for the 2012 Games
Kent County Council
Kent County Council Commercial Services Building
Gibson Drive, Kings Hill, West Malling ME19 4QG

T: 01622 605051 E: stephanie.holt@kent.gov.uk

Medway:

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Medway Council
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West Sussex:

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Development Manager (Olympics and Paralympics 2012)
Economic Strategy Group
West Sussex County Council
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T: 01243 382243 E: carolyn.carr@westsussex.gov.uk



Useful Websites

Sport England South East: [www.sportengland.org/south east](http://www.sportengland.org/south-east)

Arts Council England, South East: www.artscouncil.org.uk (click regions, south east)

MLA South East: www.mlasoutheast.org.uk

Tourism South East: www.visitsoutheastengland.com

South East England Development Agency: www.seeda.co.uk

Southeast Cultural Observatory: www.seco.org.uk

South East Business Link: www.businesslinkssoutheast.co.uk

Other London 2012 links

London Organising Committee for the Olympic Games: www.london2012.com

Olympic Delivery Authority: www.alastinglegacy.co.uk

Department for Culture, Media and Sport: www.culture.gov.uk

British Olympics Association: www.olympics.org.uk

International Olympic Committee: www.olympic.org

London 2012 Business Centre: www.london2012.com/business

If English is not your first language we can provide a summarised version of this document in Punjabi, Hindi, Gujarati, Urdu, Polish and Bengali. We also provide a sign language service for deaf people. The document is also available in large print, Braille, disk and audio cassette.

For a copy, please email padraigherlihy@seeda.co.uk, call on 01483 484 200 or write to the following address:

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