



Helping all of us in
West Sussex make the most of
the 2012 Games

Newsletter

April 2010

Welcome to the April edition of the *West Sussex-Ahead of the Game* Newsletter, featuring the latest county, regional and national news. Since the last issue, we have been excited to announce that the Barbados Olympic Association has chosen West Sussex and Crawley for pre-games training in the lead up to the Olympic Games in 2012. We will be working hard to ensure this link can benefit the county in many ways.

We also feature London 2012 Open Weekend in July, which will mark the two-year countdown to the Games, and the latest on the London Torch Relays. We are asking everyone to help us identify people with connections to West Sussex who have competed in previous Olympic or Paralympic Games, or have the potential to be 2012 Games' competitors. We will publicise our Roll of Honour as part of the Open Weekend celebrations in July, and need people to let us know who should be included.

London 2012 Open Weekend



Open Weekend 2010 will take place on 23-25 July

London 2012 has set a 'challenge' theme for the weekend marking the two-year countdown to the Games.

Arts, culture and sports organisations are being encouraged to get involved, to 'challenge' the public to try something different between Friday, 23 July and Sunday, 25 July.

Last year hundreds of people across West Sussex enjoyed taking part in events at leisure centres, libraries, museums and galleries. Amongst the events were:

- Sport and culture events at leisure centres, with the chance to meet Olympian Nick Buckfield, Paralympians Sascha Kindred OBE and Ben Quilter, and potential 2012 competitor Mark Hawkins.
- A Blue Touch Paper Carnival workshop at the Ropetackle Centre, Shoreham-by-Sea, with creative partners at the Isle of Wight Carnival Learning Centre. Disabled young people attended with carers, support workers, parents and siblings, and professional carnival artists led workshop sessions in music, costume making and narrative development.
- Libraries across the county hosted creative events for young people, including dragon-making arts activities.

Further guidance and how to register events are available on the [London 2012 web site](#).

Plans are already underway for a range of activities across West Sussex as part of Open Weekend 2010, and there will be countywide promotional activities through *West Sussex-Ahead of the Game*.

To ensure all events are included, organisations registering with London 2012 are requested to also send details to info@westsussex-aheadofthegame.com.

Contact: Carolyn Carr, West Sussex Coordinator for the 2012 Games
Carolyn.carr@westsussex.gov.uk or call 01243 753849

Supported by BP and launched in 2008 with the start of the London 2012 Cultural Olympiad, more than a million people from around the UK have taken part in Open Weekend activities in the past two years.

West Sussex Olympians and Paralympians



West Sussex 2012 Roll of Honour

What do Daley Thompson, Duncan Goodhew and Sally Gunnell have in common?

Apart from being Olympians, they have links with West Sussex.

As part of the preparations for the 2012 Games, *West Sussex-Ahead of the Game* is compiling a West Sussex Roll of Honour of past, present and future Olympians and Paralympians.

We're looking for people with a strong connection to West Sussex – born, living, training or educated in the county – that either have the potential to compete in the London 2012 Olympic or Paralympic Games, or have competed in any previous Olympic or Paralympic Games.

We will publicise the Roll of Honour as part of our promotional activities for London 2012 Open Weekend, and it will be a new feature on the *West Sussex-Ahead of the Game* web site.

We need your help to develop the full list.

Please e-mail any suggestions by 16 April 2010 to info@westsussex-aheadofthegame.com.

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Physical activity, sport and pre-games camps



112 people lose 36 stone through Active Workplaces

Weight Loss Challenge in Worthing is a great success.

In November, as part of National Obesity Week, the Sussex Active & Healthy Workplace initiative, partnered with Worthing Leisure and Fit4, launched a challenge to any team of 3-5 people to go on a six-week Weight Loss Challenge.

People were encouraged to get together with friends and colleagues and enter a team, 25 teams - 112 people in all - took part in the challenge. Individuals that took part received a complimentary membership for the entire six weeks and were given an individual fitness advisor to help and guide them along the way. The winning team was from Stage Coach buses, losing a combined weight of 10 stone in six weeks.

John Thorpe, Executive Head of Leisure & Cultural Services, presented each team with a voucher for £145 off a Fit4 membership, together with a voucher from the Active and Healthy Workplace for a free mountain bike.

The combined weight loss during the challenge was over 500lbs in weight with the average team losing 20lbs or 1.5 stone and the average individual lost over 4lbs in weight or two bags of sugar.

Illustration pictures left to right: Colin Stratford, Richard Tyldsley, John Thorpe, Mark Damario, William Collins and Martin Brown all from Stage coach buses in Worthing

Contact: Donna Imrie, Sussex Workplace Officer
D.Imrie@brighton.ac.uk or call 01273 644103



Money available to help firms get active

Firms in West Sussex can bid for money to help boost productivity and reduce sickness.

The Sussex Active & Healthy Workplace Initiative have launched a grants scheme to help businesses improve the health and wellbeing of their teams.

The Active & Healthy Workplace Initiative is working in partnership with *West Sussex-Ahead of the Game*, (with support from Healthy Mid Sussex and Crawley Borough Council) to provide the opportunity for West Sussex businesses to bid for up to £500 to cover eligible project costs.

More than 30 companies and organisations are already involved with the Active & Healthy Workplace Initiative in a number of different ways, and employers are being encouraged to take advantage of this free service, and find out how it could work for their organisation.

Application forms and guidance notes are available from www.sussexsport.org. The deadline to return the application is Friday 30 April 2010.

Contact: Donna Imrie, Sussex Workplace Officer
D.Imrie@brighton.ac.uk or call 01273 644103



Barbados pick West Sussex Olympic training venues

The Barbados Olympic Association has announced it is to use leisure facilities in Crawley and West Sussex in the run-up to the London 2012 Games.

The squad will use K2 Crawley with its athletics arena and 50 metres swimming pool, and other specialist sports facilities.

Barbados represents the biggest nation so far to sign up to use pre-Games training venues in the South East.

Find out more, and [listen to a podcast](#) with West Sussex County Council Leader Henry Smith.

A representative from the Antigua and Barbuda Olympic Association recently visited Crawley as part of a tour of potential 2012 training venues, and pre-games training camp offers have been sent to a number of other Caribbean nations, based around use of the facilities at K2 Crawley and Broadbridge Heath Leisure Centre, Horsham.

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Culture



Ahead of the Game cultural programme

The latest news shows the momentum is building across a number of strands.

Blue Touch Paper Carnival awarded the London 2012 Inspire Mark, has the vision to create the most accessible, inclusive, integrated and friendly carnival experience in the world. We are thrilled to announce that our application to Arts Council England for £72,000 for the next stage of development for Blue Touch Paper has been successful, for work through to 2011. With only one in five applications being successful at the moment, this is a particular achievement and many congratulations to the BTP team. Plans are in place for a showcase event in Horsham as part of London 2012 Open Weekend.

The Child and The Magic (L'Enfant et Les Sortileges) sees support for the research and development of a large-scale, outdoor production of Ravel's 45 minute Children's Opera masterpiece, L'Enfant et Les Sortileges, translated into English as The Child and The Magic. A recent event at St Andrew's Primary School, Steyning saw over 100 people come together, including producers, educational specialists, the West Sussex music service and parents.

The Seed (Formerly known as Great Gardens of Sussex) is supporting the research and development of a new Dance and Theatre-led commission with the five high-profile West Sussex visitor attractions: Wakehurst Place, Nymans, Borde Hill, Leonardslee and High Beeches. Goat & Monkey have been commissioned to lead the work, and are introducing alternative reality gaming on the theme of Plant Hunters. A treasure trail takes place over the internet, through illustrations and trails in the gardens.

Whispering Woods will bring together hundreds of singers from all over West Sussex to create a public music performance, taking place in forest after dark. The first performance is provisionally set for the Crawley area during September, with tasters of what to expect planned for London 2012 Open Weekend.

Contact: Paul Ackerley, Creative Producer
paul.ackerley@talktalk.net or call 07768 287207

Business



More West Sussex businesses win 2012 contracts

Businesses across the county are awarded over 30 top tier contracts.

The London 2012 and CompeteFor web sites list companies who have won Olympic Delivery Authority (ODA) and London Organising Committee for the Olympic Games and Paralympic Games (LOCOG) contracts. The latest information shows businesses from every District and Borough in the county have won contracts, and are providing services ranging from drainage and vegetation clearance, to security and publications.

Opportunities throughout the London 2012 supply chain are listed on [CompeteFor](#) - London 2012's chosen website for publishing Games-related contract opportunities. It gives businesses of all sizes access to London 2012 opportunities, acting as a brokerage service between buyers throughout the London 2012 supply chain, and potential suppliers.

Businesses should visit the [London 2012 Business Network](#) for details of current and future opportunities, and information on how to register on CompeteFor, and sign-up for business e-alerts.



Popular 2012 workshops to help small businesses

There wasn't a spare seat at the latest 2012 business support workshop with Business Link Sussex.

The 'How to form and bid as a partnership/consortia' workshop at the end of February, for small businesses interested in working with others to bid for contracts, was one of the most popular run so far.

The workshop was the latest in a series of 2012 business support workshops taking place in the county, which have also included an Advanced Bid-Writing Workshop at the Hickstead Hotel. The workshop is designed to help more local businesses win 2012 contracts, by giving advice on how to go from being short-listed for a London 2012 contract, to securing them in the future. The free one-day workshop looked at how to write clear and concise responses to tender questions, explored worked examples of tender questions, and how to create 'Pitching to Win' presentations.

For further information or to book places on forthcoming workshops:

Visit the website at www.southeast2012events.co.uk or call 0845 600 9006.



Help the next British Olympic and Paralympic medallists

West Sussex businesses could help young sportsmen and women to achieve their goal of competing at the London 2012 Games, and beyond, by partnering with SportsAid South East.

SportsAid gives awards to youngsters aged 12 to 18, from 50 able-bodied and 25 disability sports. The grants help towards the costs of equipment, training, travelling, accommodation and competition fees required to compete at the top level.

To find out more visit www.sportsaid.org.uk.

Contact: Breege Zachary, Regional Development Manager
breege@sportsaid.org.uk or call 020 7273 1978

Visitor economy



2012 activities take shape in Sussex

The Sussex Tourism Partnership (STP) is taking forward a broad range of activities linked to the visitor economy and 2012.

Liz Brand is leading the work on behalf of the STP, and is meeting key people to form a strong network to help achieve the priorities. Initial activities include developing a Greeters programme, offering skills and training, developing business travel and corporate events, building an image bank for web site and other promotional activities, targeting media visits, and sustainable tourism.

Some of the emphasis will be around the gateways to the Games, including Gatwick airport and Newhaven Port in East Sussex. Following the announcement that the Barbados Olympic Association will come to West Sussex for training camps in advance of the 2012 Games, work is underway to identify how to make the most of such international links for the local visitor economy.

The VisitSussex web site will be a key source of information for visitors and 'the industry', and will include visitor information with translated editorial content.

The South East England Development Agency (SEEDA) has recently approved a substantial grant to Tourism South East (TSE) to support visitor economy work linked to 2012. As a result, some funding will be available through TSE for the Sussex Tourism Partnership's 2012 Games activities in the new financial year.

Contact: Liz Brand, VisitBrighton

liz.brand@visitbrighton.com



Think Access Q-Book

A new business guide – the think access Q-book – has been produced to show businesses how easy it can be to make their business more accessible, attract a wider range of visitors and realise their full potential.

The think access Q-book – 'Q' for 'Quality' – is a free online guide for all tourism, transport, retail and food and drink businesses in the Royal Borough of Windsor and Maidenhead and South East England. It has been produced by Tourism South East (with funding from the South East England Development Agency) and The Royal Borough of Windsor and Maidenhead, and is partly inspired by London hosting the Paralympic Games in 2012.

The think access Q-book is packed with practical business ideas, market insight, case studies of successful businesses in action, and video clips of visitors.

The book can be viewed at Windsor.gov.uk as an e-book (recommended), a pdf file or large print text.

Education and skills



West Sussex schools take up the 2012 challenge

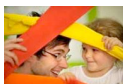
Over 100 schools are starting to use Get Set and the inspiration of the Games.

The London 2012 Education Programme, Get Set, is being used by schools across the county. By March 2010, 114 West Sussex Schools had registered for Get Set, and more are encouraged to join in and take advantage of the opportunities.

Any school or college registered with Get Set can apply to join the Get Set network. Schools and colleges who have demonstrated a commitment to the Olympic and Paralympic values can apply to join the network using the 3-step online application form on the Get Set website. Members of the network gain access to the London 2012 education logo, which they can use on their school sign, headed paper, website and newsletter. They will also be given priority access to exclusive London 2012 rewards and opportunities.

To find out more visit the [London 2012 Get Set network](#).

Contact: Carolyn Carr, West Sussex Coordinator for the 2012 Games
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Get Set For Learning through Sport

Pupils at four schools in West Sussex have been developing business and enterprise skills through sport.

Awarded the London 2012 Inspire Mark, Sports Masterclasses are unique learning events for Year 10 students studying Physical Education and Sport to explore team working, whilst designing and creating a brand new sport. Everything from the rules, to equipment design and the marketing of the sport are included.

The Sports Masterclasses have been designed by Young Enterprise in response to the Olympic and Paralympic Games coming to London in 2012, and embrace the core values of the London 2012 Education Programme, Get Set.

The schools that took part during March were: Bognor Regis Community College, Durrington High School, Littlehampton Academy and Shoreham Academy.

Students were given the opportunity to chat with professionals from the work of sport and leisure. Volunteers for the days came from Inspire Leisure, who operate sports centres in Arun; educational support organisation Aimhigher; plus Worthing Borough and Adur District Councils. Young Enterprise, the UK's leading business and enterprise education charity are coordinating the days.

Contact: Georgina Angele – Area Development Manager, Young Enterprise Sussex georgina.angele@yese.org.uk or call 07795 462286



Personal Best

The next round of applications for Personal Best, the London 2012 pre-volunteer programme, is now open.

In West Sussex Personal Best is being run by Brighton and Hove Albion in the Community, and is open to anyone aged 19 or over, who's unemployed or working part time. It leads to a nationally recognised qualification – the Pre Volunteer Level 1. In addition it includes general life skills, advice about finding a job, and help in finding a volunteer placement. The course is free, with funding provided through the Learning and Skills Council, and has been awarded the London 2012 Inspire Mark.

The course runs at the Worthing Football Club Study Support Centre in Lancing and lasts for up to nine weeks.

All Personal Best graduates are guaranteed an interview to be a Games Time Volunteer in 2012 (subject to the individual successfully applying).

Contact: Worthing FC Study Support Centre
bhafc@studysupport.org or call 01273 564185

National and regional news

London 2012 Torch Relays

Consultation has begun on the route of the Olympic Torch Relay.

Key members of the London 2012 Ceremonies team, including Martin Green, the Head of Ceremonies, and Deborah Hale, Producer, Torch Relays, presented at a recent 'Nations and Regions' London 2012 Torch Relays briefing for the South East.

The main focus of the briefing was the Olympic Torch Relay. It was confirmed London 2012 will organise a 60 to 80 day UK-wide Torch Relay, which will see the torch visit each English region for a minimum of three days. There is an ambition for 95% of the population to be within an hour's journey of the Torch Relay.

The briefing set out some of the guiding principles for the Torch Relay, including being for everyone, with a strong young people focus; to be sustainable; and to attract global attention. No decisions have been taken regarding the entry point for the Torch, or specifics around the journey of the Torch. Detailed route planning will begin soon.

The London 2012 team set out the desire to work with regions, cities and local communities to create local events around the Torch Relay.

London 2012 will host a Paralympic Torch Relay to herald the start of the Paralympic Games. This is likely to last around 7 days and further announcements will be made soon.

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London 2012 Inspire Programme

An Olympic and Paralympic first, the London 2012 Inspire Programme officially recognises outstanding non-commercial projects and events inspired by the Games.

Sport, culture, education, sustainability, volunteering and business opportunities all feature. Projects are assessed by London 2012 and the International Olympic Committee, and those approved can carry the London 2012 brand, through the Inspire Mark, on a wide range of marketing materials.

In West Sussex, Blue Touch Paper Carnival and Sports Masterclasses have been awarded the London 2012 Inspire Mark, and we hope many more will follow.

For further information and guidance visit [the London 2012 web site](#).

Tickets for the Olympic and Paralympic Games

All tickets for the London 2012 Olympic and Paralympic Games go on sale next year.

7.7 million tickets will be available for the Olympic Games, with another 1.5m for the Paralympic Games. Each ticket will include free travel on public transport in London for the day of the event, to encourage spectators to use the transport system and take in the festivities throughout the city.

There will also be free events, including road cycling, triathlon and the marathon, which will take place on the streets of London.

London 2012 is sending the message not to be fooled by bogus websites and organisations claiming to sell tickets to the Games. Tickets will only be available via official London 2012 sales channels from 2011. No one will be asked to make a payment or sign a contract until then.

Those interested in receiving up to date news on tickets can visit the [London 2012 website](#) for further information.

For general information about *West Sussex–Ahead of the Game*

Email: info@westsussex-aheadofthegame.com

Tel: +44 (0)1243 382155

Visit: www.westsussex-aheadofthegame.com

For the latest on London 2012 visit www.London2012.com