



Annual Report April 2010 – March 2011

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

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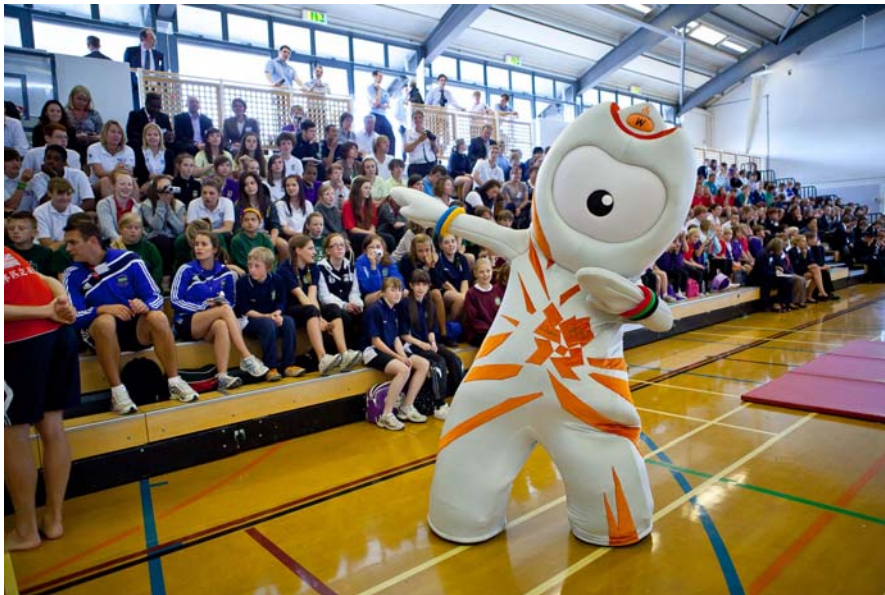
Introduction

The Annual Report focuses on the highlights of [West Sussex-Ahead of the Game](#) during 2010 -2011, through presenting the main achievements of each of the legacy themes driving the work.

The focus of the report is on those activities that have been coordinated by the *Ahead of the Game* partners. It is not able to highlight the many activities individual schools, community groups and other organisations have been doing.

Many benefits of the Games will come from these activities, and everyone is encouraged to share what is happening for 2012. Please e-mail news to info@westsussex-aheadofthegame.com so we can feature it on the web site.

To view the full *West Sussex-Ahead of the Game* Plan for the 2012 Games: 2009-2014, please visit the *Ahead of the Game* web site.



Education, Skills and Volunteering

The Mission

To use the inspiration of the London 2012 Games to contribute to the achievement of education, skills and volunteering priorities across West Sussex.

Achievements

- More than 200 West Sussex schools and colleges have taken part and benefited from the London 2012 Education Programme *Get Set*.
- Nine West Sussex schools joined the Regis School as members of the Get Set Network, the special London 2012 community recognising and rewarding schools for work on the Olympic and Paralympic values.
- A broad range of education and learning experiences inspired by the Games took place, including the Crawley Schools Values Project, the Mid Sussex School Sport Partnership legacy project led by Young Ambassadors, and the Chichester *Maths in Sport* Project.
- Many West Sussex residents applied to London 2012 to be volunteer Games-Makers in 2012, including ten graduates of the Personal Best programme, the Pre-Volunteer Level 1 qualification inspired by 2012, provided locally by Albion in the Community.
- Personal Best graduates attended a celebration event in Brighton, and received certificates from Jonathan Edwards, Deputy Chair, London 2012 Nations and Regions Group.
- Opportunities for games-inspired volunteering initiatives were kick-started through discussions with the West Sussex volunteer centres, and through developing a pilot training workshop.

Making it happen

A broad range of partners are involved in taking forward activities, including individual and groups of schools, West Sussex County Council learning service, education networks and organisations, and other agencies involved in education and skills.



Culture

The Mission

To support the achievement of the West Sussex Cultural Strategy (2009 – 2014) priorities which are to: increase participation and access; increase opportunities for creative learning; promote social, economic and cultural regeneration; develop the creative and cultural sector; and demonstrate the benefits and value of cultural activities.

Achievements

- Encouraged and supported a broad range of cultural activities as part of London 2012 Open Weekend in July, including feature events from Ahead of the Game's *Whispering Woods* in Crawley, and *Blue Touch Paper Carnival* in Horsham, and special events including *Field of Flags* in Chichester, and *Art Open Day* at Worthing Museum and Art Gallery.
- Delivered the next phase of the *Ahead of the Game* cultural programme building over four years to 2012, and majoring on being international, inter-generational, driven by young people and aspirational:
 - Presented the production launch of *The Seed* at Borde Hill Gardens to industry experts and members of the public in May (*the development of a large-scale outdoor production and virtual reality quest game for the County's Great Gardens*);
 - Secured a large award from Arts Council England to produce the fully-scaled project of *The Seed* in 2011;
 - Presented a pilot performance of *Whispering Woods* at Tilgate Park, Crawley in September, involving Choirs from Chichester, Crawley and Horsham districts performing to a `sell-out` audience of 225 (*a county-wide singing project in partnership with the County Music Service*);
 - Secured an award from Arts Council England to continue developing the *Blue Touch Paper Carnival* vision through an event at Horsham's *One World Carnival* on Open Weekend; the development of a new Carnival Costume Commission; and the Jodi award nominated accessible website www.btpcarnival.co.uk (*a vision to create the most accessible, inclusive, integrated and friendly carnival experience in the world, working with disabled people at an unprecedented level of quality*),
 - Recruited and mentored the first cohort of seven young producers who are developing *Dromos* for 2011 (the development of the country's first traveling festival)
- Secured local benefits from the national Cultural Olympiad, including *Whispering Woods* featuring as part of the national launch of Discovering Places; the Tate Movie Project's national road-show visiting Crawley; and Artists' Taking the Lead *The Boat Project*, having its home at Thornham Marina, in Chichester District.
- Secured the London 2012 Inspire Mark for *Flying Books*, a project from the county arts service.

Making it happen

The West Sussex Arts Partnership, the partnership between local authorities, is managing the *West Sussex-Ahead of the Game* Cultural Programme, and is working in partnership with a range of organizations, including colleges, the university and schools. In addition, a broad range of cultural organizations are developing and delivering games-related activities.



Sport and Physical Activity

The Mission

To use the inspiration of the 2012 Games to enhance participation in physical education, physical activity and sport, and to create a fitter and healthier population.

Achievements

- Advocated and promoted the contribution of the London 2012 Games to increasing participation through the Active Sussex annual partner conference in June; the West Sussex PE conference in June; and London 2012 Open Weekend in July.
- Engaged partners and agreed key interventions for West Sussex in the 18 months leading up to the Games in 2012, including information provision.
- Continued to deliver the Active and Healthy Workplace initiative, including business tournaments, small grants, and free consultation and advice, and supported around 40 West Sussex workplaces to participate.
- Organised the Parallel Youth Games for more than 400 young people from Special Schools across the county, at The Triangle, Burgess Hill.
- Organised the Sussex Sports Awards 2010 that saw London 2012 Hopeful Ben Quilter named Sports Personality of the Year, and Worthing and District Harriers Athletics' Club member Sophia Warner, Disabled Sports Personality of the Year.
- Sports Colleges and School Sport Partnerships promoted a broad range of activities reflecting, and inspired by the London 2012 Games, and worked with Active Sussex to achieve Sport Unlimited targets.
- Most West Sussex Districts and Boroughs planned and delivered a broad range of 2012 related sport activities, with local partners.

Making it happen

The West Sussex Districts and Boroughs, Active Sussex, the Sports Colleges and School Sport Partnerships are leading a broad range of activities, supported by the wider physical education, sport and health network.



London 2012 Pre-Games Training Camps

The Mission

To host teams or nations for training camps in advance of the London 2012 Games, and to secure wider benefits for residents and businesses.

Achievements

- Hosted pre-games training camps visits to Crawley or Horsham from representatives of three National Olympic Committees, and to Crawley from representatives of three National Paralympic Committees. Partners presented a full training camp package including transport, security, sports science support, and accommodation.
- Signed Memorandum of Understanding for pre-games training camp partnerships with the Barbados Olympic Association (whole team), the Dominica Olympic Committee (boxing and swimming), the Finnish Paralympic Committee (swimming) and the Grenada Olympic Committee (whole team).
- Hosted the Barbados men's and women's hockey teams for a training camp in Crawley and East Grinstead in advance of the Central American and Caribbean Games, and the netball team en route to the Commonwealth Games in Delhi.
- Started to deliver wider benefits from the pre-games training camp partnerships, including 14 school visits by the netball squad, spectator opportunities at competitive netball games watched by more than 1200 people in Crawley and Burgess Hill; and sports science links through the University of Chichester.
- Set up local groups to coordinate and deliver pre-games training camps in Crawley and Horsham.

Making it happen

West Sussex County Council, through its 2012 coordination role, oversees the work of the approved training camp venues, and provides the link to regional and national pre-games training camp activities. Specific partnerships with teams and nations are managed through training camp groups in Crawley and Horsham.



Business

The Mission

To maximise economic and business benefits from the London 2012 Games for local businesses, and for West Sussex.

Achievements

- More than forty West Sussex businesses have been awarded London 2012 top tier contracts, and many more are benefiting from supply chain opportunities.
- Success stories include Icon Live in Burgess Hill securing the official souvenirs licence for the Games, and Cordek, based in Slinfold, near Horsham, winners of a contract for the construction of the diving boards for the Aquatics Centre.
- Over 400 business representatives attended 2012 motivated business events across the county, including workshops on Quality Management Statements and Advanced Bid-Writing; a Lloyds TSB Sustainability and 2012 event; and a forum on opportunities from the London 2012 Games, the public sector in the UK, Europe and internationally.
- CompeteFor has been promoted as London 2012's chosen website for publishing Games-related contract opportunities, with 1721 West Sussex businesses registered, and 869 `published` and ready to tender for contracts.
- Engaged with the local offices of 2012 Games' sponsors to identify the potential for partnership working, including Deloitte, BT and Lloyds TSB.

Making it happen

Business Link was leading the regional 2012 business support programme, working with a range of partners to coordinate and deliver events, and to communicate benefits and opportunities. A range of other partners are involved in the business activities.



Visitor Economy

The Mission

To make the most of the London 2012 visitor economy opportunities, and to boost visitor spend in the county in line with a sustainable tourism approach.

Achievements

- Developed activities to kick-start delivery of the ` Gatwick Tourism Initiative` plan, including agreeing priority actions in order to access regional `corridor` funding.
- Developed the *Sussex Sports Stars* project in partnership with Gatwick Airport, promoting eight of our top sportsmen and women, and the county as a visitor destination.
- Continued to enhance the quality of the visitor welcome and experience through training for accommodation providers, attractions and transport hubs, including 1,400 people at Gatwick Airport completing Welcome Host Gold customer service training, provided by Tourism South East.
- Worked with the London Development Agency to secure Gatwick Airport's inclusion in the games-time Volunteer Ambassador scheme

Making it happen

The Sussex Tourism Partnership, through its ` London 2012 Games Project` led some activities, with others involving a broad range of partners including Tourism South East, local tourism providers and businesses, the Gatwick Diamond and Gatwick Airport, and visitor destinations.



Transport, Infrastructure, Security and Emergency Management

The mission

To secure improvements to essential transport infrastructure that will play a vital role in 2012 transport plans, particularly Gatwick station; to use London 2012's commitment in encouraging sustainable transport modes to help promote sustainable travel; to work with national and regional emergency and safety teams to identify potential security and emergency issues; to ensure West Sussex plans are equipped to deal with potential issues; and to work to mitigate against any potential negative impact of Games-time.

Achievements

- Established a West Sussex County Council *Transport Board* of relevant officers to coordinate transport matters.
- A broad range of partners responded to transport issues during the year, including responding to a request to brief the Bus Operators, responding to the 'ports of entry' announcements, and supporting *The Boat Project*.
- Gatwick Airport coordinated a significant planning exercise covering a broad range of issues, including arrivals and departures' projections and arrangements.
- The 2012 sub-group of the Sussex Resilience Forum, chaired by West Sussex Fire and Rescue Service, continued to provide a consistent and coordinated approach to the multi-agency response to all 2012 resilience matters.
- A pan-Sussex 2012 games resilience gap analysis took place to provide the foundation of all resilience planning for the games, and work is underway on an action plan to manage activities and associated risks.

Making it happen

West Sussex County Council's Infrastructure Group is leading transport infrastructure matters, involving key partners. The Sussex Resilience Forum is leading security and emergency management issues and working with a range of partners, including West Sussex County Council Emergency Management and Sussex Police.

Strategic Coordination and communication

The mission

To advocate the contribution of *West Sussex-Ahead of the Game* and 2012 to the achievement of the Sustainable Community Strategy, and the priorities of partner organisations; to ensure West Sussex is fully informed about national and regional activities, and that opportunities are maximised; to produce a county plan for 2012, and to report on progress; and to generate publicity and profile from London 2012 Games related activity.

Achievements

- Published the *West Sussex-Ahead of the Game* Annual Report 2009-10, sending it to leaders in a broad range of organizations. Produced the *West Sussex-Ahead of the Game* Action Plan for 2010/11.
- Promoted and supported West Sussex's participation in London 2012 Open Weekend in July, with thousands of people attending sixteen events.
- Promoted www.westsussex-aheadofthegame.com as the web site for the latest news and information on 2012 activities in West Sussex
- Published quarterly e-newsletters on the latest *Ahead of the Game* news.
- Issued press releases generating more than 50 news stories, particularly on London 2012 Open Weekend, the Barbados Olympic Association partnership, business events and the *2012 Hopefuls* and *Roll of Honour*.
- Presented at numerous meetings, forums and committees to advocate the value of 2012 related work, and to seek support for and involvement in *West Sussex-Ahead of the Game* activities
- Supported a broad range of partner organisations to develop 2012 related activities and to meet their priorities.
- Organised quarterly meetings of the *West Sussex Working Group for the 2012 Games* to provide a multi-agency coordinated approach to planning and delivery.
- Launched the *West Sussex 2012 Hopefuls and Roll of Honour*, through a web based resource, and promoted throughout the year.
- Promoted our *2012 Hopefuls* through their attendance at events (e.g. Chichester's *Maths in Sport* celebration event) and *Sussex Sports Stars* in partnership with Gatwick Airport.

Making it happen

West Sussex County Council, through its commitment to leading the coordination and communication functions, is delivering the mission through a 2012 coordinator post and partnership support.

Contact us

For information visit www.westsussex-aheadofthegame.com

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***West Sussex-Ahead of the Game* is coordinated by West Sussex County Council, through a partnership group involving:**

Adur & Worthing Councils

Business Link South East

Chichester District Council

Crawley Borough Council

Gatwick Airport Limited

Horsham District Council

Mid Sussex District Council

NHS West Sussex

Northbrook College

Sussex County Sports Partnership Trust

Sussex Police

Sussex Tourism Partnership

University of Chichester

West Sussex Arts Partnership

