



West Sussex–Ahead of the Game Plan for the 2012 Games 2009–2014

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Introduction

West Sussex–Ahead of the Game is a countywide initiative, helping all of us in West Sussex make the most of the London 2012 Olympic and Paralympic Games.

Since the summer of 2006, a coordinated effort has been working to identify and bring direct benefits to West Sussex from the 2012 Games, and to help ensure West Sussex plays its full part in a successful 2012 celebration. From sport to business, culture to skills, tourism to education, a diverse range of activities have been brought together through *West Sussex–Ahead of the Game*, and the linkages between the legacy themes are one of the principal successes to date.

The West Sussex collective approach to 2012 is well regarded nationally and regionally, and there is effective communication between local, regional and national activities. A great deal has already been achieved, and there are many opportunities emerging to help us maximise the benefits.

Following the handover of the Olympic Games and Paralympic Games to London, and the official launch of *West Sussex–Ahead of the Game* on Paralympic Handover Day in September 2008, now is a key time to focus and drive the work forward. The '*West Sussex–Ahead of the Game Plan for the 2012 Games (2009 – 2014)*', replaces the original '*West Sussex–Ahead of the Game Action Plan 2006–2009*'.

The mission

The *West Sussex–Ahead of the Game* mission is to secure maximum benefit from the 2012 Games for West Sussex residents, communities and businesses.

Benefits

There is common agreement on the principal benefits driving West Sussex engagement with the 2012 Games, which strongly reflect the West Sussex Sustainable Community Strategy and Local Area Agreement (2) objectives:

- ✓ Greater participation in sport and physical activity
- ✓ Increased involvement in cultural activities
- ✓ Enhanced visitor economy
- ✓ Enhanced business and skills
- ✓ More opportunities for young people
- ✓ Increased international links
- ✓ Improved transport infrastructure
- ✓ Enhanced profile and image

The activities to achieve the benefits are being taken forward through eight key areas of work:

Sport and physical activity
London 2012 pre-games training camps
Culture
Visitor economy
Business
Education, skills and volunteering
Transport infrastructure
Security and Emergency Management

Strategic coordination and communication underpin the key areas of work. An overview of each area of work, and of the coordination and communication activities, is set in the following pages.

The Legacy for West Sussex

1. Sport and physical activity

In the lead up to the 2012 Games, physical education, sport and physical activity will be in the spotlight.

We will work with Sports Colleges and School Sport Partnerships to enhance physical education and school sport through activities reflecting the Olympics and Paralympics. We will use the opportunity of the Games to encourage and support more people to become active and to do more sport. The West Sussex Local Area Agreement (2) target to increase participation in active recreation and sport is a key driver.

The initial focus is on opportunities for people with disabilities through the inspiration of the Paralympics, and on adult participation through Active Workplace programmes. We have developed a Disability Sport Legacy Framework, and over £200,000 has been secured for a Sussex-wide Active Workplace project.

A range of further opportunities will be developed in the lead up to 2012, within the context of the national PE and Sport Strategy for Young People; Sport England's strategy to 2011; and 'Be Active, Be Healthy', the latest Government physical activity plan, which includes the creation of 2,012 Active Challenge walking routes across England with Walk England, to mark the 2012 Games. Physical activity initiatives will be linked to the Change4Life campaign & Get Active South East (the framework for a healthier, more active population in the region) and will seek to support those communities who are most disengaged and least active.

The mission

The mission is 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.

Making it happen

The Sussex County Sports Partnership Trust and the West Sussex Primary Care Trust are taking the lead, working in partnership with West Sussex County Council, the District and Borough Councils, and the wider physical education, sport and health network.

Success by 2014

- **Enhanced disability sport, through the achievement of the West Sussex Disability Sport Legacy Framework.**
- **Promoted active and healthy workplaces, with over 1250 employees and 30 workplaces taking part.**
- **1% overall increase in adult participation in sport and active recreation, each year.**
- **1% overall increase in participation in sport and active recreation by adults with disabilities, each year.**
- **Supported all 5 – 19 yr olds to take part in 5 hours of physical education and sport each week.**

In 2009/2010 we will:

- Consult on and finalise the Disability Sport Legacy Framework, and work with partners to secure people and financial resources to deliver the plan.
- Work through the Active Workplace Steering Group to ensure 10 workplaces and 500 employees take part in the Active Workplace initiative.
- Agree physical education and school sport priorities reflecting 2012, through the West Sussex Strategic Physical Education and School Sport Group.
- Consult on and agree physical activity legacy priorities for the county, including work to engage those who are least active.

Contact

Sadie Mason, Director, Sussex County Sports Partnership Trust s.f.e.mason@brighton.ac.uk

Reference

Sussex Active Workplace Plan

West Sussex Disability Sport Plan (draft)

2. London 2012 pre-games training camps

10 West Sussex sports venues are approved by the London Organising Committee of the Olympic and Paralympic Games (LOCOG) to host pre-games training camps in advance of the London 2012 Games, through two clusters of venues: Chichester Gold and the Gatwick Diamond Venues. Pre-games training camps offer other countries the opportunity to train in the UK before the Games, and LOCOG is offering up to £25,000 to every National Olympic Committee, and to every National Paralympic Committee, to spend on a camp or camps from 2011.

We will strive to use this opportunity to raise the profile of West Sussex, to celebrate 2012, to raise aspirations among young people, to support visitor economy and business activities, and to develop broad international partnerships around sporting, educational and cultural understanding.

The mission

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

Making it happen

West Sussex County Council, through its *West Sussex-Ahead of the Game* leadership role, will coordinate Chichester Gold and the Gatwick Diamond Venues, and provide the link to regional and national pre-games training camp activities.

Success by 2014

- **Hosted two teams for training camps in advance of the 2012 Games.**
- **Benefits secured from international partnerships motivated by the 2012 Games.**

In 2009/2010 we will:

- Hold at least 2 meetings of Chichester Gold and of the Gatwick Diamond Venues.
- Work with the South East region's pre-games training camps coordinator to secure visits from National Olympic Committees and National Paralympic Committees.
- Promote the West Sussex pre-games training camp and international partnership offer to targeted National Olympic Committees and National Paralympic Committees.
- Seek to sign a memorandum of understanding with at least 1 team or nation.

Contact

Carolyn Carr, West Sussex Coordinator for the 2012 Games, West Sussex County Council
Carolyn.carr@westsussex.gov.uk

Reference

Gatwick Diamond Venues brochure
Chichester Gold brochure

3. Culture

Culture is at the heart of the lead up to the 2012 Games, and we will work to secure benefits through the national Cultural Olympiad, and from locally driven West Sussex activities.

Through a broad range of cultural activities, we will aspire to raise ambition and build capacity; increase participation in the arts and cultural activities; enhance links between sport and culture; build inclusive communities, and contribute to the economy of West Sussex, including the visitor offer.

The 2012 motivated cultural activities will be one of the drivers towards the achievement of the West Sussex Cultural Strategy (2009 – 2014).

The four-year *West Sussex-Ahead of the Game* cultural programme, managed by the West Sussex Arts Partnership, kicked-off on Olympic Handover Day at the countywide Big Picnic. The programme has been awarded Arts Council England funding for the next phase of activity to 2010, and will focus on `extraordinary ability`, through integrated carnival activities; on `welcoming the world`, to include a travelling festival with a strong international flavour; and on the development of creative producers in local communities.

In parallel to the West Sussex Arts Partnership cultural programme, a range of cultural groups and organisations in West Sussex are developing ideas, plans and activities for 2012 motivated activities, and are being encouraged to deliver them under the *West Sussex-Ahead of the Game* umbrella.

In addition, we will make sure the county is fully engaged with the national Cultural Olympiad. We will lobby for West Sussex to feature in the torch relay in 2012; we will seek benefits from the Cultural Olympiad major projects; we will work towards activities being granted the `Inspired By` mark as part of the UK-wide Cultural Olympiad celebrations; and we will join in with annual celebrations to mark the countdown to the London 2012 Olympic Games' Opening Ceremony, including `Open Weekend` in July 2009.

The mission

The mission is to support the achievement of the West Sussex Cultural Strategy (2009 – 2014) priorities which are to: increase participation in, and access for all to cultural activities; increase opportunities for, and access to creative learning; contribute to a high quality environment by promoting social, economic and cultural regeneration; contribute to the development of the infrastructure and capacity of the creative and cultural sector; and to demonstrate the benefits and value of cultural activities, and to make the necessary links between people and organisations.

Making it happen

The West Sussex Arts Partnership is managing the *West Sussex-Ahead of the Game* cultural programme, and is working in partnership with a range of organisations. The West Sussex Arts Partnership reports in to the West Sussex Working Group for the 2012 Games. The West Sussex Culture and Sport Alliance (CaSa), the broader stakeholder group, will respond to 2012 related cultural opportunities and will seek to engage the wider arts and culture networks.

Success by 2014

- Delivered the *West Sussex- Ahead of the Game* cultural programme, through large-scale travelling festivals; an inspiring integrated Carnival for participants with and without disabilities; securing 250 Community Creative Producers (CCPs); and a series of public domain creative projects.
- Three projects awarded the 'Inspired By' mark, forming part of the UK-wide Cultural Olympiad.
- Secured benefits from the national Cultural Olympiad (e.g. the 2012 torch relay visiting West Sussex as part of the ceremonies programme, and community activities as part of the major national projects).
- Increased participation in the arts in West Sussex by 3% over 3 years from 2008/2009.

In 2009/2010 we will:

- Deliver the next phase of the *West Sussex-Ahead of the Game* cultural programme, to include the next stages of the integrated carnival project and travelling festival, and a youth arts festival in the autumn.
- Support and encourage a broad range of cultural activities as part of the London 2012 Open Weekend 24-26 July 2009.
- Support the development of at least one Cultural Olympiad 'Inspired By' project.
- Work with the Creative Programmer for London 2012 South East to identify potential benefits for the county from the Cultural Olympiad major projects.

Contact

Lorna Brown, Head of Arts and Cultural Strategy, West Sussex County Council
Lorna.brown@westsussex.gov.uk

Reference

Celebrate! West Sussex – A celebration reflecting the Cultural Olympiad: Foundation Programme,
West Sussex Cultural Strategy (2009 – 2014)

4. Visitor economy

West Sussex will use the opportunities from the 2012 Games to boost the visitor economy in the county, in line with a sustainable tourism strategy. We will promote West Sussex as an attractive place to visit; improve the business tourism offer in West Sussex; support tourism businesses to increase capacity, and to enhance the quality of the visitor experience and welcome; and link the visitor economy activities to the cultural offer, pre-games training camps' activities, and skills development.

We are working in partnership with Tourism South East, who has identified the Gatwick area as one of five in the region with the greatest potential to secure Games related and Games motivated tourism and cultural benefits. The activities are closely linked to London Gatwick Airport being a gateway to the Games, and are being taken forward through the Gatwick Tourism Initiative. A number of themes and opportunities are being progressed, which will benefit not only the Gatwick and surrounding area, but also other parts of the county such as Chichester and the coast.

In the lead up to 2012, a range of other visitor economy opportunities are likely to emerge, including those from Visit Britain. We will seek to take full advantage of these for West Sussex.

The mission

The mission is 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.

Making it happen

The Sussex Tourism Partnership's 2012 sub-group is coordinating activities, and will involve and work with a broad range of partners, including Tourism South East, local tourism providers, the Gatwick Diamond Initiative, BAA, visitor destinations, and the National Park.

Success by 2014

- **Increased visitor spend in the county by 7.5%.**
- **Secured benefits from the Gatwick Tourism Initiative activities.**

In 2009/2010 we will:

- Initiate the Gatwick Tourism Initiative through profile-raising activities, including creating 2012 pages on the Visit Sussex web site; developing a bed and restaurant bank for media and other visitors; and promoting conference and meeting facilities.
- Start work to enhance the quality of the visitor welcome and experience through customising the TSE `Hosting the World` training for Sussex.
- Continue to build strong partnerships with transport operators, tour operators and ticket agencies.
- Encourage attractions to take part in the London 2012 Open Weekend 24-26 July 2009, and in 2010.

Contact

John Gibbs, Tourism Manager, West Sussex County Council, John.gibbs@westsussex.gov.uk

Reference

Gatwick Tourism Initiative Plan

5. Business

In a challenging economic climate, we will strive to maximise economic and business benefits for West Sussex from the London 2012 Games. We will strive to use opportunities to help sustain and grow businesses, including those in the visitor economy, and will maximise benefits from the gateway status of London Gatwick Airport.

It is estimated that the organisation and staging of the London 2012 Games will need over 7,000 direct contracts, which will form supply chains of around 75,000 opportunities. Through the Business Link regional support programme, we will provide 2012 business workshops and events, and encourage businesses to register for and publish on CompeteFor (the website where Games-related contract opportunities are published). CompeteFor also provides access to business support services, to help build skills and capacity for businesses to benefit from 2012 more broadly, and is likely to be a portal to other procurement systems.

A number of West Sussex businesses have won London 2012 contracts, and we want to ensure any local business interested in bidding for contracts has the right information and support to help them. We will communicate and promote the message that those `fit to supply` London 2012 will be in a strong position to bid for public sector contracts (which amount to over £175 billion from central and local government each year).

Business opportunities won't only be directly linked to the Games themselves – there will be many other business possibilities, for example from the four year Cultural Olympiad and local cultural celebrations; from nations and teams visiting for pre-games training camps; from the expected boost to tourism, and from potential education and enterprise links. We will look to maximise these wider business opportunities, and to use high profile business events and opportunities to communicate 2012 and `fit to supply` messages.

The mission

The mission is to maximise economic and business benefits from the London 2012 Games for local businesses, and for West Sussex.

Making it happen

Business Link is leading the regional 2012 business support programme, and will work with a range of partners to coordinate and deliver events and workshops, and to communicate benefits and opportunities. A range of economic partners will be engaged in the wider business activities as opportunities emerge.

Success by 2014

- **Ensured West Sussex businesses were fully aware of London 2012 opportunities, with over 700 attendances at 2012 business events.**
- **Supported West Sussex businesses to be `fit to supply` 2012, with 600 published on CompeteFor and ready to tender by 2011.**
- **At least 36 West Sussex businesses secured London 2012 direct or supply chain contracts, with identified business and economic benefits.**

In 2009/2010 we will:

- Organise and deliver four 2012 motivated business events and workshops for over 200 businesses, including one as part of `Meet the Buyer` in July.
- Support and encourage more West Sussex businesses to `publish` on CompeteFor.
- Communicate the success of local businesses securing London 2012 contracts, in line with LOCOG guidelines, and develop case studies of businesses that have benefited more broadly from attending 2012 business support workshops.

Contact

Bobbie Scragg, Business Adviser, Business Link Sussex
bobbie.scragg@businesslinksussex.co.uk

Reference Plans

N/A

6. Education, skills and volunteering

The London 2012 Games have the potential to motivate and inspire a broad range of activities across education, skills and volunteering, which will help to achieve county and local priorities.

Young people were at the heart of London's bid to host the 2012 Games, and opportunities for young people is a key focus of *Ahead of the Game*. We will work with and support West Sussex schools, colleges and other community providers to make the most of the London 2012 education programme Get Set, and will develop 2012 motivated activities with schools with a particular focus on the inspiration of the Paralympics; physical education and sport; arts and creative subjects; and languages and internationalism. As part of this work, we will scope the potential for future engagement with Create, Compete, Collaborate, the South East Region's priority for *'Every young person in the South East (those born after 1983) to have the opportunity to participate in a project (to create, compete, or collaborate) with another young person from a competitor country by 2012.'* Two West Sussex schools have been involved in pilot activities from March 2009. West Sussex colleges and the University of Chichester will play a key role in the achievement of the education, skills and volunteering priorities, as well as activities in the other focus areas, such as culture.

We will use 2012 related initiatives to contribute to the achievement of the West Sussex Skills Action Plan 2009–2011, with a focus on skills development for young people incorporating 14-19 provision, for example with Young Enterprise; targeted activity for NEETS (those not in education, employment or training), initially through Personal Best, the 2012 pre-volunteering programme; and skills development for the current workforce, and adults outside the workforce, with a focus on those sectors key to the Games' delivery and their legacy.

We will seek to work with volunteer organisations to scope opportunities from the London 2012 Volunteer programme (due to launch in 2010), and to promote the contribution of volunteering in West Sussex – we will also encourage West Sussex residents to become effective Games' volunteers, and to volunteer in their local area.

The mission

The mission is to use the inspiration of the 2012 Games to contribute to the achievement of education, skills and volunteering priorities across West Sussex.

Making it happen

A broad range of partners are involved in taking forward activities, including West Sussex County Council (WSCC) and education networks (e.g. the Strategic PE and School Sports Group, and the Specialist Arts College Forum); the drivers of the West Sussex Skills Framework, including WSCC and the Learning and Skills Council (and from April 2010 relevant successor organisations); and key volunteering agencies in the county.

Success by 2014

- **50% of West Sussex schools registered for Get Set.**
- **2012 activities in West Sussex Skills Action Plan achieved, including 50 Personal Best graduates.**
- ***To be confirmed: Volunteer indicators subject to publication of strategy.***

In 2009/2010 we will:

- Promote Get Set to all West Sussex schools, and encourage schools to register to be part of the programme.
- Encourage education partners to agree and take forward countywide 2012 themes.
- Involve the Special Schools in a project inspired by 2012.
- Work with Albion in the Community to support the delivery of Personal Best through Worthing Football Club.
- Agree skills activities as part of the West Sussex Skills Framework, and identify partners to deliver.
- Identify benefits from Create, Compete, Collaborate for young people in West Sussex, to ensure future participation in the initiative.

Contact

Carolyn Carr (interim contact), West Sussex Coordinator for the 2012 Games, West Sussex County Council Carolyn.carr@westsussex.gov.uk

Reference Plans

West Sussex Skills Action Plan 2009-2011

7. Transport infrastructure

The transport infrastructure for the Olympic and Paralympic Games in 2012 will be a factor for many in assessing the success of the Games, and London 2012's commitment to sustainable transport will be a key driver for the transport activities in West Sussex. We will lobby for improvements to the infrastructure that will play a vital role in 2012 transport plans; advocate sustainable transport modes for residents, visitors, and teams; and work to mitigate disruption at Games-time, and from Games-related activities.

London Gatwick Airport will be a key gateway to the 2012 Games and London, and will also be promoted as a key gateway to West Sussex through 2012 visitor economy marketing. Achieving improvements to Gatwick station is a top priority together with other essential improvements to the transport infrastructure in the county. A broad range of partners will lobby to secure these essential improvements by 2012.

We will work with the Olympic Delivery Authority (ODA) on transport plans, and will identify expected Games-time travel patterns and how they are likely to impact on the transport infrastructure in West Sussex. We will promote sustainable transport options for all Games-related and Games-motivated activity, including travel to and from the Games' venues for both residents of and visitors to the county, and will provide the necessary travel-planning information.

We will identify and act on the potential impact of Games-related travel on 'business as usual' and the transport network. This could include implementing appropriate traffic management schemes as a result of Gatwick Airport being a key gateway for the Games, or possible road and rights of way closures associated with any pre-games training camps located in West Sussex. We will also seek to minimise disruption on the transport network from road improvement schemes and maintenance works during Games-time.

Mission

To secure improvements to essential transport infrastructure that will play a vital role in 2012 transport plans, particularly Gatwick station, and to use London 2012's commitment in encouraging sustainable transport modes to help promote sustainable travel in West Sussex. In addition, we will work to mitigate disruption at Games-time.

Making it happen

West Sussex County Council Infrastructure Group will lead the work, and involve key partners including the Gatwick Diamond Connect Group, the District and Borough Councils, and the Highways Agency.

Success by 2014

- **Work with partners to deliver essential short and long term improvements at Gatwick station, including a new station building and transport interchange.**
- **Work with partners to identify opportunities for improving other rail stations and transport interchanges in the Gatwick sub-region and the rest of the county.**
- **Continue to work with BAA Gatwick and other partners to deliver their Surface Access Strategy.**
- **Continue to investigate potential extensions to the Fastway high quality bus system.**
- **Continue to identify and implement schemes to encourage walking, cycling and public transport use as part of the Local Transport Plan and Local Development Framework processes.**

In 2009/2010 we will:

- Ensure inclusion in 2012 transport communication activities, e.g. from the ODA, and convene a meeting of relevant WSCC colleagues to further scope the work.
- Respond to the proposals from Network Rail for Gatwick station, and lobby for essential improvements in time for the Games in 2012.
- Identify the key transport issues for West Sussex associated with the Olympics and Paralympics, and respond to the second version of the Olympic Delivery Authority Transport Plan (due to be published Dec 2009).
- Identify potential disruption at Games-time by programmed road improvement schemes, maintenance works and development activity and take measures to mitigate disruption. This work to be co-ordinated by the County Council's Traffic Manager in liaison with the Highways Agency and other partners.
- Start to identify potential Games-time travel patterns and establish links to sustainable transport options in the county, supported by the county council's Travelwise team.
- Advise on transport implications of any agreements signed with teams or nations for pre-games training camps.

Contact

Paul Addison, Lead Professional - Development Plans, West Sussex County Council

Paul.Addison@westsussex.gov.uk

Reference Plans

N/A

8. Security and emergency management

As we move closer to the London 2012 Olympics and Paralympics, we must pay attention to the safety of our citizens and visitors. Wherever large crowds gather the potential for emergency events increase and it is the aim of *West Sussex–Ahead of the Game* to ensure that West Sussex is the best prepared it can possibly be. Working closely with our partners through the Sussex Resilience Forum we will continue to develop the resilience of Sussex through a number of work streams.

By promoting business continuity to businesses and the voluntary sector, we hope to build their ability to resist the impacts of emergency events, particularly those organisations that will be directly supplying services to the wide range of games activities. We will be working with infrastructure organisations to assist them with enhancing security and resilience to minimise disruption from emergency events. We will be working with the communities of West Sussex to build their abilities to cope with emergencies. We aim to build a legacy of a more robust and resilient West Sussex.

Mission

To, and to have in place an action plan to ensure the county is To work with the various National and Regional emergency and safety teams to identify potential security and emergency issues, and to ensure West Sussex plans are equipped to deal with potential issues, and are robust and in line with the national processes. To identify Games-time `business as usual` matters, and to work to mitigate against any potential negative impact, and to aim to build a legacy of a more robust and resilient West Sussex.

Making it happen

West Sussex County Council Emergency Management will lead the work, in partnership with the Sussex Resilience Forum.

Success by 2014

- **Security and emergency planning risks successfully managed through an action plan.**

In 2009/2010 we will:

- Consult with key partners through Gatwick Resilience and the Sussex Resilience Forum, and with LOCOG, to identify and plan for potential security and emergency issues.

Contact

Damien Adams, Head of Emergency Management, West Sussex County Council,
Damien.adams@westsussex.gov.uk

Reference Plans

N/A

9. Strategic coordination and communication

The *West Sussex-Ahead of the Game* Plan for the 2012 Games sets out how we are striving to secure maximum benefit for residents, communities and businesses. The plan reflects West Sussex strategic priorities, and reflects the South East Partnership for the 2012 Games' 'Triple Gold' legacy priorities, and contributes to the goals of LOCOG's (London Organising Committee for the Olympic and Paralympic Games) Nations and Region's Framework, and the Department for Culture, Media and Sport's legacy commitments.

The West Sussex Public Service Board received a presentation about the launch of *West Sussex-Ahead of the Game*, and as a result the Local Area Agreement refresh will consider how to align key objectives for the Sustainable Community Strategy with national, regional and local commitments to create a 'sustainable legacy of economic, cultural (including sporting), educational and social benefits' from the 2012 Games.

West Sussex-Ahead of the Game is coordinated through the West Sussex Working Group for the 2012 Games, which is led by West Sussex County Council. The Working Group is responsible for overseeing the delivery of the Plan, and provides the structure and mechanism to manage the collective effort. The Working Group has a broad membership, and the members engage a wide range of private, public, voluntary and community sector partners. For a full list of Working Group members, [click here](#).

The seven key areas of work outlined above are led by existing partnerships, and the diverse programmes are linked and brought together through the *West Sussex-Ahead of the Game* identity for 2012 Games' motivated activity.

Mission

- To advocate for, and provide evidence of the contribution of *West Sussex-Ahead of the Game* and 2012 to the achievement of the Sustainable Community Strategy and Local Area Agreement (2)
- To maximise partners' return for their investment, and to secure funding and other resources to support activities across the seven key areas of work
- To ensure West Sussex is well informed about national, regional, county and local 2012 activities, and that these are effectively joined up, and opportunities are maximised
- To generate publicity and profile from 2012 Games related activity, including through the use of *Ahead of the Game* Ambassadors (former and potential Olympians and Paralympians from the county)
- To deliver a Communication Plan, which includes <http://www.westsussex-aheadofthegame.com/>, and regular e-newsletters
- To develop and oversee the delivery of a 'Going for Green' plan through the seven key areas of work, reflecting the London 2012 sustainability commitments
- To establish performance indicators to 2014, year on year measures, and to report performance annually

Making it happen

West Sussex County Council, through its commitment to leading the coordination and communication functions, will deliver the mission through a 2012 coordinator post and a part time partnership support officer post and through existing services including communications.

Success by 2014:

- Recognition of the contribution of *West Sussex-Ahead of the Game* and 2012 to the achievement of the Sustainable Community Strategy and LAA2.
- Minimum of £290k funding secured for *West Sussex-Ahead of the Game* activities, to match the West Sussex County Council investment.
- Secured publicity and profile through 150 articles in local, national and regional written media.
- Worked with 10 West Sussex former and potential Olympians and Paralympians as *Ahead of the Game* Ambassadors.
- 7,700 new visitors and 84,600 page views to <http://www.westsussex-aheadofthegame.com/>.
- Achieved the Going for Green action plan.
- 292 schools with 102,741 pupils engaged in 2012 sport, culture, volunteering and skills activities, including 12 special schools with 1,313 pupils engaged in 2012 activities.
- Annual reporting of progress against performance measures, and the achievement of 80% of the success indicators within the Plan.

In 2009/2010 we will:

- Continue to advocate the value of 2012 related work to the achievement of partners' strategic priorities.
- Report on 08/09 performance in current year, and draft, consult on and finalise the *West Sussex-Ahead of the Game* Plan for the 2012 Games.
- Coordinate progress in the delivery of the *West Sussex-Ahead of the Game* 09/10 activities, and support legacy theme leads to keep plans on track.
- Work with a range of partners to secure £50k for *West Sussex-Ahead of the Game* activities.
- Organise quarterly meetings of the West Sussex Working Group for the 2012 Games.
- Develop ideas for partners in West Sussex for the London 2012 Open Weekend, 24-26 July, and coordinate countywide promotion.
- Maintain, update and promote the website for: <http://www.westsussex-aheadofthegame.com> including at least four e-newsletters, securing 1,250 new visitors, and 12,900 page views.
- Produce press releases and articles resulting in at least 20 features in written media.
- Establish *Ahead of the Game* Ambassadors, through Open Weekend activities.
- Work with a broad range of partners to scope and develop opportunities for young people in school and community settings.
- Finalise the content of the 'Going for Green' plan, and scope delivery with the partnerships leading the seven key areas of work.

Contact

Carolyn Carr, West Sussex Coordinator for the 2012 Games, West Sussex County Council
Carolyn.carr@westsussex.gov.uk

Summary

West Sussex-Ahead of the Game is for everyone in the county who is motivated to 'do something' as a result of London hosting the 2012 Olympics and Paralympics. A broad range of organisations have committed to taking forward the activities set out in the plan, and people across the county are encouraged to get involved, and to make the most of the opportunities.

For general enquiries contact:

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