



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

Priorities for 2010-11

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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.

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'. An Annual Report demonstrating progress in 2009/10 is available. (Note – this will be available shortly).

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 are in the spotlight.

We are working 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 are being 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 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 NHS West Sussex are taking the lead, working in partnership with West Sussex County Council, the District and Borough Councils, the Sports Colleges and School Sport Partnerships, 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 2010/11 we will:

- Advocate and promote the contribution of the 2012 Games to increasing participation through the Active Sussex annual partner conference in June; the West Sussex PE conference in June; London 2012 Open Weekend in July; a West Sussex-Ahead of the Game event in the Autumn; the Sussex Sports Awards in November; and an Active Sussex event in December, with a view to inspiring partners to take action to make the most of the opportunity.
- Commission research to produce an in-depth analysis of the Active People survey results to enhance understanding of participation profiles, and link to the Department of Health Active Celebrations guidance, and on-going coach development work. Engage partners to agree key interventions for West Sussex in the 18 months leading up to the Games in 2012, including information provision.
- Continue to deliver the Active and Healthy Workplace initiative, including business tournaments, small grants, and free consultation and advice, ensuring at least 20 workplaces participate.
- Use the inspiration of the 2012 Games to progress towards the 5 hour offer through the work of Sports Colleges and School Sport Partnerships, Sport Unlimited and Change4Life Sports Clubs, and support the development of the `Sussex School Games`, through promotion and communication of the event.
- Coordinate and deliver Playground to Podium, including Ability Days in every School Sport Partnership and a county Athlete Assessment Day, and ensure young people are sign-posted to appropriate participation opportunities.
- Deliver the Parallel Youth Games at Olympos Burgess Hill, and consider links with Blue Touch Paper Carnival.
- Consider how Aiming High could provide an opportunity to progress WS-AOTG disability sport and physical activity community opportunities.
- Use `London 2012 assets` to their full potential, including London 2012 Open Weekend; Swim4Free in Chichester; seeking the Inspire Mark for projects and initiatives; and ensuring maximum legacy benefit is achieved from pre-games training camp activities, starting with the Barbados netball training camp in September.

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 2010.

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 2012 coordination role, is overseeing the work of the ten venues approved for training camps, and provides the link to regional and national pre-games training camp activities. Specific partnerships with teams and nations are coordinated locally.

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 2010/11 we will:

- Work with the South East region's pre-games training camps coordinator to secure visits from National Olympic Committees and National Paralympic Committees.
- Package the specialist venues' pre-games training camp offer to complement the Chichester Gold and Gatwick Diamond consortia offers.
- Promote the West Sussex pre-games training camp and international partnership offer to targeted National Olympic Committees, National Paralympic Committees and national sports federations, with a view to confirming at least one partnership.
- Finalise a memorandum of understanding with the Barbados Olympic Association.
- Establish local groups to coordinate and deliver pre-games training camps, starting with a Crawley group to deliver a pre-Commonwealth Games netball training camp with Barbados.

Contact

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

Reference

Gatwick Diamond Venues brochure and 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 achieving 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 supports West Sussex's commitment to countywide celebrations to mark the London 2012 Games, and features a high level of involvement of young people and international partnership, and is being developed with and presented 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 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 through Open Weekend in July.

The mission

The mission is 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.

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.

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 2010/11 we will:

- Deliver the next phase of the *West Sussex-Ahead of the Game* cultural programme, to include a public presentation of a showcase of ideas and the production launch for *The Seed* in May; an Open Weekend event and live performance at Tilgate Park, Crawley in September for *Whispering Woods*; and key events and milestones for *Blue Touch Paper Carnival*.
- Support and encourage a broad range of cultural activities as part of London 2012 Open Weekend in July.
- Secure benefits for the county from the Cultural Olympiad major projects, by working with the Creative Programmer for London 2012 South East and the project leads, to include *Discovering Places* and *Artists Taking the Lead: `The Boat Project`*.
- Explore opportunities for cultural benefits and international links through the pre-games training camp and visitor economy activities.
- Seek benefits for West Sussex from the Olympic Games and Paralympic Games Torch Relays.
- Encourage cultural partners to seek the London Inspire Mark for projects genuinely inspired by the 2012 Games.

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. 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 is involving and working with a broad range of partners including Tourism South East, local tourism providers and businesses, the Gatwick Diamond and Gatwick Airport, visitor destinations, and the South Downs National Park.

Success by 2014

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

In 2010/11 we will:

- Provide new, dedicated resources on VisitSussex, containing everything a visitor needs to know when coming to the county: transport links, accommodation, attractions, events linking to the Olympics and Paralympics.
- Forge strategic links with the `Gateways` in order to attract more visitors, and enhance their experience whilst in the county. Work with the carriers into each in order to maximise the opportunities presented by the Olympics and Paralympics.
- Utilise the Welcome Host Gold Programme run by Tourism South East in conjunction with the region, to improve customer service skills and welcome.
- Provide enhanced and specific visitor information at the Gateways, in order to promote the county through Volunteer Ambassadors and Greeters.
- Engage with the countries with confirmed training camps in the county to promote Sussex as a destination to their residents, and enable them to 'Follow their team' to Sussex.
- Work with business media to promote Sussex as a business destination for companies using the Olympics and Paralympics for meetings and events.

- Work with local Authorities to make the most of opportunities from the Cultural Olympiad and cultural activities.

Contact

Liz Brand, Sussex Tourism Partnership

Liz.brand@visitbrighton.com

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 Gatwick Tourism Initiative.

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 are providing 2012 business workshops and events, and encouraging 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.

Many 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 South East is coordinating the regional 2012 business support programme with other partners, and will work 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 2010/11 we will:

- Provide at least four 2012 motivated business events and workshops for over 200 participants, including one CompeteFor Masterclass.
- Support and encourage more West Sussex businesses to move from being `registered` to being `published` 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.
- Seek business benefits through pre-games training camp partnerships, including links with the business chamber in Barbados.

Contact

Bobbie Scragg, Business Adviser, Business Link South East
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Reference Plans

N/A

6. Education, skills and volunteering

The London 2012 Games are motivating and inspiring 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 are working with and supporting West Sussex schools, colleges and other community providers to make the most of the London 2012 education programme Get Set, and are developing 2012 motivated activities with schools. 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 the summer of 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 learning service, education networks and organisations, and other agencies involved in education and skills.

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 2010/11 we will:

- Continue to promote Get Set registration to all West Sussex schools, and encourage more schools to apply to be part of the Get Set network.
- Encourage a broad range of education partners to take forward 2012 related plans, and support them to apply for the London 2012 Inspire Mark, and to publicise and share their activities.
- Work with Albion in the Community to continue to support the delivery of Personal Best through Worthing Football Club.

- Scope and agree opportunities for volunteering initiatives linked to national and regional developments, including Games-time volunteering announcements, and the `25th Hour` campaign.

Contact

Carolyn Carr, 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 play a role in the 2012 Games, and will 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's Infrastructure Group is leading transport infrastructure matters, involving 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 2010/11 we will:

- Establish a West Sussex County Council `Transport Board` of relevant officers to oversee the work.
- Work with a broad range of partners to identify the key transport issues for West Sussex associated with the Olympics and Paralympics, in terms of pre-games events; games-time; and the legacy and benefit post the Games, with a view to producing a transport plan.
- Identify potential disruption at Games-time by programmed road improvement schemes, maintenance works and development activity, and take measures to mitigate disruption.
- 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

Peter Atkins, Traffic Manager, West Sussex County Council

Peter.Atkins@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. 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

The mission 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

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.

Success by 2014

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

In 2010/11 we will:

- Establish a Sussex Resilience Forum `London 2012 Games Group` to provide a consistent and coordinated approach to the planning and delivery of the multi-agency response to all 2012 resilience matters.
- Identify national, regional and county activities that may impact on resilience, and any gaps or associated risks.
- Coordinate a pan Sussex 2012 Games resilience gap analysis in June, which will form the foundation of all resilience planning for the games.
- Agree an action plan to manage activities and associated risks.

Contact

Martin Funnell, Resilience and Policy Manager, West Sussex Fire and Rescue Service
martin.funnell@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

The mission is 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 2012 Games related activity.

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.

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 2010/11 we will:

- Continue to advocate the value of 2012 related work to the achievement of partners' strategic priorities in a range of ways, to include one significant advocacy event in the Autumn.
- Produce an Annual Report for 2009/10, and publish the priorities for 2010/11 by updating 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* 2010/11 activities, and support legacy theme leads to keep plans on track.
- Organise quarterly meetings of the West Sussex Working Group for the 2012 Games, and prioritise a coordinated approach to planning for the period April 2011 to October 2012.
- Promote and support West Sussex's participation in London 2012 Open Weekend, 23-25 July, with a target of at least 10 events across the county.
- Publicise and promote the West Sussex Olympians and Paralympians Roll of Honour, and 2012 Hopefuls.
- Produce press releases and articles resulting in at least 40 features in written media.
- Maintain, update and promote the website for: <http://www.westsussex-aheadofthegame.com> including at least three e-newsletters, securing 1,500 new visitors, and 15,000 page views.

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:

West Sussex-Ahead of the Game

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