



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

### **Priorities for 2011-2012**

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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*'.

## **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:

- ✓ 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:

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

Background information on each of the legacy themes is available in the '*West Sussex– Ahead of the Game* Plan for the 2012 Games (2009 – 2014)'.

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

#### 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

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

#### **We set out to achieve the following 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 2011/12 we will:**

- Advocate and promote the value of the 2012 Games to inspiring young people and increasing participation, through a London 2012 VIP visit to the county, and through the Active Sussex annual partner conference and network meetings.
- Encourage and support a broad range of sports activities as part of London 2012 Open Weekend in July, including offering grants for *Return to Sport* initiatives.
- Promote the national 2012 Legacy Plan *Places, People, Play*, including coordinating and monitoring the delivery of the Sports Makers and Sportivate project strands.
- Engage a broad range of partners to agree key interventions in the year leading up to the Games in 2012 and at Games-time, including countywide information provision, and an Adult *Return to Sport* Series.
- Promote and support a broad range of locally driven sport and physical activity initiatives, and encourage the sharing of plans and activities.
- 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.

- Consider and respond to the emerging changes in school sport structures and the 2012 School Games, and ensure a broad range of partners from across the county are involved in planning and delivery
- Deliver the Parallel Youth Games at The Triangle Burgess Hill in June, for over 400 young people.
- Encourage organizations and groups to apply for the London 2012 Inspire Mark for sports projects genuinely motivated by the 2012 Games, and ensure maximum legacy benefit is achieved from pre-games training camp activities.

## 2. London 2012 pre-games training camps

### 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, 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.

### **We set out to achieve the following 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 2011/12 we will:**

- Coordinate and deliver the agreements (through Memorandum of Understanding) with the Barbados Olympic Association, the Finnish Paralympic Committee, the Dominica Olympic Committee, and the Grenada Olympic Committee, through local groups.
- Work with the South East region's pre-games training camps coordinator to secure visits from National Olympic Committees and National Paralympic Committees, with a focus on Chichester and Horsham, and to confirm the outcome of recent visits.
- Continue to pursue broad benefits from the training camp activities, including schools links, spectator opportunities, and cultural, sporting and tourism links.

### 3. Culture

#### 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. In addition, a broad range of cultural organizations are developing and delivering games-related activities.

#### **We set out to achieve the following 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 2011/12 we will:**

- Deliver the next phase of the *West Sussex-Ahead of the Game* cultural programme, to include the culmination of the second phase of *Blue Touch Paper Carnival* with the launch of a new Carnival Costume Commission at the NatWest Island Games, and Horsham Carnival; a major *Whispering Woods* event as part of London 2012 Open Weekend; the development of seven young producers, with a focus on *DROMOS* pilots in Adur and Crawley; and a public presentation of *The Seed* as a fully scaled project in September.
- Support and encourage a broad range of cultural activities as part of London 2012 Open Weekend in July.
- Continue to secure benefits for the county from the Cultural Olympiad major projects and the London 2012 Festival 2012 planning, by working with the Creative Programmer for London 2012 South East and project leads, including 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.
- Encourage cultural partners to seek the London Inspire Mark for projects genuinely inspired by the 2012 Games.
- Work with partners to develop the framework and content for the *Celebrate! West Sussex Festival* (for the summer of 2012)

## 4. Visitor economy

### 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

A `Sussex and Surrey 2012 Tourism Opportunities Group` is overseeing activities, and the replacement body for the Sussex Tourism Partnership is likely to prioritise 2012 Games opportunities in its Business Plan. A broad range of organisations is working on Games-related opportunities.

### **We set out to achieve the following by 2014:**

- **Increased visitor spend in the county by 7.5%, from the 2009 Economic Impact Research baseline.**
- **Secured benefits from the Gatwick Tourism Initiative activities.**

### **In 2011/12 we will:**

- Work in partnership through the Sussex and Surrey 2012 Tourism Opportunities Group to progress 2012 tourism opportunities for Sussex and Surrey, with a focus on: Gateways and Transport Hubs; Destination Welcomes and Visitor Information; Torch Relay/s; Olympic Cycling Events; Global Media; and Pre-games training camps and cultural exchanges.
- Maintain the 2012 pages on the VisitSussex web site, containing everything a visitor needs to know when coming to the county: transport links, accommodation, attractions, events linking to the Olympics and Paralympics.
- Work with Gatwick Airport to make the most of the West Sussex `hoardings` promotion, linking 2012 Hopefuls to West Sussex attractions.
- Work with local Authorities to make the most of opportunities from the Cultural Olympiad, cultural activities and the Torch Relay/s.

## 5. Business

### 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

The 2012 Business Network Lead for the South East is coordinating a new regional 2012 business support programme, and will work to coordinate and deliver events and workshops, and to communicate benefits and opportunities. A range of business and economic partners, including the national 2012 sponsors will be engaged in the a broad range of wider business activities.

### **We set out to achieve the following 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 2011/12 we will:**

- Seek to provide at least two 2012 motivated business events and workshops for over 100 participants through the 2012 Business Network Lead for the South East (funded by BIS).
- Communicate the success of local businesses securing London 2012 contracts, in line with LOCOG guidelines, and promote case studies of businesses that have benefited from 2012.
- Liaise with local offices of the national 2012 sponsors, to identify opportunities for partnership working, including Deloitte and Lloyds TSB.
- Seek business benefits through pre-games training camp partnerships.

## 6. Education, skills and volunteering

### 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 schools themselves, West Sussex County Council learning service, education networks and organisations, and other agencies involved in education and skills.

#### **We set out to achieve the following 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.**
- **Games-inspired volunteering programmes delivered.**

#### **In 2011/12 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 to gain specific 2012 benefits.
- Encourage a broad range of education partners to take forward 2012 related plans, and publicise and share activities, including a Celebration Event for WSCC Looked After Children in the Autumn.
- Support Personal Best graduates to prepare for their Games-Maker interviews with London 2012, and track progress.
- Work with the CVS Volunteer Centres through their hub coordinator to promote and respond to `games-inspired` volunteering, and deliver associated training workshops for voluntary groups and organisations.

## 7. Transport infrastructure

### 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.

#### **We set out to achieve the following 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 2011/12 we will:**

- Coordinate transport matters through the West Sussex County Council `Transport Board` of relevant officers.
- Work with a broad range of partners to respond to 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.
- 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.
- Oversee the transport implications of any Olympic or Paralympic Torch Relay activities in the county.

## 8. Resilience, Security and Emergency Management

### 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.

### **We set out to achieve the following by 2014:**

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

### **In 2011/12 we will:**

- Coordinate resilience, security and emergency management matters through the Sussex Resilience Forum's 2012 Games sub-group, to provide a consistent and coordinated approach to the planning and delivery of the multi-agency response to all 2012 resilience matters.
- Continue to identify national, regional and county activities that may impact on resilience, and any gaps or associated risks.
- Agree an action plan to manage activities and associated risks, with a focus on `Games-time` (1<sup>st</sup> April 2012 to 30<sup>th</sup> September 2012).

## 9. Strategic coordination and communication

### 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.

### **We set out to achieve the following 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 2011/12 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 event in May 2011.
- Produce an Annual Report for 2010/11, and publish the priorities for 2011/12 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* 2011/12 activities, and support legacy theme leads to keep plans on track.
- Organise quarterly meetings of the West Sussex Working Group for the 2012 Games.
- Coordinate and deliver a West Sussex 2012 games event in May 2011, as part of a LOCOG VIP visit to the county.

- Promote and support West Sussex's participation in London 2012 Open Weekend, 22-24 July, with a target of at least 10 events across the county.
- Identify any engagement for West Sussex with the Olympic and/or Paralympic Torch Relays, and work with partners to respond accordingly.
- Publicise and promote the West Sussex Olympians and Paralympians' *Roll of Honour*, and *2012 Hopefuls*.
- Maintain, update and promote the *West Sussex-Ahead of the Game* website and e-news updates.
- Produce press releases and articles resulting in at least 40 features in written media.
- Support the 2012 games-related work of Districts and Boroughs, including local coordinating groups where they exist.

### **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.

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