



GOVERNMENT OFFICE  
FOR THE EAST OF ENGLAND

# GOlympics News

Issue 2: 06

**WELCOME** To the second issue of GOlympics News, a newsletter produced by GO-East's Culture and Olympics Team.

This newsletter will update you and keep you in touch with national, regional and GO-East Olympic related developments. If you have any comments, queries with anything in this issue, have any suggestions for future issues, or would like to become a member of the Cross GO-East Olympic group, then contact a member of the Culture and Olympics Team (see page 4).

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## National News

### Facilities and Preparation Camps

**LOCOG** has the responsibility for producing a Pre-Games Training Guide, which will be a resource for all National Olympic Committees (NOCs) and National Paralympic Committees (NPCs) aiming to prepare in the UK prior to the Games in 2012. It will be published in mid-2008. Currently, LOCOG and Sport England are taking responsibility for collating information on the Olympic and Paralympic Sports training specifications & requirements. This central resource will provide information upon which

facility providers can make assessments of their capacity to host Pre Games Training Camps. This information will be made available for any facility or region who would like to consider their suitability as a pre-Games training camp for visiting nations via London 2012's website: <http://www.london2012.com/training-camps>



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## London 2012 - The Key Stages

2007- 09	Main Construction work (ODA)
2009-12	Main goods and services work (London 2012 organising committee)
2008	Beijing closing ceremony handover to London: start of London's Cultural Olympiad
2010	London 2012's official Volunteering Programme launches
2011	Olympic and Paralympic Games tickets on sale
2012	Friday 27 July – Sunday 12 August the Olympic Games Wednesday 29 August - Sunday 9 September the Paralympic Games
2012	Legacy and ongoing benefits & onwards

### Publication of 'Be part of 2012'.

THE AIM of the brochure is to tell you about the 2012 Games project - who is delivering it and how, benefits and legacy and how you can get involved. All the information is available on: <http://www.london2012.com/en/news/publications/Be+part+of+2012.htm>

### ODA Procurement Policy

DAVID HIGGINS, Chief Executive of the Olympic Delivery Authority (ODA), launched the ODA Procurement Policy. ODA's Delivery Partner, due to be appointed in the late summer, will operate within this policy framework and will help to develop the detailed operational procedures that will govern procurement activity on a day-to-day basis.

The Olympics will provide a unique opportunity for UK companies to raise their game in terms of developing the business skills for both companies and employees needed to compete successfully for Olympics-related procurement opportunities.

On skills, the Policy will give a clear commitment for the Delivery Partner to require and encourage its suppliers to operate with a commitment to a competent workforce.

The Delivery Partner will work with organisations

such as the LDA, Business Link, Jobcentre Plus and the Learning and Skills Councils with the overall aim of providing a legacy of a trained and motivated workforce for the future. The Policy also commits the ODA and its Delivery Partner to being a leader in environmental, health and safety management.

A copy of the policy can be found at:

<http://www.london2012.com/en/news/press+room/releases/2006/July/2006-07-19-10-35.htm>

### The Trust

LOTTERY DISTRIBUTORS and Government will make £35million available to fund a Trust to support a diverse range of cultural and sporting initiatives associated with the London 2012 Olympic Games and Paralympic Games.

The Trust will be tasked with delivering a high profile programme of activities at a local, regional and national level from 2006-2012 to promote the Olympic and Paralympic ideals, to encourage a joined-up approach across sport, physical activity, culture and education, and to leave a lasting legacy of the Games for future generations.

Candidates who were willing to establish a charitable trust must have put forward a proposal showing their vision and ambition by the end of May 2006.

Once a candidate has been chosen, the Trust will be formally established in the autumn.

**Millennium Commission Press release**  
<http://www.millennium.gov.uk/cgibin/item.cgi?id=1722&d=11&h=24&f=46&dateformat=%25o%20%25YB%20>

### Race is on to host the UK school games

THE MILLENNIUM Commission and the Departments for Culture, Media and Sport and for Education and Skills invited cities across the UK to bid to host the UK School Games from 2007 to 2011.

The first School Games was held in Glasgow in September 2005 with support from the Lottery funded Millennium Commission featured 1,200 athletes taking part in athletics, swimming, gymnastics, table tennis and fencing, plus disability events in athletics and swimming.

Competitors will experience an Opening and Closing ceremony, medals and accommodation in a school games village. It is hoped that the number of athletes and sports will grow each year.



## National News

### Olympic Board Sustainability Framework

GOVERNMENT OLYMPIC Executive in DCMS with Olympic partners to develop a sustainability Framework to cover the whole Olympic programme. This will highlight the following themes where they feel that the Olympic and Paralympic Games can make the biggest impact:

- **Climate change**
- **Waste**
- **Biodiversity**
- **Inclusion**
- **Healthy Living**

These themes will be supported by subsidiary sustainability Plans for each delivery body (ODA, LOCOG, GLA and Government) which will have their own specific targets, and which will be developed over the coming months. For further information on the Sustainability Framework, please contact either Andy Crump (0207 211 6982) or Gwyn Owens (0207 211 6194) in Government Olympic Executive.

#### 2012 - THE NUMBERS

220	Nations
10,250	Athletes in Olympics
4,000	Athletes in Paralympics
5,000	Olympic Families
20,000	Press/Media
9.6m	Tickets (4.3m at £20 or less)
7,000	Official sponsor representatives

## Regional News

### New Regional Project Manager for 2012

KATIE HUANE has been appointed as the Regional Project Manager of 2012 Olympic and Paralympic Games. The post will be joint funded by EEDA and Sport England.

Katie played a key role in the region's support for the 2012 Games during the bid process, and has ensured that the East of England is highly regarded by the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG).

In her new role Katie will be combining her in-depth knowledge of the London 2012 Olympic Games and Paralympic Games proposition



with her knowledge of the role that culture and sport plays in improving economic development, to ensure that the East of England maximises on the remarkable opportunities that the 2012 Games present.

### Rising to the Challenge

FOLLOWING ON from the Regional Summit on the 9th of December 05 EEDA and Sport England have produced a publication "Rising to the Challenge" realising the potential of the 2012 Olympic and Paralympic Games in the East of England.

For hard copies for distribution at events or for partners please contact **Sue Keith** or **Katerina Pateraki**.

### Roadshow Visits East of England

THERE HAS BEEN a 2012 roadshow travelling the UK from the 6th of July 06 the anniversary of London's World Olympic Games to the 27th of July 06, exactly 6 years before the opening ceremony in the Olympic Stadium. The purpose of this trip was to ensure that local communities and businesses are fully involved in the 2012 experience.

The roadshow visited the East of England on the 13th of July where it visited Weald County Park in Essex - host venue for mountain biking, Broxbourne - host venue for canoeing events as well as Hertfordshire University followed by a dinner presentation at Ely Cathedral. This last named venue provided the opportunity for professional businesses to focus on the highlights of the East of England's Economic Impact study.



David Higgins, Chief Executive of the Olympic Delivery Authority, toured the East of England with the 2012 Roadshow

### Second Cross GO-East Olympic Meeting

THE ABOVE meeting will take place on the 2nd August and will be chaired by Katie Huane, our new Regional Project Manager of 2012. The purpose of this meeting will be to provide an update of the regional activities in the region, an overview of the Economic Impact study and to discuss Katie's new role in the region.

If you require more information regarding this meeting please do not hesitate to contact **Sue Keith** whose contact details appear at the end of this issue

### The result of the Economic Impact Study

An economic study of the potential effects of the 2012 Games on the East of England, shows that the gross benefits to the region could exceed £600 million.

The 'Economic Impact Study of the London 2012 Olympic Games and Paralympic Games' commissioned by the East of England Development Agency (EEDA) and partners, indicates that there is the potential for economic benefits in the areas of tourism, business, culture and sport.

### Young Ambassadors

Hundreds of Young Ambassadors from across England have been chosen to promote sport, physical education and healthy living to build on the excitement of the 2012 Games.

They were specially selected by their schools for showing either outstanding sporting talent or excellent leadership and volunteering skills, and will act as role models over the next 12 months to inspire other young people and promote the benefits of sport and a healthy lifestyle.

Youth sport trust link:

<http://youthsporttrust.org/page/news-story/news-young-ambassadors/index.html>



An external view of the Olympic Stadium from the Olympic Park

## Your Culture & Olympics Team

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## Useful website links

<http://www.london2012.org>

<http://www.volunteer2012.com>

### **Official Website of the Olympic Movement**

[http://www.olympic.org/uk/index\\_uk.asp](http://www.olympic.org/uk/index_uk.asp)

### **Website of the British Olympic Association**

<http://www.olympics.org.uk/index.asp>