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RISING TO THE CHALLENGE SUFFOLK

Maximising the legacy for Suffolk from the London 2012 Olympic and Paralympic Games

welcome

Welcome to your first edition of Rising to the Challenge Suffolk. We hope you find it informative, enlightening and above all worthwhile. This quarterly e-newsletter provides the perfect platform on which we can all perform and benefit from the legacy of the London 2012 Olympic and Paralympic Games. If you know someone who would like to receive this – please forward it to them and ask them to register on our FREE database by emailing adam.baker@acs.suffolkcc.gov.uk.



suffolk businesses

get your
piece of
the pie

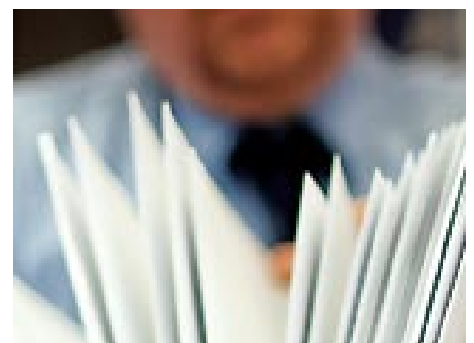
Suffolk businesses are being urged to gear up for the London 2012 Games and take advantage of the contracts available for local companies. It's estimated nationally that there will be £3.8 billion-worth of contracts to be won and up to 10% of these could come to the eastern region (source Regional Economic Impact study, EEDA, 2005). Companies are invited to register their interest in winning London 2012 contracts now.

Lisa Chambers, Suffolk County Council's portfolio holder for economic and cultural development said: "With all the sporting action taking place on our doorstep, Suffolk is in pole position to benefit from this major event, and we want to make sure local businesses don't miss out. We want to see them winning contracts which will help them flourish, but they must register on the London 2012 website. So far only a few of the bigger contracts have been awarded, but opportunities for Suffolk

firms to be involved as partners, sub-contractors or suppliers are being made available through the www.competefor.co.uk website."

The London 2012 website offers plenty of information and advice on business opportunities linked to the Games and there is an opportunity to receive e-mail alerts every time a new contract is available. Do it today – you have nothing to lose and lots to gain.

www.london2012.com/business
www.competefor.co.uk



RISING TO THE
CHALLENGE
SUFFOLK

 **SUFFOLK**
choosesuffolk.com

the lifeblood of british sport

It's a phrase we've all heard and believe in but never will it be more important in this generation than NOW. London 2012 is an opportunity to inspire everyone to develop their interests and volunteer – in sport and also more widely within their community.

Up to 70,000 volunteers will be needed to help stage the London 2012 Olympic and Paralympic Games in a variety of areas such as sport, medical, language services and technology. The London Organising Committee for the Olympic and Paralympic Games (LOCOG) is currently planning their Volunteer Programme, due to launch in 2010, but don't wait until then, you could volunteer in your local community right now! Do you have the skills to coach a local sports team? Maybe you could help organise a local cultural event, teach a language or volunteer at a school.

Remember that working together to create a new volunteering spirit in Suffolk, will lead to an improved volunteer network with more opportunities and better training for those who want to give their most important commodity – time.

The Embrace Life Project in Suffolk aims to ensure a long-term volunteering legacy for Suffolk using, in part, the inspiration of the London 2012 Games. It has brought together Suffolk County Council, Suffolk Sport and Suffolk Volunteering Federation to promote volunteering in sport and culture throughout Suffolk and provide a single access point to volunteering opportunities (08452 235 335) and links to the national volunteering website: www.Do-It.Org

Now moving into phase two of development the project will include targeted support for clubs/ organisations to encourage them to advertise their volunteering opportunities on the Do-It .Org website and to encourage volunteers from all sections of the community.

For Further information including additional training and advice please contact -
Trisha Stevens 01473 264331 or
trisha.stevens@socserv.suffolkcc.gov.uk.

supporting tomorrows' champions today SUFFOLK SPORTSAID FOUNDATION

On Thursday 20th December 2007 Suffolk marked National 2012 Day (20th day of the 12th month) with the launch of the Suffolk SportsAid Foundation.

The Foundation has been established in partnership with SportsAid, the national charity for sports people, with the sole purpose of raising money to support Suffolk's talented sportsmen and women. SportsAid is the only UK charity directly helping talented young British sports people. Their research identifies that on average each athlete spends nearly £5,000 per year on equipment, training, travelling and all of the other essentials that are required for competing at the top level. More often than not their only sponsors are Mum and Dad so every bit of independent recognition and financial help that they get

at this stage makes a world of difference. Lottery funding has helped British sport enormously in recent years, but it cannot fund every aspect of sport, and this money rarely trickles down to individuals in the 12-16 year-old group. That's why their work is so vital and why Suffolk is teaming up with SportsAid to establish a sports foundation for Suffolk.



derek
redmond
comes to
town

SUFFOLK SPORTSAID FOUNDATION LUNCH

Why not get your company involved in supporting Suffolk SportsAid Foundation by attending the first lunch on Friday 8th February 2008 at Trinity Park, Ipswich. Your guest speaker for the event will be Derek Redmond, World, European and Commonwealth Gold Medallist. As one of Britain's greatest ever 400m athletes, and former England basketball international, Derek is able to bring a unique perspective to what it takes to set goals, overcome obstacles and succeed. Derek is an inspiration to Suffolk's up and coming athletes who are striving to compete at the highest level and who need the support that the Suffolk SportsAid Foundation offers.

To book your table visit www.suffolkchamber.co.uk

from beijing
to london

...the
cultural
olympiad



The 2012 Games are set to be the greatest show on earth. But this show begins in 2008, following the handover of the Olympics and Paralympics to the UK in Beijing, with a four year Cultural Olympiad that will run up to the Games in 2012. Including the widest possible range of culture from the arts, museums and galleries, to the historic and built environment; from libraries and archives, to the moving and digital image; and from the biggest institutions to the smallest community groups, its' values are to

- Celebrate London and the whole of the UK welcoming the world – our unique internationalism, cultural diversity, sharing and understanding
- Inspire and involve young people
- Generate a positive legacy

'The Cultural Olympiad, which will have an autumn launch next year, sometime after the handover, has been structured to include mandatory ceremonies, including opening and closing ceremonies, medal ceremonies and torch relays, major bid projects and a UK wide cultural festival.

The UK wide cultural festival will be a nationwide celebration leading up

to the 2012 Games and will involve communities from across the UK. It will be an opportunity for Suffolk to bring the magic of the Games into the heart of the County and to use it to celebrate and promote existing cultural activity, raise its profile, attract new audiences and develop new cultural projects.

Cultural organisations within Suffolk have already begun to work collaboratively to ensure Suffolk plays its part in the Cultural Olympiad and uses it to celebrate and promote existing cultural activity within the County, raise its profile, attract new audiences and develop new cultural projects.

Assis Carreiro, Chief Executive of Dance East and cultural lead for the Suffolk Strategic Group for the 2012 Games, said "The Cultural Olympiad provides a fantastic opportunity to extend participation and access, to challenge everyone to 'try something new!' and to celebrate the diversity of Suffolk".

How can your organisation get involved? Want to know more about the 10 major projects? Visit www.london2012.com/plans/culture/

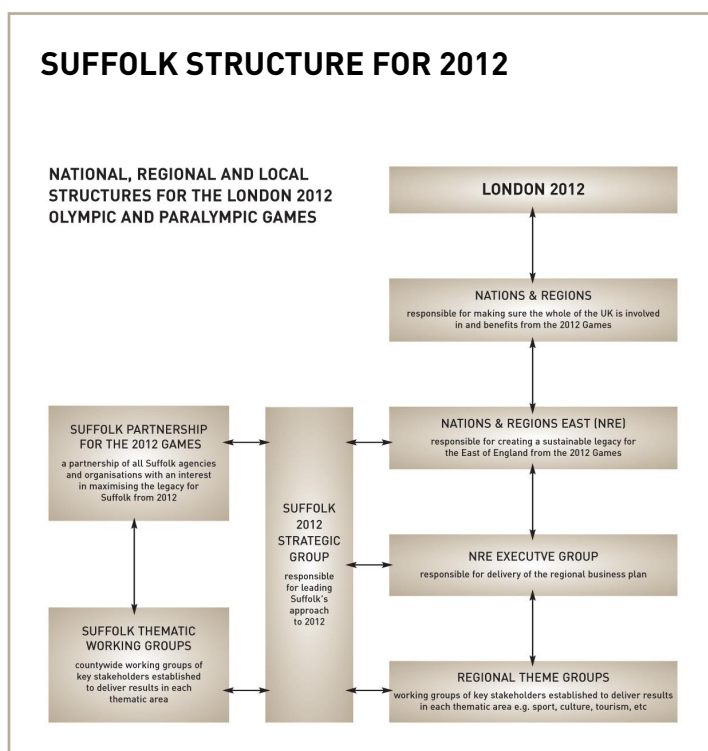
suffolk business plan for the 2012 games

The London 2012 Olympic and Paralympic Games offers a once in a generation opportunity for the communities of Suffolk to benefit from the legacy of London and the UK hosting the largest event the world ever stages. The East of England Development Agency study of the economic impact of the Games suggests that the combined benefits from interventions could exceed £600 million to the region and an initial estimate of £66 million to Suffolk.

To ensure Suffolk is well placed to both contribute to a successful Games, and benefit from the potential economic and social legacy, a working group of public, private and voluntary sector organisations has been formed, a vision agreed and a business plan produced. The purpose of the business plan is to work with local and regional partners, to act now, to plan and set in place the foundations to secure the legacy benefit. The business plan is the starting point for engaging partners in recognising their potential role.

Get your copy NOW from Adam Baker, Suffolk Project Manager for the 2012 Games, at adam.baker@acs.suffolkcc.gov.uk, Tel. 01473 260821.

SUFFOLK STRUCTURE FOR 2012



VISA 'olympics of the imagination' ART COMPETITION

VISA are giving young people the chance to win a trip to the Beijing 2008 Olympic Games as part of their Olympics of the Imagination Art Competition.

The competition encourages participants to think about other cultures and learn more about the world's greatest sporting event, the Olympic Games.

The theme of the competition is 'One World, One Dream'. It asks children to think how the Olympic spirit can unite different cultures and then create an original drawing showing what this means to them.

The competition is open to all children aged between 10 and 14 years old and their artwork can be produced on paper or on computer. The winning designs will be exhibited as flags in Beijing at various locations during the Olympic Games.

To get hold of the teacher's guide, which includes suggested classroom activities to get the children thinking, visit: www.visavoi.com/main.html for more information.

'one
world
one
dream'

sporting giants - unearthing hidden talent

The appeal

In February, 2007, UK Sport, in conjunction with the English Institute of Sport set out to awaken some potential giants of British sport.

In the first appeal of it's kind, UK Sport asked potential athletes to make themselves known. The incentive was the potential for the most talented to become part of the performance programme in the Olympic sports of handball, rowing or volleyball and who better to throw down the gauntlet than Britain's greatest ever Olympian, Sir Steve Redgrave?

Searching for individuals with a height advantage was the initial focus of the campaign because in the Olympic arena height is a highly desirable characteristic for the sports of Rowing, Handball and Volleyball.

The first sport to undertake its assessment phase was Handball. Over 280 short-listed candidates (from a total of 4,800 applicants) were put through their paces on a variety of sport specific skills and tactics, most of whom had never played Handball.

After intense, rigorous assessment and selection processes just 15 progressed to an eight-week Talent Confirmation Programme - effectively an apprenticeship phase that began to realistically equip athletes with an understanding of the task before them - the Olympic environment. One of those 15 talented athletes was local girl Louise Jukes.



Louise was educated at Holbrook High School, Colchester V1th Form College and the University of Hertfordshire where she gained a 2:1 degree in Physiotherapy.

For the past 2 years she has worked as a Physiotherapist in the NHS. Following selection she now must give up her job, rent out her house and move to Denmark to train full time. Despite this she will only receive £2,400 funding per year. It is hoped that sponsorship can be found to help her achieve the dream.

We will keep you updated on Louise's progress. To find out more about the programme visit www.britishhandball.com

snapshots of the story so far

Recognition for Suffolk

Suffolk's work to maximise the benefits of the Games for the county is already being widely recognised. Volunteering project Embrace Life was featured recently at the regional 'Rising to the Challenge' Summit and by the Local Government Association. Work on integrating the Games into the Local Area Agreement (LAA) was also featured by Cllr Stephen Castle, Chairman of Nations and Regions East at a recent conference. Embrace Life, the LAA work and the Suffolk Disability Sport Academy have also been submitted as examples of best practice to Tessa Jowell, MP, Minister for the Olympics and London.

Greenan named Regional Young Sports Personality of the Year

Ipswich Tomcats basketball giant Lee Greenan has been named Young Sports Personality of the Year for the East Region. Seventeen year old Greenan, who is 6'11" has his sights firmly set on representing Great Britain, and Suffolk, at the 2012 Games in London.

Pre-Games Training Camp Announcement

Suffolk is set to hear which sports facilities will be featured in the LOCOG (London Organising Committee of the Olympic and Paralympic Games) pre-games training camp guide early in 2008. The guide will be circulated to every National Olympic and Paralympic Committee in the world and will hopefully lead to Suffolk facilities being used for teams to train in, in the run-up to 2012.



Regional Business Plan

Nations and Regions East, the regional partnership for the London 2012 Olympic and Paralympic Games, has officially launched its business plan. The plan sets out how the East Region will maximise the benefits of the Games in a number of areas including tourism, business and economic development, skills, education, training and employment, sport, culture, infrastructure and transport and volunteering. The full business plan can be found online at www.eeda.org.uk/london2012makingithappen.

Three-quarters Back 2012 Olympics

A new nationwide survey suggests 76 per cent of people are pleased London is staging the Olympic Games and Paralympic Games in 2012 – with even higher backing among younger people and in London, southern England and Northern Ireland. The poll, with more than 2,000 people questioned by the British Market Research Bureau (BMRB), also shows widespread optimism that the Games will have a positive effect on London and the whole country and high levels of confidence that the UK will stage successful Games in 2012. A copy of the research is available at www.culture.gov.uk/Reference_library/Publications/archive_2007/olympiclegacy_researchreport.htm.

Sports Facilities Strategy

Sport England has launched its Sports Facility Strategy for the East of England. The strategy aims to ensure a network of quality facilities exists across the region that are fit for purpose and accessible to all and meet local, regional and national needs. County strategies, including a strategy for Suffolk, are now under development

WEBSITE LINKS

Suffolk Strategic Group for the London 2012 Olympic and Paralympic Games
www.suffolk.gov.uk/LeisureAndCulture/SportsAndLeisure/2012Olympics

London Organising Committee of the Olympic and Paralympic Games
www.london2012.com

London 2012 e-tendering website
<https://etenders.london2012.com/web/login.shtml>

Nations and Regions East
www.eeda.org.uk/london2012/27.asp

British Olympic Committee
www.olympics.org.uk

British Paralympic Committee
www.paralympics.org.uk

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