



# The East Midlands Strategy for the 2012 Games

- Consultation

Winning the right to host The London 2012 Olympic Games and Paralympic Games offers the UK the chance to stage the greatest sporting spectacle in the world with a focus on delivering the most inclusive and sustainable Games ever. The opportunities that the Games offer reach right across the UK and include the chance to stage an inspirational Cultural Olympiad.

We hope you share our ambition for the East Midlands: that, long after the Olympic torch has died, our region is remembered for welcoming teams and visitors from across the world; for using the “buzz” generated by the Games to inspire our young people in sport, the arts and learning; as a catalyst for new businesses to engage in public sector procurement and as a trigger to motivate more people to become volunteers both to support the delivery of the Games and in their local communities.

This draft strategy sets out the early thoughts and plans of the East Midlands Steering Group for the 2012 Games<sup>1</sup>. It also reflects the priorities identified by those who took part in our stakeholder event in February 2006. At the same time it builds, where relevant, on existing regional priorities but we recognise that it is what happens at a local level that will turn the strategy into action. So now we are seeking comment and input from partners, groups, individuals and businesses across the region to ensure that the strategy is fit-for-purpose. We aim to launch a fuller version of this document, incorporating your feedback in Summer 2007. In the meantime, we invite you to have your say.

Under the themes of sport; pre-games training camps; business; tourism; the Cultural Olympiad; volunteering; education and health and wellbeing we set out where we believe the region should focus its efforts. Our request to you is to review the sections that most interest you and feedback to us. Do you think we have got the correct focus; is there anything missing? Do you feel certain themes should receive greater emphasis than others? In addition we would also like to hear your ideas on what actions you think should underpin the delivery of the strategy.

Although the Games do not take place until 2012 we enter the London Olympiad in August 2008. This gives us a 4 year period in which to develop and deliver an exciting range of activities; this is your opportunity to influence the focus of the 2012 strategy and action plan for the East Midlands.

I look forward to hearing your thoughts and working with you over the coming years.



**Jeff Moore**, Chief Executive  
East Midlands Development Agency  
Chair of the East Midlands Steering Group for the 2012 Games  
Member of the Nations & Regions Group

<sup>1</sup> The regional Coordination Group for the 2012 Games: Sport England, East Midlands Tourism, Government Office for the East Midlands, a representative from local government and the East Midlands Development Agency.

# partners



This document has been developed by a number of key regional partners who came together to form the East Midlands Steering Group for the 2012 Games. This group includes organisations with particular areas of expertise and focus; Sport England for performance sport and participation; Government Office for the East Midlands (GOEM) for legacy (including volunteering, health and wellbeing and learning), East Midlands Tourism (EMT) for tourism and East Midlands Development Agency (*emda*) for business opportunities.



The region already has strategies and underpinning evidence relating to several of these areas and we propose to incorporate 2012 activity within the context and focus of these. The Regional Economic Strategy: *A Flourishing Region* (RES) identifies a number of strategic priorities from enterprise and community cohesion to economic inclusion that connect with the opportunities presented by the Games. The RES prioritises the wellbeing of our region and describes an aspiration of growing and innovative businesses employing skilled people in good quality jobs. The RES vision is for the region's people to feel part of healthy, inclusive communities, living in thriving attractive places. This overarching vision is underpinned by the three interrelated themes of raising productivity, ensuring sustainability and achieving equality.

The East Midlands Tourism Corporate Plan 05-08 envisages two core priorities, to effectively market the region and to improve the quality of the visitor experience. The 2012 Olympic and Paralympic Games present the East Midlands with a key opportunity to significantly advance and focus work in these critical areas. The Games and Cultural Olympiad will act as an incredible 'showcase', and 'trip motivator' taking destination awareness to new levels. Preparations for the Games will also stimulate the quality agenda. EMT is currently delivering a Quality Improvement Plan which aims to deliver a step change in the quality of the visitor infrastructure in the East Midlands. EMT wishes to harness the opportunities the Games present to deliver our primary aim, visitors staying longer and spending more in the East Midlands.

Culture East Midlands' "A Place of Choice" sets a number of cultural ambitions that can be further enhanced by integrating the national Cultural Olympiad – to deliver a cultural festival for the region. By driving the development of shared plans and galvanizing support, the consortium will focus on the potential of the Games and the Cultural Olympiad to increase and widen participation in all cultural opportunities.

The Government Office for the East Midlands leads on legacy themes for the region, pulling together existing thinking on health, young people and education.

Investment for Health is the regional plan for public health. The plan signals how increasing participation in sport and physical activity can make a huge impact on the health of the region through the prevention and treatment of disease and reducing health inequalities. We wish to harness the London 2012 message to add value to health related activity across all ages.

In the area of Children and Young People, we wish to engage young people and include them in local decision making as part of regional youth participation activity. We see extended schools<sup>2</sup> in the region as being a key vehicle for a wider range of London 2012 activity to be delivered to young people, their families and the wider community.

Sport England's overall aim is to increase the number of people participating in sport and active recreation by around 2m. That figure equates to 158,850 (or equivalent to the combined population of Mansfield and Derby) by 2012 for the East Midlands, with specific focus on hard to reach groups that are currently under represented.

The regional sports plan "Change for Sport" spotlights the Club & Coach Development programme. The initiative recognises the specific role of the East Midlands in the preparation of athletes for world class performance. The region has significant strength and expertise in this area. Working with partners, Sport England's Performance Action Group is leading the development of the Club & Coach Development regional programme, and has been instrumental in developing the national programme which is to be supported through Lottery funding.

Recognising the need for local engagement; County Sports Partnerships are establishing county-based groups to ensure that the opportunities presented by the 2012 Games are understood and explored at grass roots level. These groups comprise representatives of business, economic partnerships, local authorities and destination management partnerships. This structure will ensure that there is cohesion and good communication between the regional and sub-regional groups.

All partners are keen to hear from you and understand how you can contribute to making these plans come alive for the people of our region. The partners place equal importance on the Olympic and Paralympic Games and all references to the Games in this document refer to both.

**The following pages set out, in more detail, our initial plans for:**

- Sport
- Pre-Games training camps
- Business
- Tourism
- Cultural Olympiad
- Volunteering
- Education
- Health and wellbeing

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<sup>2</sup> Extended schools is a term used to describe schools that remain open outside the standard teaching day to enable young people to participate in sport, art and creative activities.

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## Proposed Areas of Focus

To increase the number of people taking part in sport and active recreation in the East Midlands

To ensure strong sporting pathways for talented young people to develop their full potential

To increase the number of regional athletes participating in the 2012 Games (compared with Beijing 2008)

To extend the Sporting Ambassadors scheme – using more regional athletes as role models and mentors for young people

Develop an Elite Athlete Mentor Scheme – linking the elite athletes of today with tomorrow's rising stars

Develop a programme of regional sporting events

Increase accessibility to existing and planned sporting facilities (including those in schools) for the benefit of local communities.

## Plans and Progress

In all our thinking about the London Games, we should not lose focus on their core purpose – to bring the world together in sporting endeavour. We are committed to using the power of the Games to inspire our talented athletes to greater achievement whilst also encouraging our less active citizens to participate in sport and active recreation. Sport England is taking the lead on this theme and will work closely with health professionals, County Sports Partnerships, sports bodies, Loughborough University and other key partners including the Government Office for the East Midlands.

In terms of supporting our talented performers, working closely with National Governing Bodies of Sport, Sport England will support plans to increase the number of sports clubs able to support the delivery of high quality coaching. This will ensure that there are clear pathways and local opportunities to ensure long-term development of our talented sportspeople in the region.

We have an ambition of increasing the number of elite athletes and coaches living, working and training within the East Midlands to make sure we can continue to attract and support the best performers. We will also work to increase the number of East Midlands athletes competing for England and Great Britain in 2012 and beyond. We recognise that we will need to provide opportunities for high quality coaches working within the region to develop their skills in order to retain them in the region.

The 2012 Games provide us with a great opportunity to extend the Sporting Ambassadors scheme – the scheme uses elite athletes as mentors and role models for young people within the East Midlands. We will extend the existing scheme to include educational programmes – to share widely Beijing 2008 preparation and experiences amongst our developing athletes. We will devise and develop an Elite Athlete Mentor scheme to link current elite athletes with the next generation of junior athletes.

We will specifically aim to increase participation in sport and active recreation in the areas which have low levels of activity, and encouraging new participants amongst women, black and ethnic minority communities and people with disabilities. Programmes to improve the links between schools, Further Education Colleges and Universities and their local community sports clubs will be developed further to encourage easy transition into community sports activities.

To maximise interest in sport in the run up to 2012 we will devise a programme of wide ranging and inclusive events that will encourage participation across all sectors of the population, Building on the success of established mass participation events like the Robin Hood Marathon we will explore new events to develop more local participation. In 2007 the East Midlands will host the FA Women's Cup Final and the East Midlands CiCLE Classic, Cyclo-Sportif and an anticipated regional School Games final.

To meet local community needs we will encourage improved provision of sports facilities and explore new partnerships to deliver them. We will support the continued investment through the Community Club Development Programme to ensure that new capital provision of sports facilities is situated in the best place for both the sport and the community.

We will maximise the benefits of the Building Schools for the Future programme to create quality community sports provision on school sites and ensure new developments recognise the importance of sports and physical activity on school sites to meet the needs of both the curriculum and the community, encouraging schools to be utilised as the hubs for community and voluntary sector sport.

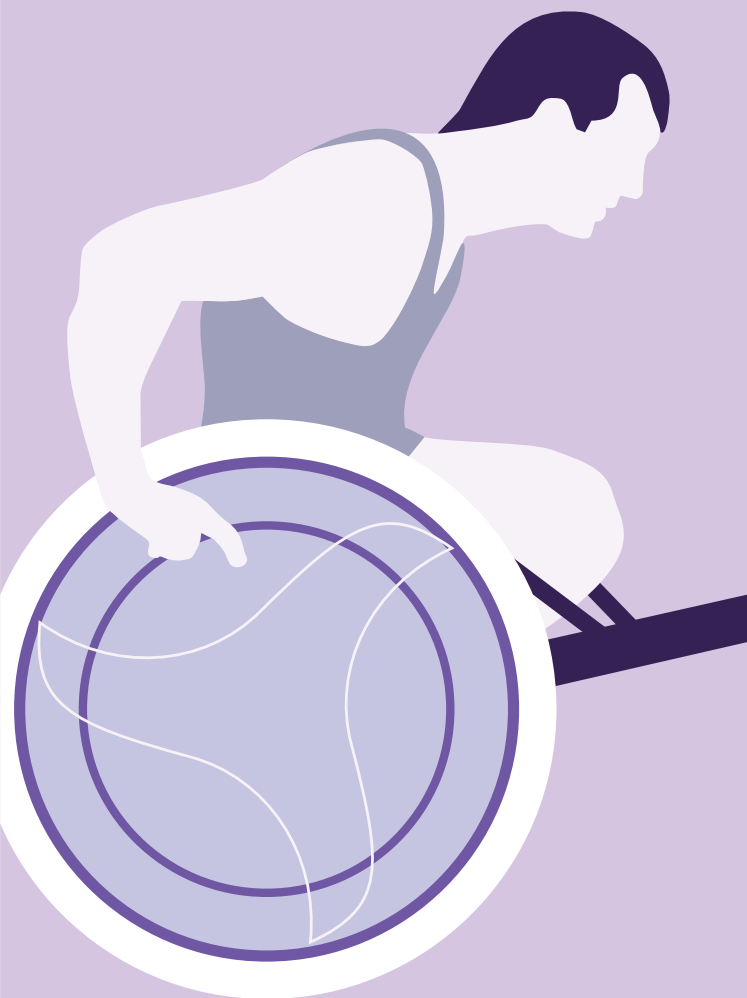
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# pre games training camps



## Proposed Areas of Focus

Provide guidance and support to facilities seeking inclusion in London 2012's list of potential pre-games training camps venues

Promote Loughborough University as the region's premier sports facility – including the promotion of its sport technology prowess.

## Plans and Progress

The organisers of London 2012 have made a commitment to encourage competing nations to train and prepare for the Games in the UK. To this end they have made available a pot of £9m to be used as grants of up to £26,000 for competing nations to come and use the UK's facilities as they prepare for competition. The National Olympic and Paralympic Committees (NOCs and NPCs) can bid for the money and put it towards the costs of using one of the UK's pre-approved training locations.

The UK's list of facilities will be made available to NOCs and NPCs after the Beijing Games in 2008. Interested facilities in the East Midlands have had the chance to attend seminars explaining the process and offering support to them in the completion of their applications. This process has been led by the County Sports Partnerships in each County.

Completed applications were received at the end of February 2007 and *emda* is now in the process of assessing those that best meet the stringent criteria to host a training camp.

The East Midlands final short list will be presented to London 2012 organisers by the end of April 2007 with London completing their assessments by the end of January 2008.

Nearly 40 facilities submitted their details for consideration as part of this process. It is our ambition to host at least five visiting teams or countries in the region.

Loughborough University is a key asset for the region and is on the shortlist to host Team GB with a decision expected later in 2007.

# pre games training camps

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## Proposed Areas of Focus

Raising awareness of the business opportunities related to the development and delivery of the Games

Ensuring businesses have access to support to enable them to bid for 2012 contracts and are aware of the services available to them within the East Midlands including public sector procurement skills development

Using the 2012 Games to build international business relations.

## Plans and Progress

*emda* has played a lead role on behalf of London 2012's Nations & Regions Group to design and implement a nation-wide Business Opportunities Network to maximise the benefits of the Games to our region's businesses. Based on successful business clubs at previous Games, eg Sydney, membership of the Network will allow business early access to the best quality information about contracting opportunities. The Network will also allow businesses to network amongst themselves to form consortia – perhaps to bid for Olympic contracts. The Network will signpost businesses to support services available in the region from East Midlands Business – the region's Business Link provider. This Network will operate for the whole of the UK, allowing our businesses to form alliances and share best practice across the whole country.

To guide *emda's* development of the regional business support offer *emda* has established a group of regional business leaders. This group advises on what needs to be done to enable the region's businesses to benefit from the Games. The Group is clear that one of the keys to success is timely and good quality advice of the upcoming opportunities coupled with easily accessible information. To this end, the Olympic Delivery Authority (ODA) has recently launched an e-tendering portal at (<https://etenders.london2012.com>) and a Future Opportunities page which gives an overview of forthcoming tenders and describes the longer term timelines the ODA is working towards. The Business Network described above will complement this site.

Many businesses see huge potential in getting involved with the London 2012 Games. Evidence from previous Games proves that the benefits for business derive not just to those based in the host city. (See background and supporting information).

The Games is a high profile opportunity and will require the purchase of billions of pounds worth of goods and services. However, we should not see the Games in isolation. We will work with companies to build on the region's existing strengths in, for example, sports equipment manufacture and sports medicine. We also have strong existing business relationships with China and India – hosts of the 2008 Olympic and Paralympic Games and the 2010 Commonwealth Games respectively. We will encourage and support our companies in engaging with these events.

We know that whilst a significant opportunity, the London Games are small in terms of the size of the purchasing power in the public sector overall. We will use the hook of the Games to encourage our businesses to engage with these wider opportunities by supporting them with procurement training, by ensuring they can meet the demanding hurdles of ODA and London Organising Committee of the Olympic Games (LOCOG) procurement. We know some of our SMEs may need help with particular issues eg health and safety compliance or diversity statements or assistance to understand the whole world of public procurement. Through their interest in the Games, we will work with them to help them become fitter for future business.

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## Proposed Areas of Focus

Building the regional tourism offer by developing closer links with sport and cultural events

Promoting the region to 2012 visitors.

## Plans and Progress

Work on the tourism theme is led by East Midlands Tourism (EMT) working closely alongside the Destination Management Partnerships, Strategic Sub-regional Partnerships and other stakeholders at sub-regional level. EMT's objective is to attract new and repeat visitors to the region, improve product and service quality and encourage new investment.

The EMT corporate plan will guide initial work over the period to March 2008. This has resulted in the production of a full analysis of the 2012 Games opportunities for the region's visitor economy together with a series of recommendations for review and implementation.<sup>3</sup>

**The recommendations include the development of:**

- packages specifically designed to cater for elite athletes;
- existing events and festivals, linked to the Cultural Olympiad;
- complementary marketing programmes that are closely linked to the national strategy (to be published spring 2007);
- East Midlands region representation within the Olympic Park during the Games period;
- packages for international spectators, potentially either using the region as a base during the Games or extending their stay.



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Work has also been undertaken to assess the impact of complementary initiatives coming on stream during the same timeframe - such as the Channel Tunnel Rail Link and various sports and culture developments planned for the region.

EMT has started implementing some of the report's recommendations, for example the sports tourism packages with a target of five Olympic and Paralympic products or packages to be developed during 2007/08.

EMT will also work to increase visitor numbers to the region from non-core markets post 2012 via targeted marketing to take advantage of the raised profile of the UK that comes with staging the Games.

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<sup>3</sup> 'Understanding the Tourism Opportunity presented by the London 2012 Olympics' – Scott Wilson on behalf of East Midlands Tourism - February 2007

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# cultural olympiad



## Proposed Areas of Focus

Celebrate our regional cultural diversity through the delivery of a regional Cultural Olympiad

Support communities to develop and deliver their own cultural events and festivals

Promote the region's rich cultural heritage for the benefit of the region and to attract visitors.

## Plans and Progress

As part of London's 2012 offer, the city will come alive as never before 'with energy, passion and excitement'. However, these opportunities will not be confined to London - they will spread throughout the UK.

We now need to consider the East Midlands role in the Cultural Olympiad – an ambitious cultural festival supporting the 2012 Games. It is important that we collectively forge and share a vision for our region's Olympiad experience. Culture East Midlands will lead on this theme.

The Cultural Olympiad will be a platform to showcase our talents and our rich cultural diversity, to engage all of the region's communities. It is a unique opportunity to deliver a very different, yet vivid and exciting experience, reinforcing the region's potential as a visitor destination.

Building on a number of collaborative successes such as the *Three Cities Create and Connect* programme, a wider set of cultural experiences can be developed in all parts of the region. Working with arts organisations, local authorities, museums and heritage sites, galleries, theatres, cinemas and many others we can create a unique festival of achievement. Children and young people will be supported and be at the heart of the planning and decision-making, to create a vibrant and accessible programme.

# cultural olympiad

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Alongside large public events and festivals, we expect to see a rich cross set of experiences taking place in the region at the town, village, community, neighbourhood and even street-level. Community empowerment will be crucial - enabling communities to shape their own cultural experiences, through a range of creative and cultural media. We expect that schools will extend their community offer, building shared cultural memories at this unique time in history.

At the same time museums, historic sites and other cultural organisations will showcase and celebrate the best of the region, telling the story of what makes the East Midlands a unique place of diversity and achievement.

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# volunteering



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## Proposed Areas of Focus

Raise the profile and better describe the benefits of volunteering in the East Midlands

Implement a volunteering programme that encourages volunteers to come forward from all areas of the region, with a focus on diversity and inclusion

Leave a volunteering legacy that will result in long-term benefits to local communities.

## Plans and Progress

Over 125,000 people have already signed up on the London 2012 website to volunteer for the delivery of the Games themselves. We expect that a significant proportion of these will come from the East Midlands. In addition we hope that the Games will also motivate many more people to become volunteers for the benefit of their own communities.

We will put in place a volunteering programme to ensure that people from all communities and cultures from across the East Midlands are aware of the opportunity to volunteer to support the delivery of the Games. This is a chance to increase the number of young people accessing volunteering opportunities and training to improve their chances of future employment at the same time as developing and improving their communication skills. However, it cannot be stressed enough – volunteering is open to everyone.

The Games provide us with the impetus to build new alliances and linkages across voluntary, community, business and education sector bodies through joint working on London 2012 themes. We will look towards these improved working relationships enduring post 2012, leaving a tangible legacy for the region.

# volunteering

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## Proposed Areas of Focus

Increasing young people's participation in sport and physical activities

Fostering a "One World" programme of themed activities, events, experiences and international links

Introduce more young people to volunteering, developing their leadership skills and citizenship.

## Plans and Progress

In his presentation to the International Olympic Committee in Singapore in July 2005, Sebastian Coe reflected upon how he was inspired by the 1968 Mexico Games and pledged that a London Games would do the same for the next generation of young people.

We wish to reflect this aspiration in a vibrant programme of activity in the East Midlands, so that our children and young people can express themselves and participate more fully in sport, arts, culture and media. A key dimension will be placing children and young people at the heart of planning and decision making so that they can shape their own London 2012 experience. Many young people will experience the Games through volunteering or the Cultural Olympiad.

The Olympic Games is the single biggest global event on the planet and therefore we can look forward to the time when the eyes of the world will be on the UK. At the same time we want our children and young people to look outwards to the rest of the world and to engage with the planet to develop a "One World" understanding of their place in a global society and their role within it.

Some areas already have vibrant international links with other countries that are enthusing and educating young people through diverse cultural celebration, visits, virtual twinning and language learning. We want to see more young people experiencing these opportunities and therefore we will look to develop means of support for local areas to create their own "One World" provision.

# education

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We would like to see schools embracing wider opportunities both in the classroom and in out of school activity. The East Midlands has already made great strides in developing innovative provision linked to extended schools. In the years running up to 2012, we wish to see further innovation being developed in extended school settings, linked to 2012 themes.

The London 2012 education pack 'On Your Marks' will be used to its full potential across the region to link the Games with existing sport and physical activity programmes in schools. The 'Step into Sport' junior volunteering scheme will be developed to provide a comprehensive programme of leadership training for young people including links to languages, citizenship and national accreditation.

We also wish to work with our further and higher educational institutions. A network of coordinators will be deployed across the further and higher educational sector to address drop off levels in the post-16 age group and provide pathways of continued sporting participation and excellence.

We will work with higher and further education across the region to understand how we can best engage with them in the run up to the Games. We have clear strengths in the region in the fields of sports medicine for example. Our students can also provide a rich source of volunteers in the run up to the Games and long after.

Government Office for the East Midlands leads on this theme, working in partnership with Sport England and Culture East Midlands on developing key aspects for the region.

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## Proposed Areas of Focus

Raise awareness of the positive aspects of sport, physical activity and diet on health and wellbeing targeting those at greater risk including young people, black and minority ethnic groups, women and those living in disadvantaged areas

Work with business to identify ways of tackling the causes of ill health in the workplace – with a focus on organizational productivity as well as benefits to the individual.

## Plans and Progress

There can never be a better opportunity than the London Games to inspire our citizens around a message of health and wellbeing. A particular focus will bring increased physical activity and wider participation in sport.

The health benefits of sport and physical activity are now proven and widely accepted. Physical activity is considered to be one of the best buys in public health, providing physical, social and mental health benefits. It also promotes an overall improvement in quality of life for people of all ages.

Partners across the region are already deploying innovative measures to promote the benefits of sport and physical activity to communities, families and individuals. There is also an ongoing effort to involve people in areas where, traditionally, participation in sport is low such as those living in areas of disadvantage, women, and black and minority ethnic communities. We want to add value to this effort in delivering positive London 2012 related health messages that could offer a new dynamism in driving up participation rates in sport and physical activity.

Our efforts will relate to existing cross-service partnerships involving Children's Trusts, healthy schools, school nurses, School Sports Coordinators, and County Sports Partnerships. We will also work with health professionals and others in established regional groups tackling identified health inequalities and the rising obesity challenge.

# health & wellbeing

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We see the workplace as another area to influence and therefore we intend to expand on current efforts in the region to identify and deliver new and innovative London 2012 themed projects to motivate employers and their staff to participate in physical activity.

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# consultation process



In order to develop this draft into a final Strategy and start to set achievable targets we need your input. Please feel free to comment on the whole content, or if you prefer simply remark on your particular areas of interest.

You can either e-mail your comments to [regionalcoordinator@emd.org.uk](mailto:regionalcoordinator@emd.org.uk) or write to:

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Your feedback is valued at any time, however we would most welcome your comments by **Friday 15th June 2007** in order that we can incorporate them in to the final Strategy document.

When responding please include your contact details so that we know how reach you to discuss your comments further.

Do you agree that the themes contained in the document (sport; Pre-Games training camps; business; tourism; the Cultural Olympiad; volunteering; education and health and wellbeing) encompass the full range of areas in relation to the East Midlands engagement with the 2012 Games?

If not, what is missing?

Which themes require the greatest emphasis, and why?

Do you agree with the Proposed Areas of Focus for each theme? Please indicate if there are others that you would add or any that you would remove.

Is your organisation involved in any activities that you would like to incorporate into an Action Plan and that underpin the themes or Proposed Areas of Focus?

# contacts



For general information on the East Midlands' plans in relation to the London Olympic and Paralympic Games please contact **Tracy Croft** or **Tom Gee** at *emda* on 0115 988 8307 or [regionalcoordinator@emd.org.uk](mailto:regionalcoordinator@emd.org.uk)

Sport England's lead officer in the region is **Tracey Francis**. To discuss Sport England's role within this strategy please contact Tracey on 0207 273 1770 or [tracey.francis@sportengland.org](mailto:tracey.francis@sportengland.org)

The Government Office for the East Midlands' work is led by **Russell Coughtrey** on 0115 971 2776 or [russell.coughtrey@goem.gsi.gov.uk](mailto:russell.coughtrey@goem.gsi.gov.uk)

East Midlands Tourism's lead contact is **Nicola Rollason** on 0115 988 8520 or [nicolarollason@emd.org.uk](mailto:nicolarollason@emd.org.uk)

For enquiries about the Cultural Olympiad in the East Midlands contact **Culture East Midlands** on 0115 988 8449 or [enquiries@culture-em.org.uk](mailto:enquiries@culture-em.org.uk)

Within our region our County Sports Partnerships and Strategic Sub-regional Partnerships are actively supporting the work on the 2012 agenda and steering its development within their own County areas.

For more information about progress and how to get involved in your County please contact:



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## Useful Links

[www.emda.org.uk/res](http://www.emda.org.uk/res)

[www.sportengland.org/eastmidlands](http://www.sportengland.org/eastmidlands)

[www.culture-em.org.uk](http://www.culture-em.org.uk)

[www.eastmidlandstourism.co.uk](http://www.eastmidlandstourism.co.uk)

[www.goem.gov.uk](http://www.goem.gov.uk)

[www.london2012.com](http://www.london2012.com)

Further copies of this strategy can be downloaded from [www.emda.org.uk/2012](http://www.emda.org.uk/2012)

# Background and supporting information



The themes in this consultation document have been determined by the outcomes from the 'Towards 2012' event held in February 2006 and are supported by evidence from previous Games. We also highlight below some of the key issues for the region that engagement with the Games can help us address. These range from low skill levels in the region to startlingly high levels of obesity. Whilst the Games cannot be a panacea to all ills, they can inspire and engage a range of our people to change their behaviour and aspirations in a positive way.

## Sport

The Active People Survey commissioned by Sport England revealed the East Midlands as having 20.8% of adults participating in 30 minutes of activity at least 3 times per week. This is just below the national average. Levels of participation across the region vary widely with Boston ranked at lowest of all the local authorities in England with just 14.3% of adults participating at the recommended level. At the other end of the scale, Rutland is ranked 6th with 27.4% of the population managing 3 x 30 minutes.

In line with the rest of England, "since 1996 participation in sports has declined in the East Midlands" (RES Evidence Base p 61).

The East Midlands can already claim to be the home of elite sport in Britain. Loughborough University is recognised as world class in terms of facilities and sports science and the Queen's Medical Centre in Nottingham is a world leader in sports medicine.

More support hours are provided to athletes in this region by the English Institute of Sport than any other region. In 2004-5 14,005 hours were provided compared to second placed London with 8847 hours.

Over 100 world class coaches are based in the region and at the Melbourne Commonwealth Games in 2006 Loughborough Students won an incredible 30 medals – 8 of them gold. If Loughborough were a country it would have finished 8th in the official medals table!

In addition 22 sports National Governing Bodies are based in the region.

# Background and supporting information



## Business

The Regional Economic Strategy highlights “supporting firms to become internationally competitive and attracting inward investment” (RES, p. 67) as a priority action. Research by Goldman Sachs suggests that by 2050 China will be the world’s largest economy and India the third largest (Dreaming with BRICs: The Path 2050, Goldman Sachs Economics Paper 99, October 2003). The Beijing Olympics in 2008 and the Commonwealth Games in Delhi (2010) will be an opportunity to expose the East Midlands to these markets.

Sport and its related products generate £2.5bn in annual turnover and £815m in added value. 15.8% of which is derived from sports manufacturing (Value of the Sports Economy in the Region). This is the highest of any UK region and includes a high proportion of growing and innovative companies. Sports related industries employ 2.25% of the region’s working population higher than the national average of 1.75% (RES p81).

In terms of experiences from past Games, Sydney in 2000 provides the most compelling evidence of benefit to the host city, New South Wales and Australia as a whole. Headlines from a 2001 Pricewaterhouse Coopers report include some \$3 billion in business outcomes, including:

- \$600 million in new business investment
- \$288 million in new business under the Australian Technology Showcase
- almost \$2 billion in post-Games sports infrastructure and service contracts
- over \$6 billion in inbound tourism spending during 2001
- greatly enhanced business profile for Sydney, NSW and Australia through the equivalent of up to \$6.1 billion worth of international exposure
- greater expertise and confidence in tendering, both domestically and overseas, on large-scale projects

One of the challenges for the East Midlands will be to use the hook of the Games to interest our companies in the wider opportunities of public procurement – the Office for Government Commerce estimates that the value of procurement on known large projects already in the pipeline in the region is £3.3 billion for the period 2005-08 (RES Evidence base p88).

As well as upskilling our businesses to be fitter for the future, there are a number of skills challenges faced by the region which the Games can help us address.

12.2% of the economically active working population of the East Midlands has no qualifications compared to the UK average of 10.8% which is the 2nd highest of the English regions (RES p134).

The older age groups in the workforce in the East Midlands are significantly more likely to have no qualifications than in the UK as a whole. This is a concern as forecast data suggests that 80% of the workforce needed in 2012 is already in employment, meaning that a substantial number of older workers with no qualifications will remain in employment over the next decade (RES evidence base p13).

# Background and supporting information



## Tourism

Sports visitors stay nearly twice as long (14 days compared with eight) as the average overseas visitor to the UK. ([www.visitbritain.com](http://www.visitbritain.com))

Visit Britain anticipates that tourism will ultimately benefit from a rise in overseas tourism spend by just under £2bn between 2008 and 2017 ([www.visitbritain.com](http://www.visitbritain.com)). It is estimated that tourism in the East Midlands could benefit by £16m during this period, attracting an extra 32,300 'Olympic motivated' visitors during this period (Understanding the Tourism Opportunities Presented by the London 2012 Olympics commissioned by EMT).

"The big and enduring prize on offer to Britain's tourism will be the global focus on London and the UK that accompanies the 2012 Olympics". 3.9 billion people watched the Athens Games on television worldwide with over 35,000 hours of TV coverage dedicated to the Games. Australia saw the number of overseas visitors rise by 6% after the Games (before 9/11) and in Greece overseas tourism was up 14% at the year-end following the Games (Eyes on the Tourism Prize commissioned by Visit Britain).

## Culture

In 2003, the value of creative and cultural organisations in the East Midlands was £3.69bn, 6.6% of the total regional economy.

The Regional Cultural Strategy:  
The *Place of Choice* identifies the following goal:

Strand 2.3:  
*Develop an East Midlands 2012 cultural legacy (page 17).*

This goal accords with to the Department for Culture, Media and Sport plans to develop a Cultural Olympiad, to:

*Inspire people around the country to participate in a range of cultural activities, which will reflect and celebrate the diverse communities which make up London and the UK* ([www.culture.gov.uk](http://www.culture.gov.uk))

## Volunteering

Sport England's Active People Survey reveals that the East Midlands region lies 3rd of all England's regions in terms of volunteering in sport with 5.07% of the population active.

London 2012 will require 70,000 volunteers in order to successfully run the Games.

According to ICM research commissioned by Make a Difference Day and Barclays 47% of volunteers say volunteering has improved their health and fitness with 25% of those who volunteer more than 5 times a year saying it has helped them lose weight.

A TimeBank Employer Attitudes survey (2003) discovered that 81% of employers viewed employees involved in volunteering positively and 68% felt that volunteering can add skills to their workforce.

# Background and supporting information



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## Education

The Games offer us a platform on which to build a programme of inclusive and inspiring events and activities which can help us re-engage with disenfranchised young people and communities. The region faces significant challenges in retaining students beyond compulsory education and equipping them for their future work lives.

Of the economically active adult population 15.4% are educated to level 2, 16.6% to level 3 and 25% to level 4 (RES Evidence Base pp 140-1). The East Midlands has one of the lowest proportions qualified to level 4 lagging behind the UK average by 3.6%.

Large proportions of the youngest group (16-19 year olds) have no qualifications compared to the rest of the UK. In East Midlands the figure is 16.2% - nearly four percentage points below the national average of 12.6%. This is a concern since this represents the latest cohort moving from compulsory education into employment.

## Health and Wellbeing

The East Midlands Public Health Observatory (EMPHO) reports that the region has the highest obesity rates of any English region with 24.8% of adults classed as obese. The obesity rates for women are particularly poor with 26.3% falling into this category. Obese and overweight children are also common in the region with some 23% of boys and 30% of girls falling in to these categories. The government has set a target to halt the rise in childhood obesity by 2010.

The EMPHO's work also highlights a region of stark contrasts - where neighbouring authorities can have life expectancies that vary by as much as six years - for example, at current patterns, a baby boy born in Rutland can expect to live six and a half years longer than a baby boy born in Corby. The ethnic diversity of the region also highlights health inequalities. The East Midlands data from the 2001 Census on self-reported health reflect national trends in that Pakistani and Bangladeshi men and women were most likely to report their health as 'not good'.

The power of the Games is to reach out to people across all socio-economic divides to promote healthier lifestyles to address rising obesity and impact the wider health agenda.