

How local government can make the most of the opportunities for the London 2012 Olympic and Paralympic Games



join in



Whether or not your local authority is directly involved in staging a London 2012 event, we want you to join in.

Why get involved?

The London 2012 Games are about much more than a 60 day festival of sport. We want to stage everyone's Games, a Games that will inspire people to join in and a Games that will leave a lasting legacy.

Whether or not your local authority is directly involved in staging a London 2012 event, we want you to join in. Every local authority has a valuable contribution to make and much to gain.

London 2012 has the potential to deliver a wide range of benefits, including the ability for local authorities to:

- increase participation in sport and encourage people to lead healthier lives;
- inspire people of all ages and communities to volunteer before, during and after the Games;
- help people take part in local cultural events as part of the Cultural Olympiad;
- generate tourism and boost the local economy through Games-related contracts;
- strengthen a sense of belonging through community events and especially reach out to young people; and
- act as a catalyst for achieving progress against councils' existing targets and priorities.

Who does what?

The London Organising Committee for the Olympic Games and Paralympic Games (LOCOG) is responsible for preparing to stage the 2012 Games. This means finding as many ways as possible to involve people across the UK – whether through our Cultural Programme, events like the Torch Relay or recruiting our Games-time volunteers from across the UK.

The Olympic Delivery Authority (ODA) is responsible for building the venues and infrastructure for the Games and long-term use.

The UK Government and the Mayor of London have responsibility for delivering the wider benefits – including sports participation, volunteering, tourism and healthy living.





The Nations and Regions Group is made up of 12 senior representatives from the nine English regions and one each from the home nations: Scotland, Wales and Northern Ireland.

Working in partnership with local government

Local government is embedded in the organising committee at the highest levels, from the LOCOG board to Local Government Association (LGA) representation on the London 2012 Nations and Regions Group.

LOCOG also works through the LGA, Convention of Scottish Local Authorities (COSLA), Welsh Local Government Association (WLGA) and Northern Ireland Local Government Association (NILGA).

Making the right connections

The Nations and Regions Group (NRG) ensures the whole of the UK is involved in and benefits from the 2012 Games. They can supply you with a programme of events and ways in which your council can get involved. This doesn't necessarily mean attending lots of meetings – neighbouring councils can share involvement and feedback to each other.

The NRG should be your first point of call to make the most of London 2012 opportunities. It is made up of 12 senior representatives, one from each of the nine English regions and from the home nations: Scotland, Wales and Northern Ireland.

Each NRG member chairs a group bringing together representatives of interested parties across their nation or region including local government.

They each have a vision and plan for making the most of the Games – from helping businesses gear up to win Games-related contracts to encouraging young people to take up more sport and activity.

Your primary contacts in the NRG are the Coordinators. Their details can be found on the back page of this leaflet.

Each Nation and Region also has a dedicated Creative Programmer whose job it is to support the regional and local elements of the Cultural Olympiad. If you would like to contact your creative programmer for details on the Cultural Olympiad please see the contact details on the back page.

Who's who in local government

Local Government Association

The LGA has created an officer network for the 2012 Games – your officers can sign up to receive a monthly email bulletin with all the latest relevant information. The LGA is also in the process of setting up a network for elected members for the 2012 Games.

The LGA's Culture, Tourism and Sport Board has identified the 2012 Games as one of its priority interventions to ensure the benefits of the Games are spread nationwide and to help local government play its full part in delivering those benefits.

For further information please contact Laura Caton, Policy Consultant:
laura.caton@lga.gov.uk
or 0207 664 3154.

www.lga.gov.uk



Welsh Local Government Association

The WLGA is pleased to work with LOCOG, LGA, COSLA and NILGA so that local authorities across the UK have a consistent and joined-up approach to the Games and a lasting legacy can be realised.

WLGA is a member of the Wales Steering Group for the London 2012 Games which meets quarterly to discuss all aspects of the Games' impact on Wales.

For further information please contact Heledd Bebb, WLGA Policy Officer:
heledd.bebb@wlga.gov.uk
or 029 2046 8648.

www.wlga.gov.uk



WLGA • CLILC



A business opportunities network will be launched in 2008 – please keep an eye on developments as businesses in your area could benefit from thousands of Games contracts.

Boosting business in your area

LOCOG and the ODA are working together with our partners – Department of Culture, Media and Sport, Department for Business, Enterprise and Regulatory Reform and the nations and regions to create and launch a business opportunities network (BON).

The London 2012 Business Network provides information on business opportunities generated by the 2012 Games, 2012 business events and 'Compete For' the online resource that gives businesses access to London 2012 opportunities and acts as a brokerage service between buyers and potential suppliers throughout the London 2012 supplier chain.

www.london2012.com/business

Non-commercial brand

The London 2012 logo, the Olympic Rings and words associated with the Games, Olympic and Paralympic Games are protected. This is to enable us to raise the private finance required to stage the Games.

In order to help you promote a legacy from the Games, we are in the process of developing a non-commercial endorsement mark, distinct from the official logo. This mark could be used to acknowledge a local authority project or activity (as opposed to an organisation or publication) that is inspired by the 2012 Games and clearly supports the Games' legacy objectives.

This is the first time a Games organising committee has attempted to do this. The mark will be controlled, rolling out over the next few years in the run up to 2012. But it will be a new way to allow us to help local government and the non-commercial sector run projects inspired by the Games to promote legacies across the UK.

We will be announcing further details in 2008.

Convention of Scottish Local Authorities

COSLA views the 2012 Games as having many opportunities and benefits for Scotland's local authorities, and the event will provide a great platform for the Glasgow 2014 Commonwealth Games. In Scotland there is local government representation on the Scottish Steering Group and its three sub-groups, which examine issues and opportunities such as economic development, tourism, culture and the promotion of sport. London 2012 is a valuable catalyst across all these areas.

For further information please contact Mike Callaghan, Community Resourcing COSLA: mike@cosla.gov.uk or 0131 474 9264.

www.cosla.gov.uk



Northern Ireland Local Government Association

The Northern Ireland Local Government Association (NILGA) is very keen to see the benefits of the London 2012 Games being replicated in Northern Ireland. Local councils throughout Northern Ireland are both willing and able to act as strategic partners in this important initiative which has the capacity to reap significant benefits for citizens here.

For further information please contact Máire Killoran, Director of Communications and Engagement: m.killoran@nilga.org or 028 9024 9286.

www.nilga.org/home.asp



2012 Handover Ceremonies

Mark the dates!



For many people, the 2012 Games still feel years away.

Our Olympiad actually starts in the summer of 2008. The key dates are the Handover Ceremonies in Beijing on the 24 August at the closing of the Olympic Games and on 17 September at the closing of the Paralympic Games. On both those dates, London 2012 will be inviting everyone – cities, towns, communities and individuals throughout the UK to mark the events.

The Olympic Games Handover on Sunday 24 August is part of a bank holiday weekend in the UK (excluding Scotland) and will be marked by a major broadcast event in London together with many events across the UK.

On Wednesday 17 September, the Paralympic Games Handover will be marked in the afternoon and we hope to stimulate particular interest in schools across the UK.

Naturally, LOCOG will not attempt to organise all the events around the UK.

Over the coming months we will circulate more information about the timetable for the two days and any centrally planned initiatives or themes which emerge. Please think about how you can get involved.

The UK-wide network of Regional Creative Programmers for the 2012 Cultural Olympiad will be keeping details of any events being planned to mark the Handover moments.

It would be helpful to register any plans you have or you're thinking about with your local Creative Programmer – their contacts are listed at the back of this leaflet.

get involved

Nations and Regions Coordinators contacts

East of England

Katie Huane
Tel: 01223 713900
katiehuane@eeda.org.uk

East Midlands

Tracy Croft
Tel: 0115 988 8479
tracycroft@emd.org.uk

London

Mary Nicholls
Tel: 020 7593 8579
marynicholls@lda.gov.uk

Northern Ireland

Lorraine Conlon
Tel: 028 90 254 254
lorraine.conlon@dcalni.gov.uk

North East

Tanya Gray
Tel: 01642 85 36 11
Tel: 0191 229 6584
tanya.gray@onenortheast.co.uk

North West

Rob Young
Tel: 01925 400144
rob.young@nwda.co.uk

Scotland

Ian Campbell
Tel: 0131 244 2014
ian.campbell@scotland.gsi.gov.uk

South East

Paddy Herlihy
Tel: 07920 138 797
padraigherlihy@seeda.co.uk

South West

Guy Lavender
Tel: 01392 229321
guy.lavender@southwestrda.org.uk

West Midlands

Jenny Drew
Tel: 0121 678 1029
j.drew@wmra.gov.uk

Wales

Arthur Emyr
Tel: 02920 475406
arthur.emyr@wales.gsi.gov.uk

Yorkshire

Gary Topp
Tel: 0870 420 2480
gtopp@yorkshire-culture.co.uk

Regional Creative Programmers for the Cultural Olympiad

East of England

Liz Hughes
Tel: 01223 372683
liz.hughes@goeast.gsi.gov.uk

East Midlands

Paul Brooks
Tel: 0115 988 8577
paulbrookes@emd.org.uk

London

Sarah Barnwell
Tel: 020 7593 8000
sarahbarnwell@lda.gov.uk

Northern Ireland

Pat Wilson
Tel: +44 (0)28 9025 8869
pat.wilson@dcalni.gov.uk

North East

Lorna Fulton
Tel: 0191 202 3785
lorna.fulton@gone.gsi.gov.uk

North West

Debbi Lander
Tel: 0161 817 7414
debbi@landerlife.co.uk

Scotland

Mike Berry
Tel: 0131 244 0345
mike.berry@scotland.gsi.gov.uk

South East

Caterina Loriggio
Tel: 07899 846833
c.loriggio@culturesoutheast.org.uk

South West

Richard Crowe
Tel: 01458 833728
Tel: 01392 229 587
r.crowe123@btinternet.com

West Midlands

Paul Kaynes
Tel: 0121 245 0153
s.stephens@culturewm.org.uk

Wales

Gwyn Williams
Tel 02920 376540
gwyn.williams@artswales.org.uk
(from March 08)

Yorkshire

Tessa Gordziejko
Tel: 0113 394 4579
tgordziejko@yorkshire-culture.co.uk

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join in

How councils can make the most of the opportunities for the London 2012 Olympic and Paralympic Games

Feedback from councils suggests that there are four key building blocks to help them maximise the benefits from the London 2012 Games:



vision

Local authorities are ideally placed to develop a shared vision that reflects what residents and partners aspire to achieve for their area in the run up benefits from the London 2012 Games to 2012 and beyond.

leadership

Strong and visible leadership from councils is needed to ensure that local people and partners mobilise in support of the 2012 vision for their area.

communications

It is essential that councils are fully plugged into the regional and national structures responsible for planning the 2012 Games and its legacy, and that information is shared between partners in each area.

delivery

How an area's vision for 2012 will be delivered needs to be integrated into a council's and its partners' mainstream plans and strategies.

Local government checklist for getting the most out of London 2012

Have you identified how London 2012 could act as a catalyst to help you achieve and maximise existing priorities and inspire new ways of working?

This could include:

✓ **Generating and supporting tourism** – the world's attention will be focused on the UK, how will your area stand out?

✓ **Inspiring children and young people** – be ready to identify how the London 2012 education programme, to be launched in 2008, could relate to learners of all ages in your area.

✓ **Raising our sporting game and influencing healthier lifestyles** – how can you use the Games to inspire people to be more active?

✓ **Championing culture** – does your area want to mark the Handover celebrations in summer 2008, and participate in the Cultural Olympiad, which will run from autumn 2008?

✓ **Volunteering** – do you want to harness the enthusiasm of new volunteers in your area and sustain volunteering opportunities after the Games?

✓ **Economic development** – hosting the Games will require a wide range of goods and services, and businesses of all sizes will have an opportunity to bid for contracts through a business opportunities network.

Key phases of the London 2012 Olympic Games and Paralympic Games:

