Essex Legacy
from the 2012 Games

Inviting the World

Delivery Plan 2011/12

Delivery Plan 2011/12 – Inviting the World

The Essex Strategic Board from the 2012 Games

At the 'Building Momentum' conference in 2009 the Essex Strategic Board from the 2012 Games refocused the existing Action Plan with six consolidated legacy objectives.

Objectives of the Board

The Board focus intently on delivering the following 6 consolidated Legacy Objectives for Greater Essex:

Increasing Physical Activity and Sports Participation levels (including closer alignment to local and national health initiatives)

Delivering a successful Cultural Olympiad

Maximising the Economic Impact of the 2012 Games in Essex

Learning & Development

Supporting Volunteers

Pre Games Training Camps: leveraging Essex's existing infrastructure

Delivery Groups

The Delivery Groups have been tasked with scoping and delivering effective programmes to deliver each of the above 6 legacy objectives (Pre Games Training Camp work to be led by ECC 2012 Legacy and Strategic Sport team in partnership with facilities and consortia). Each group have focussed on a maximum of 3 over-arching aims, including:

Demonstrably increasing ***participation levels/audiences*** across the County

Building additional ***capacity*** in order to sustain activity levels up to and beyond the Games

Increase the ***economic impact*** to Essex of group activity

Delivery Programmes have been broken down into specific projects to be allocated to dedicated Task & Finish groups or appropriate existing groups.

All Delivery Groups will report to the Board on Performance Management against the associated key actions.

Cross Cutting Themes

Underpinning all of these objectives are common cross cutting themes that are considered through the Essex Strategic Board and Delivery Groups. These include:

- Young People
- Equality / Inclusion
- Sustainability
- Entrepreneurship and Innovation
- Inspiration and Aspiration
- Friendship and Cooperation
- Communication

Governance Chart for 2012 Legacy within Essex

Delivery Plan - Key Priorities and Actions 2011/12

Theme	Key Focus/Priority	Associated Key Actions
Sport and Health	Increasing Physical Activity and Sports Participation levels (including closer alignment to local and national health initiatives)	• Deliver SX Urban Games events in Summer 2011 • Increase the number of Walking your Way to the Games opportunities • Increase the number of events in rural communities for Open Weekend 22-24th July 2011 • Deliver SX Inclusive Programme • Increase the number of Mini Games events in School Sport Partnerships • To incorporate the Places, People, Play Strategy to link with existing programmes.
PGTC's	Pre Games Training Camps: leveraging Essex's existing infrastructure	• Continue to canvas and facilitate meetings with NOC's/NPC's • To have signed 2 additional teams in Essex.
Culture	Delivering a successful Cultural Olympiad	• Deliver the Summer of Arts Programme, adding new events across the county • Develop community activities and finale event of Sparks Will Fly • Deliver Stories of the World programme • Delivery Cultural Olympiad activity at Hadleigh Fire Station
Tourism	Extend the use of 2012 as a tool to impact on tourism in Essex	• Development of leaflet/postcard/ posters to publicise Games in Essex • Development of Stansted Publication and competition • Development of website content • Development of training package • Development of campaigns
Business	Maximising the Economic Impact of the 2012 Games in Essex	• Deliver three business breakfasts within the county • Host a meet the buyer event for the catering sector within the county • Increase the percentage of Essex businesses registered on CompeteFor to 8%
Volunteering	Supporting Volunteers	• To successfully set and implement the Essex host county volunteer programme with a minimum of 100 people registered.
Learning and Development	Supporting Learning & Development	• Provide 150 More Sport and health related activities for 30,000 Young People in both the school and their local community, to increase participation in sports and physical activity, using the inspiration of the London 2012 Olympic and Paralympic Games • Get 100% of schools registered to Get Set programme and 60% to Get Set Network • Delivery of the Reading Relay programme across East of England

Website links for more information

For more information on the Essex Strategic Board and its Delivery Groups, or to find out how you can get involved generally or with the projects listed visit www.essex.gov.uk/london2012 or contact us on london2012@essex.gov.uk

For information on what is happening at a regional level in the East of England visit www.eeda.org.uk/london2012

For information on what the Government is doing in relation to the Games visit www.culture.gov.uk/about_us/olympicgames

For official information on the London Organising Committee of the Olympic Games and Paralympic Games, including business updates, information on volunteering and how the building of the Games is progressing visit www.london2012.com

For general information on the Olympic movement visit the International Olympic Committee at www.olympic.org

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