



EssexWorks.
For a better quality of life

Essex
Legacy
from the 2012
Games

BE PART OF IT



Essex County Council



The London 2012 Olympic and Paralympic Games – Update

Cllr Stephen Castle
Cabinet Member for Education
and the 2012 Games



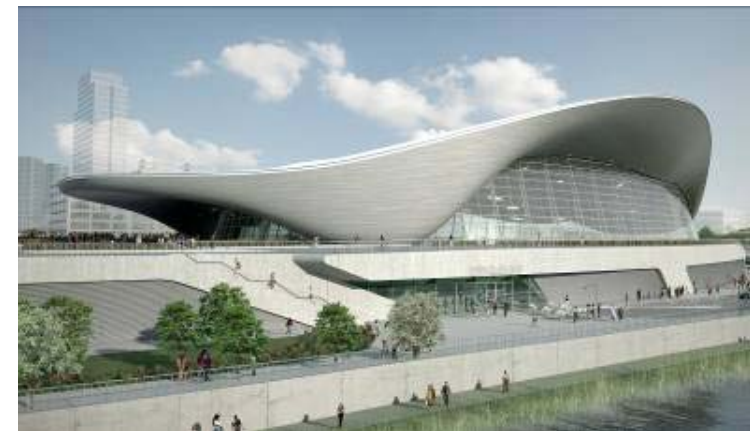
The Scale of the 2012 Games

- 17,000 Olympic and Paralympic Athletes
- 6,000 Coaches / Officials
- 5,000 Olympics Officials
- 2,500 Paralympics Officials
- 22,000 Accredited Journalists
- 120,000 Staff
- 8,000 Torch Bearers
- 10.8 million tickets



The Impact of the Games

- 7,000 Full time equivalent jobs in the construction industry
- 10,000 workers on the Olympic Park site at peak times (now)
- 12,000 jobs as a result of legacy development of the Olympic park site alone
- 2-3 million cubic meters of soil to move
- 170,000 seats to fix in 9 venues
- Recruitment and training of 70,000 volunteers



The Essex events

The white water
canoeing is coming
to Waltham
Cross/Waltham
Abbey



The mountain biking
event is coming to
Hadleigh

The Essex Timeline

2003 Worked with British Olympic Assn on initial Bid

2004 Essex 2012 working group established
Eastern leader in 'Back the Bid' campaign
Early representation on NRG
Secured Mountain Bike Venue (Brentwood)

2006 Staff seconded to LOCOG
Essex Strategic Board established to drive legacy
Essex Action Plan for a Legacy

2007 Full ECC Legacy team in place

2008 Secured Hadleigh Farm for Mountain Bike Venue
Delivery Plan Established

2009/10 'Sharpening Focus'
Beacon Status
Programme delivery and Games Time planning

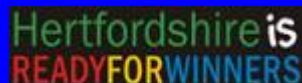


The Nations and Regions Group



Nations and Regions East

County Working Groups



Nations and Regions East Strategic Board

Chairman: Cllr Stephen Castle

East of England Development Agency (EEDA)
Sport England East
East of England Tourism
East of England Regional Assembly
Government Office East
Arts Council England East
East of England Skills and Competitiveness Partnership (EESCP)
6 x County Area representatives
Department of Health

Nations and Regions East Executive

Chair: Katie Huane, Regional Project Manager

County Working Groups



Tourism

Business

Sport

Culture

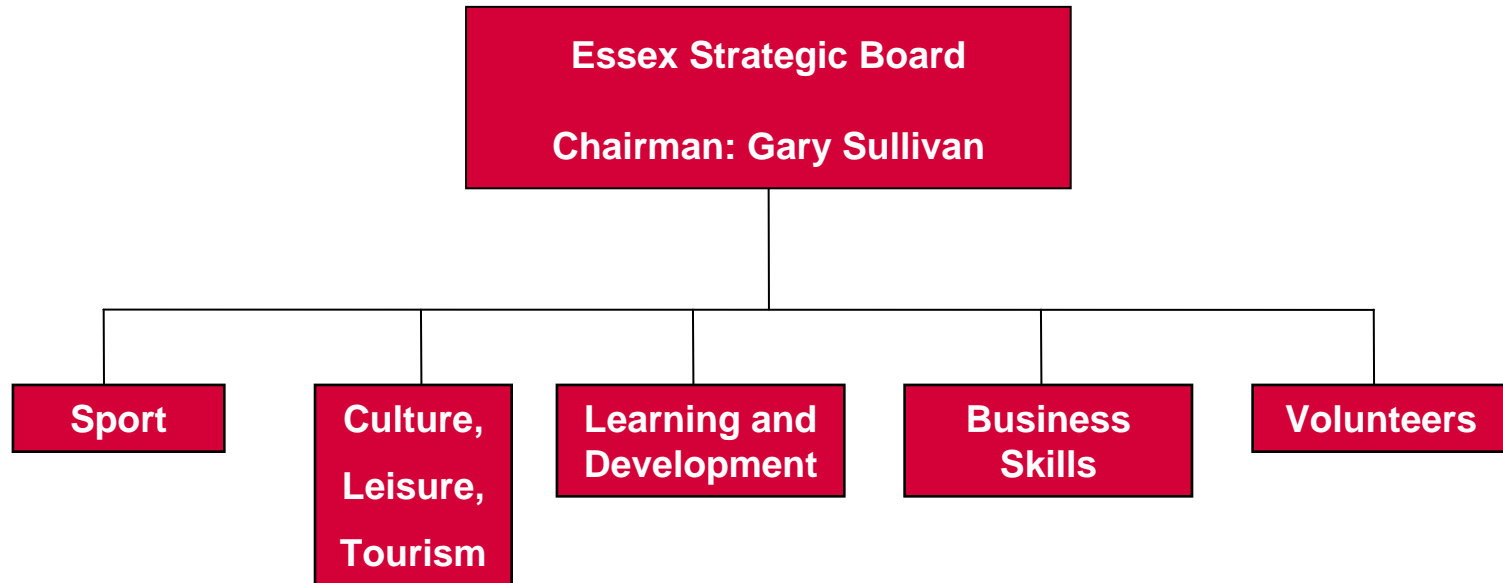
Skills &
Employment

Health

Volunteering

Communication

The Essex Strategic Board



LSP Chairman

Local Authority Chief Execs

Private Sector

Third Sector

Blue light services

Southend and Thurrock

Once in a lifetime

2012 is our opportunity to deliver what we are already doing through the focus, excitement and inspiration of the Olympic and Paralympic Games



The Essex Legacy



- Physical Activity and Sports
- Cultural Olympiad
- Maximising Economic Impact
- Learning and Development
- Volunteering

- Pre-Games Training Camps
- White Water Canoe Venue/
Hadleigh Farm Mountain Bike
venue
- £600m regional benefit
- £139m Greater Essex benefit

Sports Projects

Team Essex Ambassadors

- 12 Ambassadors a year
- £6,500 grant aid for 12 months
- Visits to schools, sports events and clubs
 - Inspiring physical activity and achievement of life aims through example

2011 Ambassadors:

Chloe Rodgers, Uttlesford - Hockey

Jodie Swallow, Brentwood – Triathlon

James Huckle, Harlow – Shooting

Roberto Pavoni, Brentwood – Swimming

Emma Hollis, Epping – Swimming

Daniel Bentley, Uttlesford – Boccia



Sports Projects

Rural Activities Fund:

African Drumming Workshop – Harlow (2010)

Sailing come and try event – Epping (2010)

Inclusive Activities

Urban Games – Piloted in Brentwood, then Harlow

Mini Games – Harlow in 2010/Brentwood, Uttlesford
and Harlow in Jun/Jul 2011

Cycling – Tour of Britain

£2m Legacy Facilities Fund:

Playing Fields refurb - Harlow

Multi Use Games Area – Uttlesford

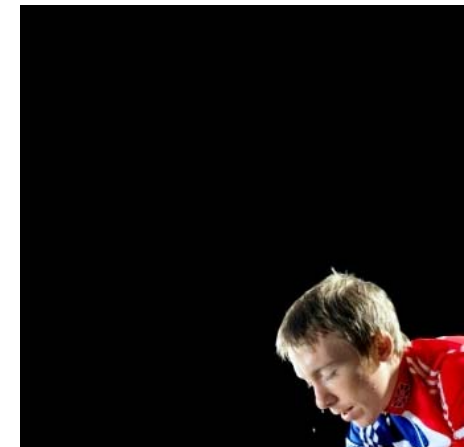
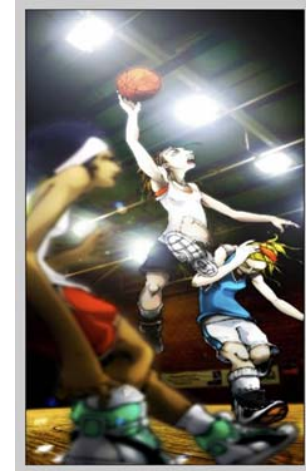
Astro Turf Pitch – Brentwood

Braintree BMX Club – Braintree



Cultural Projects

- Essex Cultural Olympiad began in Brentwood
- Journey to the Podium
 - Exhibition in Gibberd Gallery
- Summer of Art / Essex Legacy Art Relay
- Explore Culture One World Festival
- Open Weekend
- Discovering Places
- Stories of the World
- 2012 Big Event
 - Band Stand event - Harlow



Economic Development

- Business Breakfasts hosted in Harlow, Brentwood, Uttlesford and Epping Forest
- CompeteFor – 167 Contracts awarded to Essex Businesses
 - Eastern Hardwoods Limited - Harlow
 - Videcom Security Ltd – Epping
 - Camfaud Concrete Pumps – Epping
 - Bureau Veritas UK Limited – Harlow
 - Edmundson Electrical Limited – Brentwood
 - S Walsh and Sons Limited - Brentwood
- Tourism
 - Promoting the county's highlights and creating new links (i.e. using the WWCV to attract tourists Essex)
 - Worldwide TV audience of 4.7bn for 2008 Beijing Games (70% of worlds population)



Learning and Development

Essex Carrying the Flame

Utilising the Energy of the Games to:

- Improve Life Chances
- Instil Confidence
- Better Attitudes
- Increase Learning

Through a Variety of Activities:

- Increased PE and Sport
- Cultural projects
- Games-related Cross Curricular activity
- Promoting health and well-being
- Extra-Curricular activities
- Libraries activities: e.g. Half Term events in Waltham Abbey



Learning and Development

Get Set

Majority of West Area schools registered

Network Status:

- Davenant School
- St Johns Primary School
- Theydon Bois Primary
- Helena Romanes (applied)
- Waltham Holy Cross Infant (applied)
- Brentwood County High (applied)

Links with White Water Venue

Health and Safety Workshops

Orienteering: Olympics and numeracy/literacy

July 2011 Education Festival



Living the Olympic
and Paralympic Values

Volunteering

Games time volunteers

Ensuring the use of 2012 as inspiration to promote volunteering and support sector development

Youth Volunteering

Personal Best

Host City Volunteers

- WWC Venue/Hadleigh Farm
- Essex as Gateway to the Games
- Torch Relay?

London Ambassadors – an Essex opportunity



Pre Games Training Camps

Felsted Schools
Woodreden Equestrian Centre
Harlow Leisure Zone

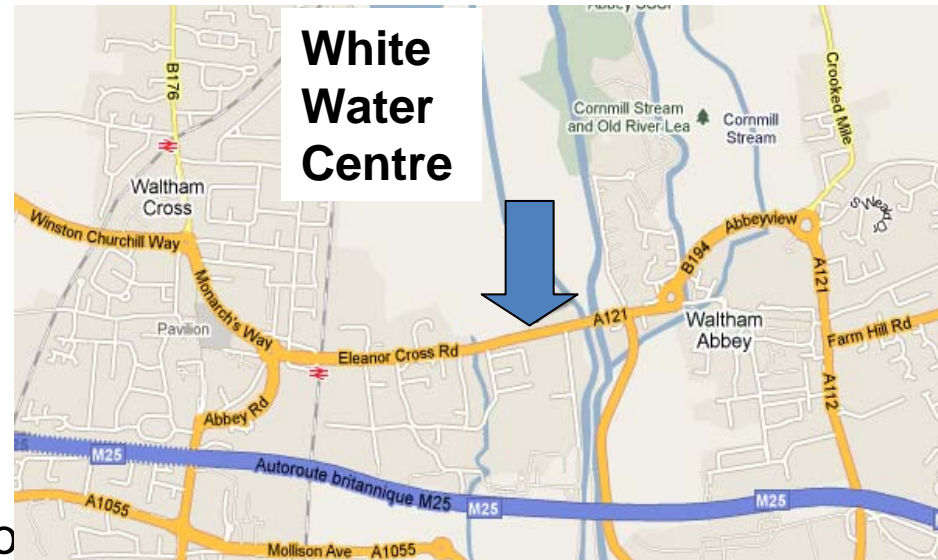
- Officially recognised by LOCOG as PGTC's
- Opportunity to support visiting teams with goods and services
- Opportunity to develop long term relationship with visiting countries – cultural or educational links

Games Time Training:
Brentwood School (fencing)



Lee Valley White Water Centre

- The first new 2012 venue to be completed and opened before the Games
- 300m competition course and 160m training/intermediate course
- Visitor centre with reception, café, changing rooms, admin offices, spectator viewing facilities,
- 5 days of competition in 2012
- Up to 12,000 spectators a day during Games time
- 70,000 rafters and canoeists a year in legacy



Lee Valley White Water Centre ECC Involvement

- Cllr Elizabeth Webster; Member and Chair of LVRPA
- Cllr Castle visited White Water course in Beijing with EEDA and NRG
- ECC and NRG campaigned to secure venue at new site in 2007 (from Spitalbrook to site closer to Waltham Abbey)
- As Chairman of Sport England East and EEDA Board Member, Cllr Castle helped secure £1m from Sport England and £4m from EEDA to develop venue and legacy
- July 2009 - construction began
- 9 December 2010 – Venue completed and visited by The Princess Royal



Games Time Operation and Regeneration Legacy

EssexWorks.
For a better quality of life

Extensive ECC Member and officer involvement on Venue Planning and Legacy Boards

Currently working with Broxbourne District and Hertfordshire County Council on:

- Look and Feel (2012 street dressing)
- Host City Volunteering
- Transport issues

ECC has part funded an Economic Development Study of the centre, covering benefits to Essex including Waltham Abbey and Tourism



Essex County Council

Lee Valley White Water Centre Education Legacy

Working with Lee Valley on legacy access for schools and youth groups:

- Over 80 West Essex pupils to experience the water during the Lee Valley Education Festival – July 2011
- Outdoor Education service currently securing future block bookings for schools and youth groups
- WWCV complements Lee Valleys already extensive educational engagement with Essex schools
- Met with Epping Forest College



Hadleigh Farm – Mountain Bike



Cycling race over rough,
technically-challenging terrain

2-3 laps per race

Men's (50 riders) and Women's
race (30 riders)

40,000 spectators over two
days

Proximity to Olympic Park,
supporting a “compact Games”

Stunning Natural Setting

Fantastic legacy potential

Regeneration and Legacy

Hadleigh Farm a key element in Thames Gateway programme

- Largest regeneration project in Europe, including South Essex

Contributes to Hadleigh Town Regeneration Masterplan/Parklands

Secured government money to purchase
Hadleigh Town Fire Station:

- Showcase space for sport, culture, and the arts leading into 2012 Games
- Games-times Headquarters
- Business Engagement
- Tourism Information
- Press facility



Sporting and Educational Legacy



- course adaptation for long term legacy
 - community and bespoke events
- new county focus for cycling
- development of a new county wide Mountain Bike club
- Curriculum packs in development
 - County wide schools competition
- link with LVRPA and White Water course to create new tourist destination

Stansted Airport

- Preferred airport for many Heads of State
- Potential for teams to travel through Stansted
- Currently working together on
 - Volunteer deployment
 - Potential for local community 'Welcome' for team and tourism visitors
 - Promotion of Essex to international and domestic visitors through "Welcome Back" campaign



Once in a lifetime opportunity

EssexWorks.
For a better quality of life



Essex County Council