

The Kent Campaign

Maximising the benefits and legacy to the County
of being on the doorstep of the London 2012 Olympic and Paralympic Games



**OLYMPIC &
PARALYMPIC PARK**



young people transport legacy culture
business spectators training investment
sponsorship sport image skills leisure
volunteers accommodation tourism

A message from Kent's campaign patron, Dame Kelly Holmes MBE, double gold Olympian



One or two of you reading this newsletter were perhaps lucky enough, like me, to be in Trafalgar Square at lunchtime, Wednesday 6th 2005, to hear and celebrate the news that London had won the 2012 Olympic and Paralympic Games. That was a fantastic afternoon!

As a proud Kentish woman, born at Pembury and long term resident of Hildenborough near Tonbridge, I was intrigued when I was approached by Kent to be patron of Kent's 2012 campaign, with its sporting ambitions to promote potential 2012 sportsmen and sportswomen, whilst getting young people, of all abilities, into sport. As an ambassador for "Step into Sport", involving young people is a real passion for me.

I am therefore delighted that almost one year on, both sport and young people remain a key focus of Kent's campaign. Reading this newsletter; I am also equally impressed, however; by the diversity of the campaign, and how Kent really has accepted the challenge of an Olympic and Paralympic Games being on our doorstep in six very short years.

I am delighted and proud to be patron of Kent's campaign, and hope that reading through this newsletter will inspire you to join in and help deliver a **local legacy** for Kent from the Games.

Kelly Holmes

A message from Mike Hill
OBE, Kent County
Council Cabinet Member
for Communities
(including responsibility for
Olympic and Paralympic
work in the County)



Kent County Council is fully committed to a partnership approach at the local and national level, and to working with central government and the London Organising Committee to play our part in ensuring that the 2012 Olympic and Paralympic Games are a success. In this respect, we are especially indebted to Kent's Parliamentary sport champions for their support – to Derek Wyatt, MP for Sittingbourne & Sheppey and Chair of the Commons All-Party Parliamentary Olympic and Paralympic Group, and to Hugh Robertson, MP For Faversham & Mid-Kent and Shadow Sports & Olympics Minister.

We are also grateful for the backing of our patron, Dame Kelly Holmes, in highlighting Kent's potential to play a major role in the lead-up to the Games and in 2012. I know that for our County to maximise the benefits the Games undoubtedly offer, a joint effort will be needed from local government and public agencies, local businesses and local people from all walks of life.

I am confident that the people of Kent are able and willing to rise to the challenge, making the most of these and other opportunities, to secure the long-term positive legacy offered by the 2012 Olympic and Paralympic Games.

Mike Hill OBE
Cabinet Member for Communities

Introduction to The Kent 2012 Campaign



Kent's campaign is an informal partnership of sectors and organisations from across Kent, working to maximise the legacy and benefits to all communities across Kent from the opportunities created by London hosting the 2012 Olympic and Paralympic Games.

Kent's proximity to Stratford, where the Games will be centred, is a fantastic opportunity for this County. The reasons why are laid out on the following pages, along with introductions to how, at this early stage, the Kent campaign is beginning to look at how we realise and deliver on these opportunities, and how you can get involved.

Within these pages is a "beginner's guide" to the national, regional and county level structures for delivering the Games and their UK legacy. Readers will also be introduced to the Kent campaign's sponsorship opportunities, and will find vital information on how you can get engaged with the effort, whether as an active partner or simply to receive targeted information updates in your area of interest.

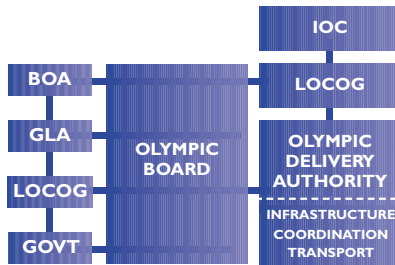
This publication is not intended to answer every question you may have about how to engage with Olympic and Paralympic opportunities in this County, but we hope it will whet your appetite as to what you, or your organisation, may wish to do to be part of the occasion, and help you understand what your next steps might be. Keep an eye out for further editions of this publication, and become a regular visitor to www.kent2012.org.

I look forward to working with you over the next six years!

Stephanie Holt
Kent 2012 Manager
Enquiries@kent2012.org

If you would like to be added to the mailing list to receive further editions of this newsletter plus targeted emails, then please email me, letting me know where your area of interest lies.

The London structures for delivering the Games



As a little context against which Kent's campaign exists, the diagram on this page introduces the national partners responsible for delivering the 2012 Games. Turning first to the Olympic Delivery Authority (ODA), this body is responsible for building the permanent Olympic facilities across London and elsewhere. The ODA will be responsible for building the Olympic and Paralympic Park, which will include a main stadium, aquatics centre, three sports arenas, a hockey centre, fencing and tennis facilities, and the velopark. Within the ODA will sit the Olympic Transport Authority.

LOCOG, the London Organising Committee of the Olympic Games, will be responsible for adapting existing venues such as Wimbledon, and all aspects of "putting on the show" of a London Games: from volunteering strategies to attracting corporate sponsorship of up to a third of the £2 billion required to stage the Games; and from directing the Opening and Closing Ceremonies, to ticket sales.

Overseeing both these bodies is the Olympic Board, designed to mastermind and coordinate London's hosting of the Games, with a membership of four key individuals: Lord Colin Moynihan, Ken Livingstone, Lord Sebastian Coe KBE and Tessa Jowell.

Delivering the opportunities around the Games for the South East region



With only a small staff, LOCOG works with local partners through Regional Coordinating Groups for the 2012 Games (RCGs) that are being set up across each region in the country, including the South East region in which Kent is located.

In order to ensure that the significant opportunities for our region are realised, the South East's RCG, chaired by Pam Alexander, the Chief Executive of the South East of England Development Agency (SEEDA), has established five sub groups, as indicated below.

It is important for Kent partners and organisations that we have a voice in each of these groups, in order to influence and help shape the regional approach to maximising benefits and managing the challenges of the "Greatest Show on Earth" being right on our County's doorstep. Further detail of the work and direction of the South East's RCG and its sub groups, can be obtained from Paul Wheeler, acting Regional Coordinator (paul.wheeler@sportengland.org.uk).

Chris Hespe, Chairman of the Kent Coordinating Group for the 2012 Games, and Head of Leisure Services for Kent County Council, represents the interests of Kent on the South East RCG. Chris can be contacted at chris.hespe@kent.gov.uk.

South East Regional Coordinating Group for the 2012 Games

(Chair: Pam Alexander, SEEDA)
(Co-ordinator: Paul Wheeler)



Regional Sub Groups

Sports Sector Capacity
Visitor Economy
Transport Infrastructure & Gateways
Business & Foreign Direct Investment
Community & Participation

The Kent Campaign's Structure



Kent Coordinating Group for the 2012 Games

Chairman: Chris Hespe

Sectoral Task Group Chairmen

Arts, Sarah Maxfield

Sport, Martin Laws

Volunteering, Carol Kincaid

Communications & Media, Gerry Moore

Tourism, Sandra Matthews-Marsh

Transport, Tim Read

Schools & Young People, Danny O'Donovan

Skills & Training, To be confirmed

Economic Development & Regeneration, Jim McKenzie

Kent, with its proximity to Stratford where the Olympic and Paralympic Village and majority of sporting venues will be situated, was actively involved in supporting London's bid to host the 30th Olympic and Paralympic Games, "Leaping for London" and then "Backing the Bid" months before there was any national suspicions that, actually, London might just win the Games (Paris were the clear favourites with the bookies, right up until lunchtime July 6th 2005, when Jacques Rogge, International Olympics Committee President, announced "City of London")!

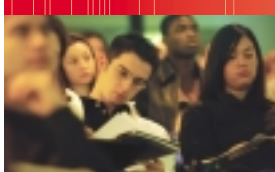
Kent has therefore spent time ensuring that the campaign to derive maximum benefit from the Games, is structured in such a way so as to allow private and public partners from a multitude of sectors to set the strategic framework. Whilst setting this strategic overarching framework, we have also set up nine sectoral task groups as indicated, to identify and begin to take forward work on a practical and informed basis.

If you would like to be considered as a partner organisation within the group appropriate to your own sector; then please contact the sectoral task group chairmen, details of whom are featured at the back of this newsletter:

Updates on Kent's campaign are available on www.kent2012.org. We would encourage everyone, whether from business, a public sector body, or simply a member of the public, to regularly visit this site to gather the latest news, and to keep abreast of opportunities or events that you or your organisation could be involved in.

Any enquiries about Kent's campaign or its programme of activities should be emailed to enquiries@kent2012.org. Details of membership of the Kent Coordinating Group for the 2012 Games are also on this website.

Skills and Training



Understanding the skills challenge of the Games, and how we can best meet this challenge, is one of the largest tasks facing Kent's further, higher and adult education partners, our schools, agencies such as the Learning and Skills Council, the Local Education Authority, and, of course, our businesses.

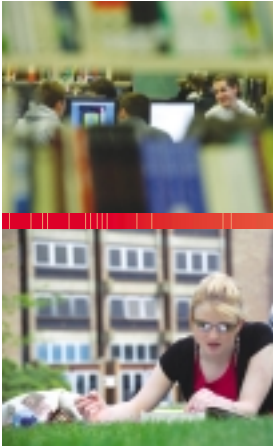
Opportunities in developing skills will arise not only in the construction sector (to build the Olympic and Paralympic Village and associated venues), but in numerous supply chains (hospitality, logistics, creative media, transportation, I.T, linguistics, security...). Ensuring that we have the right number of people available with the right set of skills at the right moments in time, will be a big task, and one which Kent's campaign will certainly be doing its bit to address within this County. These skills will be needed not only to meet and supply London's needs in relation to the Games, but for Kent's own future requirements too. For example, developments

in the Thames Gateway and in Ashford require now, and for many years to come, a significant construction and related industries workforce. Additionally, with the Kent Tourism Alliance determined to grow the Kent tourism market, then a workforce skilled in hotel management, customer care, marketing, catering and "Kent produce" will certainly be something we will look to develop.

The volunteering aspects of the Games (see page 14) will provide further opportunities for upskilling Kent individuals, of all ages and from all backgrounds. In May 2006, London was chosen to host the 2011 World Skills Competition; an international skills challenge for young people. Members of the British team for 2011 will be drawn mainly from young people starting courses this year and next.

The Skills and Training sectoral task group will be driving forward this agenda towards 2012.

Schools and Young People



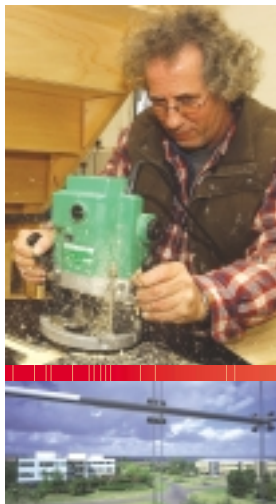
When Lord Sebastian Coe made his final submission to the International Olympic Committee back in July 2005, he focused on one particular group in the community: young people. He focused on how sport could change their lives, how role models could change their lives, and how a London Games could “connect them with the inspirational power of the Games”.

London 2012 has always made it clear that it is serious about inspiring young people, and this is an attitude, an approach, upon which Kent partners are determined to deliver for our own County's young people. Although it is again early days, a strategy for engaging with every Kentish young person around the Olympic and Paralympic agenda is being created around the existing thirteen school sport partnerships, which already draw in every other specialist college, secondary, primary and infant school in the County. The intention is much wider than achieving a step change in the numbers of young people

involved in sport in this County, although this is an important target in its own right. The ambition is to support and nurture every young person to be the very best they can be, in whatever field, and to be self confident in all that they do. The Olympic and Paralympic Games are **all** about raising aspiration! The obesity and health agenda is also a critical consideration. Kent County Council has dedicated staff resources to developing Kent's schools and young people programme, which will be in addition to the Olympic and Paralympic resources being made available by London 2012 and the Department for Education and Skills, and Kent is receiving national recognition for its innovative and proactive approach .

Driving forward this agenda for Kent's 2012 work will be the Schools and Young People sectoral task group. For further details, including how you might engage with this agenda, then please contact the name(s) identified at the end of this newsletter.

Economic Development, Regeneration and Business



Shortly after it was announced that London had won the Olympic and Paralympic bid, it is probably fair to say that the economic benefits and business opportunities that Kent stands to gain, were not clear for the County's businesses.

A range of Kent business Olympic events since then have been able to begin identifying and communicating these very opportunities. For those businesses that are interested, a key role of Kent's campaign is to help them become "Games fit".

A national Business Opportunities Network is being established to assist with this, and it will not only inform/update members on emerging developments and opportunities before, during and after the Games, but act as a database for companies seeking related contracts (it will include lists of companies' capabilities), and act as a business-matching service to introduce complimentary companies to explore joint approaches to larger contract opportunities. Within Kent, the Kent 2012 campaign's Economic Development Sectoral Task Group (see page 16 for details of whom to contact) will play

a key role in translating this work locally. One thing is clear though, and that is that businesses themselves must undertake an active role to gain any related benefits, including bidding for and winning contracts. The Olympics in Sydney demonstrated the sheer scale of the opportunities, with small and medium size businesses in New South Wales and Queensland securing some £550 million worth of work relating directly to the Games.

Visit www.kent2012.org for details of what your company should do now to be "Games fit", and to get an understanding of the timeframes involved.

Parallel to this work, The Kent 2012 work will seek to ensure the 2012 Olympic and Paralympic Games are utilised as a catalyst to attract inward investment to the County. Consideration will similarly be given as to how Kent's campaign can best support and enhance the delivery of partners' existing economic development and regeneration priorities, building on Kent's fantastic "gateway to the Games" location.

Sport



Sport is, unsurprisingly, the first thing that comes to mind when people mention the Olympic and Paralympic Games. Needless to say, sport is one of the key foci of The Kent 2012 campaign. With this theme being led by Martin Laws, Chairman of Kent Sports Forum, and Technical Chairman for British Gymnastic Trampoline, and Chris Hespe, Head of Leisure Services at Kent County Council (and Chairman of The Kent Coordinating Group for the Games), the sports sectoral task group has already identified its six priorities;

- a high number of volunteers and top performers for 2012
- greater specialist sports facility provision in the County
- host a number of sports preparation camps
- sport at the top of the political agenda
- sport recognised for its wider contribution to communities
- increased participation in sport in Kent.

It is also the first of the sectoral task groups able to demonstrate some early achievements through the Kent 2012 campaign, including an annual £25,000 sponsorship deal for the next few years from the Denne group for disabled elite athletes, and the establishment of a coaches' scholarship scheme. An audit of sports facilities and surrounding accommodation, together with transport and medical back up facilities, has been carried out in order to identify where and how we can attract countries and international sports bodies to establish Olympic and Paralympic pre-Games training camps in Kent.

If you would like to input to The Kent 2012 sports agenda, please contact Martin Laws or Chris Hespe through the details provided on page 16. Alternatively, if you would like to focus an enquiry or suggestion on disability sport, please contact Mike Bishop, details again on page 16. Mike is Kent Sports Development Manager for Disabled People, and the Equity representative on the Kent Coordinating Group for the 2012 Games.

Arts



From the closing ceremony of the previous Games, until the closing ceremony of the following Games, we are in the host city's "Cultural Olympiad". Therefore London, and the whole of the UK, will be celebrating all things cultural from September 7th 2008 (Beijing Paralympics' Closing Ceremony) through to our own closing ceremony on September 9th 2012.

Some early discussions have already been shaping the likely priorities of The Kent 2012 Arts Sectoral Task Group, and one emerging priority is working with local children and young people to design and deliver elements of Kent's own Cultural Festival, and to focus on annual community celebration events building up momentum to 2012. Supporting and developing a more dynamic and independent professional arts sector; and establishing a larger voluntary sector within the arts are also likely to be key, with a real sense that the Games should be used as an opportunity to raise the profile within Kent of participating in the

arts. Woven into all these activities will be a sense around being part of an international global community, a key dynamic of any Olympic and Paralympic Games.

If you feel you or your organisation would like to input, or be kept updated, on the development and direction of the arts priorities within The Kent 2012 campaign, then please see the contact details on page 16. For those working in, or wishing to work in, creative industries, then again, please contact us so that we can keep you in touch with developments as they happen, nationally, regionally, or locally within our own County.

Finally, readers should note that a large proportion of the 70,000 volunteers required for the London Games are required for taking part in the Opening and Closing Ceremonies, which promises to be a "money-can't-buy" opportunity!

Tourism



With thousands of international “Games tourists” and many more domestic visitors, any Olympic and Paralympic Games is a real tourism magnet.

In fact, it is estimated that some 50–70% of the net economic benefit of staging a games, measured over a 7–10 year period, leading up to, and then after a Games, will be accrued through tourism. Early estimates indicate that the London Games might generate around £2 billion for Britain’s visitor economy.

Although Kent will be one of the few counties in the country to see its tourism sector benefit from the Games during the period they are actually being held, our additional focus, led by Kent Tourism Alliance, is Games *motivated* tourism. In other words, we will be focusing on maximising the level of anticipated tourism in the lead up to, and subsequent years of, the Games. Generated by a renewed positive branding and portrayal of our

county and its attractions, building on the renewed international interest in the south east of England generated by London hosting the Games, it is *here* that a real legacy for the Kent tourism sector may be found.

Emerging priorities of The Kent 2012 tourism sectoral task group are around using the 2012 Games as a catalyst to take forward the delivery of a “Destination Management System”, and to deliver a Pride in Kent campaign as the “big idea”, involving activities such as a long term customer care programme, a campaign around accessibility and an annual “Big Day Out”.

A workshop will be held this summer to finalise the short list of agreed priorities, with the overall Kent 2012 campaign tourism agenda being taken forward by the Kent Tourism Alliance Steering Group. Readers should use the contacts on page 16 for further details.

Volunteering



The birth of the concept of the “Olympic Games volunteer” first took place in post Second World War London, the last time the UK hosted the Games. It has gained momentum and been adopted across numerous other large-scale events ever since.

For the staging of the London Olympics and Paralympics, it is anticipated that around 70,000 volunteers will be required, and it is already possible to register your interest. The formal London 2012 volunteering programme will not, however, be launched until 2009/10.

The London Organising Committee is in the early stages of developing its Volunteering Strategy, but it is certain that the volunteer workforce will be intentionally diverse with volunteers both abled and disabled, British and international, young and old. Volunteers will be split into two groupings: generalists and specialists. Generalist volunteering opportunities will range from being the medal bearer at award ceremonies, to acting as a local help point in a coach station. Specialist volunteers may be medics or translators, for example.

Within our County, we are keen to support Kent residents to maximise their chances of being chosen to be an official Games volunteer and that individuals from under represented groups are supported in becoming volunteers. Working closely with Kent’s volunteer sector, including Kent Volunteers, we will be exploring how a Kent volunteer “workforce” might be created, and how we can develop Kent volunteers’ skills and experience for the long term benefit of both the individual and the community..

Again, keep an eye out for future editions of this newsletter and become a regular visitor to www.kent2012.org if this is an area in which you are interested. We would also be delighted to hear from you if you wish to have an input into the Kent 2012 campaign volunteering sectoral task group. The contact details are on page 16.

Transport



With an emphasis on athletes “competing not commuting”, and on the viewing public having a choice of no less than ten railway lines carrying 240,000 people every hour to the Olympic Park itself, then transport will be a fundamental part of a successful London Games.

Here in Kent, a transport sectoral task group has been set up with a mixture of private and public partners to consider our own County’s priorities and challenges relating to the Games, and to the local transport legacy.

From Ebbsfleet in North Kent, residents of Kent plus our European visitors, will be transported by train straight into the heart of the Olympic Park in just over nine minutes. Improvement to the Channel Tunnel Rail Link formed part of the London 2012 bid to be awarded the Games, and

with a strong possibility that a 9,000 vehicle capacity park and ride will be also established at Ebbsfleet for the Games, then the impact of Games related travel on Kent is considerable. With an emphasis on sustainable transport, the London Games will be accessible largely by public transport.

The Kent 2012 campaign will also be working hard to not only address these opportunities, but to support the tourism and business legacies of a well connected Kent, and further updates on these activities will be shared through future editions of this newsletter; and on the www.kent2012.org website. For enquiries or further information on the transport issues, contact the individuals identified on page 16.

Vital Statistics – London 2012

27th July–12th August
Olympic Games

29th August–9th September
Paralympic Games



Kent people celebrating the announcement of the successful London 2012 Olympics & Paralympics bid.



The Kent 2012 campaign Key Contacts

Arts: sarah.maxfield@kent.gov.uk

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claire.coday@businesslinkkent.com

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colin.bentwood@lsc.gov.uk

Sport: martin@trampoline.co.uk;
chris.hespe@kent.gov.uk

Tourism: sandra@ktanet.co.uk

Transport: mick.sutch@kent.gov.uk;
tim.read@kent.gov.uk

Volunteering: carole.kincaid@kent.gov.uk

Sponsorship Opportunities

There is a range of sponsorship opportunities around the Kent 2012 campaign that local businesses are encouraged to get involved in. These may be around sponsoring a sports aspect of the campaign, such as an up and coming athlete from your local area, or sponsoring development work in a particular sport.

Or you may prefer to sponsor other local work being taken forward around the opportunities, perhaps a local community cultural event, an aspect of the Volunteers programme, or an activity with young people in your business' vicinity. Please contact stephanie.holt@kent.gov.uk or **01622 605051** if you would like to discuss the opportunities for your business.

The Kent 2012 Support Office:
c/o Kent Sports Development Unit
Kent County Council
Commercial Services Building Gibson Drive
Kings Hill West Malling ME19 4QL
enquiries@kent2012.org
01622 605 052