

Report to: East Sussex Strategic Partnership (ESSP)
Date: 17th January 2012
Title: Making the Most of 2012
Author: Elissa Gregory, Project Assistant
Purpose: To inform the ESSP on the events surrounding the London Olympics 2012 and East Sussex's involvement.

Recommendation:

That the East Sussex Strategic Partnership:

1. That the East Sussex Strategic Partnership note the progress of activities related to events surrounding the London 2012 Olympics and East Sussex's involvement.

1. Introduction/Background

Making the Most of 2012: To where ever possible support community involvement and support businesses to make the most of the opportunities 2012 will bring.

2. Torch Relay

The London 2012 Torch Relays will spread the message of the London 2012 Games, inspiring everyone in the lead up to the Opening Ceremony.

Bringing the games to your doorstep:

Communities will play host to the torch which will visit 95% of the population being an hour away on its 70 day journey across the UK. 8000 torchbearers have been nominated within their own community. See Appendix 1.

In East Sussex, the Olympic Torch Relay route will pass through Crowborough, Lewes, Eastbourne, Pevensey and Pevensey Bay, Bexhill and St Leonards before stopping at an Evening Celebration in Hastings on Tuesday 17 July 2012. The Flame then continues through Hastings and passes through Rye on Wednesday 18 July 2012 before continuing its journey through Kent and around the country.

3. Logistics

- Convoy Dimensions and process.
- Torchbearer Mode - when torch bearers are running with the torch being visible to the public.
- Convoy Mode - the convoy is moving place to place with the flame in lanterns on a vehicle.

4. School Involvement

- Get Set
- Ticket initiative
- Funding
- Examples of inspire projects
- Get Set Stats

5. Other Schemes & Initiatives

World Sports Day - Schools that are members of the Get Set Network are invited to apply for an event pack to help them celebrate London 2012 World Sport Day on 25 June 2012.

An opportunity for schools and colleges in the Get Set Network to celebrate the world's arrival in the UK for the greatest festivals of sport, and all the values and games-related work they have been doing.

Inspire project, 'Driving Inspiration' - Which is about creating a legacy that celebrates Stoke Mandeville as the birthplace of the Paralympic Games and raises the profile of the disability arts sector.

Cultural Olympiad - The London 2012 Cultural Olympiad is the largest cultural celebration in the history of the modern Olympic and Paralympic Movements. Spread over four years, it is designed to give everyone in the UK a chance to be part of London 2012 and inspire creativity across all forms of culture, especially among young people. The culmination of the Cultural Olympiad is the London 2012 Festival.

London 2012 Festival - bringing leading artists from all over the world together from 21 June – 9 September 2012 in the UK's biggest ever festival – a chance for everyone to celebrate London 2012 through dance, music, theatre, the visual arts, film and digital innovation, and leave a lasting legacy for the arts in the UK.

Business Network - Businesses and individuals in the South East can play a vital role between now and 2012. We are promoting, via the East Sussex County Council website, opportunities for small businesses to engage with the Olympics to secure business contracts. Businesses can register on the websites below to make the most of these opportunities:

- www.competefor.com – a free service where businesses can find contacts linked to the London 2012 Games. Businesses can register to match buyers with potential suppliers.
- www.businesslink.gov.uk – businesses can get email updates.
- www.london2012.com – a one stop shop to find out how businesses can get involved in London 2012.

Local Leaders - To plan a celebration for the Games, sign up to be a Local Leader access tools to make your celebration one to remember:

- Line the Streets
- Garden for the Games
- Sports Quiz
- Opening night In
- Super Saturday
- Light a Lantern
- Last day of the Games

5. Community Events

Main Calendar of Events

- Olympic Torch Relay - 18th May – 21st July.
- Queen's Diamond Jubilee - 2nd – 5th June.
- London 2012 Olympic & Paralympic Games - 27th July to 12 August & 29th August to 9th September.

District and Boroughs

Seaford TC

Peacehaven TC

Telscombe TC

Newhaven TC
Lewes TC
Hastings
Eastbourne
Crowborough lunch stop

Sports Partnerships

Active Sussex
Wave Leisure