



# Building Momentum

Delivery Plan 2009-10



2009-2010  
*Olympic Games and Paralympics Games legacy*



## Governance for **2012 Legacy** within **Essex**

The Essex Strategic Board for the 2012 Olympic Games and Paralympic Games is the partnership responsible for ensuring the actions in the Essex Legacy from the 2012 Games Action Plan are taken forward, and that ultimately a legacy from the 2012 Games is delivered across greater Essex. The partnership gains its authority from the Local Strategy Partnerships for Essex, Southend and Thurrock and represents Essex's interests at regional and national level. Within the Essex Partnership the Essex Strategic Board is one of the key strategic thematic partnerships and securing a legacy from the London 2012 Games is a key theme within the Essex Strategy 2008 – 2018.

*Above:  
Lord Sebastian Coe at  
the recently upgraded  
Braintree BMX club  
made possible  
by Essex County  
Council's 2012  
Legacy Capital Fund*

The Essex Legacy from the 2012 Games Action Plan was launched in late 2006 to help secure significant legacy from the 2012 Games in Essex. This Action Plan contained 135 actions, aligned to 13 discrete Action Areas, to be delivered by the Essex Strategic Board through its themed sub-groups. Considerable progress has been made throughout 2008 in scoping and implementing Delivery Plans in each of the 13 Action Areas. In preparation for continued success throughout 2009 and beyond, the Board agreed to further sharpen its focus and that of its delivery groups.

# The **Essex Strategic Board** for the 2012 Games: **‘sharpening our focus’**

*South East Essex  
College Basketball  
team at the 2009 ESB  
conference ‘Building  
Momentum’*

At the ‘Building Momentum’ conference in 2009 the Essex Strategic Board for the 2012 Games refocused the existing Action Plan with six consolidated legacy objectives. Delegates contributed to the Essex Strategic Board’s Delivery Groups’ Delivery Plans via workshop sessions to formulate ‘Building Momentum’- the second Delivery Plan of the partnership.

*“We are committed to ensuring our legacy objectives are achieved and that we secure the most benefits for Essex from the London 2012 Games.”*

**GARY SULLIVAN, CHAIR OF THE ESSEX STRATEGIC BOARD FOR THE 2012 GAMES**



# Objectives of the Board

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

1. Increasing Physical Activity and Sports Participation levels (including closer alignment to local and national health initiatives)
2. Delivering a successful Cultural Olympiad
3. Maximising the Economic Impact of the 2012 Games in Essex
4. Learning & Development
5. Supporting Volunteers
6. Pre Games Training Camps: leveraging Essex's existing infrastructure

Refining the previous 13 Action Areas to concentrate more intently on delivering against these six objectives will help to simplify the existing complex delivery plan and will bring into sharper focus the activities of the delivery groups.

## Delivery Groups

Delivery Groups have been tasked with scoping and delivering effective programmes to deliver each of the above six 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 will focus on a maximum of three 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
- Increasing the **economic impact** to Essex of group activity

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

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**Performance Management:** All Delivery Groups will report to the Board of Performance Management.

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# Key Priorities and Actions 2009-10

## Theme

## Key Focus/Priority



### Sport

- Increasing physical activity and sports participation levels (including closer alignment to local and national health initiatives)



### Pre-Games Training Camps

- Pre-Games Training Camps (PGTCs): leveraging Essex's existing infrastructure

### Health

- Develop 2012 health links in Essex



### Culture

- Delivering a successful Cultural Olympiad

### Tourism

- Extend the use of 2012 as a tool to impact on tourism in Essex

### Business

- Maximising the economic impact of the 2012 Games in Essex



### Skills

- Use the Games to promote skills development in Essex's businesses and workforce

### Volunteering

- Supporting Volunteers



### Learning and Development

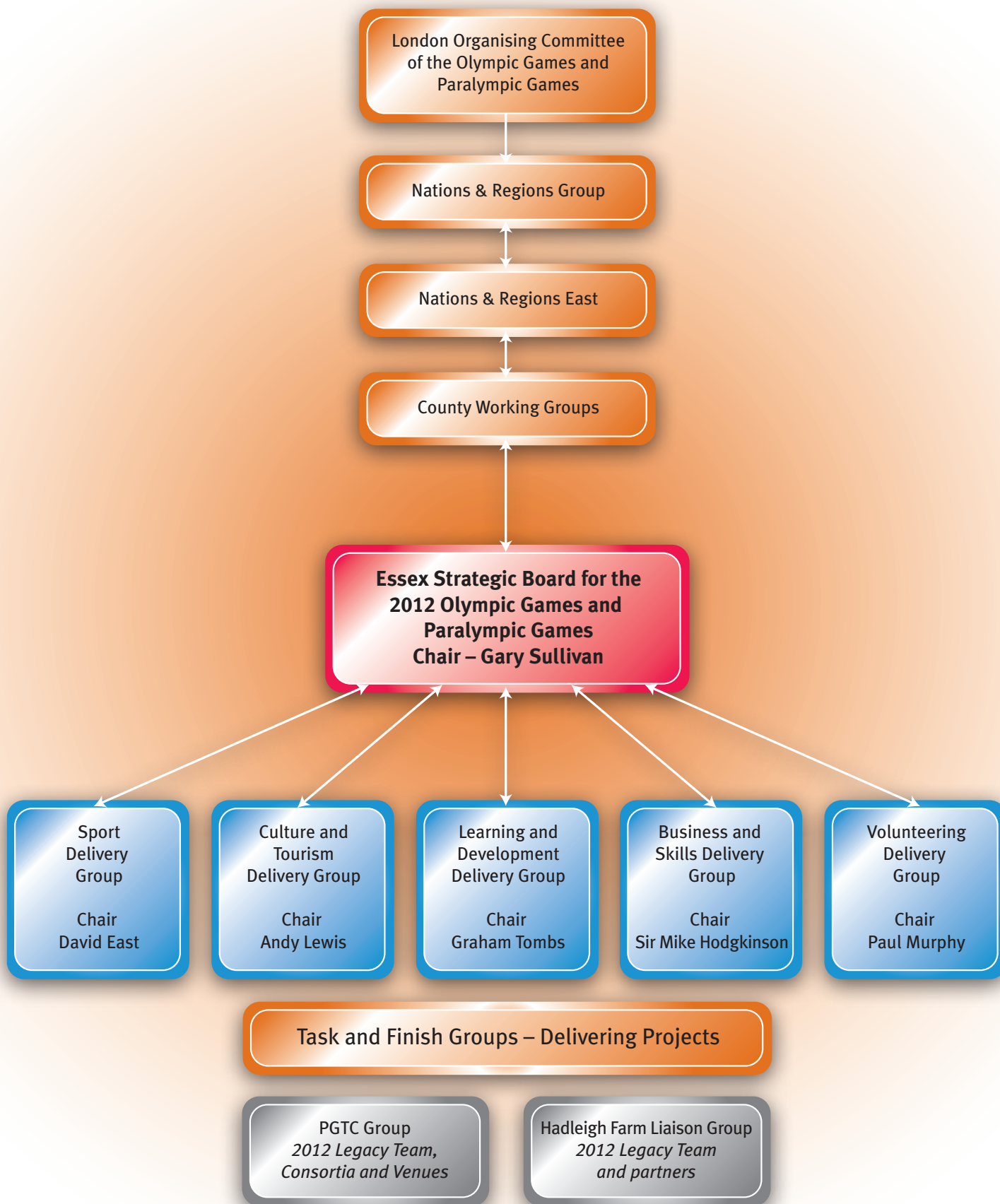
- Learning & Development

## Associated Key Actions

- Develop an Urban Games programme
  - Further develop a Mini Games for primary age children (link to ‘Essex Carrying the Flame’ – see Learning and Development)
  - Develop rural activities/ projects
  - Build on and develop inclusive sport activities
- Further promote Essex as a PGTC venue
  - Secure interest in Essex’s PGTC facilities by National Olympic Committees / National Paralympic Committees
- Ensure joint working with Health colleagues to develop a 2012 Health Legacy
  - Further promote and develop the Upstarts Programme
- Deliver Essex Summer of Arts
  - Investigate and plan the One World One Essex festival for 2010
  - Deliver a Cultural Conference
- Deliver a Walking and Cycling campaign
- Promote CompeteFor to Essex Small and Medium sized Enterprises (SMEs)
  - Support Essex companies already published on CompeteFor to improve their chances of winning 2012 contracts
  - Support the development of a legacy for CompeteFor through the development of a cross Essex common public procurement system
  - Promote Essex as a place to visit and do business through 2012
- Support the delivery of the Essex County Council led apprenticeships in the hospitality sector
  - Support the delivery of the Personal Best pre-Games volunteering programme as a pathway to further volunteering or employment
- Increase youth volunteering through the 2012 Games
  - Promote existing volunteering opportunities to Essex residents interested in 2012 volunteering
  - Link in with Local Area Agreement National Indicator 6 (LAA NI6) actions on promoting volunteering
- Support the development and delivery of the ‘Essex Carrying the Flame’ framework including sport and cultural activities and cross curricular links.
  - Support the delivery of priority 8 of the Children and Young People’s Plan
  - Explore the delivery of a co-ordinated “Summer Reading Challenge” in schools’ summer break and libraries



# Governance chart for 2012 Legacy within Essex



## Further 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](http://www.essex.gov.uk/london2012) or contact us at [london2012@essex.gov.uk](mailto: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](http://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](http://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](http://www.london2012.com)

For general information on the Olympic movement visit the International Olympic Committee at [www.olympic.org](http://www.olympic.org) or the International Paralympic Committee at [www.paralympic.org](http://www.paralympic.org)

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