

Executive Summary



Staffordshire and Stoke-on-Trent

Legacy Action Plan for the 2012 Games



This Action Plan has been inspired by the ambitions, aspirations and actions of our partners

**Cannock Chase District Council
East Staffordshire Borough Council
Lichfield District Council
Newcastle-under-Lyme Borough Council
North Staffordshire Primary Care Trust
North Staffordshire Regeneration Partnership
Southern Staffordshire Partnership
South Staffordshire Council
South Staffordshire Primary Care Trust
Sport Across Staffordshire and Stoke-on-Trent
Stafford Borough Council
Staffordshire & Stoke-on-Trent Consortium of Infrastructure Organisations
Staffordshire County Council
Staffordshire Destination Management Partnership
Staffordshire Moorlands District Council
Staffordshire University
Stoke-on-Trent City Council
Stoke-on-Trent Primary Care Trust
Tamworth Borough Council**



Our Vision and Priorities

To ensure Staffordshire and Stoke-on-Trent plays its part in making the 2012 Games a resounding success. To embrace the spirit of the Olympic and Paralympic ideals to engage our local communities and derive the maximum economic, sporting, cultural, health, social and environmental benefits before, during and long after the event.

By focusing on these priorities we will make the most of the opportunities offered by the 2012 Games and achieve a lasting legacy of benefits for the communities of Staffordshire and Stoke-on-Trent.

- Capture the inspirational effect of the 2012 Games to encourage more people to participate in sport and physical activity, from grass roots through to performance, to create healthier and more active communities.
- Increase the numbers of people volunteering and promote as a route to education, training or employment.
- Engage every school in Staffordshire and Stoke-on-Trent with the Olympic and Paralympic values through increased participation in sport, the London 2012 Get Set Education Programme and the opportunity to see elite competition.
- Promote the facilities in Staffordshire and Stoke-on-Trent that are included in the Pre-Games Training Camps Guide to Olympic and Paralympic teams and maximise the opportunities that this can bring.
- Engage local partners and communities to participate in the Cultural Olympiad and increase opportunities, the commitment to culture and a sense of pride in the Sub Region.
- Ensure Staffordshire and Stoke-on-Trent businesses, including our internationally renowned ceramic industry, secure their fair share of London 2012 Games related contracts through the CompeteFor system.
- Use the Games as a vehicle to promote Staffordshire and Stoke-on-Trent as a major and easily accessible visitor destination for key domestic and overseas markets before, during and after the Games.

Executive Summary

The 2012 Games offers a once in a lifetime opportunity to inspire the nation and for Staffordshire and Stoke-on-Trent it is a chance to utilise its impact to address the wide range of needs across the Sub Region. However, if we want to achieve specific actions, a proactive, joined up and concentrated effort is required.

Our priorities reflect the scope of the potential opportunities for Staffordshire and Stoke-on-Trent before, during and after the 2012 Games. We will build on existing and developing plans to support the drive to increase participation in sport, inspire people to get active and encourage them to volunteer in their local community. The Cultural Olympiad and London 2012 Education Programme, Get Set, will act as catalysts to promote and increase participation in culture and engage young people. With an estimated 75,000 business opportunities the 2012 Olympics and Paralympics should also prove a winning formula for local business.

The Legacy Action Plan is built upon the ambitions and aspirations of local stakeholders by identifying the common headlines and outcomes in each themed area from the actions identified by our partners. It aims to capitalise upon the impact and inspirational effect of the Games and support partners to address local priorities. It will encourage new partnerships across the theme areas and achieve a lasting legacy through embedding this work in the future plans of partners.

The Legacy Action Plan provides the framework within which projects and associated resources can be identified. Such projects developed specifically in response to the opportunities offered by the 2012 Games should maximise all available resources, be high quality, high impact and recognisable by local communities.

Our Legacy Action Plan Themes

Through the consultation, active engagement and involvement of sub regional partners in Staffordshire and Stoke-on-Trent a number of legacy themes have been identified. These are also broadly reflective of the themes of the West Midlands Development Plan for the 2012 Games and are as follows:

Children and Young People

Healthier Communities

Culture

Tourism

Economic and Business Development

Facilities

Volunteering



Children and Young People

Strategic Lead: Staffordshire Leisure and Cultural Officers Forum

HEADLINES:

- Physical activity and coaching** Increase opportunities for children and young people to participate in high quality physical activity.
- Competition and events** Increase the number of opportunities for children and young people to participate in competition and events inspired by the 2012 Games, including the Cultural Olympiad.
- Disability Sport** Use the 2012 Paralympic Games to inspire more opportunities for children and young people with disabilities to participate in sport and physical activity.
- Curriculum** Use the 2012 Games to support teaching across the curriculum.
- Promotions** Exploit the promotional opportunities offered by the 2012 Games to market activity for children and young people.
- Support for clubs and athletes** Work collaboratively across the Sub Region to provide local talented young athletes and sports clubs with appropriate support.

Healthier Communities

Strategic Lead: Primary Care Trusts

HEADLINES:

- Active participation** Use the 2012 Games to inspire greater participation in sport and physical activity, particularly in areas where rates are very low.
- Free swimming** Increase the number of sustainable free swimming initiatives in the Sub Region, including through local partnerships.
- Sports events** Increase the number of community sports events inspired by the 2012 Games.
- Development of Partnerships** Use the 2012 Games as a catalyst to develop new partnerships and programmes between Primary Care Trusts, local authorities and other key stakeholders.
- Tackling obesity** Utilise the 2012 Games to promote healthier lifestyles and support obesity programmes.



Culture

Strategic Lead: Staffordshire Leisure and Cultural Officers Forum

HEADLINES:

Legacy Trust

Increase opportunities in dance, community sport and cultural activity by participating in the regional dance and Community Games programme.

Events and Festivals

Increase engagement with cultural activity by delivering a programme of high quality and sustainable events and festivals as part of the Cultural Olympiad.

Projects, programmes and participation

Deliver a wide ranging programme of cultural activity inspired by the 2012 Games, including locally, regionally and nationally lead projects celebrating the cultures, people and languages in Staffordshire and Stoke-on-Trent, the UK and around the world.

Tourism

Strategic Lead: Staffordshire Destination Management Partnership

HEADLINES:

Visitor economy

To develop, manage and market Staffordshire and Stoke-on-Trent as a major and easily accessible visitor destination for key domestic and overseas markets before, during and after the 2012 Games.

Cultural Olympiad

To develop, manage and promote the Sub Region's Cultural Olympiad programme to domestic and overseas visitor markets.

Pre-Games Training Camps

Promotion of the USPs and wider tourism offer in Staffordshire and Stoke-on-Trent to support negotiations with Olympic and Paralympic teams and capitalise on opportunities to raise the profile of the Sub Region when agreement is reached with any competing country.



Economic and Business Development

Strategic Lead: Economic Development and Enterprise Partnership

HEADLINES:

CompeteFor

Promote the CompeteFor website, other relevant sources of information and support services to local businesses in order that they receive updates on appropriate tender opportunities and secure 2012-related contracts.

Profile of businesses

Raise the profile of local businesses winning 2012-related contracts, encourage sharing good practice, collaborations and tendering for other major events.

Skills

Encourage investment in skill development in business sectors relevant to the 2012 Games.



Facilities

Strategic Lead: Staffordshire Leisure and Cultural Officers Forum

HEADLINES:

Pre-Games Training Camps Host Olympic/Paralympic teams for Pre-Games Training Camps in Staffordshire and Stoke-on-Trent and maximise the opportunities to realise a wide range of benefits.

Building Schools for the Future Ensure the Sub Region's ambitions for a lasting legacy from the 2012 Games are embedded in the Building Schools for the Future programme.

Quality and accessibility Maximise opportunities offered by the 2012 Games to improve facilities and accessible activity provision in the Sub Region.

Events Increase the number of major sporting and cultural events hosted in Staffordshire and Stoke-on-Trent.

Volunteering

Strategic Lead: Staffordshire and Stoke-on-Trent Consortium of Infrastructure Organisations

HEADLINES:

Volunteers at the 2012 Games Maximise the opportunities for local people to volunteer at the 2012 Games.

Sports Clubs and Community Provide more opportunities for people to volunteer in sports clubs and the community.

Workforce development Develop the skills, knowledge and experience of the voluntary workforce through encouraging take up of the Personal Best programme for those not in education, employment or training and providing more development opportunities for coaches and volunteers.

Making London 2012 the People's Games

London 2012 offers a massive opportunity to capture the spirit of the Olympic and Paralympic Games, showcase culture in the UK and local communities, inspire participation in positive activities and develop a lasting legacy for our communities. The Games will act as a catalyst for new and enhanced activity and must be regarded as a stepping stone to achieving permanent cultural and lifestyle changes. In order to fulfil this potential, partners across the Sub Region will work together pro-actively and ensure that we are well placed to seize these opportunities.

We shall use the Games to develop cultural awareness in order to deepen the understanding and enhance the trust and friendship among people in Staffordshire. We will provide quality natural environments, services and activities for local people, including our athletes. We will promote the Olympic and Paralympic values by providing diverse and innovative programmes to cater for a wide range of needs, especially the younger generation. We will encourage the widest participation from people in the preparation for the Games and in the years beyond to significantly enhance the sports and cultural development in Staffordshire and Stoke-on-Trent and increase community cohesion and pride of place.





**Staffordshire and
Stoke-on-Trent
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the 2012 Games**

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Photographs courtesy of:

Pam Campbell - Cover and Handover flag (pg 11)

Dave Cockerill - Sailing (pg 2)

West Midlands Leadership Group for the 2012 Games - drumming children (pg 8)

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