



# embrace the games

Cheshire & Warrington Legacy Framework for the London 2012 Games

be inspired  
England's Northwest





# foreword

**The recent successes for Team GB in Beijing and subsequent handover of the Olympic Games to London clearly indicated that the London 2012 Olympic Games and Paralympic Games present major opportunities that will benefit our individuals, communities, businesses and the local economy, and leave a lasting legacy in Cheshire & Warrington.**

We often hear the term 'the legacy' and by this we mean the impression they will leave on our area, our people and our facilities. It is not just what happens during the 2012 Games, but what we do in the four years before and the subsequent years to inspire our people and organisations to be part of and benefit from the Games. The London 2012 Games, the 2014 Commonwealth Games in Glasgow and other major sporting events in the region provide a unique and exciting opportunity for people of our sub-region and we feel strongly that, if we work in partnership and strategically across all sectors, we can deliver benefits that will provide this lasting legacy.

This framework has been developed by the Cheshire & Warrington 2012 Steering Group for the Games and builds on the priorities and objectives identified in "Be Inspired", the Northwest's Regional Legacy Framework for the 2012 Games. The framework is only the beginning: how our partners buy into this and support its implementation is the key to ensuring that we really deliver the great potential we have. Certainly, we have some ambitions:

1. That our local businesses compete for and benefit from winning contracts to supply goods and services linked to the 2012 Games and associated opportunities.
2. That we build on our success in having a number of venues within the London Organising Committee of the Olympic Games (LOCOG) Pre-Games Training Camp Guide and encourage these Camps to come to our area, bringing with them cultural, educational, business and sporting legacy opportunities.
3. That we create a lasting legacy of increased participation in sport and physical activity, resulting in the improved health and well being of our communities, and a commitment to supporting excellence in sport.
4. That we ensure that individuals, businesses and communities play an active role in the four-year Cultural Olympiad programme in the same way as they have engaged in Liverpool 08 through Cheshire's Year of Gardens campaign.
5. That we build on Cheshire's Year of Gardens, continuing to raise the profile of the sub region and strengthening our tourism product, to encourage more people to visit and more of our communities to enjoy the heritage and cultural assets our area has to offer.
6. That we explore how our sub region can become involved in the region's 'Big Ideas'; a number of new projects that will demonstrate the added value of the 2012 Games in the Northwest.

It will need all three sectors, private, public and voluntary, to embrace the potential that the 2012 Games offers for Cheshire & Warrington and to work collectively to take full advantage of the benefit it will bring our residents, businesses and visitors. We hope you will join us to help make these ambitions become a reality.

**Chris Brown**  
**Chair**

Cheshire & Warrington 2012 Steering Group

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# introduction and vision

The London 2012 Games are not just about elite sport. They are about capturing the imagination of people of all ages and backgrounds, particularly young people, around the UK to become involved through participation in culture, physical activity, volunteering, education, business and tourism, whilst gaining from a lasting legacy of social, economic, health and environmental benefits.

Following the announcement that the 2012 Games will be coming to London, strategies, legacy action plans and programmes are being developed and rolled out to ensure the UK maximises the opportunities the Games offer. This is being led nationally by the London Organising Committee of the Olympic Games and its Nations and Regions Group, and at a regional level by the Northwest Steering Group for the 2012 Games. To ensure Cheshire & Warrington can also maximise these opportunities, it is vital that we develop our own Legacy Framework to enable us to coordinate these programmes and initiatives at a sub regional level, and deliver the lasting legacy we wish to see.

The model on the opposite page highlights the official programmes, associated with the 2012 Games over the next four years and the milestones we all need to be aware of.

## Our vision is:

*“For Cheshire & Warrington to secure a lasting and beneficial legacy from the 2012 Olympic Games and Paralympic Games by individuals and communities embracing high quality sport and physical activity, art and culture, tourism and business opportunities which change lives and society for the better.”*

## To ensure we deliver this vision, we have identified four themes:

Cultural  
Olympiad

Sport and Physical  
Activity

Visitor  
Economy

Business  
Opportunities

Each of these themes is underpinned by a number of principles which include increasing volunteering and skills acquisition across the sectors, the provision of a programme of sport and cultural events to benefit children and young people and improving the health and well being of our communities.

This framework will evolve and form the basis of a series of Cheshire & Warrington Action Plans that will focus on how we intend to deliver our ambitions and proposed priorities across the four key themes. The starting point is identifying a champion for each of the four themes to work in partnership with the Cheshire & Warrington 2012 Steering Group. It will be the responsibility of these champions to excite and engage appropriate and committed partners and networks to develop these action plans, agree the targets and deliver against them. These action plans will also incorporate the opportunities that the 2014 Commonwealth Games, being held in Glasgow, can bring to our area.



# road to 2012 and beyond



**2008**

- Launch of Northwest Pre-Games Training Camp Programme - August/September
- Launch of the Inspire Mark Programme for local non commercial projects and programmes to be part of the London 2012's brand family
- Launch of the Cultural Olympiad - a four year programme of cultural activity across the UK - September
- Launch of Get Set - a four year London 2012 domestic education programme for all schools and FE colleges across the UK - September
- Launch of Business Network opportunities in Cheshire & Warrington



**2009**

- Launch of the Regional Sports Village programme
- Delivery of the Northwest Legacy Trust UK programme
- Launch of Personal Best Programme, part of the volunteering programme
- National Olympic Day - 23 June
- Ongoing Cultural Olympiad programme and Get Set education programme
- Ongoing Business Network opportunities
- Ongoing calendar of high profile sports events in the Northwest



**2010**

- Launch of the Regional Sports Village programme
- Delivery of the Northwest Legacy Trust UK programme
- Launch of Personal Best Programme, part of the volunteering programme
- National Olympic Day - 23 June
- Ongoing Cultural Olympiad programme and Get Set education programme
- Ongoing Business Network opportunities
- Ongoing calendar of high profile sports events in the Northwest



**2011**

- Tickets for London 2012 Games go on sale to the public
- Announcement of the route for the Olympic Torch Relay
- National Olympic Day - 23 June
- Ongoing Cultural Olympiad programme and Get Set education programme
- Ongoing Business Network opportunities
- Ongoing calendar of high profile sports events in the Northwest



**2012**

- Announcement of the route for the Paralympic Torch Relay
- Olympic and Paralympic Torch Relays
- Pre-Games Training Camps
- National Olympic Day - 23 June
- Staging of the London 2012 Olympic Games - 27 July to 12 August
- Staging of the London 2012 Paralympic Games - 29 August to 9 September



**Beyond  
2012**

- A sport and physical activity legacy established with increased participation and improved health and well being in our communities
- Established cultural and creative sectors creating a legacy of quality, creativity and participation
- A strengthened volunteering infrastructure, with improved pathways into volunteering, further education and employment
- Businesses will be 'fitter for the future' to compete and procure successfully
- A quality tourism offer and enhanced visitor economy



“It was such an honour to raise the London 2012 Games Flag as part of the Olympic Handover Ceremonies which represents sporting excellence across the world”

*Emma Jones, Young Ambassador for Cheshire*

# our



# sub-region

## Cheshire & Warrington has many strengths and opportunities which places us in an excellent position to benefit from the 2012 Games:

- **Excellent Transport Links:** easily accessible by rail and air: with Chester, Crewe, Macclesfield and Warrington all only around 2 hours from London by train, and close to both Manchester Airport and Liverpool John Lennon Airport.
- **Distinctive Heritage:** famous gardens and stately homes, a wide range of visitor attractions, rural crafts, a varied events and festivals programme, superior accommodation, and great places to eat and drink. The area is well known for its natural environment and its heritage dating back to Roman times.
- **Variety of Business Sectors:** automotive, chemical, creative and digital industries, environmental technology, financial and professional services, pharmaceuticals, sports equipment manufacturers, sports science and equestrianism. All of these could use the 2012 Games as a catalyst to develop their businesses and leave a lasting legacy in these sectors beyond 2012.
- **Impressive Sporting Venues:** the Halliwell Jones Stadium in Warrington; Chester Racecourse; the Alexandra Stadium in Crewe; several long-established rowing clubs on the River Dee; car and motorcycle racing at Oulton Park; and a number of sailing clubs benefiting from the inland waters. Locally, there are many sport, leisure and recreation centres, providing a range of sport and physical activity opportunities for our communities.
- **Strong Sporting Tradition:** a solid background in equestrianism, rowing, cycling, swimming, disability sport and more. There is also a growing trend in urban sports such as BMX cycling. Our athletes represented Great Britain at the Beijing Olympics in athletics, rowing, gymnastics and BMX, and in the Paralympics in cycling, football, sailing, table tennis and archery.
- **Pre-Games Training Camps:** ten venues selected for the London 2012 Pre-Games Training Camp Guide for Olympic sports and two venues for Paralympic sports (please see further information at the end of this publication) - these camps will provide economic benefits in the short-term and the potential to develop longer-term relationships with nations attending them. Integral to this will be the benefits associated with education, business, culture and tourism.
- **High Profile Sporting Events:** including the Wilmslow Half Marathon, the International Show Jumping event, the Chester Regatta and Triathlon and the potential for more.
- **Quality Sports Network:** the County Sports Partnership, supported by the Local Authorities and their Community Sports Networks, School Sports Partnerships, Sports Colleges and local sports clubs, these agencies have the scope to be challenged further to drive legacy at a local level. The sub region is also home to the English Federation of Disability Sport, supporting our strong tradition of disability sport.
- **Leaders in Sport and Education:** the University of MMU Cheshire and the University of Chester both have reputations as leading Exercise and Sport Science Departments in the UK. In addition to quality research, MMU Cheshire provides sport science support for World Class Performance Programmes, whilst the University of Chester provides specialist support for disabled athletes. Both feature in the Pre-Games Training Camp Guide for the Olympic Games and Paralympic Games.
- **Vibrant Cultural Offer:** the Pyramid and Parr Hall in Warrington and the unique range of gardens provide a fantastic backdrop for art and culture, demonstrated by the Tatton Park Biennial which displayed specially commissioned artworks from emerging and established artists. There is a vibrant dance community and the project, Station Stationary, was held at Crewe station to mark the commencement of the Cultural Olympiad in the sub region. Other cultural activity is provided through a range of festivals and events including the historic Mystery Plays and Street Parades in Chester.
- **Visitor Economy:** attracting around 40 million visitors to the area each year, 90% of which come for the day. Visitor spend currently contributes over £1.6 billion to the local economy. This is expected to exceed £2 billion by 2015. Looking wider than the 2012 Games, there is potential for the visitor economy in Cheshire & Warrington to benefit from other major sport and cultural events in Liverpool and Manchester and also from Glasgow staging the 2014 Commonwealth Games.
- **Significant Facility/ Infrastructure Projects:** including Orford Park in Warrington: a £32.9M community, sports, health and education village; a £30M development of a new Performing Arts Centre and an Exercise and Sports Science Centre on the MMU Cheshire campus; £363.5M of planned public investment into the area relating to visitor economy projects, or projects with a very heavy visitor economy impact; an additional £1 billion private sector investment planned over the next three years in accommodation, arts and culture, retail, food and drink, conference facilities and night time entertainment; and a major investment of £4.8M in Chester as part of the city's Cycling Demonstration Town status.



# 1.sport and

“Any Olympics provide the opportunity to inspire more young people to get involved in the Games, but there is the added draw when the Games are in your home country”

*Beth Tweddle – Gymnastics – World and European Gymnast*

*Photograph by Jack Atley*







## Delivering the Vision: Our Four Themes

# physical activity

The 2012 Games bring a range of exciting sport and physical activity opportunities for our residents, from ensuring the pathways are in place to enable our talented young athletes to reach their goals of attending future Olympic and Paralympic Games, through to inspiring people of all ages and abilities to participate more in sport and physical activity, bringing them health and well being benefits.

Staging the 2012 Games in our home country provides the greatest opportunity to really inspire our local residents to participate in sport and physical activity. This has already been recognised by some agencies delivering sport and physical activity within Cheshire & Warrington, resulting in a number of existing programmes and initiatives being enhanced. For example, there has been further development of the Community Sports Coach Scheme and Club and Coach Education programme to improve the area's sporting infrastructure and achieve a greater number of qualified coaches. This will support the growing demand for access to sports clubs and coaches, and the achievement of the goal for 258 high quality sports clubs in our sub region to be accredited by either ClubMark (the Sport England national accreditation scheme for sports clubs) or by their National Governing Body by 2012.

A number of ambitions and proposed actions have been identified, however for these to be executed it will take a Sport and Physical Activity Champion, along with our sport and physical activity partners, to work together to make this happen.

### Our ambitions:

- To increase the levels of participation in sport and physical activity, by 1% per annum, across all age groups and particularly amongst those disadvantaged groups, children, young people and sedentary adults.
- To have clear and supported pathways for talented athletes locally and sub regionally to enable them to progress and achieve their sporting dreams.
- To establish lasting relationships with National Olympic and Paralympic Committees and overseas teams being hosted by the sub region's Pre-Games Training Camp venues.
- To have an increase in individuals and communities adopting healthier behaviours, particularly where there are significant health inequalities, helping to reverse the trends in obesity and minimise associated health risks.
- To utilise sport and physical activity to improve learning opportunities, social inclusion, economic development and overall quality of life.
- To increase the number of qualified and skilled coaches and volunteers working in sport and physical activity programmes through close alignment with the UK Coaching Framework.
- Development of an 'Active Lifestyles' health campaign across the sub region with the support of the Primary Care Trusts, using the 2012 Games to promote it, and incorporating workplaces for 2012 and healthy educational establishments – a potential Inspire Mark project.
- Development and promotion of a new sport Ambassador Programme, using past, present and future Cheshire & Warrington Olympians and Paralympians to inspire local people to participate in sport whatever their ability – a potential Inspire Mark project.
- Promotion of Cheshire & Warrington as a location for Pre-Games and Pre-Paralympic Games Training Camps and capitalise on the education, business, cultural and sporting benefits hosting overseas teams can bring.
- Development of a branded package, 'Embrace the Games', linking to national initiatives as well as locally-developed schemes, for people of all ages and abilities to access and try out sport and physical activity opportunities, ensuring the involvement of local people in developing the activities – seeking out potential Inspire Mark projects.
- Implementation of a sports performance pathway package, 'World Class Programme', in minority sports to support local, talented athletes to reach their potential - a joint MMU Cheshire and Crewe and Nantwich Borough Council project for talented athletes.

### Proposed actions to achieve a sport and physical activity legacy:

- Development of a number of new, accessible sporting facilities as a sub regional legacy from the Games, including the development of Orford Park in Warrington - a multi sport venue with potential health and economic impacts and providing a 'world class' sporting environment – a potential Inspire Mark project.
- Building on the Chester Cycling Demonstration Town status, exploration of a Cycling 2012 project in the sub region.
- Development of mutually beneficial links between sport and physical activity providers and local businesses.
- Enhancement of existing volunteer schemes to increase volunteering opportunities, skills and placements – linking in with the London 2012 Volunteering Programme.



# 2.cultural



"Now the Cultural Olympiad ideas have been unveiled it's up to us all to make 2012 the greatest cultural as well as sporting show on earth"

*Adam Holloway, Director of Cheshire Dance*





# olympiad

Integral to the 2012 Games is the Cultural Olympiad, a four-year programme providing the opportunity to inspire and involve local people, communities and businesses to be part of the Games through participating in a range of cultural and educational programmes. There are three parts to the Cultural Olympiad: the opening and closing ceremonies ("Mandatory Ceremonies"); a range of national "Signature Events", and Regional and Local Projects. For its Regional and Local Projects, the Northwest has chosen to explore the theme of 'We Play' as an activity common to culture, education and sport, and this has been formed by three strands: 'routes and trails', 'play and space' and 'body and economy'.

Another major programme is the London 2012 Domestic Education Programme which provides the unique opportunity for every school and college across our sub region to get involved with the 2012 Games through a series of initiatives including 'On Your Marks!' and 'Get Set'.

Through a coordinated cultural programme of local activities and events, drawing on the Olympic Programmes and themes, local people and communities will have the opportunity to become engaged in activities at theatres, museums, galleries, public open spaces and libraries, from both a participatory and audience perspective. The benefits this will bring will include: addressing social cohesion and bringing communities together; providing mental and physical health benefits to participants; and educational and learning opportunities. In order to maximise these opportunities we need to identify a Cultural Olympiad Champion who can work with partners to ensure the delivery of our ambitions and proposed actions.

## Our ambitions:

- To ensure the four-year Cultural Olympiad programme will create a legacy of quality, participation and creativity in Cheshire & Warrington.
- To develop effective partnerships to deliver the Cultural Olympiad in our area and ensure we are represented at a regional level.
- To have an increase in levels of active participation in cultural activities and increased audience levels amongst targeted groups, including young people up to 24 years, older people and disadvantaged groups.
- To develop a series of cultural events, under the banner of 'Embrace the Games' which allows young people to become more engaged in their local communities.
- To develop and enhance a network of volunteering in art and cultural activity, with placements available within the creative business and other relevant business sectors.
- To ensure the involvement of local schools and colleges in the London 2012 Education Programme over the next four years.
- To develop cultural links with partner countries whose Olympic and Paralympic teams are involved with Pre-Games Training Camps in our area.
- Development and promotion of a sub regional database of events, festivals and exhibitions being staged by the public, private and voluntary sector, branded under the Framework's strap line 'Embrace the Games'.
- Development of a scheme to provide people from all sectors of the local community with opportunities to volunteer, receive training and placement opportunities within the creative business sector and other sectors as part of the 2012 Cultural Olympiad.
- Development of opportunities for local artists and businesses to become engaged in the Cultural Olympiad's Mandatory Ceremonies and Signature Events, building upon our strengths including dance, disability sport and art, fashion, creative industries, gardens and the environment, and digital industries.
- Exploration of the opportunity to bring the Olympic and Paralympic National Torch Relays to Cheshire & Warrington prior to the Games in 2012.
- Development of a series of schools and college projects and initiatives as part of the London 2012 Education Programme.
- Identification of countries that plan to be based in the region for Pre-Games Training Camps and development of associated cultural events and programmes in partnership with these countries.
- Further development of the integration of the cultural and arts programmes with the tourism offer including the continuation of the arts programme associated with Tatton Park Biennial.

## Proposed actions to achieve a cultural legacy in 2012 and beyond:

- Development of activities linked to the region's 'We Play' Legacy Trust and its three strands: routes and trails, body and economy; and play and space, which will contribute towards the UK Cultural Olympiad and demonstrate our cultural and sporting heritage and key attractions – potential Inspire Mark projects.



# 3.visitor

“Chester Racecourse is a major contributor to the visitor economy and we believe that 2012 offers us great opportunities to further boost that, particularly with regards to the growing International Equestrian events”

*Richard Thomas, Chief Executive of Chester Racecourse*





# economy

The visitor economy takes in all aspects of visitor activity and recognises the major contribution that visitors make to our local communities. It is made up of not only accommodation and attractions, but also places where people eat and drink, shopping, visits to cultural and arts facilities, and attendance at events and festivals. Due to our accessible location, only 2 hours from London by train and less by air, we have an exciting opportunity to exploit the benefits that the 2012 Games will bring to the UK. But, in order to maximise this, we need to enhance our facilities and infrastructure and create an offering which appeals to overseas and domestic leisure markets as well as business visitors.

Tourism linked to the 2012 Games, 2014 Commonwealth Games and other major sporting events, will bring benefits of improved quality of life for our local people, an enhanced visitor offering, plus training and career opportunities within the hospitality, food & drink, leisure, retail and tourism sectors. This will all contribute to more vibrant, varied and distinctive places to enjoy for all that live in the sub region. A number of ambitions and proposed actions have been identified which seek to maximise these opportunities. To ensure these are exploited lead agencies for visitor economy will need to work together and champion this theme.

## Our ambitions:

- To maximise opportunities presented by the 2012 Games, major sports events in the region and the 2014 Commonwealth Games to improve external perceptions and raise the profile of Cheshire & Warrington as an area and Chester as a “must-see” European City.
- To use the 2012 Games as a vehicle for ensuring a high-quality welcome standard is implemented which exceeds visitors' expectations.
- To build on the momentum, created during Cheshire's Year of Gardens, in improving the cultural and arts offer and contribute to the Cultural Olympiad, spread the economic benefits of visitor activity across the whole sub region, and strengthen our identity as one of England's greatest garden counties.
- To grow the visitor economy through increasing the overnight, international and business visitors market in Cheshire & Warrington.
- To host an annual enhanced programme of high-quality sports events up to and beyond 2012, with particular emphasis on equestrianism.
- To improve the visitor offer, attracting inward investment to develop a quality, varied and distinctive product, thus providing additional reasons for people to visit the area.
- To have a greater investment in the people who work in the visitor economy and to create a workforce that has the necessary skills to provide a quality product.
- To create and support a strong network of volunteering in tourism across Cheshire & Warrington, with placements created within the tourism and hospitality industries.
- To maximise the economic and other benefits of attracting Pre-Games Training Camps to the sub region.

## Proposed actions to achieve a visitor economy legacy by 2012 and beyond:

- Creation of a calendar of events which will link to the 2012 Games and other major events and build upon Cheshire and Warrington's reputation as a centre for equestrianism.
- Delivery of a series of Signature Projects including Cheshire's Gardens of Distinction, Chester Super Zoo, Weaver Valley Regional Park, Chester Renaissance and Jodrell Bank to enhance the current offering and transform the sub region's appeal to potential visitors.
- Development of packages, with tour and transport operators such as Virgin Trains, to raise the awareness of our proximity to London and our accessibility in the build up to and beyond the 2012 Games.
- Improvement in the internal connectivity of Cheshire & Warrington, making it easier for visitors to get around and better link local people to job opportunities within the sector.
- ‘Green up’ of our tourism product to take advantage of the demand for more environmentally-friendly tourist activities and making the environmental link with the 2012 Games.
- Warrington Town Centre Renaissance – development of ideas to boost the visitor economy of Warrington, including business tourism opportunities and conference events related to the 2012 Games and other major sports events.
- Further development of combined arts and tourism activities to contribute to the Cultural Olympiad and an enhanced calendar of festivals and events in the run up to the 2012 Games.
- Exploration of bringing the 2012 Games to the local towns through ‘Live Site’, for example, large outdoor TV screens for major events over the next four years and during Games time.
- Implementation of specific objectives identified in the National Skills Strategy for the Hospitality Leisure, Travel and Tourism industry to ensure opportunities are available for our staff to up skill and attain further qualifications.




“Just like the competitors, the London 2012 Olympics is a golden opportunity for business in the North West”

*Bob Williams, Chief Executive, Chester, Ellesmere Port and North Wales Chamber of Commerce*

# 4.business







# opportunities

Delivering the 2012 Games will require the procurement of goods, works and services from an enormous range of businesses. Nationally, the 2012 Games expect to have around 7,000 direct contracts which, together with suppliers, will form supply chains of around 75,000 opportunities. This will provide direct and indirect opportunities for our local businesses, whether large or small.

Our businesses will have the opportunity to provide products and services across a range of sectors, including: building services (both at the Games and for local infrastructure projects such as Orford Park and Pre-Games Training Camps); security services; ticketing; accommodation and hospitality services; merchandising; media and broadcasting; printing; design; IT services and many more.

There are other ways for our local businesses to benefit. The staging of Pre-Games Training Camps would bring opportunities through contracts and supply chains for the actual servicing of the camps. In addition, local businesses could develop links with overseas countries and consequently demonstrate their products and services in a global market, enter new markets, and compete for new contracts within new countries. Businesses could also benefit from the motivational impact of staging the Games, for example, the growth of the fitness industry or an increased demand for sporting equipment due to a greater interest by local people in sporting activities.

We need to work together to ensure that we can maximise the opportunities that the Games can bring and fulfil our ambitions to ensure a business legacy is left post 2012.

## Our ambitions:

- To raise the awareness of the opportunities that the 2012 Games bring to our local businesses in the run up to, during and after the event.
- To ensure local businesses are successful in securing both direct and indirect contracts relating to the 2012 Games to enhance the sub region's productivity – by signposting local businesses to CompeteFor, the London 2012's website for publishing Games-related contract opportunities.
- To support our local businesses, via the role of Business Link Northwest, to become 'fitter for the future' and give them the confidence that they have the necessary skills and expertise in tendering for 2012 Games contracts, public sector procurement contracts and/or other work in the major events sector.
- To enable businesses in Cheshire & Warrington to develop new relationships and business prospects through increased networking opportunities around the Northwest and the London Business Networks.
- To help generate prosperity for the sub region through sport, cultural and visitor economy opportunities.
- To capture clear evidence to demonstrate that local businesses and small medium enterprises (SMEs) can benefit from the 2012 Games, 2014 Commonwealth Games and other major events.
- To encourage local businesses to demonstrate their Corporate Social Responsibility through a number of ways including: support for local, talented athletes; provisions of volunteers; and engagement in workplace health programmes.
- To use the 2012 Games, via the Pre-Games Training Camps, to boost the numbers of overseas students in our Universities and colleges.

## Proposed actions to achieve a business legacy by 2012 and beyond:

- Development and implementation of a series of 2012 Business Networking Events across the sub region to ensure information sharing, identification of best practice, and delivery of advice and guidance.
- Ongoing promotion of business networking opportunities with the Northwest and London Business Networks.
- Utilisation of existing Chamber of Commerce/ Cheshire & Warrington Economic Alliance communication tools, for example, Breakfast Meetings and newsletter, to provide information to our businesses on how to access opportunities linked to 2012 – this includes guidance on registering with CompeteFor.
- Exploitation of the business opportunities linked to Pre-Games Training Camps through ongoing communication on Training Camp progress with local businesses who have registered an interest, and enabling the Universities and Colleges to explore the opportunities to increase the number of overseas students.
- Development of improved partnership working between local businesses and the sport, cultural and tourism sectors for the mutual benefit of all involved, to include: provision of volunteers; support of talented athletes; local sport and cultural projects; and implementation of workplace health initiatives.
- Ongoing partnerships with our local press to stimulate local interest and raise awareness, over the next four years, of success stories where local businesses are benefiting from winning contracts and being part of the supply chains.



the

“I am thrilled that the Spirit and Success of Team GB has been brought home - We look forward to London 2012”

*Emma Jones, Young Ambassador for Chester*







# next steps

**This framework outlines how we would like to create a lasting legacy for Cheshire & Warrington using the 2012 Games and other major events in the region as a catalyst to realising significant benefits up to and beyond 2012.**

This framework is only the beginning. If we are to take advantage of the enormous opportunities 2012 brings for our sub region, it is vital that we have support and commitment from our partners at a sub regional and local level across the four theme areas to assist us with taking this forward. We envisage that this framework will act as the springboard for developing four detailed action plans, building on the proposed ambitions and projects outlined for consideration. This will require the identification of champions and lead organisations to work together and motivate others to develop the specific actions required and agree the targets. Integral to this will be engaging with the new Local Authorities in 2009 and beyond and encouraging them to embrace the ambitions and the opportunities that the Games will bring.

Forward planning is essential and the time to commence is now, at the start of the four-year Cultural Olympiad. We have all experienced the pride and the 'feel good factor' from the successes of our Olympic and Paralympic athletes in Beijing. The 2012 Games brings with it even greater opportunities for our local communities and businesses to be inspired and to energise people to become involved in the Olympic experience.

If you would like to see the sport and physical activity, cultural, tourism and business legacy opportunities for our people, our communities and our businesses to be fulfilled to their maximum potential, then please get involved and help us 'Embrace the Games'.

**If you would like to register your interest or would like further information on becoming involved in taking this framework forward please email: [2012@visitchesterandcheshire.co.uk](mailto:2012@visitchesterandcheshire.co.uk)**



“The Olympics is special wherever it is held, but to compete in a Games in your home country is a thrilling once in a lifetime opportunity”

*Olivia Whitlam, Rowing - World Under 23 Champion and Aspiring 2012 Athlete*







# useful links

**For further information about the 2012 Games please see:**

The official site for the London 2012 Olympic Games and Paralympic Games:

[www.london2012.com](http://www.london2012.com)

London 2012 website - In Your Area Northwest pages:

[www.london2012.com/in-your-area/north-west](http://www.london2012.com/in-your-area/north-west)

London 2012 website – Storymaps:

[www.london2012.com/storymaps](http://www.london2012.com/storymaps)

London 2012 Business Network and CompeteFor website:

[www.london2012.com/get-involved/business-network](http://www.london2012.com/get-involved/business-network)

London 2012 Cultural Olympiad website:

[www.london2012.com/get-involved/cultural-olympiad](http://www.london2012.com/get-involved/cultural-olympiad)

London 2012 Domestic Education Programme website:

[www.london2012.com/getset](http://www.london2012.com/getset)

London 2012 Inspire Mark website:

[www.london2012.com/about/our-brand/inspire-programme.php](http://www.london2012.com/about/our-brand/inspire-programme.php)

LOCOG Pre-Games Training Camp Guide:

[www.trainingcamps.london2012.com](http://www.trainingcamps.london2012.com)

Department for Culture, Media and Sport:

[www.culture.gov.uk](http://www.culture.gov.uk)

Northwest 2012 website:

[www.nwbeinspired.com](http://www.nwbeinspired.com)

Visit Chester and Cheshire corporate website:

[www.visitchesterandcheshire.co.uk](http://www.visitchesterandcheshire.co.uk)

Sport Cheshire website:

[www.cwsportspartnership.org/2012](http://www.cwsportspartnership.org/2012)

Chester, Ellesmere Port and North Wales Chamber of Commerce:

[www.cepnwchamber.org.uk](http://www.cepnwchamber.org.uk)

Cheshire & Warrington Economic Alliance:

[www.cwea.org.uk](http://www.cwea.org.uk)

Warrington Orford Park Project:

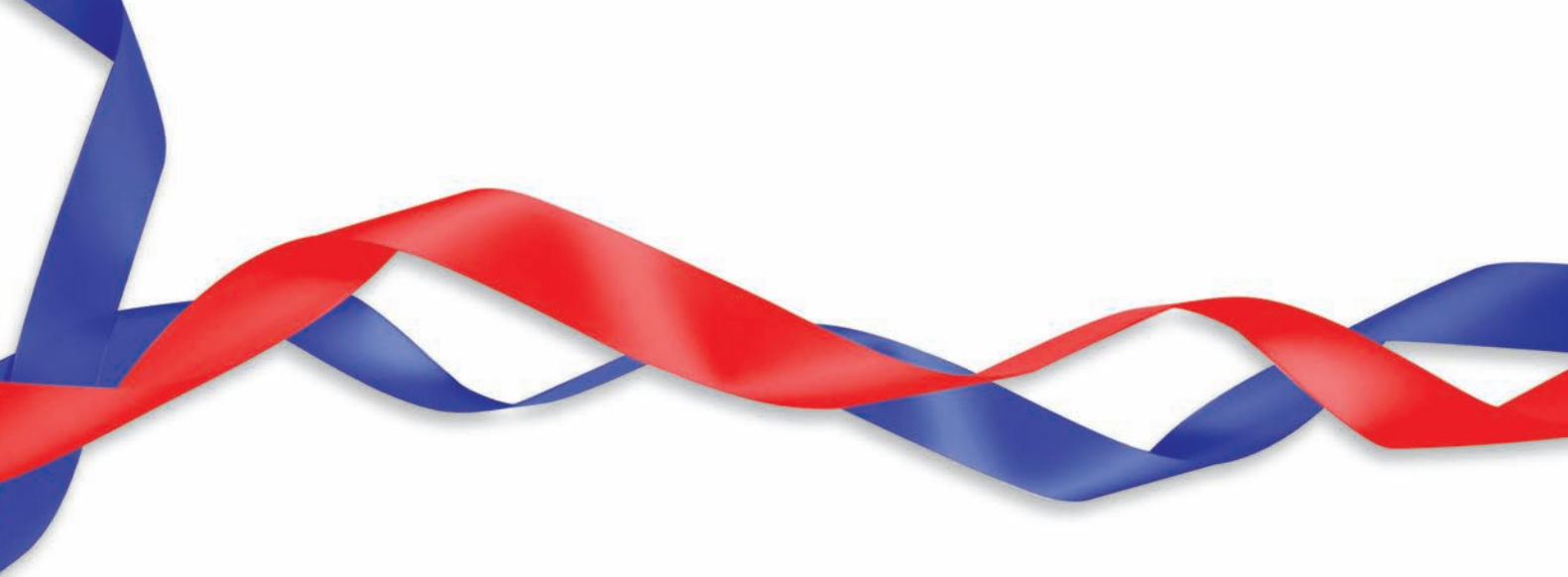
[www.orfordproject.warrington.gov.uk/](http://www.orfordproject.warrington.gov.uk/)

MMU Cheshire:

[www.cheshire.mmu.ac.uk/exspsci/](http://www.cheshire.mmu.ac.uk/exspsci/)

The University of Chester:

[www.chester.ac.uk/sport](http://www.chester.ac.uk/sport)



This framework has been coordinated by Cheshire & Warrington 2012 Steering Group.  
The Steering Group is representative of a broad range of partners across the sub-region including:



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Please contact Visit Chester and Cheshire on 01244 405600.

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