

London 2012

Opportunities for Cheshire West and Chester

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London 2012 – Olympic and Paralympic Games Objectives: (LOCOG)

- Stage an inspirational Olympic games and Paralympic games for the athletes, Olympic family and viewing public.
- Delivering the Olympic park and all venues on time and budget providing a sustainable legacy.
- Maximise the economic, social, health and environmental benefits for all sectors of the UK population.
- Achieve sustainable improvement in UK sport in both elite performance and grassroots participation.

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North West Legacy Framework (be inspired)

Legacy themes:-

- Sport and physical activity
- Cultural Olympiad
- Business
- Tourism and visitor economy
- Skills and volunteering
- Major Events

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Sub – Regional Steering Group

Membership:-

- Cheshire West and Chester
- Cheshire East
- Warrington B.C
- Visit Chester and Cheshire
- NWDA
- Cheshire and Warrington Sports Partnership
- South Cheshire Chamber of Commerce
- Chester University/MMU
- West Cheshire College
- Cheshire and Warrington Economic Alliance

Group employ a part time coordinator

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Sub-Regional Legacy Themes

- Sport and physical activity
- Cultural Olympiad
- Visitor economy
- Business opportunities

Events and volunteering considered as cross cutting issues involved in all themes.

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Local Engagement

CWAC 2012 Task Group

Culture, Children and Young People, Adult Social Care, Regeneration and Corporate Communications.

Each sector representative engages directly with their networks. Some networks will set up their own 2012 groups to feed legacy ideas back to the task group.

Local priorities are increased participation and infrastructure improvement.

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Task Group Progress

- Drafting legacy plans for the 4 sub-regional themes, coordinating legacy planning.
- Spreading awareness of 2012 opportunities throughout service areas and with interested external partners.
- Providing support for local partners such as the University and Racecourse.
- Supporting sub-regional legacy plans and initiatives.

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Examples of Current Activity

- Preparation for sub-regional conference in May
- Researching ideas to encourage the visit of the Olympic Torch as part of the national relay
- Developing linked elite sporting events eg Masters Show jumping and Tour Series Cycling
- Promoting the awareness of the sub-regional 2012 activity brand "Embrace the Games" and national Inspire Mark
- Developing local page of NW Be Inspired web site.
- Promoting schools involvement through registration onto the Get Set programme
- Raising awareness amongst local businesses of games related contracts (second business seminar held in Nantwich in January)

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