



Regional Contacts

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Passionate about sport

Regional Plan

North East England's Regional Plan for the
London 2012 Olympic and Paralympic Games

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The Vision for North East England

Sport and Physical Activity Can Change Lives

In North East England, we are committed to, and inspired by, the creation of a better, sustainable future for our own and future generations. Sport and physical activity are a major part of this. They are vital to social, economic and personal development and contribute to the quality of life of people in the region.

This long-standing commitment is symbolic of the region's 'Passion for Sport' and pre-dates London's successful bid to host the 2012 Olympic Games and Paralympic Games.

The London 2012 Games give extra emphasis to regional efforts to maximise the benefits of participation for individuals and communities alike.

Work in the region has been undertaken within the framework of the overarching objective of the London 2012 Games of:

'Hosting an inspirational, safe and inclusive Olympic Games and Paralympic Games and leaving a sustainable legacy'.

North East England has enthusiastically embraced and encapsulated this vision and is now seeking to maximise the array of opportunities that are potentially available to the region.

The following regional vision outlines our aspirations for 2012 and beyond:

'The London 2012 Olympic Games and Paralympic Games provide North East England with a global opportunity to celebrate its passion for sport. They will showcase the world-class places and talented people in the region that will inspire participation in sport and physical activity and leave tangible, sustainable legacies for current and future generations'.

This is a powerful vision for North East England. To achieve this vision everyone will have to work together to create equal opportunities for people to participate in the benefits that the London 2012 Games will bring to the region.

Regional Structures

Regional engagement with the London 2012 Games has been formalised through the establishment of a Nations and Regions Group (NRG). Feeding into the London Organising Committee for the Olympic Games and Paralympic Games (LOCOG), this group will work towards ensuring that the benefits associated with the London 2012 Games reach all parts of the United Kingdom. The Chair of the Regional Sports Board is the NRG regional representative, supported by One NorthEast and Sport England North East.

All London 2012 Games-related activities in North East England will be led by One NorthEast and Sport England North East and include a structure involving partners from across the public, voluntary and private sectors.

NORTH EAST ENGLAND BOARD FOR THE LONDON 2012 GAMES

(Regional Sports Board/One NorthEast Board/Government Office North East/Association of North East Councils)

ENDORSES THE REGIONAL LONDON 2012 GAMES STRATEGY

NORTH EAST ENGLAND FORUM FOR THE LONDON 2012 GAMES

Sport England North East	Culture North East
Northern Business Forum	Learning and Skills Council
One NorthEast	Regional Sports Board
Equity Representative	Government Office North East
North East Federation of Sport & Recreation	Sub-Regional Partnerships
Universities for the North East	Health Representative
Association of North East Councils	North East Assembly
National Governing Bodies of Sport	

SETS AND GUIDES THE DELIVERY OF THE REGIONAL STRATEGY FOR THE LONDON 2012 GAMES

NORTH EAST ENGLAND OPERATIONS TEAM

(Sport England North East/One NorthEast/Association of North East Councils/Government Office North East/Local Authority Representative)

COORDINATES AND ENSURES THE DELIVERY OF THE REGIONAL STRATEGY

NORTH EAST ENGLAND THEME GROUPS FOR THE LONDON 2012 GAMES

Business and Procurement	Children and Young People	Health
Tourism and Image	Facilities and Pre-Games Training Camps	Culture
Performance Sport and Talent Identification	Skills and Volunteering	

IDENTIFIES ACTIVITIES, LINKAGES AND PARTNERSHIPS



North East England Board for the London 2012 Games

The London 2012 Games North East Board endorses the regional strategy adopted in relation to the London 2012 Games and ensures alignment with existing regional priorities and initiatives.

North East England Forum for the London 2012 Games

The London 2012 Games North East Forum sets the regional strategy and oversees its implementation. Through the Chair, the Regional Forum will have a direct link to the Nations and Regions Group.

North East England Operations Team

This regional team encourages the coordinated development of regional activities and initiatives that meet the objectives of the regional strategy.

North East England Theme Groups for the London 2012 Games

A network of eight theme groups will explore the activities required to unlock sustainable regional benefits in the areas of business and procurement, skills and volunteering, culture, tourism and image, facilities and pre-games training camps, performance sport and talent identification, health and children and young people. Working through existing groups where possible, the theme groups act as a mechanism for engaging a wide range of interested regional partners, identifying opportunities, ensuring coordination and managing expectations.

There are three principles governing the approach adopted across the eight regional themes:

- North East England will aim to achieve a sustainable legacy from all London 2012 Games-related activity and will seek at all times to raise participation in sport and physical activity
- North East England will align, wherever possible, all London 2012 Games activity with existing regional strategic priorities, needs and initiatives, including the Integrated Regional Framework for Sustainable Development
- North East England will be realistic about the opportunities associated with the London 2012 Games and will seek to manage expectations at all levels

Regional Themes

Regional Theme 1: Business and Procurement

The London 2012 Games offers UK businesses an unrivalled global business opportunity. North East England wants to ensure that regional businesses are fully equipped to maximise the potential opportunities associated with the London 2012 Games in order to win direct and indirect new business.

Regional Vision

To enable North East businesses to be 'fit for purpose' to successfully access procurement opportunities arising in the lead-up to, during and after the London 2012 Games.

Regional Objectives

- To provide information and sign posting regarding London 2012 Games opportunities and support mechanisms
- To coordinate a range of services and training opportunities to assist companies win contracts associated with the London 2012 Games and wider markets through the regional business network
- To support individuals wishing to explore sustainable business start up opportunities in existing and emerging sports markets
- To exploit specific opportunities associated with key regional sectors including waste management, renewable energy, creative industries, digital and multimedia, food and drink
- To showcase regional innovative capacity to national and international audiences and promote North East England as a viable and professional delivery partner for the London 2012 Games
- To identify emerging skills needs relating to the potential opportunities of the London 2012 Games

Strategic Links

The Regional Economic Strategy 2006 provides the strategic context. All activities undertaken as a consequence of the London 2012 Games will be associated with a wider regional drive to:

- Increase productivity levels of new and existing firms to 90% of the national average
- Create between 18,500 and 22,000 new businesses
- Increase employment rates from 69.5% to 73%, creating between 61,000 and 73,000 new jobs



Regional Actions

The Regional Business Support Offer for the London 2012 Games focuses on three strands:

Strand 1: Know the Score

The aim of this strand is to raise awareness amongst regional businesses of the opportunities associated with the London 2012 Games and ensure that a full understanding is gained of the diversity and range of contracts that will become available through the supply chain, particularly in those regional sectors of waste management, renewable energy, creative industries, digital and multimedia, food and drink, health care and tourism. This will be achieved through research commissioning, information events, website development and e-bulletin communications.

Strand 2: Becoming Fit for Opportunity

The aim of this strand is to encourage companies to become fit for opportunity to improve access to London 2012 Games contracts.

This will be achieved through the delivery of a series of masterclasses providing businesses with the opportunities to meet Tier 1 and 2 suppliers; the establishment of clear route maps for accessing public sector procurement opportunities through existing mechanisms (including the North East Procurement Portal www.n-e-life.com and www.supply2.gov.uk); and capacity-building initiatives focused on health and safety, sustainable procurement, equality and diversity and environmental sustainability.

In addition, Business Link North East will provide one-to-one assistance to companies on London 2012 related activities through the Information, Diagnostic and Brokerage (IDB) route.

Strand 3: Collaborating to Compete

The aim of this strand is to facilitate the formation of alliances and collaborative activity amongst businesses to ensure the delivery of 'complete solutions'. This will be achieved through the delivery of a focused alliancing programme with key regional partners, through regional participation in the National Business Opportunity Network and via active showcasing of the region's innovative products and sectors to new international markets. This strand will also assist businesses with exploring the language and cultural dimensions of international working.

Regional Partners

Underpinning our regional business support offer will be the development of a regional partnership interested in accessing sport related contracts. This partnership will provide a valuable strategic steer and important market intelligence on businesses enquiring, competing and contract fulfillment. This partnership includes representation from:

- One NorthEast Business Team
- Business Link North East
- North East Chamber of Commerce
- Institute of Directors
- Federation of Small Business
- Confederation of British Industry
- Private Sector representatives
- Northern Business Forum
- UKTI

Legacy

Through the identified actions, North East England aims to 'raise the game' for regional business, creating more ambitious businesses that can confidently compete in national and international arenas and showcase their innovation, talent and products to new markets.

Regional Themes

Regional Theme 2: Culture

The London 2012 Games and the Cultural Olympiad provide unrivalled opportunities for helping to engage individuals and communities in cultural activity. North East England wants to ensure that people are enabled to make the most of these opportunities and support positive change in their lives, creating a rich legacy of culturally aware and culturally active communities contributing to regional life.

Regional Vision

To use the spirit of the London 2012 Games to explore, promote and instil a legacy of cultural exchange, intercultural dialogue and universal values amongst the people and communities of North East England.

Regional Objectives

- To take advantage of opportunities for highlighting the talent, passion and character of North East people, through the preparations and celebrations associated with the London 2012 Games
- To maximise the learning opportunities available through the London 2012 Games to enable regional communities to explore, and be open to, new ideas and experiences through culture
- To encourage the people of North East England to find inspiration in the spirit and ethos of the Olympic and Paralympic movements and engage in cultural activities which celebrate a sense of 'mind, body and spirit'
- To offer communities in North East England the opportunity to fully participate in the build up to the London 2012 Games through a regional programme of celebration and activity

Strategic Links

The Regional Economic Strategy 2006 and the Regional Cultural Strategy provide the strategic context. All activities undertaken as a consequence of the London 2012 Games will be associated with a wider regional drive to:

- Improve life chances for children and young people and develop leaders of the future
- Promote volunteering, whilst helping to support strong and active learning communities and organisations
- Showcase North East England as a place to live, work and study, enhancing a positive image on a national and international stage
- Promote the development of an outward-looking region, open to new ideas and cultures

Regional Actions

The regional cultural support offer for the London 2012 Games focuses upon five strands:

Strand 1: Discovering the 'mind, body and spirit' of North East England

Working with schools, children and young people and the communities they represent, a region-wide programme of communication and education will enthuse individuals to engage in cultural and educational activity. This will be achieved, for example, through programmes including Young People's Arts Awards, Creative Partnerships and National School Education Packs.



Strand 2: Exploring universal values through cultural exchange

A network of volunteers from across communities will be identified as a core group of 'explorers', enabled through training and skills development to begin planning cultural exchange programmes that build on emerging and established transnational relationships. This will be achieved for example through programmes including The Home Project, South Africa 2010, European Artists Exchanges.

Strand 3: Enabling cultural volunteers

More people will be encouraged to engage, through volunteering in cultural activity. A proportion of these volunteers will represent the region at the London 2012 Games and return with unique and valuable cultural events experience. This approach will be complemented by capacity-building activities to help cultural sector organisations accommodate volunteers. This will be achieved through the proposed Regional Cultural Volunteering Programme.

Strand 4: Celebrating 2012 through community activity

A core group of skilled young people and a wider network of engaged community volunteers will work alongside regional and local events organisers to complement events and festival planning and to manage a programme of celebratory community activity in the lead-up to, during and post the London 2012 Games. This will be achieved, for example, through programmes including Culture 10, Creative Partnerships, the Regional Festivals and Events Framework and emerging national programmes.

Strand 5: Utilising new technology to broaden engagement

To take advantage of the complete switch-over to digital TV by promoting the significance of digital and new technology for international cultural exchange and intercultural understanding.

Regional Partners

Existing networks and partners will be identified as being able to contribute to, and facilitate, programming against these action streams. However, central to the success of North East England's approach will be the ability to find mechanisms through which new partners can be encouraged to engage with the cultural sector. Current partners include:

- Culture North East
- Museums, Libraries and Archives North East
- Heritage Lottery Fund
- Arts Council England North East
- One NorthEast
- English Heritage North East
- Northern Film & Media
- Sport England North East
- Government Office North East
- The Culture 10 Programme
- Regional Youth Work Unit
- Association of North East Councils

Legacy

There will be a proactive network of individuals operating within an invigorated regional cultural sector. These individuals will, in turn, be enabled and supported to mentor, train and guide future generations through active community citizenship programmes.

Regional Themes

Regional Theme 3: Tourism and Image

The London 2012 Games provide an unprecedented opportunity to market the whole of the United Kingdom to the world. North East England wants to ensure that in this global spotlight, the region's 'Passionate People. Passionate Places' campaign is given maximum exposure.

Regional Vision

To ensure that the London 2012 Games provide opportunities to showcase North East England to global audiences and stimulate additional growth in the regional visitor economy in the lead-up to, during and after 2012.

Regional Objectives

- To capitalise on potential growth in tourism demand associated with the preparation, performance and delivery of the London 2012 Games, particularly in relation to activity - and leisure - based tourism
- To liaise with key facility providers and events' promoters to assist in the development of a network of world-class sports facilities, attractions and products which will contribute to the strengthening of the regional visitor economy
- To identify emerging skills needs in relation to the regional opportunities associated with the London 2012 Games
- To align regional promotional and marketing campaigns with 'Passionate about sport' branding
- To exploit opportunities to showcase North East England to new visitor audiences

Strategic Links

The North East England Tourism Strategy 2005-2010 provides the strategic context. All activities undertaken as a consequence of the London 2012 Games will be associated with a wider regional drive to:

- Attract more domestic and overseas tourists to the region
- Increase visits throughout the year and not solely in the main holiday season
- Enhance and conserve the region's natural, heritage and cultural assets
- Improve the skills of the tourism workforce



Regional Actions

The regional tourism approach for the London 2012 Games focuses upon four strands:

Strand 1: This strand seeks to investigate and harness the London 2012 Games as an additional catalyst to drive product development opportunities e.g. activity-based tourism as well as the development of existing sports tourism products, including those associated with the region's sports facilities, events, assets and pre-games training camps offer. The strand will also consider the promotion of St James' Park as a London 2012 Games official venue.

Strand 2: This strand seeks to promote North East England's visitor offer and will build upon existing initiatives including Desti.ne – the region's tourism ICT platform, Tourism Network North East and England Net. The strand will also highlight existing regional promotional campaigns including 'Passionate People. Passionate Places', the Regional Walking Campaign and the Regional Cycling Campaign in such a way as to raise regional profile and encourage participation. The strand will aim to ensure that North East England benefits from the improved international image and profile of the UK following 2012.

Strand 3: This strand seeks to develop tourism business opportunities and skills requirements. This will be achieved by working with businesses, the Area Tourism Partnerships and the business support network in order to identify and access new markets and meet visitor expectations in line with identified development opportunities

Strand 4: This strand seeks to explore specific marketing opportunities geared toward harnessing visitor displacement generated by the London 2012 Games.

Regional Partners

Existing networks and partners will be identified as being able to contribute to, and facilitate, programming against these action streams. In particular, the North East Tourism Advisory Board will lead the development of the tourism theme in conjunction with the:

- One NorthEast Tourism Team
- Area Tourism Partnerships
- Business Support Network
- Sectoral Interest Groups

Legacy

Through the identified actions, and a positive international image of the UK generated by a successful London 2012 Games, North East England will benefit from an increased national and international profile that in turn will attract more visitors to the region. Once here, visitors will access a network of high quality attractions, supported by knowledgeable, friendly and welcoming staff.



Regional Themes

Regional Theme 4: Facilities and Pre-Games Training Camps

The London 2012 Games present opportunities for North East England to showcase its regional facilities, talent and passion for sport to a worldwide audience and to attract visiting teams to regional facilities. Facility specifications, events capacity and support services are to be evaluated in the light of both sporting and economic needs and aspirations within North East England.

Regional Vision

To ensure that a network of world class, accessible regional facilities and support infrastructure is available for the people of North East England, events organisers and visiting teams before, during and after the London 2012 Games.

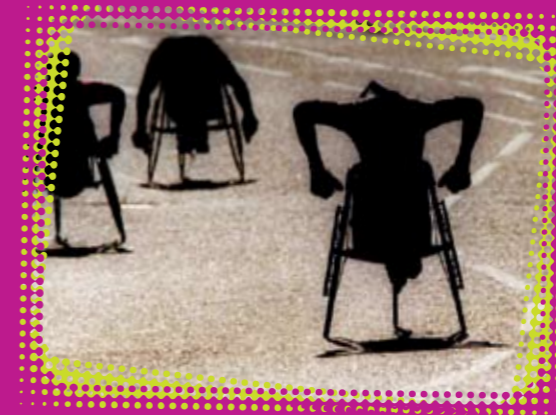
Regional Objectives

- To identify a network of world class, accessible regional facilities and support infrastructure
- To identify and support the provision/adaptation of facilities for athlete development, events, competitions and Pre-Games Training Camps before, during and after the London 2012 Games
- To identify areas of regional advantage and agree shared actions to deliver positive change
- To establish a network of facilities that encourages participation at every level

Strategic Links

The North East England Tourism Strategy 2005-2010 and the North East Regional Plan for Sport provide the strategic context. All activities undertaken as a consequence of the London 2012 Games will be associated with a wider regional drive to:

- Ensure a stock of modern, high quality facilities that are fit for purpose
- Attract more domestic and overseas tourists to the region
- Increase visits throughout the year and not solely in the main holiday season
- Enhance and conserve the region's natural, heritage and cultural assets
- Deliver improved sport science and medicine services and other support infrastructure



Regional Actions

The regional approach for the London 2012 Games focuses upon three strands:

Strand 1: Developing the Pre-Games Training Guide

A national 'Pre-Games Training Camp Guide' will highlight those facilities approved by LOCOG as providing a suitable training environment in the UK for overseas teams. This Guide will list approved facilities by location and by sport and will be made available to National Olympic and Paralympic Committees. This strand will ensure the development of a regional offer that best showcases the region's facilities, support services and personnel in accordance with national guidelines.

Strand 2: Facility Development

North East England already has a network of sports facilities that frequently command an international profile, attract national and international sporting events and contribute to talent development.

For their continued success, this strand will consider how, through integration into wider economic or sport-led initiatives, these facilities can further expand their tourism and sporting potential.

Strand 3: Developing Relationships

This strand will encourage the development of new partnerships in support of strands 1 and 2. This will include new partnerships within the region (for example linking sports facilities with local business communities or events promoters); with bodies operating at national levels (e.g. UK Sport); and with international partners who can contribute to the region's sporting, tourism, inward investment and cultural agendas.

Regional Partners

A range of networks and partners will contribute to, and facilitate programming against, these action streams. Partners will include:

- Local Authorities
- County Sports Partnerships
- Sub Regional Partnerships
- Sport England North East
- Higher & Further Education
- National Governing Bodies of Sport
- Area Tourism Partnerships
- The Culture 10 Programme
- One NorthEast

Legacy

There will be a network of regional facilities and support infrastructure that inspires, enables and supports everyone to participate in sport and physical activity at all performance levels across North East England and enhances our national and international reputation as a region of sporting excellence.

Regional Themes

Regional Theme 5: Skills and Volunteering

The London 2012 Games highlights the need for a highly skilled and adaptable workforce fit to meet the challenges of rapidly changing opportunities. North East England wants to ensure that it is well equipped to excel in this multi faceted field and support skills developments in both the sports sector and wider regional economy.

Regional Vision

To develop a well-trained, highly qualified and employable workforce capable of meeting the skills demands associated with the London 2012 Games and complementing the long term growth and productivity of the regional sports sector and wider economy.

Regional Objectives

- To assist the implementation of a regionally coordinated plan for workforce development through the development of appropriate training and qualification programmes to meet the needs of the region's active leisure and learning workforce
- To ensure that people and communities in North East England adopt an active role in regional and national volunteering opportunities arising as a result of the London 2012 Games
- To promote opportunities for sport and physical activity to positively tackle economic inclusion and increase regional engagement in education and employment initiatives
- To coordinate the skills investment in growing occupational areas within the active leisure and learning sector

Strategic Links

The Regional Economic Strategy 2006, Skills Active's Workforce Development Plan (plus other relevant Sector Skills Councils plans), North East Regional Plan for Sport and the Regional Skills Partnership Plan provide the strategic context. All activities undertaken as a consequence of the London 2012 Games will be associated with a wider regional drive to:

- Increase employment rates from 69.5% to 73%, creating between 61,000 and 73,000 new jobs
- Increase employer demand for skills
- Increase the numbers achieving higher level skills and support growth and innovation
- Ensure individuals have the foundations for future employability and learning
- Increase the uptake of business support schemes by employers
- Up skill the existing workforce to meet future skills needs within the region
- Increase the number of volunteers in cultural and sports sector



Regional Actions

The regional approach for the London 2012 Games focuses upon three strands:

Strand 1: Volunteering

This strand will focus upon developing activities that will improve access to volunteering in the wider regional cultural and sport sector. Part of this will aim to promote volunteering as a mechanism to move individuals away from economic inactivity into either education or employment. This strand will also monitor progress of the national 2012 volunteering strategy and ensure complementary actions are developed at a regional level.

Strand 2: Regional Sectoral Opportunities

The Regional Economic Strategy 2006 identifies nine sectors that are of strategic importance to the region's economic sustainability. Future skills interventions, through this strand will focus on targeted activity within these priority sectors. Those that could potentially be more directly linked to the London 2012 Games are hospitality/tourism and health/social care sectors. However, activity may extend to other areas as appropriate.

Strand 3: Sports Sector Opportunities

The SkillsActive Sector Skills Agreement; Regional Action Plan sets six key priorities for the region's Active Leisure and Learning workforce. These priorities have been devised in preparation for increased rates of physical activity and to meet the increased number of volunteering and paid work opportunities arising from the London 2012 Games. Workforce development planning via County Sports Partnerships will form a fundamental feature of this strategic and coordinated approach to ensure that the active leisure and learning sector can generate a well trained, highly qualified and more employable workforce for North East England.

Regional Partners

Existing networks and partners will be identified as being able to contribute to, and facilitate programming against, these action streams. Partners will include:

- One NorthEast
- Sport England North East
- SkillsActive and the Skills for Business network
- Learning and Skills Council
- Universities for the North East
- Further Education
- Regional Voluntary Sector
- County Sports Partnerships
- National Governing Bodies of Sport
- Government Office North East
- Confederation of British Industry
- North East Chamber of Commerce
- Business Link North East
- Trade Unions Congress
- Regional Skills Partnership
- Higher Education

Legacy

There will be greatly increased opportunities for individuals to gain quality and relevant skills and training in the sports sector and beyond, including clear progression pathways from lower to higher level skills. Employers will have access to an increased pool of individuals with the appropriate skills and will actively invest in the development of the workforce, contributing to greater productivity and competitiveness.

Regional Themes

Regional Theme 6: Children & Young People

The London 2012 Games offer North East England an opportunity to allow children and young people to celebrate their passion for sport and physical activity. North East England wants to ensure that children and young people are given the opportunities to maximise their participation before, during and after the London 2012 Games.

Regional Vision

To create an environment within which children and young people in North East England will be inspired to believe they will participate and achieve their full potential in sport and physical activity.

Regional Objectives

- To maximise opportunities for children and young people in North East England to participate in sport and physical activity before, during and after the London 2012 Games
- To raise participation in sport and physical activity
- To improve opportunities for children and young people to be involved in coaching and volunteering
- To increase educational attainment for children and young people
- To reduce the extent of disengagement from sport and physical activity in children and young people

Strategic Links

The North East Regional Plan for Sport provides the strategic context. All activities undertaken as a consequence of the London 2012 Games will be associated with a wider regional drive to:

- Increase participation in sport and physical activity by 1% year-on-year
- Promote and support a four hour weekly target for sport and physical activity within and beyond the school curriculum
- Encouraging volunteering in sport and physical activity



Regional Actions

The regional work around children and young people for the London 2012 Games will build upon existing activity and broadly falls into three strands:

Strand 1:

The principal aim of this strand is to support the successful bid to host the UK School Games in North East England as part of a wider consortium approach and explore how to more effectively establish links between the UK School Games and Youth Games.

Strand 2:

The principal aim of this strand is to maximize opportunities for children and young people to participate in sport and physical activity through a range of approaches including:

- Partnership working between the Education Network, Local Authorities, School Sport Partnerships and County Sport Partnerships to increase participation
- Using the London 2012 Games as the inspiration to support the PESSCL strategy and delivery system for sport through the development of, and support for, volunteering programmes, club development and accreditation, and establishing international links
- Investigating the establishment of a 'Year of Sport' or similar approach across each local authority to support the 'sustain and increase' participation agendas
- Improve opportunities for children and young people to compete through the effective use of competition managers, a regional competition structure and talent identification

Strand 3:

The aim of this strand will be to undertake consultation with a range of participants and partners around the establishment of an Olympic Games and Paralympic Games year of activity.

Regional Partners

A partnership approach will be crucial to delivering this area of work, with different partners taking the lead on different activities to make best use of existing expertise, resources, networks and funding. A range of organisations will be involved including:

- Sport England North East
- County Sports Partnerships
- Education Network
- National Governing Bodies of Sport
- Local Authorities
- School Sport Partnerships
- Youth Sport Trust
- Higher & Further Education

Legacy

There will be greater participation in sport and physical activity within and beyond the curriculum and linked settings with increased levels of coaching and volunteering and clearer and stronger performance pathways.



Regional Themes

Regional Theme 7: Health

The London 2012 Games offer North East England an opportunity to demonstrate and celebrate its passion for sport. North East England wants to ensure that everyone is given the opportunity to maximize their participation before, during and after the London 2012 Games to help improve physical and mental wellbeing and reduce health inequalities across the region.

Regional Vision

To increase participation in physical activity across the population of North East England to improve physical and mental well being and reduce health inequalities.

Regional Objectives

- To use the London 2012 Games to help market and promote physical activity, influence related regional activities and strategies and develop cross-cutting approaches to increasing participation in physical activity across North East England
- To determine regional physical activity priorities and targets for North East England
- To agree appropriate targeting of funding
- To steer health's involvement in the delivery system for sport
- To encourage collaborative working with national and regional organisations and share best practice

Strategic Links

The North East Regional Plan for Sport and the proposed regional physical activity strategy provide the strategic context. All activities undertaken as a consequence of the London 2012 Games will be associated with a wider regional drive to:

- Increase participation in physical activity by 1% year on year
- Reduce health inequalities
- Steer health's involvement in the delivery system for sport



Regional Actions

The regional work around health for the London 2012 Games will build upon existing activity and broadly falls into three strands:

Strand 1:

The principal aim of this strand is to begin the development of a regional action plan to maximise the promotion of participation in physical activity and healthier lifestyles. A physical activity strategy in the region will promote physical activity in the run up-to and beyond 2012.

Strand 2:

The principal aim of this strand will be to use the inspiration of the London 2012 Games to sustain and increase participation in physical activity through the investigation, development and/or support of regional physical activity events (such as the UK School Games), before and after 2012 to maximise the public awareness and motivation to participate in physical activity.

Strand 3:

The aim of this strand will be to sustain participation until it leads to an improvement in the health of the region. This will require continued promotion of participation in physical activity using a range of approaches such as regional athletes, sporting champions and other role models as a means of inspiration.

Regional Partners

A partnership approach will be crucial to delivering this area of work, with partners taking the lead on different activities to make best use of existing expertise, resources, networks and funding. A range of organisations will be involved including:

- Sport England North East
- Regional Physical Activity Steering Group
- Public Health Group North East
- North East Assembly
- Local Authorities
- Association of North East Councils
- North East Public Health Observatory
- Youth Sport Trust
- National Healthy Schools Programme
- Primary Care Trusts

Legacy

There will be increased participation in sport and physical activity leading to improved physical and mental wellbeing, reduced health inequalities and more confident and effective engagement from people in a range of social and economic settings.

Regional Themes

Regional Theme 8: Performance Sport & Talent Identification

The London 2012 Games offer North East England an opportunity to demonstrate and celebrate its passion for sport. North East England wants to ensure that everyone is given the opportunity to maximise their participation and nurture high performance athletes before, during and after the London 2012 Games.

Regional Vision

To ensure that regional infrastructure and talent pathways inspire participants to reach their full potential, including future Olympians and Paralympians, before, during and after the London 2012 Games.

Regional Objectives

- To provide high quality coaching and support
- To develop performance clubs across the region
- To ensure high quality sports science and medicine support and intervention
- To provide role models and increased opportunities for participation for individuals and communities in North East England

Strategic Links

The North East Regional Plan for Sport and the National Governing Body One Stop/Whole Sport Plans provide the strategic context. All activities undertaken as a consequence of the London 2012 Games will be associated with a wider regional drive to:

- Increase the number of North East athletes in national teams
- Improve and increase regional infrastructure around sports administration, National Governing Body of sport development and sports science and medicine
- Improve and increase pathways for clubs, coaches and performers



Regional Actions

The regional work around performance sport and talent identification for the London 2012 Games will build upon existing activity and broadly falls into three strands:

Strand 1:

The principal aim of this strand is to strengthen the regional Performance Sport group to ensure full regional representation and through them identify regional talent development sports and potential performers. The group will undertake a needs-based assessment of performers, facilities and support structures and learn from and build on programmes such as TASS and 'Gifted and Talented' as a means of contributing to development in the region.

Strand 2:

The principal aim of this strand will be to produce a Regional Performance Plan including a training programme, review mechanism and communications activity to raise and maintain the profile of performance sport in North East England.

Strand 3:

The aim of this strand will be to review progress against the Regional Performance Plan and revise actions to ensure the region continues to have a reputation for excellence in performance sport.

Regional Partners

A partnership approach will be crucial to delivering this area of work, with different partners taking the lead on different activities to make best use of expertise, resources, networks and funding.

The delivery of this theme involves a range of organisations that will change over time, but representation will include:

- Sport England North East
- Higher & Further Education
- National Governing Bodies of Sport
- English Institute of Sport
- Sportscoach UK
- County Sports Partnerships
- Youth Sport Trust

Legacy

There will be a network of world class facilities, support structures and performers, which acts as a magnet to retain and attract high performers to North East England.



Communications Plan

Effective and efficient communications-led activity is central to achieving the aims and objectives of the eight themes making up North East England's Regional Plan for the London 2012 Games. It is also essential that through communication, marketing and promotional activities people in North East England can truly 'Be involved in 2012' and be inspired to participate in all aspects of the London 2012 Games.

Regional Vision

The Communications Plan supports and delivers the aims and objectives of North East England's Regional Plan for the London 2012 Games, complementing and championing wider regional and national-led initiatives.

Regional Objectives

The Communications Plan will take a regional approach to promoting and marketing the London 2012 Games and will specifically:

- Raise awareness of the benefits and opportunities resulting from the London 2012 Games
- Demonstrate action is being taken to maximise opportunities for individuals and organisations within the sport, education, health, skills, cultural, business and tourism sectors
- Promote the region and encourage teams and organisers to choose North East England as a destination of choice for preparation camps and sport events
- Promote the benefits of increased participation in sport and physical activity in the region

- Ensure that North East England is represented through influential third parties such as LOCOG and the ODA
- Increase local companies' awareness and capacity to benefit from the London 2012 Games
- Raise awareness of volunteering opportunities in the region and elsewhere

Strategic Links

The regional Communications Plan will tie up annually with national communication themes. The regional plan will also tie-in with existing regional initiatives including the 'Passionate People. Passionate Places' campaign to ensure maximum impact.

Regional Actions

The Regional Communications Plan focuses upon the following five strands:

Strand 1: Brand Identifiers

This strand will identify Brand Identifier tools (e.g. straplines, thumbnail inserts etc.) that can be used to promote the London 2012 Games at a regional level in accordance with national branding guidelines.

Strand 2: Information Events

This strand will inform regional stakeholders of the opportunities associated with the London 2012 Games thereby increasing awareness and inspiring engagement. Events could include regional roadshows, MP briefings and bespoke seminars for regional partners.



Strand 3: ICT Communications

This strand explores ICT-based mechanisms to promote and raise awareness of the London 2012 Games. This currently includes a bi-monthly 'Passionate about sport' e-bulletin – sharing news about London 2012 Games activities in the region – and the application of regional and national web sites.

Strand 4: Promotional Literature and Marketing Tools

This strand includes provision for the development and dissemination of promotional literature including, for example, a Regional Pledge Card, a 'Passionate about sport' DVD and Business Benefits brochure.

Strand 5: Media Strategy

This strand focuses upon the development of a proactive approach with regional media to ensure consistent, positive, accurate and timely dissemination of information regarding the London 2012 Games.

Key messages throughout these actions will be:

- The London 2012 Games will provide the people of North East England with an opportunity to celebrate and participate in the world's premier sporting event
- The London 2012 Games will provide an impetus to all people in North East England to raise their level of participation in sport and physical activity

- North East England's sporting youngsters can aspire to be future Olympic and Paralympic athletes and compete in the London 2012 Games
- North East England's rich diversity of cultural, sporting and artistic heritage will add genuine colour and passion for athletes and visitors
- The London 2012 Games will provide regional businesses with the opportunity to participate fully in investment opportunities

Regional Partners

The Communications Plan proposes to engage a variety of regional stakeholders including:

- Public, voluntary and private sectors
- Local community organisations
- Sporting establishments and athletes
- Regional, national and international media
- Coordinating bodies (e.g. North East Chamber of Commerce, National Governing Bodies of sport, etc.)

Legacy

By providing regular and easily accessible information, the Communications Plan will play its part in helping to raise participation in sport and physical activity and assist individuals, sectors and communities in North East England to access information about sport in the region.

