

South West of England Office for the 2012 Olympic and Paralympic Games

Update

September 30th 2005



1. LOCOG Update

Nations and Regions structures at London2012Ltd/LOCOG are being finalised but it is likely that two members of LOCOG staff will work with Nation and Region members. These are Jon Armstrong and Helen Dyer. Final discussions are occurring at the moment regarding the constituency of the Regions and Nations Group under the Chairmanship of Charles Allen. Currently a provisional date of the 4th November is in the diary, with a meeting of the Coordinators proposed the following week.

2. Liaison with LOCOG (transition team)

Currently the South West Office is called the South West of England Olympic Office. However the name will need to change and the draft proposed will be the South West of England Office for the 2012 Olympic and Paralympic Games. This can be shortened to the South West of England Office (SW) for the 2012 Games.

Sue Handford is continuing in this role at the moment, establishing the South West Office. Sue is currently working in the Region with Huw Jarvis (SWRDA) and Phil de Glanville (Sport England) to maintain enthusiasm and communicate the developments as they occur.

Sue Handford, Project Manager is in contact with Jon and Helen regularly. Currently input has been provided over what is needed in the Regions and Nations in terms of making progress- currently information out of the transition team is slow as the approval process involves the IOC/Legal etc. No third party commercial interests are allowed to jeopardise potential revenues from sponsorship. SH has discussed with Jon Armstrong sending a supportive email to Mike Lee (Director of Communications) if this is further delayed. They have already advised that use of the word Olympic will not be permitted but are now advising to avoid anything with 2012. Our advice is that where '2012 Olympics and Paralympics' are used as a statement of fact then usage is acceptable.

They have agreed a statement that can be used in the interim –this needs expansion as soon as possible.

Currently advice from the Transition Team is to wait for further guidance regarding marketing and communications. They are in dispute with Kent who already have target marketed international federations for preparation camps.

They are also keen that Weymouth and Portland do not go overboard with their requests and have asked for their activity to be channelled where possible through the regional office.

3. South West of England Office for the 2012 Olympic and Paralympic Games.

Activity has included:

- Paper presented to the Regional Sports Board about the structure and development of the Office. This has been approved, and is now awaiting formal SWRDA approval for the release of funds to set up the office.
- Contacting all Regions and Nations to explore who their contact is and what is happening in their region. A couple of short emails have been sent out to update in the absence of information from the LOCOG. However it is important not to overlap with the LOCOG NRG team.
- Attendance at the Dorset Olympic Group. Various sub groups are being established including transport, accommodation and communications .
- Attending meetings at Bath – a Business Breakfast attended by 150 business people
- Attending the Board of the Regional Cultural Consortium – a key output from this is a request to involve the RCC with the Cultural, Education and Ceremonies team at LOCOG and request a visit from the team in the New Year.
- Phil de Glanville has attended a 2012 interest group meeting in Salisbury and is scheduled to attend a visioning day of the Devon County Sports Partnership themed around 2012.
- Drafting an outline communications strategy
- Various and numerous updates to enquiries about progress and action – and setting up an email database
- Arranging to attend various briefings and activities- for example the visit by Mick Aitken to Plymouth to assess their facilities and advise on hosting preparation camps, attendance at the Creating Excellence Conference, at DCBC, at Bath Working Group and attendance at future Dorset Meetings ,meetings with Weymouth and Portland Borough Council and the Western Daily Press Group.
- A West of England dinner on 7th December hosted by Clarke Wilmot in Bristol.

Sue Handford
Huw Jarvis
Phil de Glanville
South West of England Office for the 2012 Olympic and Paralympic Games
1st October 2005