



Be Part of it...

Our aspirations for 2012 and beyond

Inspiration, careful planning, and being in the right place at the right time.

The arrival of the London 2012 Olympic and Paralympic Games to our country will provide inspiration, motivation and a deep sense of pride.

This document outlines the essence of our planning, and how we will use the Olympic and Paralympic spirit to involve everyone in Surrey and to improve every aspect of Surrey life. An action plan developed with our partners will turn our aspirations into events, projects and schemes that will benefit Surrey's business, communities and health.

Surrey enjoys a privileged place, between two of Europe's main airports, and with key road and rail links. This strategic positioning has contributed to our vibrant economy, with a dynamic mix of large

corporations and smaller enterprises. Surrey is also a perfect location for tourists to be close to London and whilst still able to enjoy a culturally stimulating, active or relaxing stay.

No event on this scale has reached these shores for over a generation. Now is the time to seize the many opportunities in business, sport, culture, tourism, volunteering, skills and transport, and to make these opportunities available to all corners of the county.

Message from Lord Coe, Chairman of the London Organising Committee for the Olympic and Paralympic Games

When London won the bid to host the London 2012 Olympic and Paralympic Games, our success was based on the legacy that the Games would leave, and our enthusiasm to spread benefits across the whole country and to young people. I strongly support Surrey's ambition to use the 2012 Games to bring lasting improvements to both local communities and businesses.

Message from Dr Andrew Povey, Chairman of the Surrey Strategic Partnership

The Olympic and Paralympic Games will be on Surrey's doorstep, and the County must prepare itself to maximise the many benefits. There will be business opportunities, tangible benefits to communities, and the inspiration from the Games will be used to boost the health and well being of our residents. We want to create the safest Games possible, so we will be working hard to identify all the risks, and keep them to a minimum. This document will showcase the breadth of what we intend to achieve up to 2012 and beyond.

Be Part of It . . . Every Surrey resident will have the opportunity to be part of the 2012 Olympic and Paralympic Games. The Olympics were originally a celebration of sport and culture. Across the country, there will be a festival of cultural events, called the Cultural Olympiad that will engage and inspire all communities and all abilities. Whether by enjoying a cultural event, or

by leading a more active lifestyle, we want everyone in Surrey to 'Be Part of It...'.

Surrey's VISION

Surrey's vision for the 2012 Games, "Be Part of It", is to maximise the benefits to businesses, communities and the overall health of the County and to leave a positive legacy beyond 2012. Our approach will make the most of the opportunities to make our County safer and stronger.

Surrey will achieve these ambitions by:

- Expanding the reach of isolated successful projects,
- Raising the profile of excellent and inspiring projects and activities,
- Making the strategic link from grass roots activities to government objectives,
- Connecting similar projects from across the county to enable a more coherent and more efficient outcome, and
- Breaking down artificial organisational barriers to deliver common objectives.

OUR AMBITIONS 1-2-3

Business 1-2-3

BUSINESSES TO COMPETE AND WIN

The South East of England is expected to gain over £1 billion from the 2012 Games, from increased tourism, and through Games related contracts. Our aim is to make Surrey companies ready to compete for their share of this business.

1. We will support companies to learn how to bid for Olympic and Paralympic project tenders, providing them with the skills to bid for public procurement contracts in the future.
2. We will help Surrey's leisure, hospitality and transport sectors to develop the skills needed to give a world class welcome to visitors.
3. We will provide information to make it easier for residents and visitors to travel across Surrey.

Communities 1-2-3

CLOSER COMMUNITIES

"The Olympics is the wedding of sport and art." This is a quote by Pierre de Coubertin (1863-1937), the founder of the modern Olympic Movement, who believed the purpose of the Olympic Games was to celebrate mind, body and spirit.

1. We will bring communities closer together by increasing participation in culture, skills and sports, and we will endeavour to change attitudes to disability, by involving people with disabilities, to reduce barriers for those with disabilities.
2. We will encourage and support volunteering opportunities across a range of skills and abilities throughout the county.
3. We will improve educational attainment in Surrey by providing every young person with the opportunity to engage with projects inspired by the Olympic and Paralympic Games.

Health1-2-3

ACTIVE AND HEALTHY COMMUNITIES

The Olympics and Paralympics can be used to inspire us all to take up more active and healthy lifestyles.

- 1. We will promote healthier lifestyles, by working with community groups and partners to encourage participation in sport and healthy activities at school, home and work.**
- 2. We will use the inspiration of the 2012 Games to improve Surrey's sporting achievement by helping to transform today's sporting talent into the world-class athletes of the future.**
- 3. We will use the inspiration of the 2012 Games to expand the reach of healthy living and well-being programmes to under-represented members of the community.**

Supporting Success of the Surrey 2012 Ambitions

To support this programme, a great deal of coordination is required by many organisations, working together in partnership. We are working with our partners to ensure that all the people of Surrey enjoy a safe, secure and efficient 2012 Games.

- 1. Safety and Security – by working with Surrey Police and other partners of the Surrey Local Resilience Forum, to ensure that the residents of Surrey are safe and secure.**
- 2. Transport – by working with Transport for Surrey, to ensure that transport networks can cope with travel requirements during the Games.**
- 3. Equalities and Diversity – Impact assessments have been carried out, and will be monitored to ensure fair access to the Surrey offer.**

Contacts

To contact Surrey's 2012 Coordinator, send an email to London2012@surreycc.gov.uk

For information about Surrey's 2012 Games activities, visit www.surreycc.gov.uk/london2012

Visit the official London 2012 website at www.london2012.com



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