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As the London 2012 Games Champion for Lincolnshire, it gives me great pleasure to welcome you to the Lincolnshire Strategy for the 2012 Games.

The Lincolnshire Steering Group for the 2012 Games believes that the London 2012 Games will inspire people to be the best they can. Whether this is within arts and culture, sports and volunteering or business and economy, this strategy aims to unify all key areas of the London 2012 development agenda and ensure Lincolnshire is enthused and inspired by each.

The London 2012 Games provides an opportunity for people, businesses, communities, schools and other organisations to unite together and maximise the benefits of the Games in London. This Strategy aims to create a lasting legacy, and the Lincolnshire Steering Group for the 2012 Games hopes that each of the key areas will benefit individually as well as collectively.

We believe that this Strategy will encourage individuals and communities to get involved with Lincolnshire 2012, through its ambitions, priorities and key actions.

On behalf of the Lincolnshire Steering Group for the 2012 Games, I would like to thank all those that have contributed to the Strategy, and I look forward to its successful implementation.

Councillor Mrs Doreen Stephenson
London 2012 Games Champion for Lincolnshire
The London 2012 Games offer many exciting business and cultural opportunities for Lincolnshire.

This Strategy also highlights the opportunities by encouraging people throughout the county to get involved in Lincolnshire for the London 2012 Games. It is aimed at everyone in Lincolnshire; schools and education facilities, Local Authorities and public sector organisations, businesses and enterprises, individuals and communities.

The Strategy also aims to highlight the opportunities arising from the 2012 Games and ensure everyone is able to access the right information, support and advice about how they may be involved.

The following plan is action orientated, allowing all members of the community to access an agreed framework that will provide a single, positive direction for activities.

The Lincolnshire Steering Group for the 2012 Group comprises the following areas, and this is reflected within the Strategy:

- Children and Young People
- Culture
- Business
- Tourism Opportunities and the Visitor Economy
- Sport and Participation
- Volunteering
- Events
Across the county public bodies have signed up to fulfil their pledge to support joint action throughout Lincolnshire, in order to gain maximum benefit from the London 2012 Games, with a view to encouraging and increasing participation in a range of sporting, cultural and community activities.

The pledge will ensure that Lincolnshire gets maximum value from the London 2012 Games and associated media coverage at a time when local resources are under threat.

Specifically they will:

• Support the aims, objectives & high level initiatives of the Lincolnshire 2012 Strategic Action Plan, contributing to its further development, its successful deployment and the legacy of increased participation in a range of cultural activities.
• Encourage existing cultural activities and events (sports, arts, heritage, tourism & environmental) to make full use of the promotional opportunities provided by London 2012, by linking with its key themes and ideas.
• Encourage Heads of Service and managers to look at ways of developing services to encourage more external investment to flow into the county from 2012 and Olympic related media exposure.
• Support local schools/youth groups/educational programmes to use London 2012 to raise the aspirations and international awareness of local young people.
• Support Lincolnshire businesses to use the 2012 Games and the ‘CompeteFor’ website to improve their chances of winning tender opportunities from the event itself and public service contracts in general
• Focus resources on key schemes that benefit from the 2012 message such as pre-games training camps, visits by elite athletes and coaches, 2012 volunteering programmes, the Regional Showcase 2011, ‘Get Set’ Education programme, Lincolnshire Elite Athlete Programme and launch events in 2012.
• Contribute positively to changing activities and existing practice to realise key legacy aims of the Games, including:
  • recognition of the East Coast as the place to celebrate and come together
  • adoption of sport and physical activity as a key component for a successful and healthy lifestyle
  • preparation for celebrating the Glasgow 2014 Commonwealth Games and other International sporting events
  • development of greater participation in a range of community activities

This pledge was agreed to by all Lincolnshire’s local authorities on: 22nd July 2010.
children and young people
Background

The Children and Young People area is being led at county level by Lincolnshire County Council (LCC) working in partnership with Lincolnshire School Improvement Service (SiS), the network of Young Ambassadors and the eight School Sports Partnerships across the county.

What is happening now?

Schools are using resources to highlight the Olympic and Paralympic values. These resources include information on the SiS Website and ‘Get Set’, the official London 2012 educational programme. At the 2010 PE and School Sports Conference the Lincolnshire School’s 2012 Olympic Legacy was launched, with an emphasis on the role of Young Leaders and Young Ambassadors in promoting participation in PE and Sport.

Lincolnshire SiS and LCC also promote a Gifted and Talented programme for elite young people in the county.

Ambition

To establish high quality PE and School Sport opportunities and provision for every child and young person in Lincolnshire as we move towards 2012 and beyond.

Priorities

- Introduce ‘More Active’; the new county strategy for PE and School Sport
- Develop the Multi-Skills Training Package to provide enhanced opportunities for regular, healthy physical activity as part of a targeted approach to the prevention of childhood obesity
- Build upon the Talent Lincolnshire Multi-Skills Academies to enhance the pathway and opportunities to elite performance
- Further develop the intra and inter school competitive structure
- Introduce the PE and School Sport ‘2012 Olympics and Beyond Passport’ for every pupil in the county
- Develop a county approach to leadership for young people

Key Areas for Action

1. Work with partners to ensure the key objectives of ‘More Active’ are delivered
2. Increase advocacy to raise awareness of 2012 and the benefits of high quality PE, Sport and healthy activity
3. Establish Multi-Skills Academies at Key Stage 1

Key Contact

Joanne Wright
Lincolnshire School Improvement Service
Background

The Cultural Olympiad is a festival celebrating the UK’s diversity and rich cultural heritage. It runs for four years from the end of the Beijing Games until the closing ceremony of the Paralympic Games in London. LCC Culture and Adult Education are leading on this theme, working with all stakeholders from culture and the arts.

What is happening now?

To ignite ambition and celebrate the history of the Olympic and Paralympic Games, The East Midlands Igniting Ambition Team is leading a series of partnerships to create a different showcase festival each year.

In 2011 the annual showcase will focus on building capacity, partnership and participation within Lincolnshire, Northamptonshire and Rutland. The broad theme for the showcase is ‘Connecting Communities’ which will showcase exceptional projects, events and festivals that celebrate the rich cultural heritage, outstanding natural environment, local traditions and hidden gems of these counties. The annual showcase will provide significant opportunities for local participation, skills development and showcasing of talent, international understanding and cultural engagement.

Currently officers from Lincolnshire County Council are working with the Igniting Ambition team to secure investment and develop a framework to maximise opportunities for involvement in the 2011 showcase.

Ambition

To engage a coherent group of partners to develop and deliver a programme of cultural activity that has genuine relevance and impact for the county, taking into account the needs and aspirations of the various communities.

Priorities

• Promote collaborations and partnerships

• Build capacity within the existing cultural sector with a focus on developing festival events, outdoor public engagement and nurturing emerging creative talent

• Connect communities across Lincolnshire through a programme of appropriate activities

• Contribute to LCC targets

Key Areas for Action

1. Work with the Igniting Ambition team to secure investment and maximise opportunities for partners within Lincolnshire to become part of the 2011 showcase

2. Initiate discussions about participation in other Cultural Olympiad activities being supported by the Museums Libraries and Archives (MLA), Arts Council England (ACE) and Renaissance East Midlands

3. Actively encourage culture and arts organisations to get involved with the London 2012 Open Weekend celebrations in the run up to the Games

4. Actively encourage colleagues in the creative and cultural sectors to apply to be part of the Cultural Olympiad through the Inspire Programme

Key Contact

Claire Jacques
Lincolnshire County Council
Background

The East Midlands Development Agency has played a leading role on behalf of London 2012’s Nations and Regions group in developing a nation-wide Business Network. The Network allows businesses to access information on the Games and signposts them to support services in the region through Business Link. This includes help with tendering for London 2012 and other opportunities.

Invest Lincolnshire supports local companies to gain maximum opportunities through the London 2012 Games.

What is happening now?

Business Network has developed an electronic brokerage system called ‘CompeteFor’. This is a free service that publishes all the main Games related contract opportunities and acts as an electronic ‘dating agency’ for businesses between potential suppliers and buyers in the London 2012 supply chain. All available Games related contracts are advertised on ‘CompeteFor’, which is the only procurement portal endorsed by the London 2012 Games.

A series of training courses in conjunction with Business Link, are being held to help businesses sign up to ‘CompeteFor’. Large and small Lincolnshire based businesses have already benefitted from contracts and sub-contracts relating to the 2012 Games.

Ambition

Inspire and support Lincolnshire businesses to exploit new opportunities linked to London 2012 by increasing the number of Lincolnshire businesses registering on ‘CompeteFor’ Increase economic activity for the benefit of existing businesses and new Small and Medium sized Enterprises (SME) within the county.

Priorities

• Continue to provide training sessions for businesses to register on the ‘CompeteFor’ website
• To assist Pre-Games Training Camps to promote themselves to potential teams
• To ensure that Lincolnshire businesses have the necessary skills, advice and support to secure contracts and sub contracts
• To maximise inward investment through the use of The 2012 Games to attract more major hotel brand expansion
• Produce a register of Lincolnshire businesses that play a part in the 2012 Games

Key Areas for Action

1. Develop a web page on the Invest Lincolnshire website to inform Lincolnshire business of opportunities for the Games
2. Lobby East Midlands Business to ensure appropriate skills support, mentoring, seminars and masterclasses are available for SMEs to enable them to compete effectively for contracts to the 2012 Games
3. Organise 2012 Games Lincolnshire Business Networking events to inspire businesses, raise awareness of ‘CompeteFor’ and provide opportunities to share best practice
4. Develop a network of Business Support Agencies to promote the opportunities available through ‘CompeteFor’ such as the Lincolnshire Chamber of Commerce and Select Lincolnshire
5. Establish links with Lincolnshire transport hubs

Key Contact
Cathrine Herrick
Lincolnshire County Council
tourism opportunities and the visitor economy

Background

Visit Lincolnshire is the county’s destination management partnership and its role is to encourage growth of the visitor economy through the promotion of Lincolnshire to residents and visitors and to act as a facilitator for partnership working and engaging with local, regional and national partners. Visit Lincolnshire will use 2012 as a catalyst to enhance the profile of the region and ensure Lincolnshire benefits from the legacy of the Games. Working with national bodies Visit Britain and Visit England, Visit Lincolnshire will engage with national and international marketing activity using Lincolnshire’s key themes to generate profile. Media relations in the years leading up to and during the games will be crucial to enhancing public perception and generating profile for the county.

East Midlands Tourism has undertaken a full analysis of the 2012 Games opportunities for the tourism sector which has culminated in a series of recommendations in ‘Understanding the Tourism Opportunity presented by the London 2012 Olympics’. These recommendations will now be used by Visit Lincolnshire to increase visitor numbers during and after 2012.

What is happening now?

Visit Lincolnshire manages a suite of websites and associated online marketing aimed at promoting the county to a range of audiences. Visitlincolnshire.com is the hub of this activity, with a number of channel sites feeding from this. Public and private sector businesses have the opportunity to share relevant data to ensure their own websites are more engaging for users, creating an online businesses network. Further marketing activity to raise the profile of the county includes a range of PR, print and advertising.

The first ‘Working Together for the Games’ conference in partnership with the Lincolnshire Sports Partnership joined together businesses from the sports, leisure and tourism sectors, facilitating networking among businesses and offering business support. Future years will see this event continue to grow and evolve.

Ambitions

To work together with partners and stakeholders to grow Lincolnshire’s Visitor Economy, bringing together a range of sectors including sports, heritage, culture, events, tourism, businesses, communities and volunteers.

To use London 2012 to maximise the profile and public perception of Lincolnshire and increase visitor numbers, by driving up the quality of the product offer linked to the visitor economy.

Ensure that Lincolnshire and the East Midlands region receive representation within the Olympic Park during the Games period.

Priorities

- Develop new marketing routes for Lincolnshire tourism businesses linked to 2012 activities
- Increase the links between county attractions, sporting and cultural events and tourism
- Maximise opportunities due to increased access via new direct London rail link
- Promote packages for international spectators; using the region as a base during the Games, or for extending their stay in the UK

Key Areas for Action

1. Lobby regional agencies to help promote Lincolnshire at key regional access points (i.e. East Midlands Airport & via the travel market)
2. Develop key promotional messages around the visitor offer before, during and after the 2012 Games
3. Increase existing golf, equestrian and waterways sections in the Visit Lincolnshire marketing to enhance the profile of sport in the county
4. Promote tourism offers linked to specific clubs, sports festivals, facilities, activities and other cultural festivals

Key Contact
Emma Tatlow, Visit Lincolnshire
sport and participation
**Background**

The 2012 Games provided inspiration for the new Lincolnshire Strategy for Sport, “Loving Sport, Living Life” and the new Lincolnshire Physical Activity Strategy.

Lincolnshire Sports Partnership (LSP) is working with a wide range of partners to ensure the county achieves maximum benefit from the 2012 Games and beyond.

**What is happening now?**

Lincolnshire Sports Partnership has developed a number of programmes that link to and develop opportunities for county athletes. These include the Lincolnshire Elite Athlete Programme (LEAP) which co-ordinates the support for talented sportspersons, The Geoff Capes Lincolnshire Throws Academy and the annual Street Athletics programmes, to identify talented athletes and direct them into clubs to develop their potential.

Other programmes managed by the LSP, to drive up participation and activity, include Sport Unlimited, encouraging young people to take part in new activities and a range of Physical Activity programmes encouraging people to keep active.

**Ambition**

To encourage a healthy sporting lifestyle throughout the county.

**Priorities**

- To use the excitement generated by the Games to encourage participation in sport

**Key Areas for Action**

1. Develop key sources of sports information and a countywide approach to promoting sport and physical activity
2. Provide ‘taster events’ in unique settings to inspire families, employees and people in rural communities to access more and better sport and physical activities
3. Increase numbers of accredited clubs and accessible venues, enabling more people to regularly participate in sport
4. Further develop LEAP, assisting the progression of Lincolnshire athletes to the top levels of international performance
5. To continue to seek and obtain investment for sport and physical activity to ensure sustainability post 2012

**Key Contact**

Janet Inman
Lincolnshire Sports Partnership
volunteering
Background

The 2012 Games will require 70,000 volunteers in order to run a successful event. London will recruit from the whole of the UK, ensuring that the volunteers reflect the diverse nature of the UK population.

Through a number of programmes Lincolnshire is developing volunteers in preparation for the 2012 games.

What is happening now?

The Step into Sport programme offers young people (16 – 19) volunteering opportunities within their community and club environments. Lincolnshire has a Young Sports Ambassadors programme used to drive up opportunities, engagement and change for other pupils in school.

Volunteers for the London 2012 Games will be chosen for a number of reasons including their skills and volunteering experience. It is important that anyone wishing to volunteer for the Games should start volunteering within their local community to increase their chances of selection.

The Sports Force initiative is compiling a database for people who are interested in volunteering at local sports events, providing them with firsthand experience in preparation for the Games. The skills and experiences learnt through Games volunteering can then be applied within Lincolnshire to increase the number of quality sports participation opportunities for local residents.

Ambitions

Create a lasting legacy for volunteering in the county

Create more accessible volunteering opportunities

Priorities

• Provide high quality volunteer placements and development programmes, in preparation for the 2012 Games. Development programmes will include Personal Best and the Lincolnshire Take Part Leadership Programme

• To use the Games to inspire more people to become volunteers

Key Areas for Action

1. Develop SportsForce database and training programmes
2. Recruit volunteers and placements for Personal Best programme
3. Develop SportsForce Day linked to Lincolnshire Day
4. Create links between 2012 Volunteers and programmes in Lincolnshire

Key Contact

James Turner
East Lindsey District Council
Do something inspired.
Background

Lincolnshire has a long tradition in facilitating large numbers of community events. The Heckington Show is an example of how a ‘village’ fete can grow to become the largest event of its kind in Europe.

Major events across the county are provided with support and guidance by the Lincolnshire Events Safety Advisory Group (LESAG) and the supporting district advisory groups.

What is happening now?

Since the announcement of the 2012 Games, Lincolnshire has been inspired to stage a number of special events to celebrate the Olympic Games. Both the Olympic and Paralympic handovers were celebrated with young people, sports stars, local politicians and members of the public in attendance.

The Lincolnshire 2011 Annual Showcase will provide an opportunity for Lincolnshire villages and towns to showcase their local culture. Significant work has also been done to ensure route planners for the Olympic Torch Relay see Lincolnshire as a key place to visit and celebrate.

Lincolnshire has developed and promoted a single brand for all 2012 linked events – Championing Lincolnshire. This complements the official Inspire Mark for the 2012 Games.

Ambition

Events in Lincolnshire are seen as the best in the region and are inclusive, effective and well managed.

Priorities

- Provide opportunities for Lincolnshire to be a part of the 2012 Torch Relay, and the Opening and Closing Ceremonies of the Olympic and Paralympic Games
- Provide a single events ‘calendar’ on the LESAG website, to assist in the planning and support of community events
- Utilise the 2012 Open Weekends and upcoming Lincolnshire Days to celebrate sport and culture across the county
- Increase the use and support of Championing Lincolnshire and London 2012 Inspire Mark brands

Key Areas for Action

1. Organise a series of key events for the 2012 Olympic and Paralympic Games
2. Support events taking place across the county linked to 2012 and in particular linked to the Open Weekend and Lincolnshire Day
3. Develop a simple registration and support process for all events happening across the county, working with LESAG
4. Develop a ‘magazine’ to promote, support and develop Championing Lincolnshire events and activities

Key Contact

Hayley Cook
Lincolnshire Sports Partnership

The group’s continued focus will be to co-ordinate action on the 2012 Strategy and ensure it is closely aligned with the regional ‘East Midlands Strategy for the 2012 Games’ which contains six key activity areas and three embedded themes (see below). These reflect the priorities identified at the regional stakeholder event ‘Towards 2012’ in February 2006 and through consultation of the Strategy throughout summer 2007, and are similar to the seven key activity areas in the Lincolnshire 2012 Strategy.

The areas of key activity and embedded themes in the East Midlands Strategy for the 2012 Games are:

**Key Activity Areas**

- Business, Children and Young People, Culture, Health, Sport and Participation, Tourism Opportunities and the Visitor Economy

**Embedded Themes**

- Volunteering, Events, Employment and Skills

Each section of our Strategy will feed into, and complement, the regional Strategy, and by liaising closely with regional representatives for each key activity area, we have been able to establish key priorities and actions that benefit both Lincolnshire and the East Midlands.

Representatives from emda have attended Lincolnshire 2012 Steering Group meetings, provided regional perspectives for the Lincolnshire 2012 Strategy, and continue to support this work.
Imagination and Inspiration

As a result of the 2012 Olympic and Paralympic Games in London, Lincolnshire is hoping to create a lasting legacy throughout the county. The legacy of the 2012 Games will celebrate Lincolnshire’s people, businesses, communities and other organisations. The London 2012 Olympic and Paralympic Games will capture the imagination and inspiration of everyone in Lincolnshire, and the legacy of the Games will remain in Lincolnshire for 2012 and beyond.

Lincolnshire 2012 Legacy:

1. Better use of our coastal zone for celebration
2. Engagement of volunteers to support communities
3. Events ‘celebrating’ our way of life and the way forward
4. Promotion of the quality of life in Lincolnshire
5. Bringing young people into public and community life
6. Acknowledge Lincolnshire for key areas of excellence
7. Increasing number of opportunities for economic business who have been inspired by 2012
8. Public services working together to inspire our communities
useful contacts

For any questions regarding any of the key activity areas please contact the following people:

**London 2012 Games Champion for Lincolnshire**
Cllr. Mrs Doreen Stephenson, East Lindsey District Council
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**London 2012 Games Young Ambassador for Lincolnshire**
Debbie Foote, South West Lincolnshire School Sports Partnership (SSP)
Tel: n/a E-Mail: debbieya@hotmail.co.uk

**Children & Young People (Schools)**
Joanne Wright, CfBT School Improvement Service
Tel: 01522 833352 E-Mail: joanne.wright@cfbt.com

**Culture**
Claire Jacques, Culture and Adult Education, Lincolnshire County Council
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**Business**
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**Tourism Opportunities and the Visitor Economy**
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**Sport and Participation**
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**Volunteering**
James Turner, East Lindsey District Council
Tel: 01507 601111 ext 519 E-Mail: james.turner@e-lindsey.gov.uk

**Events**
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