

# Triple Gold

new markets • new aspirations • new lifestyles



**compete • create • collaborate**

**A world class performance, creating a positive legacy for every young person, business and community in the South East.**

## what is Triple Gold ?

### The 2012 Olympics and Paralympics offer an unparalleled opportunity to deliver not only sporting success, but economic and social benefits too.

Led by the South East England Development Agency (SEEDA), the South East Partnership for the 2012 Games (SEP), has been formed to deliver a Sporting, Cultural, Social and Economic Legacy for the South East. The key partners are SEEDA; Sport England; Tourism South East; Arts Council England South East; the Government Office of the South East; the South East Strategy Unit; the South East Learning & Skills Council; NHS; Local Authorities and LOCOG.

The region aims to deliver a world class performance so that every young person, every business and every community has the opportunity to gain a positive legacy from the 2012 Games, whether economic, social or environmental.

The South East's legacy offer mirrors the objectives of the London 2012 Nations and Region's National Framework, which guides the work of all the Nations and Regions 2012 Partnerships across the UK. The three shared objectives are:-

- **Economic:** Demonstrable economic benefit across the UK from hosting the 2012 Games.
- **Social:** Greater levels of engagement, inspiration and participation across the UK, leading to social and community development.
- **Sport:** Increased levels of sporting participation and physical activity as a result of the Games.

Because the South East programme is founded on three ambitious outcomes, we have called it Triple Gold.

### Triple Gold will deliver:

- **New Markets** – an economic legacy through creating and promoting new market opportunities in tourism, environmental technologies, digital technologies and the cultural, creative and sporting industries, as well as the significant procurement opportunities in the run up to the Games through the online tendering system CompeteFor.
- **New Aspirations** – a cultural, social, educational, skills and volunteering legacy through the creation of opportunities for communities to promote their cultural offer within the UK and overseas, and for individuals to gain new skills – particularly those relevant to the new markets being stimulated through 2012.
- **New Lifestyles** – a sport and health legacy, including a healthier workforce through creating and promoting 2012 related opportunities for people to improve work/lifestyle balance.

### The South East wants to deliver even more:

- **An International Gateway:** Developing the best transport links in the country, including access for people with a disability.
- **A Paralympic-Inspired Legacy:** Better opportunities for people with a disability in sporting and cultural life.
- **Create, Compete, Collaborate:** An opportunity for every young person born after 1983 to create, compete or collaborate with another young person from a competitor country.

### How will we do this?

- **Building on the Region's Strengths:** We will build on our regional business and environmental strengths, our visitor economy and our position as the UK's Gateway region, to achieve significant economic added value during the run up to the 2012 Games, and beyond.

- **Showcasing the South East's World Class Offer:** We will harness our intellectual capacity, skills and talents to deliver an outstanding welcome to the world. In so doing we will showcase the South East's ideas and cultural offer.
- **Creating a Sustainable Legacy:** We will use Olympic and Paralympic values to achieve a lasting cultural, social, environmental and economic legacy, particularly for those who are most excluded. We will also improve mental and physical health as a result of increased levels of sports participation and physical activity.

The following partners are taking an active role in driving the key themes that make a contribution to New Markets, New Aspirations and New Lifestyles.

- Business: SEEDA [www.seeda.co.uk](http://www.seeda.co.uk)
- Tourism: Tourism South East [www.visitsoutheastengland.com](http://www.visitsoutheastengland.com)
- Culture and Communities (including Cultural Olympiad): Arts Council England SE [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

- Skills and Education: South East Education, Skills and Employment for London 2012 [www.seco.org.uk](http://www.seco.org.uk)
- Volunteering: National Association for Voluntary and Community Action [www.navca.org.uk](http://www.navca.org.uk)
- Sport: Sport England, [www.sportengland.org](http://www.sportengland.org)
- Health: NHS South East Coastal and NHS South Central [www.southeastcoast.nhs.uk](http://www.southeastcoast.nhs.uk) [www.southcentral.nhs.uk](http://www.southcentral.nhs.uk) [www.wellbeingsoutheast.org.uk](http://www.wellbeingsoutheast.org.uk)
- Accentuate: Screen South [www.screensouth.org](http://www.screensouth.org)
- Create, Compete, Collaborate: [www.createcompetecollaborate.org](http://www.createcompetecollaborate.org)
- Going for Green: SEEDA [www.seeda.co.uk](http://www.seeda.co.uk)
- International Gateway: The South East Strategy Unit [www.southeast-ra.gov.uk](http://www.southeast-ra.gov.uk)

Most of these themes will interlink in some way. For example, supporting the Cultural Olympiad also supports the growth and development of the South East's creative industries. Driving inclusion for people with a disability in sport, culture and community life inspires everyone and is also of direct benefit to the economy as it means more visitors to the South East.

Each theme makes a contribution to the Triple Gold Commitment.





# the commitment

a summary of the triple gold outcomes



*an economic and environmental legacy*

## Up to 2012:

- 7,000 companies will be published on CompeteFor, the official 2012 procurement website, and ready to tender for public contracts.
- 400 contracts will have been won by South East business for 2012 Olympic and Paralympic Games associated contracts, worth £21 million of additional business.
- Infrastructure improvements to Gatwick and Heathrow will have been achieved.

## During the Games:

- There will be Visitor Economy growth of £50-100 million during the 2012 event, supported by double the number of businesses in the sector being accredited for their commitment to customer care.
- A multimodal public transport information system will be in place, as well as integrated travel and ticketing for visitors and residents in the South East travelling to 2012 competition venues.
- Visitors to the Rowing and Canoe/Kayak competitions at Eton Dorney will access the venue easily and efficiently. This includes Windsor Park and Ride for visitors to the Dorney venue.
- The South East will be the most welcoming and accessible region for disabled people in the UK during the Games.

## GOLD in 2016:

- South East Businesses will have the skills and experience to continue to be successful in securing public sector contracts beyond 2011.
- The South East will achieve a market share of up to 10% of 2012 Games-related tourism and Games-motivated tourism. By 2016 the region will have gained an extra £1 billion for the broader visitor economy from 2012 Games-motivated tourism.
- Businesses and visitors will continue to enjoy an improved and sustainable transport infrastructure, including the completion of Airtrack.
- We will also have significantly developed demand for our environmental technologies, and increase our share in global markets.
- We will have created a more knowledgeable creative and cultural market place.

# new markets

*a cultural, social and skills legacy*

## Up to 2012:

- The South East will deliver a major contribution to the four year Cultural Olympiad, focusing on outdoor and street performance and carnival.
- 50 Cultural Olympiad Inspire Mark programmes will be delivered, as well as ten major sporting events with cultural programmes and a Live Sites Programme launched with four sites.
- We will have Olympic values of mind, body and spirit in extended school provision, school development plans and Local Authority services for young people.
- 600,000 young people in the current 14-19 age group (who will be 19-24 in 2012) will be up-skilled to take advantage of employment opportunities created by the Games in construction, tourism, and leisure through Skills Festivals and career promotion.

## During the Games:

- The South East will achieve its ambition of staging a 2012 signature event – the Torch Relay entering through Dover. There will be participation and public interaction with the 2012 Games, through state of the art technology and wireless broadband.
- With the support of technology and well developed international connections, every young person will have been given the opportunity to create, compete or collaborate with a young person from a competitor country. This means 2,500,000 children and young people.

## GOLD in 2016:

- The South East will be internationally recognised as a centre of excellence for festivals.
- As a result of increased international exposure, our cultural sector will have significantly benefited from increased visitor numbers and be capitalising on new opportunities for international exchange and collaboration. There will be more national and international work opportunities for South East artists and performers. The media, creative and cultural sectors will have continued to grow, offering career pathways to aspirational and disabled creatives. It will have developed a more inclusive sector and enhanced the skills of our creative workforce.
- The wide range of community events and festivities will have inspired more people to participate within their communities. Local community networks will be stronger than they are now. There will be a greater understanding and awareness of the region's cultural diversity, with much stronger linkages to other countries.
- There will have been a step change in the number of young people in the South East who are confident in, and sensitive to, a global environment. This will be particularly true for those young people who are currently living in disadvantage or poverty.



# new aspirations

*a sporting and health legacy*

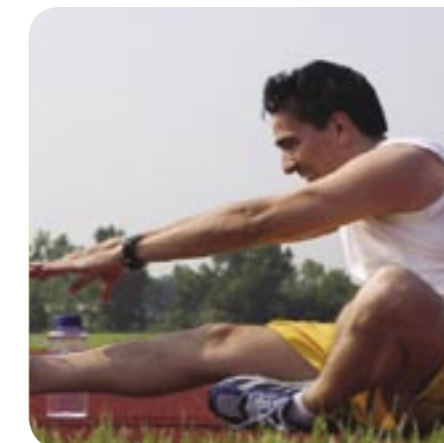
## Up to 2012:

- Businesses will be supported to implement Healthy Workplace Plans encouraging employees to adopt a healthier lifestyle.
- Each year 70% of 16-19 year olds involved in Leadership Academies will continue their interest in volunteering in sport through involvement in community placements. In addition Personal Best will train 500 adults currently not in education, employment or training as event volunteers, supporting local sporting events in the run up to 2012.
- Sport Unlimited initiatives will retain 129,000 semi-sporty young people aged 5 –19 in sporting activities by 2011.
- The National Skills Academy Regional Hub will be launched and operating, supporting employers and individuals to access the very best training and skills in the sector via a network of Centres of Excellence and Academy Providers.

- 15 local authorities will be signed up to Sport England's Facility Improvement Service aimed at improving strategic planning for sports facilities.
- Through the implementation of Playground to Podium, 944 talented young disabled people will be assessed and further developed. 566 athletes will be directed to appropriate high quality coaching opportunities and performance environments.
- Increased participation in community sport.
- 17 upper tier Local Authorities will be delivering a range of community initiatives with key stakeholders as part of their commitment to drive up participation in sport & active recreation and in their Sustainable Community Strategies and Local Area Agreements.
- Pre-Games Training Camps will secure a sporting legacy.

## During the Games:

- The County Sports Partnerships, National Governing Bodies of Sport and School Sports Partnerships will be working with local providers to implement plans to ensure those inspired by the London 2012 Olympics and Paralympics are encouraged to participate in sport and active recreation on a regular basis.



# new lifestyles

- Young people and adults trained and deployed as community sport volunteers in the run up to the 2012 Games will be encouraged to extend their experience as official London 2012 Olympic and Paralympic volunteers. This will include opportunities within the region at Dorney Lake.
- Elite athletes, coaches and officials from the South East will be part of Team GB.
- Training Camps during the Games will secure a sporting legacy.

## GOLD in 2016:

- By changing attitudes to sport and physical activity, investing in new facilities, elite athletes and the workforce, there will be 300,000 more people in the South East participating in sport and physical activity (3 x 30 minutes activity a week) by 2013.
- There will be a reverse in the rising tide of obesity in the population by ensuring that all individuals are encouraged to maintain a healthy weight. By 2020 the proportion of overweight and obese children will have been reduced to 2000 levels.
- The South East region will be recognised as a lead region in the UK for disability and deaf cultural activity and as an international centre of excellence.

- The numbers of people volunteering in the region will have increased, and there will be a strong, cohesive voluntary sector, supporting sports volunteers to use such opportunities as a springboard into further personal development, learning, employment and participation in community and cultural life.