

## LONDON 2012 OLYMPIC BID

### 1 SUMMARY

- 1.1 This report seeks Members' backing to the Olympic Bid being prepared on behalf of London for 2012.

### 2. INTRODUCTION

- 2.1 The Council has been approached by both Essex County Council and the East of England Regional Assembly seeking this Council's support in connection with backing the London 2012 Olympic bid.

### DETAIL CONSIDERATIONS

- 3.1 The detailed attachments included at Appendix 1 provide documentation from both the County Council and the Regional Assembly in connection with the bid and requesting that it should be supported. At this stage, if Council agree to formally support the bid, it is proposed that this take the form of appropriate press releases, including an article in the Christmas edition of Rochford District Matters, and developing the appropriate linkages to the bid website. The cost of such activities will be minimal.

### RECOMMENDATION

- 4.1 It is proposed that the Council **RESOLVES** at this stage to pledge its support to the London 2012 Olympic bid.

Paul Warren

Chief Executive

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For further information please contact Paul Warren on:-

Tel:- 01702 318199  
E-Mail:- paul.warren@rochford.gov.uk

RW



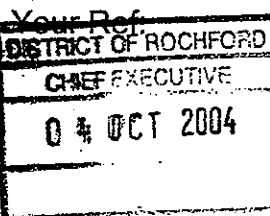
Essex County Council

Essex County Council  
**Cabinet Office**  
 PO Box 11, County Hall  
 Chelmsford  
 Essex CM1 1LX

Rochford District Council  
 Council Offices  
 Rochford  
 Essex  
 SS4 1BW

Date: 30<sup>th</sup> September 2004

Ref: /PLM



Dear LSP Chairman

Re: Essex Backing the Olympic Bid

Please find enclosed copies of literature sent earlier this week to every local government Chief Executive within the Eastern region. It has been produced by EERA on behalf of the Regional Olympic Working Group, upon which I and a number of regional partners sit. You may therefore already have seen it, but if not, I would ask that you take a little time to look through the papers, in particular the letter from Brian Stewart, Chief Executive of EERA, and the "why we should support the bid" document.

Here in Essex I am very proud of the fact that we as a county have been working hard, and working successfully, in demonstrating our support across many sectors for the bid, and maximising likely benefits for the county, both from the bid process and from the bid itself.

As the attached points out, we are now in a very critical period of the bid, and I am very keen that in this "run-up" period to late November and early December when the International Olympic Committee conduct their MORI poll of public opinion right across the UK, that we truly do win "hearts and minds" across our county. To do that we need the assistance of your LSP!

I would be grateful if you could encourage your partnership's member organisations to do their bit in "backing the bid", and if you were able to raise this issue at your LSP when it next meets, than that really would be a terrific boost to raising the profile of the bid here in Essex. If my diary permits, I would be delighted to come and attend that debate, otherwise I am sure it can be raised by the County Council's representative on your LSP.

Thank you for your support

Yours sincerely

Stephen Castle  
 Chairman of the Essex Partnership



INVESTOR IN PEOPLE

2002-2003  
Award

Chair: Sue Sida-Lockett

Chief Executive: Brian Stewart



Local Authority Chief Executives  
EERA Stakeholder Members

Please ask for: Stephen Hinchley  
Direct Dial: 01284 729430  
Fax: 01284 729429  
Email: [stephen.hinchley@eera.gov.uk](mailto:stephen.hinchley@eera.gov.uk)  
Date: 27<sup>th</sup> September 2004

Dear Colleague,

I am writing to inform you about a visit by Lord Coe (Chair, London 2012) to the East of England on 19<sup>th</sup>/20<sup>th</sup> October to promote the London Olympic bid.

The visit will incorporate visits to six locations across the region including Southend, Deanes Sports College in Benfleet, Broxbourne, Cambridge, Norwich and Ipswich.

The East of England Regional Assembly has been working with regional and local partners to support the London 2012 bid since a resolution to formally engage with London 2012 was agreed at the EERA Executive Committee meeting of 31<sup>st</sup> March 2004.

EERA, EEDA, GO-East, Sport England, Living East, Essex County Council and other members of the Olympic regional working group will be announcing the Lord Coe visit and their joint support for the London 2012 bid at a launch event on Saturday 2<sup>nd</sup> October in Chelmsford.

As part of the publicity, the East of England Regional Assembly will be encouraging local authorities within the region to support the London Olympic bid. You can therefore anticipate enquiries from the media as a consequence of this event.

The visit is part of a national and regional campaign over the next 10 months to build support for the bid until the final decision on the host city for the 2012 Olympic Games is announced in July 2005. The bid is at a critical phase with the candidate file for London 2012 due on the 15<sup>th</sup> November 2004 and the IOC conducting a MORI poll during late November and early December. Host nation support is one of the key criteria for a successful bid.

The visit by Lord Coe will start the regional publicity campaign and:

- provide an opportunity for London 2012 to discuss the benefits of the bid with local communities;
- raise the profile of the London 2012 bid in the region;
- show the region's support for bringing the Olympic Games to Britain.

Included with this letter are supporting documents that provide further information about:

- The London 2012 bid and why it is important to the East of England
- How local authorities and others can support the bid

If you are interested in preparing a statement in support of the bid or finding out more about the regional publicity campaign, please contact:

Rebecca Britton  
Government News Network  
Tel: 01223 372780  
rebecca.britton@gnn.gsi.gov.uk

I hope you will join us in supporting the London 2012 Olympic bid.

Yours sincerely,



Brian Stewart  
Chief Executive

## Regional working group members and organisations

• Adam Rigalsford, (Sport England East)	• Tom McNab (East Region Sports Board)
• Sue Keith (Go-East)	• Brian Stanbridge (British Canoe Union)
• Neil Mckillen (Go-East)	• Tim Newenham (English Institute of Sport)
• Ian Phillips (Go-East)	• Laura Walkerden (Creating Excellence)
• Martyn Sibley (Living East/Go-East)	• Martin Corck (Creating Excellence)
• Liz Martell (Living East)	• Roz Brown (Arts Council East)
• Simon Gardner (Lee Valley Regional Park Authority)	• Stephen Hinchley (East of England Regional Assembly)
• Liz Loly (Lee Valley Regional Park Authority)	• Rebecca Britton (Government News Network)
• Sue Grace (Essex County Council)	• Mary Spence (Thames Gateway)
• Stephanie Holt (Essex County Council)	• David Williams (Essex University – Higher Education Representative)
• Katie Huane (East of England Development Agency)	• Trevor Hayward (East of England Tourist Board)
• Stephen Castle (Essex County Council / East of England Development Agency)	• Gina Radford (Go-East Regional Public Health Team)

Further to the above, the following organisations are assisting further with the regional visit

- ♦ *East of England Development Agency*
- ♦ *East of England Regional Assembly*
- ♦ *Government Office for the East of England*
- ♦ *Sport England, East*
- ♦ *Living East*
- ♦ *Arts Council England, East*
- ♦ *Association of Universities in the East of England*
- ♦ *Suffolk County Council*
- ♦ *Lee Valley Regional Park Authority*
- ♦ *Thames Gateway South Essex Partnership*
- ♦ *English Institute of Sport*
- ♦ *NELM Development Trust*
- ♦ *Essex County Council*
- ♦ *East of England Tourist Board*



## Supporting the bid

### 10 simple ways to promote London's bid

The opportunities for promoting the bid are endless. Here are 10 easy ways to get you started.

#### Communication

1. You can place the London 2012 logo together with the Back the Bid strapline on all printed material, including letterheads, compliment slips, business cards, newsletters, magazines etc.
2. Create a link from your website to [www.london2012.com](http://www.london2012.com) and encourage your employees and customers etc. to register their support.
3. Place the strapline **Back the Bid for the 2012 Olympic and Paralympic Games at [www.london2012.com](http://www.london2012.com)** on your outgoing e-mails.
  - a. A text service has just been launched where you can register your support by sending LONDON to 82012\*
4. Use your newsletters:
  - a. To run stories on the bid. Our website is updated daily with stories and the Bid Bulletin is also a useful source. Please contact London 2012 if you would like help with any specific stories.
  - b. To include the London 2012 logo on the masthead.
  - c. Donate advertising space for London 2012 advertisements.
5. Place posters in your reception and offices.
6. Spread London's message using your network of friends and colleagues.

#### Sporting and cultural events

7. Place advertising boards around the event. London 2012 have a small number of banners which are available to borrow, or they can provide the artwork. Please contact us for details.
8. Place the London 2012 logo and website address on advertising posters, tickets, programmes, entry forms.
9. Include advertising in your event programme. London 2012 will be pleased to provide artwork.
10. Run promotional videos provided by London 2012.

For logos, additional material and ideas please contact:

Maria Barnacle, London 2012

Tel: 020 7093 5000

Email: [maria.barnacle@london2012.org](mailto:maria.barnacle@london2012.org)

\* Your standard network rates apply



## London 2012 Olympic Bid

The East of England will have a wonderful and unique opportunity to support and participate in the Olympic and Paralympic Games should the London 2012 bid be successful.

Residents of Chelmsford, Ipswich, Cambridge and Luton will all be within an hour's train journey of the proposed Olympic Park in Stratford, East London where the main competition venues will be located.

The region will even host two competitive venues itself, the slalom canoeing at Broxbourne in Hertfordshire and mountain biking at Weald Country Park in Brentwood, Essex.

Whether as a spectator, volunteer, employer or sportsperson, a London Olympic Games would bring unparalleled opportunities and excitement.

The Games will also provide a tremendous legacy, offering long-term benefits for the region in terms of sporting and transport infrastructure, employment and skills, tourism, promotion of physical activity, healthy lifestyles and community cohesion.

This document outlines the importance of the London 2012 Olympic and Paralympic bid to the region and why we should support it.

## **The Olympic and Paralympic Games**

The Olympic Games are the "greatest show on earth", consisting of approximately 10,000 athletes competing in 28 sports and watched by a global television audience of 4 billion people. The Paralympics are staged almost immediately after the Olympics, beginning 2-3 weeks later in the same sporting venues and facilities with approximately 4000 athletes competing.

Hosting a successful Games can transform the image and perception of a country and its people. The enduring images and stories of the 2000 Sydney Olympics have had a lasting effect on the way the world perceives and thinks about Australia. It looks likely to be a similar case with Athens 2004 and Greece. Strong themes of both Games were the exceptional contribution of volunteers to the Olympic experience and the excellence of the sporting venues.

## **London 2012**

In May 2004, London was selected as one of the five Candidate Cities to host the 2012 Olympic and Paralympic Games along with Paris, Madrid, New York and Moscow.

The London 2012 bid is centred around the development of an Olympic Park on the Lower Lee Valley near Stratford, East London. Major iconic sporting venues within London also feature as part of the bid including tennis at Wimbledon and archery at Lords.

Within the East of England region, the bid proposals include provision of an Olympic canoeing site at Broxbourne in Hertfordshire and mountain biking at Weald Country Park in Brentwood, Essex. Hosting the Games would provide the catalyst for a major regeneration of the Lee Valley/East London corridor and also link closely with the Thames Gateway project.

The host city selection process is now reaching a critical phase with London's final bid submission to the International Olympic Committee due on the 15<sup>th</sup> November 2004. An IOC evaluation committee will visit Candidate Cities in February/March 2005 to assess each bid in detail and a decision on who will host the Games will be announced on 6<sup>th</sup> July 2005 in Singapore.



## Participating in the Olympics

### Going to the Games

We have a huge potential audience for a London Olympic Games in the East of England with a large proportion of the region's population within an hour's train ride from the proposed Olympic Park.

The major transport hub will be Stratford station. Services will include an Olympic shuttle taking 7 minutes from King's Cross using the Channel Tunnel Rail Link, due for completion in 2007. The region is therefore ideally situated to access the Games with direct trains to Stratford from the eastern side of the region (Norwich, Ipswich, Chelmsford) and access through King's Cross from Luton, Cambridge and Peterborough on the western side.

The East of England will also act as one of the key gateways for international travellers to the Games through Stansted and Luton airports, Harwich seaport and facilities for cruise ships at Tilbury and Harwich.

#### By train

1 hour	-	Essex, Herts, Beds, Cambridge, Airports
90 minutes	-	Suffolk, Peterborough, Harwich
2 hours	-	Norfolk (Norwich, King's Lynn)

### Employment/Volunteering

It is estimated that staging the Games will require 63,000 operational personnel of which 47,000 will be volunteers. The Manchester 2002 Commonwealth Games showed what a powerful motivating force a prestigious international sporting event can be in mobilising volunteer support and involvement. The Games will provide a unique opportunity for residents of the East of England to get involved in staging a major sporting event and provide a platform for developing volunteering in local communities across the region.

### Participating from a distance

Not everyone will be able to participate directly in the Games through spectating or volunteering. However, the whole country will be able to share in the 'feelgood factor' of hosting a major sporting event and the pleasure of watching the country's top athletes compete against the world on home territory.

For those who enjoy watching sport in the company of others, there is the potential for large screens to show the Games in city centres across the country. The 4-year cultural festival preceding the Games will provide a further opportunity for people to share in the Olympic spirit.

## **The legacy**

### **Olympic Park and the Lee Valley – physical and environmental legacy**

The centrepiece of a London Olympic Games would be the development of a 500-acre Olympic Park near Stratford, East London and the transformation of the Lower Lee Valley – all the way up to Broxbourne in Hertfordshire. The result will be the creation of one of the biggest urban parklands in Europe for 200 years, a significant resource for the people of the East of England and a major legacy of the Games.

The facilities at Olympic Park will include:

- Olympic Stadium
- Aquatic centre \*
- Velodrome and BMX track
- Hockey stadia and three sports halls.

Also within the Lee Valley is the proposed venue for the Olympic canoeing at Broxbourne, Hertfordshire, providing the East of England with a major competitive and recreational sporting facility. The project will also restore one of the Valley's few remaining ex-gravel workings for the benefit of key wetland species and habitats.

The canoeing development will take place within the current Lee Valley Regional Park, which was established in 1966 to provide leisure, sport and recreation facilities, including nature conservation, for the residents of Essex, Hertfordshire and Greater London.

## **Sporting**

In sporting terms, an Olympic/Paralympic Games staged in London would provide an undoubted inspiration for our young people in the East of England. Currently the English Institute of Sport East Network already supports 185 athletes of varying ages across the region in terms of access to specialist facilities and sports science services, there is significant emerging sporting talent in the East that would thrive on the opportunity to showcase their talents at a London Olympics.

There will be a sporting facility legacy in London and in the East with the potential for providing training facilities and holding camps for inbound teams in the event of a successful bid. This could lead to a series of other related tourism and cultural benefits for the region.

The feel good factor associated with success combined with a sizeable sports development build up to the games will provide significant incentives for all sections of the population to be active, contributing to improving the health of the region and more widely the nation.

## **Social Inclusion**

Sport and physical activity is a key factor in promoting healthy living and is also important in contributing to improved educational outcomes, reduced crime and greater social inclusion.

The Olympic Games provides a unique opportunity to encourage and motivate people to be more physically active.

For example, the London Borough of Newham (in which the Olympic Park will partly be located) is already using the London 2012 bid to undertake a £1 million programme of Olympic-related initiatives, through the Neighbourhood Renewal Fund, aimed particularly at increasing sporting participation.

Some examples of the programme of activity include:

- Olympic Summer 2004 - residents of Newham can participate for free or at discounted rates in 26 of the 28 Olympic sports;
- Olympic Link (Adopt a Country) – building an understanding of different communities through links with the 200 nations competing in the Athens 2004 Games.

If the bid were successful, similar programmes could be developed across the country to make use of the powerful motivating force of the Olympic Games at a community level.

## **Culture**

The proposed four-year cultural festival from 2008-2012 will provide an important opportunity for the whole country to participate in the lead up to hosting the Olympic Games.

The East of England has a vibrant cultural sector including internationally renowned arts festivals, world class libraries, museums and archives, and a thriving film and media industry. At the moment the region boasts:

- over 420 museums and archives in the region and 775 libraries;
- is the home Leading UK dance companies, Dance East and Essex Dance;
- leading arts venues including Colchester Arts Centre, The Junction, a superb range of historic and contemporary theatres and Aldeburgh Productions at Snape Maltings and Britten Sinfonia in Cambridge.
- the region is home to half the UK's studios and production facilities.

By 2012 we will have even more facilities, including the Firstsite gallery in Colchester and the planned 'Snoasis' centre in Ipswich.

We hope to fully participate in a national cultural celebration around the 2012 Olympics.

## Economic

The Games will bring tremendous economic benefits to the UK as a whole and the East of England is particularly well placed to take advantage.

A post-Games report by the New South Wales Government into Sydney 2000 identified four main strands of economic opportunity:

- **Facility Development and Supporting Infrastructure:**  
Construction of Olympic sporting facilities and associated physical infrastructure.
- **Tourism and Retail:**  
Influx of overseas visitors during the Games and the legacy of an enhanced profile as a tourism and business centre.
- **Olympic Activity:**  
Direct Olympic-related inputs into the local economy arising from the sale of tickets, sponsorship, broadcast rights, merchandising, catering, transport etc.
- **Business Development and Investment Attraction:**  
Support to international investment and job creation opportunities provided by the Games and its legacy.

Other economic opportunities are likely to arise in areas such as security provision and training camps.

Overall, and perhaps most importantly, the report found that the Olympic Games had provided a unique opportunity for local people and businesses to build skills and capabilities and showcase them to the rest of the world.

## Infrastructure investment

A public sector funding package for the London Olympics of up to £2.375 billion has already been agreed, consisting of £1.5 billion from the lottery, up to £550 million from London Council Tax and £250 million from the London Development Agency. The majority of this expenditure will be on new sporting facilities, improved transport infrastructure and sport development programmes but will also have other outcomes such as the cultural festival and new affordable housing.

Investment in transport will focus on the critical Stratford hub – a key interchange for the East of England for access to London and the Continent (once the Channel Tunnel Rail Link is completed in 2007). The influence of the Olympics on transport investment can already be witnessed in the recent Government announcements on the East London tube line and Crossrail.

## Tourism

Staging a successful Olympic Games has been proven to result in a substantial and sustained boost to inbound tourism for the host country.

While the Games itself will attract large numbers of overseas visitors with an expected 100,000 hotel/hostel beds required for officials, media and spectators, the major tourism benefits are likely to occur in the post-Games period with above trend growth in visitors and expenditure.

The New South Wales Government post-Games report found in relation to tourism and retail that:

- the Games' generated of up to £2.4 billion worth of international publicity;
- over £2 billion in spending by an additional 1.6 million visitors during 2001
- a substantial improvement in international perceptions of Australia in terms of customer service, quality, value and reliability.

Due to its proximity to the capital, the East of England can expect to gain significantly from increased tourism following a London Olympic Games. The region has a wide range of attractions that offer a distinctive contrast to metropolitan London including beautiful coastline, unspoilt beaches, historic towns and cities and a charming character that is unique to the East of England.

## Thames Gateway

The Thames Gateway is Europe's largest and most ambitious regeneration initiative extending from Tower Bridge eastwards to Thurrock and Dartford.

In Essex, the 25-year vision for the Thames Gateway envisages that the legacy of a London Olympic Games will provide a significant contribution to the revitalisation of South Essex. With improved sporting facilities, and a newly energised population, the current negative external perception of the area will be transformed, its economy thriving and its future secure.

The Essex part of the Thames Gateway shares the deprivation characteristics of the rest of the Gateway – a low skill, low wage economy, with low aspiration, poor health and high rates of teenage pregnancy. Improving the prospects of our young people is at the heart of what we want to achieve. The population of the area is around 650 000, and in Thurrock, around a quarter are under 16.

The Thames Gateway partners would use the opportunities associated with London hosting the Olympics to improve participation in sport; improve the opportunities for local businesses; offer host facilities to national teams who have similar challenges to our own; increase volunteering and improve volunteering skills; improve hotel and other leisure facilities; develop a

stronger tourism offer; and use the opportunity to increase the promotion of the area for new inward investment.

Local partners have already identified regeneration through sport as a key priority and are currently undertaking, in collaboration with Sport England, a major capacity study to underpin future investment.

### **Public Support**

We are now reaching a critical phase in the bidding process when decisions will shortly be made on who will host the Olympic Games. The London 2012 team have developed an excellent technical bid, a critical factor now is the support and enthusiasm of the host nation.

London 2012 are encouraging individuals to register their support for the Olympic bid on the London 2012 website at  
<http://www.london2012.org/en/support/register/register.htm>

Please consider how you can encourage others to register their support by including the link on your emails, website and other communication channels.

## Sources of information

### Websites:

London 2012	<a href="http://www.london2012.org">www.london2012.org</a>
International Olympic Committee	<a href="http://www.olympic.org/uk/index_uk.asp">www.olympic.org/uk/index_uk.asp</a>
Dept. for Culture, Media and Sport	<a href="http://www.culture.gov.uk/sport/london_olympic_bid_2012">www.culture.gov.uk/sport/london_olympic_bid_2012</a>
British Olympic Association	<a href="http://www.olympics.org.uk/olympicbid.asp">www.olympics.org.uk/olympicbid.asp</a>
Newham Borough Council	<a href="http://www.newham.gov.uk">www.newham.gov.uk</a>
Manchester City Council	<a href="http://www.manchester.gov.uk/corporate/games">http://www.manchester.gov.uk/corporate/games</a>
Lee Valley Regional Park	<a href="http://www.leevalleypark.com">www.leevalleypark.com</a>
Thames Gateway South Essex Partnership	<a href="http://www.tgessex.co.uk/">www.tgessex.co.uk/</a>

### Reports

#### ***Business and economic benefits of the Sydney 2000 Olympics: a collation of evidence***

A report prepared for the New South Wales Department of State and Regional Development, Australia in 2001, by PriceWaterhouse Coopers, to document the business and economic benefits of the Sydney 2000 Olympics.

<http://www.business.nsw.gov.au/facts.asp?cid=309>

#### ***London Olympics 2012: Costs and Benefits***

A report prepared for the Government, Mayor of London (GLA) and the British Olympic Association (BOA) in 2002, by Arup, to assess the costs and benefit implications of bidding for and staging the Olympic and Paralympic Games in London in 2012.

<http://www.olympics.org.uk/olympicbid.asp>

### Key Statistics

The Arup report into the cost/benefits of a London Olympic Games identified the following key features:

- 11 000 athletes would compete in 300 events during the 16 days of the Games;
- They would be supported by 5000-6000 coaches and officials, and attended by 4000-5000 members of the "Olympic family";
- Over 7000 sponsors would attend the Games;
- 4000 athletes and 2500 officials would participate over 12 days in the Paralympics, which is equivalent in size to the Commonwealth Games;
- 20 000 of the world's newspaper, radio, television, and internet journalists would cover the events and require state-of-the-art communications facilities throughout;
- Over 9 million tickets would be sold, equating to nearly half a million spectators a day travelling to events in and around London;
- Staging the Games would involve 63 000 operational personnel, of whom 47 000 will be volunteers, many as stewards, marshals, and drivers.





# Backing the bid

The East of England supporting London's Olympic and Paralympic bid

**LIVING/east**  
The cultural consortium for the East of England



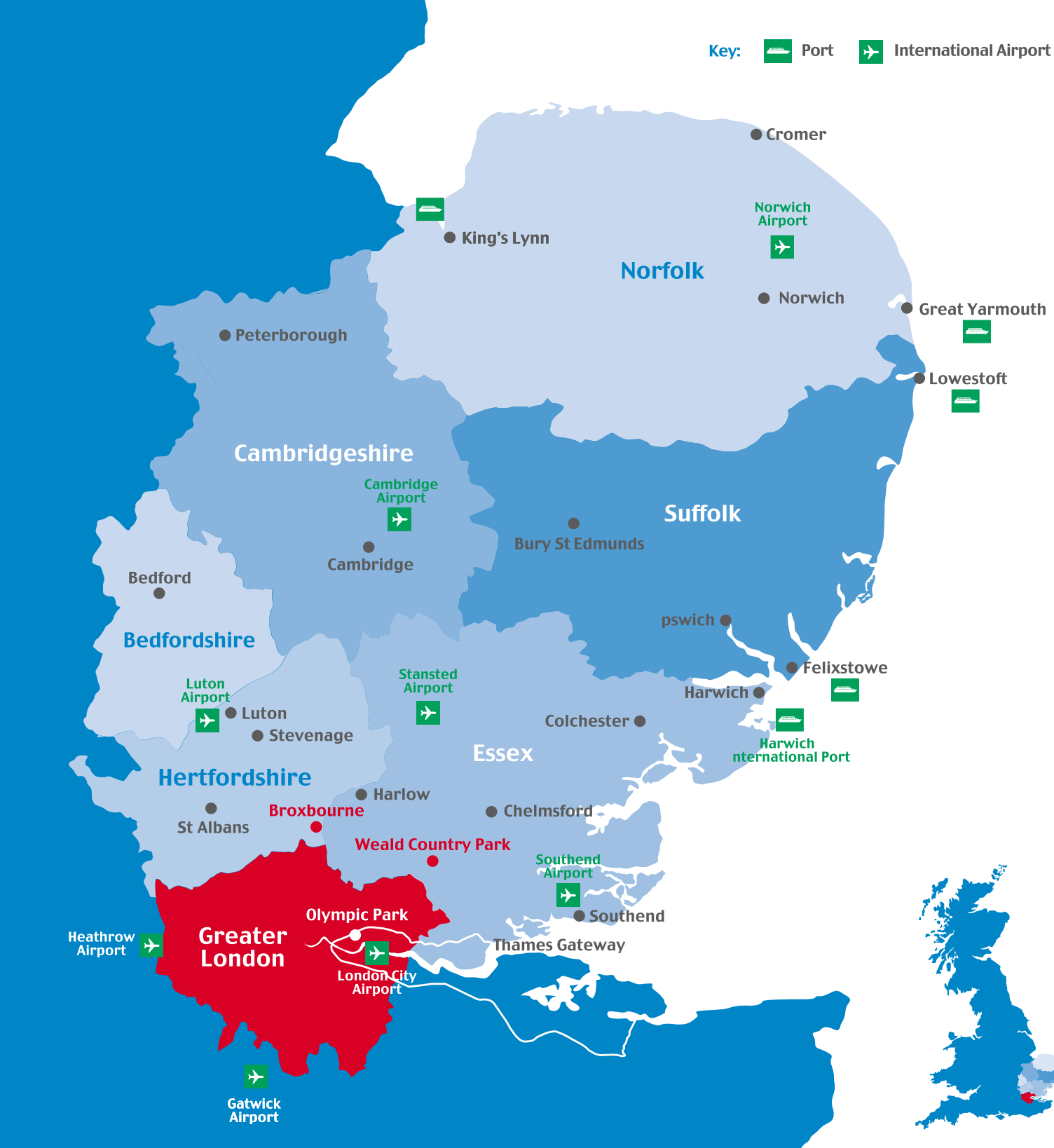
East of England  
**MUSEUMS  
LIBRARIES  
ARCHIVES  
COUNCIL**





Key:  Port  International Airport

Cover image: Members of the Airwalk display team show off their skills on a half-pipe, Heartsease Norfolk



- 4 Forward thinking
6 Fit for the future
- 8 Culture of learning
10 Space for imagination
- 12 Look to the East
14 Rising to the challenge

- Broxbourne in Lee Valley Park is the proposed venue for the white water slalom canoeing
- Weald Country Park is the proposed venue for the mountain biking

## Backing the bid

The East of England supporting London's Olympic and Paralympic bid

The Olympics belong in London. A love of sport and a belief in the Olympic ideal characterise our nation, and in the East of England we are proud to add our support to London's bid to host the Games in 2012.

London is our nearest neighbour. Every day 11% of our working population travels into the capital to do business. And in turn, the East of England is a destination for work and play for many Londoners.

The East of England has so much to offer. It is culturally rich and scenically stunning; its transport networks link us to London and carry goods to and from the European mainland; our innovative businesses generate wealth surpassed only by the capital and South East; and we make a significant contribution to the cultural and artistic life of the UK. The East of England is a dynamic, forward-looking region which will see some of the most exciting and significant development planned for our country over the next decade. The population and the wealth of facilities are growing fast, yet still offering the best quality of life and the safest environment to be found.

We believe that London is capable of hosting the most exciting and successful Games of the modern era; and we believe that the East of England has a significant and unique role to play in that success. The following pages set out our achievements and our ambitions for the next decade.

We look forward to helping to bring the Olympics and Paralympics to London.





## Forward thinking

Beneath the big skies of the East of England lies one of the UK's most powerful and adaptable economies, with 390,000 companies turning over more than £81 billion every year. Our region's business profile is one of knowledge, imagination and enterprise, which places us in the ideal position to develop and lead the business and social opportunities of the coming decades.

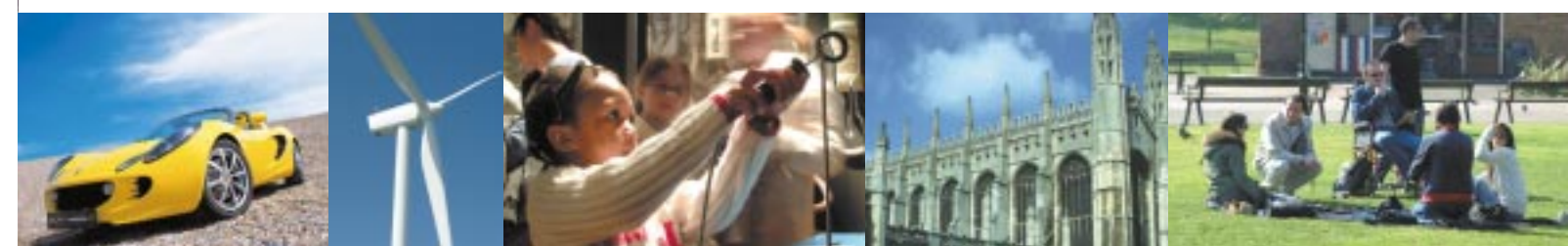
EasyJet, EMAP, GlaxoSmithKline, Greene King, Lotus and Tesco are just a few of the UK's best-known companies based in the East of England. Attracted by a skilled workforce and operating in an innovative business environment, they appreciate the intellectual and creative space offered by the UK's most dynamic and forward-thinking region.

In the East of England, we invest in the future: our businesses have the largest expenditure on R&D in the country, and produce high-value goods, exporting more per capita than any other region in the UK. Biotech companies like Acambis, alongside some of the biggest names in computing and engineering, such as CSR and ARM, are leading the region into the 21st century, supported by thriving financial and business sectors and booming media, cultural and tourism industries. At the same time, inward investment in the region continues to rise, with 1,850 companies the calibre of Hitachi, Intel, Toshiba, Microsoft and General Motors recognising the benefits of the East of England.

As our region grows, so does its capabilities and ambitions. Three of the four most important growth areas in the UK are in the East of England, and of these,

Thames Gateway which incorporates South Essex is a Government priority for regeneration. This key area, which spans London, North Kent and the East of England, will benefit from massive investment as well as innovative policies in education, health, urban renaissance, transport, prosperity, leisure and the environment. With a plan that places culture, the arts, sport and business innovation at the heart of development, Thames Gateway South Essex will deliver an unprecedented quality of life for all those who live and work in the area.

New institutions in Suffolk and Peterborough are being planned to join the ten expanding universities in the East of England, which include the world renowned universities of Cambridge and Cranfield. And new investment in infrastructure will add to the region's pivotal importance as a transport hub to mainland Europe. Our seven major seaports already handle more than one half of the UK's containerised traffic, and four international airports, including Luton and Stansted, serve business and leisure travellers both in the East of England and in London. The injection of £3.8 billion into the region's road network, announced in 2003, will bring still more improvements in safety, speed and efficiency.





**Main image:** Cyclists taking part in the Slick and Knobbly event, Bury St Edmunds **Suffolk**  
**Inset left to right:** Part of the region's 300 miles of coastline **Essex**,  
 Danny Crates competing in the Sydney Olympics **Essex**, Benwick **Cambridgeshire**, Coastal Walk **Essex**,  
 Broxbourne in Lee Valley Park is the proposed venue for the white water slalom canoeing **Hertfordshire**

## Fit for the future

English sport is riding high, and nowhere higher than in the East of England. Participation in sport and outdoor activities is greater today than ever, buoyed by regional successes across a range of sports and an intensive programme of investment and promotion. We are ready for the Olympics, and set to play our part in supporting London's bid.

The East of England is an active region. More of us here take part in sport and active recreation, and more of us belong to health clubs than anywhere else in England\*. We spend £1.2 billion annually on sports goods and services, and as many as 40,000 people are employed in sports-related activities. A host of internationally renowned athletes are from, live in or train in the region – Matthew Pinsent, Paula Radcliffe, Karen Pickering, Dean Macey, James Gibson, Isabel Newstead and Lloyd Upsdell to name a few – and we boast a number of nationally-important sporting facilities. In total, £131 million has been invested in the East of England by the Sport England Lottery Fund since 1995.

The headquarters of British horseracing at Newmarket, the racing circuit at Snetterton, and the nationally renowned Sportspark in Norwich, which forms part of the English Institute of Sport East Network, are all within the region. We compete at the highest level in professional sports with a first-class county cricket club in Essex, eight professional football clubs including Norwich City in the Premiership, and Saracens, a premier league rugby union club.

The region is also richly endowed with the rarest of all natural resources – space. We have around 300 miles of coastline stretching from the Wash to the Thames and a vast network of public rights of way – more than 15,677 miles – through some of the most stunning and diverse landscapes in the UK. From the Fens to the Broads, via long stretches of heritage coastline in Suffolk, to the Dedham Vale and the Chilterns Area of Outstanding Natural Beauty, people have unrivalled access to a full range of outdoor pursuits.

Yachting, cycling, rowing, running and walking are more popular than ever, and the natural environment itself attracts millions of visitors from within and from outside the region. We have no less than 46 National Nature Reserves and 569 Sites of Special Scientific Interest. And the RSPB – Europe's largest conservation charity, with over a million members – is headquartered in the East of England, where it also has its choicest and best-loved bird reserves.

\*General Household Survey







Steeped in atmosphere and peppered with unique historical and architectural treasures the East of England is at the heart of our nation’s heritage. It’s no surprise that the region’s universities, historic sites, museums, libraries and archives are amongst the best in the country. Not only do they offer fascinating perspectives on the past, but they are also increasingly important as gateways to services, opportunities and community participation.

The East of England is diverse like no other part of the UK. Picturesque villages, bustling market towns, cosmopolitan cities, broads and beaches, ports and science parks, fens and fields are all in the mix. The region’s historic sites, museums, libraries and archives celebrate this diversity in their collections and provide a sense of place and history that shapes our present and future. Libraries lead the way in lifelong learning, and in public access to learning through technology, and there are no better resources than those in the East of England. A stunning landmark building, The Forum, built at a cost of £65 million is a state of the art information hub for the people of Norwich and beyond. In Lowestoft, the new library and record office has achieved enormous popular success, especially with younger users. This modern, welcoming space, planned and developed hand in hand with its users, has become a focus for community activity as well as a storehouse of knowledge.

The East of England has more than 200 museums with collections that span civilisations and millennia. The Fitzwilliam Museum in Cambridge alone houses more than half a million magnificent works of art and antiquity. Alongside the many university

collections and major city museums, with their works of national and international importance, local collections also illuminate the economic and cultural life of the region. For example, the hat collection at Luton Museum chronicles the history of the straw plaiting and hat industries, which have survived and even flourished over the decades. In Great Yarmouth, the new Time and Tide Museum, imaginatively located in a Victorian herring curing works, brings the story of the town to life with vivid, sensory immediacy. You see, hear, and even smell the history of the town and its industry through times of boom and bust, war and peace. Many of these cultural resources have benefited from the £191 million invested in the East of England by the Heritage Lottery Fund in the last ten years.

Our region’s outstanding cultural history brings millions of visitors each year to our museums, stately homes, and architectural gems, and with them an estimated £5 billion of income. But cultural entitlement belongs to all, and in the East of England we believe that learning, the enhancement of personal skills, and easy access to information are at the heart of every community and essential to the wealth and wellbeing of both visitors to the region and those who live here.

**Main image:** The Forum **Norfolk**  
**Inset left to right:** Imperial War Museum Duxford **Cambridgeshire**, hat Factory **Bedfordshire**, Ickworth House **Suffolk**, Child playing in a park **Norfolk**, East Anglian Film Archive **Essex**, Lowestoft Library **Suffolk**, Hatfield House **Hertfordshire**, Beaulieu Park **Essex**



## Space for imagination

Innovation and creative passion have always thrived in the East of England. Today, the region presents the broadest possible canvas of opportunity on which everyone can engage with the arts, or simply enjoy the exuberant diversity of entertainment on offer. This places us in an ideal position to contribute to the cultural festival that will accompany the 2012 Olympics.

In the East of England, we nurture creative talent, constantly building on our artistic heritage, and we are proud to broadcast our excellence to an international audience. Years of investment in the material framework of the arts have been matched by a real commitment to the gifted individuals and organisations who make art happen.

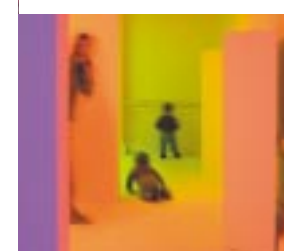
We already have some of the finest arts and entertainment venues in the country. The Sainsbury Centre for Visual Arts in Norwich is an outstanding collection of world art housed in Sir Norman Foster's modernist masterpiece. Aldeburgh Productions in Suffolk is a beacon in contemporary music inspired by the Britten-Pears legacy. Here, a world class concert hall and an acclaimed annual festival enrich – and are enriched by – local community and educational outreach programmes.

The tangible creative dynamism of the East of England is well known to the biggest players of the entertainment business. The region is home to no less than half of the UK's film studios and production facilities. Hertfordshire alone has six studios that between them have housed some of the most popular films in history. Many of the world's pioneering new media and e-business companies, such as Microsoft

and Sony Computer Entertainment – are clustered around Silicon Fen in Cambridge.

By 2012 the spotlight on arts and entertainment in the East of England will grow brighter still as a burst of new investment adds even more to the region's cultural assets. The £100 million regeneration of Colchester, for example, will be spearheaded by the opening in 2007 of firstsite:newsite, a major new visual arts space. It will boast a huge range of facilities, such as creative spaces, conferencing and screening rooms, as well as retail and leisure environments.

Our brighter cultural future depends on injecting passion for the arts into the next generation. Innovative projects like Creative Partnerships are already building strong relationships between schools and creative organisations, animating the national curriculum and widening the horizons of tomorrow's creative thinkers. Over the next three years, more than £4 million will be invested in projects in Norwich, Basildon, Tendring and Thurrock to make culture more open to young people, inspiring them to contribute to our future, especially the growing knowledge economy.







**Main image:** Child playing in a park **Norfolk**

**Inset left to right:** Sutton Hoo and mask unearthed at Sutton Hoo **Suffolk**, Denver Sailing Club Downham Market **Norfolk**, Newmarket Racecourse **Suffolk**, Mesmerics Silhouette **Suffolk**, Boating on the Broads **Norfolk**, Wicken Fen **Cambridgeshire**, Wheelchair Tennis **Suffolk**, Birdwatching at Rye Meads **Hertfordshire**

## Look to the East

The East of England is perhaps the single most diverse part of the United Kingdom. That's part of what makes it so desirable for businesses and individuals looking for opportunity, for space, and for a safe and supportive environment in which to live and work. Our region has many strengths, and a generous spirit. Here are just a few reasons to look to the East.



### Space to breathe

Our increasingly diverse population of 5.5 million people is spread over almost 20,000 square kilometres.

### A great outdoors

The region includes some of the UK's best-loved natural gems and outdoor playgrounds. For example; The Norfolk Broads, Thetford Forest Park, Britain's largest lowland pine forest, Suffolk Heritage Coastline, Epping Forest and Wicken Fen.

### A calendar of nationally significant festivals

V Festival, Filmstock, The Cambridge Folk Festival, The Aldeburgh and Snape Proms, Cambridge Film Festival and the Norfolk and Norwich Festival are all in the region.

### The Luton Carnival

The biggest one day event in the UK. Its huge success has inspired the establishment of a multicultural Carnival arts centre in Luton. This £5.5 million state-of-the-art facility will help to develop carnivals and festivals throughout the nation. The opening of the centre in 2006 will create 17 full-time jobs and bring 6,000 more visitors to Luton each year.

### Passion for words

The region is strongly associated with creative writing through UEA's world class teaching, book festivals in Essex and Cambridge, and the innovative New Writing Partnerships programme.

### Investing in vision

The East of England is a thriving region for film and television production and is one of the most filmed regions after London. The East has been host to hundreds of productions and a stand in for settings all over the world from North Korean Paddy Fields to New York.

### A reputation for performance

Leading companies DanceEast and Britten Sinfonia are based in the region, and theatre venues, such as the New Wolsey in Ipswich, encompass the contemporary culture of the region.

### Huge diversity

The region includes the suburban fringe of Greater London, medium sized industrial and commercial centres, ports and seaside resorts as well as large rural areas.

### Great connections

There's fast, easy access to London and the rest of the UK by road and rail, and to international destinations via the region's sea and airports, which include Stansted and Luton.

### A thriving tourist industry

The region attracts 16.5 million trips a year, which represents 66 million night stays. High-quality, locally sourced foods and some of the best bars and restaurants in the UK are just part of the attraction.

### A rich heritage

Colchester, Britain's oldest recorded town and the Anglo-Saxon site of Sutton Hoo are among the region's ancient treasures.

### A strong entrepreneurial spirit

With a significant proportion of new and fast-growing businesses. The East of England is one of the fastest growing economies in the UK.

### A cultured economy

Cultural activity accounts for approximately 13% of the region's jobs. Gross Value Added (GVA) in the media and cultural sectors is growing at nearly twice the national average, helping to create our strong regional identity.

# Rising to the challenge

There is no better capital city than London, and no better venue for the 2012 Olympics and Paralympics. Hosting the Games will bring great challenges to the whole nation, as well as enormous rewards. In the East of England, we have all the resources and commitment needed to support London’s bid through every stage, as well as the keen desire to share in the success of an outstanding Games in 2012.

With its commercial strengths, creative capabilities, and hardworking people, the East of England is an invaluable partner in London’s Olympic leap. Our positive outlook is delivering a bright future, and growth in population, diversity and quality of life will make our region ever more capable and desirable in the years to 2012.

In the East of England, we possess the infrastructure and the skills to prepare and build for the Games, while our proximity to the capital, first rate transport links, accommodation, volunteers and support services make the region an ideal location for pre-Games preparation. Committed to sports and passionate about culture, we back London’s bid one hundred percent, and look forward to welcoming the Games in 2012.

Hosting the Games would leave a valuable legacy of community achievement, participation and motivation that would last for generations to come.



This brochure has been produced by Living East.

Living East is the cultural consortium for the East of England, one of the eight regional consortiums across the country.

We work together as a combined voice on:

- strategic cultural planning for the region
- promoting the region’s culture
- research and intelligence gathering
- strategic social and regeneration projects

Our belief is simple – culture improves the quality of life for everyone and has a significant impact on the social and economic prospects of the region.

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