

OLYMPIC & PARALYMPIC LEGACY PLAN UPDATE

1 Purpose

- 1.1 This report has been produced to update Members on the business and economic impacts of the Buckinghamshire Legacy programme and to inform of the key initiatives planned through 2013/14 to maximise benefits for this authority and its communities through exploiting these opportunities. Ian Barham the Buckinghamshire Legacy Manager will be expanding on the items within this report in a presentation at the meeting on June 4th.

2 Recommendations

- 2.1 That Members note the contents of this report and endorse the Cabinet support for the Buckinghamshire Legacy Programme. That Members provide feedback to the Cabinet Members for Leisure and Economy on any additions or amendments they would like to see in the delivery action plan.

3 Executive summary

- 3.1 2012 was an exceptional year for Aylesbury Vale in many ways. The global focus given to Stoke Mandeville as the birthplace of the Paralympic movement; the hosting of both the Olympic and Paralympic Torch Relay's, which were enjoyed by 1/3 of the Vale's population; the contract winning successes of Vale based businesses; the hosting of international sporting competitions and training camps, and trade delegations all significantly benefited the economy of Aylesbury Vale. A full review of the impact of the London 2012 Games has been undertaken which highlighted that over £100m worth of contracts were won by over 70 Bucks. A full copy of this report is attached as **Appendix 1** to this report and can be viewed at www.buckssport.org/2012
- 3.2 There remains significant work to be done to ensure that the Vale continues to fully benefit from the legacy opportunities provided by the London 2012 Games. In November 2012, Cabinet approved the support for the establishment of a Buckinghamshire Legacy Partnership and to resource and support a legacy action plan for this Council in 2013/14.
- 3.3 The Communities Scrutiny Committee considered the Volunteering and Community elements of the Legacy Plan in December 2012. This report will focus on the Business and Economy elements of the Legacy plan to help provide comprehensive scrutiny assessment ahead of Cabinet reviewing the whole programme once more in November 2013.
- 3.4 Direct grant funding in excess of £130k has already been secured since the start of 2013 to support the Legacy Programme. Significant groundwork has also been undertaken to support larger applications to the National Lottery, the European Union and other funding sources within the next 6 months.

4 Supporting information

- 4.1 The Buckinghamshire Legacy Board was established in November 2012 and aims to provide a cross organisational drive to delivering the Games Legacy

Opportunities for Buckinghamshire. The board includes senior representation from across the public and private sector and features representation from business, health, sport, education and local authority leaders. This Council is represented on the Legacy Board by Matt Partridge, Director of Communities, who also represents the Buckinghamshire Chief Leisure Officers Group.

- 4.2 The primary objective of the legacy Group is to use Buckinghamshire's USP as the spiritual home and Birthplace of the Paralympic Games providing enhanced and inclusive engagement opportunities for all our stakeholders.

The programme will be delivered around the following 7 operational strategic priorities

- **Co-ordinating the positive use of the Stoke Mandeville Brands and Paralympic heritage**
- **Driving Inward Investment, Job Creation & Enterprise – Assisted Living & Healthcare Technologies**
- **Delivering a Permanent Sporting, Cultural & Health Legacy for Buckinghamshire**
- **Developing a framework for enhancing Volunteering & Community Support**
- **Promoting Bucks as a Base for Major International Events & developing a stronger focus for Disability Sport**
- **Developing Bucks as an Accessible & Welcoming Destination for Visitors**
- **Continuing to Inspire & Educate a Generation**

5 Stoke Mandeville the Global Brand

- 5.1 Stoke Mandeville's position as the birthplace of the Paralympic movement offers a globally unique opportunity. A primary focus of the work programme has been to help support local and national partners in working together to harness the potential of this USP. Over the past 6 months, significant progress has been made, working alongside the International Paralympic Committee and the British Paralympic Association in considering how this opportunity can be most appropriately recognised on an on-going basis. The Buckinghamshire Legacy Manager will expand on this area of work directly to this Committee.

- 5.2 Planning approval has recently been submitted for the Paralympic Agitos logo to be re-sited from the Olympic Park in London to Stoke Mandeville Hospital providing a recognisable association for all visitors to the hospital site. The funding for this installation has been provided by Central Government through the Department of Culture Media & Sport.

6 Winning Contracts and Celebrating Success

- 6.1 Buckinghamshire Businesses were particularly successful in securing business contracts in the lead up to the London 2012 Games, but at the time were unable to promote these achievements due to strict confidentiality

agreements imposed by LOCOG and the International Olympic Committee. As of March 2013, businesses that won contracts and who were part of the London 2012 supply chain can now legally promote their involvement by registering on the BOA managed Supplier Recognition Service www.srs.com The success of the London 2012 Games has meant that there is real value in promoting this association to customers, so we have ensured that local contract winners were alerted to this new opportunity via business networks and directly through the AVDC Economic Development Pages and through Buckinghamshire Business First Website and Social Networks

- 6.2 A number of Buckinghamshire Businesses that won major contracts in 2012 have been able to utilise this experience directly as part of UKTI international trade delegations. One Vale based company, Buckingham Construction, who were the main contractor for the Olympic Handball Centre were part of a UKTI led delegation to Rio de Janeiro earlier this year to support the organisers of the 2016 Games in delivering their facilities “on time and on budget” in the same way that London did.

6.3 **Developing Assisted- Living Technologies Sector**

In September 2012, Aylesbury Vale District Council was instrumental in securing a visit to Stoke Mandeville Stadium and Hospital as part of the London 2012 Global Business Summit. This visit was the culmination of 3 years of work in developing collaborative R&D opportunities between health clinicians and the commercial sector and the promotion of the Vale as a location where the growing cluster of healthcare and assisted living companies could thrive. The 2012 promotion also included representation at the European E-Health Week and the hosting of a meet the buyer conference at Stoke Mandeville Stadium. A summary timeline showing the development of this work programme is listed as **Appendix 2** to this report

Running alongside this promotion Aylesbury Vale District Council also supported the development of an assisted living technologies showcase flat at Griffin Lane where new products could be tested and demonstrated prior to launching to Market.

Over the past 6 months AVDC’s Economic Development Team have been working with Bucks New University’s CETAL (Centre for Telecare & Assisted Living) Unit and Bucks Business First and the Bucks Legacy Board to build upon the strong foundations. Three areas have shown notable recent development:-

6.4 **Developing Relationship with UKTI Life Sciences Investment Unit**

A process for supporting new investment opportunities in the UKTI pipeline has been agreed between AVDC, Bucks Business First and Stoke Mandeville Hospital Trust. This has enabled leads established during 2012 to be offered on a “ring-fenced” basis to the Buckinghamshire and South Midlands LEP areas and has already resulted in further research and collaboration and international investment into the Stoke Mandeville Spinal Injuries Unit. A team led by the Chief Executive Mark Treherene from the UKTI Life Sciences Investment Organisation visited the Vale in May, meeting members of the Spinal Injury Unit, the new De Soutter medical instruments global HQ at Aston Clinton and the proposed Living Lab at Aylesbury College. The visit was organised by AVDC to help strengthen relationships and identify local

promotional opportunities for this Government International Investment priority sector.

6.5 Living Lab within an Educational Setting

The showcase site at Griffin Lane demonstrated the value of such a facility for the development of the assisted living sector in the Vale. The location and access to the site however limited the full potential of this concept. We are pleased therefore that an alternative site has now been secured at Aylesbury College. The new site offers far greater benefits including far wider visibility and footfall as well as the access to educational support and training opportunities for this emerging market. These benefits will allow the site to generate income from showcased products but also offer a “soft landing” opportunity for businesses looking to locate in the UK.

6.6 Research & Collaboration

A Buckinghamshire partnership supported by AVDC recently secured £70,000 investment from the Intellectual Property Office to facilitate “hothouse” innovation collaborations between clinical professionals and locally based IT and Technology Companies. The first of these events is planned to take place in Aylesbury Vale in July. The funding will be used to help develop new viable products and concepts addressing healthcare challenges that can be promoted to venture capitalists and business angels to enable the products to be developed commercially.

6.7 Stoke Mandeville Master-plan

Two preliminary reports funded by the Arts Council and Sport England have just concluded looking into the opportunities for the future development of the Stoke Mandeville Stadium site and its facilities. A first phase feasibility study, funded by a £25k Grant from the Arts Council has looked into the options for a major Heritage Lottery Fund Application to deliver a permanent heritage, archive and museum facility at Stoke Mandeville Stadium as part of an international education resource. A parallel Sport England funded study has also been completed providing WheelPower, the owners of Stoke Mandeville Stadium, with the framework for the centre’s wider development over the next decade and helping maintain its position as both a valuable community leisure resource and a global centre for international disability sport.

Aylesbury Vale Advantage are supporting the development of a wider Stoke Mandeville area master-plan, working with both Stoke Mandeville Hospital and Stoke Mandeville Stadium to look at the opportunities for further mutual development of the two adjacent sites and to consider if any of the current services on the Stoke Mandeville area could be delivered elsewhere. The master-plan development will also seek out the options for new employment opportunities on the hospital site and also on development sites as part of the next phase of growth around Aylesbury. The plan will also support future applications for Lottery aided development of the Stoke Mandeville sites.

6.8 Major Sporting Events

Buckinghamshire has a growing reputation for hosting international sporting competitions and athlete training camps, in addition to last year’s Olympic &

Paralympic Competitions at Dorney, the Silverstone Circuit is the centre of the British Motorsport Industry, Stoke Mandeville hosts Regular International Competitions and Milton Keynes was recently announced as one of the host cities for the 2015 Rugby World Cup.

In April 2013 a first workshop session was organised for major events organisers operating across the county. The aim of this session, which was attended by 30 local businesses, was to enable the growing sector of events organisers to come together, share experiences, resources and help grow their events across the county. The event also allowed the opportunity for locally based support services such as event catering, volunteering and marshalling services, equipment suppliers and accommodation suppliers to promote their services directly to the event organisers. It also provided the opportunity to bring public and private sector operators in this area together to explore the opportunity for the county to host more major national and international events. As a direct result of this first seminar, the Stoke Mandeville based International Wheelchair Sports Federation were supported in their application to host the World Junior Games. We are pleased to report that this application was successful and that 500 international athletes will be taking part in the games at Stoke Mandeville Stadium in August 2014.

Other major events being supported by the Buckinghamshire Legacy Partnership include the Rowing World Cup Regatta being held at Dorney Lake in June 2013, the first ever Military Games scheduled for Stoke Mandeville in September 2013 and the Women's Cricket Ashes Test at Wormsley in August 2013. Initial discussions have also been undertaken relating to the hosting of a major new professional and community cycle event within the Vale in 2014.

6.9 **Tourism Promotion**

A 2012 economic impact study showed that Tourism is worth £163million to the economy of Aylesbury Vale. To help support the growth of this valuable business sector AVDC, alongside Buckinghamshire Business First, are working to establish the first independent destination management organisation for the county. The new organisation provides a framework for private and public sector operators to work more closely together to promote and develop the counties natural visitor assets. Amongst these assets are the counties rich sporting heritage and the opportunity to further develop an accessible tourism offer utilising the Stoke Mandeville Paralympic Heritage.

6.10 **Accessible Tourism** – One in five people in the UK have some form of disability and there is a burgeoning market for offering bespoke visitor offers for this sector. Aylesbury Vale is well placed to develop this opportunity with the Stoke Mandeville connection being complemented by major facilities such as Stowe Landscape Gardens, Wendover Woods and the Halton Tennis Centre offering fantastic services to make their attractions accessible.

6.11 The Buckinghamshire Tourism Officers Group have taken the valuable first step of encouraging all accommodation providers and attractions to publish full access statements outlining which of their facilities and services are suitable for visitors with disabilities. This information is now readily available through the www.visitbuckinghamshire.org website and is providing a valuable resource to help promote this offer to specialist tourism media. Plans are being developed in partnership with Accentuate, the Legacy Trust supported initiative, to host an accessible tourism conference within the Vale this autumn. The Buckinghamshire Legacy manager is also working alongside

the development team at the new Travelodge in Aylesbury to ensure that the building and its staff meet the highest possible accessible standards.

- 6.12 Ahead of the London 2012 Games, Buckinghamshire were successful in hosting 23 international training camps for visiting athletes. Many of those relationships have been maintained and a number of nations are planning to return ahead of the 2014 Commonwealth Games in Glasgow. The 2015 Rugby World Cup also offers significant potential for hosting international teams and supporter groups and Visit Britain are currently welcoming expressions of interest for destinations to act as preparation bases for teams. We are looking to use the experience from 2012 to submit a strong application for the Aylesbury vale area utilising the club facilities in Aylesbury and Buckingham as well as support facilities at Stoke Mandeville and Stowe School which have both previously hosted international rugby

6.13 **Education & Skills**

The University Technical College at Aylesbury College will be welcoming its first students in September 2013 and the primary curriculum based around construction and IT skills are already well established. The College is currently development a new curriculum strand based around the development of Paralympic and Disability Sport and Disability Arts Education. No such holistic programme is available elsewhere in the UK, and will meet the identified gaps in disability sports officiating, development and classification and will establish the college as the national leader in this field. It is hoped that this area of specialism can be featured in the new Waterside development that the college are looking to pursue in partnership with Bucks New University.

7 **Resource implications**

- 7.1 Aylesbury Vale District Council have approved a £60,000 budget for the delivery of the Olympic & Paralympic Legacy Plan in 2013/14. No additional resources are being sought as a result of this report.

8 **Response to Key Aims and Objectives**

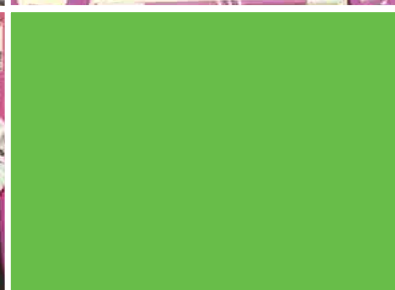
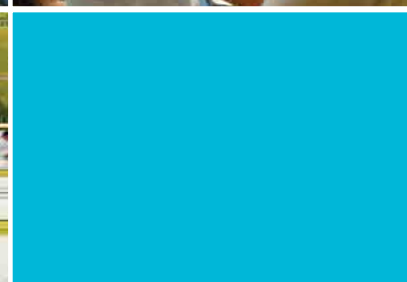
- 8.1 The Legacy Plan will directly contribute to the achievement of corporate plan objectives across all four of its stated priorities of protecting and improving the living experience in the Vale, helping the Vale's economy grow, delivering efficient and economic services and providing a further focus for supporting communications with our customers. .

Contact Officer	Ian Barham 0784 3311837
Background Documents	Buckinghamshire Partnership for the 2012 Games – Legacy Ambitions Review, Cabinet Report November 2012, Community Scrutiny Report December 2012



Buckinghamshire Partnership for the London 2012 Games

Legacy Ambition Review





Contents

Foreword	p4
Introduction	p6
1. Executive Summary	p7
2. National Context	p8
3. Bucks 2012 Partnership Funding	p9
4. Buckinghamshire 2012 Vision	p10
5. Buckinghamshire's Legacy Plan Ambitions	p11
6. Economic Aspiration: Ensure that Buckinghamshire businesses take advantage of commercial opportunities, secure international investment and develop staff skills and resources related to the Games.	p12
7. Social Aspiration: To develop a sustainable framework for encouraging and supporting volunteering opportunities throughout the county.	p28
8. Sporting Aspiration: Increase levels of participation in sports & physical activities and make sure everyone has access to good quality sporting facilities.	p51
9. Lessons Learnt	p57
10. Conclusions	p60
Appendix 1 – Bucks 2012 Partnership members	p61
Appendix 2 – Bucks London 2012 Training Camps	p62
Appendix 3 – Bucks London 2012 Timeline	p63
Appendix 4 – Eton Dorney Nationwide Operations Group Structure	p66
Appendix 5 – Bucks Fly the Flag Roll of Honour	p67
Appendix 6 – Further Information and Acknowledgements	p69

Foreword



Adrian Moorhouse, Chairman, Bucks 2012 Partnership

I have previously seen the impact hosting an Olympic and Paralympic Games have on a host country at seven games over the best part of 30 years. My context may have changed, firstly witnessing the Games as an athlete, then as a team manager and more recently within my business and BBC Commentary roles. Throughout the period one constant factor has been the incredible sense of anticipation and excitement that builds in a host country and grips a nation around the time of the Games.

Every country does it differently, but those countries that benefit the most are those that start planning early to welcome the athletes and prepare their communities to truly welcome the world. When the games were awarded to London in 2005, I knew that this would offer a great opportunity for Britain and as a county that was both the Birthplace of the Paralympic Games and also a host county for both the Olympic and Paralympic Games it was a unique opportunity for Buckinghamshire. As an adopted son of the county, where my business is based, where my children were born and where I now continue my sporting journey, I was delighted to be offered the opportunity to Chair the fledgling Buckinghamshire 2012 Partnership in 2006 and set the framework for our county capitalising on the Games opportunities.

I could clearly see the benefits. On a personal level as a parent with my children attending Buckinghamshire Schools in the lead up to the Games and as a leader with my Company Lane 4 hoping to win Games related business but also in my role as a Bucks Ambassador and Olympian and knowing that this was a unique opportunity to inspire, engage and connect people.

I have been delighted to see how the Partnership has been able to bring groups and individuals together to work towards a set of common objectives. It was wonderful to welcome Lord Coe and other key players in the delivery of the Games to Buckinghamshire to help launch training camp plans and our legacy ambitions as well as being part of our annual conferences and events inspiring residents



With LOCOG Director of Paralympic Integration Chris Holmes at Stoke Mandeville

both young and old. To witness the culmination of this planning with the Games themselves was incredible and to see our county welcome visitors and embrace the Games both through major events such as the torch relay celebrations and in everyday life and community led events taking place throughout the county. I truly believe that when the opportunity arose, here in Buckinghamshire we delivered, and am very proud of the work undertaken by this Partnership in stimulating such wholehearted commitment throughout our communities.

As the Games become part of British sporting and community folklore, our next and perhaps most important challenge lies ahead of us - to ensure that the inspiration from this incredible period is used positively to make a lasting change for our county in terms of further business, sporting and social opportunities.

This report demonstrates some of the many achievements from what I consider to be phase 1 of Buckinghamshire's involvement in the London 2012 Olympic and Paralympic Odyssey. If the Games are to be a true success, then an even more impressive second phase lies ahead of us. I would like to thank all partners for your support to date and I look forward to playing my part alongside you in the next exciting installation.

A handwritten signature in black ink that reads "Adrian Moorhouse". The signature is written in a cursive, flowing style.

Adrian Moorhouse

Bucks Ambassador, Olympic Gold Medallist and Chairman of the Buckinghamshire 2012 Partnership.

Introduction

Buckinghamshire is a special county and has played a unique role in hosting the London 2012 Olympic & Paralympic Games. Buckinghamshire is proud to be the Birthplace of disability sport and the Paralympic Games at Stoke Mandeville and privileged that the Eton College Rowing Centre at Dorney Lake was selected as a host venue for the Games.

The Buckinghamshire 2012 Partnership was established in 2006 and developed an initial work programme to capitalise on the opportunities being presented around the Games. In 2008, due to the work and support of a number of partners, funding was secured to enable the appointment of Ian Barham as Buckinghamshire Manager for the London 2012 Games. Ian's appointment coincided with the handover from the Beijing Games and helped focus the work of the Partnership into the development of a common framework and vision.

Over the final 12 months ahead of the Games, an additional 2012 Events Team was established at Buckinghamshire County Council to supplement the work of the Partnership, support the development of a major events programme, support the street dressing and Games-Time Delivery and to support the marketing and community engagement programme around the Games.

This report focuses on what was achieved through the 2012 Partnership to deliver Buckinghamshire's Olympic Legacy Plan ambitions including key successes, links to a number of local case studies and to assess some of the lessons learnt.

The report is intended to act as a historical record of this incredible period, to provide a touchstone for further collaborative working within the county and to provide a reference document for educational assessment of the far reaching impact of the London 2012 Games here in Buckinghamshire.



Executive Summary

This report will highlight many of the major achievements of this Partnership based around the 12 approved legacy ambitions. Amongst the headlines, the following facts show the real impact of the joint Partnership

- **£70million** worth of Games Related Contracts were won by over 100 Buckinghamshire based companies employing over 10,000 people in Buckinghamshire
- **90,000** residents took to the streets to welcome the Olympic & Paralympic Torch Relay to our county
- **300,000** visitors rated Eton Dorney as the best of all Olympic and Paralympic Venues
- Over **80%** of Buckinghamshire Schools became Members of the Get Set Education Network giving them free tickets to the Games.
- Over **£1million** worth of direct investment on Games Inspired events and community participation programmes
- National and International Coverage worth an estimated **£1.2million** was secured for the Paralympic Flame Festival Celebrations at Stoke Mandeville.
- Over **£10 million** has been invested in improving sporting and transport infrastructure across the county as part of the preparations for the Games.
- An estimated **2000** Bucks Residents volunteered to be part of official games volunteer programmes such as the Ambassador and Games Maker schemes.
- The Reactivate Bucks campaigns have supported an increase of over **3%** in sports participation in the county between 2006 and 2012.

- Athletes born or training in Buckinghamshire won a total of **7** Olympic and **7** Paralympic Gold Medals in the Games. A total of 27 athletes with Buckinghamshire connections were part of the Games.
- **19** International Pre-Games Training Camps were hosted in Bucks and **5** Buckinghamshire venues hosted Great Britain squads ahead of the Games

The work of the Bucks 2012 Pre-Games Partnership has now concluded, but the Buckinghamshire Manager for the 2012 Games will be working to ensure that the good work undertaken by the 2012 Partnership in the build up to and during the Games, such as making new links with the business sector to generate the local economy, supporting the third sector and improving the health and well being of the county do not dissipate and undermine any efforts to deliver Buckinghamshire's Olympic and Paralympic Legacy Plan.

National Context

A report by Oxford Economics commissioned by the Lloyds Banking Group in July 2012 assessed the national impact of the London 2012 Olympic & Paralympic Games. Its key findings showed :-

- That London 2012 Olympic and Paralympic construction will support an estimated £13.5 billion (2012 prices) contribution to the UK GDP between 2005 – 2017
- That extra tourist expenditure worth £1.7billion (2012 prices) will be generated for the UK GDP between 2005-2017 with over £1billion being as part of a post games legacy.
- The training undertaken in preparation for the Games will benefit the recipients to the value of £504 million over their working lifetime.

The Coalition Government outlined four key legacy issues that it wanted to address:

- Harnessing the UK's passion for sport to increase grass roots and young people's participation – encouraging the whole population to be more physically active.
- Exploiting to the full the opportunities for economic growth offered by hosting the London 2012 Games.
- Promoting community engagement across all groups in society through the London 2012 Games.
- Ensuring the Olympic Park is developed as one of the principal drivers of regeneration in East London.

The Buckinghamshire 2012 Partnership helped to deliver all four of these legacy issues, the first three directly within the county and the fourth through the work of a number of Buckinghamshire businesses who won contracts help transform the Olympic Park and build the sporting and community facilities.

As a commitment to this legacy, the Government made a number of pledges and commitments. These include:

- £65m funding through the Department of Education for the 2011/12 and 2012/13 school years so secondary schools can release a PE teacher to organise competitive sports.
- £130m funding to support Sport England's People Places Play programme which includes the Club Leaders initiative.
- £14m over the next two years to support levels of primary school participation in the School Games, a series of intra-school competitions.
- £8m through Sport England to tackle the barriers disabled athletes face when they want to play sport.

Bucks Sport along with other members of the Bucks 2012 Partnership have led the way in ensuring that Bucks schools and clubs have been able to access this new funding and have provided support and advice to groups and individuals to develop programmes supported by these resources.

Bucks 2012 Partnership Funding

To ensure the successful hosting of the 2012 Olympic & Paralympic Games in Buckinghamshire, a multi agency 'Bucks 2012 Partnership' was set up in 2006. Appendix I includes membership details of those agencies/individuals involved in the Bucks Partnership.

The 5 councils in Buckinghamshire along with Bucks Sport, Buckinghamshire Business First and Lane 4 also jointly funded the post of 'Buckinghamshire Manager for the London 2012 Games.' This core funding totalled approximately £50k per annum over the past 4 years. Other partners contributed over this period to support the delivery of the core work programme.

Buckinghamshire County Council also invested a further £100k in setting up a '2012 Team' from September 2011 for a 12 month period to manage the communications, marketing and promotion of Games related activities in Buckinghamshire. Therefore a total of about £300k was directly invested to support the core team to host the London 2012 Olympic & Paralympic Games in Buckinghamshire.

This investment has enabled the county to play a full role in the successful delivery of the Games, but is dwarfed by the return for our county from a variety of quantifiable outputs such as the £70m worth of contracts won by Buckinghamshire Businesses, the £13m in Advertising Value Equivalent for the coverage of the events at Dorney Lake and Stoke Mandeville and the £12 million of new investment into sporting, cultural and transport facilities within our county over this period. Some of the less immediately quantifiable, but equally important indicators such as the boost for volunteering and community engagement and reduction in anti-social behaviour at Games Time are also explored within this report.

Buckinghamshire 2012 Vision

The Bucks 2012 Partnership developed the following vision to help create an Olympic Legacy within the county:

“Ensure that everybody who lives or works in Buckinghamshire has the opportunity to take inspiration from the Games and that a lasting and positive impact is provided for all our businesses, communities and sports people.”



Buckinghamshire's Legacy Plan Ambitions

The delivery of the Bucks 2012 vision is supported by 12 Legacy Ambitions covering economic, social and sporting aspirations. This section provides an insight in to what has been achieved against the 12

Legacy Ambitions with links to case studies about the experiences of different organisations/individuals within Buckinghamshire as a result of supporting the Games.



Economic Aspiration: Ensure that Buckinghamshire businesses take advantage of commercial opportunities, secure international investment and develop staff skills and resources related to the Games.

Economic Success

Whilst London was the primary focus of the Games, all UK regions have and will derive further benefits from this year's Olympics and Paralympics. For example, over 2500 Buckinghamshire businesses registered with the CompeteFor business portal with 1259 local businesses completing full applications allowing them to register for London 2012 contracts; Of these, 107 successfully bid for contracts from LOCOG and the Olympic Delivery Authority worth in excess of £70m directly supporting an estimated 10,000 jobs within the county.

The CompeteFor Portal was a key part of the way in which the opportunities arising from the Games were transparent and opened up to as many UK wide businesses as possible with particular emphasis on Small and Medium Sized Businesses (SME's). For businesses, the "draw-factor" was to deliver to the London 2012 Games, but the major benefit for those businesses engaged within this work programme was to ensure that they were better prepared to challenge for and win major long term contracts across both the public and private sector. The Bucks 2012 Partnership worked initially with Business Link and latterly with the South East Partnership Business lead to provide both generic fit to supply and more specific bid writing, consortia forming and quality management workshops in addition to sector specific events for the catering, tourism and hospitality sector. In total over 1000 local businesses attended 20 of these workshops in Bucks between 2008-2011.

The development of the CompeteFor ethos was developed by Buckinghamshire Business First when they were established in 2011. One of the core founding principles was to support an open market for Buckinghamshire businesses to offer business and

contract opportunities to fellow club members based within the county. The rapidly growing membership of Buckinghamshire Business First, which currently stands at over 1200 local businesses, will from November 2012 be able to benefit from a new business portal "Buy in Bucks" which is building upon the legacy of both CompeteFor and the South East Business Portal.

In the 12 month period leading up to the Games Buckinghamshire Business First saw a significant increase in international investment enquiries to the county, this led to a number of visits from international companies to Buckinghamshire including:

- Acuvate Software, a software company based in India which aims to finalise their investment in Iver.
- Creative and New media Foreign Commonwealth Officer from San Francisco Office.
- Konami Digital Entertainment and the Shanghai Beno Decorative New Material Company.
- Appnovation visit to the south of the county seeking new premises.

During the Olympic and Paralympic Games, UK Trade & Investment (UKTI) held a series of global business summits focusing on the UK's key sectors. These summits were for an invited audience of multi-national business leaders and were held under the Great Britain brand. Representatives from Buckinghamshire Business First, Buckinghamshire County Council and Aylesbury Vale District Council all attended a number of these seminars predominantly focusing on the advanced engineering, ICT and life sciences sectors.



Adrian Moorhouse with European Commissioner for Health Neelie Kroes, European E-Health Week, May 2012

Case Study – Assisted Living & Healthcare Technologies Investment

The London 2012 Games put Stoke Mandeville firmly in the spotlight as the Birthplace of the Paralympic movement, providing a unique platform to showcase Stoke Mandeville as a world leader in disability sports, assisted-living and telehealth technologies enabling individuals to live fulfilled independent lives.

A partnership led by Aylesbury Vale District Council has been working in close partnership with the National Spinal Injuries Centre (NSIC) at Stoke Mandeville Hospital to encourage international companies to base themselves here. It worked with the NSIC and UK Trade and Investment (UKTI) to bring two major events during September 2012, bringing business, academics and Paralympic Associations to Aylesbury to establish future global collaborative Research & Development partnerships.

The first of these was a Global Business Summit on Assistive Medical Technologies which provided an opportunity for Stoke Mandeville to showcase their offer to partner with innovative businesses to assist Stoke Mandeville deliver patient care utilising the latest advances in healthcare technology.

The second event was an international Telehealth “Meet the Buyers” event, bringing together international purchasers and suppliers of telehealth products and services. A parallel conference stream which featured Great Britain Wheelchair Basketball ladies team captain Clare Strange had a theme around “liberating the individual to live independently” which included talks by businesses who had taken products to market and also included Bucks New University showcasing the recently established Centre for Telehealth and Assisted Living (CETAL).

As a result of this proactive work there has been increased inward investment activity leading to visits by companies looking to collaborate with the NSIC. This included a ‘Skin Care Open Day’ for spinal outpatients with international companies attending who provide products such as a sensory mat used under bed mattresses; specialist pressure imaging systems linking to mattresses and cushions; specialist digital 3D wound imaging to help improve skin pressure sore assessment; digital coaching applications for nutrition and exercises for the wider community, sensor technology in sports clothing which can be utilised in rehabilitation for wireless EMG monitoring.



Buckinghamshire Olympic Torchbearers, Waddesdon Manor, July 9th 2012

Case Study – “Welcome to Buckinghamshire” DVD

Buckinghamshire Business First (BBF) and Pinewood Studios based Orca Media worked together to produce a “Welcome to Buckinghamshire” promotional DVD focusing on business, tourism and the London 2012 Games. This has been valued in the region of £26,000 and is being widely circulated by the BBF team. It was also shown at all four live site events and has been distributed to all partners for inclusion on their websites.

During the Games, enquiries into Buckinghamshire have increased from circa eight per annum to BBF currently managing over 30 active enquiries of which 12 date to during the London 2012 Games period. Links with the Canadian High Commission have been developed to bring inward investment opportunities within the ICT Sector whilst connections established through international Pre Games Training Camps have been supported by the Foreign and Commonwealth Office and UKTI to develop trade links in Denmark, the United Arab Emirates and Saudi Arabia.

The Success of Bucks Based Companies

In Buckinghamshire, Christina Meyer Sustainable Wood Products and International Forest Products (UK) and Fagioli Ltd were both successful in providing their professional services to support the construction of the Olympic Aquatics Centre. The Buckinghamshire connection extended from the construction and management of many games

venues through to the services offered to many of the 11 million ticket holders for the Olympic and Paralympic Games. The case study opposite shows how the Buckinghamshire based Global Infusion Group provided catering services at 5 Olympic and Paralympic Venues providing an additional 80 jobs within the county and over 1,000 freelance staff:

Case Study: Global Infusion Group

Name of Organisation	Global Infusion Group (GIG)
<p>How was your organisation involved in supporting the 2012 Games?</p>	<p>GIG HQ at Chesham supported the Games through providing professional catering services on behalf of:</p> <ul style="list-style-type: none"> • LOCOG: At 5 key venues including Horse Guards Parade, The Mall, Hyde Park, Lee Valley & Hadleigh Farm. Across the 5 sites, GIG supplied 120,000 workforce meals, 20,000 athletes' meals, 5000 technical official meals, 25000 Olympic family meals, 10000 media meals and 650,000 spectator meals. • Provided 100,000 broadcaster meals across 22 venues on behalf of Olympic Broadcaster Services. • Provided back of house catering at venues around London including Hyde Park and supported live sites and music productions. <p>GIG has their HQ in Buckinghamshire and used local staff and local produce to help provide the services highlighted above.</p>
<p>Why did your organisation get involved in supporting the 2012 Games?</p>	<p>GIG got involved in the 2012 Games to raise the profile of their organisation and to be part of a once in a lifetime opportunity. GIG also considered the economic benefits as a key motivation to support the 2012 Games and be part of its legacy.</p>
<p>Were there any barriers to your involvement that had to be overcome?</p>	<p>The tender process was in depth and arduous which meant that some SME's which passed the Compete Four criteria may not have had the time or resource to then pass the tender process.</p>
<p>How were you supported with your involvement in supporting the 2012 Games?</p>	<p>LOCOG and Compete Four supported GIG through the tender process. Chiltern District Council and the Joint Local Authorities Response unit helped in terms of food hygiene, access arrangements and Health & Safety licensing. The Food Standards Agency and the Health Standards Agency also supported GIG.</p>
<p>How did your organisation benefit?</p>	<ul style="list-style-type: none"> • Financial benefits – Supporting the 2012 Games was a profitable venture for GIG. • Reputational benefits – GIG have limited marketing rights to use their involvement in the Olympic Games as promotion. • Employee/Corporate Development - GIG increased their staff numbers – permanent staff increased by 15% from 45 to 53, temporary staff increased by 70 people (all to Bucks residents) and free lance staff increased from 500 to over 1000. GIG also invested in improved facilities/equipment and infrastructure including HR systems and processes.
<p>What is the legacy for your organisation directly as a result of the 2012 Games?</p>	<p>The legacy for GIG is the increased business, the improved infrastructure which means they now have the ability to access and support world sporting events</p>

Name of Organisation	Global Infusion Group (GIG)
How would your organisation benefit from any future events in Bucks/UK?	For any events whether they are local, national and/or international GIG would be able to supply catering services and marketing support services.
If more support was available for your organisation for any future event, what format should that support take?	Support would ideally be in the form marketing and promotion of their services and increase the potential to generate more business. Support from UKTI in order to maintain access to international business opportunities.
Would you see a benefit from a Bucks 2012 Legacy resource being maintained after this year?	Fully support a co-ordinator between public/third sector organisations and the private sector to create a successful working partnership.
How would your organisation be prepared to support this resource?	<ul style="list-style-type: none"> • Time based – would be willing to talk and inspire the wider business sector to learn from their experiences. • Facility based – potential to provide meeting rooms and or take on local interns to develop their skills.



Case Study – Buckingham Construction Group

The Stowe based Buckingham Construction Group were successful in their bid to be the main contractor for the £44 million pound Olympic Handball arena “The Copper Box”. Prior to this, the group’s biggest contract had been the building of Stadium MK, and the modular nature of this project held the group in high regard for the Olympic Games Contract. In early 2011 the Handball arena was the second venue to be completed on the Olympic Park and was delivered ahead of schedule and under budget. After the games the arena will be transformed to a community leisure facility. The Buckingham Construction Group have themselves extended their horizons and have supported UKTI trade delegations to Rio ahead of the FIFA 2014 World Cup and the 2016 Olympic Games.



Baroness Tanni Grey-Thompson, Aylesbury Train Station

Economic Legacy Ambition 2: Ensure that visitors to our county receive a consistent world class welcome from accommodation, transport and service providers and have access to improved visitor information.

Investment in rail & transport infrastructure

In partnership with Network Rail and Buckinghamshire County Council, Chiltern Railways have invested over £2.5 million access improvements in improvements to Aylesbury Town, Princes Risborough, High Wycombe and Beaconsfield stations. Aylesbury station now has a larger and brighter waiting area with additional seating and cycle parking. An additional ticket gate was also provided which means less congestion during busy periods. The toilets have also refurbished with light sensors and energy efficient hand dryers have been installed to reduce energy consumption.

In September 2010 Baroness Tanni Grey-Thompson visited Aylesbury to officially open the new access improvements at Aylesbury Station. This £1.1 million scheme, which provided new trackside lifts making the station fully accessible for the first time. The new facilities were supported by a Department of Transport "Access for All Grant" and was prompted

by an access audit commissioned by the Bucks 2012 Partnership and commissioned by Tourism South East as part of the Accentuate programme. Dame Tanni's visit also marked the 50th anniversary of the first Paralympic Games in Rome, a Games that were at the time known as the 9th Stoke Mandeville International Games. This anniversary was also marked by the unveiling of 23 new road signs welcoming visitors to "Buckinghamshire, the Birthplace of the Paralympic Games" installed on all A roads leading into the county and funded by local business entrepreneur and charitable benefactor Mike Clare.

Visitors taking onward journeys from Aylesbury and Stoke Mandeville Stations now have the benefit of journeying in a new fleet of fully accessible Black Cabs. All private hire vehicles servicing these two main stations serving Stoke Mandeville are fully accessible and also proudly display a welcome to the home of the Paralympic Games as part of their livery.

Chiltern Railways also provided approximately an additional 120,000 seats over the Games, increasing the number of carriages on off peak services and running late night trains out of London every day during the Games. There was also early morning and late night trains on Sundays for passengers travelling to and from the capital to ensure that residents and visitors from our county had improved transport services to the Games.

Highway Improvements

The Council's 2012-13 capital programme included an additional £5 million investment in road maintenance which is the highest priority area identified by residents and businesses, but also helped prepare the county for the London 2012 visitors. The county's current £30m two-year road programme will also be supported by £15m investment in the following two years ensuring that residents, visitors and businesses benefit from an improved transport infrastructure now and in the future.

In preparation for the Flame Festival Celebration at Stoke Mandeville on August 28th 2012, Buckinghamshire County Council and Aylesbury Vale District Council worked with BuDS (The Buckinghamshire Disability Service) to undertake the first phase of the Stoke Mandeville Way, a 2.4 kilometre accessible route between Aylesbury Town Centre at Stoke Mandeville Stadium. The pavement connecting Stoke Mandeville Stadium with Aylesbury town centre is already adapted for those with mobility problems including ramping each junction for wheelchairs, installing push button crossings, islands in the middle of wider roads and benches at frequent intervals.

Developing the Visitor Economy

One of the biggest potential opportunities for Buckinghamshire was to help develop the potential of the visitor economy of the county to capitalise upon the post-games promotional benefits that Great Britain are expected to receive over the next

5 years. Over the early stages of the programme, the focus was on improving customer service skills through training as part of the Hosting the World Programme, assessing the opportunities for improving visitor access through a destination access audit and in targeting capital improvements to attractions and accommodation providers through the Leader funding programme scheme. Over the final 12 months the focus moved to both domestic and international promotion through supporting national campaigns such as the Great Britain programme, working alongside Tourism South East in supporting international media and broadcast enquiries and in providing direct promotional support for small businesses including new web listings hosted through the Buckinghamshire Business First website.

Welcome to Visitors – Destination Signs & Highway Banners

Ahead of the Queens Diamond Jubilee Celebrations over 400 distinctive lamppost barriers were installed across Buckinghamshire urging the community to "join in the year of celebration". This call was heralded throughout the summer with over 70 community led celebrations being hosted for the Jubilee weekend and major events taking place alongside the opening ceremonies for both the Olympic & Paralympic Games. Many of these events were supported by the More than Gold churches together programme including significant large screen events held in Gerrards Cross to coincide with the Olympic Games opening ceremony and at Stoke Mandeville to mark the opening of the Paralympic Games.

Hosting the World - Training Programme

From 2008 a series of free and subsidised training opportunities were provided throughout the Thames Valley area as part of the "Hosting the World" training scheme. Over 200 Buckinghamshire tourism businesses participated in these training schemes which were based upon a range of themes including international visitor welcome and welcoming visitors with specific access needs.



Olympic Torch Relay, Buckingham, July 9th 2012

Marketing Buckinghamshire – TSE, BBF & 48 Hours In Bucks

The Visit Bucks www.visitbuckinghamshire.org website was promoted at the London 2012 World Press Briefing in October 2011. In partnership with Tourism South East it has been promoted throughout 2012 at Great Britain House, on the Orient Express as part of the Great Britain campaign and at Group Travel Fairs during the Spring and Summer of 2012 in support of the Visit England domestic visitor campaign. As an overall result the visitor numbers of the Visit Buckinghamshire site increased by 100% over the 12 months from August 2011.

During the Olympic and Paralympic events at Eton

Dorney, the Ambassador Volunteers distributed over 20,000 pocket sized guides giving suggestions for itineraries based upon 48 hours in Buckinghamshire, attractions on the River Thames and in the Windsor & Eton area.

In early 2012 the Buckinghamshire Business First website was developed to provide a free listing for accommodation providers across the county. The aim of this listing was to provide a comprehensive support service for all serviced accommodation providers irrespective of their size. In total over 200 Small Businesses have benefitted from this service including 80% who are SME's offering less than 4 rooms for visitors.

Case Study Flexible Accommodation Provision - Lakelets & Highclere Farm Park

The significant benefits for the British visitor economy are expected to be achieved over the next 5 years in the wake of the international coverage received this year. Accommodation businesses that benefitted during 2012 needed to provide a bespoke offer for games visitors; two Buckinghamshire based companies who did just this were the Highclere Farm Park in Seer Green and the Lakelets agency based in Dorney. Highclere Farm realised that their campsite facilities were ideally placed to benefit from visitors wishing to be close to the Olympic and Paralympic action but did not wish to stay in London. Throughout 2011 the site extended its capacity by improving the number of shower block facilities, extending campervan hook up locations and providing a more flexible catering offer.

This investment was rewarded throughout the Games period when the centre operated at full capacity with many of the spectators taking advantage of the free rail services linking the site to both Wembley Stadium and Arena for the football, badminton and gymnastic events. Lakelets, worked alongside residents in the Dorney Lake area to offer accommodation and visitor services within easy access of the Lake venue. Over 200 properties were made available for visitors and members of the visiting media and athletic sports teams.

As a result the Australian Rowing squad established their Games time base in the Eton Dorney centre and representatives from Japan, Italy, New Zealand and Russia all based themselves in the Dorney area. It is hoped that many of these connections can be maintained for future events at the lake including the Rowing World Cup scheduled for June 2013.



Case Study – Our Sporting Life, Buckinghamshire County Museum

The County Museum took part in the nationwide Our Sporting Life programme which celebrated sport across the country through a series of community exhibitions in the build up to London 2012. Our Sporting Life was developed by the Sports Heritage Network, a partnership of the UK's sports museums. The County Museum together with other partner museums in the region successfully received funding from MLA Renaissance South East (now part of Arts Council England) in order to take part in this programme. The outcome of the project was a major exhibition at the County Museum that ran from June to November 2012 alongside the Olympic and Paralympic Games. The exhibition celebrated sport in local people's lives through personal stories and memories, including the important role played by Stoke Mandeville as the Birthplace of the Paralympics. The exhibition was complemented by a programme of talks and events.

Support for the project came from many areas including Renaissance South East, Our Sporting Life National Project and OSL Milton Keynes, Mandeville Legacy Project which funded and developed the Paralympic element of the exhibition, Bucks 2012, AVDC, Bucks Sport, Centre for Buckinghamshire Studies. A community display about the project was hosted in five locations including the County Library and Queens Park Arts Centre. Many local sports organisations and individuals came forward with their own stories and memories that formed much of the content of the exhibition and supported events, particularly the Aston Martin Owners Club and members of the Kop Hill Climb.

The project resulted in a fascinating range of sporting stories coming from local individuals, sports organisations and also from the museum's own collections. The Museum has made links with the local community and has inspired sporting stories to be shared through a successful and memorable exhibition that has raised the awareness of Bucks sporting heritage, especially as the Birthplace of the Paralympics. A small number of items were also added to the Museum's sporting collection. The project has been a great opportunity for the museum to engage with the community and to develop a local sporting exhibition that has complimented and celebrated London 2012.

A total of 9,093 visitors enjoyed the exhibition between June and October 2012 with 4,674 of these being under 18 and 2,279 forming part of a school group.

Next Steps for Buckinghamshire the Visitor Destination

A review of the support being provided for the tourism sector in Buckinghamshire is currently underway. Options include the development of a Destination Management Organisation and the targeting and direct promotion of visitor services highlighting the offer for visitors with disabilities.

Paul Deighton, LOCOG CEO (far right), presents the host county flag to Councillor David Polhill, Chairman of Buckinghamshire County Council (second left). Also pictured, Martin McElhatton, WheelPower CEO and Pam Alexander, LOCOG Nations and Regions Member for the South East.



Buckinghamshire – The Host County

As well as the 23 Pre-Games Training Camps across Buckinghamshire and Milton Keynes which provided accommodation to athletes from around the world, a number of local hotels were also well utilised during the Games and the case study overleaf demonstrates the experiences of the Holiday Inn based in Aylesbury:

Case Study – Holiday Inn

In the last 4 years leading up to the Games the Holiday Inn in Aylesbury has made great strides in developing the on site facilities for visitors with different accessibility requirements and has reaped the reward of this investment coupled with its close proximity to Stoke Mandeville. The hotel has 139 ground bedrooms with over half being ground floor rooms, most of which have bathrooms that can be accessed by a wheelchair. The Hotel has 6 officially recognised accessible bedrooms, double that of regular legal requirement. Over £500k was invested in the site ahead of the Games with around £100k targeted directly at improving facilities for people with disabilities and their carers. It is hoped that this investment can continue as part of a post games legacy to further enhance the inclusive and flexible services offered at the hotel. The hotel hosted many athletes and other visitors to Stoke Mandeville during the summer of 2012 supporting significantly increased revenue returns.

Economic Legacy Ambition 3: To have established a network of Pre Games Training Camp Host Venues, with enhanced international reputations having hosted international Olympic and Paralympic Teams, and that visiting athletes receive support and welcome from surrounding communities.

The aim of Buckinghamshire is to establish a network of Pre-Games Training Camp venues which will have an enhanced international reputation having hosted international Olympic and Paralympic teams. In total 23 Buckinghamshire & Milton Keynes Venues were selected offering visiting athletes the best support and a first class welcome from surrounding communities, 11 of these facilities hosted international teams in the lead up to the Games. See Appendix 2 for further details of the Pre-Games Training Camp venues.

The Addington Equestrian Centre hosted the Great Britain Olympic Dressage and 3 Day Event Teams, both of whom delivered medal success for the home nation. To support the hosting of international teams the centre has invested heavily in the on site facilities including the development of enhanced on-site accommodation. This investment has supported the centre in developing its wider events programme which now includes a full programme of national senior and junior competitions and an aspiration to host international events in the future. The Eton Rowing College Centre regularly welcomed international athletes over the past 4 years with the Canada, USA and New Zealand Olympic Rowing teams all making use of the Olympic Regatta Facilities ahead of the 2011 Henley Regatta. These Pre-Games Training Camp venues were successful in generating additional income streams and increasing their reputation as a world class venue to host professional athletes and international sporting events.

Indeed some of these venues will be re-used in preparation for future international sporting events as highlighted by the experiences of the Shardeloes Farm Equestrian Centre in Amersham, Quanton Stud and the South Bucks Riding for the Disabled Centre, all of whom welcomed international teams and have commitments for their facilities to be used as a future British base for their Chinese, Irish and Brazilian guests respectively. All three centres have further aspirations to develop their facilities that would enable them to extend their offer to visiting sporting teams and confirm their position as sustainable international training venues.



Case Study: Shardeloes Farm Equestrian Centre

Name of Organisation	Shardeloes Farm Equestrian Centre
How was your organisation involved in supporting the 2012 Games?	Shardeloes provided a pre-games training camp for equestrian use to a member of the Chinese Olympic Equestrian team and for a 16 strong support network.
Why did your organisation get involved in supporting the 2012 Games?	Shardeloes is passionate about equestrian sport and were keen to get involved within this regard.
Were there any barriers to your involvement that had to be overcome?	Planning issues are the main barriers because the local planning authority is not keen on business expansion in rural areas.
How were you supported with your involvement in supporting the 2012 Games?	Bucks Manager for the London 2012 Games helped to promote the Shardeloes brand/services at launch events.
How did your organisation benefit?	Reputational Benefit: The member of the Chinese Olympic Team has agreed to use Shardeloes permanently in his preparation for the 2016 Games in Rio.
What is the legacy for your organisation directly as a result of the 2012 Games?	Shardeloes is very busy on their equestrian services with more local interest through increased phone calls and more people interested in horse riding.
How would your organisation benefit from any future events in Bucks/UK?	If its an event that includes Equestrian related games then Shardeloes will be willing to provide training and host individuals/teams subject to planning.
If more support was available for your organisation for any future event, what format should that support take?	Support in planning applications to find an easier route to expand rural businesses. Support in promoting/marketing/advertising rural activities. Support in working with the Highway Authority who are not keen on Shardeloes holding large public events which have significant traffic implications.
Would you see a benefit from a Bucks 2012 Legacy resource being maintained after this year?	Yes – in the form of an “Ian Barham” type person who can liaise between private sector organisations and local authorities/public services.
How would your organisation be prepared to support this resource?	<ul style="list-style-type: none"> Facility based – Shardeloes has a 500 acre rural site which can accommodate a bike ride or another event depending on the requirements.



Stoke Mandeville was the most successful of all pre-games training venues in the South East of England. Its international reputation as the Birthplace of the Paralympic Games aligned with the excellent range of sporting facilities and on-site accommodation made it the venue of choice for athletes from 8 nations as diverse as Finland, Iceland, the United Arab Emirates, Saudi Arabia, Azerbaijan, Malaysia, Algeria and Belgium.

It was at Beijing in 2008 that the significance of Stoke Mandeville, the Birthplace of the Paralympics, started to be realised. It was clear there was huge potential in exploiting its reputation and the fact that everyone within the Paralympic family had heard of the venue. By this stage Stoke Mandeville was receiving strong interest for potential Pre Games Training Camps.

The interest from (NPCs) and teams to use the facilities has resulted in:

- The Finnish wheelchair rugby team signed a MoU in May 2011 and trained in early 2012.
- The Icelandic Paralympic track and field, swimming and table tennis signed in June 2011 and arrived to train in June 2012.
- The Saudi Powerlifting team signed in June 2009 and arrived in August 2012.
- The Azerbaijan teams for athletics, power lifting, archery and judo signed and trained in May 2012.
- Algeria Athletics and Judo teams trained at Stoke Mandeville in June 2012.
- The Malaysian Archery team trained in July 2012.
- Belgium and the United Arab Emirates trained in August 2012.

The hosting of the training camps was worth £150,000 of additional income for the centre helping support 150 full and part time jobs linked with the running of the sports and accommodation facilities. Many teams visited Stoke Mandeville. The teams did not just want to come and train prior to the Paralympic Games; they were also interested in coming to visit for competitive events. Stoke Mandeville worked hard to provide additional events and hosted six competitions in 2011 which in turn encouraged more international events and extended the stay of many of the visiting teams. In the lead up to the London Paralympics Stoke Mandeville hosted three international events in three weeks.

One of these events, the International Paralympic Committee Shooting World Cup was hosted for the first time in 2010 and has now become a fixture in the international Paralympic Sporting Calendar. For the 2011 event, UK Sport funding in excess of £100k helped support the event and over 450 schoolchildren from across the county were provided with the opportunity to meet the athletes ahead of the competition. The athlete experience was further enhanced by the provision of local entertainment at the end of the sporting competition with the High Wycombe based SV2G Steel Pan Orchestra itself the recipient of a London 2012 Inspire Award.

Case Study: Stoke Mandeville Stadium

Name of Organisation	Stoke Mandeville Stadium (SMS)
<p>How was your organisation involved in supporting the 2012 Games?</p>	<p>Stoke Mandeville Stadium is the Birthplace for Paralympic sport and hosted 8 teams (UAE, Saudi Arabia, Malaysia, Azerbaijan, Finland, Iceland, Algeria and Belgium) which participated in the 2012 Paralympics. Stoke Mandeville Stadium also hosted pre-qualifying sport events in the build up to the 2012 Paralympics. The torch lighting ceremony for the 2012 Paralympics was also held at Stoke Mandeville Stadium.</p>
<p>Why did your organisation get involved in supporting the 2012 Games?</p>	<p>As Stoke Mandeville Stadium is the Birthplace of Paralympic sport, getting involved in supporting the 2012 was a natural fit.</p>
<p>Were there any barriers to your involvement that had to be overcome?</p>	<p>As Stoke Mandeville Stadium is owned by a charity called 'WheelPower' funding is a key barrier which limits the number of events/teams that can be hosted.</p>
<p>How were you supported with your involvement in supporting the 2012 Games?</p>	<p>Local Authorities and key public services were fundamental to making the torch lighting ceremony a success through providing financial support, volunteers, marketing/communications and PR skills.</p>
<p>How did your organisation benefit?</p>	<ul style="list-style-type: none"> • Financial benefits – Generated income through providing accommodation/hosting 8 international teams in preparation for the Paralympics. Local hotels/businesses also benefitted financially by hosting the 8 teams highlighted above. • Reputational benefits – Exposure nationally and internationally through hosting the 8 times and holding the torch lighting ceremony. • Employee/corporate development – More and more businesses are using Stoke Mandeville Stadium to hold team/building/corporate events.
<p>What is the legacy for your organisation directly as a result of the 2012 Games?</p>	<p>41 medals were won by athletes who used Stoke Mandeville Stadium's facilities. Discussions are also being held with the International Paralympic Committee to have a torch lighting ceremony for the Paralympic Games every 2 years.</p>

Name of Organisation	Stoke Mandeville Stadium (SMS)
How would your organisation benefit from any future events in Bucks/UK?	Stoke Mandeville Stadium would hope to be a host for any national/ local events for Paralympic sports.
If more support was available for your organisation for any future event, what format should that support take?	A partnership approach between the various local authorities, key public services, business sector and the voluntary sector is key to making any future event a success. Funding is also a key issue in terms of paying for facilities, officials and being able to accommodate athletes and spectators.
Would you see a benefit from a Bucks 2012 Legacy resource being maintained after this year?	Yes – Somebody in the role of an 'Ian Barham' type to act as a conduit between local authorities/public services and SMS.
How would your organisation be prepared to support this resource?	As SMS is a flagship venue for the county in terms of Paralympic Sports then it would certainly consider possibilities for its facilities to be used for wider benefits.



IPC Shooting World Cup, August 2010

Social Aspiration: To develop a sustainable framework for encouraging and supporting volunteering opportunities throughout the county.

Social Legacy Ambition 1 - To have developed a sustainable programme of annual sporting and cultural events to inspire & engage young people and bring together and enhance understanding between diverse communities.

Paralympic Flame Celebration

A spectacular large-scale event in Aylesbury Town Centre celebrated the arrival of the Paralympic Torch and Stoke Mandeville's role as the Birthplace of the Paralympic Movement. The day long event attracted approximately 10,000 people, about 8000 watched the final evening programme and 2500 people attended at Stoke Mandeville which was all witnessed by over 70 international film crews. In the run up to and during the Paralympic Flame Lighting Ceremony, 78 separate companies ran stories about Buckinghamshire and Stoke Mandeville. The media coverage surrounding the Paralympic Flame Lighting Ceremony has been valued at over £1.2million.

Discussions are currently ongoing with the International Paralympic Committee and the British Paralympic Association for the Flame to be lit in Stoke Mandeville every two years at the start of each Winter and Summer Paralympic Games. This would ensure the media spotlight remains on Buckinghamshire and allows for future opportunities to bring communities together.

Running parallel to the events at Stoke Mandeville Stadium on August 28th, Aylesbury Town Centre witnessed one of the most spectacular events in the town's history. Supported by external funding of in excess of £130,000 from both The Arts Council and the Accentuate Programme, a crowd in excess of 8,000 people enjoyed a showcase of London 2012 Inspire Mark winning cultural events which was climaxed by a spectacular 3D pyrotechnic and light show celebrating the achievements of the Paralympic Games and Paralympians. The events, which were organised and funded by Aylesbury Vale District Council set new standards in spectator access for people with disabilities with over 250 people

with specific access needs receiving VIP treatment throughout the event.

One of the features of 2012 was how individual communities took it upon themselves to deliver new community events to mark the Games. Amongst the most spectacular was the Beaconsfield Games held at the beginning of July where sporting competitions were enjoyed by over 500 young people from across the town. A photographic record of this event, along with many other community events in the South Bucks and Dorney area can be seen as part of the Dorney Games Archive which was established in early 2012 with the support of Buckinghamshire County Council and South Bucks District Council to capture a historical record of the impact of the games on the local communities. dorneygamesarchive.com

Local Events

In the build up to the 2012 Games a number of events were organised which brought together diverse communities including:

- 76 Diamond Jubilee Beacons lit across the County, far exceeding the target set by the Palace of 60.
- 174 road closures were approved for the Diamond Jubilee, over double that received for the Royal wedding in 2011.
- 37 public liability grants were approved.
- 60000 members of the public watched the Olympic Torch Relay through Aylesbury Vale. Further crowds gathered to watch it in Burnham, Dorney and Denham.
- The 2012 Team enabled over 13000 students to watch the Torch safely.



Starting Line, Flame Festival Celebrations, Market Square Aylesbury, August 28th 2012

- Whilst the Paralympic Flame Lighting Ceremony was a predominantly LOCOG event, in reality over 65% of the tickets went to local residents and organisations.
- A large proportion of the 400 lanterns carried during the ceremony were by local children and organisations.

Live Sites

There were 4 Live Sites across Buckinghamshire in Amersham, Aylesbury, Burnham and High Wycombe which were free and open to everyone. The Live Sites included 'Big Screens' that broadcasted live action of the Olympic and Paralympic Games in August and September combined with local festivals offering 'taster sports' for everyone to try. It has been estimated that around 12000 members of the public watched London 2012 action on Live Site screens provided by Buckinghamshire County Council.

The 'Live Sites' entertainment also had bands, dancers, street artists and film-makers all helping to celebrate the 'Greatest Show on Earth'. The community events supporting the Live Site screens were acknowledged to be a success and examples of organisations which benefitted are:

- Medical Detection Dogs: a charity which provides dogs to help their owners with their complicated medical needs recruited two puppy walkers worth in the region of £20,000 to the charity.
- The 25 sports clubs at the Wycombe Live Site event received over 500 new enquiries between them – this is being monitored to see how many result in new members.
- Amersham Brass Band received 50 enquiries on the day and has seen an increase in numbers attending the weekly practice sessions.



Sir Philip Craven, President of the International Paralympic Committee, Stoke Mandeville, August 28th 2012

It is also worth noting that over 60% of the budget for the 2012 Live Sites went back into the local economy especially when you consider that 10 of the 14 suppliers used were Buckinghamshire based.

Event Management

Considerable effort was made by event planning and resilience teams working across the county to ensure the successful communication, marketing, promotion and management of all the events that took place during the Games. The case study below highlights the experiences of Adams Park Security & Events:

Case Study - Adams Park Security & Events

Name of Organisation	Adams Park Security & Events (APSE)
How was your organisation involved in supporting the 2012 Games?	Provided security, traffic management and professional hospitality services at a range of different events through out the county.
Why did your organisation get involved in supporting the 2012 Games?	APSE was keen to become a part of the Olympic Legacy and dream.
Were there any barriers to your involvement that had to be overcome?	Some of the barriers involved going through the tendering process to become an approved supplier and the need to respond to very short notice requests to supply staff.
How were you supported with your involvement in supporting the 2012 Games?	BCC and WDC were helpful in signposting APSE through the various processes to become an approved supplier. Wheelpower and the BCC Events team also supported APSE.

Name of Organisation	Adams Park Security & Events (APSE)
How did your organisation benefit?	<ul style="list-style-type: none"> • Financial benefits – APSE increased business awareness and gained from the various business opportunities that arose locally. • Reputational benefits – APSE's reputation was enhanced through providing professional hospitality services and meeting & greeting a range of different people.
What is the legacy for your organisation directly as a result of the 2012 Games?	The legacy for APSE is the friends that were able to make through supporting the 2012 Games and the business opportunities that arose from it to develop their corporate brand.
How would your organisation benefit from any future events in Bucks/UK?	APSE would be keen to see future events in Bucks/UK and provide the same professional services that they supplied during the 2012 Games. APSE is also looking to work with Dorney Lake with regards to the forthcoming Rowing World Cup.
If more support was available for your organisation for any future event, what format should that support take?	APSE is keen to see more support from Local Authorities particularly in the context of promoting and using local businesses when large events are being planned in the county. APSE is also keen to become an approved supplier of security services on the BCC website.
Would you see a benefit from a Bucks 2012 Legacy resource being maintained after this year?	If the finances were available then somebody in the 'Ian Barham' role would be beneficial in engaging with local people, businesses and communities when large events were being planned.
How would your organisation be prepared to support this resource?	<ul style="list-style-type: none"> • Finance based – Unable to provide in the short-term but if business opportunities were forthcoming then this would be reconsidered. • Facility based – Meeting rooms could be provided at little/no cost if required.

Social Legacy Ambition 2 - To use the Games as a focus to inspire improved skills and educational attainment for the young people of Buckinghamshire from primary school through to Higher & Further Education. Develop strengthened links between the Education & Business Sectors within Buckinghamshire.

Get Set Network

227 Bucks schools joined the London 2012 Get Set Network, resulting in 741 tickets being awarded to Buckinghamshire's students. The value of the tickets is more than £14,908. The Get Set Network is a membership club run by LOCOG to reward schools that use the values of the Olympic & Paralympic

Games within their curriculum programme. The participation levels in Buckinghamshire were amongst the highest in the country. The management of the programme is being taken on by the British Olympic Association and the British Paralympic Association as a post games role and Buckinghamshire schools will be encouraged to continue their active participation.

Aylesbury Schools Celebrations & Bucks School Games

In June 2012 over 4000 primary school pupils from across the Aylesbury town area gathered in Vale Park to participate in one of the largest sporting and cultural competitions the county has ever seen. Despite atrocious weather conditions, the pupils enthusiastically took part in a colourful opening ceremony where national banners produced by the schools were paraded before the pupils took part in a celebration of Olympic and Paralympic Sport.

Shortly after, on July 19th just 8 days before the Opening Ceremony of the Olympic Games, Stoke Mandeville Stadium was the host for the first ever Buckinghamshire School Games. Co-ordinated by Bucks Sport and supported by schools from across the county, over 1200 pupils participated in sporting competitions that were the culmination of a year of co-ordinated school sport, that included intra-school competitions and sports days, inter school competitions held on a district level. Central Government funding has been secured to support the school games programme for the next 3 years.

Coverage from the games can be seen on the Bucks TV web pages buckstv.co.uk/buckstv/sport

14 year old Gabby Down from Milton Keynes was one of the competitors in the inaugural National School Games that were held in the Olympic Park in May. As a result of her success in this competition she secured selection into the Paralympic Games in the Wheelchair Fencing Competition and was one of the youngest athletes to be part of the Great Britain Squad. It is hoped that further Buckinghamshire athletes can emulate this success when they compete at the second national school games in Sheffield in September 2013.



Mascot visit, Stoke Mandeville, Bucks Youth Games 2010

Education Highlights

Alfriston School in Beaconsfield fully embraced the opportunities offered by the London 2012 Games and were the first disability school in the country to enjoy membership of the London 2012 Get Set network. The school worked with the Youth Sport Trust to offer creative opportunities for pupils under the guidance of Olympian and Artist Roald Bradstock, struck up a twinning arrangement with a school in Finland which included links to the Finnish Paralympic Committee visits to the Olympic Park, Dorney Lake, Stoke Mandeville and as a lasting legacy from the games raised over £2million to develop a new indoor swimming facility for both school and community use.



Edlesborough School were one of 40 schools across the UK that was selected to be part of the BBC International Inspiration, World Olympic Dreams Programme. http://news.bbc.co.uk/sport/1/hi/olympic_games/world_olympic_dreams/9531948.stm

The school undertook a fascinating twinning arrangement with a school in Ulan Bator in Mongolia. The snappily titled, School 79 was the former school of Olympic Boxing Gold medallist Badur Uugan Enkhbatyn. As a result of this work a group of pupils from the school were invited to be the Guard of Honour for the Vanuatu national team at the opening ceremony of the Olympic Games.

Mandeville School in Aylesbury set new standards in whole school participation in the London 2012 Games. In addition to playing a leading role in the Mandeville Legacy programme listed elsewhere within this report, the school helped organise the schools festival as part of the Aylesbury Waterside Theatre Opening Programme, have sponsored an innovative sports journalism initiative and have fostered a comprehensive volunteering and mentoring programme.

IMA Project Wye Valley School

Over a 4 year period between 2009-2012, a group of pupils from Wye Valley School in Bourne End participated in the IMA (Inspire, Motivate, and Achieve) programme. The pupils were offered a range of experiences including new sporting opportunities, lectures from inspiring speakers and event management opportunities alongside their core curriculum work. Throughout the programme a group of external mentors including older school pupils and staff from GE Healthcare, Lane 4 and Bucks New University developed a close rapport with the pupils and helped take the learning opportunities from these experiences back into their school and everyday life. An analysis of the impact of this 4 year programme on the academic performance of the chosen cohort is being undertaken within the school.

Paralympian Ian Rose visiting Lent Rise School, Burnham



South Bucks DC Schools & Young Persons Programme

South Bucks District Council set themselves a target in 2008 to engage with every secondary school in their district on an on-going basis in the lead up to the Olympic & Paralympic Games. To do this they undertook a programme of activities within their community programme, commencing with the Fusion Cultural experience at Dorney Lake in September 2008 shortly after the handover of the Paralympic Games from Beijing.

In 2009 the first of the now annual indoor rowing competitions was also held at the Olympic & Paralympic Rowing Venue featuring competitors from across the district. Running alongside this the District Council promoted a series of activities with the River and Rowing Museum at Henley, where the museums outreach workers and Olympic Rowers visited youth clubs in the South Bucks area to develop a range of fitness, healthy eating and lifestyle programmes with the young people culminating with a fun dragon boat

experience at Dorney Lake overseen by the venues coaching team.

Perhaps the most far reaching impact came from the regular athlete visits and talks promoted by the council. Over the games period, over 10,000 school pupils were able to meet and hear of the experiences from Olympic and Paralympic athletes including Olympic Rowing Gold medallist Ben Hunt Davies, and Paralympic Medallist Ian Rose.

Driving Inspiration – Lighting Up the World

Driving Inspiration aimed to raise awareness of the Paralympic Games by exposing school pupils to Paralympic athletes and disabled artists, working with them to produce a piece of art based on the story of the athlete and the artist. The project has been hugely successful, helped by funding from Accentuate. It started in Buckinghamshire, expanding first across the whole South East, then across the globe. To date 500 children have been involved in learning more about the Paralympic Games from 20 countries. Their most

recent piece of work is an animated film about the journey of the Paralympic flame.

http://www.youtube.com/watch?v=aLrXH-W_6pk

This project was an enormous feat co-ordinated by Creative Bucks and required all the Paralympic Values of determination, inspiration, courage and equality to complete, where the process has equal importance. All of the children involved across the 20 countries received an inspire mark badge for their work and inspiration.

Get Set Schools Competitions, Devising, Judging and Winning

Amersham Based GE Healthcare was a big supporter of the London 2012 Get Set Educational Challenges. GE was an active partner in a number of challenges which met the companies dual commitment to education and the promotion of healthy lifestyles. One challenge where schools from across the country were asked to design a healthier lunch break for pupils was part devised and assessed by staff from GE Healthcare.

Schools from across the country considered healthy eating and exercise programmes to enliven their

lunch breaks. Buckinghamshire was not without its successes in these national challenges, Lent Rise School in Burnham were an early adopter in the Get Set programme and tasted success in 2011 when a design of the London 2012 Mascots linked to the Rowing at Dorney Lake was victorious in the national challenge. As a result, Olympic Mascot, Wenlock, visited the primary school for the school sports day providing a lasting memory for every pupil in the school.

Guiding Games

It wasn't just in the school environment that young people from Buckinghamshire were able to participate in Games inspired opportunities. Clubs and organisations from across the county arranged their own events. In September 2012, just after the close of the Paralympic Games, over 2500 Girl Guides, Rainbows and Brownies from the county gathered at Stoke Mandeville Stadium for the culmination of the Inspire Mark winning Guiding Games programme. The event provided a carnival atmosphere for the finale of a year of creative and sporting challenges all inspired by the Paralympic Games.



Olympic Gold Medalist James Cracknell at Dorney Lake with pupils from Burnham Upper and Burnham Grammar Schools



London 2012 Olympic Gold Medalists Katherine Grainger and Ed McKeever with LOCOG Chief Executive Paul Deighton and Local school children at Dorney Lake, April 2011

Primary School Pupils Going for Gold

Young people at schools across Buckinghamshire took up the active transport challenge “Go for Gold” during the 2011/2012 school year. Thousands of pupils from across the county’s schools chose to walk, scoot or cycle to school as part of the London 2012 Inspire Mark winning scheme.

Go for Gold was created as a way of encouraging primary school children to walk to school in order to increase their level of physical activity, and to reduce pollution and congestion outside schools. Participants have travelled to school using sustainable modes of transport (walking, cycling, scooting, school bus, public transport, car sharing). For each sustainable journey they receive stamps in a ‘passport’. On completing a passport they were rewarded with a free activity at participating sports centre and receive a sticker, and

certificate in acknowledgement of their achievement. This year, the participants worked through a total of 3 special London 2012 Inspire Mark edition passports; Bronze, Silver and Gold receiving rewards along the way with demand for the scheme being the highest in the programmes 12 year history.

Over the summer, schools organised Torch Relays, Enormous Crocodiles (walking buses) and walk to school sport challenges. They continue to use Go for Gold to promote active and sustainable travel for the school journey. Five Junior Road Safety Officers from the Disraeli School in Downley, High Wycombe also produced a film to promote Go for Gold and encourage more pupils to participate in the scheme. The film is available to view on YouTube youtube.com/watch?v=JNxAY_6RI14

Social Legacy Ambition 3 - To develop a sustainable framework for encouraging and supporting volunteering opportunities throughout the county.

Volunteering In Buckinghamshire

It has been estimated that about 480 volunteers were recruited by the 2012 Team to support the Live Site events, the Olympic Torch Relay and the Paralympic Flame Lighting Ceremony and Relay. The value of the volunteers’ time has been calculated at £42,000. For many of the volunteers, this was their first time volunteering and a survey has been given

to those who volunteered and is currently being summarised, but initial responses indicate that most volunteers will be happy to volunteer again.

Impact of Torch Relays in Buckinghamshire

Over 90,000 residents were able to enjoy the Olympic and Paralympic Torch Relay experience in Buckinghamshire. For many people in the county,

the reality of the Games truly came alive on July 9th when the Olympic Torch Relay entered the South East of England on its final leg before venturing into London. Preparation for the hosting of the torch relays was truly a multi-agency approach with local authorities at all levels working together alongside blue light services, community groups and volunteers.

The safety advisory process for the relay set new standards in best practice, with Thames Valley Police bringing together all of the Safety Advisory Leads for the first time to ensure that plans were consistent, that there was a joined up approach and that there would be smooth transitions as the relay moved between administrative boundaries. This approach has been widely received as a major step forward in the approach to major event management and leaves a lasting legacy both in terms of thorough event planning, and knowledge transfer. Not one single arrest was made during the relay's journey in Buckinghamshire and the spirit within the crowds was universally joyful.

For many organisations being part of this planning process has provided some very unexpected benefits. Winslow Town Council undertook a leading role in the preparations for the torch's journey and ensured that a programme of entertainment was provided for the crowds, many of whom had been in place some 3 hours ahead of the torch's arrival. Amongst the unexpected highlights was a performance by the Stowe Opera Group who interrupted their rehearsals for their performance of a Marriage of Figaro at the Winslow Hall to provide a musical treat for the crowds and torchbearers. The team involved in the torch relay have continued to support town events including the successful monthly farmers markets and the festive celebrations.

Many events took place in parallel to the official relay. Logistical challenges meant that the Olympic Relay was only able to visit Bisham Abbey rather than the Marlow Town Centre, undeterred Marlow Town Council arranged for its own celebration to take place later that day and over 800 primary school children participated in a magnificent event that



featured the towns own Olympic Hero Sir Steve Redgrave who had featured as a Torchbearer earlier in the day when the torch had visited Henley.

Participation in the relay was not a simple matter for the residents of Dorney either. The visit by the torch to Dorney Lake was deemed to be a private stop and the extensive construction works on site meant that there were severe limitations to the access arrangements and movement around the site. The residents of the Dorney Parish were determined to not miss this unique event and with the support of the Bucks 2012 Partnership and South Bucks District Council arranged for a series of coaches to shuttle over 400 schoolchildren and village residents on and off the site to a designated viewing area providing the perfect view for the on water torch handover to Olympic Rowing Medallist Sarah Winckless.

Not all torchbearers were household names and the majority of the 8,000 people who carried the torch on its 70 day journey across the country were ordinary people who had undertaken extraordinary feats. Nearly 100 Buckinghamshire residents were amongst those who were selected for this honour. Typical of the torchbearers was Richard Bazeley from Aylesbury who was selected to run in his hometown as a reward for his outstanding charitable works for medical research. Richard was among a group of 15 local torchbearers who participated in a commemorative photograph in front of the new Jubilee Gates at Waddesdon Manor to round off their special day (see page 14).

Eton Dorney Ambassadors save the day

The 250 Eton Dorney Ambassadors used every day in key locations around the Venue quickly became vital components in the successful operation of the Rowing and Canoe Sprint races. At every stage, the Ambassadors went far beyond being information points and the 'meeters and greeters' for spectators; they became the eyes and ears of all the key organisations involved in delivering the Olympic and Paralympic events at Eton Dorney – including the

local Police force. From facilitating a very smooth transport process from the numerous park and ride sites and train stations to Windsor Racecourse hub, and on to the venue, to managing queues for portaloos, to finding lost children and cars – they were a cheerful, intrinsic part of the operation. The Ambassador Recruitment programme was supported by all the local authorities around the venue, the training and assessment offered to each ambassador meant that they all received an NVQ event management qualification.

Bucks Games Makers

Volunteers for the 2012 Games were called 'Games Makers', as they are helping to make the Games happen. Up to 70,000 Games Makers were taken on to undertake a variety of roles across the venues:



Games Makers helped make Eton Dorney the most popular London 2012 venue

from welcoming visitors; to transporting athletes; to helping out behind the scenes in the Technology team to make sure the results get displayed as quickly and accurately as possible. From the initial recruitment drive it was identified that Buckinghamshire residents had volunteered for these roles in large numbers and it is believed that around 1,000 local residents were selected for the final Games Maker Roles.

Young Games Makers

Two Buckinghamshire based swimming clubs were successful in their bids to provide groups of Young Games Makers as part of the Paralympic Games. Aylesbury and District Swimming Club, and Chalfont Otters both provided teams of 10 young people to help deliver visitor services at the Aquatic Centre in the Olympic Park. The young people were amongst

80 selected from over 1000 applicants to enjoy this unique experience.

Sport Makers

Bucks Sport held 4 conventions throughout 2012 to help recruit over 550 new sports makers within Buckinghamshire. The sports makers were offered advice and support to help them volunteer to support and deliver local sporting opportunities for their friends, colleagues or neighbours. In return for pledging a minimum of 10 hours volunteering within their community they received a package of benefits including free Addidas sports kit. Many of the sports makers went well beyond the minimum initial commitment and are making a sizable commitment to sport within their local areas. One such example is Manfred McKenzie from High Wycombe, who attended the Sports Maker convention at Stoke Mandeville in March 2012.

“Up until that point I had very limited experience of volunteering in sport, but the convention proved to be a real inspiration for me and a launchpad to make a difference.” In the 6 months following the convention, Manfred has established a regular lunchtime running group for employees of Wycombe District Council and is one of the core team that have established a new “Park Run” scheme operating at the Rye in High Wycombe that has attracted almost 1000 participants to enjoy the free exercise offered every Saturday morning.

Community Impact Bucks are leading the legacy campaign to identify individuals and tailor opportunities to keep the volunteers inspired and engaged to support local events and assist local clubs and organisations and from here support the hosting of major national and international events in the county in future years.



Case Study – Accentuate

Name of Organisation	Accentuate
<p>How was your organisation involved in supporting the 2012 Games?</p>	<p>Accentuate was the London 2012 Legacy Programme for the South East. Accentuate has been a pioneering and transformational programme of 15 projects, all of which have been inspired by the unique heritage of Stoke Mandeville as the Birthplace of the Paralympic movement. Accentuate helped to ensure Deaf and disabled people had the potential to succeed in whatever field they choose, offering real opportunities to showcase their talents. Accentuate worked with a range of partners, including the Regional Cultural Agencies to bring together sports, arts, culture, film, tourism and heritage. It has a national ambition to change the perception of disability and to create a real cultural shift. The 15 Projects were:</p> <ul style="list-style-type: none"> • Gaming! Young disabled people worked with industry gaming experts to design a new, inclusive, interactive game and mobile phone app based on the theme of the wheelchair basketball • Realise! Aimed to support & develop the entrepreneurial skills of young disabled people in the South East through a range of skills-based workshops, competitions and work-placements • Campaign! aimed to celebrate collaboration between disabled young people in the South East with those from competitor countries, as they worked together to build campaigns to raise awareness on issues that affect them • Collaborations! Aimed to create new collaborations between emerging and established disabled artists, working in partnership with disabled athletes. • Playground to Podium was an extension to the national initiative conceived to ensure that disabled young people had the opportunity not only to participate but to excel in sport through high class coaching • uScreen is a local, regional and global gateway for young disabled and Deaf people (alongside non-disabled young people) from the South East to share their stories and ideas through Screen Media • Destination Zones was a series of access audits and related training in the South East which aims to ensure that disabled people are better provided for within key destinations • Creative Landscapes commissioned disabled artists to explore the historic environment as well as provided event organisers with a range of resources enabling greater access to Heritage Open Days

Name of Organisation	Accentuate
	<ul style="list-style-type: none"> • Sync South East was a programme of continuous professional development for selected artists and organisations in the region to ignite disabled leadership and to increase sustainability • Up-stream was a showcase as part of Brighton Festival 2011, designed to raise the profile and increase the networks of Deaf and disabled artists • Go Public developed opportunities for interventions by individual disabled and Deaf artists and groups in the public realm • Major Events attracted world renowned disability sporting events to the South East, including the Disabled British Open Golf • The Mandeville Legacy developed and improved access, both physical and intellectual, to Stoke Mandeville's historic archive and histories of individual Paralympic athletes • Celebrate and Commission Ensured that the celebrations of the Cultural Olympiad were as accessible and inclusive as possible and the work of Deaf and disabled artists was commissioned and profiled
<p>Why did your organisation get involved in supporting the 2012 Games?</p>	<p>Accentuate was the Legacy Trust programme for the South East. Every Nation and Region had a Legacy Programme – these were set up to leave a lasting cultural legacy from the 2012 Games. The unifying theme for the South East was our unique heritage of Stoke Mandeville being the Birthplace of the Paralympic Movement and a key part of Accentuate was to support the promotion and understanding of this heritage as well as providing a range of activities for Deaf and disabled people to participate and lead.</p>
<p>How were you supported with your involvement in supporting the 2012 Games?</p>	<p>Accentuate was supported by a range of partners including Bucks CC and received funding from Legacy Trust UK, SEEDA, The Regional Cultural Agencies as well match funding from projects.</p>
<p>How did your organisation benefit?</p>	<ul style="list-style-type: none"> • Financial benefits • Reputational benefits • Employee/corporate development
<p>What is the legacy for your organisation directly as a result of the 2012 Games?</p>	<p>Accentuate has been successful in achieving further funding from Legacy Trust UK to continue its groundbreaking work for another year. During this time Accentuate will move towards being a National Programme rather than a Regional one and will develop in the Heritage and Film sectors.</p>

Name of Organisation	Accentuate
<p>What is the legacy for your organisation directly as a result of the 2012 Games?</p>	<p>Legacy has been an integral aim of Accentuate and this has worked in the following key ways:</p> <ul style="list-style-type: none"> • Changed working practices in partner organisations • Improved facilities for disabled visitors across the region: • Created a range of easy to access and utilise toolkits: The sharing of toolkits which are a result of Accentuate projects, has been and will continue to be, a fundamental component of maximising the legacy. http://www.accentuateuk.org/accentuate-resources • raised aspirations and created a legacy for individuals • Created a legacy of improved opportunities for young disabled people <i>"I feel like I have a voice, there are times when I think that because I'm in a chair no one is going to listen to me, I was bullied in the past, but this project has brought out a bit of me and brought out my confidence. Making me believe I can do stuff and that people will listen to me."</i> <i>Sign Dance Collective young company member as part of Campaign!</i> • Connected local people to national programmes and a created a legacy of mainstream organisations and disabled people working together to showcase the skills and talent of deaf and disabled people on an international platform. The Disabled British Open Golf Championship is seen by many as a 'game changer' providing the starting point for something new. It created a 'bridge' between the major golf organisations and disabled golfers. <i>"The commissions for Deaf and disabled artists through many of these programmes have been refreshing. They have provided valuable work experiences that many individual Deaf and disabled artists can put on their CVs and build on. Up-Stream in particular afforded experiences of getting work into a mainstream arena that would never have happened without Accentuate."</i> Colin Hambrook, OurView Core Group member and Artist



Name of Organisation	Accentuate
<p>What is the legacy for your organisation directly as a result of the 2012 Games?</p>	<ul style="list-style-type: none"> • Encouraged a sustainable future for projects going forwards <p>We are also delighted that some of our projects have been successful in attracting further funding or have gone on to set up independently of Accentuate. Driving Inspiration has been successful in gaining funding from ACE to enable national and international working.</p> <p>Although Accentuate has delivered impressive results and created a significant impact over the last four years, it is clear there is still much left to do and exciting opportunities lie ahead to share and initiate the Accentuate approach more widely.</p>
<p>How would your organisation benefit from any future events in Bucks/UK?</p>	<p>Accentuate is very keen to keep the momentum of the 2012 Games going and is looking to share the legacy and learning across the South East and beyond. We are pleased to have been asked to speak about this Legacy at a conference organised by Bucks and would like to continue to be involved in the bigger strategic discussions about building on this legacy and implementing further growth and change.</p>
<p>Would you see a benefit from a Bucks 2012 Legacy resource being maintained after this year?</p>	<p>There certainly needs to be an ongoing commitment to continue to build on the fantastic work that occurred over the last four years in the lead up to the Games.</p>

Social Legacy Ambition 4 - Achieve global recognition of the pivotal role played by Stoke Mandeville in the development of disability sport. Ensure that this unique history is developed as a source of civic pride for all Buckinghamshire communities and a primary driver for making our county a welcoming and accessible destination for all visitors with disabilities.

Mandeville Legacy

The 'Mandeville Legacy' aims to ensure that the South East's heritage as the Birthplace of the Paralympic Movement is recognised by the world – to uncover and tell the story of Dr. Ludwig Guttmann who revolutionised treatment and life chances for those with spinal injuries and organised the first 'Stoke Mandeville Games'; the forerunner of today's Paralympic Games. The project, as part of Accentuate the Legacy Trust supported scheme, encouraged participants to consider their own place within the story and their perceptions of disability.

The project has been made up of many strands, each addressing a number of different audiences: through focus groups, interviews, a dedicated website, educational resources, revisiting collections projects, a national oral history project and the 'Path the Paralympic Games' exhibition at Stoke Mandeville Stadium and the AVDC Offices and the aforementioned Driving Inspiration Programme. The website has had over 100,000 visits in the last 2 years, over 2000 people visited the exhibition during the Paralympic Games and the project has engaged 1300 workshop participants and 72 volunteers.

www.mandevillelegacy.org.uk



Stoke Mandeville Stadium Facility Development

Stoke Mandeville Stadium was refurbished in 2006 following a £5.5million investment from Sport England. This investment has enabled the centre to retain its position amongst the finest facilities integrating elite disability and community sport. In the lead up to the Paralympic Games the Stadium undertook an extensive refurbishment of its accommodation facilities including the introduction of an interactive visitor information service funded by a £40,000 technology grant in each of the 40 hotel bedrooms on site and also made improvements to the road access, undertook a £300k programme of improvements to car parking and media services in the lead up to the Flame Festival event.

This programme of work has been directly supported by a wide range of corporate partners and local authorities. The external works were facilitated by Buckinghamshire County Council and its partners Ringway Jacobs, the construction firm Keir Homes were instrumental in ensuring that the new road access was completed ahead of the Torch Relay Visits, Deloitte supported the refurbishment of the athlete accommodation, Drivas Jonas assisted with the project planning and legal works and Aylesbury Vale District Council facilitated the use of Section 106 funding.

With the support of charitable donations from organisations including the Rotary Foundation, the centre was also able to broaden its range of services and regular events. Since 2009, 8 separate week long sports camps have been held for young people from the Host London Borough's for the Olympic Games. Supported by a consortia of contractors to the Olympic Park the "Time to Shine" programme have provided taster opportunities in Paralympic Sport and Cultural programmes for over 2000 young

people. Young people from across Buckinghamshire have also been able to enjoy the Stoke Mandeville Experience with Wycombe District Council and South Bucks District Council in particular sponsoring a series of experience days for young people within their areas.

Poppa Guttman Statue – Fundraising & Vision

In 1948 Dr Ludwig Guttman used sport as a vehicle for rehabilitation for patients with Spinal Injuries at Stoke Mandeville Hospital. Over the past 4 years the arts has increasingly been used in a similar way. A group of former colleagues and patients of Sir Ludwig Guttman launched an appeal in 2009 to create a permanent memorial to the founding father of the Paralympic Games. Central to this appeal was the production of a life size bronze the appeal successfully reached its £250k target at the end of 2011 and the final sculpture was unveiled by Sir Ludwig Guttman's children in an emotional ceremony at Stoke Mandeville in May 2012. A series of busts were also produced and one of which was presented to Sir Philip Craven the President of the International Paralympic Committee to be present at all future Paralympic Games. The appeal also provided the funding to ensure that an arts facilitator could be employed within Stoke Mandeville hospital to ensure that patients could be offered a range of creative activities alongside the well established sports programme.

Ahead of this programme a number of creative opportunities were already being developed within the hospital setting. Representatives from a joint staff and patient choir took part in the Welcome Song production that was part of the Flame Festival Programme, artist Rachel Gadsden worked with hospital patients as part of an international collaboration within the Townships of South Africa and digital collaborations are being developed with patients with the Shepherd Centre in Atlanta, USA.

Staff and Patients from the hospital were also instrumental in shaping two other creative tributes to Sir Ludwig Guttman that came to fruition in 2012. The BBC TV Drama "The Best of Men" based on the pioneering work at Stoke Mandeville received the highest ever audience rating for a single drama after it was screened on BBC 2 in August 2012; such was the reaction to the programme that it was aired on BBC 1 less than 2 weeks later. The touring theatre performance "The Incredible Dr Guttman" was premiered at the Aylesbury Waterside Theatre in October 2012 before touring the county to full houses as part of the Theatre in the Villages scheme before touring nationally. The production was supported by a development grant by Aylesbury Vale District Council and secured over £60k funding from Arts Council England.

Case Study – Poppa Guttman Trust

Name of Organisation	The Poppa Guttman Trust
How was your organisation involved in supporting the 2012 Games?	Recognising and celebrating the life, work and legacy of Sir Ludwig "Poppa" Guttman.
Why did your organisation get involved in supporting the 2012 Games?	Guttman as founder of the Games was little known and as founder of the Games he needed recognition.
Were there any barriers to your involvement that had to be overcome?	The economic climate was a huge challenge to overcome for fundraising.

How were you supported with your involvement in supporting the 2012 Games?	Support and enthusiasm from NSIC patients and staff both past and present. Rothschild Foundation and other trusts supported the project
How did your organisation benefit?	Enhanced reputational benefits for the Trust.
What is the legacy for your organisation directly as a result of the 2012 Games?	The bronze bust of Guttmann that we commissioned and donated to The IPC will be at all future Paralympic Games. The arts programme we established in The NSIC will be an on-going legacy
How would your organisation benefit from any future events in Bucks/UK?	The arts programme will benefit from any arts exhibitions where the work can be exhibited
If more support was available for your organisation for any future event, what format should that support take?	The siting of the statue ceremony could be helped by the Mandeville Legacy.
Would you see a benefit from a Bucks 2012 Legacy resource being maintained after this year?	A resource to support the legacy should continue into the future.



Unveiling of the Sir Ludwig Guttmann statue by his children, Dennis Guttmann and Eva Loeffler, May 2012



Race start, Olympic Rowing Regatta, Eton Dorney, August 2012

Social Legacy Ambition 5 - Assist the ODA and LOCOG in developing safe and sustainable access to the Eton College Rowing Centre leaving a permanent legacy of increased community access & support for the sporting & recreational facilities on and around the lake

Dorney Lake

Dorney Lake is a modern world-class rowing and flat-water canoeing centre set in a spectacular 450-acre parkland. The site hosted the Rowing and Kayak events during the Olympic and Paralympic Games for London 2012. Over 300,000 visitors enjoyed the Rowing and Sprint-Canoeing competitions which helped the “Dorney Roar” become part of British sporting folklore and make this the greatest rowing regatta ever in the opinion of the International Olympic Committee and World Rowing Federation.

The preparations for the Olympic and Paralympic Competitions were extensive, with a network of multi-agency Nationwide Operations, Transport Planning, Resilience and Transport Planning Groups working together for over 2 years in preparation for the competition (see Appendix 4 for further details of the Eton Dorney Nationwide Operations Group Structure). Buckinghamshire played a central role in the management of this network, with the Bucks 2012 Manager; Chairing the Overview Nationwide Operations Group, the Bucks County Council Resilience Manager leading the venue safety advisory team and Transport for Bucks responsible for the delivery of many of the transportation measures.

The venue's location on the banks of the River Thames, on the boundary of 4 local authorities, 2 fire authorities and numerous other administrative boundaries meant that a true multi-agency approach was necessary to deliver success. As a result many of the partners were selected to lead in areas where they were best placed, sharing the overall workload, and coming together as a stronger and more cohesive team for the common goal. For example, The Royal Borough of Windsor & Maidenhead led on the recruitment of the ambassador volunteers, South Bucks District Council took the lead on environmental services, Slough Borough Council provided the main rail transport hub and Thames Valley Police were the lead agency for the extensive programme of resilience training.

<http://www.olympic.org/videos/rowing-review-in-pictures>

<http://www.olympic.org/videos/rowing-review-brits-dominate-best-ever-regatta>

Transport Planning

The transport planning for the venue was perhaps the most complex single operation and as a result the transport planning working group was the first

to be established. The main challenge was to ensure that up to 30,000 spectators were able to access the venue on a daily basis ahead of a 9.30a.m. start for most days of competition. The sustainability guidelines and restricted road network around the venue also meant that it was imperative that the majority of visitors used public transport to access the venue, a target that was achieved with over 80% of all spectators choosing the public transport options.

Enabling this to be undertaken spectators were directed to 3 main train stations and park and ride sites in Windsor, Slough and Maidenhead. The spectators arriving at these locations were then taken via a fleet of regular shuttle vehicles to the main transport hub at Royal Windsor Racecourse and onto the venue site via a temporary spectator bridge across the Thames. For the Paralympic Games Royal Windsor Racecourse was not available so a separate transport hub adjacent to the main venue entrance became the focus for all spectator movements. The whole operation for both Games was controlled

from a multi-agency operation centre that was operational from 5.30a.m. daily.

Dorney Travel Advice Business Strategy

The Dorney Travel Advice Business Strategy was developed in order to help businesses in the area understand the planned transport arrangements for the Games and enable them to plan ahead.

An extensive business engagement programme was undertaken for businesses around the Dorney Lake area, the primary aim of this programme was to ensure that local businesses were able to develop adaptable transport plans to ensure that their employees, suppliers and customers could continue business as normal during Games Time. 27 major businesses with a total of 17,000 employees were directly engaged in this programme.

As businesses are key contributors to background travel demand (particularly at peak times), influencing their travel behaviour would help to free up capacity on the transport network to help enable spectators and Games Family (including athletes, officials and media) to reach their events on time. Not only did

Case Study – Dorney Olympic Countdown Group

Name of Organisation	Dorney Olympic Countdown Group
<p>How was your organisation involved in supporting the 2012 Games?</p>	<p>Our organisation aimed to enthuse and excite residents and the local community on the countdown to the games. Being in a host village spirits were very low and the community was fearful of the impact of the Olympics.</p> <p>We ensured many activities, sporting opportunities, community cohesion events and local schools and youth club networking to involve children heavily in the inspiring events.</p>
<p>Why did your organisation get involved in supporting the 2012 Games?</p>	<p>To ensure the community were well informed and involved in an inspirational event taking place on their doorstep. Ensure people had access to differing sporting activities which would be sustainable in the future and to bring the community together to enjoy the atmosphere created by such an event.</p>
<p>Were there any barriers to your involvement that had to be overcome?</p>	<p>Ties had been historically poor between villagers and Dorney Lake and initially we worked extremely hard to break down these barriers, with great success.</p>

Name of Organisation	Dorney Olympic Countdown Group
How were you supported with your involvement in supporting the 2012 Games?	Bucks 2012 management team (Ian Barham) and ODA (Laura-Jo Stocks) were fantastic in their support and information giving.
How did your organisation benefit?	<ul style="list-style-type: none"> • Grants awarded to start a tennis project for the youth. • Emotionally.
What is the legacy for your organisation directly as a result of the 2012 Games?	Memories of a wonderful opportunity and a fantastic bringing together of the residents of this community. Pride in the community.
How would your organisation benefit from any future events in Bucks/UK?	Inspirational experiences. Local facilities.
If more support was available for your organisation for any future event, what format should that support take?	Information and grants as we are a voluntary organisation with no paid employees.
Would you see a benefit from a Bucks 2012 Legacy resource being maintained after this year?	Yes - most definitely.

this work aim to help the Games run smoothly, it also helped to ensure that businesses were not negatively affected by Games travel.

Community Engagement

Ahead of the competition great emphasis had been placed on ensuring that the disruption on local businesses and communities was kept to a minimum. All of the Olympic Family including the majority of athletes would be entering the venue via the main road entrance in Dorney village. The athletes would be arriving from the athletes village at Royal Holloway College and the projected journey times of 20 minutes meant that the transport routes had to be kept clear. To deliver the twin aims of getting the athletes to the venue on time and keeping disruption to local communities to a minimum a comprehensive package of Local Transport Management Plans were put into operation. These plans were highly successful in preventing unauthorised vehicles into

the venue zone but to be truly successful were reliant on the support of the local community to plan ahead and ensure that they played their part. Local residents, businesses and services were supplied with permits to ensure their access was not prevented, a comprehensive engagement programme was undertaken in the months leading up to the Games and local authorities, police community teams and the local community established close working partnerships to help manage the whole process.

Facility Development

Dorney Lake, or as it was known for the duration of the Olympic & Paralympic Games "Eton Dorney" was already well established as an international class sporting venue having hosted the World Rowing Championships in 2006. The majority of infrastructure provided for the Games was temporary and was removed before the end of 2012, there were however a number of significant improvements to



the venue infrastructure and surrounding access that will remain as a permanent legacy from the Games. In 2010 the Olympic Delivery Authority (ODA) completed a package of on site improvements which included a widening of the access bridge to the finishing line, a cut through and new bridges between the return lane and the main lake. Outside of the venue the ODA contributed £300k to ensure that improvements to improve the Thames Path and Cycle Network around the venue. All of these improvements will support the post-games access to the venue.

A grant of £430k was provided by the Greater London Authority to deliver the official Games Look around the Eton Dorney venue. The Bucks 2012 Manager took responsibility for the management of this programme, and as with all of the venue related work, ensured that all of the areas supporting the games operation benefitted. A comprehensive package of dressing was delivered and managed throughout the Games. Stretching as far as High Wycombe, roadside banners, flags, fence dressing and bunting was installed to welcome the visitors and athletes. Amongst the bespoke items, a spectacular laser light show was projected on to the walls of Windsor Castle, a life size rowing eight was created from moss on a wall in Dorney and a trail of 12 life size Olympic Mascots were installed in town and village centres.

Customer Satisfaction

The overall effect was to make Dorney the most popular of all of the Olympic and Paralympic venues.

LOCOG's spectator feedback at the Buckinghamshire venue showed it receiving the highest satisfaction rating of all even surpassing the experience of the Olympic Park. The satisfaction was not just limited to spectators, with the athletes and administrators being equally impressed. Dennis Oswald, an International Olympic Committee Member and Chairman Of FISA the World Governing Body for Rowing went as far as to call the "Olympic Competition at Eton Dorney as the Greatest Regatta Ever."

Rowing World Cup

Buckinghamshire's Olympic & Paralympic Rowing venue has secured a further legacy benefit from the Games by being chosen as the venue for the Rowing World Cup Regatta in June 2013. This will be the first time a British venue has hosted such an event since 2005 and has been secured following a £450k lottery investment which could see the Eton Dorney venue feature regularly in the World Cup schedule in future years.

Although the World Cup Regatta is the highlight of the event programme at Dorney in 2013, it is not the only new event that has been established in the wake of the successful games. In October 2012 a new format British Rowing Regatta was held at the venue in what is expected to be an annual event, whilst the venues reputation as a fantastic base for triathlon, duathlon and running events is growing all the time, with an estimated 30,000 people expected to participate in public sporting events at the venue in 2013.

Sporting Aspiration: Increase levels of participation in sports & physical activities and make sure everyone has access to good quality sporting facilities.

Sporting Ambition Legacy 1: Increase levels of participation in sports & physical activities and make sure everyone has access to good quality sporting facilities

Bucks Sport 2012 Olympic Legacy Programme

Bucks Sport, the Buckinghamshire and Milton Keynes Sports Partnership and strategic partner of Sport England, have developed a post Olympic legacy programme which includes the following seven different programmes aimed at a mix of young people, schools, workplaces, adults, talented sports people, those with disability, coaches and would be coaches:

- Reactivate - Offers a month long line-up of free and reduced price sports and activity sessions at hundreds of venues around the county. Open to all adults (14+ yrs), it's an opportunity for people to test drive a new sport or get back into one they have previously enjoyed. 23,000 people have taken part in the Reactivate Bucks focus weeks during 2012 giving them access to new sporting opportunities. The scheme has been highly successful in working with both commercial sports providers and clubs to support in the marketing and promotion of their services to a new audience. For the next phase of the programme a greater emphasis will be given to working with the National Governing Bodies for Olympic and Paralympic Sports to ensure that Bucks Sport and its partners can help the sports meet and exceed their post-games participation targets. The Sport England Active People results announced in November 2012 showed that regular adult sporting participation in Buckinghamshire was 39.4%, an increase of over 3% since 2006.
- CanRow - An opportunity for people who saw rowing and sprint canoeing on TV to actually take part at Dorney.
- Sportivate – Targeting 14-25 year olds to find a sport of their choice and take up regular participation at a local club.
- Get Active – Specific sessions for adults with learning disabilities with activities ranging from dance and football to water and chair based exercise.
- Sport Makers – Inspiring and training people to make sport happen in their communities with friends, family and colleagues.
- Workplace Challenge – Opportunities for Bucks based businesses to get their staff more active, support local good causes and sponsor local talented athletes.
- The Bucks Sport Talent Passport – An initiative to identify, celebrate and support the County's most talented sports performers. It will provide national level sports people with free access to a number of the country's sports facilities for training and development at designated off peak times.

The Longridge Activity Centre in Marlow won a national Sportivate award for its Rowing 2012 Programme where over 100 young people took part in a 6 week rowing taster programme. At the end of the six weeks all of the young people wanted to continue in their rowing education either at Longridge or at one of the two local Buckinghamshire rowing clubs at Marlow and Maidenhead. Both clubs have seen significant increases in membership numbers since the beginning of 2012 and are actively working as part of the Can Row programme to ensure that their facilities and services can be enhanced to continue to meet the extended demand.

Case Study: Longridge Activity Centre

Name of Organisation	Longridge Activity Centre
How was your organisation involved in supporting the 2012 Games?	We were a pre games training camp for GB Rowing and Canoeing teams. We also provided a residential base for the cleaning teams at Dorney as well as volunteers at Dorney.
Why did your organisation get involved in supporting the 2012 Games?	Because we saw it as a way of improving our profile within sport and locally and therefore creating further beneficial partnerships.
Were there any barriers to your involvement that had to be overcome?	It wasn't always easy to find the right person to talk to.
How were you supported with your involvement in supporting the 2012 Games?	Lots of networking groups created that gave the right level of support.
How did your organisation benefit?	<ul style="list-style-type: none"> • Financial benefits: We received extra visitors to Longridge during the games and have been deluged with folk wanting to try rowing and canoeing every since • Reputational benefits: I would say has raised our reputation and has created useful networking opportunities which have led to new initiatives that are being worked on.
What is the legacy for your organisation directly as a result of the 2012 Games?	Directly the benefit is an increase in users. We had hoped to benefit by inheriting some of the security fencing that was erected around Dorney but the costs became prohibitive.
How would your organisation benefit from any future events in Bucks/UK?	Would like to retain the partnership and networking that the Olympics created amongst sporting organisations and to make sure that we retain community interest in participating and trying new sports.
If more support was available for your organisation for any future event, what format should that support take?	I would like to create a regatta for canoeing and rowing at Dorney for those that have never competed in the sports before and only took it up 12 months ago and get more sport for the organisation CanRow which was formed as a result of the Olympics to signpost those interested in the sports to where they could do them.
Would you see a benefit from a Bucks 2012 Legacy resource being maintained after this year?	Yes, but it should sit in the County Sports Partnership and be responsible for taking a strategic lead in the future of sport.
How would your organisation be prepared to support this resource?	<ul style="list-style-type: none"> • Finance based: We would make a small annual contribution if the post was targeted with including our sports. • Facility based: We could provide desk space.



Sporting Ambition Legacy 2: Establish an ongoing talented young athlete programme providing support, promotion and funding for talented & aspiring athletes throughout our county.

Bucks Sport Aid

Sport Aid is the national charity that supports emerging athletic talent. For a number of years a thriving lunch club raising funds for local young athletes has been running in the Milton Keynes area and has welcomed some of the biggest names in sport as guest speakers.

In 2008 the Bucks Sport Aid programme was launched by Sir Steve Redgrave and was supported by direct funding from both Bucks Sport and Bucks County Council. Over the past 4 years almost £300k has been distributed to Buckinghamshire Based athletes from Sport Aid. In 2011, Gerrards Cross based solicitors BP Collins launched a South Bucks based sporting lunch club to a full house in Dorney Lake and have since established a regular programme of lunches, supported by a team of corporate partners, to ensure that the funding for Buckinghamshire athletes is maintained post London.

Steeple Claydon based swimmer Craig Gibbons, narrowly missed out on selection for both the Athens

and Beijing Olympic Games. As a result his lottery support was withdrawn and he became reliant on local support to continue in full-time training ahead of the London 2012 Games. Both Aylesbury Vale District Council and the Aylesbury Vale Community Trust provided funding via Sport Aid to support his quest and in May 2012 Craig secured the elusive Olympic spot. During the Games Craig swam a personal best as part of the GB 4x50m relay squad and has since conformed his commitment to remain in training to secure an individual place in the Rio Games.

Talent Passport

The Bucks Sport Talent Passport programme provides free access to training facilities for all athletes operating at national senior or age group level. Over 30 private and public facilities across the county are supporting this scheme ensuring that talented athletes from across the county have ready access to quality training facilities at no cost.

Sporting Ambition Legacy 3: To produce & promote a comprehensive information resource on all Buckinghamshire based athletes with the potential to compete in the London 2012 Olympic & Paralympic Games to ensure their achievements are celebrated and supported by their local communities.

In 2010 as part of the Buckinghamshire 2012 Conference the first listing of the “Bucks Fly the Flag” team was published. Comprising over 30 athletes with realistic opportunities of making the London 2012 Olympic and Paralympic Teams, over the next two years the scheme helped promote the progress of these athletes. A number due to injury or changes to the selection process did not make the final team. Others such as Pam Relph and Gemma Collis emerged over this period to bolster the Buckinghamshire contingent.

One athlete who was in no danger of missing the squad was Marlow Rowing Club’s Katherine Grainger. As we all now know, Katherine added to her 3 Olympic Silver Medals with Gold on the water at Dorney. What is less well known outside of the High Wycombe area is the amount of time she gives to

supporting the next wave of sporting talent. For a number of years Katherine has been a judge for the Wycombe Sport Awards, a role she takes very seriously. Katherine and her fellow judges personally interview each of the shortlisted athletes to determine their dedication to their sport and to pass on the benefits of their experience.

It was no surprise therefore that large crowds gathered in High Wycombe and Marlow to celebrate the achievements of Katherine and a number of her fellow athletes in September 2012. Amongst those honoured by Wycombe District Council were fellow Olympic Medallists Ed McKeever and Greg Searle and Paralympic Gold Medallist Naomi Riches. See Appendix 5 for further details of the Buckinghamshire based athletes that took part in the 2012 Olympic and Paralympic Games.



Anna Watkins and Katherine Grainger secure that elusive gold, Eton Dorney, August 2012

Sporting Ambition Legacy 4: Achieve real improvements to existing and new sports facilities throughout the county.

At the Bucks Sport Awards held at the Waterside Theatre in Aylesbury in November 2012 the monumental achievement of Bucks Olympians and Paralympians was celebrated. Our most successful athlete Sophie Christiansen, who picked up 3 Paralympic Gold Medals in 2012 to add to her brace from 2008, addressed the audience and was joined on stage by local Olympians Bobby White (Handball) Ellen White (Football) and fellow Paralympian Gemma Collis (Wheelchair Fencing).

In total athletes with a Buckinghamshire connection claimed 7 Olympic Gold Medals and 7 Paralympic Gold Medals. For a full listing of the achievements of the "Fly the Flag Team" please look at Appendix 5.

It was not just home based athletes that excelled in London 2012, an analysis of athletes that trained at Stoke Mandeville Stadium showed that a total of 41 athletes trained at the sports centre ahead of the games, with Great Britain athletes picking up 26 medals and international visiting athletes that used the centre as a training camp base picked up a further 15.

Places People Play Legacy

Buckinghamshire and Milton Keynes has already been awarded £785,100 in the latest round of facility investment and further rounds of funding will become available from the total £150 million made available by Sport England its Places People Play legacy programme. Bucks Sport intends to ensure that people in the county enjoy the most benefit. The Sports Partnership is on hand to advise and support local clubs seeking funding. National Governing Bodies of Sport are now awaiting the outcome of their Whole Sport Plan applications to grass roots lottery funder Sport England. This amounts to an additional £450m, some of which will be invested into Buckinghamshire based projects and sports clubs.

The premier sporting facilities at the two main population centres in Buckinghamshire are also being significantly enhanced as part of the London 2012 Legacy Programme:

Aqua Vale Centre, Aylesbury

The Aqua Vale Centre in Aylesbury completed a £5.8 million refurbishment to its swimming, cafe and fitness facilities in October 2012, funded by Aylesbury Vale District Council and the Aylesbury Vale Community Leisure Trust the new facilities extend the opportunities for the swimming development at the centre.

Handy Cross Hub, High Wycombe

The Handy Cross Hub redevelopment in High Wycombe includes the construction of a new sports and leisure centre with modern facilities fit for the 21st century. The current facilities mix that is proposed for the new centre includes:

- eight lane 50m pool
- 20m by 8m learner pool with moving floor 1.2m deep
- fun water for toddlers
- 150 station gym
- dance studio (s) and climbing wall
- 12 court sports hall
- bowls (four rink)
- two squash courts
- two party or meeting rooms
- café and vending area

Following a proposal by athletics clubs Wycombe Phoenix Harriers and Bucks Speed Demons, there are also plans to relocate the current

running track from Handy Cross to land south of the A4155 Marlow Road in Little Marlow. The current proposal is for an eight lane running track, parking and improved road access. An existing building on site would be adapted to incorporate changing and storage facilities.

The estimated cost of the new sports and leisure centre is £27 million. The overall cost of the scheme, which will include relocating the running track and synthetic turf pitches, is estimated at £29 to £30 million. The new sports centre is scheduled to open in 2015, with the existing facility remaining open during construction.

Case Study: Amersham Inspired

Name of Organisation	Amersham Inspire Programme (Cllr. Mimi Harker)
How was your organisation involved in supporting the 2012 Games?	Involved in setting the Amersham Inspire Programme and the only elected Member on the Bucks 2012 Board. Also helped to bring communities together by supporting the Amersham Bloom project that used Olympic themes to build gardens and communal spaces. Created excitement and inspired volunteering opportunities across the community. Raised over £100k to develop a new outdoor gym facility in Amersham.
Why did your organisation get involved in supporting the 2012 Games?	Passionate about bringing young people in to sport so that they could benefit from a whole range of health, social and sporting benefits.
Were there any barriers to your involvement that had to be overcome?	Public perception – Local concerns that this would lead to anti-social behaviour and community dis-benefits needed to be addressed through public meeting and workshops. Fundraising was also an issue too and required significant support from the private sector, Sport England, local government, community organisations and local residents.
How were you supported with your involvement in supporting the 2012 Games?	Grant funding from Sport England which was then supported by finance support from the private sector, Buckinghamshire County Council, Chiltern District Council, Bucks Community Foundation and various community budgets. Chiltern District Council's Sports Development Officers, Police Community Support Officers, an ex-Councillor and local business also supported the development of AIP.
How did your organisation benefit?	A unique opportunity to provide a community project where local people could enjoy local facilities and take part in active sport to support their health and wellbeing.
What is the legacy for your organisation directly as a result of the 2012 Games?	An opportunity to increase access to and make use sports of facilities and equipment completely free of charge. Partnership working between local residents, Members, business sector and community sector to deliver a facility that can generate sporting and social benefits.

Lessons Learnt



The lessons learned through the Bucks 2012 programme are extensive, the United Kingdom has never hosted an event of the magnitude of the London 2012 Olympic and Paralympic Games and Buckinghamshire can be justifiably proud of its role in the delivery of the national success.

Much of this success was in the early establishment of a cross organisational partnership and in the formulation and agreement of a joint working programme based around a single vision and a set of agreed objectives. The Partnership also showed a great foresight from an early point in engaging civic leadership in ensuring that the funding for the project co-ordinator was secured until March 2013 and in having from the outset an internationally respected figurehead in Adrian Moorhouse as Champion, Ambassador and Partnership Chairman.

For an event of this magnitude it was right to aim high in our ambitions, this placed Buckinghamshire at the top table of local areas supporting the Games and allowed our collective voice to be heard at regional and national level. Throughout the programme many things changed, most notably the global and national economic position, the change in national government and the resulting removal of the regional infrastructure that had underpinned the early framework for the Nations & Regions delivery of the London 2012 Games.

In the period between 2010-2012, the role of local partnerships such as that established in Buckinghamshire became central to the successful delivery of the Games. This meant that the Buckinghamshire 2012 Manager increasingly became involved in supporting the national delivery programme, particularly in relation to the events at Dorney. The support provided by the introduction of the Buckinghamshire County Council events team meant that the momentum generated by this early engagement was maintained and supported over the critical last period whilst the Bucks 2012 Manager increasingly focussed on the Games Time operational delivery.

It has been highlighted at a number of points earlier within this report, but the benefits of true partnership working and sharing knowledge skills and resources across administrative boundaries cannot be underestimated. It also highlights what can be achieved when a single, fixed opportunity is presented to a number of organisations all of whom realise the significance of doing all in their control to contribute to a successful outcome.

Having said all of this, the programme was not without significant challenges. The branding restrictions placed on LOCOG by both the International Olympic Committee and the International Paralympic Committee meant that considerable challenges were faced in the development of promotional plans. The host authority status conferred upon both Bucks County Council and South Bucks District Council afforded some freedom in the use of the London 2012 branding, as did some of the successful inspire mark projects within the county, but these freedoms were restricted to the individual organisations or projects and could not always be fully used by the wider Partnership.

The limited operational budgets available to the partnership meant that there were not the resources available to overcome some of these branding restrictions as effectively as we would have liked. This

meant that the partnership had to rely upon the goodwill of other agencies to support many of its marketing opportunities. In hindsight, the provision of a dedicated resource to support a more comprehensive and dedicated communications and marketing plan from the outset should have been established.

The capacity to bid for major international funding schemes should also have been explored at the outset. A number of successful applications were made to domestic funding sources, but the capacity to access more significant European and International Funding was restricted, partly through inexperience but primarily through a preference to act as a delivery partner rather than as the sponsor of multi-national applications. It is intended to address both of these issues as initial priorities of a post-games legacy programme.

Legacy Steering Group

A Legacy Steering Group has been established to build upon the successes of the pre-games programme. It aims to use Buckinghamshire's USP as the spiritual home and Birthplace of the Paralympic Games to provide better & more inclusive opportunities for all our communities & businesses.

It will build upon the momentum from the London 2012 Games to deliver this vision by positioning Buckinghamshire as the preferred centre for major sporting and cultural events, quality health and social care, accessible tourism, active business investment and the provision of bespoke education opportunities

The programme will be delivered around the following 7 operational strategic priorities

- Co-ordinating the positive use of the Stoke Mandeville Brand
- Driving Inward Investment & Enterprise – Assisted Living & Healthcare Technologies
- Delivering a Permanent Sporting & Health Legacy for Buckinghamshire

- Developing a framework for enhancing Volunteering & Community Support
- Promoting Bucks as a Base for Major International Events & developing a Stronger focus for Disability Sport
- Developing Bucks as an Accessible Destination for Visitors
- Continuing to Inspire & Educate a Generation

Guiding Principles

- Ensure that the momentum, partnership working and relationships created during the pre-games work programme are maintained & extended.
- Build on existing expertise, working practices and support links between the public, private and third sector in Buckinghamshire
- To identify and support further external investment into the county to support the individual work programmes.
- To ensure that the expertise and opportunities available in Buckinghamshire are promoted as effectively as possible to national and international audiences.
- To provide an effective support network to capitalise swiftly and outside of individual organisational constraints for the benefit of Buckinghamshire.



European Wheelchair Basketball Championships
Stoke Mandeville, September 2009



Olympic Gold Medalist Sophie Hosking embracing rowers from Egypt, Eton Dorney, August 2012

Conclusions

No matter how great a task this was, a greater one awaits. That is to ensure London 2012 is not just a single moment in time, a never to be repeated high watermark. Instead to use London as the catalyst to real change and lasting improvement.

British Paralympic Association, Maximising Momentum

There is no doubt that Buckinghamshire has much to be proud of in looking back on its role in the delivery of the London 2012 Games. Naturally, as with all projects of this scale, not everything panned out as originally envisaged but for every opportunity missed due to changing circumstances, we were able to enjoy even more unexpected bonuses that we were able to take advantage of due to our fine preparation.

We were delighted to be Host County for the most popular Olympic & Paralympic venue, the location where Great Britain won its first gold medal on the historic morning of August 1st 2012. We are proud that the historical achievements of Stoke Mandeville were recognised in the naming of the Paralympic Mascot and in creation of the Paralympic Flame and

we delighted that so many of our businesses, schools community groups, volunteers, and athletes were able to play an active and contributory part in the successful delivery of the Games.

Everyone who played their part should be congratulated, but if we are to build upon this success we should now focus on the next challenge, that of extending our horizons here in Buckinghamshire and in the delivery of a post games legacy programme.

A high level strategic group has been established and met for the first time in December 2012 to steer the next phase of activity to ensure that Buckinghamshire can continue to benefit from and drive a permanent legacy within the county.

Ian Barham & Tanveer Ghani, January 2013

Appendix I – Bucks 2012 Partnership Members July 2012

Over the 5 year period ahead of the London 2012 Olympic & Paralympic Games, many individuals participated in the work of the London 2012 Partnership. The following individuals remained as the core members of the Partnership at the start of the Olympic Games in July 2012.

Name	Organisation	Role
Adrian Moorhouse	Lane 4	Managing Director
Neil Gibson	Buckinghamshire County Council	Strategic Director
Matt Partridge	AVDC	Director
Paul Nanji	Chiltern DC	Head of Leisure
Keith Simkin	South Bucks DC	Leisure Services Officer
Satbir West	Wycombe DC	Tourism & Regeneration Manager
Lynne Cairns	Buckinghamshire Business First	Development Manager
Nigel Sims	Buckinghamshire County Council	Sustainability Manager
Jackie Copcutt	Buckinghamshire County Council	Project Officer
Ann Cutcliffe	Paralympics GB	Vice Chairman
Ruth Page	Buckinghamshire County Council	Culture & Libraries Officer
Karen Lacey	South East Partnership for the 2012 Games	Nations & Regions Manager
Sean Rooney	Buckinghamshire County Council	Network Resilience Manager
Peter Cowen	BT	Regional Partnerships Director
Michaela Smith	Bucks Sport	Interim Director
Ian Seabrook	Leisure Connection	Business Development Manager
Martin McElhatton	Wheelpower	Chief Executive
Lucie Maldoom	Community Impact Bucks	Volunteer Workout Manager
Paul Dickenson	BBC TV/Sport Aid	BBC Commentator/ Youth Sport Trust Ambassador
Cllr Mimi Harker	Chiltern DC	Councillor
Sue Howard	Deloitte	Senior Manager, Client & industries
Pauline Odulinski	Aylesbury College	Principal
Andy Fyfe	Buckinghamshire County Council	Emergency Planning Officer
John Turnbull	Thames Valley Police	Head of Olympic Unit
Dick Brown	Thames Valley Police	Olympic Planning Unit
Carina Page	Bucks New University	Sports Manager
Bob Peet	Bucks Hospitals Trust	Chief Operating Officer
Catherine Hartz	South Central Healthcare	Health Olympic Planning Manager
Jacqueline Roberts	SV2G	Chief Executive
Ian Barham	Bucks 2012 Partnership	Bucks 2012 Manager
Vanessa King	Buckinghamshire County Council	2012 Programme Lead
Emily Miller	Buckinghamshire County Council	Torch Relay & Community Events Lead
Lauren Pearce	Buckinghamshire Business First	Strategic Projects

Appendix 2 – Bucks London 2012 Training Camps

The following Buckinghamshire Facilities were Listed in the London 2012 Official Pre-Games Training

Venue	Teams Hosted
Active Equestrian Centre	
Addington (Manor) Equestrian Centre	Great Britain Dressage & 3 Day Event Squads
Aylesbury College	
Bisham Abbey National Sports Centre	Great Britain Hockey, Sprint Canoeing & China Hockey
Eton College Rowing Centre	Great Britain Sprint-Canoeing, Great Britain, USA, Canada, New Zealand, Argentina Rowing
Green Park Centre	
High Wycombe Judo Centre	
Longridge Boating Centre	Great Britain Sprint-Canoeing & Rowing
Milton Keynes Badminton Centre	
Quinton Stud	Ireland Equestrian
Bucks New University	
Shardeloes Equestrian Centre	China Equestrian
Snowball Farm Equestrian Centre	
South Bucks Riding for the Disabled	Brazil & Hong Kong Equestrian
Stadium:MK	
Stantonbury Campus Athletics Stadium	
Stoke Mandeville Stadium	Great Britain Wheelchair Basketball, Fencing, Archery, Power Lifting & Target Shooting, Azerbaijan, Iceland, Papua New Guinea, Finland, Belgium, United Arab Emirates, Malaysia, Saudi Arabia Paralympics
Stowe School	
Tattenhoe Pavillion	
Woughton on the Green	
Wycombe Badminton Centre	
Wycombe Sports Centre	Bermuda, Moldova & Finland Swimming
Wycombe Wanderers Football Club	

Stoke Park, Stoke Poges – Although not an official London 2012 Training Facility was used by the Russian Tennis Federation as part of their Games Preparations.

Appendix 3 – Bucks London 2012 Timeline

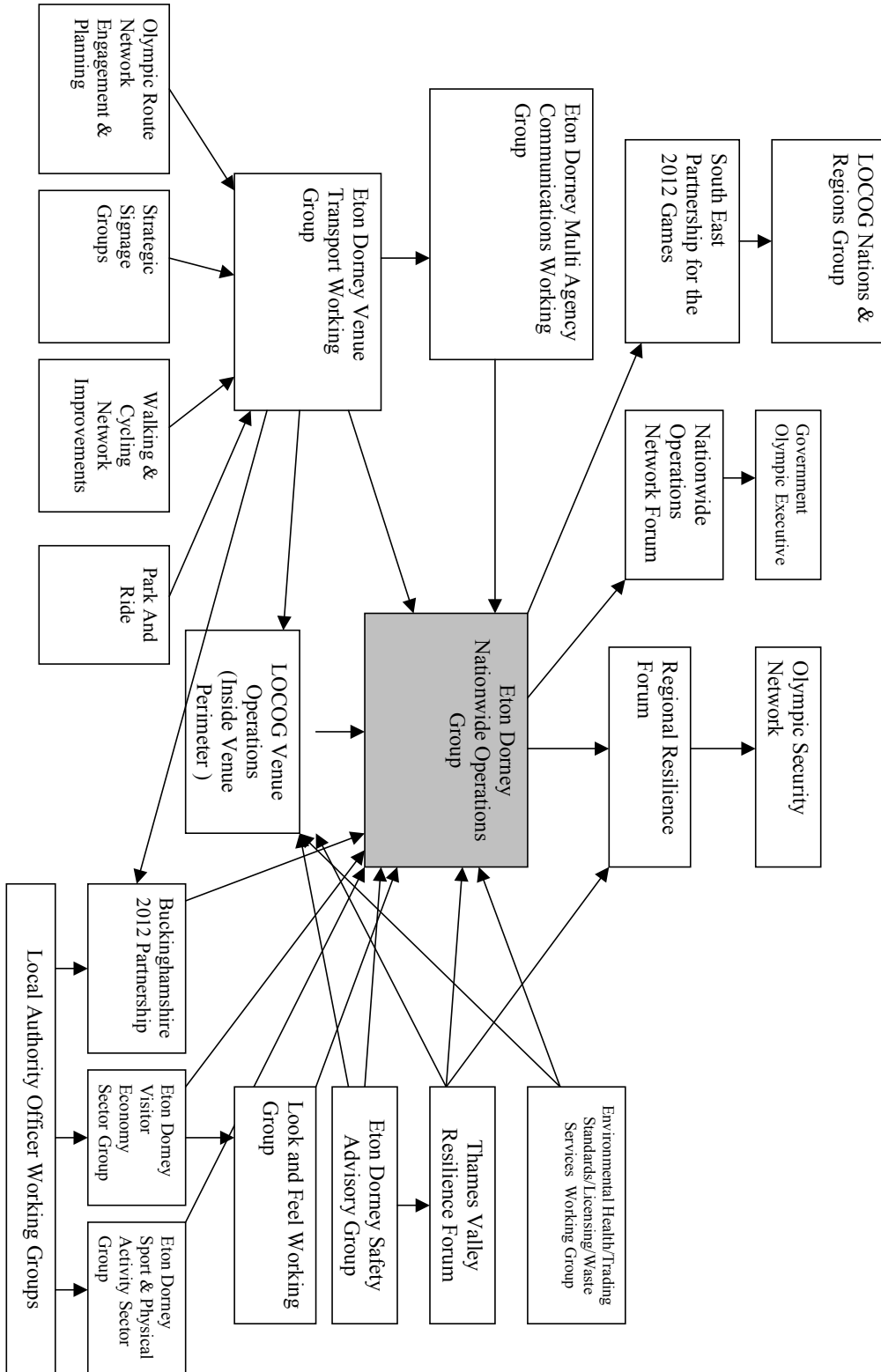
The Road to London 2012, Buckinghamshire's Timeline

July 2005	IOC Awards London the Olympic & Paralympic Games
November 2005	CADEX Approves Formation of Buckinghamshire 2012 Co-ordinating Group
February 2006	First Meeting of Buckinghamshire 2012 Co-ordinating Group under Chairmanship of Adrian Moorhouse
July 2006	"Are You Ready?" Prospectus outlining the Buckinghamshire 2012 Group Ambitions is Launched
July 14th 2006	Stoke Mandeville Stadium Hosts 1st Olympic Roadshow Event
20th-27th Aug 2006	Dorney Lake Hosts FISA World Rowing Championships
January 2007	Inspire, Motivate, Achieve Programme Launched
May 2007	"On Your Marks, Get Set, Go" Visitor Strategy for the South East of England Launched
July 29th 2007	Second Stoke Mandeville Olympic Roadshow Event Hosted, marking 5 Year Countdown to the Opening Ceremony of the Olympic Games
June 2007	CADEX Considers Outline Proposal for Appointment of Bucks 2012 Manager
January 2008	Buckinghamshire Official Training London 2012 Training Camp Proposals Submitted
Feb 2008	CADEX Approves Appointment Process for Bucks 2012 Manager
3rd March 2008	LOCOG Official Training Camp Prospectus Launched by Lord Coe at Stoke Mandeville Stadium
July 2008	Buckinghamshire 2012 Manager Appointed
August 2008	Buckinghamshire Training Camp Programme Promoted in Beijing During Olympic Games
24th August 2008	Olympic Handover Events hosted throughout the County including flag hosting events in Black Park, Amersham and Stoke Mandeville
17th September 2008	Paralympic Handover Celebrations Hosted in Stoke Mandeville & Aylesbury – Launch of London 2012 Get Set Celebrations
16th October 2008	1st Business Fit to Supply Contract Workshop Hosted, Civic Centre, Aylesbury
19th February 2009	1st Buckinghamshire 2012 Conference Hosted at Green Park, Aston Clinton, Keynote Speaker Lord Coe
19th February 2009	Buckinghamshire 2012 Partnership Legacy Ambitions & Vision Document Produced

June 2009	Saudi Arabian Paralympic Powerlifters host first official London 2012 Training Camp in South East at Stoke Mandeville Stadium
July 28-31 2009	1st Programme of Open Weekend Celebrations Hosted, Stoke Mandeville Hosts first LOCOG Time to Shine Event
27-30 August 2009	European Wheelchair Basketball Championships Hosted Stoke Mandeville Stadium, 25th Anniversary Celebrations of 1984 Paralympic Games including visit By Sir Philip Craven, President International Olympic Committee
25th November 2009	Tessa Jowell, Minister for the Olympics visit to Cressex School, High Wycombe
3rd December 2009	1000 Day Countdown to Paralympic Games – Accentuate Programme Launched
4 December 2009	Paul Bolt, Head of DCMS Visit to Stoke Mandeville
January 2010	1st Meeting of Eton Dorney Nationwide Operations Steering Group
February 2010	1st Reactivate Bucks Focus Week Hosted
18- 19th March 2010	Bucks 2012 Conference Hosted at Dorney Lake, speakers include broadcaster Paul Dickenson & athletes Naomi Riches & Bobby White. Day 2 Young People Conference hosted as part of London 2012 Get Set Roadshow
September 21st 2010	50th Anniversary of Paralympic Games Celebration, Opening of Access Improvements at Aylesbury Train Station by Dame Tanni Grey Thompson
October 1-3 2010	1st Paralympic Shooting World Cup Event, Hosted Stoke Mandeville Stadium
October 6th 2010	2012 Showcase Event, Waterside Theatre Launch, Aylesbury
March 24th 2011	Host Authority Flag Handover, South Bucks
April 19th 2011	Visit by Paul Deighton CEO LOCOG to Dorney Lake & Stoke Mandeville, Host County Flag Handover Bucks CC
April 20th 2011	Bucks 2012 Conference, Waterside Theatre Aylesbury
April 28th 2011	Young Persons Conference & Visit By Chris Holmes, LOCOG Director of Paralympic Integration, Stoke Mandeville
July 14th 2011	Driving Inspiration Showcase Festival, Stoke Mandeville & Mandeville School
July 27th 2011	London 2012 Olympic Games 1 Year Countdown & Launch of Eton Dorney Ambassador Scheme
4-7th August 2011	World Junior Rowing Championships - Rowing Test Event, Dorney Lake
3-4 September 2011	Sprint Canoe Test Event, Dorney Lake
September 9th 2011	Paralympic Ticket Sales Launch, Paralympic Shooting World Cup Stoke Mandeville

October 2011	Olympic Rowing Trails, Dorney Lake
21st January 2012	Paralympic Wheelchair Basketball Draw, Waterside Theatre, Aylesbury
14 March 2012	1st Bucks Sport Maker Convention Hosted, attended by Sports Minister Hugh Robertson
April 2012	Final National Resilience Command Post Test Exercises
April 19th 2012	Bucks Legacy Dinner Marking 100 Day Countdown to Dorney Olympic Regatta, Guest Speakers Sir Steve Redgrave & Adrian Moorhouse
May 18th 2012	Olympic Torch Relay Commences
July 9th 2012	Olympic Torch Relay, Buckingham, Winslow, Whitchurch, Aylesbury, Stoke Mandeville, Waddesdon
July 10th 2012	Olympic Torch Relay, Bisham Abbey, Dorney & Burnham
July 19th 2012	1st Bucks School Games, Stoke Mandeville Stadium
July 24th 2012	Olympic Torch Relay, Denham
July 27th 2012	Opening Ceremony, Olympic Games
July 28-Aug 4 2012	Olympic Games Rowing Regatta Eton Dorney
August 4th 2012	1st Live Site Screening Burnham
August 6th-12th 2012	Olympic Games Sprint Canoeing Regatta Eton Dorney
August 28th 2012	Paralympic Flame Festival & Torch Relay Launch Aylesbury & Stoke Mandeville
August 31- Sept 2 2012	Paralympic Rowing Regatta, Eton Dorney
September 9th 2012	Closing Ceremony of the Paralympic Games
December 16th 2012	First Meeting of Buckinghamshire Post Games Legacy Group

Appendix 4 – Eton Dorney Nationwide Operations Group Structure



Appendix 5 – Bucks Fly the Flag – Athletes Roll of Honour

Olympic Athletes

Name	Sport	Hometown / Area	Medals
Andrew Baggaley	Table Tennis	Milton Keynes	
Simon Burnett	Swimming	High Wycombe	
Nick Catlin	Hockey	Marlow	
Chris Clarke	Athletics	Milton Keynes	
Alexandra Dawson	Hockey	Marlow	Bronze
Charlotte Dujardin	Dressage	Winslow	2 Gold
Craig Gibbons	Swimming	Steeple Claydon	
Katherine Grainger	Rowing	Marlow	Gold
Mark Hunter	Rowing	High Wycombe	Silver
Mervyn Luckwell	Athletics	Milton Keynes	
Ed McKeever	Canoeing	Wooburn Green	Gold
Barry Middleton	Hockey	Marlow	
Zac Purchase	Rowing	Marlow	Silver
Chloe Rogers	Hockey	High Wycombe	Gold
Greg Rutherford	Athletics	Milton Keynes	Gold
Nicola Sanders	Athletics	Amersham	
Louise Sawyers	Sprint -Canoeing	Marlow	
Greg Searle	Rowing	Marlow	Bronze
Ian Stannard	Cycling	Milton Keynes	
Andy Triggs Hodge	Rowing	Aylesbury	Gold
Annie Vernon	Rowing	Beaconsfield/High Wycombe	
Jess Walker	Sprint -Canoeing	Marlow	
Bobby White	Handball	Newport Pagnall	
Ellen White	Football	Aylesbury	
Rob Williams	Rowing	Taplow	Silver
Anoora Cooray	Athletics - Marathon	High Wycombe	Represented Sri Lanka

Paralympic Athletes

Name	Sport	Hometown / Area	Medals
Natasha Baker	Dressage	Fulmer	2 Gold
Georgina Callingham	Target Shooting	Bourne End	
Sophie Christiansen	Equestrian	Fulmer	3 Gold
Amy Conroy	Wheelchair Basketball	High Wycombe	
Gabi Down	Wheelchair Fencing	Milton Keynes	
Craig McCann	Wheelchair Fencing	Milton Keynes	
Simon Munn	Wheelchair Basketball	Milton Keynes	
Alastair Patrick-Heselton	7 A Side Football	Milton Keynes	
Morgyn Peters	Swimming	High Wycombe	
Justin Phillips	Sitting Volleyball	Fulmer	
Pam Relph	Rowing	Weston Turville	Gold
Naomi Riches	Rowing	High Wycombe	Gold
Sam Scowen	Rowing	Beaconsfield	
Matt Sealy	Wheelchair Basketball	Maidenhead	
Michael Sharkey	Goalball	Beaconsfield	
Matt Skelhon	Target Shooting	Stoke Mandeville	Bronze
Clare Strange	Wheelchair Basketball	High Wycombe	
Louise Sugden	Wheelchair Basketball	High Wycombe	
Anna Tipton	Goalball	Beaconsfield	
Charlie Walker	Sitting Volleyball	Aylesbury	

Appendix 6 – Further Information and Acknowledgements

Key Information Sources

Sports Participation

www.buckssport.org www.reactivatebucks.org

Volunteering

www.communityimpactbucks.org.uk

Visitor Information

www.visitbuckinghamshire.org

Business & Investment

www.bbf.uk.com

Mandeville Legacy

www.mandevillelegacy.org.uk

Dorney Games Archive

www.dorneygamesarchive.com

Thank You

We would like to acknowledge the support of the following individuals and organisations who have supported the work of the Buckinghamshire 2012 Partnership on this incredible journey and to the many others who we are unable to list individually but have also played a vital role in our work over the past 6 years:-

Buckinghamshire County Council, Aylesbury Vale District Council, Wycombe District Council, South Bucks District Council, Chiltern District Council, SEEDA, Arts Council England, Accentuate, Sport England, WheelPower, Buckinghamshire Business First, Community Impact Bucks, BT, Deloitte, Bucks New University, Bucks Hospital Trust, Aylesbury College, Aylesbury Vale Community Leisure Trust, Nexus Leisure, Parkwood Leisure, GE Healthcare, Drivas Jonas, Kier Homes, Ringway Jacobs, Project 4

Richard Griffiths, Lee Mason, Peter Thomas, Matt Rogan, Francisco Baeza, Vicky Hope-Walker, Laura Cotton, Paddy Herlihy, Pam Alexander, Oona Muirhead, Caterina Loriggio, Sue Cox, Cllr Alan Walters, Cllr John Cartwright, Cllr Martin Tett, Cllr Alex Collingwood, Cllr Adrian Busby, Karen Roebuck, Francesca Broadbent, Becky Russell, Esther Fox, Sarah Dance, Ivor Lloyd, David Oram, Julia White, Bob Smith, Ian Rose, Alison Hibbert, John Boulter, John Fuller, Lindsey Horton, Julie Kapsalis, Chris Kemp, Leanne Kittel, Viv Nicholas, Mona Lewis, Paul Toben, Paul Mainds, Sanda McWilliam, Pamela Munday, Alex Pratt, Angela Salt, James Egan, Murray Smith, Paul Hooper, John Matthews, Nick Elton, Dave Marriott, Debbie Church, Kim Hardwick, Sarah Widdows, Laura-Jo Stocks, John Fuller, Rachel Gadsden and Phil Black.

If you, or someone you know, is visually impaired, please contact Ian Barham on 01296 585184 or email ibarham@bucks2012.org to request the Legacy Ambition Review document in an alternative format.



Evolution of the International Centre of Excellence in Telecare (ICE-T), Stoke Mandeville NSIC

2009 – established 'action research showcase site' with SEEDA/South East Health Technologies Alliance (SEHTA www.sehta.co.uk) with a specific focus on fragile individuals/user groups in Home settings.

£50k from SEHTA funding leveraged in to deliver 'showcase objectives' involving steering group of AVDC, Stoke Mandeville NSIC, Bucks New University (BNU, Aylesbury College, Bucks County Council telecare group, Bucks Economy and Learning Partnership (BELP), SEHTA and local businesses.

1. Primary aims and objectives:

Collaborative R&D: Action research showcase site to evaluate and test outcomes of telecare development projects with service users/user groups

- offer facilities for 'action research', simulating real-life environments reflecting the home environment
- showcase the use of technology in the delivery of care
- establish contacts to act as 'test sites' and provide initial routes to market for technologies and services
- facilitate links between ICE-T activities and local Telecare activities within HE/FE institutions, the National Spinal Injuries Centre and businesses

Support start ups and business growth

- identifying new business partnerships and supply chain connections
- supporting the exploration of new market opportunities
- opening up opportunities for them to collaborate with the local research base for product and service innovation
- identifying opportunities for local FE/HE providers to develop innovative courses to meet the future skills needs of the telecare industry

To use the global brand and acknowledged centre of excellence to differentiate Aylesbury Vale in marketing itself to attract inward investment (global brand)

- attracting in new and existing telecare/telehealth to the Vale
- further jobs growth through new business connections and collaborations both in the UK and internationally

Significant milestones/achievements

Inward Investment and promotion

- E Health week Copenhagen, April 2012. Stoke Mandeville NSIC and partners profiled Stoke Mandeville NSIC and the telehealth collaboration opportunities. Significant leads with other embassies, companies, clusters and academics across Denmark and Scandinavia were made and discussions with a select group invited to the British Embassy to explore future opportunities
- Sept 2012 Hosted 3rd/4th September Global Business Summit on Advances in Assistive Medical Technologies September with reception in the evening at Lancaster House. This included a profile in a worldwide publication sent around the world as part of the GREAT Britain campaign. Over 200 UK and overseas delegates attended including Sir Bruce Keogh, Medical Director of the NHS and Sir Alan Collins, Managing Director of UKTI's Olympic Legacy Unit..
- Inward investment is one of the workstreams of the 'Bucks 2012 legacy programme', also linked to the Masterplan feasibility work being undertaken around Stoke Mandeville and the Stadium to leave a future tourism, sporting and economic legacy. It is also referenced in Vale of Aylesbury Plan (VAP) as a potential 'technology park' and associated employment opportunities.
- At least 10 companies have visited Stoke Mandeville NSIC during 2012 to explore collaboration opportunities which are ongoing

- Bucks hosted a senior UKTI Lifesciences Investment Office meeting (LSIO) on 10th May 2013 to highlight opportunity and what we need to do to support the development of the offer and assist UKTI in handling future enquiries
- Ann Eden CEO Bucks Healthcare Trust aiming to formalise more capacity and an appropriate structure within SM to handle future enquiries/opportunities

Innovation and collaboration

- 3 successful research collaboration bids with SME businesses were conducted to evaluate their product/service prior to going to market, which secured an additional £15k for BNU between May & October 2010
- Stoke Mandeville stadium hosted the third SEHTA 'Telehealth Meet the Buyer' event with over 100 delegates at Stoke Mandeville stadium in September 2012
- A showcase flat has been set up at Aylesbury College with the intention of becoming part of the EU's Living Lab network. This aims to generate income from showcasing telehealth technologies for deployment and evaluation, working with clinicians and user groups to form private/public sector partnerships around pre-commercialisation of products and services; it could also form part of the 'soft landing' offer for businesses looking to invest in the UK from overseas
- 2012 - The centre for Telehealth and Assisted Living (CETAL) and Stoke Mandeville are included as a case study and form an integral part of the successful Oxford Academic Health Science Network bid which will receive £10m for each of the next 5 years. Being part of this network could open up new opportunities for future funding collaborations with clinicians and Universities around telehealth and assisted living.
- Stoke Mandeville NSIC also submitted a bid to be one of a handful of national centres for the Delivering Assisted Living Lifestyles At Scale bid (DALLAS) for the TSB but were unfortunately not shortlisted, despite great honing of the vision

Business support

- A Bucks partnership involving CETAL, BBF and others recently secured £70k of Intellectual Property Office 'challenge fund' competition 2012/2013 won to develop Italia project. The ITALIA project is a structured innovation programme which aims to bring together small multidisciplinary teams to generate viable product/service concepts for 8 innovative telehealth applications, which can address future societal healthcare challenges.
- Telecare product/service evaluations have been commissioned by Bucks CC Adult Social Services Commissioning telecare group with CETAL

Education/training

- A Full time dedicated director was appointed for Centre for Telehealth and Assisted Living (CETAL) established by Bucks New University (2011)
- Ongoing discussions with BNU/Aylesbury College about course provision and training qualifications, including NVQs (2012/13)