



July 2006 – Issue 3

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WEST LONDON'S BIG DANCE

Wembley Arena was home to West London's Big Dance 2006 event on 18th July – part of a week-long celebration of dance organised by the Mayor of London in partnership with Arts Council England.

West London's Big Dance 2006 had three elements.

- West London Dance Challenge – a dance competition for youngsters who had the opportunity to work with professional coaches and perform with star guests.
- West London Alliance Reception – a formal reception for key partners, regional agencies and London 2012 Organisations, to launch the West London Cultural Offer (a key priority within the overall West London Programme for 2012).
- Bollywood Steps Dance Spectacular – a water, light and dance extravaganza in the new Wembley Arena Square, in the shadow of Wembley Stadium.

In addition to providing the opportunity for West London's young people to perform on the stage of this world-famous venue, the event was an occasion to showcase the quality of West London's Olympic Programme and demonstrate the strength of West London's partnerships and the impact this can have on the region.

West London's Cultural Offer for 2012 was launched at the event – details can be seen at www.wlaculturaloffer2012.org. West London's 2012 Cultural Visions are to secure a cultural legacy and to build lasting partnerships nationally and internationally from engagement with the London Olympic and Paralympic Games in 2012. We'll achieve this by:

- Presenting a distinctive West London Cultural Offer for the London 2012 Cultural Programme which will act as a catalyst for further cultural development
- Securing longer term strategic benefits in terms of developed capacity and profile for the arts and cultural sectors in West London beyond 2012 in line with existing priorities of artists, cultural infrastructure and communities
- Artists and artisans developing the 'West London Story' to find and tell this distinctive part of London's story

Our cultural offer aims are:

- To be a key partner for the LOCOG, Mayor's Office, DCMS and ACE to deliver maximum creative value to West London's arts sector and communities
- To enable and seek to ensure that as many as possible of the artists, artisans, technicians, organisers and managers based in West London are successful in engaging with the London 2012 Cultural Programme at both a West London and international level

West London will build on many other key assets, including:

- Our experience in delivering festivals, carnival and street events – such as the London Mela
- Our commitment to dance illustrated by our Momentum project and our partnership with Big Dance
- The willingness among our many theatres to develop the discourse of Olympism
- Our capacity to develop public art spaces, particularly along the transport access routes from Heathrow to Exhibition Road
- Our thriving creative industries sector
- Our strong links with the film and TV industries

West London particularly recognises the opportunities provided by the Paralympic Games of celebrating the achievements of disabled athletes. West London has many specialist arts agencies working with disabled people and we want to promote their work as a key aspect of our cultural offer. Before, during and after 2012 West London intends to develop the West London Story. Indisputably West London can deliver a distinctive and innovative cultural programme that puts down a marker for this area of London as a strategic entity and a location for development, investment and creativity – a true, contemporary, gateway to London and the Olympics.

LONDON 2012 FORUM – COMMUNITY KEY TO CULTURAL PROGRAMME

Lord Coe, Chairman of the London Organising Committee for the Olympic Games, told the London 2012 Forum meeting in early June that community engagement was key to the 2012 cultural programme. Lord Coe, with Chair of the London 2012 Arts, Culture and Education Committee Jude Kelly and London 2012 Forum Chairman Richard Sumray, spoke of a cultural programme that went beyond television. The Forum heard about the importance of creating a truly inclusive festival that also encouraged skills development with the intention of providing economic benefits.

The LOCOG Cultural programme has four key objectives:

- Outdoor performance
- Video and film nation
- Moving beyond the stereotype of cultural exchange
- Live activity in streets in every town in the UK

Jude Kelly said the education programme will be announced shortly and looks to value and celebrate inter-culturalism and inspire young people.

The London 2012 Cultural Programme is the first public element of the London 2012 Games and starts with the handing over of the Olympic flame at the closing ceremony of the Beijing 2008 Games.

LONDON CO-ORDINATING WORKING GROUP FOR THE 2012 OLYMPIC GAMES AND PARALYMPIC GAMES

The West London Alliance, on behalf of the West London Partnership, has joined the London Co-ordinating Working Group (LCWG) as an important stakeholder in ensuring London-wide benefits from the London 2012 Games.

The LCWG is London's primary stakeholder group and is represented on the London 2012 Nations and Regions Group. The three nations and nine regions of the UK each have Olympic and Paralympic Working Groups. While the London region is hosting the Games in East London, the West London Alliance believes it is important that the whole of the capital is given the opportunity to benefit from the Games and to be involved.

LOCOG discussed elements of their Communications Plan covering the next six years, adding that there will be an Events Schedule on the London 2012 website that the West London Alliance will be able to add events to.

The Working Group also discussed outline legacy plans intended to:

- Maximise the wider economic benefits of the Games to London
- Promote London's image as a leading world city to an international audience

- Develop employment and skills
- Maximise cultural benefits to Londoners from hosting the Games and the Cultural Olympiad
- Maximising social, educational, health and volunteering benefits of hosting the Games to Londoners
- Maximising the wider benefits to health from hosting Games
- Agree and promote sustainable development and procurement policies including commitments to sustainable energy and waste management goals
- Implement viable legacy use for Olympic Sports Facilities
- Maximise the increase in participation at community and grass roots level in all sport and across all groups in London

It is understood that there will be a consultation with stakeholders on the legacy plans later in the summer.

WEST LONDON'S PLANS FOR 2012

Building on extensive work in West London to develop our Programme for the 2012 Games – our *Offer and Benefits* report, the work of the consultants commissioned by the WLA to explore potential work streams and the outcomes of the “Supporting the Games - Realising the Benefits” conference delivered in February 2006 – the WLA has coordinated the production of an Action Plan.

West London’s vision encompasses the three pillars of Olympism – Sport, Education and Culture – West London’s vision of how we can support the London 2012 Games and what we can gain for our communities from London staging the Olympic and Paralympic Games 2012.

The 2012 Olympic Games and Paralympic Games provide a once in a lifetime opportunity to invigorate strategic and policy objectives for West London. They provide a uniquely energising opportunity to develop a coherent strategy which complements and develops further the economic, cultural and community objectives of West London in a way that touches the lives of all those that live and work in West London.

West London intends to:

- develop a dynamic and inclusive Stakeholder Network to create and develop Olympic related activity so that all organisations and communities in West London feel involved and a Stakeholder Executive team to drive the programme and represent West London’s views to regional and Olympic bodies
- improve the well-being of our communities by using the London Games 2012 to inspire residents and employees to take up more active lifestyles and increase their participation in sport
- strengthen our communities by using the London Games 2012 as a catalyst to develop community and sports events which will bring people together to participate, spectate and compete, thereby enhancing community safety, capacity and cohesion
- ensure that young people in West London are inspired and motivated by the spirit of Olympism and that all young people in West London experience increased opportunity as a result of the London Games 2012
- secure the maximum skills, training, employment and volunteering opportunities available for our communities arising from the London Games 2012 and seek to ensure that those opportunities are available for all
- build on the strength of its creative industries, arts and culture organisations to develop a significant cultural offer to the Olympic bodies which builds capacity within West London to enhance our creative economy
- maximise the economic benefits of the 2012 Olympic Games and Paralympic Games felt by our communities by ensuring West London SMEs gain from the increase in business opportunities
- capitalise on the unique opportunity provided by the London 2012 Games to increase the visitor economy within West London
- develop an effective Communications Plan to provide a well-informed network of organisations and expert professionals who can bring the Olympic Games and Paralympic Games into the lives of all West London’s residents, employees, businesses, organisations and communities

Our shared action plan priorities are:

- Increase participation in sport
- Community benefits
- Cultural offer
- Young People
- Skills and volunteering
- Business and visitor economy

To read the action plan in full visit www.westlondonalliance.org

WEST LONDON OLYMPIC PROGRAMME MOVING FORWARD

West London has announced the first meeting in late July of the Stakeholder Executive comprising senior representatives from key partner agencies to provide influence, management and resource to lead and monitor the development of the West London Olympic and Paralympic action plan and programme.

A broader Stakeholder Network will provide an information and exchange forum for West London stakeholder organisations and representatives to feed into and work with the Stakeholder Executive.

It is expected that specific theme or Task Groups will be created to develop key strands of work as required.

ODA PROCUREMENT AND LONDON 2012 SUSTAINABILITY POLICY LAUNCHED

The Olympic Delivery Authority (ODA) launched its Procurement Policy on July 19 which will guide the way it procures and delivers goods and services for the 2012 Games.

Speaking at the 2012 Business Summit in Leeds as part of the 2012 Roadshow, ODA Chief Executive David Higgins said the policy will ensure the ODA can deliver new venues and infrastructure on time and to budget.

Developed together with the major London 2012 stakeholders, the policy is open to public consultation until the autumn.

London 2012 also launched its Sustainability Policy. In addition to recycling the Olympic venues and developing the social benefits of the Games, the policy gives major emphasis to reducing emissions of greenhouse gases – through energy efficient design, use of renewable energy, environmentally friendly transport and management of green spaces – as a strategy designed to benefit the world's climate.

Achim Steiner, United Nations Under Secretary-General and Executive Director of the United Nations Environment Programme (UNEP) said: "The environment has increasingly become a key and a winning competitor at the Olympic Games. London can take this green torch forward by setting demanding and verifiable targets in areas from waste minimization to reducing greenhouse gas emissions to help efforts to tackle climate change."

Full details of both policies can be found at www.london2012.com

LONDON 2012 MANAGEMENT TEAM TAKING SHAPE

The London 2012 team continues to grow as top level staff are appointed. Jean Tomlin, appointed Director of Human Resources, has experience at the BBC, Marks & Spencer, Egg and Prudential.

Chris Townsend has been appointed Commercial Director with responsibility of generating the £2 billion needed to fund the Games. This funding will be raised from a combination of sponsorship, ticketing, merchandising and broadcasting rights. Chris was responsible for much of the branding of London during the bid as Group Marketing Director at Transport for London.

Bill Morris has been appointed Culture, Ceremonies and Education Director at London 2012. Morris, currently Project Director of Live Events for the BBC, will be responsible for developing the cultural programme for the Games, including the high-profile Opening and Closing Ceremonies.

Howard Shiplee, the man credited with transforming Ascot Racecourse, has been appointed Director of Construction at the Olympic Delivery Authority.

Finally, Terry Miller has been appointed General Counsel and will be responsible for all legal aspects of delivering the Games. As head of the legal team, her role includes protecting the 2012 brand and drawing up an estimated 7,000 contracts, from agreements with venues and hotels through to suppliers and commercial partners.

LONDON 2012 – BE PART OF IT ROADSHOW TRAVELS THE COUNTRY

Exactly one year after London won the opportunity to host the Olympic and Paralympic Games the London 2012 team launched the *Be Part of 2012 Roadshow* on a three-week tour of the UK.

In a colourful celebration in London's Trafalgar Square on July 6 attended by school children from West London, the Roadshow was launched by Tony Blair, Ken Livingston, Lord Coe and Tessa Jowell.



Full details of the Roadshow at www.london2012.com/en/gettinginvolved/2012+Roadshow/

The launch highlighted progress on Games preparations over the past years and plans to use the Games as the catalyst for change and regeneration of the communities close to where the new Olympic Park site and venues will be located. *Be Part of It*, a new 48-page brochure, was also published with information about the Games, benefits and legacy and how to get involved. Full details at www.london2012.org/en/news/publications/Be+part+of+2012.htm

The Roadshow launch included with the Mayor of London's Summer of Sport campaign that provides the opportunity to try out new sports in clubs across the capital as part of the campaign to get London more active. Schoolchildren and members of the public tried out cycling, fencing, rowing, sprinting and basketball.

Full details of the Summer of Sport at www.london.gov.uk/summer-of-sport/index.jsp

WLA OLYMPIC GAMES AND PARALYMPIC GAMES PROGRAMME NEWSLETTER

The WLA Games Programme Newsletter will be sent out at regular intervals, to explain developments in West London related to the Games, and to keep you informed about opportunities when they arise.

If you would like additional information on a certain topic, or would like to provide feedback, please contact Emma Strong on 020 8753 2786 or emma.strong@lbhf.gov.uk. Also keep an eye on news on the WLA web site www.westlondonalliance.org

If you no longer wish to receive these e-mail newsletters: [email](#) to unsubscribe.

USEFUL LINKS:

West London Alliance	www.westlondonalliance.org
West London Business	www.westlondon.com
West London Network	www.westlondonnetwork.org.uk
West London Learning and Skills Council	www.londonwest.org
London Development Authority	www.lda.gov.uk
London Business Opportunities	www.londonbusinessopportunities.co.uk
Olympic Delivery Authority (ODA)	www.london2012.com/en/ourvision/ODA/
Olympic Delivery Authority vacancies	www.alastinglegacy.co.uk
London Organising Committee for the Olympic Games (LOCOG)	www.london2012.com/en/ourvision/LOCOG/
International Olympic Committee	www.olympic.org