



# Suffolk's Games

*The story of the London 2012 Olympic and Paralympic Games in Suffolk*

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## Acknowledgements

Suffolk County Council would like to thank the very many individuals and organisations from lots of different sectors that worked so hard to make the most of the Games in Suffolk. Without your time, energy, dedication and commitment much of what is described in this report would not have been possible and Suffolk's experience of the Games would not have been as significant. Thank you one and all.



## Suffolk's Games Timeline

2007

December

*Suffolk SportsAid Foundation launched*

2008

February

*Heath Primary School in Kesgrave reaches the national final of the London 2012 'VeloDream' competition.*

March

*11 sporting facilities from Suffolk are selected for inclusion in the London Organising Committee Pre-Games Training Camp Guide*

June

*Logistics companies from across Suffolk attend a breakfast seminar to hear about the business opportunities arising from the London 2012 Olympic and Paralympic Games.*

# The Story of Suffolk's Games

On Wednesday 6th July 2005 it was announced that London had been awarded the 2012 Olympic and Paralympic Games. Suffolk was eager to back the bid and was firmly behind the 2012 Games from the outset.

Right from the very beginning of the bid process in 2003 the London Organising Committee of the Olympic and Paralympic Games (LOCOG) placed clear focus on what could be achieved through the inspiration and power of sport, using it as a catalyst for positive change and inspiration both at home and abroad. Suffolk was quick and enthusiastic to recognise the opportunity and soon after the announcement that London had been awarded the Games the Suffolk Working Group for the 2012 Games was established. Led by Suffolk County Council, the purpose of the group was to bring together business, sport, culture, tourism and voluntary organisations to work collaboratively to ensure the county benefited from the biggest sporting event in the world.

Here we tell the story of Suffolk's Games and provide examples of how the county secured an impact from London 2012 in the economy, volunteering, learning, culture, elite sport and sports participation. We provide a summary of key facts and figures, a range of case studies and quotes, a timeline of key moments in Suffolk's journey to the Games and details on how the county is striving to secure a lasting post Games legacy.

Whilst it is impossible to summarise everything that was achieved in Suffolk as a result of the London 2012 Games in one document, it is hoped it provides a meaningful record of how the county embraced the Games and made the most of this once in a lifetime opportunity.



## August

*Heath Primary School in Kesgrave wins a visit from a Paralympian after developing a unique way of celebrating the Paralympic Flag Handover.*

*Suffolk celebrates the official flag handover from Beijing to London at a special event in Ipswich.*

*Lap of Honour, a project to document and celebrate Suffolk's Olympic and Paralympic Heritage, is launched.*

## September

*Craig Heap, one of Great Britain's most experienced gymnasts, visits Lowestoft to help support the county's up and coming sportsmen and women.*

*A Disability Sport Coaching Bursary scheme is launched in Suffolk*

*Suffolk celebrates the launch of the Cultural Olympiad with a host of free and subsidised events and offers at cultural and sporting attractions across the county*

# Economic Benefit

## Our Ambition

To attract inward investment through 2012 related business and skills activity, and ensure that Suffolk attained a significant share of 2012 related business contracts.

## Ipswich properties snapped up after summer events boost

Events including the Tour of Britain and the Olympic Torch Relay provided an unexpected boost to property sales along the Ipswich Waterfront, according to the Ipswich Star.

Visitors to the town were so impressed with the properties along the Waterfront when they visited for the events that they snapped them up afterwards.

Nicholas Estates, based in Neptune Quay, sold six of their apartments in the area to people from all over the country following the start of the Tour of Britain, the Olympic Torch Relay, and the Maritime Festival. Nick Golding, manager of Nicholas Estates, said: "People from outside the area were coming to the docks for the events saying 'we really like this'. Then they came back a few days later and bought them."

## London 2012 contract provided icing on the cake for Otley company

Hubbard Ice Systems based in Otley near Ipswich was successful in winning a contract for the ice supply for competition and non-competition venues at the Games. The ice making equipment they supplied produced more than eight tonnes of ice per day.

The company bid for the contract through London 2012's CompeteFor system, a brokerage service between buyers and potential suppliers, which provides businesses with access to contract opportunities and support services linked to London 2012.

The contract with London 2012 acted as a catalyst to a number of other contract opportunities with National Olympic committees and other organisations.

## Television contract for Lowestoft-based firm

Staff from Lowestoft-based Hughes Electrical installed 450 televisions in a day at the Olympic Village in London.

The firm, which has outlets across East Anglia, won an order from the European Broadcasting Union to supply the sets for the International Broadcasting Centre at the Olympic Park.

In total 950 televisions were ordered from Hughes Electrical ranging from 19ins to 55ins, 500 went directly to the media centre and the other 450 were installed in the accommodation blocks.



Warming Up for the Great East Swim

**"We have been involved in the Olympic project for over two years and have secured a total of 15 contracts from this association."**

Paul Chisnall, General Manager of Hughes Electrical in Lowestoft which supplied and installed 950 televisions for the Olympic Village and International Broadcast Centre



On Our Marks -  
Customer Service Training Participants

**"Personally it was one of the best days I've ever seen. There were a lot of new faces in town and it was such a great day. There was a carnival atmosphere."**

Bob Foyers, who runs The Bistro at the Deli in Saxmundham and is chairman of the town's business association, on the effect the torch relay had on business.

### October

Suffolk's 'Super Six' Beijing Olympians and Paralympians are honoured by the Lord-Lieutenant of Suffolk

### November

Tessa Jowell, Minister for the Olympics hears about the Suffolk Lap of Honour Project

### December

Suffolk's transport providers attend a special Olympic transport briefing in Ipswich with Hugh Sumner, London 2012 Transport Director.

### January

Lap of Honour awarded London 2012 Inspire Mark

### February

Suffolk's politicians attend a special London 2012 briefing in Needham Market

## The Facts



**£12 million** worth of Games related contracts are known to have been won by Suffolk businesses through CompeteFor alone, the online procurement website for the Games. However the benefits to businesses in the county are expected to be much greater in the long term.

**1,900** businesses from Suffolk registered with CompeteFor with over 50% publishing their details.

The local economy has benefited by approximately **£5million** to date from two major Games inspired sporting events brought to the county – the Great East Swim and Tour of Britain

**51** hours of customer service training was provided free of charge for companies in Suffolk designed specifically to enhance the welcome visitors to the area received during the Games. In addition, **2,000** guides were produced for businesses to help them assist visitors to the county during the Games.

International broadcast media from Australia, Brazil, China, Germany, Japan and New Zealand, visited the county to film in the run-up to and during the Games.

## University Campus Suffolk international students boost

London 2012 provided a catalyst for University Campus Suffolk (UCS) to build a partnership with Azerbaijan to recruit international students to Ipswich.

After it was announced that Ipswich would be hosting the Azerbaijan Olympic team and civic links were made with the capital, Baku, UCS decided to look at Azerbaijan to develop international partnerships.

Although Azerbaijan already sent students to the UK, the country was fairly new to the higher education market and other UK universities were only just starting to recruit students from the country.

A number of trips were made to Baku and UCS held meetings with key Ministries, universities, the British Council and the Embassy. University staff also gave talks in schools and colleges to potential students. Representatives also met with the Azerbaijan Embassy in London.

Although the Azerbaijan team ultimately didn't train in Ipswich, the contact helped create a lasting legacy with the country.

## Games transportation delivered by Suffolk County Council

One of the key aspects in ensuring the success of the Games was transporting athletes, team officials, technical officials and the media during events.

One of the organisations successful in winning one of the London 2012 transportation contracts through CompeteFor was the Travel Services operation at Suffolk County Council, which employs 130 staff and has an extensive fleet of vehicles.

The contract also provided opportunities beyond the Travel Services department. Whitehouse Enterprises, an organisation providing employment services for adults with disabilities and long-term health problems cleared the livery from the coaches to make them ready for use at the Games.

## Business Boom for Torch Relay Destinations

Businesses along the torch relay route benefitted from the event as many spectators went on to visit shops, cafes, restaurants and bars in the towns.

John Dugmore, Chief Executive of Suffolk Chamber of Commerce, said there was no doubt that many people watching the torch pass through Ipswich will have gone on to use other local amenities.

He said: "There is no doubt that this many people watching the torch pass through places such as the Waterfront, St Nicholas Street and Christchurch Park in Ipswich will have gone onto use local pubs, restaurants and our independent stores which are the lifeblood of the local economy. Business was delighted to take part in the occasion which brought a feel good factor to all."

***"We have signed a Memorandum of Understanding with the Azerbaijan University of Languages and are currently working with them on the development of joint programmes. More initiatives are in the pipeline."***

Polly Bridgman, Director of External Relations and Marketing at UCS, which is building long-term links with Azerbaijan



*Commonwealth Gold Medallist Nicky Hunt  
Lights the Olympic Cauldron in Ipswich*

## March

Young people from two Suffolk schools participate in a London 2012 Olympic and Paralympic Games Challenge

1,000 youngsters in West Suffolk benefit from the Fit for the Future subsidised gym and leisure centre membership scheme

Olympic hockey star Mariette Rix visits schools in Mid Suffolk

## April

London 2012 athletics hopeful Goldie Sayers visits Woodbridge to help support the county's up and coming sportsmen and women.

London 2012 inspired Healthy Ambitions Suffolk Challenge is launched

160 Suffolk businesses attend a London 2012 procurement briefing in Bury St Edmunds

# Boosting Volunteering

## Our Ambition

To develop a sustainable volunteering infrastructure for the sporting and cultural sector that promoted wider volunteering development opportunities and increased levels of volunteering.

## Hundreds of unemployed Suffolk people given support

Hundreds of unemployed people in Suffolk were supported to move into the workplace, further learning and volunteering thanks to a London 2012-inspired project in the East of England.

Team East for Skills, a regional consortium of arts, sports and voluntary organisations, helped 280 Suffolk people with training and volunteering opportunities in culture and sport. Courses included Open Air Event Management, Get Started with Football, and Get in the Game – Sports Event Management training.

St John's Housing resident James Mason from Lowestoft originally got involved with Team East for Skills to build self confidence and to help others. While progressing through the first Get in the Game course he commented: "My confidence is improving with every day that passes."

On successfully finishing the 'warm up' and 'bronze' level activities Jim progressed to gain his 'silver' level award by mentoring new participants on the next programme. As a result he realised his ambition to pursue a career in social work and said: "My life has found a new direction and I feel after 36 years I have finally found what I'd like to do."

The programme specifically targeted seven groups of people: unemployed; economically inactive; those with disabilities or health conditions; lone parents; those aged 50 or over; those from Black and Ethnic Minority (BME) backgrounds and women.

## Suffolk Personal Best programme success

The Personal Best training and volunteering programme targeted those who were not in work, education or training, but who wished to gain the opportunity to volunteer and maximise their skills for future employment. The programme was inspired by the London 2012 Olympic and Paralympic Games, with all graduates guaranteed an interview to be a London 2012 Games Maker volunteer.

In Suffolk, a discrete programme was supported by Suffolk County Council and focused specifically on disabled people between the ages of 16-25. The course ran for ten weeks and in line with the core Personal Best model specific 'Games knowledge' was provided. Twenty four participants commenced the course and of these 17 successfully 'graduated'.

Out of the 17 participants, two secured employment, with 15 continuing with their voluntary commitments set up during the programme. Out of these 15, four started additional volunteering at Ipswich Central Library and two others started work experience at Whitehouse Enterprises.



Suffolk County Events Team

**"Feedback from the participants is that they have really enjoyed the course and have gained a great sense of achievement being involved in such a fantastic opportunity to be a Games Time Volunteer at the Olympics in 2012."**

Katrina Evans, from Suffolk County Council, on the success of the Personal Best project



St John's Housing Befriending Scheme

## May

Paralympic Sport Showcase event held in Woodbridge

A delegation from the Barbados Olympic Association visits Ipswich

## July

Suffolk celebrates London 2012 Open Weekend with eight cultural and sporting events across the county.

Lord Sebastian Coe visits Bury St Edmunds Leisure Centre, an official London 2012 Pre Games Training Camp, to hear about Suffolk's efforts to maximise the benefits of London 2012

## August

Foreign Secretary David Miliband visits official London 2012 Pre Games Training Camp site Northgate Sports Centre in Ipswich

Suffolk project 'On Languard Point' shortlisted for a £500,000 Cultural Olympiad commission

## Suffolk County Events Team

The County Events Team in Suffolk (part of the Suffolk 2012 Volunteering Legacy Project) was awarded an Inspire Mark in October 2011. The project started in Feb 2010 and began actively recruiting local volunteers through a website and with an events calendar from Sept 2010. The projects objectives were to use the inspiration of the Games to: get more people into sport & cultural volunteering particularly through events; get more quality events volunteering opportunities available to a wider group of people and to encourage and facilitate new volunteers to get involved in this aspect of volunteering.

The Initial targets for the project were to: recruit 30 volunteers per year to receive training through the programme; to create an overall pool of 90 volunteers and to develop a dedicated website including an Events Calendar for the county. The targets were smashed with 300+ individuals registered as Event volunteers. 140 of these received Induction Training, 23 have completed First Aid Training, 57 achieved Level One Sports Leadership training and 20 having undertaken 'Managing Volunteers' Training. Over 80 events benefitted to the tune of 2,200+ hours of volunteering through the project. Events have included the Great East Swim across 3 years, Cancer Research Races for Life, Tour of Britain and the Olympic Torch Relay. In March 2012 a Sports Volunteering Conference linked to the project saw 70 plus delegates from more than 35 sports and volunteering organisations attend.

## Inspire Mark awarded for Forest Heath volunteer scheme

The Forest Heath Champions Volunteer Scheme was awarded the Inspire Mark by LOCOG for its success in using the Games as a catalyst for people to get involved in their local community.

As part of the project, a database matching volunteering opportunities with potential volunteers was created. Community organisations were invited to a series of workshops on volunteer recruitment and retention, funding and governance and administration. The project helped to develop partnerships, plan finances and communications and the annual Pride of Forest Heath Awards evening was launched.

## Suffolk Sport Makers clock up 1,000 hours of volunteering

Suffolk Sport Makers recruited 100 volunteers each giving over 10 hours of their time to make sport happen for those aged over 16 years.

The Sport Makers programme is part of the People strand of Sport England's Mass Participation Legacy programme Places People Play, running until September 2013. It aims to use the inspirational pull of London 2012 to recruit, train and deploy 40,000 new sports volunteers.

In Suffolk the aim is to recruit 553 Sport Makers to volunteer for 10 hours and encourage as many of the volunteers as possible to continue.

***"Suffolk has had the foresight to create a bespoke 2012 legacy project for volunteering which aims to increase volunteering opportunities within sport and culture across the county. It makes absolute sense that, having invested in training the volunteers for the Olympics, those new skills can be put to further use if that is what the volunteers want."***

Baroness Scott of Needham Market, Chair, England Volunteering Development Council during a debate in the House of Lords about Olympic and Paralympic Games Legacy

## Boosting Volunteering

### The Facts



**Hundreds** of people volunteered at sporting and cultural events in Suffolk thanks to the Suffolk 2012 Volunteering Legacy Project. The project has supported over **80** events with over **2,200** hours of volunteering to date.

Over **1,000** hours of sports volunteering has been clocked up by **100** Sport Makers in Suffolk to date, a Sport England Olympic legacy project delivered by Suffolk Sport.

A total of **580** volunteer hours were clocked up by participants, aged 16 to 25 years, of the Games-inspired Suffolk training and volunteering programme Personal Best. It provided opportunities for people who are not in work, education or training, but who wanted to gain the opportunity to volunteer and maximise their skills for future employment.



Suffolk Games Makers

## September

Games inspired Ipswich Half Marathon takes place for the first time

First ever Great East Swim takes place.

Heath Primary School in Kesgrave becomes the first school in the East of England, and one of only 17 nationally, to be officially recognised for its commitment to the Olympic and Paralympic Values.

Suffolk charity Optua launches a new £27,000 project to get more disabled people into swimming across the county

The Brazilian Women's Gymnastics Team chooses Ipswich to prepare for the World Championships

## October

The Rwandan National Olympic Committee chooses Bury St Edmunds Leisure Centre as its training base for its Olympic and Paralympic Teams for London 2012

Suffolk feature film 'On Landguard Point' wins commission for London 2012 Cultural Olympiad

# Inspiring Learning

## Our Ambition

To inspire youngsters and their teachers to use the ethos of the Games and the diversity of the competing nations to explore new topics in the classroom.

## Ipswich, Mildenhall and Nacton schools win prizes

A design for a smartphone app for visitors to the London 2012 Olympic and Paralympic Games won Chantry High School in Ipswich a UK-wide technology award.

The Science, Technology, Engineering and Mathematics (STEM) Network Challenge, supported by BT asked students to help design an app that provides useful information, communicated and accessed in the best way possible in order to contribute to a great Games experience for all.

Eight schools from across the UK reached the national final including two from Suffolk – eventual winners Chantry High School and Kesgrave High School. Each team of students aged 11-14 competed in a Dragon's Den style pitch before a panel of expert judges.

The team won £1,000 worth of equipment for their STEM Club and an experience prize awarded by BT.

Two other schools from Suffolk emerged victorious at the prestigious 2010 BT and NRE (Nations and Regions East) Technology Challenge. The challenge was "How can technology help encourage, inspire and motivate young people and their families to enjoy a healthier lifestyle?"

Riverside Middle School from Mildenhall became East of England champions at Key Stage 2 and at Key Stage 3 whilst Amberfield School from Nacton, near Ipswich, were winners at Key Stage 4.

Teams from 15 schools across Essex, Suffolk and Hertfordshire battled against each other to win the challenge, inspired by the London 2012 Olympic and Paralympic Games.

***"It has opened children's eyes and given them confidence to work alongside people from other countries."***

Rob Walden, Assistant Headteacher at King Edward VI School in Bury St Edmunds, where children learned about Rwanda's history and culture ahead of athletes from the African country training in the town.



*BT NRE Technology Challenge Finalists*



*Suffolk Olympian Sharon Hunt Visits Local Schoolchildren*

***"Educating young people about new technology is a big priority for us at BT and we always want to show them how exciting and rewarding it can be. We think this helps us recruit the right IT-skilled talent in the future, as well as being good for UK business and the country as a whole. The Technology Challenge has shown just how many young people have a really good understanding of IT as well as being full of innovative ideas and creativity."***

Phil Dance, Managing Director of BT at Adastral Park

## November

*London 2012 inspired Healthy Ambitions Suffolk Challenge shortlisted for a prestigious national Community Partnership Award.*

## December

*Destination Gold, an initiative to provide companies and organisations with an opportunity to support a London 2012 hopeful is launched by the Suffolk SportsAid Foundation*

## March

*Suffolk tourism conference focuses on opportunities in 2012.*

*London 2012 procurement event held for businesses in Lowestoft*

*Azerbaijan announce they will prepare for the London 2012 Olympic Games in Ipswich*



## Hundreds of Suffolk youngsters help create London 2012 exhibition

More than 400 youngsters at 14 Suffolk schools created life-size sculptures of sports spectators for a display in the 'View Tube' exhibition area overlooking the London 2012 Olympic Park.

The Suffolk 'Looks On' project, co-ordinated by Denes High School in Lowestoft, was funded by the Suffolk Enterprise Learning Partnership and gave young people in the county the opportunity to be directly involved in the Olympics.

Suffolk-based artist Vanessa Briggs worked with the students to create the works of art – which included babies, toddlers, men, women and guide dogs – out of chicken wire and fabric. The sculptures represented people from all walks of life, different cultures, faiths and nationalities – and were intended to symbolise the Olympic value of unity.

## Games inspire educational links between Suffolk and Rwanda

St Edmundsbury CEVA Primary School, Risby Primary School and King Edward VI Schools led on a project to set up a legacy of curriculum links and student visits between Rwandan and Bury St Edmunds schools based around the British Council's 'Global Dimensions' initiative. These included curriculum topics such as conflict resolution, human rights, creative thinking and sustainable development of societies.

Children of varying ages worked together with Rwandan students using email and video sharing on projects ranging from sport, dance and music to art, poetry and the study of business and politics.

Work in some Bury St Edmunds schools included Rwandan bead making, Rwandan dance, and a competition run by specialist fashion studio Elizabeth Mullholland in Hatter Street to design a Rwandan / British hybrid dress.

## Permanent record of Suffolk's Games experience

Suffolk Record Office created a permanent record celebrating Suffolk's participation in the 2012 Olympic and Paralympic Games and the Cultural Olympiad for current and future generations to learn from.

The record includes paper and electronic records, audio recordings, photographs and ephemera that contribute to the rich long term memory of this momentous year in Suffolk.

All **377** education establishments in Suffolk were part of Get Set the official London 2012 education programme, with **83% (314)** officially recognised for the work they did to use the Games to inspire learning.

Suffolk Record Office built a permanent record celebrating Suffolk's participation in the London 2012 Olympic and Paralympic Games, preserving the impact of London 2012 on local communities for use by current and future generations.

Pupils from **4** Suffolk schools were chosen to form a guard of honour at the opening ceremony of the Olympic Games.

**16** Suffolk Schools were involved in Suffolk Looks On, a Games inspired art and enterprise project.

An easy to use, key stage 1 and 2 pack of creative ideas was developed and distributed to every primary and middle school in Suffolk enabling them to create Olympic Torch Relay themed activities for their pupils that relate to art, design and technology, humanities and PSHE.

**14** Schools in St Edmundsbury have twinned with schools in Rwanda to build a permanent legacy from the town's Pre-Games Training.

*"It is a wonderful opportunity for our students to work with professional people and to have their work exhibited in the hub of the community."*

Mrs Brinkley, Headteacher at Wenhaston Primary School, about Suffolk Looks On



Suffolk Looks On Project Participants

## May

Olympic athlete Colin Jackson visits schools in Bury St Edmunds and Ipswich to see how children are preparing for the Tesco Great School Run.

## June

Suffolk Sport launches public pledge to get 25,000 Suffolk people more active, more often by 2012 at the Suffolk Show

London 2012 Inspired project Suffolk ICONS, which aims to capture and celebrate the county's most characteristic people and places, is launched

Waveney Gymnastics Centre in Lowestoft announces it is to be a training base for the Canadian Gymnastics Team

## July

Schools from Mildenhall and Nacton win their categories at the prestigious 2010 BT and NRE (Nations and Regions East) Technology Challenge, inspired by the London 2012.

Optua's Disability Sport Showcase Days receive an official London 2012 Inspire Mark.

# Connecting People to the Games

## Our Ambition

To connect people from Suffolk to the Olympic and Paralympic Games and help them feel part of the greatest show on earth.

## Olympic Torch Relay

Sixteen towns and villages in Suffolk gave a warm welcome to the Olympic flame as it made its way around the UK on a 70 day journey to the London 2012 Games.

More than 250,000 people lined the streets as the torch visited towns and villages including Ipswich, Newmarket, Haverhill, Bury St Edmunds, Woodbridge, Wickham Market, Saxmundham, Felixstowe, Melton, Ufford, Aldeburgh, Kelsale, Southwold, Reydon, Wrentham and Lowestoft.

For many it was a once in a lifetime experience, remembered for years to come not only as an historic occasion but as a time when communities came together.



*The Olympic Flame Arrives at Ipswich Waterfront*

*"I've been talking to a lot of people coming through the town and they have been saying what a great day it is. There is a real carnival atmosphere and people seem to be having a lot of fun."*

Aldeburgh mayor Peter Cox

*"It's a great chance, as we may never see it go past again."*

Joni André, aged 6, from Haverhill



*Lowestoft, the UK's most Easterly Point*



*Suffolk Schoolchildren Line the Olympic Torch Route*



*Huge Crowds Welcome the Olympic Flame to Haverhill*

## July

'Suffolk Celebrates London 2012 Open Weekend' awarded a London 2012 Inspire Mark.

52 sporting and cultural events held across Suffolk to celebrate London 2012 Open Weekend

Suffolk 2012 Volunteering Legacy Project is launched

## August

110 unemployed people have been found opportunities in volunteering or self employment through the London 2012 inspired project Team East for Skills in Suffolk

## September

Seventh stage of the 2010 Tour of Britain is hosted in Suffolk

Chris Holmes MBE, nine times Paralympic gold medal winning swimmer, unveils a mosaic designed and built by young disabled people from Lowestoft.

The Facts



**250,000** people lined the streets of Suffolk to witness the Olympic Torch Relay

**Four** nations (Rwanda, Australia, Brazil, Uzbekistan) sent athletes to Suffolk to train and prepare for the Games.

The Bury St Edmunds Pre-Games Training Camp inspired a project to build a lasting legacy with Rwanda in education, business, culture and sport, including a fundraising campaign to help the Rwandan athletes of the future.

**7,000** people attended ten events to celebrate the arrival of the Paralympic Flame in Suffolk

**8,000** people engaged in activities surrounding the Pre-Games Training Camp at Bury St Edmunds Leisure Centre when they hosted the Rwandan Olympic and Paralympic teams as they prepared for London 2012.



Children in Saxmundham wait for the Torch Relay



Christchurch Mansion, Ipswich

*"We walked back to school, wet, but totally in awe of the historical sight we had witnessed. In fact, we were so excited to be part of the occasion we drew attention of the nearby news crew who stopped to interview a group of children."*

Caroline Mansell, Headteacher of Kelsale Primary School, having just witnessed the Olympic Torch Relay.

*"It was fantastic the torch coming through here, it puts Woodbridge on the map. It was terrific and it pulls everyone together and it's great for the country. There's been a real buzz in the town all day and everyone has been looking forward to it."*

Graham Smith, of Woodbridge Antiques



Southwold welcomes the Olympic Flame



Adrian Moorhouse carries the Flame through Felixstowe

October

Eight athletes from Suffolk compete at the Commonwealth Games in Delhi

Film makers Bruizer Ltd from Rendlesham announced as one of several Suffolk firms to have won contracts through the UK CompeteFor initiative

December

17 young disabled people from Suffolk graduate through a programme called Personal Best, a flagship pre-employment programme designed to harness the unique motivating force of the London 2012 Olympic and Paralympic Games

The London 2012 inspired Ipswich Artathon project launches

January

Ipswich-based Jackson Civil Engineering Group Ltd chosen to help construct the Olympic Water Polo Arena.

Project launched to leave a lasting legacy from the Rwanda Pre-Games Training Camp in Bury St Edmunds.

2011

## Bury St Edmunds Welcomes Rwanda

More than 8,000 people were directly engaged in activities surrounding the Pre-Games Training Camp at Bury St Edmunds Leisure Centre when they hosted the Rwandan Olympic and Paralympic teams as they prepared for London 2012.

Preparations for a legacy started two years before with the launch of the 'Go Rwanda' project set up by community organisations to ensure the legacy of the Pre-Games Training Camp stretched across the borough beyond 2012. The project saw initiatives in sports, culture, business and education as well as fundraising to help Rwandan schools play more sport (called Sport For Rwanda) which has to date resulted in £20,000 being raised.

Twenty four community events were held in 2012 and ten schools were involved in the project with Rwanda and its history becoming curriculum topics in many schools. Fourteen schools in St Edmundsbury are now twinned with schools in Rwanda. More than 170 stories on the Rwandan project and Camp in Bury St Edmunds appeared in print, online and on TV and radio. The athletes stay in Bury St Edmunds was filmed for a national Australian news programme, German TV and covered widely in the national and international press, boosting the profile of the town.

The Suffolk Lap of Honour Exhibition saw 16,500 visitors to town's Moyses's Hall Museum, a team of local cyclists rode from Bury St Edmunds to Rwanda, and the Rwandan Commercial Attaché visited the town to talk to businesses about trading links. During their time in the town, the Rwandan athletes trained with schools, alongside local sports clubs, their training was open to the public to observe and they attended community events and drew attention to places of interest.

***"Rwanda chose Bury St Edmunds because the people of Bury are very friendly and kind. We made the same observation when we arrived here, wherever we go people express an interest to talk to us. I wish that the warm welcome we have received will not end with the end of Paralympic Games, but will continue even after the Olympic and Paralympic Games. We will be happy to see people from Bury St Edmunds come to visit Rwanda."***

Dominique Bizimana, President of the National Paralympic Committee of Rwanda and sitting volleyball player



*Members of the Rwandan Olympic Team in Bury St Edmunds*

***"Our athletes will take to London and back home the love outwardly shown by the people here in Bury St Edmunds. Not just from the leadership of the town but from individuals and communities. For many of the team this is their first time in the UK and they have told me how they have felt very much at home here and been humbled by their experience in this beautiful town."***

Linda Kalimba, Deputy High Commissioner Rwanda



*Rwandan Sitting Volleyball Team Demonstrate their Sport*

### January

London 2012 inspired Suffolk Schools Championships, an amalgamation of inter school sport competitions in 16 sports, is launched

### February

One of 13 major new commissions celebrating arts and culture by disabled and deaf artists for the London 2012 Cultural Olympiad awarded to choreographer Marc Brew and Ipswich-based Dance East.

Forest Heath's 'Community Champions Volunteer Scheme' awarded London 2012 Inspire Mark.

### March

The County Events Team, a project for volunteers in Suffolk who are inspired by the London 2012 Olympic and Paralympic Games, awarded a London 2012 Inspire Mark.

400 pupils at 14 Suffolk schools create life-sized sculptures of spectators for the Suffolk 'Looks On' project destined for an exhibition space which overlooks the Olympic park

# Elite Sport Legacy

## Our Ambition

To support and deliver sporting excellence in Suffolk, ensuring that we nurture the county's Olympians and Paralympians of the future.

## Suffolk SportsAid Foundation

More than one hundred inspiring young athletes from Suffolk have been supported by the Suffolk SportsAid Foundation set up by Suffolk County Council and Suffolk Sport to ensure the legacy of elite sport continues in the county beyond the Games.

In partnership with SportsAid, the national charity for sports people, the purpose of the Foundation is to raise money to support Suffolk's talented sportsmen and women to achieve their sporting goals.

Six of Suffolk's London 2012 Olympic and Paralympic athletes were supported by the Suffolk SportsAid Foundation including Suffolk's two medallists Anthony Ogogo and Zoe Newson.

On average each athlete spends around £5,500 per year on equipment, training, travelling and all of the other essentials that are required for competing at the top level. In the last five years since the Foundation began, £93,500 of invaluable funding has been awarded to the next generation of Olympians and Paralympians in Suffolk.

***"Suffolk has some extraordinary young sporting talent. They are completely committed to their dream of reaching the top and train for hours every week. But their ambition is not only time consuming, it is costly too. For most their only sponsors are their parents. By offering these scholarships, we hope to make it easier for them to realise their ambitions."***

CLr Jeremy Pembroke, Suffolk County Council

## Elite Sport Legacy

### The Facts



111 grants (to date) worth over **£93,500** have been awarded by the Suffolk SportsAid Foundation to talented young athletes from the county to help them with the cost of competing and training at a high level.

***"A big thank you to Suffolk Sports Aid and the financial boost I was given, without help like that it makes things difficult for aspiring athletes. I have a big four years ahead of me now, and will be looking to leave a mark in Rio and other majors along the way!"***

Olympic Swimmer and Suffolk SportsAid grant recipient Chris Walker-Hebborn



Suffolk Powerlifter Zoe Newson



Suffolk Boxer Anthony Ogogo

## April

Suffolk tourism chiefs launch a campaign to promote Suffolk as an ideal location for visitors to London 2012

New DVD 'Be Your Best' launched to inspire people with disabilities to get into sport in Suffolk.

University students in Suffolk get £55,876 National Lottery award from Sport England for SPACE, a joint project between four universities - Essex, Suffolk, Writtle College and Anglia Ruskin

Students in Bury St Edmunds create a 20ft long mosaic mural to mark the arrival of the Rwandan Olympic and Paralympic teams to Bury St Edmunds.

## May

Suffolk Sport Village at the Suffolk Show is awarded a London 2012 Inspire Mark

Announcement that the Olympic Flame will arrive in Ipswich on the evening of July 5, 2012 and will form the centrepiece of an entertainment extravaganza in Christchurch Park.

# Inspiring a Generation

## Our Ambition

To inspire children and young people through sport and the Olympic ethos to achieve more, contribute to their community, be active, healthier, more positive and enjoy life.

## 300,000 saw the Tour of Britain and 6,000 took part in the Great East Swim in Suffolk

World class athletes came to Suffolk to inspire the community. More than 300,000 people turned out to see sporting heroes including four-time Olympic gold medallist Bradley Wiggins and Mark Cavendish take part in the Tour of Britain as it raced through Suffolk in 2010, 2011 and 2012.

Ipswich's Waterfront provided a fantastic backdrop for the 100 cyclists and the thousands of supporters who turned out to see the 2012 Tour of Britain start from Ipswich. Spectators were thrilled with the access policy to riders which meant they could walk between the team vehicles and get close to the riders and their bikes, many eager for autographs and photos.

The Great East Swim attracted 6,000 participants between 2009 and 2012. Held in the clean waters of Alton Reservoir near Ipswich the swim is the biggest open water swimming event in South East England. The event gives participants the opportunity to swim alongside world champions and Olympic medallists.

## Young are inspired by Olympians

Eighty youngsters were cheered on by British Olympic swimmers as they competed in Newmarket's pool.

Swimmers from six Newmarket primary schools picked up tips from Beijing Olympians Cassie Patten and Kris Gilchrist, with Kris diving in to demonstrate his technique.

Pupils from St Louis, Laureate, Paddocks, Houldsworth Valley, All Saints and Ditton Lodge swam for four minutes, without touching the sides, to simulate the experience of swimming in open water as part of the Great East Swim 2012 community outreach programme.

Corinne Hurton, Newmarket Leisure Centre swimming co-ordinator and Suffolk Schools Swimming Service teacher, said: "It was a chance for all the swimmers to meet the elite athletes. There was such a nice atmosphere because everyone was cheering for everybody else."



Suffolk Paralympians

**"It's not every day you get to see your heroes,"**

Lewis Knights, a keen cyclist from Ipswich, who watched the first stage of the 2012 Tour of Britain race in Suffolk

**"I was gobsmacked, I didn't know what to say to him. It's the third best day of my life after the births of my sons."**

Max Wardley, from Ipswich, who has been a keen follower of Mark Cavendish turn out to support his hero at the 2012 Tour of Britain and got his autograph.



Olympic Parade at Ipswich Town FC

## June

Great East Swim returns to the county for a second time

Suffolk-raised artist Robert Pacitti launches a series of extraordinary live large-scale, public outdoor events, activities and a feature film, as part of a specially commissioned project called On Landguard Point celebrating the London 2012 Olympic and Paralympic Games.

Gymnastics Australia confirm that they will prepare for the London 2012 Games in Lowestoft

## July

Lloyds TSB's London 2012 Olympic Torch Tour interactive roadshow visits Ipswich

Paralympic sport showcase event held at Bury St Edmunds Leisure Centre

Announcement that thousands of Suffolk teenagers and young adults across Suffolk are to benefit from a new sports programme called Sportivate

**“People are getting active again and getting back into sport. If that can continue, it’s going to be really good for the country.”**

Lowestoft’s boxing Olympic bronze medallist Anthony Ogogo



*Paralympic Gold medalist  
Danny Crates*



*Ipswich Basketball Club Celebrate an Inspired  
Facilities Grant*

## Thousands of schoolchildren watch Brazilian Olympic gymnasts in Ipswich

Two thousand eager youngsters from the Ipswich area visited Ipswich Gymnastics Centre to watch the Brazilian women’s artistic gymnastics team prepare for London 2012.

Schoolchildren, including from Heath, Murrayfield and The Oaks primary schools, watched from the gallery as former world champion Daiane Dos Santos went through her routine.

Lisa Squirrell, a teacher at Maidstone Infants School in Felixstowe, had brought a party of 44 youngsters aged from four to seven to the centre. “This is a great opportunity for them to see the gymnasts,” she said. “There have been lots of oohs and aahs and wows.”

## A lasting gymnastics legacy in Lowestoft

Over 500 youngsters watched the Australian Men’s Gymnastics Team train for the Olympic Games at Waveney Gymnastics Centre in Lowestoft.

The Club hosted Gymnastics Australia as they prepared for London 2012 and also embarked on a programme of Games inspired art activities. A mural was painted on the wall of the gym hall by local schoolchildren and every school in the District decorated a ceramic tile for inclusion in a legacy wall that will act as a permanent reminder of London 2012. In addition all 500 youngsters received a voucher to encourage them to give gymnastics a try.

Chloe McMorran, Centre Manager, said: “Through our efforts we hope that hosting Olympic Gymnasts will ensure a lasting legacy in Lowestoft, inspiring others to participate, volunteer and watch sport.”

## Inspiring a Generation

### The Facts



**24** sport, culture and volunteering projects directly inspired by the Games and officially recognised as exceptional and innovative, were established in Suffolk.

**7** elite athletes from Suffolk competed in the London 2012 Olympic Games and **5** competed in the Paralympic Games.

More than **£500,000** of funding was secured through the Inspired Facilities fund to improve existing sports facilities in Suffolk and widen community access.

A new Games-inspired campaign to encourage people to become more active and raise awareness of the benefits of physical activity to quality of life was launched in St Edmundsbury.

**“There is an extraordinary amount of commitment and enthusiasm that’s already taken place. It’s clear the county council is rising to the challenge. It’s very encouraging. If the Olympics and Paralympics can act as an inspiration - that’s the legacy we want to leave. Suffolk is working hard to achieve that.”**

Lord Sebastian Coe speaking on a visit to the county in July 2009.

## September

*Businesses in Suffolk invited to take up free advice on training aimed at improving customer service skills in advance of the London 2012 Games as part of the ‘Our Marks’ campaign*

*Hundred’s of cyclists take part in the 2011 Tour Ride mass participation cycle ride*

*Suffolk Lap of Honour Exhibition, which showcases Suffolk’s Olympic and Paralympic heritage, opens in Bury St Edmunds*

*Suffolk SportsAid Foundation hosts celebration of some of Suffolk’s most talented sporting prospects*

*54 sporting and cultural events held across Suffolk to celebrate London 2012 Open Weekend*

*‘Final Countdown’ event held in Ipswich to mark one year to go to the start of the London 2012 Paralympic Games.*

*Japanese Trampoline Team visits Lowestoft for a training camp*

# Engaging More People in Cultural Activity

## Our Ambition

To raise and widen participation in cultural activities by engaging Suffolk's communities in the Cultural Olympiad programme.

## Grants help communities to celebrate the Games

Suffolk County Council co-ordinated a small grants programme in 2012, under the banner of Suffolk Celebrates, specifically aimed at enabling town and parish councils and community groups to organise local events to celebrate London 2012.

The programme, which was aimed at supporting events linked to the Olympic Torch Relay, whilst it was in the county, Big Dance and the Opening Ceremony of the Olympic Games saw 45 events involving thousands of people take place in Suffolk throughout July.

Events included a parade of 205 flags from all Games participating countries in Framlingham, an alternative torch relay in villages near Ipswich, a flower and photography festival in Newmarket, a pea festival in Peasenhall, alternative Olympics with a twist in Bungay, a ceilidh in Cavenham, a scarecrow festival in Barton Mills, a dance by the sea in Dunwich, big garden parties, village games, wacky races and many more.

## Aldeburgh World Orchestra

Created by Aldeburgh Music especially for the London 2012 Festival; the Aldeburgh World Orchestra was a new initiative which brought together the world's finest young musicians from over 35 countries across the globe, encapsulating the Olympic ideals of excellence, youth and diversity.

The 121 musicians started their life as an orchestra in July 2012 at Aldeburgh Music, where they immersed themselves in some of the greatest symphonic masterpieces whilst working alongside principals and concertmasters from orchestras including the Berlin Philharmonic, the London Symphony Orchestra, the Leipzig Gewandhaus Orchestra, and the London Philharmonic Orchestra.

The Aldeburgh World Orchestra's cello section alone boasted musicians from ten countries on four continents: Australia, Canada, Cyprus, Egypt, Great Britain, Israel, the Palestinian Territories, Russia, South Africa and the US.

At the end of the residency, the creation of Aldeburgh World Orchestra was marked by high profile performances in some of the world's greatest concert halls including, Amsterdam Concertgebouw and the Royal Albert Hall in London, as part of the BBC Proms series as well as Snape Maltings in Suffolk.



'Suffolk Celebrates' Small Grants Programme



Picture: Malcolm Watson

Aldeburgh World Orchestra

***"The Aldeburgh World Orchestra has strengthened our position as one of the world's leading centres for nurturing musical talent. In our search for young professionals we have expanded our international recruitment network into many new territories. With representatives from 34 countries, across all continents, coupled with fantastic media coverage in the UK, and everywhere from Portugal to Egypt to Taipei to Australia, the recruitment for the orchestra has significantly raised Aldeburgh's profile."***

Jonathan Reekie, Chief Executive Aldeburgh Music

## September

7th stage of the 2011 Tour of Britain hosted in Suffolk

## October

Reydon near Southwold and Mendlesham Parish Council each secure £50,000 to protect and improve their playing fields.

A team of students from Ipswich win a UK-wide challenge to design a smartphone app which can be used by visitors to the London 2012 Games.

Bury St Edmunds-based brewer Greene King announces its official sponsorship of the Rwandan Olympic and Paralympic Teams

## November

Aldeburgh Musicians help launch the programme for the London 2012 Festival in Peterborough



*“As well as building successful relationships with other leading producers, it has enabled us to engage with school children from across the eastern region, providing them with a fantastic opportunity to take part in the Cultural Olympiad. The show has received wonderful feedback from audiences and press, helping to build profile for the organisation and Ipswich.”*

Sarah Holmes, Executive Director at the New Wolsey Theatre

## Exchanging Worlds in Aldeburgh

The Exchanging Worlds project brought together a diverse group of Suffolk young people including primary school pupils, a pupil referral unit, juvenile offenders, further education students and Aldeburgh young musicians. They created a series of audio/visual installations based on the Aldeburgh World Orchestra members' digital audition material.

Tutored by a team of composers, artists, technologists and sound designers, the final interactive installations by youngsters from Grundisburgh Primary School, Old Warren House Pupil Referral Unit, Suffolk New College and HMYOI Warren Hill, went on display at Snape Maltings over the summer.

Exchanging Worlds also created an ensemble of exceptional young musical talent who performed cross cultural and cross genre new works at Snape Maltings Concert Hall and toured around the region.

## The Games inspired a plethora of additional cultural activity in Suffolk including the following small sample:

**Hansel of Film in Aldeburgh** - A Suffolk cinema screened short films made by the public in each of the nations and many of the regions of the UK, as part of a film relay for the London 2012 Festival.

**Professional Hopscotch** - UK Professional Hopscotch team Three Step Endeavour performed as part of the Pulse Festival in Ipswich and at the Suffolk Show.

**Academy of Ancient Music** - Audiences were delighted by the Academy of Ancient Music's performance in March 2012 at The Apex in Bury St Edmunds which vividly charts groundbreaking innovations in the role of the violin.

**Ipswich Artathon** - People were encouraged to walk, jog, run or cycle around Ipswich's public sculptures over a range of different distances.

**Big Dance** - the 'UK's biggest ever celebration of dance' was led for the East of England by Dance East and included the DanceEast Spiegeltent in Ipswich and the Big Suffolk Dance Party 2012.

**British Paraorchestra** - Destined to alter perceptions of disabled professionals the British Paraorchestra performed in Suffolk just days before the opening ceremony of the Paralympic Games.

**Margaret Catchpole** was a new ambitious theatrical production in an old aircraft hangar which celebrated the story of Margaret Catchpole. Her tale is one of stamina, determination and courage.

## Engaging More People in Cultural Activity

### The Facts



**9,000** people helped The Doctor save the world in Crash of the Elysium at the New Wolsey Theatre in Ipswich.

**121** musicians from 35 countries and six continents were brought together by Aldeburgh Music to create the Aldeburgh World Orchestra.

**2,000** local people helped to make the film On Landguard Point which had its world premiere in Ipswich reaching a further 14,000 people.

**16,500** people viewed the Suffolk Lap of Honour Exhibition at Moyses's Hall Museum in Bury St Edmunds which showcased the county's Olympic and Paralympic history.

**150** community events celebrating London 2012, involving thousands of local people, were supported through a small grants programme.

**5,000** people processed with lanterns behind the Paralympic Flame at a special event by the lake in Needham Market.

**Two** significant Games inspired public art projects were undertaken by young disabled people from Lowestoft and Bury St Edmunds.

## December

Headteachers from Rwanda visit Bury St Edmunds to further strengthen links ahead of the Olympic and Paralympic Games

Suffolk County Council launches small grants programme to enable town and parish councils and community groups to organise events to celebrate London 2012.

Ipswich announced as destination for a Dr Who adventure Crash of the Elysium as part of the London 2012 Festival

2012

## January

Gymnasts from Brazil and Canada train in Suffolk ahead of the final Olympic qualifying event

Suffolk secures over £7.9 million worth of London 2012 contracts via CompeteFor

## Crash of the Elysium

Created by Punchdrunk, a live Doctor Who adventure in which the audience is the star of the show, The Crash of the Elysium was unlike anything else experienced before. This was your story, your mission, you were the hero. Everything depended on you. There was no stage, no comfy seating, there was no division between the world of the audience and the world of the show. Around 9,000 people attended the performances and helped the Doctor save the world.

## On Landguard Point

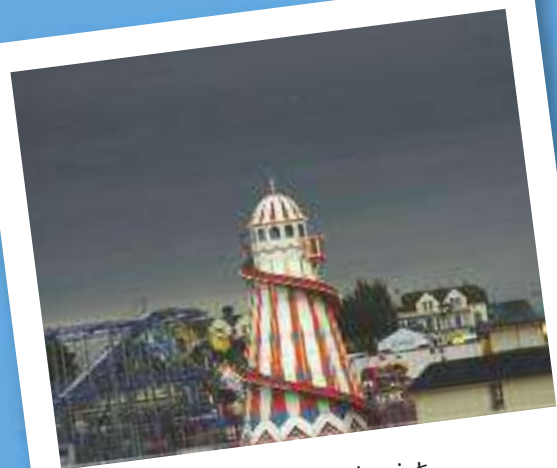
Artists Taking the Lead was the UK Arts Council's flagship programme for the Cultural Olympiad, challenging artists to use the nation as a blank canvas. The winner of the East commission was the Pacitti Company's groundbreaking project On Landguard Point. Under the direction of Suffolk artist Robert Pacitti, On Landguard Point manifested itself through mass participation opportunities, including a series of large-scale public outdoor events taking place throughout the summer of 2011, exploring notions of 'home'. These events were captured on film and drawn together to create a feature film which was screened in various locations across the East of England. Over 14,000 residents played their part in this extraordinary project, whether through actively participating in the events and activities, or as part of an audience.



Crash of the Elysium

*"The project has been a catalyst for the Company to establish an ongoing presence in Ipswich alongside our London operation, growth in the Company, and the establishment of our new think tank. On Landguard Point has enabled a number of new opportunities, including our first permanent exhibition which, alongside the film and our new premises, provides us with a significant legacy to engage new audiences beyond this extraordinary year."*

Robert Pacitti, artist



On Landguard Point

*"It's an experience which dazzles our senses and allows our imaginations to run riot."*

East Anglian Daily Times on The Crash of the Elysium



Suffolk Lap of Honour Exhibition

## February

Suffolk disability charity Optua celebrates two more London 2012 Inspire Marks.

Community leaders in Suffolk announce a collective aspiration to use the Games as a catalyst to help Suffolk become the most active county in England.

Announcement that Needham Market is one of 34 communities across the country that will host Flame Celebrations as part of the London 2012 Paralympic Torch Relay.

Six Suffolk youngsters with disabilities are successful in becoming official London 2012 Young Games Makers.

New website launched to provide information on the legacy project surrounding the Rwandan Olympic and Paralympic teams' Bury St Edmunds Pre-Games Training Camp

## March

Eastern Angles latest production granted the Inspire Mark by London 2012

# Encouraging Sports Participation

## Our Ambition

To increase participation in sport and physical activity and maximise the opportunities to promote the benefits of health and fitness.

## Thousands of pounds to upgrade sports facilities

The county has secured more than £500,000 from the Inspired Facilities Fund to help 12 clubs and projects in Suffolk improve their sports venues.

Valley Farm Equestrian Centre in Wickham Market was one of the recipients securing £47,975 of funding with the support of Suffolk Sport. The project has enabled Valley Farm to surface indoor arenas, create an outdoor arena and provide a shower and toilet unit for disabled riders.

Elsewhere, Bury Spectrum Gymnastics Club were awarded £50,000 to install a new reception area, create a multi-functional activities room, cloakrooms, spectator seating and a sprung tumble track, whilst Hartismere High School received £48,000 to improve the existing school and community sports provision and Copleston High School received £22,000 to install a sprung floor in its sports hall and create a home for Ipswich Basketball Club.

## Academy launched to support disability sport

Inspired by the London 2012 Paralympic Games, the Suffolk Disability Sport Academy was established by Optua to encourage and support disabled people in Suffolk to try out Paralympic sports and assist the future stars of the Paralympic Games.

Providing disability sport showcase days, sports taster sessions, beginners coaching courses and ongoing coaching and club opportunities, the academy provided opportunities for hundreds of disabled people across Suffolk.

The Academy was used as an example of good practice at national level and was featured in the Department of Culture Media and Sport Legacy Action Plan.

Optua also worked with partners to create the Suffolk Disability Sport Coach Bursary Scheme which created 50 new or better qualified sports coaches in Suffolk in the lead up to the Games.

***“The Inspired Facilities grant will enable us to upgrade the quality of our premises to match our aims. It is the cornerstone of our strategy to have an outstanding club for the 2012 Olympics’ legacy.”***

Sarah Robertson of Valley Farm in Wickham Market which received funding to upgrade its Equestrian Centre

## Encouraging Sports Participation

### The Facts



A host of sporting events and projects were brought to the county on the back of the Games including:

**6,000** people took part in the Great East Swim

**300,000** people watched the Tour of Britain in Suffolk

**1,500** recreational cyclists took the opportunity to cycle the same route as the professionals thanks to the Tour Ride

**1,000** children in Suffolk took part in the 2012 Tesco Great School Run

**600** activity sessions offering **1,500** hours of sport were provided through the Suffolk Summer of Sport in 2012

**1,000** children from 60 schools took part in the 2012 School Games Festival

**2,894** 14-25 year olds in Suffolk have benefitted from Sportivate projects

**2,200** runners took part in the Ipswich Half Marathon

Hundreds of disabled people were given the opportunity to try sport through the Suffolk Disability Sport Academy.

## April

Suffolk becomes the first county in the East of England to have 100% of schools signed up to the official education programme Get Set.

Suffolk 2012 Volunteering Legacy Project hosts a conference to bring together people interested in sports volunteering with guest speaker Paralympic Gold medallist Danny Crates

Olympic flame's route through Suffolk revealed

Walk-a-marathon challenge launched for Suffolk residents

Community Games programme aimed at encouraging communities in Suffolk to take part in sporting and cultural activities launched.

Woodbridge Rugby Club and Deben Yacht Club each secure £50,000 of Olympic legacy funding from Sport England's Inspired Facilities Fund.

## May

Thousands of free tickets released for Ipswich Olympic Torch Celebration

## Healthy Ambitions realised in Suffolk Challenge

Six thousand children recorded 92,000 hours of sport and physical activity in the county as a result of the London 2012 inspired Healthy Ambitions Suffolk Challenge.

The aim of the challenge, set up by Suffolk County Council with a range of partners, was to motivate children to fit one hour's sport and physical activity into their everyday lives and eat five portions of fruit and vegetables a day.

The success of the Challenge led to the council being shortlisted in the Tackling Health Inequalities category of the prestigious Community Partnership Awards.

Jack was one of the first children to complete the challenge. "I did the challenge because I wanted to be healthy and strong," said Jack, "I ate five pieces of fruit a day normally apples and grapes but also bananas, pears and oranges. I did sports like football, cricket and sometimes tennis. I'm not very good at sport but am a bit better at it now, I might start golf soon."

## Sportivate-funded Football Project Reduces Anti-Social Behaviour

Through Sport England's Sportivate Olympic and Paralympic legacy initiative, the Twilight Football project at Whitton and Chantry sports centres in Ipswich contributed to a fall in anti-social behaviour.

The Sportivate initiative enabled football matches to take place on Friday evenings for 14- to 19-year-olds with police figures linking the project with a 16% fall in anti-social behaviour in the local area.

Sportivate gives teenagers and young adults who weren't active in their own time, the chance to find a sport they enjoy. The project was awarded the accolade of being best Sportivate project in the East region by Sport England.

To date, 2,894 14-25 year olds in Suffolk have benefitted from Sportivate projects with 2,104 youngsters from the county having attended at least five out of six sessions.



Sportivate Twilight Football Project

***"This has been a fantastic event, showcasing the best of school sport in Suffolk. Thousands of children have taken part in the Suffolk School Games throughout the year and I hope that in Olympic year they have been inspired to take up the sport of their choice."***

Geoff Barton, Headteacher at King Edward VI School and Chair of the Suffolk School Games Local Organising Committee.

***"It's brought disability sport on years. We could not afford the kind of advertisement that the Paralympics has provided."***

David Finn, leisure services manager of disability charity Optua which set up a new Disability Sport Academy



Tesco Great School Run



Suffolk Sport Village at the Suffolk Show

### May

The Suffolk Summer of Sport, highlighting dozens of sporting opportunities for young people taking place in Suffolk over the summer of 2012, is launched.

1,000 school children in Newmarket and Lowestoft take part in the UK's biggest fun run

### June

First Rwandan schools helped by St Edmundsbury 2012 legacy project.

Hundreds of swimmers from across the country descend on Suffolk for the 4th Great East Swim

Announced that Ipswich is to host world premiere of On Landguard Point

Suffolk businesses benefit from customer service workshops specifically designed to prepare them to welcome visitors at Games time.

In the Zone exhibition visits Suffolk

### The Facts



**50** new or better qualified coaches working in disability sport in Suffolk were realised through a new Disability Sport Coach Bursary Scheme.

A new **£27,000** project to get more disabled people into swimming across the county was launched by Suffolk charity Optua.

**£100,000** of funding was secured for Suffolk through Sport England's Protecting Playing Fields Olympic legacy fund

**1,000 16-22** year olds living in West Suffolk benefited from the Department of Health funded Fit for the Future programme offering subsidised gym and leisure centre membership.

**92,000** hours of sport and physical activity were recorded by **6,000** children in the county as a result of the London 2012 inspired Healthy Ambitions Suffolk Challenge.

**100** runners helped establish Ipswich's first Parkrun in 2012

## One thousand youngsters take part in School Games Festival

One thousand children from nearly 60 different schools competed at the 2012 Suffolk School Games Festival in Bury St Edmunds, the largest multi sport school sport event ever seen in the county.

School teams from across Suffolk competed all year to qualify for the first ever Festival which featured nine sports Athletics; Boccia; Cricket; Golf; Gymnastics & Cheerleading; Panathlon; Squash; Swimming and Tennis.

The Suffolk School Games also had a strong inclusive element with competitions in swimming and Athletics as well as Panathlon and Paralympic sport Boccia for children with disabilities.

## Running Legacy with Ipswich Parkrun

More than 100 runners took part in Ipswich's first Parkrun set up to provide an outlet for those inspired by the London 2012 Games to become more active.

International marathon running star Helen Davies and park tennis champion Paul Sheldrake led an enthusiastic group around the 5km course in the town's Chantry Park.

Participation is free with the weekly 5km format designed to be inclusive with participants encouraged to run, walk, shuffle, bring a dog or push a buggy. In just two months runners had clocked up a cumulative total of 3,700km's.

## Suffolk Show Visitors Encouraged Take Up Sport

Designed to capture and harness the inspiration and excitement of the London 2012 Olympic and Paralympic Games the Suffolk Sport Village at the Suffolk Show provided the 90,000 annual show goers with a free, inter-active, exciting and energetic sports experience every year between 2009 and 2012.

Working closely with sport's National Governing Bodies and local sports clubs it showcased the wide diversity of sporting opportunities available across Suffolk. With the golden thread of the London 2012 Games interwoven throughout, the area provided an inspirational one stop shop for anybody wishing to get involved in sport and physical activity in the County. The Suffolk Sport Village was awarded the coveted London 2012 Inspire Mark.



Suffolk School Games Festival

*"The Suffolk Sport Village is the pinnacle of many years of working with various sporting organisations in the county to develop the village and the Inspire Mark accreditation is no small achievement."*

Chris Bushby, Executive Director of the Suffolk Show

Suffolk Olympic legacy project The Twilight Football project named best in the East of England for its inspiring work with young people.

Suffolk schools take part in activities to celebrate the athletes and cultures of the world as part of London 2012 World Sport Day

Pocket guide aimed at helping businesses in the county welcome UK and overseas visitors during the Games is launched.

The line-up for the Ipswich Olympic Torch Relay evening celebration is announced.

Active St Eds - a new campaign to raise awareness of the benefits of physical activity to quality of life - launched by Abbeycroft Leisure in Haverhill and Bury St Edmunds

9,000 people help Dr Who save the world in The Crash of the Elysium

7 sports facilities across Suffolk scoop over £300,000 Olympic legacy funding to improve their facilities

# Post Games Legacy

*“Legacy is a complex subject as many of the benefits may not be visible until years later. Many will be dependent on continued support from local authorities once the Games Organising Committee has ceased to exist and others may be difficult to measure or see but are felt by the local population”*

International Olympic Committee.

Right from the very beginning of the bid in 2003, London 2012 placed great focus on what can be achieved through the inspiration and power of sport, using it as a catalyst for positive change and inspiration both at home and abroad.

In Suffolk we have embraced this ambition and achieved a significant amount to date, as described within this document. However we recognise that if we are to truly deliver a sustainable legacy for Suffolk from the Games we must continue to work hard. This is why a partnership approach has been adopted by Suffolk’s key agencies to build on the inspiration and momentum of the London 2012 Games to help drive participation in sport and physical activity and, ultimately, help Suffolk to become the most active county in England.

There is clear evidence to demonstrate the need for this collaborative approach. We know, for example, that:

- **50%** of adults in Suffolk do no sport and active recreation
- Physical inactivity causes **6-10%** of the major non-communicable diseases.
- **1,000** lives are lost every year in Suffolk due to physical inactivity.
- The health cost of physical inactivity in Suffolk is **£12.2 million** per year.
- **22.9%** of adults and **15.7%** of children in Suffolk are obese.
- An older person remaining active in Suffolk and independent at home defers **£11,500** per year from social care costs.
- Reducing falls in Suffolk by **10%** would realise **£2million** in savings annually.
- Physical activity reduces the risk of mental disorders including depression, cognitive decline and dementia and improves self-perception of mental well-being, increases self-esteem, lowers likelihood of sleep disorders and enables a better ability to cope with stress.

Work has begun on the Most Active County campaign and will continue over the coming weeks, months and years. Early activity has included:

- A public health campaign (Suffolk Get Active) aimed at using the inspiration of the London 2012 Games to get people involved in physical activity near to their home.
- The completion of a research project that will inform the development of a strategic plan for increasing participation in disability sport in Suffolk.
- The development and submission of an expression of interest to the Sport England Get Healthy, Get into Sport Fund, in order to support the transition of individuals from healthcare settings in to community sport.
- A volunteering legacy summit specifically aimed at driving increased sport and cultural volunteering in Suffolk on the back of the London 2012 Games.
- Health and Wellbeing Board agreement to develop a physical activity strategy for Suffolk.

## July

*Talented young musicians arrive in Suffolk from across the world for the groundbreaking Aldeburgh World Orchestra*

*800 children take part in the Suffolk Youth Games in Bury St Edmunds*

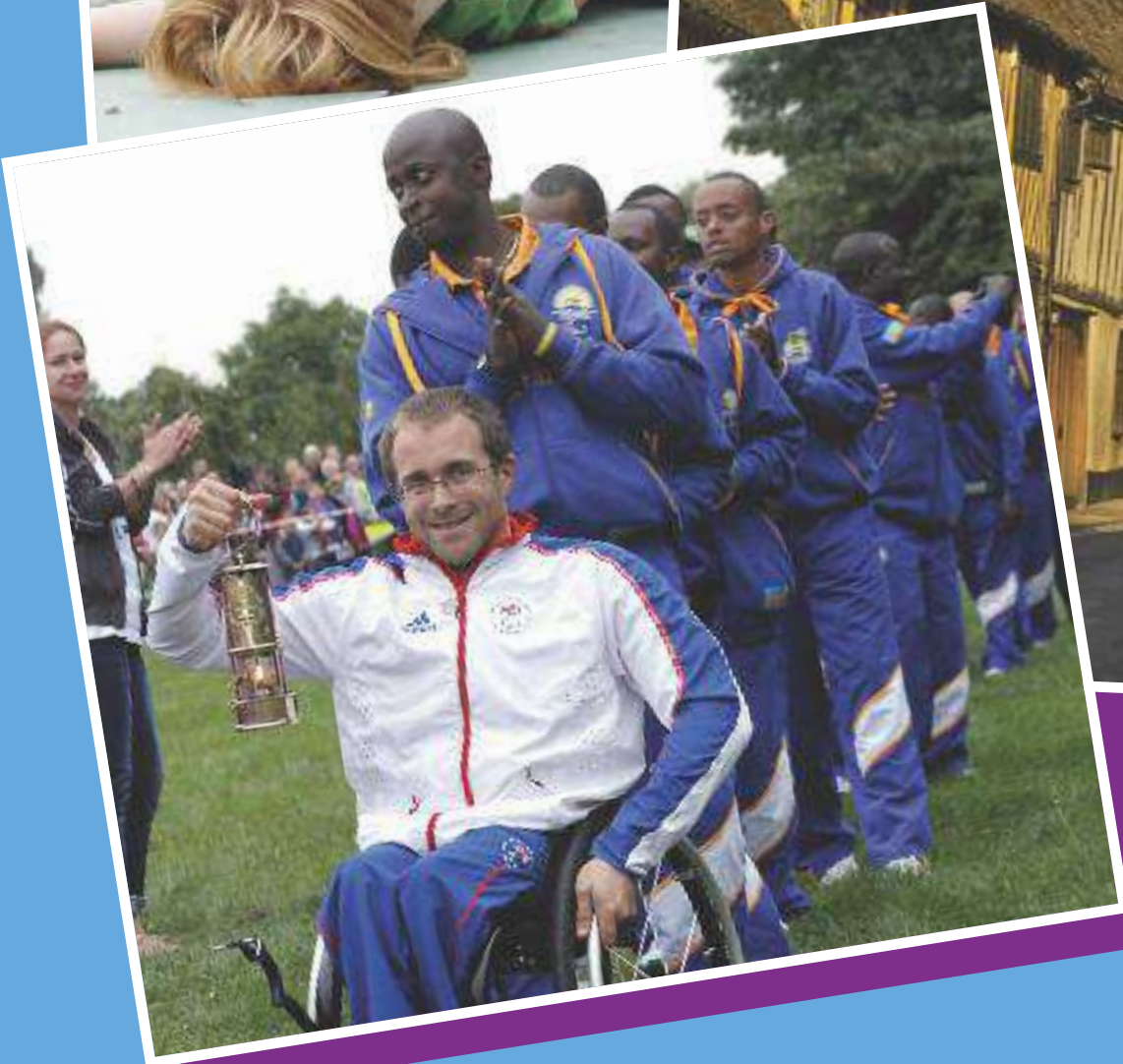
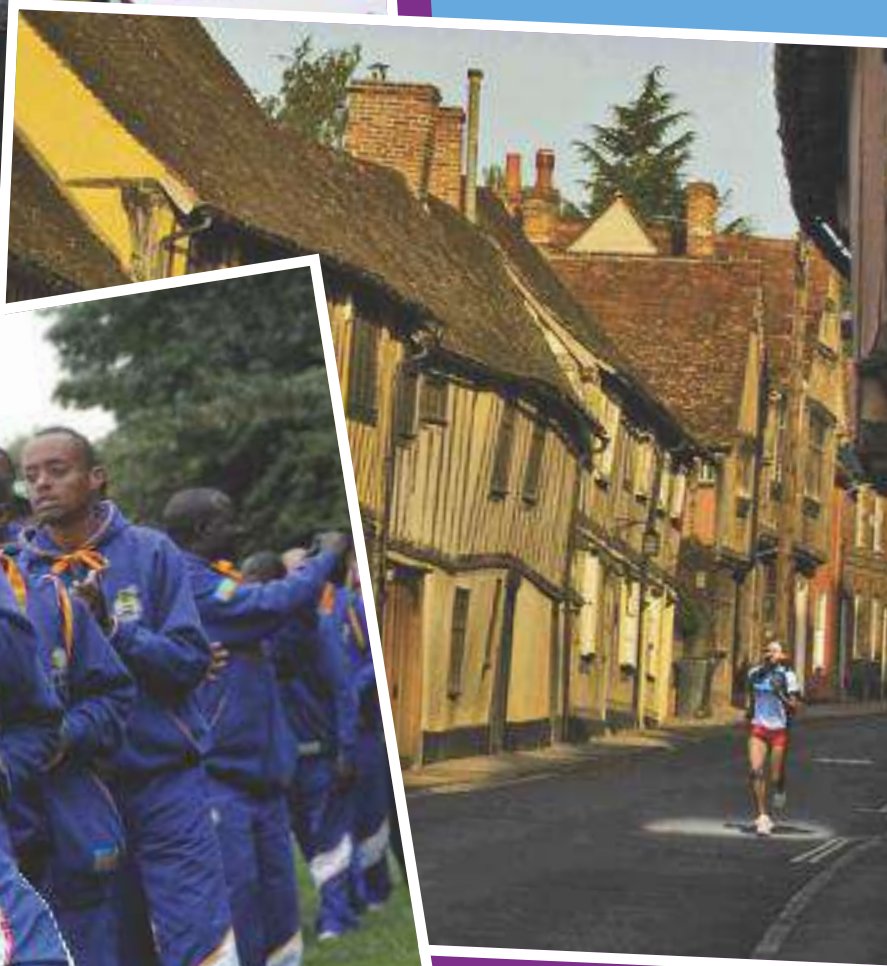
*1,000 children take part in the inaugural Suffolk School Games in Bury St Edmunds*

*Bury St Edmunds, Ipswich, Felixstowe and Lowestoft welcome Olympic athletes from Rwanda, Brazil, Uzbekistan and Australia to Suffolk to train for the Games*

*Over 250,000 people line Suffolk’s streets to support the Olympic Torch Relay as it makes its way through the county*

*Suffolk Sports Aid Foundation awards its 100th grant.*

*Suffolk children form a guard of honour at the Opening Ceremony of the Olympic Games*



## August

44 sport and cultural events are held across Suffolk to celebrate the Torch Relay, Big Dance and the Olympic opening ceremony.

Seven athletes from Suffolk represent Team GB at the London 2012 Olympic Games

Bury St Edmunds welcomes the Rwanda Paralympic Team who will train in the town before the Games

Sports clubs across Suffolk open their doors to the community as part of London 2012 Join In weekend

Suffolk's Olympic athletes and torchbearers are honoured at a special reception.

Suffolk Record Office announces it is to build a permanent record celebrating Suffolk's participation in the London 2012 Games

5,000 people attend Suffolk's Flame Celebration at Needham Market



2012

**August**

*The Paralympic Flame is taken to 9 sporting and cultural events across Suffolk involving 2,000 people*

*The British Paraorchestra perform in Suffolk*

**September**

*5 Suffolk athletes represent Paralympics GB at the Paralympic Games*

*Suffolk's first Parkrun established in Ipswich*

*Tour Ride East Anglia, the grand depart of the 2012 Tour of Britain and Sky Ride all take place in Suffolk*

**October**

*Suffolk's Paralympic heroes are honoured at a special reception*

*Suffolk's Games Makers are honoured at a special reception*

*Suffolk Get Active campaign launched to encourage Suffolk residents to take-up sport*