



Suffolk's Games

London 2012 promised to spread and share the benefits of the Olympic and Paralympic Games across the whole of the UK. In Suffolk we have been working hard to secure an impact from the Games in the economy, volunteering, learning, culture, elite sport and sports participation. Here we've brought together a snapshot of some of the key facts and figures in relation to Suffolk's Games.



Pocket Guide for Businesses



County Events Team Volunteers

Economic Benefit

£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.

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.

“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

Boosting Volunteering

Hundreds of people volunteered at sporting and cultural events in Suffolk thanks to the Suffolk 2012 Volunteering Legacy Project. In 2011 alone the project supported **40** events with over **860** hours of volunteering.

Over **1,000** hours of sports volunteering have 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 by those aged 16 to 25 years were clocked up by participants 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.

“I have a full time job now but I still manage to keep my volunteering going around my shifts. I really enjoy the opportunity to give something back to the community. I know that volunteering has made a massive difference to my self-confidence and has helped me to feel much more positive about myself and others. If it wasn't for volunteering, I honestly don't think that I would be working now.”

Michael Smith one of the first volunteers with the Suffolk 2012 Volunteering Legacy Project.





Healthy Ambitions Suffolk Challenge



Suffolk Looks On Project

Inspiring Learning

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 have done to use the Games to inspire learning.

Suffolk Record Office will build 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 Camp.

Many of the **87 torchbearers** from the county have been touring Suffolk with their torches visiting schools to share their experience. They include fundraiser Stewart Bethell, from Ipswich, who has visited village fetes, residential homes and hospital wards.

"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.



Games inspired mosaic, Bury St Edmunds



Rwandan Olympic Team

Zoe Newson



Connecting People to the Games

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

Elite Sport Legacy

A foundation has been established to support the next generation of elite athletes from Suffolk.

Over **100 grants** (to date) worth over **£75,000** 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.

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

"It is brilliant, a once-in-a-lifetime chance to see something really special. We are here to see history being made."

Shaun Fox, from Tuddenham St Mary, who saw the Olympic Torch Relay in Bury St Edmunds with his family.

"The Suffolk SportsAid Foundation has become an important part of the sporting landscape in Suffolk and a wonderful legacy for the county from the London 2012 Games."

John Clough, Director of Suffolk Sport.



Paralympic Flame Celebration, Needham Market



Suffolk's Olympians



Torch Relay, Saxmundham

Inspiring a Generation

24 sport, culture and volunteering projects directly inspired by the Games and officially recognised as exceptional and innovative, have been 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** has been secured through the Inspired Facilities fund to improve existing sports facilities in Suffolk and widen community access.

A new St Edmundsbury-based 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 by Abbeycroft Leisure.

2,500 young people were given the opportunity to watch gymnasts from Brazil and Australia train in Suffolk.

387,000 spectators have lined Suffolk's streets to experience the Tour of Britain.

"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 Olympic boxing bronze medalist Anthony Ogogo

Engaging More People in Cultural Activity

Significant cultural projects and performances have been brought to Suffolk as a direct consequence of the Games including the Crash of the Elysium (**9,000** people helped The Doctor save the world), Aldeburgh World Orchestra, the world premiere of On Landguard Point (made with **2,000** local people in front and behind the camera and reached **14,000**), the Spectacular Dancing Spiegel tent, Fusional Fragments, the British Paraorchestra, Olympic Torch Relay evening celebration and the Suffolk Paralympic Flame Celebration.

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 the Suffolk Celebrates small grants programme.

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

"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 Celebrates event, Hatters Street, Bury St Edmunds



Seb Coe visits Suffolk



Great School Run, Lowestoft

Encouraging Sports Participation

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

- **Great East Swim** (6,000 participants to date)
- **Tour Ride** giving 1,500 recreational cyclists the opportunity to cycle the same route as the professionals.
- **Tesco Great School Run** (1,000 children took part in 2012)
- **Suffolk Summer of Sport** (600 activity sessions offering 1,500 hours of sport over the summer of 2012)
- **School Games** (1,000 children from 60 schools took part in the School Games Festival)
- **Suffolk Youth Games** (800 children in 2012 took part in the largest multi-sport event in the county)
- **Sportivate** (1,500, 14-25 year olds have completed 6 week sports courses)
- **Ipswich Half Marathon** (2,200 participants to date)

Hundreds of disabled people have been given the opportunity to try sport through the Suffolk Disability Sport Academy set up by Optua.

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

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

£100,000 of funding has been 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.

Over **6,000** 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.

Suffolk: Most Active County, a countywide collaboration to use the momentum of the London 2012 Olympic and Paralympic Games to promote healthy, active lifestyles, shift inactive behaviours and address the barriers that communities or individuals face in accessing sport, leisure and physical activity opportunities, has been established with high level support from all key agencies.

"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

Tour Of Britain

