



Dear Colleague

**Communication and decision making in the South West Region
related to our preparations for the 2012 Games**

You will be aware that the 2012 Olympic Games and Paralympic Games have been awarded to London. The Games represent a huge economic, regeneration, social, and sporting opportunity for the country and all of the regions. The opportunities for the South West Region, which is a major tourist destination in its own right, and will host the sailing events for the Games, are particularly significant. The South West RDA, in conjunction with Sport England in the South West have been asked by LOCOG, the company charged with organising, publicising and staging the Games, to establish the right networks through which all central communication and planning can take place. The intention of this letter is to update you regarding the current situation and plans.

Today marks 20.12 day, and we have 2411 days until the 27 July 2012 when the Olympic Games and Paralympic Games will begin. The next 6 years represent a wonderful opportunity for sport and physical activity to deliver on a number of key cross-cutting outcomes. They also represent an unparalleled opportunity to further develop our respective economic, social, regeneration and tourism agendas, to name just a few.

Today we are announcing our commitment to setting up and resourcing a South West England operations team for the 2012 Games. This is a multi-agency initiative involving the South West RDA, Sport England SW, the Government Office for the South West and the team responsible for Weymouth and Portland National Sailing Academy. This will be headed up by a South West England Director for the 2012 Games, and recruitment for this post has recently commenced (advertisement enclosed).

This operations team will provide the executive capability to bring the aspirations of the region to fruition. The Director will work to a lean multi-agency executive, and be informed by an inclusive multi-agency advisory board. The advisory board will be chaired by Ged Roddy MBE, Chair of the Regional Sport Board, who represents the region within LOCOG's Nations & Regions Group. A diagram indicating the main components of this structure is attached.

Of particular importance are the proposals to focus sub-regional debate and formal input upon just seven groups, which will be based upon existing structures led by the County Sport Partnership's and the Sub-Regional Partnerships. These sub-regional groups will, through the regional structure, have the capability of direct communication with LOCOG. Equally importantly they will ensure the huge interest in and commitment to the regional efforts to maximise benefits derived from the Games is effectively channelled and not dissipated. We expect to be in a position to finalise local lead contacts by the end of February 2006, and we will be posting regular updates on our websites.

The first task for the South West operations team for the 2012 Games is to listen to all the groups who have been meeting formally and informally and encourage them all to work through formally recognised networks where possible.

We anticipate, early in the New Year, that we will run a series of county-based road shows. These will aim to look in detail at the potential opportunities the Games offer and we hope will be locally facilitated through the sub regional structure to maximise the relevance of the Games to all parts of the Region. Your input and contributions to the content of these road shows will be welcomed.

These are exciting times with a huge amount of willingness to get involved – we need to harness and direct that energy into fruitful outcomes. The establishment of the South West operations team is a great start and we hope that with your active input over the coming months and years that we will maximise the contribution that the South West can derive from the Games in terms of regional sporting and economic success.

Regular monthly updates will be posted on both the Sport England SW website on www.sportengland.org/southwest and the South West RDA website www.southwestrda.org.uk to keep communications as open as possible.

We look forward to your continued support, and welcome any feedback you may have at this stage. Your comments, in the short term can be addressed to Sue Handford, the region's current South West Coordinator for the 2012 Games who can be contacted via:

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Yours sincerely



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