

A Sporting Chance for the South East

The drive to bring more major sports events to the region is rising higher up the agenda with many local authorities, facilities and tourism departments looking at how to link with 2012.

The region's first ever Major Sports Events Conference, held at the Ladies English Open Gold Championships in Kent, brought industry professionals together from across the South East to gain a greater understanding of what is involved in bidding for, staging and hosting events.

Leading industry speakers from a range of sports organisations and national bodies tackled issues including maximising income generation, tourism and sporting legacy benefits, successfully bidding for events and best practice in hosting big sporting occasions.

Hosted jointly by Sport England, Tourism South East (TSE), the South East England Development Agency (SEEDA) and Culture South East, the conference considered strategies for partnership working to make the South East a more competitive and attractive location to sports' governing bodies and large-scale event organisers.

Expert speakers with national and international experience included LOCOG's Director of sport Debbie Jevans, Ann Louise Morgan, event manager for the highly successful recent World Rowing Championships at Dorney Lake and Mark Howell, from Transport for London who provided an insight into opportunities arising from the Tour de France, which comes to Kent in 2007.

Plans are now underway for next years conference which will be held around a major sporting event in the region.

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