

# East Herts District Council – Olympic Update

Once in a lifetime opportunity

Hertfordshire **is**  
**READYFORWINNERS**

# London 2012 in numbers

- 26 Olympic sports
- 20 Paralympic sports
- 70,000 volunteers
- 4 billion potential worldwide TV audience
- 1 Hertfordshire venue



# London 2012 in numbers

- 800,000 people expected to use public transport to get to the games on the busiest days
- 300,000 trees are being planted
- 357 football pitches would fit into the Olympic park
- 8,000 torchbearers will carry the flame on its journey around the UK



# Countdown

- 2010* Recruitment for volunteers begins
- 2011* Tickets for Olympic & Paralympic Games go on sale
- Test events are held
- 2012 May* Torch Relay begins
- 27 July* Olympic Games Opening Ceremony
- 12 August* Closing Ceremony
- 29 August* Paralympic Games Opening Ceremony
- 9 Sept* Closing Ceremony



# Lee Valley White Water Centre, Waltham Cross, Herts

- Four days of competition
- Four gold medals
- 300m long course
- 82 competing athletes
- The first of the brand new Olympic venues to be completed – opens to the public in 2011
- Anyone over the age of 14 can have a go!



# National and regional structure



# Hertfordshire is Ready for Winners Board

## Steering group

Healthier and closer communities, increased participation in sport, competition, cultural events and volunteering.

Opportunities for young people through education and the growth of a countywide talented youth athlete programme

A world class sports facility available for all which delivers a sporting and cultural legacy

A stronger Hertfordshire economy and regeneration opportunities

A communications framework using the Games to Inspire and engage all who live, work, study and visit Hertfordshire.

## Core team

John Fuller,  
Herts 2012 Ambassador

Gareth Morgan,  
Herts 2012 Manager

Jon Heyes,  
Herts 2012 Project Officer

Sally Stanley,  
Herts 2012 Senior Support  
Officer

Sophie Dannatt,  
Herts 2012 Communications  
Officer

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# The role of the Partnership

- To seek to deliver the Partnership's ambitions for Hertfordshire
- To provide advice, support and inspiration to deliver a legacy for Hertfordshire
- To encourage local people and businesses to get directly involved with the Games
- To put Hertfordshire on the map up to 2012 and beyond
- To inspire our young people to be tomorrow's legacy champions



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# Our Legacy Ambitions

- Healthier and closer communities through increased participation in sport, competition, cultural events and volunteering
- Increased opportunities for young people through education and the growth of a countywide talented young athletes programme



# Our Legacy Ambitions

- A world class sports facility available to everyone which delivers a sporting and cultural legacy
- A stronger Hertfordshire economy and regeneration opportunities
- A communications framework which uses the Games to inspire and engages all those who live, work, study and visit Hertfordshire.



# Our achievements so far

- National recognition and 'Inspire Mark' award for our work, such as our Cultural Olympiad programme 'Love to...' and our Business Breakfast sessions
- Raised funds for our Hertfordshire Talented Athlete Programme
- Recognition by London 2012 as a proactive county partnership



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# Our achievements so far

- Secured agreement with National Olympic Committee's including the British Virgin Islands to use our 17 approved, Pre-Games Training Camps
- Consistently high levels of registration for Compete For, the procurement system for the Olympic Games



# Our achievements so far

- Regular delivery of presentations to local businesses, schools and more with organised trips to view developments at the Lee Valley White Water Centre and the Olympic Park
- A new Herts 2012 team to deliver the ambitions to help to deliver the five agreed ambitions for Hertfordshire's communities



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# Contact the 2012 Team

- Phone:  
01992 555364

- Email:  
[herts2012@hertscc.gov.uk](mailto:herts2012@hertscc.gov.uk)

- Website:  
[www.hertsdirect.org/london2012](http://www.hertsdirect.org/london2012)



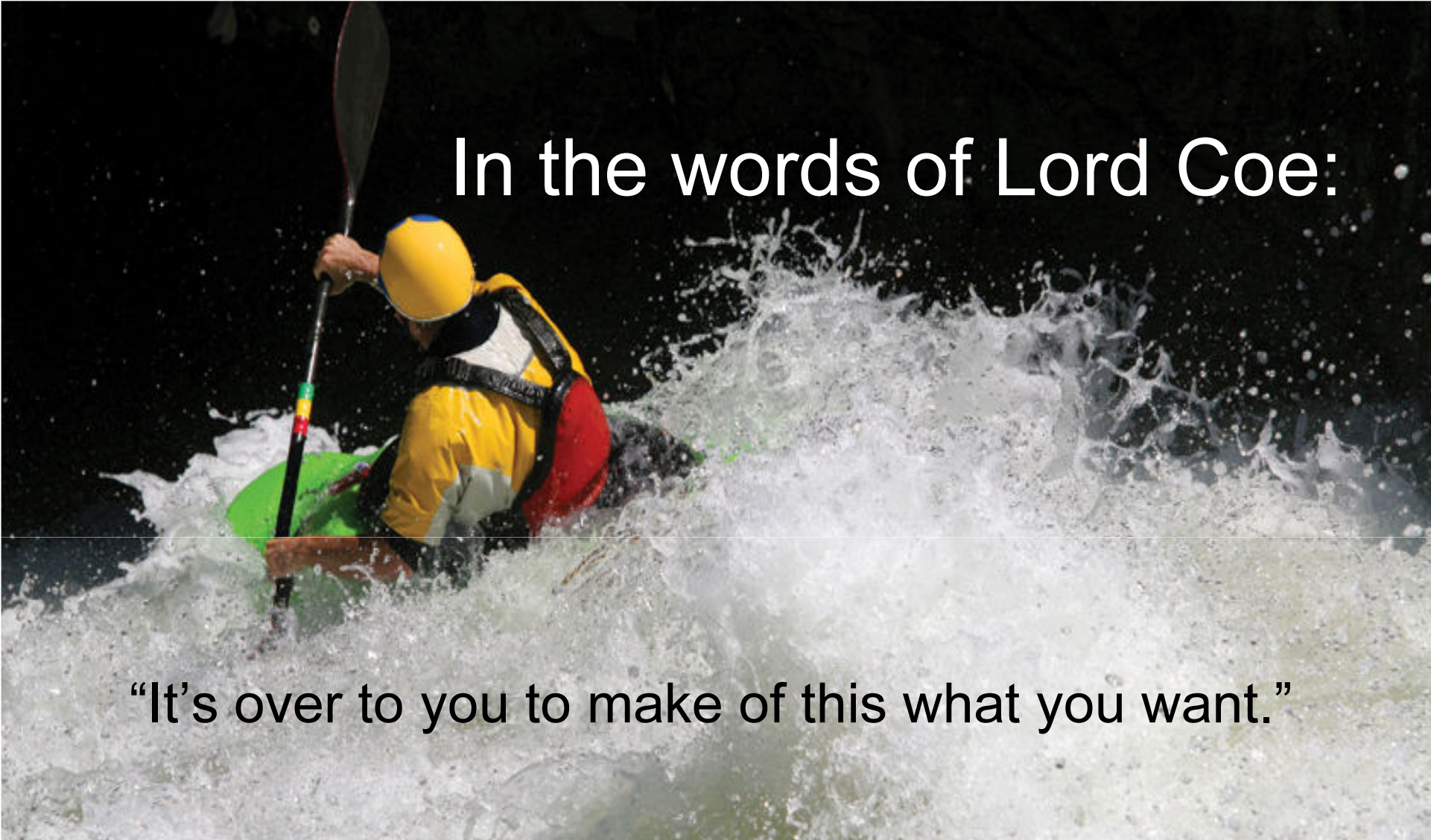
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# In Summary

- Less than two years to go
- Five ambitions
- One Olympic venue - a host borough and county of Hertfordshire
- Endless possibilities
- A once in a lifetime opportunity



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A kayaker wearing a yellow jacket and helmet is navigating through white water rapids. The kayaker is seen from behind, holding a paddle. The water is splashing and turbulent. The background is dark, suggesting a night or low-light setting.

In the words of Lord Coe:

“It’s over to you to make of this what you want.”

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