



West London Conference on 2012 Supporting the Games – Realising the Benefits

**28th Feb West London conference
held at Wembley Conference Centre**

Summary of the Evaluation Report

Introduction

The West London Partnership (WLP) has been a strong supporter of London's Olympic bid and, working with the support of the London Development Agency, West London was the first sub-region to publish a report showing how residents and businesses could support the Games and how they could benefit from them. The WLP partner agencies are now working to turn these proposals in the report into an action plan.

Organised by the West London Alliance on behalf of the WLP, the aim of the conference was to engage key stakeholders to develop and own an action plan to ensure that West London fully contributes to supporting the London Games and that the sub-region secures the maximum benefits possible arising out of London hosting the event. West London has much to offer and much to gain in terms of business opportunities, jobs, skills and volunteering, tourism, cultural events, increased participation in sporting activity and healthier lifestyles. In particular, the conference aimed to identify champions to help take this work forward.

An extensive database of around 700 potential delegates was developed to offer the opportunity of the conference to agencies and individuals from all sectors and communities within West London. The WLA led the invitation process for the public and voluntary and community sectors and West London Business led the invitation process for the private sector. Formal invitations were sent by post, with subsequent papers and reminder invites sent by email. Where delegates did not have an email address, follow up papers and reminders were sent by post. Prior to the conference, the WLA received 250 acceptances.

The West London Conference took place on Tuesday 28th February 2006. The day began late morning, with a tour of the Wembley Regeneration Area, provided by the LB Brent, to share the vision and aspirations of the regeneration plans for the Wembley area. At 12.30pm delegates were able to enjoy a networking lunch whilst being entertained by the Queen's Park Community School band.



After lunch the conference comprised: (a) a plenary session where attendees heard from national and regional government on their vision for the Games and London 2012 about how London is going to turn this vision into reality; and (b) a series of roundtable discussions to input into the actions needed to maximise the potential for West London.

Attendees heard Cllr Ann John, Chair West London Alliance and Leader of the London Borough of Brent give a formal welcome and overview of the WLA Olympic Programme. Cllr John explained it was important for West London to support the London Games 2012 and in doing so there was every opportunity to secure lasting and significant benefits locally. She was joined by Jim Hall and Rachel Yankey who gave inspiring accounts of what the Olympics meant to them. Jim Hall attended the 1948 Olympic Games and the experience inspired him to become a gymnastics coach. Rachel Yankey plays for the first ladies Arsenal FC team and is also the star of the ladies England squad. She explained that she hoped that the London Games 2012 would inspire young people to take up sport and compete and that she hoped to see many young people using the new Wembley Stadium in the future.

The Rt Hon Richard Caborn MP, Minister for Sport, Department of Culture, Media and Sport spoke about 'What the London Games in 2012 mean to Britain'. The Minister described the huge socio-economic benefits he anticipated for the country particularly highlighting the impact of the Games for young people. He also revealed government plans to launch a Youth Olympics in schools throughout the country.

Marc Stephens, Executive Director, Olympic Opportunity and International Promotion, London Development Agency explained 'How the capital will benefit'. He described the scale of the Olympics project, the responsibilities and establishment of the key Games Organisation agencies and the benefits for London of hosting the Games. He highlighted that learning from other Games suggested that securing benefits for London would require action based on need and understanding of the labour market and communities; securing that legacy begins now. He felt that benefits would arise for the whole capital in relation to business and employment opportunities, from international promotion and from the catalytic effect of the Games.

Richard Sumray, Chair, London 2012 Forum described 'Structures being put in place to deliver a successful event'.

Attendees enjoyed a question and answer session with the speakers before breaking out into discussion groups. After the discussion groups, the plenary and summing up of the event was provided by Cllr Ann John and Cllr Ruth Cadbury, Chair, Association of London Government All Party Working Group on the 2012 Games. Cllr Cadbury explained how West London could support the ALG and how the ALG could support the WLA, to ensure that the best ever Games is delivered and the maximum benefits secured for all Londoners.



Round table discussions

The following round table discussions were offered to delegates:

- Identifying the potential business benefits
- Accessing supply chain opportunities
- Increasing participation and excellence in sport
- Making the connections to young people and education
- Offering an exciting cultural programme and events
- Making the most of volunteering opportunities
- Tourism opportunities
- How can our communities benefit?
- Dealing with transport issues
- Preparation camps and pre-Olympic sports events

Full notes of each table's discussion will be available on the WLA website at www.westlondonalliance.org.

Next steps

The West London Olympic Programme will be taken forward in light of outcomes from the conference. In particular the following actions have been taken, or will be imminently:

- West London Business hosted a seminar for the private sector on securing business benefits associated with the London Games 2012
- A consultancy team continue to develop several work streams for the WLA that make up the West London Olympics Programme and will shortly be producing interim reports
- Advert for the post WLA Director for the 2012 Games published 22nd March 2006
- Board members recruited during February and March for new West London Sport and Physical Activity Partnership
- Simon Lister appointed Director of the new West London Sport and Physical Activity Partnership. He takes up post at the end of March
- First Olympic Programme newsletter to be distributed in March 2006. This will be the first of a regular newsletter which will share progress on the WLA Olympic Programme
- West London Partnership to agree the composition and model of the West London Olympic Programme stakeholder engagement arrangements at their next meeting on the 24th May 2006