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WEST LONDON CONFERENCE - GAMES ARE A VEHICLE FOR CHANGE

Over 200 people from the private, public, voluntary and community sectors attended the West London Conference *Supporting the Games – Realising the Benefits* organised by the WLA at the Wembley Conference Centre at the end of February.

Delegates heard the **Rt Hon Richard Caborn MP, Minister of State for Sport at the Department of Culture, Media and Sport**, say the London Games, “isn’t only the biggest sporting event in the world, it’s a vehicle for change that’s not surpassed by anything. It’s not an east or west London Games, it’s a UK games, and we have to make sure the whole of the UK benefits.”



Rt Hon Richard Caborn MP: reconnecting young people to sport through the five rings

Responding to **Jim Hall**, a local gymnastics coach who attended the 1948 Wembley Games, and **Rachel Yankey MBE**, ladies Arsenal and England football player, the Minister promised the Games would “reconnect young people to sport through the five rings.”

The event was to encourage support for the Games while developing an action plan to take West London’s contribution forward. The six London boroughs of the West London Alliance – Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow – hope to work with the Games’ organisers to make sure the financial and cultural benefits of the Games are not confined to the Lea Valley in east London, where the Olympic stadium and park will be built.

Marc Stephens, Executive Director for Olympic Opportunity and International Promotion at the London Development Agency, explained how London will benefit, through understanding the labour market and communities, emphasising that work to secure legacy benefits from the 2012 Games starts now.

Richard Sumray, Chair of the London 2012 Forum reinforced the view, stating “the prize is not in winning the bid, but in what we do with the bid,” and encouraging West London to look at the issues and develop them accordingly. The Games will have a global audience of four billion. Sumray said the Games provided the opportunity to fundamentally change the shape of our city by “delivering something, with West London, that will resonate around the world.”

Conference delegates took part in round table discussions providing recommendations and actions for the future, and were given the opportunity to receive regular information updates and to help develop West London’s offer.

A conference report and notes of each table’s discussion will be available on the WLA website at www.westlondonalliance.org.

SUB-REGIONAL SPORT & PHYSICAL ACTIVITY PARTNERSHIP DIRECTOR APPOINTED

Simon Lister has been appointed Director of the West London Sport and Physical Activity Partnership and will take up the Sport England funded post at the end of March.

Simon has been involved in leisure promotion for over 20 years, working in Berkshire, Hampshire and the South West before taking on the challenges of the West London position. "I'm delighted to be taking up the post of Partnership Director for the West London Sport & Physical Activity Partnership and feel very confident that the Partnership will prove to be a big success," says Simon.

The purpose of the Partnership, according to Sport England, is to develop and enhance existing and establish new partnerships and ways of working using sport and physical activity as a catalyst to bring about the positive social and economic well being of local communities. The five Partnerships in London will also play a central role in the creation of sub-regional strategies for the development of sport and physical activity. They will focus on increasing participation and the widening of access for the whole community.

The appointment of a Partnership Director marks the steady reorganisation of sport provision infrastructure across the capital with the vision of a more active and successful London. Sport England London is currently recruiting Chairs and Board Members to give strategic direction for the overall work of the Partnership.

OLYMPIC GAMES AND PARALYMPIC GAMES OPPORTUNITIES FOR WEST LONDON

West London was the first London sub-region to show its support for the London 2012 bid, presenting an outline of the opportunities and benefits to Lord Coe in November 2004.

Since the bid was won, the West London Alliance has been working to secure the opportunities and benefits, developing and creating action plans across a number of work streams:

- Preparation camps – working with each borough to identify teams and athletes from visiting nations that could use West London as a training preparation base in the build-up to 2012.
- Community sports events – develop a range of themed sports events, to engage local young people in sporting activity.
- Stakeholder groups – establish and maintain a West London cross-sector stakeholder group to help energise and organise West London's planning to secure the benefits from the Games.
- Improve sports facilities – identify opportunities to bid for new or improved sports facilities in West London.
- International sporting events – attract international sporting events to West London in the lead up to the Games.
- Build links with schools – develop links with the national curriculum programme to secure benefits from hosting the Olympic Games for the schools and pupils of West London.
- Business Benefits – through West London Business, develop a programme to secure access to the potential business and visitor economy benefits of the Games to West London.
- Cultural Programme – to build on West London's current cultural picture to contribute to an Olympic and Paralympic cultural programme while meeting some of the real and predicted needs of the creative sector in West London.

WEST LONDON PARTNERSHIP BUILD THE NETWORK

The West London Alliance has undertaken to develop proposals for West London stakeholder engagement in the development and delivery of a West London Programme for the London 2012 Games. Building on the views and feedback from Wembley the conference, the WLA will be undertaking further discussion with West London partners in order to put forward

proposals for an approach which will meet the full spectrum of stakeholder needs. These needs range from those who simply want to be kept informed about Olympic Games and Paralympic Games developments in West London to those that would like to take an active part in developing and delivering the Programme.

Stakeholder engagement arrangements will be developed within the context of the existing partnership arrangements in West London. These are led by the West London Partnership which brings together the West London Alliance, West London Business, West London Network (of voluntary and community groups), the Learning and Skills Council and Strategic Health Authority. The WLA will be aiming to finalise and agree its proposals with partners by May.

WLA RECRUITING 2012 GAMES DIRECTOR TO GET A WINNING START

The West London Alliance has advertised for a Director for the London 2012 Olympic Games and Paralympic Games to lead, develop, direct and deliver an innovative and inspirational programme of Games related activities in West London. The Director will liaise across West London to develop opportunities and to give the region a winning start.

The Director will seek to maximise the economic, sporting, cultural and community benefits to be gained from the Games, including major investment into the sub-region, and will ensure West London's residents and businesses benefit before, during and after the Games.

Closing date for applications is 12 April. Details of the position can be seen in the news section of the West London Alliance web site www.westlondonalliance.org.

LONDON ESF OLYMPICS PROGRAMME LAUNCHED

On Your Marks, the London part of the Greater South East ESF Olympics Initiative, delivered by the LDA and the LSC, was launched on 7 March. The funding for training will allocate around £5.8 million to activities to help prepare Londoners for opportunities brought about through the London 2012 Olympic Games and Paralympic Games.

The training aims to provide individuals with skills required to prepare and build the site in Stratford, to help individuals improve their skills to increase productivity and to support individuals and companies to develop new skills,

Funding is available to all legally constituted organisations that can meet the requirements and deliver training to achieve the following:

- to promote wider access and participation in lifelong learning (especially for those groups least likely to take part in lifelong learning activities and lacking key skills).
- to update and upgrade employees' vocational skills, including basic and key skills.
- to identify and meet emerging skill shortages, including at a higher level.

If you are interested guidance notes and all the relevant forms are available at <http://www.londono3.ecotec.co.uk/panlondon2/olympics/> The deadline for applications is 28 April.

Please let the West London Alliance know if you are applying so we can link your work into the wider programme.

WEST LONDON BUSINESS WORKSHOPS

Business opportunities are being promoted by West London Business who are including Olympic Games and Paralympic Games activity in their programme of networking events.

Frank Wingate, Chief Executive of West London Business, the sub-region's premier business membership organisation said: "There is obviously a big focus on the regeneration that will

now happen to the east of London. West London businesses, however, must be given every opportunity to win business and bid for the contracts that will flow from this decision.”

The quarterly Members Business Breakfast Meeting, on 28 March provides a quality early morning meeting and networking opportunity, with a challenging speaker and presentations stimulating discussion and further communication between companies, large and small, across all sectors.

The Tourism Network on 27 April aims to focus on strategic development opportunities in the outer-lying areas of London.

More details from [West London Business](#) at www.westlondon.com

WLA OLYMPIC GAMES AND PARALYMPIC GAMES PROGRAMME NEWSLETTER

This is the first WLA Games Programme Newsletter. We will send the newsletter at regular intervals, to explain developments related to the Games and keep you informed about opportunities when they arise.

If you would like additional information on a certain topic, or would like to provide feedback, please contact Emma Strong on 020 8753 2786 or emma.strong@lbhf.gov.uk. Also keep an eye on news on the WLA web site www.westlondonalliance.org

If you no longer wish to receive these e-mail alerts: [email](#) to unsubscribe.

USEFUL LINKS:

West London Alliance	www.westlondonalliance.org
West London Business	www.westlondon.com
West London Network	www.westlondonnetwork.org.uk
West London Learning and Skills Council	www.londonwest.org
London Development Authority	www.lda.gov.uk
interim Olympic Delivery Authority (iODA)	www.london2012.com/en/ourvision/iODA/
Interim Olympic Delivery Authority vacancies	www.alastinglegacy.co.uk
London Organising Committee for the Olympic Games (LOCOG)	www.london2012.com/en/ourvision/LOCOG/