

2011 Annual Report Bringing the excitement of London 2012 to Surrey

Surrey 2012 aims to bring business, community and health benefits to Surrey through the 2012 Games. Since our success in bringing the London Olympiad to Surrey during 2011, the Surrey team has established itself as a national leader in local authority planning for the 2012 Games, with International teams praising the county's preparations and facilities.



Key objectives have been achieved by:

- **Bringing the Games to Surrey**
 - Working with partners to plan the delivery of two major Olympic Cycling events in Surrey,
 - Attracting foreign teams to train in Surrey,
 - Inspiring young people to compete in the Surrey School Games
- **Promoting Business and Tourism**
 - Attracting major events and investment into the County,
 - Promoting Surrey to visiting nations and the domestic market as a destination for leisure and business tourism,
 - Strengthening the County's tourism infrastructure by improving visitor information and skills within the sector.
- **Being an advocate for Surrey**
 - Being a champion for sport and encouraging healthy lifestyles,
 - Promoting the quality services and products that Surrey County Council (SCC) provides,
 - Providing opportunities for children and young people to achieve their full potential.
- **Confirming Surrey County Council as a community leader**
 - Establishing SCC as a leading authority as a model of good practice and achievement,
 - Building robust and effective partnerships,
 - Ensuring that the County remains a safe and secure place before and during the Games and that our ability to respond to incidents are second to none.

Executive Summary

Surrey 2012 aims to bring economic, community and health benefits to Surrey through the 2012 Games. This document highlights the successes of the Surrey 2012 team during the 2011 calendar year.

Achievements are highlighted in three key areas:

1. Business and the economy

- a. The London Surrey Cycle Classic test event successfully delivered, tested and improved the plans for the Olympic Cycling events,
- b. Over £740m of Games related contracts have been won by Surrey companies,
- c. Surrey leads the South East with the highest number of Pre Games Training Camps agreements signed.

2. Community

- a. Torch Relay communities announced across the County
- b. Cultural Programme developed with many partners engaged
- c. Surrey Ambassadors Volunteer Scheme launched and widely welcomed

3. Young People

- a. P&G Surrey School Games involved 20,00 children in 30 events in 12 sports
- b. Get Set Network signed up 233 schools
- c. Young Leaders Project.

Business and Economic Benefits

Business Benefits



Surrey companies, worth **over £740 million** to the local economy.



15 teams have agreed to train in Surrey, including China (tennis), Team USA (cycling) and Croatia (Paralympics).

Highlights of 2011 Olympic Cycling Events

In 2011 the Surrey 2012 team secured two coveted Olympic events for the Surrey, transforming it from a neighbouring county to a Host County of The Olympic Cycling Road Race and Time Trial events. This achievement makes Surrey one of only a handful of local authorities outside London awarded the right to host Olympic events.

Key dates:

- **28th July 2012**, Olympic Men's Road Cycling Event
- **29th July 2012**, Women's Olympic Road Cycling Event
- **1st August 2012**, Olympic Time Trial Event

More details can be found at: www.gosurrey.info/cycling

The London Surrey Cycle Classic

On 14th August 2011 one of the biggest and most complex sporting events ever held in the United Kingdom took place safely and securely through the streets of Surrey and London. Most significantly, from a planning perspective, with only 184 days to prepare, a wide range of partners all tiers of

government, the emergency services and community services, worked in collaboration and with the support of the community to put on this event.. Over 200,000 good-natured spectators watched the London Surrey Cycle Classic, without a single arrest. The 160km route was ready on time, and the race started and finished on a clear field of play, as planned.

Surrey benefited from extensive positive publicity, media coverage and international exposure. The communications plan has been complimented as a model for such an event, and evaluation showed that over 80% of residents were aware of the race and able to prepare for it. The race was a success and the organisation and delivery of the event was commended by the International Cycling Union (UCI), the world governing body for road cycling.

Staging the London Surrey Cycle Classic test event allowed the event organisers to test plans and as a result of the improvements are confident that improvements can be made for the planning and execution. As a result the Surrey events on days 1, 2 and 5 of the Games will be a fitting showcase for the County, and will set the tone for the whole Games.



Key areas were identified for improvement from the test event feedback:

1. Spectator experience needs to be improved,
2. Stewards need to be trained better to follow the Traffic Management Plan,
3. An integrated multi-agency project governance and management approach needs to be followed.

Improvements in these areas have already been incorporated into planning for the 2012 events.

Lord Coe,

“Surrey County Council has been fantastically helpful and this is going to be a great event. It’s going to showcase the beauty of this county which I know, because I live here. Also I think it will afford a great opportunity for local people to be a part of the Games on their own doorstep.

“It will give an opportunity for Londoners to come out. They may not be actually aware how beautiful this area is and you’ve got overseas tourists as well so this is a big opportunity.”

Bringing the cycling events to Surrey will generate direct inward investment into the local economy of more than £20million.

On Day one of the Games, a global television audience of over 1 billion viewers is predicted to watch the Men’s Road Race which will showcase Surrey’s finest heritage and most enchanting countryside.



In addition to the boost to the economy, the legacy benefits are enormous and include showcasing Surrey as a tourist destination to a global audience, promoting cycling to residents to improve health and sustainable transport and encouraging sport.

Business and Economic Development

The County Council continues to work hard to ensure that Surrey businesses benefit from the Games before, during and after 2012. The promotional work is having a positive impact on local business by raising awareness of untapped business opportunities.

Both in terms of numbers of Games related contracts won and their value, Surrey is the most successful local authority in the South East region.

The number of Games related contracts won in Surrey has nearly doubled in 2011 to 295, with a combined value of over £740m.

In 2011 the Surrey 2012 team delivered three major business events, in collaboration with districts and boroughs and local business forums such as

the Surrey Chambers of Commerce and Federation of Small Businesses to promote the potential economic benefits the Games hold for Surrey businesses.

To build on Surrey's success in securing main Olympic contracts, more work is being done to ensure smaller businesses can benefit from the third and fourth tier Olympic contracts. The team has spoken to over 1000 businesses directly, and spoken to a further 750 through the business information events. Presentations are being supplemented by high quality business information on the Surrey 2012 website, and through the Linked In social network.



Tourism

Tourism is one of the major tangible legacy benefits from the Games. Over 600,000 extra passengers are expected through Heathrow airport alone due to the Olympic and Paralympic Games. The ripple effect out of London will be felt strongly in Surrey, and preparation is under way to ensure that visitors to the county will receive a world class welcome. Surrey 2012 represents SCC at the Visit Surrey Partnership and we are developing a programme to maximise benefits for the leisure, tourism and hospitality sectors.

In partnership with Visit Surrey we have delivered four training courses for Libraries and Museums to enable their staff to:

- Deliver a better standard of customer service
- Inform them of Olympic events that will be taking place during 2012, and
- To provide them with information on Surrey attractions so that they can sell Surrey rather than London as a place to visit.



This training has been well received and further sessions will take place in March and April to provide updates on the final details of the Olympic programme, and key messages drawn from LOCOG, the Games organisers.

The revamp of facilities at Gatwick Airport has provided the opportunity to improve visitor information about the surrounding area. Large-scale images of iconic sites in Surrey have been included in the permanent displays and on video screen sites and a new Gatwick website will

feature inspirational ideas about places that can be visited within easy travelling distance of the airport, This information will be provided via computer displays within the airport concourse and through Gatwick's travel advisors (who will be briefed by our staff on Surrey's attractions and Olympic programme).

International Relationships

Surrey 2012 has enabled the county to develop relationships with other Countries. One of international relationships is with China and Zibo City, the partnership developed with this City hopes to bring investment within Surrey and this relationship is a direct result of the work developed by Surrey 2012. As a result, the Lightbox Gallery in Woking hosted an exhibition of Ceramics from Zibo entitled "The Realm of the Dragon: The Ceramic Heritage of Zibo, China", which ran from October 11 until December 11, 2011 and attracted



over 18,000 visitors. Resulting from this a successful meeting between representatives of businesses in Zibo and Surrey was arranged by the Surrey Economic Partnership.

In August, following the signing of a Memorandum of Understanding between the Nigerian Olympic Committee and Surrey venues to be used as Pre-Games Training Camps, a delegation from the

Nigerian Bank of Industry met with representatives of Surrey businesses to explore opportunities for investment and trade. The Bank of Industry is planning further business and cultural exchange activities in the run up to the Games in 2012.

The Secretary of State for Culture, Olympics Media and Sport Jeremy Hunt praised Surrey County Council's work in building trade and cultural links with China, when he attended opening of the exhibition. Mr Hunt said: "Everyone says you do business in China when you can develop a relationship of trust and I think this (the exhibition) helps to do this."

Training Camps

A third of the 206 Olympic and 161 Paralympic teams have signed pre-games training camp agreements. The South East has, the highest number of pre-games training camp agreements and 16 of these are in Surrey.

During 2011, the county has successfully hosted three pre-games training camps for the following teams:

- Singapore Olympic Committee
- Dominica Olympic Committee
- Croatia Paralympic Committee

The feedback we have received from these teams has been extremely positive.

“The shooting ranges are very comfortable, staff is also very friendly. It is a great pleasure to exercise on this range, also it is nice to visit the armory-shop and purchase some good quality equipment.” (Croatian Paralympic Shooting team)

Following last year’s marketing drive we have had continued interest and hosted visits for foreign teams. This year the team has hosted additional visits for those teams requiring second visits as well as first visits for teams such as Belize, Guatemala and the China Tennis Federation.

The team has had success in finalising contracts with nations, including the Estonia Swimming team. The team will continue working with nations to ensure all contracts are finalised by mid January 2012, allowing the teams to apply for their £25,000 LOCOG funding grant by 29th February.

The 2012 Team are confident that more nations will sign before the end of February as two-thirds of teams still haven’t signed agreements. We will be actively promoting venues, which are yet to have any agreements.

In the 2010 annual report we listed those teams who had expressed an interest, here is an update on these nations:

- China Tennis Association – Agreement signed
- USA Cycling- Agreement Signed
- Estonia- Agreement and contracts signed
- Mongolia- Continuing correspondence
- Brazil- No further interest
- Singapore- Agreement signed, trained in 2011 and returning in 2012
- Norway NPC- No further interest
- Cayman Islands- Agreement signed
- Dominica- Agreement signed, trained in 2011 and returning in 2012



Engaging Surrey's communities

Community Benefits



cultural activity in Surrey for residents and visitors to enjoy.



Local **Surrey Ambassadors** are volunteering to provide help to visitors to the county during Olympic events.

The Torch Relay

Surrey will officially hand the Torch to London for the final seven days after an evening event being held at Stoke Park in Guildford. This will be an opportunity for everybody to join in the excitement of the build up to the London 2012 Games.

The Olympic Torch will make its journey to the United Kingdom for a 70 day tour. Each day the torch will travel through communities culminating in an evening celebration; in Surrey this will be hosted in Guildford on 20 July 2012. On 27 July 2012 the Olympic Torch will reach the Olympic Stadium before lighting the cauldron which will signify the start of the London 2012 Olympic Games.

Surrey will proudly welcome the Torch on three occasions:

10 July

- Egham

17 July

- Felbridge

20 July

- Godstone
- Bletchingley
- Redhill
- Reigate
- Dorking
- Westcott
- Shere
- Godalming
- Guildford



Cultural & Heritage Programmes

The Olympic and Paralympic Games are about more than sport. The vision of the founder of the modern games, Pierre de Coubertin, was to create an international festival of sport, art and education based on the original Greek Olympics which celebrated mind, body and spirit. Until 1948, medals were awarded for sculpture, music, literature and art. Surrey's contribution to the "Cultural Olympiad" is an impressive array of Games themed activities from all sectors of the arts and heritage that will support the 2012 experience for residents and visitors alike.

The highlights of the Cultural programme include:

Giants Picnic and Sports Day

Ballyhoo Arts are working with Surrey Arts and schools in the County to create giant puppets of local characters and sports people. They will bring these to Box Hill on 23 May 2012 to share food, stories and compete in a sports day with a difference.

Celebratory Concert at the Royal Albert Hall

On 29th May, the "Go Surrey" Celebratory Concert at the Royal Albert Hall, incorporating Olympic and Diamond Jubilee themes, involves 40 schools in singing based project with composer Pete Churchill. Also input from Looked After Children project, Rhythmix, Youth Orchestra, Wind Orchestra, Youth Choir and Professional singing group with children who have special needs.

Various projects will directly support the major Olympic events in the County – Surrey School Games, Torch Relay and Cycle Races –

Surrey Schools Have Talent

Surrey School Games – "Surrey Schools Have Talent" competition based on the Britain's Got Talent format. School kids will be invited to submit an audition tape via You Tube for consideration. A top 20 will be selected for public viewing and voting. The top 10 selected finalists will perform live in

front of an audience and panel of judges. Winners will be awarded Surrey School Games medals and prizes.

Jubilee Oak

Torch Relay – the “Jubilee Oak”, a visual arts installation/public arts project in Jubilee Copse in Stoke Park, Guildford. Workshops across the county will lead to an installation in the park and the Torch celebration event on 20 July. Also at Stoke Park - “DAiSY Day” performance and exhibition of the work of the Disability Arts in Surrey Group.

Surrey Arts, National Trust and Surrey Hills AONB projects

Cycle Races - Surrey Arts are working with the National Trust and Surrey Hills AONB on plans for environmental artworks on Box Hill to celebrate the protected species on the site. “The Dog and the Palace”, a film installation by artist Gary Tomas – has secured the Inspire Mark and will be shown at live screen sites and/or other 2012 festivals events, and the International Flag Exchange Project will be revived and enlarged to make a presence in processions and installations at various 2012 events including the Surrey School Games Events, Go Surrey Concert at the Royal Albert Hall, Torch Relay event at Stoke Park and during the Olympic Cycle Races.



Other projects will use Olympic themes. This includes Young People from Woking who are working with dancers and football coaches to learn new skills towards creating a performance piece based on the Olympic rings that will tour events and festivals in the lead up to, and during the Olympic Games, culminating in performances in June, July and August.

Library Service’s ‘Bookathon’

A sport bookathon organised by the Libraries Services has already started with nominations leading to the production of a top 50 book list. From there through a variety of stages a ‘winner/favourite’ will be chosen. There will be a sports quiz and a music quiz early in 2012, with plans in place for a poetry competition. A children’s quiz is will take place in the run up to the 2012 Summer Reading Challenge.

Libraries have the option of being gold/silver/bronze depending on the number of Olympic related activities held. Each library will be championing a particular sport, although some have opted for more than one. They will have displays (the Comms team are providing “empty belly” posters which can be customised for local events) and themed events throughout the year and many are making links with local sports clubs in the area.

Surrey's Sporting Life

Our Heritage Services are building on the Surrey's Sporting Life project - a collaboration between county, borough and district councils, sports bodies and clubs, museums, voluntary organisations, amongst others, to celebrate Surrey's sporting heritage and provide opportunities for volunteering and active involvement.

Re-enactments of historic sporting events will take place to coincide with the Olympic torch route and the cycling races. Opportunities to try sports will run in parallel with re-enactments and talks.

At least ten venues will host the Our Sporting Life exhibition, and in April, Surrey's museums will focus on Local Heroes, including sporting personalities, combining exhibitions, talks, workshops and other activities such as the Go Surrey concert at the Royal Albert Hall.

Linked pages on the Exploring Surrey's Past website will provide access to museums and archives with more information about the County's sporting heritage and provide opportunities for involvement. Cross and reciprocal links will be established between the Exploring Surrey's Past website and, for example, the Go Surrey website.



A wealth of information about Surrey's sporting heritage has been gathered together as a result of the research undertaken for the events and display. This is the ideal basis for a legacy booklet to be sold at museums, libraries and other venues across Surrey; before, during and after the London 2012 Games.

Volunteering

Surrey 2012 has been working with volunteer agencies and organisations to develop a programme to encourage more volunteering during Games time and to create a legacy afterwards. The Surrey Volunteer Centres have recently been awarded over £3000 to run a series of workshops for local organisations wishing to develop and encourage volunteers for the 2012 Games.

During the summer of 2012 over a million people are expected to visit Surrey to watch the Olympic events that pass through the County. To make people's visit to Surrey exceptional and memorable we are recruiting up to 450 local people to volunteer as Surrey Ambassadors on the four days that the Olympic

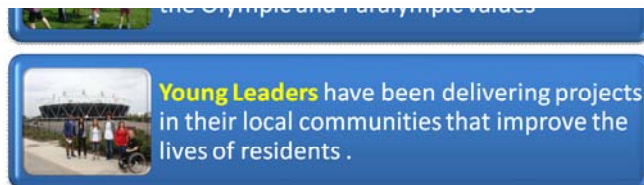
events pass through Surrey. This programme was recently awarded the London 2012 Inspire Mark.

The Surrey Ambassadors will be responsible for welcoming spectators to the Olympic events and will provide interesting and useful information about the local area. The Surrey Ambassadors scheme will not only be a great benefit to spectators in Surrey but will provide a unique experience and opportunity to the volunteers themselves. Each volunteer will benefit from the experience of working directly with the public, meeting people from all walks of life and learning valuable people-related skills. Volunteers will also receive a uniform and a half-day of training before the Games and after the London 2012 Games will receive a certificate of thanks.



Young people

Benefits for young people



Surrey School Games

The Surrey School Games 2011 saw over 3,000 young people participate in sport county finals, 20,000 in competitions leading up to the county finals and a further 1,852 young people breaking a world record for largest human Olympic logo – an Inspire Mark event that made BBC News.

The Games were delivered as a 100 Days of Sport programme with over 30 events across 12 sports that provided opportunities for young people across mainstream, independent and special schools.

Procter & Gamble provided generous sponsorship for the programme and have increased their contribution for 2012. School sport has been through a period of change but due to Surrey County Council's vision, drive and funding to provide an Olympic legacy of inspiring all young people to participate in sport, Surrey is now seen as leading the way in delivering competitive sport.



The P&G Surrey School Games 2012 will provide more opportunities than ever before for young people to represent their school in county competition. With over 50 events across a wide variety of sports from football and rugby to archery and dodgeball, and with specific and inclusive events for young people with disabilities, there should be something to inspire all young people to get involved.

The 2012 Surrey School Games is not just about sport; arts competitions will give children with different skills and interests a chance to take part with the launch of 'Surrey Schools Have Talent' along with creative writing and illustration competitions. The programme kicks off on Friday 20 January 2012 and will continue for '150 Days of Sport and Art' concluding with a grand finale event on Monday 18 June 2012.

For 2012, the entire P&G Surrey School Games programme has been awarded the London 2012 Inspire Mark, the first and only School Games to be awarded such an Inspire Mark in the country to date.

New Sports for 2012

- Archery
- Basketball
- Chess
- Cricket – outdoor
- Dodgeball
- Futsal
- Golf
- Panathlon
- Rugby 7's
- Cross-Country
- Sportshall Athletic

New Cultural Events for 2012

- Art / Illustration competition
- Creative Writing competition
- Surrey Schools Have Talent
- Olympic 'Giants'
- Human 2012 Logo

Statistic	2011 Surrey School Games	2012 Surrey School Games
Days	100 Days of Sport	150 Days of Sport and Art
Events	30	56
Sports	12	24
Participants	3,048	5,500+
Inspire Marks	1	1
World Records	1	1

Rebecca Romero:

Cycling gold medallist at 2008 Olympics. Rowing silver medallist at 2004 Olympics

"I am thrilled to support the P&G Surrey School Games. Having grown up locally and represented my school in a number of sports, I know how exciting the Games will be. I would like to encourage all of the young people taking part to work hard and try your best, winning gold is the greatest feeling!"

Oscar Pistorius

100m, 200m and 400m gold medallist in the 2008 Paralympics.

"I am delighted to show my support for the P&G Surrey School Games. Next year is going to be a very special year for sport in the UK with the Olympics and Paralympics coming to London and it is very important that school children have an opportunity to try new sports and test themselves against each other. I hear that this year's P&G Surrey School Games is going to be bigger and better than before and I am sure that there is lots of young sporting talent just waiting to make their names in 2012. Good luck to all."

**The Get Set Network**

The Surrey 2012 Team provided support to Surrey Schools to become full members of the Get Set Network. The number of Surrey members of the network grew from 23 schools to 233 schools by the end of December 2011.

By becoming a member of [Get Set](#) these schools and colleges now have access to a wide range of opportunities only available to networked schools, from visits to the Olympic Park to a huge online library of learning resources. There is also a chance to apply for their share of 50,000 free tickets for schoolchildren.

A wide range of exciting events have already been taking place in schools across Surrey. From [one-off events](#) such as Sunbury Manor School's Paralympic Events Day, to [on-going projects](#) like Walton Leigh's 'Inclusive Sports Club'.

In addition to sporting activities and events the Get Set network encourages the incorporation of the Olympic and Paralympic values across the curriculum to show students how they can live the values on a day-to-day basis in school, at home and in their communities.

All educational establishments can apply to be part of Get Set. From Early Years to Post-16 there are resources and ideas for all ages to get inspired and excited about London 2012.

Young Leaders Programme

The London 2012 Young Leaders Programme offers groups young people from different parts of the UK the chance to make positive change to their lives. Sponsored by [BP](#), the programme will run from April 2010 until the end of the Games in September 2012.

Surrey's Young Leaders have been using the Games to inspire other young people to live healthy lifestyles and reduce binge drinking. By doing this, the Young Leaders got together and used each other's ideas in how to create a successful campaign.

They eventually decided on marketing their campaign through a fun and visual leaflet. This leaflet featured cartoon drawings of the negative effects of binge drinking. In addition to printing the leaflets, the group got in touch with the staff at [Reigate College](#) to ask them if they could send the leaflet out electronically to all students. This enabled them to get their message out to 2,000 people.

Fun day given to carers



Young Leaders from Surrey have visited Crawley along with members of the [Young Carers](#) programme. There the teams bonded through a day of activities such as laser quest tournaments, bowling matches and even a 'pizza marathon'.

The Young Carers are a group of young dedicated individuals who help those in need of support (e.g. people with disabilities, children etc). Through the fun and games provided by the Young Leaders programme, the Young Carers enjoy a stress-free relaxed day.

Transforming roundabout with a 2012 theme

The Young Leaders group in Spelthorne are working on plans to convert a roundabout into one inspired by the 2012 Olympic and Paralympic Games. The plans are to decorate it using plants and flowers to portray the Olympic and Paralympic values. This will potentially spread the word of the Young Leaders within the local community and help to get people in to the spirit of London 2012. Currently the Young Leaders volunteers are planning a suitable site, later they will seek assistance from other volunteers and the [Dame Kelly Holmes Legacy Trust](#).

Key milestones for 2011

Your Business Your Games

Business information event Woking Holiday Inn, **12 January 2012**

P&G Surrey School Games

Opening Ceremony **20 January 2012**

A full programme of events is available at the [Surrey School Games Web pages](#)

Go Surrey

Cultural Event at the Royal Albert Hall **29 May 2012**

Training Camps in Surrey

Most teams are arriving in the first week of **July 2012**

Torch Relay enters Egham

10 July 2012

Torch Relay enters Felbridge

17 July 2012

Torch Relay evening event in Guildford

A spectacular event at Stoke Park, Guildford on 20 July 2012

Olympic Road Cycling Events

Men's Road Race 28 July 2012

Women's Road Race 29 July 2012

Men's and Women's Time Trial 1 August 2012

Full details of the [Cycling events](#) are available at www.surrey2012.info

In summary

2012 is set to be a fantastic celebration in Surrey. Surrey County Council has established itself as a leader in promoting the 2012 Games, and using its many opportunities to create tangible benefits for residents and businesses.

Surrey has successfully competed for and won the highest value of contracts in the South East, is planning to deliver two Olympic events and prestigious teams from USA, China and Team GB have committed to training here.

The 2012 Games has enabled the Surrey 2012 Team to encourage and empower partners and residents to make the most of the Games, ensuring that Surrey receives the full benefit and the legacy from participating and hosting this global event enhancing the reputation of the county council with residents and businesses and firmly putting the county on the international stage as a destination for tourism and business.

