

Southampton City Lecture

Mary McAnally presents

'Southampton and London 2012 – The challenge, the benefits and the future'

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Turner Sims Concert Hall

Good evening Ladies and Gentlemen, and thank you for inviting me to give this year's Southampton City Lecture here at the University.

I hope by the end of this evening to have given you some clear pointers to the ways in which Southampton, both the City and the University, can engage with - and benefit from - the London 2012 Games. I am going to tell you about a number of different projects which are relevant to the citizens and students of Southampton.

But let me start with the Greeks. Although records cannot verify the Games earlier than the eighth century BC, the contests in Homer's Iliad indicate a much earlier competitive tradition in Greece.

However the Olympic Games, as we know them, started in 776 BC, and were held in honour of Zeus in the City of Olympia for 4 days every 4th summer. The Games continued on this 4 yearly cycle for over a thousand years.

But they deteriorated under Roman rule, descending into shows rather than sporting contests, and they were eventually discontinued by Emperor Theodosius 1 who condemned them as a pagan spectacle at the end of the 4th Century AD. That might have been that, with the Olympics consigned to ancient history but let's fast forward some 14 centuries to the small town of Much Wenlock in Staffordshire, and to Dr William Penny Brookes, an English physicist, magistrate and botanist. In 1850 he organised an "Olympian Class" with sports events and in 1860 he founded the Wenlock Olympian Society which ran a 4 yearly Games.

The Wenlock Games was visited in 1890 by Baron Pierre de Coubertin who was impressed by the organisation and later credited Penny Brookes for inspiring him to found the International Olympic Committee in 1894.

This episode forms part of the research being conducted here at Southampton University by Dr Marin Polley into the history and heritage of the Olympics in Britain. His work will be published in 2010 as part of London's Cultural Olympiad.

The goal of the Olympic Movement established by De Coubertin in the 1890's is "to contribute to building a peaceful and better world by educating youth through sport practised without discrimination of any kind and in the Olympic Spirit which requires mutual understanding with a spirit of friendship solidarity and fair play".

De Coubertin regarded himself as an educator. As he saw it, sport should form part of every young person's education in the same way as science, literature and art. So in 1896 the first modern Olympic Games was held in Athens and, except for the two World Wars, the Games have been held every 4 years ever since.

In recent years the UK has been unsuccessful when bidding for the Games. But for the 2012 Games a more professional and inclusive approach was adopted. London was chosen as the UK's bid city, but the rest of the country was not forgotten and in 2004 the Nations and Regions Group was set up.

Our primary goal then was to explain the purpose of the bid to the whole of the UK and to gather signatures backing the bid from all round the country. This we did – so successfully that some 4 million pledges were made – with the South East Region well to the fore.

But of course that did not clinch the bid, and in Singapore in 2005 the final decision had to be made. And here Sebastian Coe's speech is now regarded as a decisive factor – echoing, as he did, Baron Pierre de Coubertin's call to educate youth through sport. Let's look at part of London 2012's presentation in Singapore.

And Seb Coe's promise to the youth of the world helped to swing the judges. As a result London won the 2012 Games from under the noses of Paris. Immediately work began.

The goal of the Nations and Regions Group changed. Now it is to give people in any city, town and village in the UK the opportunity to engage in, and benefit from, the Games.

And we are charged with helping to contribute to the Government's Legacy promises, focusing on three key Outcome Areas - which are Economic, ensuring added economic benefit across the UK from hosting the Games, Social with greater levels of engagement, inspiration and participation in educational and cultural programmes across the UK - leading to social and economic development, and the third is Sporting with increased levels of sporting participation and activity as a result of the Games.

In turn in the South East we have set up the South East Partnership (SEP) with members drawn from Local Authorities (with Southampton representing the Unitaries), as well as representatives from such bodies as SEEDA the regional development agency, GOSE the Government Office for the South East, the Arts Council and Sport England.

We have developed a Legacy Plan called Triple Gold, so named because we are focussed on those three outcomes, economic, social and sporting. We will deliver our Triple Gold Legacy Plan through 6 working groups – Business and Inward Investment led by SEEDA; Visitor Economy led by Tourism South East; Education Skills and Employment led by the South East Learning and Skills Council; Culture and Communities led by Arts Council England South

East; Transport and Infrastructure led by SEERA; and Sport led by Sport England South East.

Our triple Gold Plan aims for transformational change in New Markets, leaving an economic and environmental legacy, New Aspirations leaving a cultural, social educational and skills legacy, and New Lifestyles leaving a sport and health legacy.

Meanwhile the Olympic Clock is counting down, and this summer the Beijing handover took place. Local authorities up and down the land were involved in the handover and Southampton ran a day of cultural celebrations with a lap of honour for the 2012 Handover flag starting where the 1908 Games' Motor Boat Championships were held.

We have now moved into the 4 years of the London Olympiad and events are moving apace.

Work is progressing ahead of time at the Olympic Park, but what is happening in the region, and in particular in Southampton?

Let me return to those Legacy Outcomes and first to the area of Economic Benefit – or as we call it in the South East - New Markets.

Thousands of businesses throughout the UK will benefit commercially from 2012. The Olympic Delivery Authority (the ODA) and the London Organising Committee (LOCOG) expect to allocate over £6 billion of work, giving 75,000 business opportunities. And to help inform the business community the London 2012 Business Network is now up and running UK-wide.

It also links to the CompeteFor service, a business 'dating agency' that matches companies to opportunities supplying London 2012 contractors.

So what's the story so far? Well in the South East Region over 130 contracts have so far been gained for London 2012 business with a further 365 South East companies currently on contract shortlists.

Those figures further break down with 103 companies in Hampshire and Isle of Wight (including Southampton) on contract shortlists. So far the Ordnance Survey is the only Southampton company to have actually gained a contract – but it is early days and supply chains to contractees are still being formed.

500 companies from Southampton have registered on CompeteFor and 180 are fully published and ready to tender. And a further benefit from the CompeteFor system is one of Legacy. Although the lure of the Games for business is strong, and the 2012 Games' £6 billion's worth of 2012 contracts is attractive, it is only a small part of the £175 billion of public procurement spend annually.

So another legacy benefit of CompeteFor is that companies which register on the CompeteFor site get their business profiles listed against a number of minimum standards needed for public procurement contracts.

If these requirements are not met, the company is automatically referred to tailored business support to help improve their performance. This will enable these businesses to be better placed to compete for other public sector business in the future.

There is a real opportunity out there for Southampton businesses. SEEDA is strongly supportive of CompeteFor and is running various workshops to help companies small and large to benefit from the system. Business Link is leading this work and there are representatives in the audience for you to talk to later.

While the RDAs around the country have tended to be the main drivers of 2012 economic activity, there are examples where local authorities have taken the initiative. For example in the South East region around Dorney Lake, which will be the spectacular venue hosting the rowing and canoeing events, a partnership approach to meeting the 2012 skills needs of the local hospitality industry has been adopted. This is spearheaded by the neighbouring local authorities – the Royal Borough of Windsor and Maidenhead, South Bucks District Council and Slough Borough Council. A further example lies with Windsor and Maidenhead and Brighton City Council who have commissioned Tourism South East to carry out accessibility audits which will ensure they are ready to welcome everyone.

And there are other opportunities where local authorities and universities can take the lead. I am thinking here of one of the South East Partnership's special themes, Going for Green, which is designed to mirror the London 2012 bid for a Sustainable Games. This Going for Green theme is aimed at boosting companies which will provide new environmental technologies and at councils who will procure such services.

We badly need a fresh impetus in this area and given Southampton University's expertise in this field as a low carbon pioneer with your own £3m Combined Heat and Power Plant, and your world renowned Sustainable Energy Research Group and your partnership in Innovation in Design Construction and Operation of Building for People, - perhaps you are just the right people to help us out.

You also have the Wolfson Unit for Marine Technology and Industrial Aerodynamics here at the University and, working with UK Sport as one of their chosen suppliers, you have already made huge contributions to the UK's Olympic efforts and to our cycling and rowing teams with your wind tunnels and wave tanks.

Yes Bill, I think a serious conversation needs to take place. You have much to offer us.

Let me now move on to tourism. It is a hugely important area and one where added economic benefit can be derived courtesy of 2012. The South East Partnership's tourism group estimates that an additional £1bn can be generated through Games related tourism – interestingly most of this will not emerge in 2012, rather in the years leading up to the Games and in the 4 or so

years afterwards. To be achieved primarily as a result of improved image and greater awareness of the tourism offer.

The London Olympiad puts the UK into the world's media spotlight. In addition to the 20,000 accredited journalists for the Games, it is estimated that there will be a further 40,000 journalistic events between now and 2012 – with each journalist carrying back a very personal view of the experience they have had. Now is the time for us in the South East and you in Southampton to strut your stuff.

Partnerships are key. Kent County Council has established a London marketing campaign which has already led to an 11% growth in awareness in London of Kent as a tourist destination. They have a tourism destination management system which will enable visitors to book their stay in Kent, their travel in Kent, and their visit to the Games in 2012.

They have also established a pilot Kent Greeters programme using experienced local people to meet and greet volunteers. These are all good ideas that should be picked up by other parts of the region including, of course, Southampton.

And Southampton has a key role to play in the Welcome Strategy for the UK. With your port, airport and rail links to London and the Olympic venue in Weymouth, you are on show - and you are part of the show. If you tie all the visitor attractions of Southampton Winchester Portsmouth the Isle of Wight and the New Forest together you have a wonderful Wessex offer which I think is under-exploited. I have come into Southampton on an upmarket cruise ship and watched as people just hopped into a limo to go up to London without even being offered an excursion to wonderful Wessex (as happens in Livorno for example where you are offered trips to Florence of course, but also to nearer Tuscan attractions).

So why not use 2012 as the catalyst to implement improvements in your tourism offer working with your partners in the City and elsewhere?

I am told your tourism officers are considering jointly marketing the Maritime heritage and technology of the Solent Triangle with Portsmouth and others. And they are also considering using the Waverley Paddle Steamer to get people to Weymouth for the sailing competitions. Yes, Yes and Yes. Good ideas... use 2012 in this way.

And while we are on a roll, how about a clean up around the port? All those rusty old containers seen from the Millbrook Road – yes they need to be there but do we need to see them, and if we do, why not turn it into a plus. Put up signs explaining how many containers are shipped out to the world from Southampton and to which destinations. And while you are at it - tell the world and those driving past the dock gates - that Southampton is the No1 Cruise ship destination in the UK.

In the South East we are the international Gateway region with Heathrow, Gatwick, Dover and Southampton in our patch. Let's use 2012 as the catalyst

to dust off those plans, and work in partnership to up our tourism offer and improve that vital first impression we give the world. And don't forget the skills side of your offer – Learn from those authorities around Dorney Lake.

Let's now go to the second of the Nation's and Region's delivery outcomes – the Social Outcome which covers cultural and educational programmes and their legacy. And we must not forget that the 2012 Olympic and Paralympic Games will also embrace the 4 years of the Cultural Olympiad – the launch of which was back in September last year.

And that was a weekend where Southampton excelled itself, putting on some 22 different cultural activities - more than any other city. I came to one of the activities here at the University – the exhibition of the Wellington letters which was most interesting. And in this very hall, local families played out Banghra Beats - and Southampton's excellent Youth Jazz Orchestra was led in rehearsal by award winning saxophonist and 2012 Cultural Olympiad Ambassador Soweto Kinch.

We know the City has huge ambitions in the cultural area – with an emphasis on Festivals, and the development of outdoor work - as well as linking to other important events such as the upcoming Titanic Anniversary and the Island Games. You will be hosting an exhibition of Olympic Posters next year and the University is a partner in the HESE Creative Campus Initiative.

You seem to be well poised to take advantage of the cultural tie in with 2012, and my only thoughts here are that you should work with the other authorities in PUSH (your Partnership for Urban South Hampshire), just as you are thinking of doing with your maritime plans, so as not to confuse the visitor. And of course the Cultural Olympiad and tourism go hand in hand – but you knew that already!

There will be opportunities each year for you to take part in a cultural open weekend on the scale of last year's launch weekend, and you can also apply for the Inspire Mark. The Inspire Mark is a special new UK brand for events truly inspired by or supercharged by the London 2012 Games. The organisers are looking for fresh, vibrant, and truly exceptional non-commercial projects. At the moment applications are limited to culture, but soon you will be able to apply for sport, volunteering or tourism projects. The first South East Inspire Mark winner is hosted at the Rowing Museum at Henley – I hope Southampton can provide the second. Our South East Cultural co-ordinator Caterina Lorrigo is here tonight and she can provide more detail.

Going back to the London 2012 bid, you may remember in Singapore, Seb Coe promised to engage the youth of the world in our Games. In the South East we have taken this promise to heart and we have a central objective called Compete, Create, Collaborate.

This aims to ensure that every young person in the region (that's those born in 1983 or later), - every young person has the opportunity to take part in a project – to 'compete, create, or collaborate' with a young person from another competitor country. Some of these projects are already in progress –

such as exchanges etc, some will be invented. Some will be sporting, some cultural, some may be virtual via the web.

We need Southampton City Council to step up to the plate now to ensure that all their maintained schools and others in their patch are aware of Compete, Create, Collaborate, and to make sure that every Southampton child can take part.

And while we are talking about schools, there is another domestic nation wide 2012 programme called Get Set. Get Set is the official London 2012 education programme for schools and colleges.

It is driven by an interactive website, which provides all sorts of free educational material about Olympic and Paralympic values as well as information about the London 2012 Games. As of now, 15 Southampton Schools have signed up to the programme – that's 18% of your total number. Kent leads the UK with 36% of all their schools – so there is a bit of catching up to be done here.

Using London 2012 as a catalyst to boost the skills agenda is an important part of the South East Partnership's agenda. I've already mentioned the upskilling project around Eton Dorney aimed at upgrading customer care programmes. This programme is called Hosting the World and is due for roll out round the region this year by Tourism South East – I would urge Southampton to take advantage of the information that has been gathered so far.

The SEP also feels that the World Skills Competition, which is coming to London in 2011 is another huge opportunity for the region, and of course for Southampton. There will be regional heats for such activities as welding, landscape gardening, floristry, web design and many, many more.

A South East World Skills Organiser for colleges and training providers has now been appointed and talented learners supported by their employers or colleges are being encouraged to register – I hope Taunton, City and Itchen colleges in Southampton will be able to use this opportunity.

Finally on the skills front I must mention some community learning opportunities which will encourage people to develop their knowledge and skills in ways that will enable them to contribute to, and benefit from, the 2012 mission through paid and unpaid work. Every year a programme called 'Personal Best' will provide workless and socially excluded people with the chance to engage in learning and the labour market, And Personal Best will provide up to 7,000 programme graduates with the opportunity to attend an interview to be a 2012 Games-time Volunteer. In our region there are 500 of these places to be filled every year.

And in addition the 2012 'Go Learn' toolkit aims to support organisations to use the 2012 Games as a way of getting in contact with hard to reach groups to offer them pathways into developing a greater range of skills or into voluntary work – information about his programme is on the 2012 website.

The Social Outcome area, which in the South East we are calling New Aspirations, also covers volunteering. LOCOG, that's the London Organising Committee is actually responsible for recruiting, training and deploying all the actual volunteers for the Games, and 130,000 have already registered on their network.

But many more volunteers will be needed up and down the country for Cultural Olympiad events, the pre-games training camps and all the other associated 2012 activities. In the region our efforts on volunteering have not progressed as we would like – and here I think the South East can learn from Southampton.

Already you have a sports volunteering partnership between your two universities and the Council. You are streamlining volunteering activities across the city and you are creating a fluid pathway for students to continue volunteering once they leave university.

You are also going to help the Isle of Wight to stage the Island Games and you are already taking your Olympic and Paralympic knowledge into local primary and secondary schools. It is a very impressive regime and one which we would like to see rolled out round the region.

Of course London 2012 will host both the Olympic and Paralympic Games. The Paralympic Games were founded by Ludwigg Guttman in 1948 at Stoke Mandeville. So the South East Partnership has decided that a Paralympic Inspired Legacy is one of our overarching cross regional themes.

The project is called Accentuate and it will enhance the quality of life for deaf and disabled people and visitors in the South East. A successful bid has been made to the Legacy Trust who has awarded the region £1.8 million and there is further funding from SEEDA.

An innovative programme of activity has been created. We want the South East to be the most welcoming region for disabled people. Access audits in specific Gateway areas (Southampton please note) will be undertaken. Accentuate will aim to improve citizenship and volunteering amongst disabled people and will tackle the causes of economic exclusion outside the workplace. On the economic front, with the significant increase in the number of deaf and disabled people both regionally and internationally, there is an untapped market opportunity for companies in the South East, and in cities like Southampton.

Our companies can become leading players, both in providing goods and services to the increased spending power of disabled people but also in developing new specialist international markets for disabled customers.

There will be many opportunities for disabled and deaf people to develop their creative skills and there will be opportunities for disabled athletes. Accentuate aims to help over 900 talented youngsters and a further 700 adults to improve their performances.

Accentuate is now up and running with funding in place. Among the many partners involved Screen South has been selected to manage the programme and they are with us in the hall tonight.

It's all heady stuff – inspired by the Paralympics – and having watched 13 year old Eleanor Simmonds win her Gold Medal in Beijing - who could fail to be inspired?

Before coming to the last leg of the Government's Legacy outcomes, let's just remind ourselves of the glorious haul of medals bagged by our very special Olympic athletes back in August

A golden summer - and keeping the Beijing bounce going is one of the main tasks of the Nations and Regions Group in order to meet their third 2012 Legacy area, which is to increase levels of sporting participation as a result of the 2012 Games.

In the South East we call this New Lifestyles and we involve the Health agenda as well because taking exercise is good for us.

Driving up participation in Community Sport is one of Sport England's key remits and my own regional Sports Board has invested Lottery money in several projects here in Southampton. Let me cite some examples:

There is your Active Workplaces project, where 3 of your largest employers, the City Council, the Primary Care Trust, and the University Hospital NHS Trust have joined together to target 18% of the City's working population, to make it easier for each employee to take exercise and get fit.

It would be terrific if, as a result of this lecture, another major employer in the City – namely Southampton University – could join the Active Workplaces Scheme.

The Regional Sports Board invested in your Mansel Park sports development project and we look forward to seeing you drive up sports participation numbers there. And we also put money into your Streets Sports Initiative where you are aiming to attract 450 participants a year into various informal activities such as BMX bike riding or Street Hockey. This ties in well with Sport England's current Sports Unlimited programme aimed at 11 to 19 year olds.

The University too has a vital role in pushing up sports participation by making sure its students don't drop out of sport, both when they come to the university, and when they leave – not an easy task. Also where possible the university should allow as much community access to its facilities as it can.

The City Council too needs to ensure that its current wave of school building ensures that the right sports facilities are in place in the new schools to provide for future generations. Although 84% of your schools in Southampton have achieved a minimum target of 2 hours of high quality PE each week, that still leaves 16% of your schools with woeful PE provision. Could this explain

why 18.6% of your children in Year 6 are classified as obese? Might I suggest a review of PE in your schools?

Sport England measures sports participation up and down the country in its Active People survey and has robust figures down to local authority level with estimates to ward level.

The numbers of people taking part in sport in Southampton for 30 minutes 3 times a week stands at 20.8%. This is below the regional average of 22.3%. The City Council's Local Area Agreement has promised to raise levels of activity by 4% a year. And Sport England is standing by to help you in this aim.

Other Active People stats give a clue to how you can boost your participation level. For example some 9% of the City's adult population take part in sport for 30 minutes 2 times a week. It should not take much to convert them into the health giving 30 minutes of sport 3 times a week.

And looking at your facility provision may well prove instructive. You have more health and fitness suites per 1000 of the population than the rest of the South East, but fewer sports halls and swimming pools per head than the rest of the region. Food for thought there – swimming is after all one of the major participation sports.

What else can you do? Southampton has some great parks. Can I suggest you cosy up to the Governing Bodies of the UK's largest sports? They have got significant amounts of funding from Sport England and are charged to drive up participation – they, and you, need to make sure all your public tennis courts are full to bursting with players, with the right sort of coaches in place – ditto your football pitches etc

The Elite side of sporting participation should not be forgotten either. A key area of focus is in Pre-Games Training Camps. LOCOG has offered £25k to each team who wants to base itself in the UK to prepare for the 2012 Games.

Thanks to the work of Dave Dilnot from the City Council, SCC and the University, plus Eastleigh Borough Council, joined together to ensure that 7 Southampton facilities are listed in the official London 2012 Guide.

Now you need to get out there using your contacts in the Governing Bodies of different sports to help you to target specific countries. They may be countries with economic links to the City, or they may be countries with links to certain clusters of your population.

Already I am told Germany is interested in your diving facilities and you are also targeting Paralympic teams. The South East Partnership is ready to help you achieve your aims, and LOCOG is keen to co-ordinate bidding activity on Pre-Games Training Camps. The main thing for you to know is that a lot of other cities are pressing ahead, so don't get left behind.

Once, however, those elite sportsmen and women are in your city make sure that the excitement generated by world class athletes flows through to all your youngsters.

Your work on Active Southampton, linking your sport and health remit is to be applauded and I hope you can keep the momentum going right up to the 2012 Games and beyond. I understand that you are launching your scheme at the West Quay Shopping Centre on January 17th – you have 2 Olympians in attendance as well as a university rowing machine challenge, and there are many other chances for the public to have a go. Great Stuff.

Finally I would like to mention one last special 2012 project which SEEDA has asked me to lead. I have been asked to chair their new Digital Innovation Group. After the rigid state control of the Beijing Games, London 2012 will be the first Games of the global digital era. We'll have web cams in every corner, huge live screens will relay the action all over the UK, including Southampton, I hope. London Docklands will be aiming to cement its place as the teleport of Europe, and all sorts of brave new digital products and applications will be thrusting their way into the limelight – not just in the media sector but across the board.

How can we in the South East benefit from this brave new digital world and use the 2012 Games to unlock hidden potential new markets or reveal hidden necessities?

Is our broadband speed sufficient? What happens when digital switch off happens? (the City Council is the region's biggest landlord – there's a big question for you lurking in that one). And according to BT, Southampton is one of the UK's Top Ten cities for home-working – what services will that digital population need in the future?

SEEDA has asked me to form a group which will select some discreet areas and projects where we can make a difference. I feel sure we will look for advice from you here at Southampton University, and would that I could take some advice from your distinguished alumnus Tim Berners-Lee. I shall certainly be asking Dame Professor Wendy Hall for her views.

Over the past few minutes I have done my best to explain the structures that are in place to derive lasting legacy and benefit from the London 2012 Games. I have told you about the major projects that are being set up and I have noted some of your many 2012 initiatives here in Southampton.

I hope your interest has been kindled by one or two of the topics I have mentioned and to this end I have prepared a 'leave-behind' crib sheet of contacts so you can follow up any of the ideas I have mentioned.

Now is the time for you to ensure that 2012 makes a real difference for you here in Southampton – there are so many different opportunities.

Please use 2012 as a unique catalyst to work with partners for those three legacy outcomes, be they Economic Social or Sporting. You know your patch,

you know which projects will benefit from the magic dust of 2012. Review your offer. Don't forget to pass on your good ideas to your partners in PUSH and beyond. Think of having an eight year time slot from 2008 to 2016 in which you can deliver a 2012 legacy for Southampton.

Meanwhile there are 1,289 days to go to the London Olympic Games and 1,322 to the London Paralympic Games...and counting.

Thank you very much.