



# Suffolk's Legacy

*from the London 2012 Olympic and Paralympic Games*  
*ONE YEAR ON*

# One year on the Olympic spirit is alive and well in Suffolk

2012 was an amazing year for the country and for the county of Suffolk. It brought communities together, raised the profile of sport and allowed us as a county to celebrate all that makes Britain great.

A year on and the Olympic spirit is still very much alive and well in Suffolk. The purpose of this update is to provide a 'health check' on Suffolk's efforts to secure a lasting legacy from that amazing summer. Legacy by its very definition is not about short-term measures and quick fixes. Our legacy here in Suffolk is a long-term journey which is all about putting the building blocks in place to secure a lasting sustainable impact.

Our key focus has been using the Games as a catalyst to get more people active with the launch of the Most Active County campaign. The long-term aspiration of the campaign is to help Suffolk become the most active county in England. The initial signs are very good with the county seeing increasing sports participation figures that buck the national trend.

## Key Facts and figures

Participation in sport and active recreation has increased in the county lifting Suffolk from **25th** (out of 27) pre-Games to the **18th** most active county in England (source: Sport England Active People survey June 2013).

Sports club membership in Suffolk grew by **3%** between October 2011 and October 2012 whilst nationally figures fell by **0.5%** over the same period.

**£424,000** of National Lottery funding has been secured for the Suffolk Get Healthy Get into Sport Project.

Suffolk has secured almost **£300,000** of funding from Sport England's Inspired Facilities Fund, a national programme that funds the renovation and modernisation of local sports facilities.

Suffolk SportsAid Foundation has now raised and distributed over **£100,000** to help support the next generation of athletes from Suffolk.

**229**, six-week sports courses have been delivered for **14-15** year olds in Suffolk since April 2012 through the Sportivate programme with a further **150** to come before April 2014.

Suffolk School Games saw **1,000** children from 60 schools take part in the largest sports festival of its kind in the county.

Over **3,000** pupils from **95** Suffolk primary and junior schools participated in the Great East Swim outreach programme.

Suffolk 2012 Volunteering Legacy Project has facilitated over **2,300** hours of volunteering at more than **80** sport and cultural events across Suffolk and undertaken **1,266** hours of training to up skill a growing workforce of events volunteers.

A survey carried out following the Tour of Britain revealed that in Suffolk over **70%** of people asked said they were inspired to cycle more regularly by the event.

# Participation in Sport and Physical Activity

Adult participation in **30** minutes, moderate intensity sport in Suffolk increased by **2.4%** between October 2011 and April 2013 (source: Sport England Active People Survey). This has lifted Suffolk from 25th (out of 27) pre-Games to the 18th most active county in England (source: Sport England Active People Survey June 2013).

## Most Active County

Leading up to and during the London 2012 Olympic and Paralympic Games a huge amount was achieved in helping Suffolk to benefit from the greatest show on earth. However, it was quickly recognised that if a truly sustainable legacy is to be achieved then this work must be built upon. This is why a partnership approach has been adopted by Suffolk's key agencies to build on the inspiration and momentum of the London 2012 Games to help drive participation in sport and physical activity.

The Most Active County programme was launched to provide a framework for partners to work together to create, promote and commission sport and physical activity opportunities that support healthy lifestyles to flourish in Suffolk. It aims to promote healthy, active lifestyles, shift inactive behaviours and address the barriers that communities or individuals face in accessing sport, leisure and physical activity opportunities.

There are compelling reasons why the Most Active County initiative is needed.

- **1,000** lives are lost every year in Suffolk due to physical inactivity.
- Over **50%** of adults in Suffolk do no sport or active recreation.
- **74%** of people with a limiting disability in Suffolk do not undertake any sport or active recreation.
- **55%** of women in Suffolk do no sport or physical activity compared to **44.1%** of men.
- The health cost of physical inactivity in Suffolk is over **£14 million** per year.
- **22.9%** of adults and **15.7%** of year 6 children in Suffolk are obese.
- An older person remaining active in Suffolk and independent at home saves **£11,500** per year from social care costs.
- Reducing falls in Suffolk by **10%** would realise **£2million** in savings annually.
- Physical activity reduces the risk of mental disorders including depression, cognitive decline and dementia and improves self-perception of mental well-being, increases self-esteem, lowers likelihood of sleep disorders and enables a better ability to cope with stress.

Here we provide an overview of some of the projects and initiatives that have been introduced in Suffolk as a direct legacy of the London 2012 Games to increase participation in sport and physical activity.



## parkrun

parkrun provides free, weekly, **5km** timed runs which are open to everyone and are safe and easy to take part in.

Following the success of the Ipswich parkrun, which launched immediately after the Games, two others have been established in the county. The Brandon Country Park parkrun which launched in March has over **225** registered runners with **160** people taking part in the inaugural Bury St Edmunds parkrun at Nowton Park in June.

The runs are having a profound effect on many of the people who take part. Take mum of three Linda Young for example. She considers that making the decision to get active and take part in Ipswich parkrun to be life changing.

*"It has improved our family and our fitness. We are more sociable because we have discovered a running community that we didn't know existed and our children are getting more exercise,"* she said.

## Sportivate

Sportivate in Suffolk has been so successful that **£25,000** has been secured to extend the project until March 2017.

Sportivate is a national London 2012 legacy project that gives more young people the chance to discover a sport that they love. The programme gives **14-25** year-olds who are not particularly sporty access to six to eight weeks of free or subsidised coaching in a range of sports as a stepping stone in to regular participation.

Since April 2012 a total of **229**, six-week taster courses have been successfully completed in Suffolk, resulting in **2644 14-25** year olds taking part with **150** more projects being planned for delivery by April 2014.

### CASE STUDIES:



Ipswich Handball Club

#### Handball

The Copper Box and the exposure handball received during London 2012 played a huge part in inspiring people from across the country to want to have a go at the sport. It has also inspired a new generation of players and a tangible Suffolk legacy.

A series of handball sessions were delivered in Ipswich secondary schools, creating awareness of the intention to start a new club session at Suffolk One. Over **100** people attended the launch in January 2013, including Team GB Handball player Louise Jukes, with over **25** people returning regularly each week thereafter to form the Ipswich Handball Club. The Club is the only officially affiliated handball club in the county and has begun participating in regional competitions with both ladies and men's teams. The club was also recently voted the top Sportivate project nationally.

#### Be Inspired

The 'Be Inspired' Sportivate project aimed to engage young people not in education, employment or training and encourage them to get active in their community and attain skills that would enable them to volunteer locally and become employable within the leisure industry.

Fifteen young people took part in two pilot sessions in Felixstowe and Lowestoft and completed the Sport Maker workshop, eight week community sports leader award and FA Level 1 coaching award. As a direct result of the project one youngster, Adam French, was employed as a leisure assistant by Felixstowe Leisure Centre. Adam has been recognised as the top Sportivate participant in the country.

## Suffolk Get Healthy Get into Sport Project

The **£424,000** National Lottery funded Suffolk Get Healthy Get into Sport Project starts this summer (2013) to get **3,500** more people in the county engaged in community sport. It aims to help those people that have begun to make important lifestyle changes but require further intervention and encouragement to make the change more permanent. It will help people move from health care directly into playing sport and more active lifestyles.

The project will help inactive people identified by the NHS as being high risk but engaged in improving their health, to develop a long-term involvement in sport. For example, people on courses to help them lose weight or quit smoking will be helped to become more active through involvement in community sport activities. The project will also engage with the wider non-active population through a range of healthcare settings, such as GP surgeries and mental health services.

## Suffolk School Games

More than **1,000** pupils from **60** schools across Suffolk took part in Suffolk Sainsbury's School Games Festival in Bury St Edmunds in July 2013.

School teams from across the county competed all year to qualify for the second Suffolk Sainsbury's School Games Festival which featured ten sports; athletics, boccia, cricket, gymnastics, judo; netball; panathlon, squash, swimming and tennis. The Games had a strong inclusive element featuring competitions in swimming and athletics for disabled young people as well as panathlon and the Paralympic sport of boccia.

The Games is designed to build on the magic of 2012 to enable every school and child to participate in competitive sport, including meaningful opportunities for disabled youngsters.

They are made up of four levels of activity: competition in schools, between schools, at county/area level and a national finals event.

## Great East Swim Outreach Programme

Over **3,000** pupils from **95** Suffolk primary and junior schools participated in the Great East Swim outreach programme, which culminated in a gala attended by double Olympic medallist David Davies.

In June 2013 participants swam a distance of **349,492** metres or **217** miles – equal to swimming the channel ten times. The gala saw over **80** students from ten Suffolk schools go head-to-head in a distance swimming competition to see which school could swim the greatest distance in a set time.

## Community Games

**Thirty four** Community Games events will take place in Suffolk in 2013. Part of a national project, Community Games is an opportunity for communities to come together to take part in activities inspired by the Olympic and Paralympic Games - from village festivals to 'come and try' days, themed weekends and carnivals. Spread throughout Suffolk events included Red Lodge Sports Club Sports Day, the Big Day Out in Haverhill, Aldeburgh Sports Week, Lower Ufford Games, Felixstowe Activefest and Stowmarket Sports Festival.

## Tour of Britain

The Tour of Britain was the first major cycling event to be held after the Olympic Games. More than **180,000** spectators are estimated to have watched the Suffolk and Norfolk stage of the Tour of Britain, with hundreds of thousands more tuning in to watch on television.

There has also been an increase in the economic benefit to the county with an additional **£1.1m** having been spent in the county, up on last year's figure of **£850,000**. It is believed that there was an increase in people staying overnight in the county, providing a welcome boost to local hotels.

A survey carried out following the Tour of Britain revealed that in Suffolk over **70%** of people asked said they were inspired to cycle more regularly by the event.

## Tour Series

The grand finale of Britain's leading cycle race swept through the streets of Ipswich in June 2013 with thousands of people lining the route inspired by some of the country's best athletes on two wheels. The event, which was the subject of an hour long TV show, also included a range of activities for children, local businesses and the community at large, with the aim of encouraging them to get active.

## Suffolk's Most Active Town and Villages

A new competition has been launched to find Suffolk's most active town and villages. The purpose of the competition is to recognise and celebrate the work that town and parish councils and community organisations are doing to encourage their communities to get more active. The first winners of the competition will be announced in autumn 2013.

## Suffolk Get Active Public Health Campaign

Thousands of people across Suffolk were reached through the Suffolk Get Active Public Health Campaign.

The campaign, which ran throughout Autumn 2012, aimed to raise awareness of the opportunity to take part in sport and physical activity across the county. **Ten** roadshows were hosted throughout Suffolk with **5,500** people invited to get active. In addition, more than **2,000** people visited the dedicated Suffolk Get Active website to search a database of sports and activities with more than **900** discount vouchers and free passes for activities downloaded.



Great East Swim Outreach Programme  
Participants



Community Games



2013 Tour Series, Ipswich



Most Active County Town and Village  
Competition

## Active Campaign

In the west of the county, Abbeycroft Leisure's Active Campaign is inspiring people in Haverhill and Bury St Edmunds to get active by putting real life exercise converts on magazine style posters as 'cover stars' and encouraging others to read their stories.

Abbeycroft Leisure's 'Inspire Me' poster campaign directs people to a web portal where they can download the stories of how people in their own community have benefited from exercise along with articles from local health and exercise experts on how to start.

To help measure the success of the campaign, an Active Points scheme has been introduced where people can collect points every time they take part in an activity at Abbeycroft's Centres. Points can then be redeemed against cash back and discounts at **400** retailers online.

The campaign has been so successful that **4,000** people have visited the web portal to date and it has been extended to West Suffolk Hospital and GP surgeries in Haverhill and Bury St Edmunds and The Gym Ipswich, where more cover stars have been found.



## Sports Club Membership is Growing in Suffolk

Sports club membership in Suffolk grew by **3%** between October 2011 and October 2012, while nationally figures fell by **0.5%** over the same period. (source: Sport England Active People Survey).

### CASE STUDIES:



Woodbridge Wheeled Warriors

#### Stowmarket Table Tennis Club

One club that has directly benefitted from the Olympic legacy is Stowmarket Table Tennis Club. Following the Suffolk Paralympic Flame Celebrations at Needham Market in August 2012, when a number of sporting opportunities were showcased, membership of the Stowmarket Table Tennis Club has flourished.

The increase in membership has enabled the club to enter two new adult teams into the local league. The club's junior membership and coaching sessions are also thriving. Initially the club had some issues over not having enough coaches/adult helpers to cater for demand. This has been overcome by existing adult members, and the parents of juniors, becoming volunteers and volunteering on a rota basis each week to support the sessions. A number of the parents have gone on to rediscover the game and become members themselves.

#### Woodbridge Wheeled Warriors

After holding a number of successful taster sessions in autumn 2012, Woodbridge Rugby Club started a wheelchair rugby club.

With a limited number of wheelchair rugby clubs across the whole of Great Britain, players previously had to travel long distances to train and play. Until now the nearest wheelchair rugby clubs to Suffolk have been at Stoke Mandeville and Stanmore.

The Woodbridge Wheeled Warriors wheelchair rugby team is working with Great Britain Wheelchair Rugby to ensure that opportunities are available locally for anybody from Suffolk inspired to play the sport.

## Improving and enhancing facilities

With the challenge of increasing participation levels, also comes the need to invest in the venues where people can take part in physical activity and a number of Suffolk organisations and clubs have benefitted from London 2012 legacy funding to improve their facilities.

### Inspired Facilities Fund

Since the Games, Suffolk has secured almost **£300,000** of funding from Sport England's Inspired Facilities Fund, a national programme that funds the renovation and modernisation of local sports facilities.

The **three** successful projects in Suffolk are the Samuel Ward Academy, who are building a dedicated gymnastics centre at the school for use by pupils and Haverhill Gymnastics Club, Debenham Village Hall & Playing Fields Trust, who are refurbishing their four court sports hall, and University Campus Suffolk who are developing a multi-purpose outdoor sports area. A number of further Suffolk projects are awaiting the outcome of their applications to the fund.

### Revolutionary New Pool Lift

Mid Suffolk Leisure Centre in Stowmarket was chosen as one of only **ten** leisure centres in the country to receive a **£15,000** revolutionary new pool lift.

The 'Pool Pod' is designed for any swimmer who finds using a pool ladder inappropriate and is set to revolutionise the swimming experiences of wheelchair users and people with reduced mobility. It is powered by small rechargeable batteries and swimmers can choose either to use it with a custom designed wheelchair or alternatively can remain standing while they descend to a comfortable water depth.

### Protecting Playing Fields Fund

Halesworth Campus Ltd was awarded **£50,000** of National Lottery investment from Sport England's Protecting Playing Fields fund to drain pitches on the old Middle School site to provide good quality surfaces for year round use. It is an important first step in their strategy to bring top quality sports facilities to the people of Halesworth and surrounding parishes.

## Building on the Paralympic Legacy in Suffolk

Following the success of the London 2012 Paralympic Games, Ipswich Disability Sports Forum and University Campus Suffolk (UCS) hosted a seminar focusing on developing disability sport in Suffolk.

The seminar, in March 2013, attracted over **50** people from across the county and featured London 2012 Paralympic Bronze Medallist Zoe Newson. Also present were local sports clubs and other organisations that provide opportunities for disabled people.

Key messages to emerge from the seminar included the need for better promotion of existing opportunities in order to attract new participants and volunteers, the provision of support to clubs and groups with respect to accessing funding and the development of a more co-ordinated approach across the county between sports clubs and those organisations involved in supporting disabled people. A working group has been established to address these issues for the benefit of disability sport in Suffolk.

The British Horse Society will be creating one of **twenty**, twelve mile carriage routes in Suffolk along the King's Forest Ride beside West Stow Country Park north of Bury St Edmunds. The project is part of a national initiative to commemorate the achievements of the Paralympics and Para World Carriage Driving Championships in 2012. The route will increase horse-drawn access into the countryside for people with physical disabilities.

National Pistol Coach Vladimir Filimonov has set up a new Paralympic pistol shooting opportunity at Felixstowe Rifle Club. The Club is setting up taster sessions for people with disabilities aged **17 to 40** to help find the next GB shooting team for the 2016 Paralympic Games in Rio.

# Volunteering

"Suffolk has had the foresight to create a bespoke 2012 legacy project for volunteering which aims to increase volunteering opportunities within sport and culture across the county. It makes absolute sense that, having invested in training the volunteers for the Olympics, those new skills can be put to further use if that is what the volunteers want" Baroness Scott of Needham Market speaking in the House of Lords on 8th November 2012

The London 2012 Games changed the perception of volunteering in this country for ever. The Games Makers were amongst the biggest stars of the Games and Suffolk is working hard to capitalise on the impact they have made. There are now **60,000** Suffolk adults volunteering to support sport for at least one hour a week, every week.

## Suffolk Volunteering Legacy Project

Since the London 2012 Games efforts to secure a volunteering legacy for Suffolk have continued at a pace through the Suffolk 2012 Volunteering Legacy Project. Up to the end of March 2013, the project had facilitated over **2,300** hours of volunteering at more than **80** sport and cultural events across Suffolk and undertaken **1,266** hours of training to up skill a growing workforce of events volunteers. The project has been so successful that funding has been secured to enable it to continue to operate until at least June 2016.

Going forward the project will focus on developing and expanding the successful County Events Team, introducing a range of project-based volunteering opportunities and encouraging longer-term sports club volunteering.

The Project launched its 'Just once a month campaign' in June 2013 to encourage new volunteers to get involved and to emphasise how easy and rewarding occasional volunteering can be. The campaign aims to encourage regular volunteering at local events.

## Sport Makers

Sport Makers is a programme that aims to recruit, train and deploy **40,000** people aged 16 and over to organise and lead community sporting activities across the UK as part of the legacy from the London 2012 Games. It runs until September 2013. In Suffolk over **750** people have attended Sport Maker workshops across the county with **400** new Sport Makers logging at least ten hours of volunteering.

One Suffolk Sport Maker, Shannice Leeks, says she now feels much more confident when approaching others. She said: "It's really social and I've got the chance to meet new people. You also get the feel good factor from knowing you are doing something worthwhile. I also get to try activities that I wouldn't have otherwise."

Suffolk Sport Marker Harry Dorrell added: "If someone has some free time I don't understand why you wouldn't want to volunteer and get involved with a project like Sport Makers."



*County Events Team Volunteers*



*Games Makers Launch Once-a-Month Campaign*

## CASE STUDY

### Air Cadet Sportivate Cup

Earlier this year **22** leaders from across Suffolk came together to attend a touch rugby workshop and received refereeing and leadership training through the Sport Maker programme. After their training each of the leaders went back to their squadrons and helped deliver six weeks of activity to **130** 14-19 year olds. This culminated in the Air Cadet Sportivate Cup at Diss Rugby Club. The project resulted in **269** additional volunteering hours.



# Inspiring a generation

“The motto of these Games has been ‘inspire a generation’. Nothing has been more inspirational than seeing our elite athletes win gold this summer. There’s a direct link between elite success and participation in sport. I want one of the legacies of these Games to be our athletes triumphing in Rio in 2016, and in future Olympic Games.” David Cameron, Prime Minister

## Suffolk SportsAid Foundation

The Suffolk SportsAid Foundation was established as one of Suffolk’s first legacy projects and has now raised and distributed over **£100,000** to help support the next generation of athletes from Suffolk to succeed on the national and international stage. The list of athletes supported by the Foundation includes six of Suffolk’s London 2012 participants including both medal winners Anthony Ogogo and Zoe Newson.

Following the Games a new fundraising initiative has been established in Bury St Edmunds to enable the Foundation to continue to support up and coming sportsmen and women from the county. The Bury St Edmunds SportsAid Lunch Club, which will meet twice a year, has been established by the Foundation in association with Bury St Edmunds businesses Lovewell Blake, Abbeycroft Leisure, IRS Risk Management and Insurance and Sicon. Olympic gold medallist Zac Purchase, the most successful British lightweight rower of all time, launched the initiative in May.

Since London 2012, the Foundation has continued to support Suffolk’s rising stars and has now made over **130** grants to talented young people from the county. Recent recipients include National Under 15 1,500 metre champion Sophie Tooley from Bury St Edmunds and World Championship bound sailor Tim Carter from Waldringfield.

Sophie said “It’s brilliant to be recognised in this way. This funding will really help me with the cost of travelling to and competing at events across the country.”

Tim commented “The Suffolk SportsAid Foundation has played an important part in my development as a sailor to this point. I’m very grateful for their continued support and the important role they play in helping aspiring sportsmen and women from the county.”

Suffolk SportsAid recipients to follow in the run up to the 2016 Olympic and Paralympic Games in Rio include wheelchair hand cyclist Brian Alldis, London 2012 bronze medallist powerlifter Zoe Newson, Team GB hockey star Harry Martin and England Boccia international Evie Edwards.

## Suffolk Sporting Ambassadors Project

The Suffolk Sporting Ambassadors scheme aims to provide schools and community groups in the county with access to Suffolk’s elite athletes as inspirational role models

Through a simple online process schools, clubs, community groups and not-for-profit organisations from the county can request an athlete visit from a stable of elite Suffolk sportsmen and women. Visits last up to four hours in duration and can be structured to ensure the group benefits fully from their visit. This may include school assemblies, Q&A sessions, prize givings, an involvement in practical sessions with specific groups, and autograph signing sessions.

The Ambassadors scheme, which is in line with the aspirations of the county’s Raising the Bar’ initiative, aims to inspire a habit of physical activity for life.

## Waveney Sports Ambassador

Lowestoft’s Olympic medal-winning boxer Anthony Ogogo has also become a sports ambassador in Waveney. The 23-year-old has accepted the role from Waveney District Council and will use his spare time to go into schools and sports clubs to inspire local people.



SportsAid Grant Recipient Jennifer McGaley



Waveney Sports Ambassador Anthony Ogogo



SportsAid Grant Recipients Sophie Tooley and Elliott Smith

# Building Lasting Relationships

"I wish that the warm welcome we have received will not end with the end of Paralympic Games, but will continue even after the Olympic and Paralympic Games."

Dominique Bizimana, President of the National Paralympic Committee of Rwanda

## Exchanging Ideas with Azerbaijan

University Campus Suffolk (UCS) has signed a memorandum of understanding with the Azerbaijan University of Languages (AUL) to explore several areas of collaboration between the two institutions. The agreement has come following interest expressed by the Azerbaijan Olympic Team in training in Ipswich in the run-up to the Games.

During a visit to the UCS Ipswich Campus, a delegation from the public university in Baku, Azerbaijan, whose student body consists of approximately **8,000** students, met to discuss further developments between UCS and AUL.

## Building Friendships with Rwanda

In the summer of 2012 Bury St Edmunds was home to the Rwandan Olympic and Paralympic teams as they prepared for London 2012 at an official Pre-Games Training Camp. It inspired a legacy project called Go Rwanda with projects in sport, culture, business and education.

A year on, the legacy continues with Sunday 7 July declared as Rwanda Friendship Day to mark the year anniversary of the Rwandan athletes visit to Bury St Edmunds and the day the Olympic torch visited the town. A special service took place at St Edmundsbury Cathedral where a candle was lit and presented to the High Commissioner of Rwanda as a symbol of the ongoing friendship.

**Eight** schools and colleges in West Suffolk are now twinned with schools in Rwanda and continue to educate their children on the culture and history of the East African country.

**£20,000** has been raised for the Sport For Rwanda appeal, which aims to leave a lasting legacy in schools in the country by giving them sports equipment and educational materials to help teachers.

**Two** schools have already benefitted and a further **30** will benefit by 2015.

Abbeycroft Leisure, which hosted the Rwandan teams in Bury, is developing a strategy to bring volleyball and sitting volleyball (after hosting the Rwandan Sitting Volleyball Team) to West Suffolk. A commemorative book is also being published by St Edmundsbury Borough Council celebrating how West Suffolk celebrated the Games.

## Brazil Gymnastics Squad Make Suffolk Their Second Home

After holding their Pre-Games Training Camp in Ipswich in 2012, the Brazilian Gymnastics Team has agreed to hold **two** competitions a year, one in Ipswich and one in Brazil, to help both countries prepare their junior athletes for the 2016 Rio Olympic Games.

The Brazilian women gymnastics squad spent a week in Ipswich in June this year preparing for an international competition being staged in the town. The agreement is part of a 2012 legacy project being run by the town's gymnastics centre.



Rwanda School with equipment received through Sport for Rwanda Project

## Introducing Suffolk to a Wider Audience

During the Olympics, Visit Suffolk worked with Visit England and hosted a carriage on the Orient Express for a chartered visit of **200** international and domestic journalists. The trip provided an opportunity to forge strong links with a number of writers and influencers. Subsequently, these contacts have requested to be added to press lists, have specifically requested Suffolk information for features and articles they're writing and four have returned to the county for press trips.

The Olympics has widened Suffolk's connections to the international press. In June this year Visit Suffolk joint-hosted a press trip to Suffolk of **ten** journalists, seven of whom were international. The journalists will be writing about their visit which it is hoped will help attract overseas visitors to the county.

## Building Business Relationships

Suffolk Chamber of Commerce recently welcomed the backing of Trade and Investment Minister Lord Green as part of its "Exporting is Good for Suffolk" themed campaign for 2013.

Lord Green told the Chamber's AGM in June that boosted by last year's Olympics, the world wants to do business with Britain and there is an international demand for the high quality goods and services we provide.

The Government plans to build capacity within **21** chambers of commerce in overseas markets, dovetailing these overseas chambers with the British Chambers accredited network with the aim of building market opportunity for UK businesses. In the eastern region, Suffolk Chamber has been asked by the British Chambers of Commerce to lead and it is now part of a small national working group which is shaping the initiative with Lord Green's supervision.



Tour of Britain 2012, Melton, Suffolk



Great East Swim Sportivate Programme

## Supporting Information

Copies of '*Suffolk's Games – the story of the London 2012 Olympic and Paralympic Games in Suffolk*' and '*How London 2012 inspired schools in Suffolk*' can be found at

[www.mostactivecounty.com/downloads](http://www.mostactivecounty.com/downloads)