

*host borough of the
Olympic and Paralympic Games*

Duncan Flint Public Relations Manager

Weymouth & Portland 2012 Operations Team

14 June 2012

Some local Olympic numbers

- 460 Sailing Athletes
- 20 Days of Olympic & Paralympic competition
- 13 Sailing categories
- 39 Sailing Medals
- 1,000+ Workforce
- 600+ local volunteers
- Largest Olympic venue outside London
- Sailing ; Team GBR's most successful sport

- 42 days to go !

Opportunity in numbers

- **4 billion+ global TV viewing audience**
- **500,000+ extra visitors to Dorset, Weymouth & Portland**
- **15,000 session capacity at Weymouth Live**
- **£30+ million tourism spend into local economy**
- **Park & Ride provision for up to 10,000 spaces / day**
- **Substantial media spotlight on W&P**
- **Over £120m private and public money already invested in improving local infrastructure**

Timetable

Torch

- Overnight celebration Weymouth 12 July

Olympic Games

- Olympic Village Opens 12 July
- Opening Ceremony 27 July
- First Races 29 July
- First Medal Race 5 August
- Last Race 11 August
- Closing Ceremony 12 August

Paralympic Games

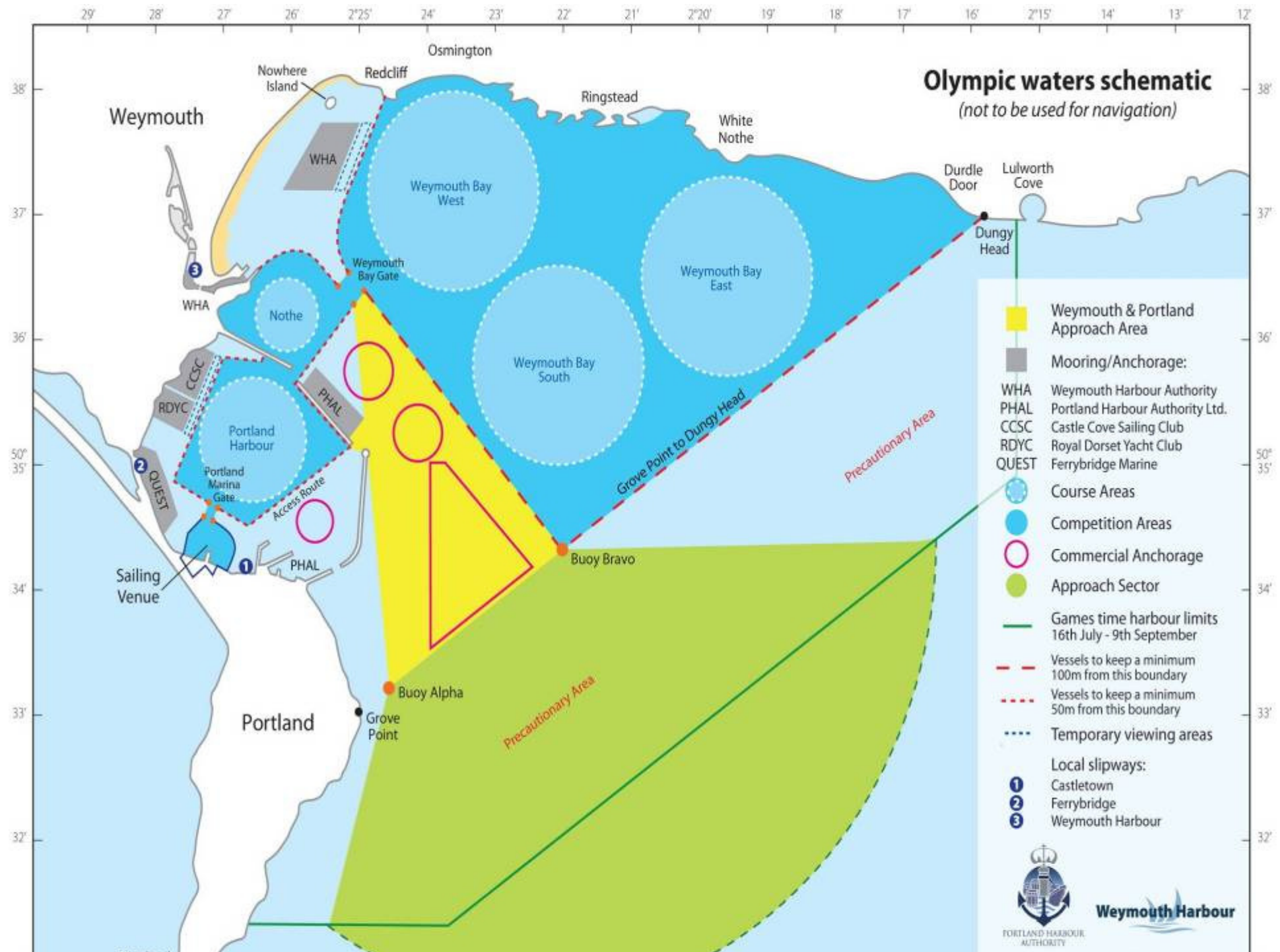
- Opening Ceremony 29 August
- Closing Ceremony 9 September
- Olympic Village Closes 12 September





2012 in Weymouth





Weymouth & Portland Location



Travel Dorset

Dorset Voyager – Latest travel information

Severe Traffic Alerts 2

Accident [Warning Icon]
 Planned Work About To Start, JUBILEE CLOSE, WEYMOUTH. Junction improvement for Weymouth Transport Package for 2012. Times One-way system in place from 24 Jan 2011. Traffic control (multi-way signals). [View details](#)

Accident [Warning Icon]
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Map [Map help] [Save view] [Reset map]

Summary [Location]

SMS Number	1200DOY38611		
Stop Name	Bus Garage		
Last refresh time 08:44:24 Real time shown in mins, timetable in 24hr clock			
Service	Destination	Time	Access
1	Debenhams	08:46	
1	Debenhams	08:59	
1	Debenhams	09:09	
1	Debenhams	09:19	

[Zoom map out](#) [Zoom map in](#)

359314, 77645

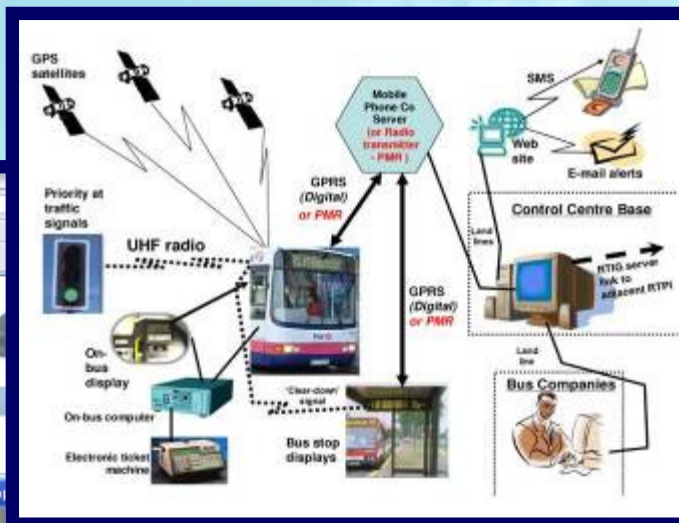
Legend:

- ☐ Traffic congestion
- ☐ Incidents and accidents
- ☐ Public transport disruptions
- ☐ Events
- ☐ Car parks
- ☐ Roadworks
- ☒ Public transport
- ☐ Traffic Signals
- ☐ Information signs
- ☐ CCTV

Calendar [Previous] [Next]

Find location [Previous] [Next]

Give feedback [Thumbs up/down]



Improving the quality of life for the people of Dorset, now and for the future



Travel Demand Management

What does it mean for Weymouth and Portland?

- Early communication and high levels of local awareness are key:

The extent of the impact that the Games will have on transport?

What alternative options are available?

How best to plan travel during the Games?

Tested at previous Games – reductions achieved in Sydney, Salt Lake and Vancouver.



Weymouth & Portland 2012 Transport

Key transport messages

- Transport infrastructure massively improved and ready
- Extensive P&R provision ; like never before
- Coordination of transport messaging across Dorset and into neighbouring counties (via extended VMS)
- ORN Clearway to keep traffic moving
- Extra public transport services : bus & rail
- Provision of extra berths, mooring and anchoring on the water
- Provision of dedicated spectator areas (land and water)
- New Dorset real-time public transport information
- Dedicated pedestrian areas
- Parking in W&P ; very limited
- New Park & Stride plus cycling provision



Weymouth Beach – Busy Day!



Volunteer Programme



- National LOCOG 70,000 'Games Makers' Volunteers
- **600 local** Volunteers recruited & trained
- Weymouth & Portland Ambassadors
- The 'welcoming smile' of W&P
- Quality Service *essential* for good visitor experience
- Concept tested at 2011 Weymouth Carnival
- Legacy - pool of Dorset trained volunteers

Key attractions

- Torch Relay throughout Dorset
- Torch overnight celebration (BBC TV coverage)
- Look & Feel (Olympic venue)
- Weymouth Bayside Festival
- Nothe ticketed spectator venue
- Live Site + Weymouth beach sports arena
- Extensive Cultural Olympiad programme
- Olympic Games (BBC)
- Paralympic Games (Channel 4)
- ICCI 360 dome



Weymouth Beach 'Live Site'

- Running for the Olympic period
- Screening of Olympic Sailing & other sports
- Free to view
- Capacity for 15,000 people
- Beach Sports Arena
- Focal point for some of the Cultural events

An aerial photograph of Weymouth Beach, showing the sandy beach area, surrounding urban development, and temporary structures set up for the Olympic period. The beach is bordered by a road and various buildings, including a large, circular, tent-like structure. The water is visible to the right of the beach. A small inset box in the top right corner of the image contains text: "© 2012 BBC", "Temporary Site - Weymouth Beach", "1000 M2 Temporary Site", "1000 M2", "1000 M2", "1000 M2".

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Dorset's Cultural Olympiad

A comprehensive coordinated programme of world-class outdoor theatre, mass choral performances, Earth science & the Arts, panoramic vide projections, music, dance and street celebrations

- **Many events free**
- **Involving professional artists, local people and communities**
- **Across Dorset & North Devon**
- **Focused on natural landscape and coast**



Dorset's Cultural Olympiad

Earth Festival
Chalk Legends
Teenage Rampage
Big Dance
Moving Tides
Nowhere Island
Welcome Songs

Inside Out
The Big Grin
Dinosaurs Not Allowed
Breathe
Coastal Voices
Battle for the Winds
Bandstand Marathon

Plus others





- Jurassic Coast & marine exhibitions
- Retail zone
- Thrill zone
- Festival Area (music & entertainment)
- Discover Dorset zone
- Skate park & climbing wall
- Capacity 8000, 13,300 sq metres
- www.weymouthbaysidefestival.co.uk

Nothe Ticketed Site

- 4600 Per day - All sold
- 64,000 tickets+/-
- Running for Olympic Games
- Legacy of improvements works
- Controlled spectator access to Fort and ramparts



Torch Relay 12/13/July 2012





Route map graphic courtesy of Dorset Evening Echo

Communities on Route 1-20: 12th July

Communities on Route 21 – 41: 13th July

Communities on Route 41 – 42: 14th July

Torch Community Celebrations:

● **Thursday 12th July 2012**

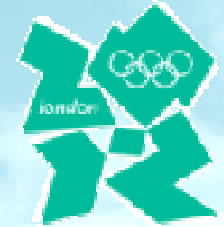
● **Friday 13th July 2012**

All times approximate.



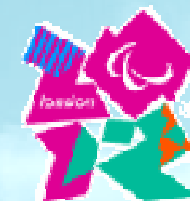


Some Benefits So Far...



- Relief Road and new transport infrastructure
- New artist designed footbridges
- Expansion of WPNSA – winning new events
- Emerging centre for marine excellence at Osprey Quay
- Accredited new sailing school
- RYA permanent training centre built
- Enhanced publicity for Dorset & W&P across all media
- Visit Britain to promote Dorset & W&P abroad

Some Benefits So Far...



- Removal of 'Tank Farm'...use for employment post 2012; *plus* improved entrance to Portland
- £1m+ Investment by Arts Council and English Heritage in Weymouth Seafront Regeneration
- Marine & Coastal Access Improvements
- 'Access to Nature' Lottery Funded Project £550,000
- Free Promotion of W&P & Dorset on SW Train Stations / Bristol Airport
- £1.1m lottery funded expansion of Chesil Beach Centre
- Significant investment by Private sector (e.g. Merlin Observation Tower)

Useful links



- www.dorsetforyou.com/sailing2012
- www.london2012.com
- www.weymouthbaysidefestival.co.uk
- www.maritimemix2012.co.uk
- www.visit-dorset.co.uk
- www.getaheadofthegames.com

Summary



- Opportunities in numbers
- Organisation / Governance / Partnership working
- Bring local people along with us ; the power of PR
- Leverage media spotlight
- Its not just about sports
- Sell the benefits : Culture, Countryside, Coast
- Deliver a successful Games
- Manage visitor expectations
- Use the Games as a catalyst for change
- Use spotlight to encourage inward investment / business



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“Be InspiredBe Part of It.....”!