2012 Tourism Business Toolkit

Essex Welcomes the World
Introduction

Tourism is a key business sector within the Essex economy bringing in over £2.8 billion annually in economic benefit and supporting over 54,000 jobs annually. As the closest county to the Olympic Park in Stratford, Essex expects to benefit more from the games than any other location outside of London.

Essex is also an Olympic venue in its own right, hosting the mountain biking events at Hadleigh as well as the White water canoe slalom at Lee Valley on the Essex/Hertfordshire border. It is anticipated that Essex will gain an additional economic impact of £14 million during 2012 and £44m in the three years after the games. Aside from the tangible economic benefits it is also a once in a lifetime opportunity to promote the best that our county has to offer on a world stage.

With the help of our partners and member organisations, Visit Essex aims to maximise the opportunities to their full potential and minimise the challenges. This is a unique opportunity that is not just about the few weeks of the games but it is about the legacy that we can all benefit from.

Visit Essex has four key objectives for the games and beyond as part of a three year business plan and vision for the county’s tourism;

- Raise awareness of Essex and enhance the Essex brand
- Increase visitor numbers and ensure Essex maximises the economic benefits
- Use 2012 to ensure Essex is a high quality and accessible destination
- Minimise displacement during the games period

Collectively as partners within the tourism industry, we need to work together to maximise these opportunities and we hope this toolkit will help you to identify where you can get involved for your own benefit, share with you our key marketing messages and provide key 2012 information.
Key Marketing Messages

Essex is the closest county and destination to the games and just minutes away from the Olympic Park. The closest destination in Essex is Loughton, only 10 minutes to Stratford on the London underground, and the furthest destination is only 1 hour 40 minutes away at Harwich.

Essex has a number of international gateways including Stansted airport, Southend Airport, Harwich Port and Tilbury Port making it accessible by rail, air, sea and road.

Not only is Essex next to the Olympic park, it will also be hosting the mountain biking event at Hadleigh Farm, and the white water canoe slalom is being held in Lee Valley on the Essex and Hertfordshire border.

Essex is an exciting destination that gives people an alternative day out to London or a perfect place to stay close to Stratford. Essex has London’s coast and countryside. In fact, Essex has the longest coastline than any other county in England, boasting 350 miles of diverse coastal landscape.

The county is also home to England’s oldest recorded town, Colchester, Britain’s tallest Tudor gatehouse, Europe’s largest spa, and the world’s longest pleasure pier. There is rolling countryside, a stunning coastline, typically English villages, good shopping, vibrant nightlife, and activities including 67 golf courses, water sports, cycling and lots of places to walk.

The accommodation is of an excellent standard, and includes popular hotel chains, boutique hotels, golf resorts, spa resorts, Bed and Breakfasts and budget hotels. All of which are reasonably priced throughout 2012, including the games period, and, they have good access to Stratford. There are also ample camping and caravanning facilities.

Essex has many venues for meetings, conferences, and events, including conference centres, universities and hotels and it also has a number of unique venues to hire including a Thames sailing barge, a stately home, or even your own island. For more information about venues to hire, go to www.visitessex.com/business
Mountain Biking Event, Hadleigh

Essex is hosting the two day mountain biking event on 11 & 12 August 2012 at Hadleigh Park. The event will host approximately 100 athletes and 77,000 spectators over the two days plus the world’s press.

The closest station is Leigh-on-Sea where spectators will be encouraged to walk 30 minutes to the site or for those less able, there will be courtesy mini buses. Trains can be taken from Fenchurch Street and is approximately a 45-minute journey. Cars will not be permitted onto the site.

Essex County Council has purchased the nearby fire station in Hadleigh and this will be used as an unaccredited media centre and will provide tourist information.

Essex County Council and The Salvation Army remain committed to delivering a lasting, beneficial legacy from the games. The Hadleigh Legacy Project will bring together and bring to life the heritage of Hadleigh Farm and Country Park alongside the legacy of the Olympic Mountain Bike course by:

- Retaining and adapting the Olympic Mountain Bike course for use by the public
- Improving the wider network of trails and paths for a range of different users
- Projects to protect and enhance the natural and historic environment
- Improving the facilities for community and visitors to area

A document highlighting the closest accommodation and attractions to the venue is available.
White Water Canoe Slalom, Lee Valley

The canoe slalom will take place on 29th July to the 2nd August. 82 athletes will participate and it will attract 1.2 million spectators as well as the press and media.

It is recommended that spectators get the train to Cheshunt station which is a 15-20 minute walk to the venue.

Waltham Abbey is the closest Essex town and is 10 minutes from the centre; here visitors can enjoy shops, restaurants, the Abbey, Gunpowder Mills or get information from the Tourist Information Centre www.walthamabbey.co.uk

A purpose built white water centre was completed at Lee Valley last year. In April 2011 the centre was the first new Olympic venue to open to the public. Since April 15, over 30,000 visitors have trialled the Olympic venue and participated in a rafting experience. The centre will be closing at the end April 2012 to be handed back to the London Organising Committee for the Olympic Games (LOGOC) and will re-open to the general public after the games in September 2012. Tickets for the public to experience white water rafting can be purchased at www.gowhitewater.co.uk or 0845 6770 606 and they are £49 per person.

A document highlighting the closest accommodation and attractions to the venue is available.
Transport to Stratford

By Air
Stansted Airport is 45 minutes on a direct train to Stratford. The Airport is the busiest airport in the country for European flights. There will be volunteers at the airport during the games to act as ‘meeters and greeters’.

Southend Airport is also 45 minutes on a direct train to Stratford and currently operates flights to Alicante, Amsterdam, Barcelona, Belfast, Dublin, Faro, Geneva, Ibiza, Jersey, Majorca, Malaga, Venice and Waterford.

By Sea
Harwich Port has regular overseas crossings from the Netherlands. Harwich has a direct train from the port to Stratford which will take 1 hour 40.

By Road
There is no access by car to the London 2012 Games in a bid to be the greenest games to date. Essex has a Park and Ride service at Lakeside, Thurrock which can be booked in advance and will shuttle visitors direct to the park.

The Park and Rides in Chelmsford will allow people to park their car and get a shuttle bus to Chelmsford train station where visitors can continue their journey. For details of Chelmsford’s Park and Ride go to http://www.essex.gov.uk/Travel-Highways/Public-Transport/Chelmsford-Park-Ride/Pages/Default.aspx

By train
Stratford London, Stratford International and West Ham are the three gateway stations that will serve the Olympic park with Stratford London and West Ham linking directly to stations in Essex.

Essex is served by the London Underground at Loughton, Debden, Theydon Bois and Epping and the journey to Stratford is 10 – 15 minutes.

National Rail will be putting on more services during the Olympics and there will be services running later from London to other key destinations up to two hours away. These would include Birmingham, Manchester, Leeds and Cardiff.

During the Olympics, the Javelin high speed bullet service will run from St Pancreas International to Stratford International in just 7 minutes, which is a few hundred metre walk to the Olympic Park.
Travelling from Chelmsford to Stratford

By Train
Regular trains go direct from Chelmsford to Stratford taking just 25 minutes.

By Bus
The National Express Coach Service goes from Chelmsford Bus Station to Stratford taking approx 1 hour and 20 minutes.

Chelmsford has much to offer the visitor, with an abundance of things to see and do locally. A pedestrianised High Street links High Chelmer and The Meadows, the two main undercover shopping areas, to create one of the best shopping centres in Essex. Add to this the international restaurants, cafes, wine bars and pubs (some with live music), and the appeal of Chelmsford is obvious. Attractions in Chelmsford include the beautiful Grade II listed Hylands House, the inspiring RHS Garden Hyde Hall and the Essex County Cricket Club. Situated in the heart of Essex, Chelmsford provides an ideal base from which to explore the county.

Travelling from Colchester to Stratford

By Train
Regular trains go direct from Colchester to Stratford taking 50 minutes.

By Bus
There are no direct buses from Colchester to Stratford, however a bus can be taken from Colchester Town Centre to Witham Town Centre and then a second bus will go straight to Stratford Bus Station (total 2 hours).

Colchester, Britain’s oldest recorded town, has a unique heritage and history that attracts more than 4.5m visitors every year and enriches its tourism appeal. Today it is a thriving, modern town with many great visitor attractions such as Colchester Zoo, Colchester Castle and the brand new firstsite, a cultural hotspot housed in a multi-million pound building. Just north of the town lies the Dedham Vale and Stour Valley where the beautiful landscape has been the inspiration to many artists and writers including John Constable.
Travelling from Thurrock to Stratford

By Train
Regular trains go from East Tilbury to Stratford with one change at West Ham taking 50 minutes.

Thurrock is the gateway to London with easy access to both Kent and Essex via the M25 motorway and Queen Elizabeth II Bridge, the longest cable-stayed bridge in Europe. The region encompasses huge swathes of green belt countryside, with many important wildlife habitats along its 18-mile Thameside frontage. Attractions in the area include Tilbury Fort, the Rainham Marshes Nature Reserve and Lakeside Shopping Centre, one of the largest retail complexes in Europe. The area’s unique riverside location and vast natural resources is the key to its past and future development, growth and success.

Travelling from Southend-on-Sea to Stratford

By Train
Regular trains go direct from Southend Victoria to Stratford taking 50 minutes.

By Bus
There is no direct bus service from Southend to Stratford but a bus can be taken to Chelmsford Bus Station and then the National Express Coach goes directly to Stratford.

With seven glorious miles of seafront, the longest pleasure pier in the world and a host of exciting events and festivals all year, this traditional seaside resort has something for everyone. As well as offering traditional seaside fun with its award winning beaches and amusement arcades, Southend also has a thriving cultural scene with its museums, unique art spaces and theatres showing blockbuster West End musicals. It is also home to many parks and gardens and is just a short distance from the Hadleigh Country Park, host to the 2012 Mountain Biking Events.
2012 Games information factsheets

The Games – Dates and Statistics
Olympic Games 27 July – 12 August 2012
Paralympic Games 29 August – 9 September 2012

- An estimated 800,000 spectators will visit the games per day
- 7.7 million tickets will be sold
- 4 billion global TV audience across the world
- 216 nations competing
- 40,000 accredited media

- The most popular events are the athletics, gymnastics and swimming
- Athletics takes place from 3 – 12 August
- The very first event is the women’s preliminary football rounds at the Millenium stadium, Cardiff on 25 July
- All packages that include Olympic tickets will be sold only through Thomas Cook in the UK
The Games Locations and dates

The main Olympic Park will stage the following events in its various arenas:

- **Aquatics Centre**
  - Diving: 29 July – 11 August (16 sessions)
  - Swimming: 28 July – 4 August (15 sessions)
  - Synchronised Swimming: 5 – 10 August (5 sessions)
  - Modern Pentathlon: 11 – 12 August (4 sessions)
  - Paralympics Swimming: 30 August – 8 September (10 sessions)

- **Basketball Arena**
  - Basketball: 28 July – 7 August (32 sessions)
  - Handball: 28 July – 12 August (46 sessions)
  - Wheelchair Basketball: 30 July – 3 August (5 sessions)
  - Wheelchair Rugby: 5 – 9 September (5 sessions)

- **BMX Circuit**
  - BMX Cycling: 8 – 10 August (3 sessions)

- **Eton Manor**
  - Wheelchair Tennis: 2 – 8 September (8 sessions)

- **Handball Arena**
  - Handball: 28 July – 7 August (34 sessions)
  - Goalball (Paralympics): 30 August – 7 September (9 sessions)
  - Modern Pentathlon: 11 – 12 August (2 sessions)

- **Hockey Centre**
  - Hockey: 29 July – 11 August (42 sessions)
  - Paralympics 5-a-side: 31 August – 8 September (5 sessions)
  - Paralympics 7-a-side football: 1 – 9 September (5 sessions)

- **Olympic Centre**
  - Athletics: 3 – 11 August (15 sessions)
  - Paralympics Athletics: 31 August – 8 September (9 sessions)

- **Velodrome**
  - Track Cycling: 2 – 7 August (9 sessions)
  - Paralympics Track Cycling: 30 August – 2 September (4 sessions)

- **Water Polo Arena**
  - Water Polo: 29 July – 12 August (33 sessions)
Other Venues

- **Earls Court (West London)**
  - Volleyball: 28 July – 12 August (42 sessions)

- **Eton Dorney (Nr Windsor Castle)**
  - Rowing: 28 July – 4 August (8 sessions)
  - Canoe Sprinting: 6 – 11 August (6 sessions)
  - Paralympics Rowing: 31 August – 2 September (3 sessions)

- **Excel Centre (East London)**
  - Boxing: 28 July – 12 August (28 sessions)
  - Fencing: 28 July – 5 August (18 sessions)
  - Judo: 28 July – 3 August (14 sessions)
  - Table Tennis: 28 July – 8 August (32 sessions)
  - Taekwondo: 8 – 11 August (12 sessions)
  - Weightlifting: 28 July – 7 August (23 sessions)
  - Wrestling Greco-Roman: 5 – 7 August (6 sessions)
  - Wrestling free style: 8 – 12 August (10 sessions)
  - Boccia: 2 – 8 September (7 sessions)
  - Paralympics Table Tennis: 30 August – 8 September (9 sessions)
  - Paralympics Judo: 30 August – 1 September (3 sessions)
  - Powerlifting: 30 August – 5 September (7 sessions)
  - Paralympics Volleyball: 30 August – 8 September (10 sessions)
  - Paralympic Fencing: 4 – 8 September (5 sessions)

- **Greenwich Park (East London)**
  - Olympic equestrian competitions
    - Dressage: 2 – 9 August (4 sessions)
    - Eventing: 28 – 31 July (4 sessions)
    - Jumping: 4 – 8 August (4 sessions)
  - Paralympics equestrian competitions: 31 August – 4 September (6 sessions)
  - Combined Running & Shooting for Modern Pentathlon: 11 & 12 August (2 sessions)

- **Hadleigh Farm (Essex)**
  - Mountain Bike Events: 11 & 12 August (2 sessions)

- **Hampton Court Palace (Surrey)**
  - Hosting the start and finish of the men’s and women’s time trials in road cycling: 1 August (2 sessions)

- **Horse Guards Parade (Whitehall, Central London)**
  - Beach Volleyball: 28 July – 9 August (34 sessions)

- **Hyde Park (Central London)**
  - Triathlon: 4 & 7 August (2 sessions)
  - Marathon Swimming: 9 & 10 August (2 sessions)

- **Lee Valley (Hertfordshire) – White Water Rafting**
  - Canoe Slalom: 29 July – 2 August (5 sessions)
• Lords Cricket Ground (St John’s Wood, NW London)
  o Archery: 27 July – 3 August (16 sessions)

• North Greenwich Arena (East London)
  o Artistic Gymnastics: 28 July – 7 August (13 sessions)
  o Gymnastics Trampolining: 3 & 4 August (2 sessions)
  o Basketball: 8 – 12 August (10 sessions)
  o Wheelchair Basketball: 30 July – 8 August (10 sessions)

• The Mall (Central London)
  o Marathon: 5 & 12 August (2 sessions)
  o Racewalk races will start and finish in the Mall: 4 & 11 August (3 sessions)
  o Cycling road races will start and finish in the Mall: 28 & 29 July (2 sessions)
  o Paralympics Athletics. Free viewing along route: 9 September (1 session)

• Royal Artillery Barracks (Woolwich, SE London)
  o Shooting: 28 July – 6 August (15 sessions)
  o Paralympics Shooting: 30 August – 6 September (8 sessions)
  o Paralympics Archery: 30 August – 5 September (7 sessions)

• Wembley Arena
  o Rhythmic Gymnastics: 9 – 12 August (4 sessions)
  o Badminton: 28 July – 5 August (24 sessions)

• Wembley Stadium (London)
  o Football: 29 July – 11 August (8 sessions)

• Hampden Park (Glasgow, Scotland)
  o Football: 25 July – 3 August (5 sessions)

• Old Trafford (Manchester)
  o Football: 26 July – 7 August (7 sessions)

• Cardiff Millennium Stadium (Cardiff, Wales),
  o Football: 25 July – 10 August (8 sessions)

• City of Coventry Stadium (Coventry)
  o Football: 25 July – 9 August (8 sessions)

• St James Park (Newcastle)
  o Football: 26 July – 4 August (6 sessions)

• Weymouth & Portland (Dorset)
  o Sailing: 29 July – 11 August (14 sessions)
  o Paralympics Sailing: 1 – 6 August (6 sessions)

• Wimbledon
  o Tennis: 28 July – 5 August (24 sessions)
Cultural Olympiad

Essex has a number of Cultural Olympiad events;

Stories of the World
Stories of the World will explore how the UK’s rich museum, library and archive collections can tell wonderful stories about the world and its people and about the past, present and future relationship between the UK and the world.

The exhibitions will be delivered in partnership with young people, diverse communities and disabled people, and be inspired by their ideas, stories and creativity. Stories of the World – East of England is an ambitious and far reaching project focusing on China and South Asia. It has five major strands within the county and region, plus two further in Cambridge and Luton.

Sparks Will Fly
Essex County Council and Chelmsford Borough Council have teamed up with outdoor performance specialists, Walk the Plank, to develop a cultural celebration of the Olympics from May – July 2012 with an outdoor performance programme called Sparks will Fly.

Sparks will Fly, which is supported by Arts Council and part of the London2012 Festival, will be a world class spectacle, beginning with two Journeys around Essex by two competing, larger-than-life visitors from 18 May 2012. The visitors will be specially created structures made by outdoor performance specialists, Walk the Plank, that will travel the county appearing at different locations engaging with thousands of people. The two visitors will meet for the first time at Hylands Park on Friday 6 July 2012, where sparks will fly…'
For more information, go to www.sparkswillfly.org.uk
Torch Relay
66 overnight stops
8000 miles
8000 torch bearers
The torch was engineered in Basildon

The Olympic flame will arrive in the UK from Greece on Friday 18 May 2012 and the 70-day torch relay will start at Land’s End on the morning of 19 May 2012. On leaving Land’s End, the Olympic Flame will travel through 1000 cities, towns and villages across the UK. The Olympic flame will arrive at the Olympic Stadium on 27 July 2012 for the lighting of the cauldron at the Opening Ceremony signifying the start of the London 2012 Olympic Games.

The Torch will be visiting Essex for an overnight stop in Chelmsford on Friday 6 July. To celebrate this occasion there will be a large event in Hylands Park during the evening which will be the culmination of Essex’s ‘Sparks Will Fly’ event. The evening celebration will feature a live show by the Olympic Torch Relay Route sponsors incorporating a 20 minute community led performance and the lighting of the cauldron marking the end of the days proceedings.

For more information on the route, go to www.london2012.com/olympic-torch-relay
Accommodation

Visit Essex is positioning Essex as a great base for the games, for international visitors as well as domestic, particularly those that are three hours or more away.

There is a good selection of accommodation in the county from luxury hotels to B&Bs to camping and caravanning sites.

Olympic business may not be for everyone, as weddings will continue through this period and you do not want to upset regular clients. If you would like to gain Olympic business though, here are a few things to consider;

- Start talking to your guests and ensure you associate yourself with the games. If your guests are not coming to the Olympics they may know people who are that they can recommend you to.
- Get you staff familiar with the games and with the local destination, become a 2012 expert.
- Ensure you liaise regularly with the Visit Essex team and that they have all your information, rates etc as they will be able to help promote you and your services but only if they know what you are planning!
- Ensure your local Tourist Information Centre has all your information and any special offers that you may have.
- Make sure you keep your website up-to-date with all the services you will be providing for games visitors.
- Have local information available in your hotel, the Visit Essex guide can be requested from the Visit Essex team.
- Upon your guest booking, send them information about the games and local area or a link to the Visit Essex website with their booking confirmation.

Collate data

Collect data from your guests and ask them to complete a feedback form or write in a comments book. This will allow you to improve on your service/facility and with the data you will be able to contact the guests after their visit and entice them to come back for a second visit. This data will also help to evaluate the games and will identify where people have come from, how long they stayed for, what they did once they were here. For a questionnaire template please contact the Visit Essex team.
Go the extra mile

- **Flexible meals** – If your guests are arriving late back from the games, your guests may appreciate a late dinner. Make sure you promote this to your guests.

- **Packed lunch** - You could offer a packed lunch for your guests for them to take with them as food will be expensive at the Olympic venues. Likewise if they have to get an early train to London they may appreciate an earlier breakfast time.

- **Transport** – Most of your guests will be travelling to the games via train, consider providing a map to the train station and train timetables or offer your own shuttle service to the stations. Make sure you know the train times bearing in mind these may change during the games. You might also want to provide your guests with the local taxi company’s details.

- **Provide a welcome pack** – This could include information about your establishment, how to get to the games, things to do in the area and places to eat and a Visit Essex visitor guide.

- **Good quality television** – Whether this be individual TVs in rooms or a communal television. Chances are your guests will want to watch the Olympic events they haven’t got tickets for. You may put on a special TV showing of some of the key events in your communal area. Again remember to promote this.

- **Free events** – There will be several Olympic events that are free to watch – e.g. parts of the marathon and triathlon. Plus guests can soak up the atmosphere in some of the major parks where events are taking place such as Hyde Park

- **Promote Accessibility** – Be as accessible as you can be for all disabilities and be prepared to help out if necessary.

- **Be Green** – Install as many green practices as possible. The London 2012 organisers are trying to make the Games the greenest in history. You can sign up to the Green Tourism Business Scheme [www.green-business.co.uk](http://www.green-business.co.uk)
Fair pricing charter


- Hosting the London 2012 Olympic Games and Paralympic Games is expected to result in an estimated £2.34 billion of benefits to the UK tourism industry.
- The industry is very aware, however, that over-inflated pricing and/or inappropriate trading practices around the 2012 Games could risk doing long term damage to the reputation of the UK as a host destination.
- A Fair Price and Best Practice Charter has been set up by Visit Britain to provide reassurance and confidence to potential visitors by giving a clear commitment to fair and reasonable trading practices during the period 1 June to 30 September 2012.
- By signing up to the UK Fair Pricing & Best Practice Charter your business will be giving a clear demonstration of your commitment to fair and reasonable trading practices during the period 1 June to 30 September 2012. The Charter will re-assure visitors and encourage fair play and best practice.
- The list of signatories to the Charter is published on the Visit Britain website, the www.tourism2012games.org website.
- Signatories to the Fair Pricing Charter will be given the right to use the exclusive Committed to Fair Pricing logo on their websites and other marketing material.

Quality Assessment

Visit Essex will only promote accommodation providers that are quality assessed. Find out more about Quality Assessment on: www.qualityintourism.com

- Once you have been graded by one of Visit England’s professional assessors, you will be able to use the internationally recognised Quality Rose Marque and star ratings on all your promotional literature. You will receive a free exterior sign to promote your star rating to your customers and annual certificate to display in reception.
- You will be included on an Enjoy England accommodation download for ‘Tom Tom’ users.
- You will be eligible to promote your business on Visit Britain’s Tourism 2012 Games website and regional destination websites such as www.visitessex.com which are open to quality-assessed businesses only.

Home stays

Visit Essex are discouraging people to rent out their homes to people visiting the games. If anyone is interested in doing this it is recommended that they sign up to one of the quality assessment schemes. A FAQ sheet regarding home stays is available from Visit Essex.
Attractions

If you are an attraction, there are a number of things that you can do to attract visitors to the games to your business;

- Put on a sporting or Olympic themed event, or any other unique event that will attract visitors. Ensure they are on Visit Essex’s events calendar.

- Offer an Olympic themed menu in your café, to show that you are in the Olympic spirit.

- Have a screen in your venue that shows the Olympic games and promote this to locals and visitors staying in local accommodation

- Ensure your local taxi company knows where you are so they can recommend you as a place to visit.

- Target local people so that when they are looking for things to do during the summer of 2012, or have visiting friends and relatives staying with them, they will automatically think of your attraction. A way to raise awareness to local residents is to participate in Visit Essex’s Big Weekend campaign.

- Use your database, remind your previous visitors that you are a great place to escape the Olympics or that you have amazing events on during the Olympic period and it is a time to get out and about and have fun.

- Sign up to the tourism code of practice or VAQAS/PIQAS. For more information please go to: [http://www.visitengland.org/busdev/accreditation/attractions/index.aspx](http://www.visitengland.org/busdev/accreditation/attractions/index.aspx)
  
  - The Visitor Attraction Quality Assurance Scheme (VAQAS) is managed by VisitEngland and, through its network of regional assessors, boasts an incredible reputation for instigating, modifying and shaping change to the customer experience at visitor attractions across England.
  
  - The Places of Interest Quality Assurance Scheme (PIQAS) is aimed at locations not eligible for VAQAS due to size or infrastructure. Venues that are primarily for sporting activities, theatrical or cinema performances and solely retail outlets fall outside the criteria for this scheme.
Welcome Host

The UK currently has a variety of ‘Welcome Host’ courses operated by a number of organisations aimed at the hospitality, leisure, travel and tourism businesses. Here’s a selection of them:

- People 1st has launched Worldhost, a scheme that was used to train staff in Canada for the Vancouver Olympics. The programme has been adapted for the UK and aims to raise the standards and delivery of customer service training in the UK. [www.worldhost.uk.com](http://www.worldhost.uk.com)

- Welcome to Excellence – there are currently eight one-day training courses which provide front-line staff and managers with the skills needed to deliver great customer service. [www.welcometoexcellence.co.uk](http://www.welcometoexcellence.co.uk)

- Tourism for all UK – a national charity providing advice and support to businesses who want to provide a quality and accessible service. [www.tourismforall.org.uk](http://www.tourismforall.org.uk)

- Institute of Hospitality – offers industry-focused training in management and leadership for UK hospitality, leisure and tourism industries at three levels. [www.instituteofhospitality.org](http://www.instituteofhospitality.org)

Visit Essex member courses

Visit Essex run a number of subsidised courses for its members on topics including, PR, Welcome International, merchandising and Event Management. For further details of up and coming training courses that Visit Essex are organising please contact Carol Jolly. [carol.jolly@essex.gov.uk](mailto:carol.jolly@essex.gov.uk) 01245 437087
Essex Marketing Activities – how to get involved

Visit Essex are currently doing some countywide generic promotion including advertising at gateways i.e. Stansted Airport, London train stations and the Ports, 2012 specific postcards, a 2012 section on the Visit Essex website, working with official tour operators, attending shows and exhibitions, a guide and promotion at Stansted airport and engaging with press.

However there are a number of things you can get involved in to benefit your business;

- **Keep informed** and make sure you are aware of any updates on 2012 activity. You can do this by attending meetings and signing up to newsletters.

- **Provide money can't buy offers** for sponsors and media. If you think you have a unique proposition that could impress the official sponsors let the Visit Essex team know. They are looking for packages or accommodation of a five star quality that is not usually available to the general visitor.

- Provide any Olympic related information you have to Visit Essex and this can be included on the 2012 section of the [Visit Essex website](http://www.visitessex.com).

- **Update your events** on Visit Essex website. The events pages are the most viewed on the website.

- **Press and PR** - The world’s media will be looking for newsworthy stories. If you have any stories on the following themes then please send them to Elli Constantatou elli.constantatou@essex.gov.uk. Stories that the press are looking for are:
  - Local characters
  - Olympic and sporting connections
  - Connections with specific countries
  - Royal connections
  - Quintessential England
  - Quirky events
  - Unique facts and “did you knows”

- **Offer to host press and familiarisation trips.** You will be expected to offer this as in-kind support however the returns for you could certainly be beneficial and may result in press coverage or business from tour operators.
• Prepare a **press pack**. If you host press ensure you give them all your relevant information, and access to your images. You can get destination or 2012 information from Visit Essex.

• There will be a lot of unaccredited media looking for **filming opportunities** to support their 2012 coverage. If you are willing to host any filming, ensure that you make it easy for them and think carefully about what you are charging them as there will be plenty of others willing to accommodate them elsewhere.

• It is said that **venue hire** will increase during the Olympics. There will be a number of businesses that will be entertaining their staff and they may be looking for venues to hire for their meetings. Make sure that your entry on the Visit Essex for Business site is up to date and participate in any business tourism opportunities that Visit Essex organise.

• Participate in the free or subsidised **training** opportunities to ensure that your staff are providing the best welcome and experience possible.

• Whether you are a B&B, attraction, hotel, restaurant or TIC; **capture data** about your guests. This is a great way to assess the impact of the games, get feedback from valued customers and build your database so you can encourage them to return.

• Ensure that your events link into the **Cultural Olympiad** themes or develop an event, so that you can “piggy back” on the Cultural Olympiad promotions.

• Provide your local **Tourist Information Centre** with your literature and information, as well as providing it to the information provision at Hadleigh fire station.

• Keep the Visit Essex team updated if we don’t know about it we can’t help to promote it.

**Live sites**
There are a number of live site across the UK that will be showing the games. The closest live sites to Essex are Norwich, Waltham Forest and Central London. See this link for site location: [http://www.london2012.com/live-sites](http://www.london2012.com/live-sites)

**Branding**
Remember that there is strict use of Olympic branding, wording and promotion if you need any guidance on what you can say and what you can’t visit [www.london2012.com/about-us/our-brand/using-the-brand.php](http://www.london2012.com/about-us/our-brand/using-the-brand.php)
Contacts

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Useful websites

www.visitessex.com
www.essexlegacy.com
www.tourism2012games.org
www.london2012.com

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