

SOUTH WEST ENGLAND THE OLYMPIC IDEAL



*South West
England*



“Hosting the 2012 Olympic Games in London offers a fantastic opportunity to the nation as a whole. Experience in other host countries has shown that substantial and lasting economic gains can be achieved across the participating country – from increased tourism, to sales of products and services, to improved health through increased participation in sport.”

Juliet Williams, Chairman, South West of England Regional Development Agency.

THE IDEAL OLYMPICS

On 6th July 2005 London learns whether the greatest show on earth is coming to town. The Capital's bid to host the 2012 Olympic Games is in, and the international jury is out. Success promises the chance to create the best Games ever held, a high profile appearance on the World stage and a place in Olympic history. There's no doubt that winning is going to be good for London.

But its not just London that will come out on top. The entire nation stands to benefit from a London Olympics – economically, culturally

and spiritually. That's why the London bid has been supported throughout its development by regions all over the UK.

The huge diversity of locations means that every corner of the country can potentially contribute to the staging of a modern Olympics. Not only in accommodating the enormous events and disciplines that are the Games itself, but in a multitude of complementary roles – pre, during and post Olympics. From providing preparation camps for competing teams and hosting

world-class warm up events, to looking after a massive influx of international visitors, a London Games will be a Games for us all. And nowhere more so than in South West England.

The preferred venue for Olympic sailing events is earmarked as the Weymouth and Portland National Sailing Academy in Dorset, so the South West is already in on the action. But there's plenty more on offer from an area that boasts some of the most stunningly beautiful coastline and countryside

anywhere. World-class sporting facilities on land and water abound across the region, together with all the necessary supporting resources. In addition, you'll find an eclectic mix of thriving commercial centres and relaxing rural retreats. Not to mention hundreds of cultural sites and artistic attractions.

Then, of course, there's the individualism, passion and pride of the people who live here. It's our own brand of Olympic spirit and it helps to make South West England the ideal Olympic partner for London.





AN IDEAL PLACE

Home to almost 5 million people and host to more than 26 million visitors a year, South West England covers 19% of England's land area, stretching from the tip of Cornwall in the west, along the south coast to Bournemouth, and up to Cheltenham in the north. It's a region characterised by incredible natural beauty with more than 1,000 kilometres of coastline dotted with sandy beaches and over a third of the area designated as National Park or Areas of Outstanding Natural Beauty.

It's the perfect place for all kinds of sporting activity – both for participants and spectators. Whatever you're looking for you'll find it here, whether you want a coast path ramble or adrenaline pumping kite-surfing, an estuary sail or a bike ride on the moors. Country pursuits like clay pigeon shooting, fishing and horse riding are more popular than ever and traditional English sports like rugby, football and cricket thrive on professional and amateur levels throughout the region.

Tourism is in our blood. We know how to provide a warm welcome for visitors and how to ensure they get the most out of their stay. Charming villages, bustling market towns and major cities co-habit a predominantly rural

landscape. We've 39% of the country's scheduled monuments, 26% of all English Heritage properties, 24% of all listed buildings and 20% of all the registered historic parks and gardens in England. And of course there's the innovative Eden Project. Contrasts within the region's environment are pronounced and never fail to amaze. From the Roman towns of Exeter, Bath and Cheltenham and the pre-historic landscapes of Stonehenge, Avebury and Dartmoor to working fishing villages and historic cities and ports like Plymouth, Bristol and Truro. We take a pride in our culinary reputation too. World-renowned chefs like Rick Stein, Gary Rhodes and Michelin starred Michael Caines have chosen the South West to locate their restaurants, taking advantage of the abundance of high quality local (and often organic) produce on offer. You'll find speciality food and locally made wine and beer in hundreds of restaurants, cafes, hotels and pubs in every part of the region – from the Cornish Pasty and Cheddar Cheese to Camel Valley wines and St Austell real ale. And with a huge range of over 20,000 accommodation options ranging from waterfront hotels and penthouse apartments, guest houses and farm cottages to campsites and youth hostels, you'll never be far from where you want to stay.

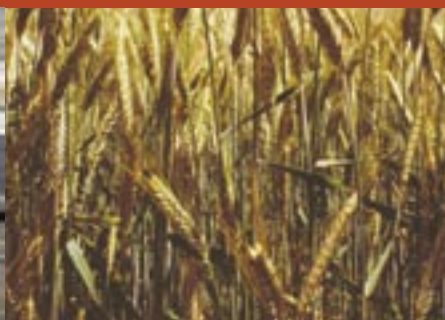


It's little wonder therefore, that with this rich diversity of attractions, tourism plays such a big part in South West life, and that looking after visitors is second nature here. There really is something to interest everyone - and then some. Probably why our domestic and international visitors keep coming back again and again.

Most things that lay seed in South West England grow, and the arts are no exception. We've an enviable reputation for providing just the right conditions to inspire and stimulate artists, authors, musicians and thespians. Famous names like Robert Lenkiewicz, Daphne Du Maurier, Agatha Christie and Jane Austen have all left their mark here – not to mention new talent like Joss Stone, Coldplay and Damien Hirst. And we've the resources and experience to stage the most professional and innovative performances from international events like the Glastonbury Festival to Shakespeare at the Minack Theatre. Throughout the region festivals, theatres, studios and galleries flourish, offering audiences a dazzling array of cultural experiences.

Businesses benefit from our creative environment too; entrepreneurial spirit is alive here and we've one of the best small business survival rates in the UK. There's big business too. Tempted by impressive regional, national and international transport links along with state-of-the-art facilities and a modern business and social infrastructure, an increasing number of the UK's largest and most successful organisations are choosing to join the 235,000 business that have already made South West England their home. Overall quality of life, the availability of a flexible and educated workforce and lower business costs are just some of the reasons behind the recent Met Office relocation to Exeter and the National Trust's move to Swindon.

South West England can truly claim the best of all worlds. Heritage, tradition and respected values combine with creativity, modernity and innovation – in an area of overwhelming natural beauty – to make a place that's close to ideal.





IDEAL LOCATIONS

When it comes to declarations about being London's perfect Olympic partner, South West England has more reason to shout than most. We're equipped to stage world-class athletic events. We're set up to provide some of the best Olympic training and preparation venues. We're able to offer the unique cocktail of beauty, history and culture to all our visitors. And we offer the warmest hospitality you'll find anywhere. Just take a look at some of our key locations.



Plymouth, with a population of over 240,000, is a bustling sea and Naval port standing between the mouths of the rivers Plym and Tamar, and to the south of Dartmoor National Park. Familiar famous names like Drake and Cook are synonymous with a city that's steeped in maritime history and this heritage is reflected today in the many marine-based industries that thrive around the waterfront. The dramatic natural harbour of Plymouth Sound is home to a multitude of boating events including the start of numerous round-the-world yacht races.

Taunton is a busy regional shopping town in the historic county of Somerset. Aside from the National Hunt racecourse, famous cricket and football grounds, both visitors and locals can enjoy the many cultural and sporting experiences on offer. With the M5 motorway nearby, there is easy access to the rest of South West England, with the beauty of Exmoor and the north coast heritage trails even closer.

Swindon is one of the fastest growing towns in Europe, and with around 180,000 residents a significant contributor to the region's economy. Its strategic position on the M4 corridor and well developed road, rail and air links to London and the rest of the UK have created a strong business base attracting a highly skilled workforce. And with a huge array of attractions and leisure facilities to suit all tastes and ages groups, there's plenty to keep everyone occupied. Swindon's success as a commercial and cultural centre is matched only by the beauty of its location.

Cheltenham is renowned for its stylish shopping, colourful parks, floral displays, festivals, romantic road to the Cotswolds, special events and of course, horseracing. Cheltenham became a spa town in 1716 and received Royal patronage in 1788 when King George III came to drink the waters.

The heritage of those bygone times can be seen in the town's Regency architecture, with intricate ironwork a feature of distinctive townhouse facades helping to make Cheltenham the most complete Regency town in England.

Bath is a World Heritage Site and a major UK tourist venue bursting with history, culture and art. As well as the Roman buildings and Georgian architecture, the numerous galleries, museums and festivals (including the internationally acclaimed Bath Festival) the city is only a breath away from the stunning countryside of the Cotswolds.

The University of Bath is a World leader in sports provision. It offers World Class facilities accessible to elite and competitive sports squads and to the general public. Rated as one of the premier multi-sports venues in the country, several national and international sports squads and athletes have made Team Bath their home.

Bristol is a working port and the largest city in the South West region with a population in excess of 400,000. A busy cosmopolitan, commercial hub, the city is a European Centre of Culture and boasts two internationally renowned universities that attract some 36,000 students.

Bristol is a place of knowledge and innovation with the UK's second strongest economy next to the Capital. It's also a city revelling in contrasts and brimming with excitement. More than a third of its area has conservation status with over 4,000 heritage buildings. The City's Museum, Art Gallery and the Royal West of England Academy house important collections of art, whilst the Arnolfini is a contemporary arts centre acknowledged across Europe.

Gloucester is set against the Severn Valley and Cotswold Hills, ideally located in the heart of the country. The city has a vibrant, lively atmosphere that combines a rich historic past with all the excitement and attractions of a city full of life. Just a short walk from the city centre lies the historic Gloucester Docks, home to several museums, a specialist shopping centre and plenty of waterfront cafes, bars and restaurants. The city is also famous for its love of Rugby Union, which helps to create a unique sporting atmosphere amidst the Roman heritage.

Exeter is at the heart of the South West region. Sports facilities at the University of Exeter are amongst the best in the UK benefiting from over £8 million of investment in the last 5 years. Facilities include indoor and outdoor tennis courts, the largest indoor hall in the South West suitable for archery, badminton, basketball and hockey, a huge air conditioned fitness studio, an indoor swimming pool and a physiotherapy suite.

Exeter is a vibrant city with a modern, forward thinking attitude. Surrounded by coastline, countryside and moors it acts as the gateway to some of the South West's most outstanding areas of natural beauty.

Bournemouth and Poole are both ideally placed as centres for all kinds of water sports, with everything from sailing, water-skiing, paragliding and jet skis, to more sedate boat cruises. Easily accessible via road and also Bournemouth International Airport, the region has plenty of pedestrian friendly boulevards, restaurants, entertainment venues and opportunities for sporting and leisure recreation. Away from the water is Dorset's Jurassic Coast, which has been granted World Heritage Site status due to the outstanding natural landscape stretching all the way to Exmouth, just waiting to be explored.

These are just some of the many locations across the region providing a special mix of environment, visitor attraction and first class facilities that make them ideal for 2012.

Within the 28 sports of the modern Olympic Games there are 37 different disciplines. Not surprisingly, each event requires its own specific facilities. Teams need to be sure that their pre-Olympic training bases provide the infrastructure and environment required to develop optimum sporting performance. Here we've profiled many of the sporting and cultural venues that deliver world-class facilities.



Weymouth and Portland National Sailing Academy

Ultra modern sailing facility situated on World Heritage Coastline by the UK's finest sailing waters. Planned site for the London 2012 Sailing Regatta.

Phil Gollop, Managing Director, Sail-Force Ltd, operators of the Sailing Academy phil@wpnsa.org.uk
 WPNSA, Osprey Quay, Portland, Dorset DT5 1SA
T: 01305 866000

Badminton

Venue for the World's most prestigious Equestrian Three Day Event, with widespread international participation and TV coverage.

Hugh Thomas, Director
info@badminton-horse.co.uk
 Horse Trials Office, Badminton Horse Trials, Badminton, Gloucestershire GL9 1DF
T: 01454 218272

Bath Abbey

15th Century Abbey provides spectacular setting for large concerts

Silvia Withey, Parish Clerk
silvia@bathabbey.org
 12 Kingston Buildings, Bath BA1 1LT
T: 01225 422462

Bath and West Showground

Exhibition and conference facilities attracting up to 50,000 per day for the Bath and West Show, and 1,000,000 annual visitors.

Jo Perry, Manager
bwwestex@ukonline.co.uk
 WestEx, The Show Ground, Shepton Mallet, Somerset BA4 6QN
T: 01749 822200

Bath Racecourse

Regional flat racing circuit with 18 meetings per annum. Conferencing and hospitality facilities available throughout the year.

Jon Williams, General Manager
jwilliams@bath-racecourse.com
 Bath Racecourse, Lansdown, Bath BA1 9BU
T: 01225 424609

Bath Rugby

Host to packed houses of 10,000 for Zurich Premiership and Heineken Cup rugby fixtures.

Bob Calleja, General Manager
bob.calleja@bathrugby.com
 Bath Rugby, 11 Argyle Street, Bath BA2 4BQ
T: 01225 325200

Bicton Arena

Bicton one day event is used as a warm up for Badminton each April and hosts a regular series of show jumping events throughout the year. Permanent facilities include stabling for 120 horses, 5 grass arenas and an all weather practice ring.

Charles Fane Trefusis, General Manager
Charles.ft@clintondevon.co.uk
 Clinton Devon Estates, Rolle Estate Office, East Budleigh, Budleigh Salterton, Devon EX9 7DP
T: 01404 871296

Bournemouth AFC

9,000 capacity stadium hosting Coca Cola League One, F.A. Cup and Carling Cup fixtures.

Liz Finney, General Manager
liz.finney@afcb.co.uk
 The Fitness First Stadium at Dean Court, Bournemouth, Dorset BH7 7AF
T: 01202 726300

Bournemouth International Centre

Three arena conferencing and entertainment facility suitable for up to 4,000. Annually a host to political party conferences. Previous host to UK Snooker Championship, a major BBC televised ranking event.

Steve Smith, Head of Finance and Operations
kevin.sheehan.bic@bournemouth.gov.uk
 Bournemouth International Centre, Exeter Road, Bournemouth BH2 5BH
T: 01202 456507

Bristol City FC

Partially modern stadium with plans for major redevelopment into South West's largest sports stadium. Host to Coca Cola League One, Carling Cup and F.A. Cup fixtures.

Richard Gold, Commercial Director
richard.gold@bcfc.co.uk
 Bristol City Football Club, Ashton Gate Stadium, Ashton Road, Bristol BS3 2EJ
T: 0117 963 0630

University of Bristol

Capable of hosting International athletes in Weightlifting, Judo, Taekwondo, Table Tennis and football. Hengrove Park 50m pool and leisure facility development would expand scope for international standard training.

Bob Reeves, Director of Sport
bob.reeves@bristol.ac.uk
 Bristol University Centre for Sport, Exercise and Health, Tyndall Avenue, Bristol BS8 1TP
T: 0117 331 1103

Castle Combe Motorsport Circuit

Motor racing circuit that is host to British F3, British Superbike and GT races.

Rodney Gooch, Marketing Director
rodney@castlecoombecircuit.co.uk
 Castle Combe Race Circuit, Castle Combe, Chippenham, Wiltshire SN14 7EY
T: 01249 782417

Cheltenham Racecourse

Home of the World's most prestigious National Hunt horse racing festival, attended by 200,000 spectators. Modern conferencing and indoor event facilities for up to 4,000.

Edward Gillespie, Managing Director
cheltenham@rht.net
 Cheltenham Racecourse, Prestbury Park, Cheltenham, Gloucestershire GL50 4SH
T: 01242 513 014

Cheltenham Town FC

7,000 capacity stadium of Coca Cola League Two club.

John Wood, Stadium Manager
info@ctfc.com
 Whaddon Road, Cheltenham, Gloucestershire GL52 5NA
T: 01242 573558

College of St Mark and St John

Facilities include 25 metre indoor heated swimming pool, fitness suite, two squash courts, a fully equipped gymnasium, three sports halls, one of which is 36m x 36m. Outdoor facilities include extensive rugby/football pitches and all weather pitch. Sports Science/Human performance lab on site.

Harry Richardson, Director of Sport
hrrichardson@marjon.ac.uk
 Marjon, Derriford Rd, Plymouth PL6 8BH
T: 01752 636879

Duchy College

Stabling for 86 horses, two indoor arenas, one outdoor arena and three cross country courses. Sports Hall facilities for indoor sports.

Martin Robinson, Head of Leisure
martin.robinson@duchy.ac.uk
 Callington, Cornwall PL17 8PB
T: 01579 372210

The Eden Project

Hugely successful educational tourist attraction has diversified into cultural events, attracting 4,000 for a series of music concerts each summer entitled "The Eden Sessions".

Katherine Garland, Events Manager
kgarland@edenproject.com
 Eden Project, Bodelva, St Austell, Cornwall, PL24 2SG, United Kingdom
T: 01726 811988

Exeter Racecourse

Host to 16 National Hunt race meetings between September and May each year. Has been described as the best non Grade 1 race track in the country. Conferencing and hospitality facilities available.

Geoffrey Billson, General Manager
geoffrey@exeter-races.co.uk
 Exeter Racecourse, Kennford, Exeter EX6 7XS
T: 01392 832599

Exeter RUFC

Exeter will move from their current County Ground home to a new purpose built rugby stadium in 2006. This stadium will initially have a capacity of 4,500, with plans in place to upgrade this to 15,000 if necessary. The club play in National League One.

Mike Churcher, Commercial Director
mchurcher@exeterchiefs.com
 The County Ground, Church Road, St Thomas, Exeter, Devon EX2 9BQ
T: 01392 427 427

University of Exeter

Exeter University, combined with the public facilities in Exeter, can provide international athletes with training and support facilities in athletics, hockey, football and a variety of indoor sports.

Phil Attwell, Director of Sport
p.j.attwell@ex.ac.uk
 The Sports Office, Streatham Sports Centre, Stocker Road

Exeter, Devon EX4 4QN
T: 01392 264446

Gatcombe Park

Venue for the British Open Horse trials, featuring many of the World's top riders.

Tim Henson, Event Director
info@gatcombe-horse.co.uk
 Gatcombe Park, Minchinhampton, Stroud GL6 9AT
T: 01423 339423

Gloucester RUFC

Host to Zurich Premiership and Heineken Cup rugby fixtures. Planned redevelopment in to 16,500 stadium.

Charlie Little, Marketing Manager
charlielittle@gloucesterterrugbyclub.com
 Gloucester Rugby Football Club, Kingsholm, Kingsholm Road, Gloucester GL1 3AX
T: 0871 871 8781



Millfield

Independent school with world class sporting and supporting facilities in Olympic sports including Swimming, Equestrianism, Hockey and a range of indoor sports. Strong history of hosting events including World Championship in Modern Pentathlon.

Peter Johnson, Headmaster
headmaster@millfield.somerset.sch.uk
Millfield, Street, Somerset BA16 0YD
T: 01458 442291

University of Bath

World-class training facilities in a wide range of indoor sports plus football, athletics, swimming and modern pentathlon. South West base for the English Institute of Sport, providing cutting edge knowledge and technology in athlete conditioning.

Ged Roddy, Director of Sport g.roddey@bath.ac.uk
The Department of Sports Development,
University of Bath, Claverton Down, Bath BA2 7AY
T: 01225 386339

Gloucestershire CCC

Successful County Cricket Club with fixtures in the County Championships, Twenty Twenty Cup and C&G Trophy. Host to England vs. Australia One Day International 2005.

Peter Hall, Grounds Manager
Peter.hall@glosccc.co.uk
The County Ground, Nevil Road,
Bristol BS7 9EJ
T: 0117 910 8000

Hartpury College/Oxstalls

Host to Hartpury three day event, an event with international participation. Strong sports training facilities in Equestrianism, Modern Pentathlon, Rugby and a variety of indoor sports.

Fred Smith Director of Sport
fred.smith@hartpury.ac.uk
Director of Sport, Hartpury College, Hartpury House, Gloucester GL19 3BE
T: 01452 700 283

Memorial Stadium, Bristol

The 11,500 Memorial Stadium pays host to both Coca Cola League Two football side Bristol Rovers, and National League One rugby side Bristol Shoguns.

Ian Holtby, General Manager
ianholtby@bristolrovers.co.uk
The Memorial Stadium, Filton Avenue,
Horfield, Bristol BS7 0BF
T: 0117 909 6648

Mountbatten Sailing Centre, Plymouth

Modern sailing facility in good sailing waters has hosted European Water-skiing championships and various National Championships.

Paul Francis, Operations Manager
ps@mount-batten-centre.com
The Mount Batten Centre, 70 Lawrence Road,
Mount Batten, Plymouth, Devon PL9 9SJ
T: 01752 404567

Newton Abbot Racecourse

Regional National Hunt racing track with additional greyhound racing, conferences and exhibitions.

Patrick Masterton, Managing Director
management@newtonabbotracing.com
Newton Abbot Races Ltd, The Racecourse,
Newton Abbot, Devon TQ12 3AF
T: 01626 353235

Plymouth University and City

Planned facilities include 8 lane athletics track, indoor athletics track, all weather pitch, 50m pool with Olympic diving facilities and 12 badminton court sports hall.

James Coulton, Head of Lifelong Learning
James.coulton@plymouth.gov.uk
Plymouth City Council, Civic Centre,
Plymouth PL1 2EW
T: 01752 668000

Plymouth Argyle FC

Development has turned 3/4 of the ground into the most modern spectator facilities in the South West. Redevelopment plans for the final side of the stadium require financial support. Host to Coca Cola Championship, F.A. Cup and Carling Cup fixtures.

Dave Boobyer, Operation Manager
daveboobyer@btconnect.com
Plymouth Argyle, Home Park, Plymouth,
Devon PL2 3DQ
T: 01752 562 561

Plymouth Pavilions

Adaptable indoor facility with capacity of 3,000 attracts touring artists and sports events including British Basketball League fixtures of the Plymouth Raiders.

Alvin Hargreaves, Director of Programmes and Marketing
a.hargreaves@plymouthpavilions.co.uk
Plymouth Pavilions, Millbay Road,
Plymouth PL1 3LF
T: 01752 222200

Royal Cornwall Yacht Club, Falmouth

RYA has identified Falmouth as a prime championship venue, particularly for keelboat racing due to the deep harbour. The J80 World Championships will be hosted in 2005.

Peter Maddock, Sailing Secretary
sailing@royalcornwallyachtclub.org
Royal Cornwall Yacht Club, Greenbank,
Falmouth TR11 2SP
T: 01326 312126

Royal Torbay Yacht Club

Host to Melges 24 European Championships, Laser 3000 Nationals, Torbay Powerboat Classic. Mr Porteous Club Secretary
admin@royaltorbayyc.org.uk
Royal Torbay Yacht Club, 12 Beacon Terrace,
Torquay TQ1 2BH
T: 01803 292006

Somerset CCC

County Cricket Club with fixtures in the County Championships, Twenty Twenty Cup and C&G Trophy.

Peter Anderson, Chief Executive
info@somersetcountycc.co.uk
St. James Street, Taunton, Somerset TA1 1JT
T: 01823 272 946

St Mellion

Jack Nicklaus designed golf course which has played host to six European PGA tour events. Hotel and supporting facilities strengthen credentials as an International golf tournament host.

Regan Bailey, Marketing Manager
St Mellion International Hotel Golf and Country Club, St Mellion, Nr Saltash,
Cornwall PL12 6SD
T: 01579 351351

Swindon Town FC

15,000 seater stadium formerly a host to Premier League fixtures. Now feature regular Coca Cola League One matches.

Mike Sullivan, Sales and Marketing Manager
mike@swindontownfc.c.uk
County Ground, Swindon SN1 2ED
T: 01793 333 719

Taunton Racecourse

Youngest racetrack in Britain offers National Hunt racing from October to April. Conference and exhibition space available throughout the year.

John Hills, General Manager
info@tauntonracecourse.co.uk
Taunton Racecourse Co. Ltd., Orchard Portman, Taunton, Somerset TA3 7BL
T: 01823 337172

Torquay United FC

6,000 capacity stadium featuring Coca Cola League One fixtures.

Julie Hore, Commercial manager
tufccommercial@aol.com
Plainmoor, Torquay TQ1 3PS
T: 01803 328666

Wellington School

Sports Facility constructed in conjunction with England Handball, English Volleyball Association and British Fencing. Various outdoor and conditioning/support facilities.

Mr JJ Rowland, Sports Centre Manager
rowland@wellington-sport.org.uk
The Princess Royal Sports Complex,
Wellington School, Wellington,
Somerset TA21 8NT
T: 01823 668 717

West of England Institute of Specialist Education (Filton College)

Planned indoor facilities will be built to high netball and basketball specifications. Adaptable to other indoor sports specifications. Support facilities also make top athlete training possible.

Simon Panes, Director of Academies
simon.panes@filton.ac.uk
Filton College, Filton Avenue, Filton, Bristol,
South Gloucestershire BS34 7AT
T: 0117 9312121

Yeovil Town FC

9,500 capacity stadium hosting regular Coca Cola League Two fixtures, plus F.A. Cup and Carling Cup games. On site conference centre.

Dave Linney, Commercial Manager
dlinney@yafc.net
Huish Park, Luton Way, Yeovil, Somerset
BA22 8YF
T: 01935 423662

Football to fencing. Archery to athletics. Handball to hockey. Whatever the discipline, we've got the destination. And not just those mentioned here – there are hundreds of first-rate facilities all over South West England. Perfect for quality training, structured for 'back office' support and designed for inspiration. To find your ideal location visit www.activeplaces.com For more information on our sporting facilities contact Sport England South West, Ashlands Road, Crewkerne, Somerset TA18 7LQ UK T: 01460 73491 or email info@sportengland.org



THE IDEAL TRACK RECORD

South West England is a region immersed in all kinds of sport at every level – a fact that's reflected throughout our people and our places, from participant to spectator, team to individual, professional to amateur. Inside our very core, the spirit of sport reigns supreme.

Around 32% of adults in the South West take part in regular sporting activity and over 40,000 people are employed in our sports sector. Whatever their chosen activity, be it abseiling or equestrianism, hockey or surfing, swimming or rugby, we're proud to produce sportsmen and women who have a lifelong passion for sport.

And we're extremely proud of our Olympic achievements too. Take a glance at the South West Olympian and Paralympic Roll of Honour and you'll spot a bunch of familiar names – many of which are Medal or multi-Medal winners.



ROLL OF HONOUR

SOUTH WEST OLYMPIANS

SAILING	Ben Ainslie Cornwall Chris Draper Wiltshire Nick Dempsey Dorset Simon Hiscocks Dorset Sarah Ayton Dorset Jonathan Glanfield Devon Natasha Sturges Devon
SWIMMING	Karen Legg Dorset Darren Mew Bath James Goddard Gloucestershire Robin Francis Bath Ross Davenport Bath
JUDO	Kate Howey Bath
WEIGHTLIFTING	Michaela Breeze Devon
EQUESTRIAN	William Fox-Pitt Dorset Carl Hester Gloucestershire
ATHLETICS	Daniel Robinson Gloucestershire Matthew O'Dowd Wiltshire Jason Gardener Somerset Jo Pavey Devon Nick Nieland Cornwall Lorraine Shaw Gloucestershire

FENCING	Louise Bond-Williams Gloucestershire
ARCHERY	Laurence Godfrey Gloucestershire
CYCLING	Oliver Beckingsale Gloucestershire
ROAD RACE	Jeremy Hunt Devon
TRIATHLON	Julie Dibens Bath Jodie Swallow Bath
ROWING	Tim Meek Somerset Ed Coode Cornwall Steve Williams Gloucestershire
MODERN PENTATHLON	Kate Allenby Bath Georgina Harland Bath

SOUTH WEST PARALYMPIANS

ARCHERY	Andrew Baylis Devon
ATHLETICS	Darren Westlake Devon
CYCLING	Darren Kenny Dorset
EQUESTRIAN	Deborah Criddle Somerset Anne Dunham Wiltshire
SWIMMING	Anthony Stephens Somerset
JUDO	Darren Kail Bath

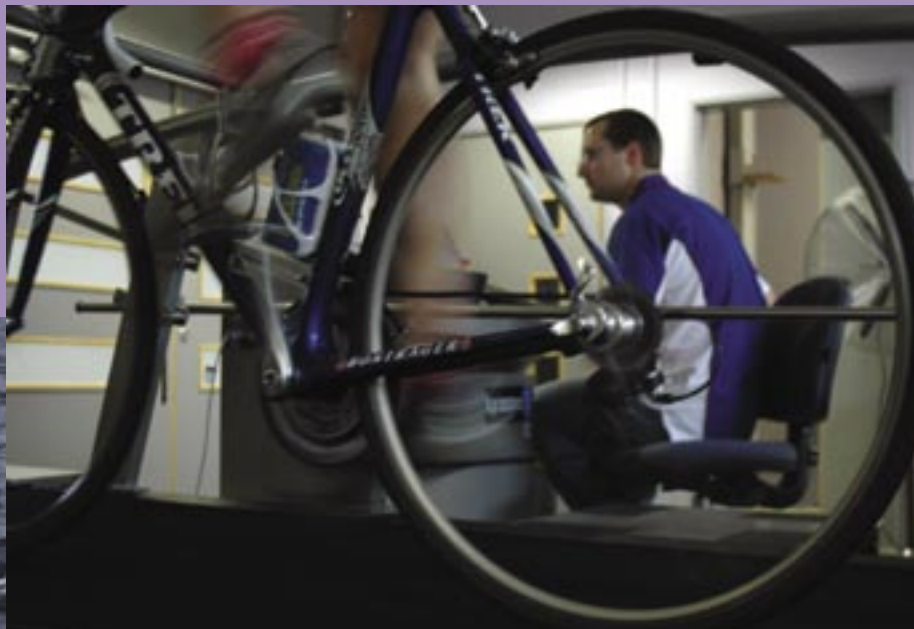
Then there's our enviable selection of sporting venues and facilities. In addition to those already mentioned at the Universities of Bristol, Bath and Exeter, the superb facilities at Millfield School contributed to the great success of the recent World Pentathlon Championships. Badminton is the undisputed international home of Three Day Eventing and with world-class training facilities at Hartpury, Bicton College and Devon and Duchy College, equestrianism is well catered for here. Torbay and the Mountbatten Watersports Centre at Plymouth provide fine complementary venues to The National Sailing Academy for all classes of sailing and watersports. We've winning cricket teams and grounds to match at Gloucestershire and Somerset, and Bath Rugby Football Club has dominated domestic rugby for years. There's rugby and football stadia with training facilities in Swindon, Bath, Bristol and Plymouth. And of course, the Isles of Scilly plays host every year to the World Pilot Gig Championship.

South West England has the people, the teams, the venues and the facilities. We've got the right experience. We know sport and we're passionate about the achievements of our region. It's an ideal track record.



ENGLISH INSTITUTE OF SPORT

The world class support services delivered by the English Institute of Sport in the South West form part of the region's sporting heritage. A full range of services, spanning sports science and medicine, is provided to elite athletes from the Universities of Bath, Bristol and Exeter. Satellite support centres have also been established at Millfield School, Hartpury College, Gloucester and the Weymouth & Portland National Sailing Academy.





IDEAL CONNECTIONS

Despite our wonderfully unspoilt environment, South West England has managed to create an extensive and well-developed communication infrastructure that provides quick, easy and reliable access to all areas of the UK and around the world.





AIR

We have five strategically located airports offering domestic and international flights from Bristol, Bournemouth, Exeter, Plymouth and Newquay.

Since 1997, Bristol International Airport has invested over £50 million in new facilities and daily flights now connect Bristol to 25 major European cities. Bournemouth International Airport is one of the fastest growing airports in the UK and now serves over 36 destinations, world-wide. Exeter International Airport handles over 380,000 passengers a year for domestic and international flights.

ROAD

South West England has an extensive road network with more than 5,000 km of major roads and some 43,000 km of minor roads. The M4 and M5 motorways are the main arterial links to all other areas of the UK and to Europe and beyond, via the Channel Tunnel. The region's major roads have the lightest volume of traffic in England and are also amongst the safest in Europe.

ESTIMATED DRIVE TIMES

- London to Poole **2 hours 15 mins**
- London to Bristol **2 hours 15 mins**
- London to Exeter **3 hours 15 mins**
- London to Plymouth **4 hours 15 mins**

RAIL

The region is well served by rail links with frequent and regular services connecting most parts of the region to London and all other parts of the UK and Continental Europe. There is a London Plymouth connection with a journey time of less than 3 hours.

SEA

The ports of Plymouth in Devon and Poole in Dorset operate frequent and efficient services for foot passengers and vehicles to France, Spain and the Channel Islands.

BROADBAND

Broadband connection is highly developed in the South West ensuring reliable, high speed communication at all times.



THE IDEAL OLYMPIC PARTNER

“The natural landscapes and built heritage of the South West are second to none – we have World Heritage Sites; National Parks and areas of Outstanding Natural Beauty covering over a third of the region; our extensive coastline is internationally renowned – not least for its superb watersports opportunities. The cultural assets and activities we offer are crucial to the identity and attractiveness of South West England. They are one of the reasons why we attract 26 million visitors a year. South West England has a huge amount to contribute to the London Olympics in 2012.”

Adrian Vinken, Chair, Culture South West

There are so many attributes to South West England's contribution to a London 2012 Olympic Games and so many ways in which we can help make a London Games the best there's ever been. The right people are here, the right locations exist, the right facilities are available and the right attitude prevails to make a significant positive impact on the building and staging of a Games whose legacy will be with us all forever. There can be no doubt that South West England is London's ideal Olympic partner.







“Hosting the London 2012 Olympic and Paralympic Games would provide a terrific boost for the South West, both in economic terms, but also in the helping to encourage more people across the region to become more involved in sport.

We’ve already seen significant investment in state-of-the-art sporting facilities at Weymouth, Bath and other places in the South West, and the region has a rich sporting heritage, providing many athletes who medalled at the Olympic and Paralympic Games in Athens last year.

A successful London 2012 bid would provide a real target to enthuse our young athletes across the region.” Ged Roddy, Chairman, Sport England South West.



SOUTH WEST OF ENGLAND REGIONAL DEVELOPMENT AGENCY
Sterling House, Dix's Field, Exeter, Devon EX1 1QA Telephone 01392 214 747 Fax 01392 214 848
Email enquiries@southwestrda.org.uk Web www.southwestrda.org.uk

SPORT ENGLAND SOUTH WEST
Ashlands House, Crewkerne, Somerset. TA18 7LQ
Email eventssouthwest@sportengland.org Web www.sportengland.org/southwest