



Somerset's Cultural Olympiad – Quest to 2012

NEWSLETTER NUMBER 3

December 2009

Words from the Editors

What happened to 2009? It seems just five minutes ago that we were looking ahead to 2012 and thinking of it as a distant event on the horizon. Now 2010 is upon us, the Winter Games in Vancouver are only a few weeks away, and the Olympic and Paralympic Games in London seem much more of a reality all of a sudden. It's time for us to really step up and commit to what we want to do for 2012 and beyond. And by 'we', we mean everyone!

For this bulletin we've tried to provide you with the most up-to-date regional and national news to give you the context for what's happening here in Somerset. There is an array of projects underway in the South West and nationally and 2010 will be the year when will really see many of the better ideas swing into action.

Once again we'd like to reiterate that this newsletter needs your support and input to really make it worth reading. If you have any ideas or suggestions, please do get in touch – contact details are at the very end. Be aware that we are reviewing the format in the light of new developments, not least the now excellent regional newsletter produced by Richard Crowe and the long-awaited Team South West Website, which is due to launch in early 2010 and will hopefully provide you all with a gold mine of information and advice.

It just remains for us to wish our readers a Merry Christmas and a Happy New Year. Have a wonderful festive break and be sure that we'll be in touch again...

NATIONAL CULTURAL OLYMPIAD NEWS

UK - MAJOR PROJECTS

Putting culture at the heart of London 2012

At the heart of the London 2012 Cultural Olympiad are the Major Projects that originally featured in London's bid for the Games and encompass a wide range of culture from art to music and theatre. LOCOG works closely with the Government, Mayor of London and a network of partner organisations such as the Arts Councils, BBC, Museums, Libraries and Archives Council (MLA), Regional Development Agencies and national and regional cultural organisations.

Rolled out across the UK and led by national agencies, these projects encompass everything from the arts to landscape and heritage and will be phased in between 2009 and 2012.

For more information and to keep up-to-date with progress follow this link:

<http://www.london2012.com/get-involved/cultural-olympiad/culture-projects.php>

Unlimited

Using the power of the Olympic and Paralympic Games this project, in partnership with the UK Arts Councils and British Council, will profile the creative talents and ambitions of disabled and deaf people. Unlimited will incorporate a series of major commissions for disabled and deaf artists and organisations as well as providing workshops, mentoring, career and training advice. It will also be developed internationally, and will work with a consortium of arts, cultural and disability organisations across the UK to deliver an exciting and dynamic programme of events, festivals and showcases.

www.london2012.com/unlimited

Stories of the World

A series of 14 major exhibitions in over 50 leading museums, galleries and libraries across the UK, which will see the cultures of the world understood and interpreted in new ways. This project was launched in April 2009 with the MLA and will involve young people of all backgrounds, from every part of the UK, becoming 'curators' of the collections and objects held in participating museums, libraries and archives.

<http://www.london2012.com/stories-of-the-world>.

Festival of Carnivals

This project will celebrate the raft of popular outdoor cultural work that spans street theatre, spectacle, circus skills and traditional as well as contemporary carnival forms in a series of events and festivals. The culmination will be a world-class street theatre commission in London in 2012. This project will play a key role in animating London and other UK cities during and before Games time, helping to bring to life the streets of London and the UK.

Film Nation

In partnership with the UK Film Council and part-funded by the Olympic Lottery Distributor, this project will work with young people to explore films and film making, to support the development of film-making skills and provide opportunities to discover new and non-mainstream film.

Discovering Places

This project explores and showcases the historic, built and natural environment and landscape of the UK on a scale never seen before, through a series of open days, participation and performance events from 2010 onwards at both iconic and undiscovered urban and rural sites across the UK.

Somewhereto

Somewhereto will give young people new opportunities to use spaces around the UK on their terms to dance, set up a band, play sport, show films or create works of art.

Sounds

This major music programme will showcase and celebrate the sounds of the nation in 2012 and is led by the BBC. 'Sounds' will highlight the best musical talent in London and the UK and provide a series of spectacular music events in the run-up to the Games.

World Shakespeare Festival

The World Shakespeare Festival is an unprecedented celebration of Shakespeare led by the Royal Shakespeare Company (RSC). The central spine of the Festival will be a series of high-profile productions in collaboration with UK theatre companies and their international counterparts from 10 Olympic nations.

Artists Taking the Lead

This project does what it says on the tin – it allows artists to dream up inspirational ideas for 2012 and to use the nation as a blank canvas, showcasing the UK's creativity to the world.

www.artiststakingthelead.org.uk

THE INSPIRE MARK PROGRAMME

The **Inspire Mark** is a brand, clearly recognisable as part of the London 2012 "family". With the exception of the **Major Projects** (which will carry the full Olympic branding) and events in the **Open Weekend** (which have their own livery), all projects wanting to be associated with the **Cultural Olympiad** must have the **Inspire Mark**.

All non-commercial organisations can apply for the **Inspire Mark** for projects that:

- Would not have happened if the Games were not coming to the UK in 2012
- Are "like never before" – in other words, are either brand-new and innovative or build on your existing work
- Meet all three values of the Cultural Olympiad
- Meet at least three of the themes of the Cultural Olympiad

For full guidelines, an application form and an initial discussion about your proposed project, please contact the newly appointed Inspire Programmer for the 2012 Games Andrew Conibear at Andrew.conibear@universitiessouthwest.ac.uk or on 01392 454109.

CEREMONIES & CELEBRATIONS

THE NATIONAL PICTURE

Bringing the UK's streets to life

As part of the responsibilities for the delivery of the London 2012 Games, LOCOG has to develop and deliver a number of high profile ceremonies, including:

- Handover (at the conclusion of the Beijing Games in 2008)
- The Torch Relay
- Welcome Ceremonies (as each team enters the Olympic Village)
- Opening Ceremonies (one for each of the Olympic and Paralympic Games)
- Medal Ceremonies
- Closing Ceremonies (one for each of the Olympic and Paralympic Games)

There has already been some consultation with the cultural sector around the aspirations for our Opening Ceremonies, and there is apparently a procedure and timetable for coordinated responses to a draft Torch Relay route, available from spring 2010.

REGIONAL CULTURAL OLYMPIAD NEWS

INSPIRE MARK PROJECTS IN THE SOUTH WEST

Anti-Bodies: *beyond the body ideal* is a contemporary art network and rolling curatorial programme that explores different attitudes to the body.

<http://www.anti-bodies.net>

B-Side is a multi-media festival in Weymouth and Portland that sees young and emerging artists responding to public spaces in innovative and exciting ways.

<http://www.weymouthandportlandpartnership.org/2012projects>

The Bandstand Marathon is now a national and annual celebration of brass and silver band music performed by young local musicians in their local cities, towns and villages, which manages to trigger an astounding revival of bandstands.

<http://www.bandstandmarathon.org.uk>

The Big Blueprint: Plymouth City Council is looking for innovative and exciting proposals for a series of creative commissions to be presented on the south-facing side of the Olympic Big Screen, establishing it as a new creative commissioning site in central Plymouth.

<http://www.plymouth.gov.uk/homepage/creativityandculture/artdevelopment/bigblueprint.htm>

Bridging The Gap is about the design and construction of two bridges on England's only natural World Heritage Site, the Jurassic Coast; one at Newton's Cove, overlooking the sailing site for the 2012 Games, the other at Charmouth.

<http://www.dorsetforyou.com/index.jsp?articleid=390874>

The Bristol Do: following on from the success of last year's event, devised especially for the launch of the Cultural Olympiad, this year saw an incremental growth in both the range and quality of activities on offer.

<http://www.thebristoldo.com>

(Connections 1) Artwork + Discourse: a series of four exhibition and interactive sessions hosted at four different venues on the themes of *Bodyscapes* and *Earthscapes* (artists' explorations of the human body and the landscape).

<http://www.sherbornehouse.org.uk>

(Connections 2) Foreland: working with young people to explore and document footpaths in the Sherborne area.

<http://www.sherbornehouse.org.uk>

River Severn Project: using the arts to interpret the River Severn as it flows through Gloucestershire and South Gloucestershire, the project takes *A Sleepwalk on the Severn*, a dramatic poem for voices by acclaimed poet Alice Oswald, as its starting point and aims to engage communities through a participatory programme of theatre, music and dance.

<http://www.severnproject.com>

Teenage Rampage aims to identify, support, develop and network young under-18 musicians across the South West region.

<http://www.bristolmusicfoundation.com>

Universal Value is a commission for a series of 3 site-specific performance pieces in response to the Jurassic Coast World Heritage Site.

<http://www.jurassiccoast.com/>

The Village Screen is about two large screens at Glastonbury Festival promoting the work of young film makers from across the UK and exploring the potential of the Live Sites (Big Screens) programme for interactive gaming, working with seven games developers/artists on site.

<http://www.camp-pilton.co.uk>

<http://www.london2012.com/blog/2009/06/29/the-marriage-of-sport-and-art-helping-bring-the-lions-to.php>

World Dance Day Devon: a county-wide celebration of dance on 29th April, World Dance Day. <http://dancesouthwest.org.uk/network/dance-in-devon>

Dinosaurs Not Allowed: a celebration of traditional English dance by teams of young Morris dancers at locations around Weymouth that was part of the regional *Count Me In* weekend in September 2009.

<http://www.open-morris.org/events.html>

TWO BOOKEND WEEKENDS IN THE SOUTH WEST

1. NATIONAL OPEN WEEKEND

Marking the countdown to 2012 in July

Open Weekend, supported by BP, is an annual UK-wide celebration counting down to the start of the Olympic and Paralympic Games in July 2012.

Unlike the other programmes in the Cultural Olympiad, this is not a curated event. With a simple annual theme and few criteria, it is designed rather as *a moment of mass participation*, a time to realise London 2012's promise to be a part of "everyone's games".

Organisations or individuals who are planning events that they would like to include in the **Open Weekend** programme are encouraged to register their events directly with LOCOG on-line by following the links from the London 2012 website: <http://www.london2012.com/get-involved/open-weekend>.

In 2009 over 800 events registered to be part of the Open Weekend from across the fields of arts, heritage, and sport, the environment, landscape, education and volunteering. It is anticipated that the number of events will grow every year in the run-up to 2012.

2. REGIONAL COUNT ME IN...

A celebration of music, dance & street arts in September

Count Me In has been developed as part of the Cultural Olympiad celebrations in the South West as a weekend of "mass participation", when as many people as possible can take part in or have access to cultural activity in the run-up to London 2012.

An annual celebration, which it is intended will grow year-on-year, it marks the "countdown" to the *end* of Games Time in the UK. As such, it is designed as a "counterpoint" to LOCOG's **Open Weekend** at the end of July that marks the countdown to the *start* of Games Time in 2012.

Collectively, in the South West, we are referring to these two events as the **Bookend Weekends**, wrapping round what we hope will be a whole summer of cultural activity in 2012 and the preceding years.

Count Me In took place for the first time in 2009 and included brass band music (Bandstand Marathon), junior Morris dance (Dinosaurs Not Allowed), rock music (Teenage Rampage), contemporary dance (Urban Arena @ the Big Screen) and street arts (Bristol Do).

So, while next year the regional organisers want to be joined by bell ringers, mass choirs, orchestras, ballroom and ballet dancers, they would also welcome participation by ramblers, mummers, artists, gardeners, archaeologists, film makers, fashion designers, weavers, chefs and all those who would value being part of an annual celebration offering increased access to and participation in the region's culture.

To register your event, activity or performance as part of **Count Me In 2010** (24-26th September) please contact Tracy Samy at tracy.samy@artscouncil.org.uk.

Regional frameworks, local delivery

There are two "umbrella" programmes running throughout the South West, **Relays** and **Quest**. While they provide a framework and a shared set of objectives and themes, both programmes are delivered through numerous individual projects run at

a local level. It is anticipated this will guarantee a spread of activity across the region and something for everyone to participate in or see.

1) RELAYS

RELAYS (Regional Educational Legacy in Arts and Youth Sport) is a region-wide programme funded by the Legacy Trust UK and HERDA (the Higher Education Development Agency). It is an innovative and ambitious programme designed to inspire young people and their communities to participate in, create and promote cultural and sporting activities in the South West region.

The project will run and support a variety of exciting festivals, events and activities throughout the region, incorporating elements of both sport and culture. It will also engage with businesses in the South West. These events will be supported by the project's partners which include 11 of the South West's universities, the Association of Colleges (AoC), The Works Cornwall, Lyme Regis Development Trust, Watershed, ArtsMatrix, the Eden Project, Creative Skills, South West Screen and South West Tourism.

RELAYS will also be supported by volunteers with an active role in planning, co-ordinating and running the various events around the region.

For general information or to find out more about the programme, contact the **RELAYS** team on 01392 454104. For further information on what's going on in your area and how to get involved contact **RELAYS** area specific workers via the website <http://www.herda-sw.ac.uk/relays>.

2) QUEST

Based on the traditional idea of journeys with a single purpose, but challenges and diversions along the way (think grail quests of Arthurian legend), our **Quests** will set off from different points across the region between 2009 and 2011, heading for Weymouth and the Sailing and Windsurfing events in 2012.

As they make their way through the unique landscapes of the South West, each **Quest** will strive to help communities answer the burning question: *what difference will 2012 make to you?*

Challenges might include...

- **making our built and natural heritage more accessible to more people**
- **increasing levels of mental and physical health**
- **taking a pledge to help improve our environment and sustainability**
- **increasing the pool of skills available to the cultural sector**
- **engaging young people in the region**

The ultimate journey in 2012 will see representatives from each **Quest** shadow the progression of the Torch Relay through the region and progress down the Jurassic Coast to arrive in Weymouth & Portland for the start of the sailing and windsurfing events.

Quest journeys have already begun or are being planned in the following places and on the following themes:

Devon – an exploration of the area’s literature and the places that inspire it
Gloucestershire – animating the course of the River Severn
Somerset – the creation of an archive and an ark in which to exhibit and house it
Sherborne – creating a new path to Weymouth
Torbay – working with community groups to raise awareness of the Geopark
Wiltshire – a fresh look at Stonehenge and a search for its “missing stones”

The artistic vision behind **Quest** has been developed by Desperate Men and Cirque Bijou, two of the region’s leading performance companies. It is being delivered in the sub-regions by a variety of different partners, often led by the local authorities.

<http://www.cirquebijou.co.uk>

<http://www.desperatemen.com>

QUEST: 2012 CHALLENGE

What difference will 2012 make to you?

Leading on from the Quest journeys, the **Quest: 2012 Challenge** will be launched across the region during the **Open Weekend** in July 2010.

The project provides an opportunity for everyone to step up to the mark and pursue a personal challenge in the two years leading up to the London Olympic Games. And will give everyone who signs up the opportunity to record their progress on line and monitor the progress of others undertaking similar challenges.

From learning to play a musical instrument, to training to run a half marathon, or signing up as a volunteer at your local nature reserve, the challenge you set yourself is entirely up to you. However, we will be suggesting some ideas and themes when we publish details of the project early in 2010.

The project will also be open to communities and organisations looking to undertake their own challenges. Again, these can be anything from starting a village choir to organising a weekly Salsa class in your lunch hour, organising trips to National Trust properties, or changing the working culture of your whole organisation.

It is hoped that, as part of the **Count Me In** weekend in September 2012, when the Games are over and the world has gone home, everyone who took part in **Quest: 2012 Challenge** will get the opportunity to come together at venues across the region to demonstrate what they have achieved.

LIVE SITES & THE VILLAGE SCREEN

Windows onto a world of sporting excellence & culture

The **Live Sites** are the network of giant screens that LOCOG is installing, in partnership with Local Authorities and the BBC, in city centres across the UK. These screens, supplemented by the BBC’s existing network of big screens, form a major part of the legacy that London 2012 will leave behind.

The primary purpose of the **Live Sites** is to broadcast events from the Olympic stadium in London to mass audiences throughout the UK. They will also be used to screen other top quality sporting events, like Wimbledon and, beyond 2012, the Commonwealth Games and the World Cup.

However, they are fast establishing themselves as city centre venues for cultural events and activities from screenings of short films and animations, to participatory dance events and interactive games played onscreen by audience members.

To help develop interactive ideas and stimulate content for the **Live Sites** programme, the **Village Screen** project at the Glastonbury Festival is providing a platform for showcasing the work of young film makers from across the UK and a *playground* for games developers/artists to experiment with new applications and technologies.

In its first year, the **Village Screen** carried 85 hours worth of broadcasting over five days, of which 51 hours of short film and animations were shown, and engaged seven games developers/artists to run interactive sessions with the crowd.

It is anticipated that the project will run again in 2010 when an open call for film content will be made to create films in response to London 2012 themes. More details of this will be published early in 2010.

CEREMONIES & CELEBRATIONS: MECHANISMS FOR DELIVERY IN THE SOUTH WEST

The South West Festivals, Carnival & Event Consortium - the carnival and street arts sector is going to be important to help celebrate key moments and *welcome the world* in the summer of 2012. As early as 2007, the Arts Council England South West created a consortium of Festival, Carnival and Street Arts organisations and individuals to help develop capacity in the region and plan its contribution to the programme in 2012.

This group is now chaired by Rob Jones from Somerset County Council and meets three or four times a year. For more details or to register your interest in joining the group, please contact Lis Spencer at Arts Council England South West on lis.spencer@artscouncil.org.uk.

Weymouth & Portland Ceremonies & Events Group - with Weymouth & Portland hosting the sailing events, a huge number of proposals for events and activities in both towns over the summer of 2012 is being anticipated.

To ensure that programme of activity is coherent, manageable and of a high quality, the **Weymouth & Portland Ceremonies & Events Group** was established, with representatives from LOCOG, the Local Authority, Dorset County Council, the Weymouth and Portland Partnership, the Chamber of Commerce, the Portland Gas Trust, Dorset & Bournemouth Constabulary, Team South West and Arts Council England South West, to monitor and plan that programme.

Jurassic Coast: Creative Coast Group – as the backdrop for the sailing events in Weymouth, the Jurassic Coast, the UK's only Natural World Heritage Site (and the only World Heritage Site with an arts strategy) will have a significant role of play in 2012, especially through the presentation of its own EARTH Festival. The group is independently chaired by Pippa Warin, and made up of members of the World Heritage Site Team and local authorities.

More details can be found at <http://www.jurassiccoast.com> or from Daisy Sutcliffe, the Jurassic Coast Arts Coordinator, at D.Sutcliffe@dorsetcc.gov.uk.

Culture: Task & Finish Group – a small working group that provides a mechanism for helping to ensure delivery of advanced programmes and projects as part of a curated 2012 programme, including advice on routes to funding, networking and potential partners. The group will also monitor the progress of Cultural Olympiad delivery in the South West.

The group's membership consists of representatives from the region's Non-Departmental Public Bodies (NDPBs), local authorities, cultural agencies and key delivery partners/organisations.

To keep up to date with all the news related to the Cultural Olympiad in the South West, please sign up for the e-newsletter by contacting Tracy Samy at tracy.samy@artscouncil.org.uk.

To keep up to date with the national picture, please go to <http://www.london2012.com/culture>.

SOMERSET PROJECTS UPDATE

In our next edition we intend to focus on the full array of Team Somerset activities, and not just the ones relating to the cultural sphere.

Suffice it to say that some of the bespoke projects promoted as part of Somerset's London 2012 programme are going from strength to strength – and probably none more so than the Team Somerset 500 Club in support of young Somerset athletes. The club's next major event will be a repeat of their most successful Burns Night Fundraising Dinner, to take place at Taunton School on Saturday, 23 January 2010.

Apart from planning another successful route for the 2010 South West Stages of the Tour of Britain Cycle Race, Somerset County Council's Tour of Britain/2012 Games Manager Graham Bagley is also planning a series of workshops throughout 2010 to engage a maximum number of local people with Team Somerset's main ambitions through awareness raising and encouragement.

Bandstand Marathon

From small acorns do great oaks grow... So it is that local community interest company SUPERACT! has managed to develop its very first contract - running the bandstand concerts in Minehead - into a national project which has formed the most widespread Cultural Olympiad event in the UK. The Bandstand Marathon had its second run out in September and this year moved from regional to national level with 120 concerts taking place simultaneously in England and Wales. 3,000 musicians played to some 50,000 people on a day when the weather was incredibly kind.

In Somerset there were 11 concerts - using all the bandstands in the county - and over 250 musicians were playing to over 2,500 people. The event will take place again on 26 September 2010 and then again in 2011 and 2012 when the hope is to have 10,000 musicians playing at the same time just before the opening of the London 2012 Games.

Developments in the project can be followed on www.bandstandmarathon.org.uk throughout the year.

Quest project development

QUEST to 2012 for the 'Land of the Summer People'

'Where's the Summer Gone'? Putting the summer back into Somerset

Somerset's Quest is about making new journeys to 2012 and beyond. It will kick off in earnest with a creative planning event for Somerset in the spring of 2010, so that all who care about the county's future can respond to challenges like global warming and possibilities like the Cultural Olympiad. We want to make space for creative debates, courageous experiments and serious planning in the context of the many challenges and possibilities facing the county.

New Outdoor Celebrations Programme for Somerset

'Somerset-Party'? Making the county a centre for developing the celebratory arts

Somerset is especially rich in traditions like carnival, bonfire night, punkie night, fairs and wassails. Celebratory arts are sensual arts, practical yet magical, playing with joy and danger. They help us to connect, with our past, to the seasons, and to the people and places that we live with via history, heritage, technology, design, food and much more.

The new programme is about developing the celebratory arts, including carnival, feasting, fire and joy, and the tools needed to create them. It will include one-off events, weekend workshops, summer schools and performances, as well as the creation of resource materials. It might also lead to the organisation of a big Somerset Show.

The programme is being masterminded by outdoor celebratory arts specialist Tim Hill, who works in Somerset helping promote outdoor celebration and performance on behalf of Thrive. He can be contacted on timhill@thrivesomerset.org.

Somerset One 2012 Loft Race

This project is about marking three significant dates in the 2012 Games calendar by staging three international pigeon races between Pilton in Somerset, Weymouth and Ypres, Belgium. The chosen dates are 27 July (opening of the Olympic Games); 11 August (final day of sailing in Weymouth & Portland) and 9 September (closing of the Paralympic Games). The intention is to inspire young people from all over the world.

EVENTS

FLUX 10

The third FLUX Festival will take place in May 2010 in arts and community venues throughout Somerset. The aims of the festival are to:

- celebrate and promote arts and disability/disability arts in Somerset
- widen participation for disabled people to the arts in Somerset
- support community and voluntary sector arts groups to become more involved with FLUX

- raise awareness and learn more about disability equality and access
- demonstrate and share good practice in arts and disability/disability arts

There will be exhibitions, workshops, performances and film showings and also a conference event exploring issues around accessibility and widening participation to the arts in Somerset - your ideas and involvement most welcome. If you are interested in getting involved or finding out more about what's on, e-mail Catherine Beedell, the FLUX Festival Coordinator at cbeedell@tiscali.co.uk.

OTHER NEWS

New Arts Website for Somerset

www.somersetarts.com has re-launched as the one-stop shop for arts and events in Somerset. The new-look site has lots of fantastic features, which visitors can tailor to their own preferences. You can book tickets, keep a calendar of events, create your own directory profile and keep up-to-date with what is happening with your favourite artists, bands and venues.

The site also hosts the first dedicated on-line gallery for the county with five brand-new artworks specially commissioned for the launch, from digital artists Kathy Hinde, Dane Watkins, Intercree8, 4 Reel Films and Peter Snelling.

Go to www.somersetarts.com and take a look for yourself!

Somerset Arts Conference – 6th October 2009

The aim of this conference was to provide an opportunity to showcase the main arts activities in the county, demonstrate some of the support services available to creative industries, and to inform the local arts community on possible alternative ways of obtaining funding.

The event attracted 233 people from across Somerset and the SW region. Creative businesses and a range of cultural sectors such as education, heritage and environmental representatives were also present.

The event also saw the launch of the Somerset Arts website, and a workshop hosted by Thrive. Other activities included live music from Tongues of Fire, demonstrations of the latest in music access technology, a heritage art restoration workshop alongside a range of other activities.

For more information on the arts in Somerset see www.somersetarts.com, or visit www.somersetcultureonline.co.uk for the latest information on heritage, sport, the arts, environment and tourism developments in Somerset and the region.

Bridgwater Arts Centre wins People's Millions!

Great news for Bridgwater Arts Centre. They have won their bid to the People's Millions for £50k to renovate the much-loved Georgian building on Castle Street. This has been not just a cash windfall, but a huge morale boost for all of the staff,

volunteers and visitors. See www.bridgwaterartscentre.co.uk to keep in touch with their plans.

OTHER OPPORTUNITIES

New publication: Maximising the tourism benefits of the London 2012 Olympic and Paralympic Games: the story so far

VisitBritain have just published an update on progress against their contribution towards the DCMS Strategy: Winning – a tourism strategy for 2012 and beyond. The publication contains an overview of VisitBritain's actions and projects to maximise the tourism benefits, some in partnership with councils, and latest figures on the potential economic benefit of Games-related tourism for the whole country. It will soon be available as a download from their website, which is <http://www.visitbritain.co.uk/> .

New resources for teachers

The Vancouver Winter Olympic Games begin on 11 February, and the Vancouver Winter Paralympic Games open on 12 March.

To celebrate these exciting events, Get Set is launching new resources for registered teachers in January 2010. Watch this space!

How to get in touch:

If you would like to discuss any Cultural Olympiad-related matters with the Team Somerset Cultural Working Group, please contact Polly Davis or Birgit Hughes (details below) for possible times and dates. We want to reach as many people as possible, so please get in touch with your views, ideas and suggestions to help us achieve this.

Polly Davis
Creative Economy Support Officer
Somerset County Council
Cultural Service Administration Centre
Mount Street
BRIDGWATER
TA6 3ES
Direct line: 01278 454604
pydavis@somerset.gov.uk
www.somersetarts.com

Birgit Hughes
Tour of Britain/2012 Games Officer
Somerset County Council
Economy Group
County Hall
TAUNTON
TA1 4DY
Direct line: 01823 355396
bhughes@somerset.gov.uk
www.somerset.gov.uk

You've received this e-bulletin because you have told one of us in the past that you are interested in news relating to the arts in Somerset and/or the Cultural Olympiad/Quest to 2012. Please mention this newsletter to others that you are in contact with. If they too are interested in being added to our database, please ask them to e-mail pydavis@somerset.gov.uk with the word 'subscribe' in the subject line.

Alternatively, if you'd like us to remove your name from the distribution list, please do likewise with the word 'unsubscribe'. Thank you.