



Staffordshire & Stoke-on-Trent 2012 Steering Group Update – October 2009

Ensuring Staffordshire and Stoke-on-Trent plays its part in making the 2012 Games a resounding success

2012 Conference

The third Staffordshire and Stoke-on-Trent 2012 Conference will take place on Thursday 4 February 2010 at the Pirelli Stadium in Burton. The keynote speaker will be David Moorcroft, Olympian and former 5000 metre world record holder and now Chair of the West Midlands Leadership Group for the 2012 Games. David will relate his own experiences at the Olympics as an athlete, broadcaster and administrator to the opportunities London 2012 offers the West Midlands.

Communications and Marketing

The West Midlands for 2012 website was launched on 24 July – www.wmfor2012.com. The Staffordshire and Stoke-on-Trent pages will provide the platform for the sub-region's main web presence.

Theme Updates

Children and Young People



Eighteen-year-old dancer Hannah Corbett from Burntwood, pictured above with Olympic gold medallist Paul Manning, is celebrating after



securing a top job with the London Organising Committee of the Olympic Games (LOCOG) as part of their Get Ahead School Leavers' employment programme. The programme is targeted at 16 to 18 year olds and will see Hannah, who recently left Chase Terrace Technology College, join nine other young people from across the UK to take up a position with LOCOG.



Staffordshire County Council is inviting applications from young athletes for their Young People's Sports Performance Grant Scheme for 2010/11. The closing date for applications is 12 February 2010 and the maximum award is £500. The scheme is now also supported by Sport Across Staffordshire and Stoke-on-Trent. The photo above shows young athletes from Newcastle with their awards.

There are currently 248 (48%) schools in Staffordshire and Stoke-on-Trent registered on the London 2012 Get Set education programme. This is 203 (49%) in Staffordshire and 45 (45%) in Stoke-on-Trent). This puts Staffordshire in the top 10 of local authorities in the country with the most registrations.



Healthier Communities

Community Games will launch in 2010 with the aim to have a series of events across the Region as part of the Cultural Olympiad programme. The aim is that these will take place during the London 2012 Open Weekend on 23-25 July 2010 marking two years to go to the opening ceremony of the Olympic Games. This programme, along with People Dancing, addresses more than one of the sub-regions key themes, including aiming to encourage people to take up sport and physical activity and improve their health and wellbeing.

The Oakamoor and South Moorlands Games and the Haywood High Community Games Festival were two of the pilot events in 2009 for the regional Community Games programme. These Games took place during National School Sport Week in July.

Staffordshire County Council is planning to hold a Children in Care Games on 24 July 2010 at Rowley Park in Stafford for looked after children across Staffordshire.

Culture



East Staffordshire Borough Council successfully applied for the London 2012 Inspire Mark for a project entitled Pitch, which was launched during the Open Weekend. This involved the work of

local artists being displayed in the homes of local sports people. There is a proposal to expand this project across the County.

The People Dancing programme was launched in March 2009 and aims to encourage more people to dance. With a total budget of £2.61m non-commercial organisations can apply for between £30K and £100K across the three years of the programme. In the first round in May Stoke-on-Trent City Council secured £90K for their World of Dane project. A dance strategy for Staffordshire is currently being developed and will form the basis of a bid to People Dancing in April 2010.

The London 2012 Open Weekend took place on 24-26 July. There were 12 events in the sub-region in Burton, Cannock, Lichfield, Newcastle, Stafford and Stoke-on-Trent.

Bandstands in Leek, Stafford and Newcastle all took part in the Bandstand Marathon on 27 September 2009. This event is part of the Cultural Olympiad nationwide with over 150 bandstands participating. It aims to promote more use of these venues with traditional brass bands and music from around the world.

Tourism

London 2012 will host two UK-wide Torch Relays to herald the start of the Olympic Games and the Paralympic Games. LOCOG and VisitBritain will be consulting with local authorities in 2010 regarding the route and potential destinations. AWM recently submitted a wish-list to LOCOG, which included Wedgwood, Alton Towers, Drayton Manor and the National Memorial Arboretum.





Stoke-on-Trent hosted the start and finish of the fifth stage of the Tour of Britain on 16 September. Hundreds of spectators lined the route as some of the world's top cyclists set off from Britannia Stadium, on the 145km race through North Staffordshire before finishing in the city centre. The programme of events also included the Tour Series in June and the Prostate Cancer Charity Tour Ride on 6 September where 1,500 cyclists raised over £200,000 for the charity.

Economic and Business Development

There are currently 920 companies from the sub-region registered on the London 2012 CompeteFor procurement system from a total in the West Midlands of 6,324.

The following businesses in Staffordshire have won 2012-related contracts:

- Direct Telecoms from Burton
- JCB from Rocester
- Atos Origin Services UK in Cannock
- Elliot Modular Ltd from Cannock
- Baker's Coaches from Biddulph
- H & E Smith from Stoke
- Wardell Armstrong
- Steelite International from Stoke

Facilities



Staffordshire County Council supported the visit of the Pakistan men's hockey team to play 3 test matches against England at Cannock Hockey Club between 27 June and 4 July. This provided an opportunity to promote the County discuss with Pakistan the possibility of holding training camps and matches in Staffordshire in the build up to London 2012.

Stoke City Football Club have expressed an interest to LOCOG to be considered as a venue to host matches as part of the Olympic football competition after the withdrawal of Villa Park. LOCOG are keen to retain a host venue in the Midlands with Birmingham City, Coventry City, Nottingham Forest and Derby County also declaring their interest.

Volunteering

The Personal Best programme launched in the West Midlands on 29 September at Lilleshall. This is a pre-employment programme designed to harness the unique motivating force of the London 2012 Olympics to attract those furthest from the labour market to undertake a level 1 qualification to develop new skills through volunteering at major sporting events.

Further information is available at www.skillsactive.com/personalbest. This programme will be delivered by Wolverhampton College, North Staffs YMCA and BTCV.

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