



Giving it our all

WEST MIDLANDS LEADERSHIP GROUP FOR THE 2012 GAMES: AUGUST 08 UPDATE

24 AUGUST: HANDOVER AT A GLANCE

The afternoon of Sunday 24 August 2008 is an historic moment for the whole of the UK when the Mayor of Beijing hands the Olympic flag to the Mayor of London (this is scheduled to happen at approximately 2.30pm UK time). The official handover is a moment for the entire country to celebrate and participate.

Outline timing for national activity is set out below and our current understanding of regional events and flag-raising moments across the region are attached in the briefing sheet under Appendix A and Appendix B:

24 AUGUST – KEY NATIONAL TIMINGS FOR HANDOVER

1PM: Closing Ceremony in Beijing begins.

2.30PM : Handover segment when the Olympic Flag passes to the UK and London 2012 presents an eight minute segment of the Closing Ceremony show in the stadium in Beijing.

2.45PM: Further Closing Ceremony coverage – the Athlete's party.

3.45PM: Closing Ceremony ends and VISA 2012 party live from The Mall in London begins (line up included Will Young, The Feeling, Katherine Jenkins, McFly, Il Divo, Scouting for Girls and James Morrison).

5.15PM: coverage finishes as party in The Mall in London closes

- The Handover ceremony will be watched live by around 1.5 billion people worldwide – broadcast live on the BBC. In London there will be a free concert for more than 40,000 people on The Mall; and across the West Midlands there will be a number of special events and flags raised to signal the beginning of our journey towards 2012 (see appendix B for detail).
- All local authorities in the West Midlands will raise official 2012 flags to mark the official Handover moment (see appendix A for details).

- An additional 19 events have registered to be an official part of the L2012 Handover in the West Midlands (see appendix B for sub-regional breakdown and further detail).
- Live screenings of the Handover moment and the closing ceremony of the Beijing Games will be taking place in **Birmingham** and **Coventry** city centres.
- Sing the Nation events – a national series of free singing events open to all to celebrate the Handover moment – will take place in **Coventry, Stratford-upon-Avon, Upton-upon-Severn, Birmingham** and **Telford**. During the afternoon thousands of people in cities across the UK will simultaneously sing a national song composed by Mike Brewer OBE mixing elements of ancient English song with Monty Python. Choirs will also then lead on the signing of their own regional songs.

WEST MIDLANDS IN BEIJING AND LAUNCH OF PRE-GAMES TRAINING CAMP GUIDE

Representatives from the West Midlands will be travelling to Beijing this month to promote the West Midlands and its potential as a base for pre Games Training Camps in the run up to 2012. Tom Clift, Coventry & Warwickshire's 2012 Co-ordinator will be travelling out to Beijing on the 12 August as a regional representative, joining David Moorcroft who will also be in Beijing for the Games.

The West Midlands Leadership Group for the 2012 Games has funded Tom's travel and accommodation and has produced a dedicated piece of print highlighting the region's strengths as a base for international teams – and its experience in catering for elite level sportsmen and women. Tom will be taking copies of this guide out to Beijing. To obtain a copy, please contact (after 11 August) r.hstorey@culturewm.org.uk

THE CULTURAL OLYMPIAD – NEW WEB PAGES GO LIVE

On the 26-28 September 2008, the London 2012 Cultural Olympiad will be launched nationwide. A four-year celebration of the UK's rich and diverse cultural heritage, there will be a national announcement about the launch weekend for the Cultural Olympiad made on the 4 September. We will also produce a special Cultural Olympiad newsletter with further information about plans in the West Midlands at the beginning of September.

In the meantime, there is now a web space for information about the Cultural Olympiad, how to get involved and how to apply for the Inspire Mark. To view it go to www.culturewm.org.uk/culturalOlympiad or click on the Cultural Olympiad button in the top left hand corner of www.culturewm.org.uk.

THE CULTURAL OLYMPIAD – FINAL CALL FOR EVENTS TO BE PART OF LAUNCH WEEKEND

There is still (just about) time for your event to be part of the official Cultural Olympiad launch weekend on the 26-28 September. If you have an event that you think could be part of the launch weekend, please email Paul Kaynes: p.kaynes@culturewm.org.uk as soon as possible.

In addition, applications are still open for not-for-profit organisations in the West Midlands with ideas or projects that could form part of the Cultural Olympiad between now and 2012. As well as becoming part of the national Cultural Olympiad, successful applicants will be granted full rights to use the official **L2012 Inspire Mark**. For further information visit; www.london2012.com/beinspired

DATES FOR THE DIARY

- 8 August: Opening of Beijing Games
- 24 August: Official Olympic handover and UK wide celebrations.
- 17 September: Official Paralympic Handover.
- 18 September: Domestic L2012 Education programme begins.
- 26-28 September: Launch of Cultural Olympiad nationwide.
- 8 December: Seb Coe visits West Midlands/launch of updated WM plan for 2012.