



Giving it our all

The Newsletter of The West Midlands Leadership Group for the 2012 Games

Chair's Introduction

2008 kicked off with a visit to LOCOG headquarters on 16th January for the latest update on plans for 2012. This was followed by a group visit to the House of Commons to brief Members of Parliament on 2012 preparations.

On 23rd January, LOCOG's Chief Executive, Paul Deighton spent a full day in the region. Paul first joined us at Villa Park performing the West Midlands launch of the London 2012 Business Network and CompeteFor (read on for more information). Then on to Victoria Square to see the Big Screen and to meet heads of culture and sport in Birmingham. Then, at The Mailbox, the BBC hosted a presentation on the Cultural Olympiad. Finally Paul heard from the Coventry and Warwickshire 2012 Partnership at the University of Warwick. It was a great day as Paul's parting comments were "I saw real evidence of positive

engagement with the preparations for the 2012 Olympic and Paralympic Games". It was a great team effort to present ourselves in such good light.

I was in London last month to find out which facilities in the West Midlands will be included in the official pre-Games Training Camp Guide. An official announcement will be made to the press on 3 March but rest assured that the West Midlands is extremely well represented. Also in early March there will be an announcement from LOCOG about licensing arrangements and the application process for use of the 2012 non commercial brand.

Back in the region and plans for the region's Cultural Olympiad are beginning to take shape. The first phase of the West Midlands Legacy Trust proposals have now been submitted. They focus on two key

areas; dance and a toolkit for developing a community based Olympiad based on the Much Wenlock model. Approval of those initial plans should be completed by the end of March and a detailed business plan will be launched to the region in June.

All in all an excellent start to 2008. I hope you enjoy this issue of our regular newsletter and as always, if you have any comments or contributions for the next one, please do let us know.

Finally, it is with great sadness that we say farewell to Jenny Drew. I am sure you will all join me in thanking Jenny for her commitment and hard work over the past year and a half - and to wish her all the very best for the future.

Cllr Chris Sault

Chair, West Midlands Leadership Group for the 2012 Games.

Regional Co-ordinator's Update:

Work has continued apace since the beginning of the year and at the recent Leadership Group meeting we were given an update on the Cultural Olympiad and emerging West Midlands Legacy Trust proposals (outlined later in this issue).

In February, representatives from Culture West Midlands and the Learning and Skills Council attended a briefing on the 'Personal Best' programme - a pre-volunteering project being trialled in the London Boroughs with a view to a subsequent national roll-out.

The programme is being aimed at those who are currently missing out on employment and training opportunities and we will be updating you on further progress in future issues of this newsletter.

This update will be my last contribution to the West Midlands Leadership Group for the 2012 Games's newsletter. I am off to pastures new with Birmingham City Council but before I go I wanted to take the opportunity to thank you all for all your help and support over the past 18 months. I've really enjoyed the challenge and experience of working with you all at such an exciting time and am sure that the West Midlands

plans for 2012 will continue to go from strength to strength.

It has been agreed by the Leadership Group and LOCOG that Tim Bryan, Executive Director of Culture West Midlands, will assume Regional Co-ordinator responsibilities as an interim arrangement. Culture West Midlands and the Leadership Group will also be advertising a secondment opportunity to assist the Leadership Group and Tim and support the region's efforts as we move towards 2012.

Jenny Drew

Regional Co-ordinator for the 2012 Games.



National Update

Stadium site starts to take shape

Over 700,000 tonnes of earth has been excavated on the Olympic Park site in preparation for the start of construction this summer.

International Paralympian Ambassador Programme launched

International Paralympic Committee (IPC) has launched a Paralympian Ambassador Programme to promote the Paralympic Movement and offer role models for young people with and without a disability. Britain's Tanni Grey-Thompson is one of 11 athletes from around the world who have been chosen for the programme so far.

British Airways announced as Tier One Partner

British Airways has been announced as the newest Tier One partner for the 2012 Games, in the airline category.

Local community have their say on the Aquatics Centre

A series of targeted consultations with people from across the five Host Boroughs in London has been completed to ensure the Aquatics Centre meets the needs of the local community after the Games.

One million safe working hours banked

The Olympic Delivery Authority (ODA) announced on 31 January that one million hours of work have been achieved on the Olympic Park site without a reportable accident.

IPC and Atos Origin sign partnership agreement

Atos Origin is the Worldwide Information Technology (IT) Partner for the Paralympic Games following an agreement signed with the International Paralympic Committee (IPC).

Rapid progress on waterways project

The first stage of the programme to regenerate a key waterway within the Olympic Park has been completed.

Railway project signals progress

Significant progress is being made to move existing railway sidings on the Olympic Park. The vacated area in the heart of the Park will become a key logistics site for the construction of the Olympic Stadium and Aquatics Centre.

Teams delivering initial Olympic Park infrastructure announced

The companies that will deliver the first packages of roads, bridges and other infrastructure in the Olympic Park have been announced. Skanska Construction Ltd, Edmond Nuttall Ltd and Balfour Beatty Group Ltd will collectively build around 8km of roads through the Olympic Park and nearly 20 road and foot bridges linking key areas of the site. The first works will start in summer 2008.

Olympic Park sustainability targets exceeded

The Olympic Delivery Authority

(ODA) is reclaiming over 90 per cent of demolition material for recycling or reuse, exceeding the targets published a year ago in its Sustainable Development Strategy.

Olympic Park powerlines project surges ahead

Cabling work has been completed in one of the powerline tunnels running underneath the Olympic Park.

Bid promise inspires international youth sport

On 21 January Gordon Brown announced a £9 million investment programme led by UK Sport to encourage young people in disadvantaged countries around the world to take up sport. The 'International Inspiration' programme was launched in India and will initially run in five countries - Azerbaijan, Brazil, India, Palau and Zambia - with the aim of eventually reaching across the world.

Challenges and benefits outlined in new report

A summary detailing the scale of works needed to deliver the venues and infrastructure for the 2012 Games and the benefits to the area was published on 17 January by the Olympic Delivery Authority (ODA).

London 2012 Business Network launched at Old Trafford

A new business 'dating agency' helping companies across the UK compete for London 2012 business opportunities has its national

launch on 16 January at Manchester United's Old Trafford stadium.

Aldershot to host Team GB for 2012 preparation

The British Olympic Association (BOA) has announced that Aldershot will be used as Team GB's Preparation Camp in the run up to the 2012 Games. The decision to use Aldershot was based on factors including proximity to the Olympic Village, facilities to train in each of the 26 Olympic sports, transport links and security.

London gets set for roadshow

The 'Get Set London' roadshow was launched in Trafalgar Square on 9 January 2008. The roadshow will visit all 33 London boroughs between now and 6 April. Visitors to The Roadshow will join in with London 2012 and learn how they can benefit from the Games.

Construction contract awarded for Sailing venue

The contract to construct world-class Sailing facilities at Weymouth and Portland has been awarded to Hampshire based company Dean & Dyball. Work will begin this spring and the firm will build a new permanent 150m slipway and new mooring and lifting facilities.

EDF Energy launches sustainability campaign

The official Energy Partner for London 2012 has launched a major advertising campaign promoting its aim to reduce its carbon intensity by 60 per cent by 2020.

Full details of all the stories above can be found at www.london2012.com





Theme Update

Cultural Olympiad

Plans for the region's Cultural Olympiad programme are well underway with the West Midlands Creative Programmer, Paul Kaynes, having taken up post in January.

His first task was to produce the region's proposal to the Legacy Trust to secure the £2.24 million which has been allocated to the West Midlands. The proposal will be submitted to the Legacy Trust on 28 February and outlines plans for two projects which would run alongside each other. One is a major region-wide dance themed programme focusing on getting people to dance for themselves, particularly young people. The second builds on the example of William Penny Brookes' Much Wenlock Olympian Games by creating a toolkit and training resources to enable communities across the West Midlands to connect to 2012 by creating their own programme of cultural and sporting events.

As one of the aims of the West Midlands Cultural Olympiad is to build capacity in the cultural sector, Paul is also working on developing support for regional cultural organisations to be able to stage major international events in the summer of 2011 or 2012, following a scoping study and extensive regional consultation late in 2007.

In Mid march the process for accessing the brand being used for the Cultural Olympiad will be made public. There will be a breakfast briefing session describing the process and the criteria for accessing the brand on Wednesday 12 March at the Birmingham Hippodrome. If you'd like to come along, please e-mail s.stephens@culturewm.org.uk - though be quick as spaces are limited.

Business

The regional launch of the London 2012 Business Network and CompeteFor - a 'dating agency' for businesses in the West Midlands - took place at Villa Park on 23 January 2008. The event, hosted by Advantage West Midlands, was attended by over 200 businesses from across the region and Paul Deighton, Chief Executive of LOCOG.

The London 2012 Business Network (www.london2012.com/business) has been set up to help companies across the UK compete for London 2012 direct and supply chain contracts.

It has three component parts; essential information on upcoming opportunities and how to supply London 2012; business events; and the new CompeteFor service, a business 'dating agency' that will match companies to thousands of opportunities supplying London 2012 contractors. Up to a fifth of London 2012 supply chain opportunities are expected to go through the CompeteFor system.

CompeteFor, which is co-funded in the region by the Advantage West Midlands, will also link companies with local Business Link services which will help boosting the long-term competitiveness of companies in the West Midlands.

Further information from Jim Johnston, Business Manager 2012 Games: jimjohnston@advantagewm.co.uk

Prepare for 2012 - West Midlands Workshops

Find out more about CompeteFor and how the London 2012 Games can work for your business and boost your bottom line at free special workshops - in association with Advantage West Midlands.

Dates so far arranged for the workshops are:

March	
10 March	Stafford – Security Industry
11 March	Birmingham
14 March	Coventry
April	
1 April	Birmingham – Construction Industry
3 April	Birmingham – Professional Services
15 April	Wolverhampton
25 April	Shrewsbury
25 April	Cannock
May	
15 May	Evesham
June	
17 June	Oswestry
August	
12 August	Market Drayton
October	
21 October	Ludlow
November	
6 November	Worcestershire
December	
2 December	Whitchurch





Sub-regional Update

Coventry and Warwickshire:

Warwickshire's champion swimmer Adam Whitehead has become the second ambassador for the Coventry and Warwickshire Partnership for the 2012 Games. Adam, who won 100m breaststroke Commonwealth gold in 2002, joins David Moorcroft as ambassador and will take on the special role of helping to develop Coventry and Warwickshire's youth initiatives.

The UK School Games delivered a massive boost to Coventry and Warwickshire's economy. More than £2.1 million was generated by the event in August last year, which saw 1,300 of the UK's best young competitors battling for medal glory in the city. The four-day event featured competitions in eight sports spread across five Coventry venues – the University of Warwick, Ricoh Arena, the Alan Higgs Centre, Coventry Sports Centre and the Skydome arena. The event was hailed a success by visitors and competitors but it also proved to be a big hit for local businesses.

Shropshire, Telford & Wrekin:

Shropshire, Telford and Wrekin is to be the focus of a feature on

the BBC's Inside Out programme about the 2012 Games and how they will impact on this part of the West Midlands.

The programme will be looking at how the Games will affect the area and the preparations and investments that are being made from a number of perspectives, including Tourism, Arts and Business.

The item will feature in the new series of this regional current affairs programme, due to return to BBC 1 at the end of February.

Birmingham:

Earlier this month, Birmingham City Council and USA Track and Field signed a memorandum of understanding relating to the planned training camp ahead of the London 2012 Olympic Games. Final details are yet to be agreed following the 2008 Beijing Olympic Games.

Birmingham City Council has also announced that it is bidding to stage the IAAF World Half Marathon Championships due to take place in October 2009.

The city's bid has been backed by national governing body UK Athletics and Birmingham's brand new half marathon will

now take place in October this year, to be run as a test event for the proposed 2009 Championships.

Hereford and Worcestershire:

Construction is progressing rapidly of the new Sports and Complementary Therapy Centre at the Royal National College for the Blind in Hereford. This purpose-designed building has incorporated all specifications to create a facility for disability and Paralympic sports, as well as promoting active lifestyles for its students and the local community.

Development of the outdoor artificial surface pitch for Blind Football situated adjacent to the Centre has also now been completed to allow the GB Blind Football Squad to train each month in preparation for the Beijing Olympics. The Sports Centre is due for completion in December 2008.

Staffordshire and Stoke-on-Trent 2012 Update

Almost 100 delegates attended the Staffordshire and Stoke-on-

Trent 2012 Conference on 7 January 2008. The conference brought together representatives from a host of organisations to discuss the sub-regional priorities and vision for 2012. An Action Plan is now being developed with all key stakeholders around the themes of Children and Young People, Healthier Communities, Culture, Tourism and Economic and Business Development.

The second Stoke-on-Trent Sports Summit took place on 1 February 2008. The event addressed the issue of low rates of adult participation in sport and active recreation. Key partners from across the City are now committed to the delivery of an Action Plan to drive up participation rates, raise the profile of sport and strengthen partnership working in tackling this issue.

Staffordshire County Council has launched a Young People's Sport Grants scheme. Grants are available to support young people from Staffordshire competing in an Olympic or Paralympic sport who are involved in their National Governing Body's national development or performance programmes and who are aiming to compete at the 2012 Games.

DATES FOR THE DIARY

3 March: media announcement of pre-games training camp guide.

11 March: media announcement of application process for L2012 non-commercial brand.

12 March. 8.30-10am, Birmingham Hippodrome. Briefing on Cultural Olympiad and use of non-commercial brand.

