



Giving it our all

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

Chair's Introduction

In August, the Mayor of London will be handed the Olympic flag and the UK will officially become the next host of the Olympic and Paralympic Games. Later on in September, the UK will celebrate the official Handover of the Paralympic Games and the launch of the four-year Cultural Olympiad.

These dates will be exciting, historic moments for the region and the country as a whole - and they will mark the beginning of our collective journey towards 2012.

In preparation, LOCOG has made two key announcements this month. The first was around celebrations to mark the Olympic Handover weekend on 24 August. The second was about encouraging schools

and colleges to lead on Paralympic Handover celebrations on 17 September.

In the West Midlands, all Local Authorities have been invited to participate in the August Handover moment by raising a L2012 Handover Flag (provided by LOCOG) on the afternoon of 24 August. Likewise all schools, colleges and Local Authorities in the region have now received a Paralympic Handover pack from LOCOG to help them plan their Paralympic celebrations. Further information about both can be found later on in this newsletter or direct from www.London2012.com/news

Elsewhere in the region, we recently held a seminar for all the West Midlands Olympic and Paralympic venues that have made it

into the official L2012 Pre-Games Training Camp Guide. The Guide will be launched by LOCOG in Beijing and plans for promoting our venues as training and holding camps will be developed in the next few weeks. We are also in the process of finalising details of our own regional celebrations to mark the August Handover and the launch of the Cultural Olympiad. We plan to celebrate these seminal moments in typically spectacular style and will circulate a specific communication with more detail in the coming weeks.

Cllr Chris Saint

Chair, West Midlands Leadership Group for the 2012 Games.

KEY DATES AT A GLANCE...

London 2012 Official Handover Weekend: 24-26 August 2008

On the afternoon of the 24 August London will officially be handed the Olympic Flag. Highlights of the celebrations will include:

- A free concert - 'The Visa London 2012 Party';
- Big screens across the country will broadcast the handover moment;
- Towns and cities all over the UK mark handover with their own celebrations;
- A special London 2012 flag being offered to every local authority.

In Beijing, London 2012 will stage an eight-minute performance, which will be watched by around 1.5 billion people worldwide.

Flying The Flag for London 2012 In the West Midlands

Lord Coe has written to all local authorities in the West Midlands with details of how

they can get involved - including details of how to apply for an official L2012 flag to be raised as part of a nationwide 'Flying the Flag' moment on Sunday 24 August. More information from www.london2012.com or hand-overflags@btconnect.com

L2012 Paralympic Handover celebrations

On 17 September, the Paralympic Flag will be handed to the Mayor of London and kick-start a nationwide celebration of the Paralympic Handover led by schools and colleges across the country. LOCOG has provided all schools, colleges and Local Authorities with a Paralympic Handover pack and launched a new web-based resource to inspire the. Further details and registration can be found at www.london2012.com/paralympichandover

The Cultural Olympiad Launch Weekend

On the 26-28 September 2008, the London 2012 Cultural Olympiad will be launched

nationwide. The West Midlands will soon be announcing details about its own programme of activity. In the meantime, applications are 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 and apply for use the official **L2012 Inspire Mark**. www.london2012.com/beinspired

Seb Coe: 2008 visits to the West Midlands

Seb Coe, will be visiting the West Midlands on 10 July 2008 and again on 8 December 2008. His July visit will focus on Stoke-on-Trent, Staffordshire and Much Wenlock in Shropshire and it is hoped that his December visit will coincide with the launch the next phase in the West Midlands' response to 2012. Following on from 'Prepare for 2012', the new plan will set out in more detail what has already been achieved and what the plans are over the next four years leading up to 2012.





Sub-regional Update

Coventry and Warwickshire:

An appeal has been launched to find former Olympic and Paralympic legends living in Coventry and Warwickshire. The roll of honour already includes David Moorcroft, Dave Long, Adam Whitehead, Nick Skelton, Marlon Devonish and Neil Adams. If you know of others email news@performancefromtheheart.co.uk

Warwickshire Olympic Games hopeful, Nathan Woodward, has met Prime Minister Gordon Brown after becoming a high profile role model for junior athletes. 400m hurdler, Nathan, has been named an ambassador for the UK School Games. Nathan, 18, from Coleshill in North Warwickshire, will be part of a 12-strong team who will promote the games and offer feedback about its success to the Government.

Shropshire, Telford & Wrekin:

On 10 July Lord Coe will visit Shropshire for a short tour of Much Wenlock, home of Dr William Penny Brookes, the founder of the Wenlock Olympian Games – now recognised by the IOC as having been the inspiration for the modern day Olympic and Paralympic Games.

Lord Coe will visit the Linden Fields at the William Brookes School site and meet some of the young people training for the 2008 Wenlock Olympian Games. He will then go on to walk the Olympian Trail and visit

the Wenlock Olympian Society archives before visiting the grave of Dr William Penny Brookes and the Guild Hall in the centre of the Town.

During Lord Coe's visit, the Shropshire and Telford & Wrekin 2012 Action Plan will also be launched by Councillor Barbara Craig. The purpose of the Plan is to outline exactly how the County will begin to create a lasting legacy from the London 2012 Olympic and Paralympic Games.

Birmingham:

The Aviva National Championships will be returning to the Birmingham Alexander Stadium between the 11 and 13 July after four years in Manchester, and will act as the selection meeting for the 2008 Olympic Games.

Birmingham City Council has announced a sponsorship deal with EDF Energy to support the Birmingham Half Marathon – which takes place for the first time on Sunday 26 October 2008. Runners can now sign up for the half marathon at www.birminghamhalfmarathon.com

Birmingham City Council is also bidding for another major international sports event – the BMX World Championships in 2012. Birmingham has beaten off stiff competition to win the right to bid for the event. If successful, the championships could bring around £2million and 2,500 competitors into the region.

Herefordshire and Worcestershire:

Herefordshire and Worcestershire officially launched their joint action plan in response to L2012. As well as launching the 'Herefordshire and Worcestershire Raising Our Game' brand, the group also took the opportunity to salute local athletes who expect to be representing GB in Beijing.

Herefordshire also received the news that several of their applications to be accepted in the official L2012 Paralympic Pre-Games Training Camp Guide had been successful. Being accepted into the Guide emphasises Herefordshire's commitment to the Paralympics and rewards the hard work by all organisations involved, in particular the Royal National College for the Blind.

Worcestershire Libraries national reading scheme ('Team Read') has adopted a sports theme. Kidderminster Library is running a 'Have a Go at an Olympic Sport' workshop and is organising a sport festival/fun day. Other libraries will be doing similar events.

Worcestershire Heritage Services have successfully bid for the People's Record "vox pop" initiative. The Museum - together with Warwickshire - will be hosting a special Olympic-themed touring exhibition on its mobile museum - this is under development for 2009/10

Staffordshire and Stoke-on-Trent 2012 Update

27 young athletes from Staffordshire have been awarded funding from the Staffordshire County Council's Young People's Sports Grants Scheme. All the athletes have potential to compete in London in 2012. An awards event is taking place in Stafford on 25 June.

Staffordshire swimmer Emma Wilkins, a recipient of a Young People's Sports Grant, and sprinter Ashlee Nelson from Stoke-on-Trent, were recently named as one of twelve UK School Games Ambassadors. Both athletes were gold medalists at the Games in Coventry in 2007.

20 primary schools in Stoke-on-Trent are utilising the London 2012 Education resource 'On Your Marks!' to prepare flags, mascots and banners as part of an opening ceremony for the TOP Link Festival on 2 July.

300 young people from Stoke-on-Trent are taking part in the Big Dance www.bigdance.org.uk national celebration of dance across England from the 5-13 July. The main performance will take place on 10 July, with Lord Coe due to be among the spectators as part of his visit to the West Midlands.

DATES FOR THE DIARY

23 June: Pre-games Training Camp Guide seminar, University of Warwick.

10 July: Seb Coe visits West Midlands.

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.





Business

The latest figures from the ODA indicate that 24 businesses in the West Midlands region have already won work supplying the ODA. These include Barhale Construction plc, headquartered in Walsall, which has recently won a £multi-million contract from the ODA to design and install a sewerage system and pumping station for the Olympic Park.

A regular series of reports is now being produced looking at business opportunities from London 2012, for individual priority sectors, such as Construction, ICT, Environmental Technologies, Business & Professional Services, etc., plus a General one. These are circulated via networks in each sector and are also published on the regional News page of CompeteFor www.london2012.com/business.

CompeteFor (www.london2012.com/business) has been set up to help companies across the UK compete for London 2012 direct and supply chain contracts. A business 'dating agency' that will match companies to thousands of opportunities supplying London 2012 contractors, CompeteFor has three dedicated, regional pages for the West Midlands including; a home page; news; and events.

So far 1484 businesses from the West Midlands are registered as potential suppliers on CompeteFor and the target by 31 July is for 2,000 to be registered. In the longer-term the target is to have 10,000 West Midlands firms registered by July 2011.

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

Sport – West Midlands athletes in Beijing

The number of West Midlands' athletes competing at Beijing continues to grow.

So far the list, which is being regularly updated by Jenny Warner at Sport England West Midlands, includes:

Craig Fallon (Judo); **Jessica Sylvester** (Swimming); **Tracey Hallam** (Badminton); **Penny Clark** (Sailing); **Nyree Lewis** (Swimming); **Sascha Kindred** (Swimming); **Eleanor Simmonds** (Swimming); **Claire Cashmore** (Swimming); **Josie Pearson** (Wheelchair Rugby); **Alan Ash** (Wheelchair Rugby); **Chris Ellis** (Wheelchair Rugby); **Jason Roberts** (Wheelchair Rugby); **Mandip Sehmi** (Wheelchair Rugby); **Nigel Murray** (Boccia); **James Bevis** (Shooting); **Rick Balshaw** (Equestrian); **Lee Pearson** (Equestrian); **Naomi Folkard** (Archery); **Allison Williamson** (Archery); **Jennle Blmson** (Women's Hockey); **Charlotte Cradock** (Women's Hockey); **Rachel Walker** (Women's Hockey); and **Lucilla Wright** (Women's Hockey).

Jenny Warner is co-ordinating this list. If you know of any other athletes competing in Beijing, please let Jenny know by emailing her at Jenny.Warner@sportengland.org

Culture

Legacy Trust: A full business plan has been submitted to the Legacy Trust UK. The plan outlines in detail how the West Midlands plans to use the £2.2 million allotted to it by Legacy Trust UK.

The focus of the programme is on two key areas: a major region-wide dance themed programme and the roll out of a community games based on the Much Wenlock Olympian Games model. Legacy Trust's response to the plan is expected by August.

Cultural Olympiad: We are still looking for artists and cultural organisations across the West Midlands who would like to become part of the Cultural Olympiad launch weekend (26-28 September 2008). To be part of the launch weekend, especially if you have an event or programme which fits with the national themes of 'Open Up' or 'Light Up', and for further information, contact Paul Kaynes directly or www.london2012.com

As reported in the last issue of this newsletter, LOCOG has launched the 'Inspire Mark' - a non-commercial brand that over the next four years will be granted to specific projects and events that will form part of the official L2012 Cultural Olympiad programme. Further information about the brand and how you can apply for the rights to use it from Paul Kaynes or via www.london2012.com/beinspired.

Launch Weekend will take place on the 26-28 September 2008. The West Midlands will soon be announcing details of its own programme of activity to run throughout the four years, as well as a programme of events to mark the official launch. In the meantime, applications are 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 and win the rights to use the official **L2012 Inspire Mark**. www.london2012.com/beinspired

Interested in getting involved, but would like to know more?

Paul Kaynes, the West Midlands Creative Programmer for the 2012 Cultural Olympiad, will be in a town near you this summer to answer all your Cultural Olympiad related questions. In a series of half hour surgeries, Paul will be on hand to talk to practitioners and cultural organisations about getting involved. Dates and times as follows:

July	
2 July	Birmingham, Regional Partnership Centre
15 July	Coventry, CSWP offices
22 July	Telford, Oakengates Theatre
25 July	Malvern Council Offices (AM only)

For further information and to book your half hour surgery with Paul, contact Rachel on r.hstorey@culturewm.org.uk or on 0121 678 1029.

Further information from Paul Kaynes, West Midlands Creative Programmer 2012: p.kaynes@culture-wm.org.uk





National Update

Children dig into Olympic Park past
Over 200 children are attending a week-long series of archaeology events to find out about the history of the Olympic Park.

UK's favourite Olympic Champions unveiled
The National Lottery has unveiled the UK's favourite Olympic Champions on a new Scratchcard raising funds for London 2012.

Road management contract awarded
The contract to manage and maintain roads within the Olympic Park has been awarded to Fitzpatrick Contractors Ltd.

Foundation work piles on fast on Olympic Stadium site
Over half of the 4,000 reinforced concrete columns that will form part of the foundations for the Olympic Stadium have been installed.

1,500 days to go
Two of Britain's great 1,500m runners joined forces to mark 1,500 days to go to the London 2012 Games.

Paralympic Handover
A new website has launched with resources to get schools and colleges involved in celebrating Paralympic Handover on 17 September.

London 2012 invites the UK to party
London 2012 has announced a free party for 40,000 people on The Mall. It will mark the moment the UK officially becomes host of the Olympic Games, on 24 August.

IOC approves changes to Park venues
The IOC has approved four design changes to the Olympic Park

Local children's artwork displayed around Olympic Park
Artwork by children from local schools in London has been displayed on hoardings around the Olympic Park.

Inspired by 2012
London 2012 has launched a 'mark' to recognise outstanding non-enhance usage after 2012.

2012 inspires free swimming plans
Olympics Minister Tessa Jowell has announced a Government drive to inspire two million more people to get active, inspired by London 2012.

Small UK businesses benefit from the Games
Seventy per cent of companies that have supplied work to the Olympic Delivery Authority (ODA) are small and medium-sized (SME) businesses.

Construction begins on Olympic Village
Building work has started on the Olympic Village, which will accommodate athletes during the 2012 Games and provide new homes after 2012.

Accessible transport strategy
The L2012 Accessible Transport Strategy has been launched.

Potential Pre-Games Training facilities for Paralympic Games announced
Over 170 sporting facilities from around the UK will feature in London 2012's Pre-Games Training Camp Guide for Paralympic sports. 14 are in the West Midlands region.

IOC 'greatly impressed' with progress
The IOC rated London 2012 preparations 9.75 out of 10 following a three-day review.

Prime Minister sees construction start three months early
The Prime Minister Gordon Brown, Mayor of London Boris Johnson and Olympics Minister Tessa Jowell visited the Olympic Park to see the start of construction on the Olympic Stadium site.

Mayor appoints LOCOG board representative
Boris Johnson has appointed Carphone Warehouse Co-founder David Ross as his nominee to represent him on the board of LOCOG.

Consultation events open for local residents
People living near the Olympic Park are being encouraged to attend consultation events for the proposed International Broadcast Centre/Main Press Centre (IBC/MPC).

Lloyds TSB launches 'Local Heroes'
London 2012 partner Lloyds TSB has launched a 'Local Heroes' programme providing over £1million to young sportspeople on the journey to London 2012.

Victorian cobbled street discovered on Olympic Park
A cobbled street thought to be over 150 years old has been found by archaeologists on the site of the London 2012 VeloPark.

Search starts for contractor to build Rowing venue
Businesses are being invited to apply for the contract to enhance Rowing facilities for the 2012 Games.

Olympic Park cabling project completed
The underground cabling that will allow powerlines to move into tunnels under the Olympic Park has been completed. It will mean more than 50 overhead pylons can be taken down across the Park.

Planning confirmed for Aquatics Centre
Planning permission has been granted for the Aquatics Centre and construction is on track to start this summer.

Olympic Park readied for 'big build'
Nearly all of the 2.5 sq km Olympic Park site has now been tested for harmful materials in preparation for the start of construction.

Velodrome contract awarded
The contract to build the Velodrome has been awarded to ISG InteriorExterior by the ODA.

