



Giving it our all

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

Chair's Introduction

At the beginning of March LOCOG announced which facilities had made it into the official L2012 Pre Games Training Camp Guide.

The West Midlands announcement was made to the region's media at a press conference held at the Birmingham Alexander Stadium on 3 March. The announcement, that 33 facilities from across the West Midlands had made it into the final Guide, generated some excellent positive press coverage and the Guide will be launched in Beijing on the 14 August. Look out for information about a regional event being planned to help venues included in the Guide make the most of the opportunity.

The past two months have also seen work around the Cultural Olympiad continuing to progress. As well as the regional launch of a non-commercial brand allowing organisations to apply to use a form of the 2012 logo, the Legacy Trust has now approved the region's outline Olympiad plans. The programme focuses on two key strands: dance and a community games model based on the Much Wenlock Olympian Games.

Paul Kaynes, the West Midlands Creative Programmer, is also welcoming applications from organisations, individuals and projects that would like to form part of the official launch weekend of the Cultural Olympiad in September. Applications take several weeks

to process so need to be made by the end of May. For more detail on how to apply and what's involved, see the 'culture' section in the regional round-up of this issue.

This summer heralds three key dates in the 2012 calendar – the official Olympic Games handover from Beijing to London on 24 August, the launch of the L2012 Education programme on the 17 September and the launch of the Cultural Olympiad on the weekend of the 24-26 September. Further details about the region's plans for these events will be featured in our next issue which is due out at the end of June.

Cllr Chris Saint

Chair, West Midlands Leadership Group for the 2012 Games.

SPOTLIGHT ON...

Tony Ward, South Staffordshire Council's Leisure Services Manager, is one of only eight international referees worldwide for disability swimming. As he prepares to go to Beijing we asked him a few questions.

How did you get involved in refereeing?

The usual route is via mainstream swimming (Tony specialised in the 100m freestyle before becoming a British and European record holder). I've actually been involved in officiating since I was 16. After the last Olympic Games, the International Paralympic Committee (IPC) decided it wanted to improve officiation standards. I took the relevant exams, which meant I was qualified to the right level.

How did you get selected for Beijing?

It came as a bit of a shock. I've been involved in refereeing on a voluntary basis for a long time so I'm a fairly familiar face.

Ross Bragg the Head of IPC Swimming Officials who has seen me work at Disability Sport Events in Sheffield and at the World Championships in Durban, recommended me to the committee. He must have been happy with my work on the pool deck and I got an invitation from the IPC to be one of the official referees at Beijing. I accepted so here we are!

What will the job involve?

I go to Beijing on 30 August and my last official duty will be on the 17 September. There is a lot of work to be done before the actual competition starts such as pool checks, meetings and briefings with other officials and coaches from all over the world. I'm likely to referee around 20-30 events over the duration and will be one of four referees for swimming – three from England and one from Canada.

What do you think you'll gain personally?

Despite the fact that it is a huge personal

honour, the work that I – and so many others do – is done on an entirely voluntary basis in our spare time. We do it because we love the sport but without people prepared to give up their free time, the sport could really suffer. I hope that I can help raise awareness of that fact because it is so important for the future of the sport.

What do you hope the 2012 Olympic and Paralympic Games will bring to the UK and more specifically the West Midlands?

I hope that the number of volunteers will increase – both nationally and regionally. The 2012 Games will bring sport close to home and it's a once-in-a-lifetime opportunity for people to see professional sports men and women competing at that level. I hope the knock-on effect in the West Midlands will be that more people will develop an enthusiasm for sport and take part. And you never know there could even be an Olympic or Paralympic champion in our midst!



National Update

London 2012 commits to sustainable sourcing

LOCOG has shown further commitment to staging a truly sustainable Games by becoming a member of the 'Supplier Ethical Data Exchange'.

Highest safety standards are met on Olympic Park

Over two million working hours without a reportable accident have been reached on the Olympic Park site.

London 2012 roadshow marks talent contest final

The wait is over for the finalists of the London 2012 talent competition which invited Londoners to vote for an act to perform live at the Handover Celebrations in August in London.

New Canoeing venue to leave major attraction after the Games

The new venue for the London 2012 Canoe/Kayak Slalom events has been confirmed as the Showground in Broxbourne, Hertfordshire. It will become a White Water Canoe Centre after the Games - a major leisure attraction as well as a competition venue for elite events.

BT announces London 2012 Ambassador team

Top sports stars including Dame Kelly Holmes have been named as part of a new 'London 2012 Ambassadors' programme launched by BT.

Shortlist announced for bridge contracts

A number of companies have been shortlisted to deliver two packages of structures and bridges for the Olympic Park.

UK firms sign venue contracts

Balfour Beatty has won the contract to build the Aquatics Centre and 'Team Stadium' (Sir Robert McAlpine, HOK Sport and Buro Happold) were confirmed as the contractor for the Olympic Stadium.

New panel appointed to help avoid disputes

An Independent Dispute Avoidance Panel (IDAP) has been set up to help the Olympic Delivery Authority (ODA) and its contractors avoid any potential disputes.

Beijing Olympic Torch completes London leg

Top sporting stars and celebrities turned out earlier this month to carry the Beijing Olympic Torch through the streets of London.

New Olympic Park aerial images released

New aerial photographs and film footage showing progress on the Olympic Park have been released.

Pre-Games Training Camp Guide

In March, LOCOG announced over 600 sports facilities from across the UK that will appear in the London 2012 Pre Games Training

Camp Guide to be launched in Beijing later this year.

London 2012 hosts hotel accommodation seminar

Hoteliers and accommodation providers have had the chance to find out how they can benefit from the London 2012 Games at a seminar in London for the accommodation industry.

Search for Handball Arena contractor begins

The search has started for the contractor to build the Handball Arena - one of the last major construction opportunities in the Olympic Park.

IOC welcomes your views on the Games

The International Olympic Committee (IOC) is holding a worldwide online public consultation about the Olympic Games. Running until 31 December, the online consultation is the first of its kind for the IOC.

Local children plant seeds for Olympic Park

Over 40 children from London Fields primary school in Hackney have helped create a nature reserve around the northern edge of the Olympic Park.

Archaeology programme launched

An archaeological programme has been launched to give residents living around the Olympic Park site a better understanding of their past.

Paralympics GB search for top talent

Paralympics GB recently held a special 'talent identification' day to find top athletes with the potential of competing at the Vancouver 2010 and London 2012 Games.

Olympic Park landscape architects appointed

LDA Design • Hargreaves Associates have been announced as the architects that will design the Olympic Park landscape.

Companies shortlisted to landscape area of the Olympic Park

Fitzpatrick Contractors Ltd, Edmond Nuttall, Skanska McNicholas and Balfour Beatty have been shortlisted to landscape the northern section of the Olympic Park.

Cultural Olympiad open for business

Cultural organisations from across the UK are being invited to be part of the London 2012 culture programme. Ideas can now be submitted to Creative Programmers and a limited number will form part of the Cultural Olympiad in September and will be endorsed by a new 'Inspire mark'.

BT announced as partner for a digital age

London 2012 has announced that BT has become the latest Tier One partner.

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





Theme Update

Business

The London 2012 Business Network 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. (www.london2012.com/business)

Lloyds TSB, the first sponsor of the London 2012 Games, has produced a very useful "London 2012 Business Guide" which is available free of charge from www.lloydstsb.com.

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 at a workshop near you:

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

Culture

Legacy Trust UK has approved outline plans for the region's Cultural Olympiad. The plans focus 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. A full business plan will be developed and submitted to Legacy Trust UK for approval in June.

Artists and cultural organisations across the West Midlands are invited to become part of the official 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 visit; www.london2012.com

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. Stakeholders attended a West Midlands launch event of the brand on 12 March. Further information about the brand and how you can apply for the rights to use it can be obtained from Paul Kaynes or via www.london2012.com/beinspired.

Throughout May, Paul is also running a series of Cultural Olympiad workshops. The day-long workshops will run from 10am to 4pm and will look in more detail at how to contribute to the region's vision for the Cultural Olympiad, how to apply for the 'Inspire Mark' and how to create links with other organisations. Attendance is free of charge. To book email: s.stephens@culturewm.org.uk.

Dates/venues of the workshops are as follows:

- 13 May: Ludlow Assembly Rooms
- 14 May: Stafford Gatehouse Theatre
- 19 May: Stratford-upon-Avon Cox's Yard
- 22 May: Birmingham Museum and Art Gallery

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





Sub-regional Update

Coventry and Warwickshire:

Dave Long, a former Olympic athlete, was a guest speaker at a "Prepare for 2012" conference held in Coventry. Coventry and Warwickshire business chiefs were offered tips to get off the starting blocks for the £30 billion worth of contracts that are expected to be up for grabs in the run up to, during and after the staging of the Games in London in 2012.

Dave is manager of Coventry Inspires and a key member of the Coventry and Warwickshire Partnership for the 2012 Games.

Shropshire, Telford & Wrekin:

Rosemary Smith will be taking up the position of 2012 co-ordinator for Shropshire and Telford & Wrekin from 1 May 2008. Rosemary has a strong background in business and fundraising, having previously worked as Wellington Town Manager. She can be contacted on 01743 255072 or at rosemary.smith@shropshire.gov.uk

Plans are in hand for a meeting in June of regional agencies and

partners across Shropshire with representatives from Much Wenlock about how best use can be made of the town's Olympian heritage to inspire everybody across the region to realise the benefits of the 2012 Games.

Birmingham:

A number of well-known athletes have come together to urge West Midlanders to get behind the Norwich Union National Championships being held at the Birmingham Alexander Stadium in July. The event will return to Birmingham after an absence of four years and local sporting stars such as Denise Lewis, Ashia Hansen and Ian Stewart are urging local people to 'back it or lose it'. Tickets are available from 08000 556056 or www.ukathletics.net/tickets

Birmingham has announced that the National Indoor Arena (NIA) will host the Paralympics GB team in the build up to its departure to Beijing. As well as a parade through the city on 26 July, the athletes will pick up their official kit and attend a Gala dinner.

Birmingham has also been selected to stage the IAAF World

Half Marathon Championships on 11 October 2009. The bid was made jointly by Birmingham City Council and UK Athletics and this is only the third time that the event has been staged in Britain since its launch in 1992.

Hereford and Worcestershire:

Bromyard Equestrian Centre, one of the venues in Herefordshire that will feature in the official 2012 Pre-Games Training Camp Guide, has recently played host to two of the nine British Dressage Team Paralympic Qualifiers for Beijing.

Bromyard Equestrian Centre is also hosting a Fundraising Evening for the British Paralympic Equestrian Team going to Beijing. Lee Pearson MBE and Matt Frost will headline the 'fun packed' event which is being held on 6 June. Tickets and further information from 01885 400650 or info@bromyardequestriancentre.co.uk

Staffordshire and Stoke-on-Trent 2012 Update

A successful 'Prepare for 2012'

workshop for local business and local authorities was held in Staffordshire last week in association with AWM and the West Midlands Business Council.

Cannock Cricket and Hockey Club, which is one of the venues in Staffordshire and Stoke that will be included in the L2012 Pre Games Training Camp Guide, has been awarded almost £170,000 from Sport England to refurbish its second pitch. This will mean that the club has two water-based pitches and will be one of the best hockey facilities in the country.

Talks are underway for the development of a Regional Adaptive Rowing Centre as part of an overall £100m development at Trentham Gardens near Stoke-on-Trent. John Court, Trentham Watersports Association Chair and former Olympic canoeist, has been working in partnership with developer St. Mowden to offer a package of accessible facilities, including an on-site hotel, and specialist equipment for use in pre-games training by Paralympic rowers.

DATES FOR THE DIARY

13 May: Cultural Olympiad, Ludlow Assembly Rooms.
14 May: Cultural Olympiad, Stafford Gatehouse Theatre.
19 May: Cultural Olympiad, Stratford-upon-Avon Cox's Yard.
22 May: Cultural Olympiad, Birmingham Museum & Art Gallery.

31 May: deadline for applications hoping to become official part of Cultural Olympiad in September 2008.

6 June: Fundraiser for Paralympic Equestrian Team at Bromyard Equestrian Centre, Herefordshire.

