



# Our journey...

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## City of Coventry Stadium announced as London 2012 football venue

**Coventry is now an Olympic Host for London 2012 following the recent decision to award the last Olympic venue to the city.**

As such, the Ricoh Arena, home of Coventry City Football Club, will host mens and womens Olympic football matches as part of the London 2012 Games.

This follows a selection procedure by the London 2012 Organising Committee (LOCOG) and means that all venues are now in place for the London Games.

The Arena will be temporarily re-named the City of Coventry Stadium for the London 2012 Olympic Games and all other branding will be removed at Games time.

The Stadium replaces Villa Park in Birmingham, which was ruled out because of planned building development work that would coincide with the Olympics in 2012. Other Midlands venues bidding for selection were St. Andrews in Birmingham, Pride Park in Derby, Walkers Stadium in Leicester and the Britannia Stadium in Stoke.

Daniel Gidney, Chief Executive of the Ricoh Arena, said: "We are looking forward enormously to staging Olympic football in Coventry. This is a great honour and we are

proud to be involved with the Games. We have worked hard over the last few months to prepare our bid and I would like to thank all our partners and organisations involved for their support."

The Olympic football tournament is the second largest international football competition behind the FIFA World Cup, featuring 16 men's and 12 women's teams in a group and knockout stage format.

In support of the training agenda for the teams that will play their fixtures at the City of Coventry Stadium, the University of Warwick will act as a specific training camp hub offering its facilities throughout the duration of the competition.

Martin Reeves, Chief Executive of Coventry City Council, spoke highly of the city's recent achievements surrounding London 2012.

He said: "2012 promises to be an outstanding year for the City. A hat trick of Olympic successes - host city status for 2012 Olympic football, becoming part of the London 2012 Live Site network and the Midlands representative for the Cultural Olympiad is a real vote in our ability to deliver great events. Now it's up to Coventry to make the country proud of our contribution."



Aerial view of the City of Coventry Stadium which will host matches from the London 2012 Olympic football competition

## Festival of Sport encourages youngsters to Get Set for 2012



Action from the latest Festival of Sport hosted at Lyng Hall School and Specialist Sports College

**Over 1,000 children from across the city have taken part in a London 2012 inspired athletics event at a Coventry school.**

Lyng Hall School and Specialist Sports College in Blackberry Lane, Wyken, provided the venue for children from over 30 Primary Schools from the Coventry East School Sports Partnership to experience a range of athletic events and receive coaching tips during the city's latest Festival of Sport.

The children took part in a range of activities with particular focus on running, throwing and jumping skills. A selection of children was also invited to take part in a pentathlon event and some pupils honed their dance moves by taking part in a closing ceremony for the festival.

The Festival of Sport project is a three-year scheme which aims to give children from schools across Coventry an opportunity to experience a variety of Olympic and Paralympic sports in the lead up to the 2012 Games while learning practically about the values associated with the Games. The project has been awarded the London 2012 Inspire

Mark, which is an accreditation that recognises innovative and exceptional projects that are directly inspired by the 2012 Olympic and Paralympic Games.

The five-day event was the latest instalment of our Festival of Sport project and was delivered in partnership with the Coventry East School Sports Partnership and is funded by NHS Coventry.

In order to encourage future participation, each child was provided with a booklet which contained facts about the sports experienced during the event and information on how to continue sport further through the junior sections of local athletics clubs, Coventry Sphinx and Coventry Godiva Harriers.

Neil Parker, partnership development manager for the Coventry East School Sports Partnership, said: "The London 2012 Games has provided us with a fantastic opportunity to inspire and encourage youngsters to take up and experience new sports in a fun and exciting way and events like this are a brilliant platform for helping us to achieve that."

## David Moorcroft - Lead Coventry & Warwickshire 2012 Ambassador



**The Olympic Games are coming to Coventry! Our city will be an Olympic host city! Although I am more than slightly biased, these are amazing words and ones of which we should all be extremely proud.**

The Olympic Games have been a huge part of my life, and both the city of Coventry and the county of Warwickshire have proud Olympic traditions.

But now we move on to a new level as we receive that treasured status as an Olympic host city. Whilst the greatest focus will be on

the Olympic Park in London, events at the Ricoh Arena, which will be re-named the City of Coventry Stadium during the Games, will also be broadcast around the world.

The Olympic and Paralympic Games are huge - the biggest television audience in the world is the broadcasting of the opening ceremony of an Olympic Games.

I could go on at length about the economic benefits to our city and region and could also write about the great partnerships that worked so hard to deliver this event to our city, but

instead I would like to spend a moment to emphasise what the London 2012 Olympic and Paralympic Games could do to the spirit of Coventry. This is not just about sport or football. I believe this event can be a symbol of what Coventry can become in the future.

Sometimes we have allowed ourselves to live in other cities' shadows, but now with just two years to go until the London Games begin, we can use this Olympic status as a symbol of everything that is great and will be even greater about our city and embrace new levels of confidence and ambition in all we do.

## Bike Week hits the track



Tuition for young riders at the new BMX track at the Alan Higgs Centre

Pedal power proved to be a big pull for the people of Coventry and Warwickshire as they made tracks to the Alan Higgs Centre to celebrate National Bike Week.

Hundreds of people made their way to the Allard Way venue where a celebration was held to mark National Bike Week 2010 and announce the opening of the centre's brand new BMX track.

The unveiling of the track was the highlight of an action-packed day at the Coventry Sports Foundation managed centre, which was organised with the support of sustainable

transport charity Sustrans, Coventry City Council and the Coventry and Warwickshire Partnership for the 2012 Games.

National Bike Week 2010 ran from Saturday, June 19 until Sunday, June 27 and was supported by EDF Energy, the sustainability partner for London 2012.

National Bike Week aims to encourage people to adopt cycling and incorporate it into their everyday life by promoting the health, economic and environmental benefits of the activity.

During the free event there was a BMX tryout showcase on the track where bikes were provided for visitors to try out the new circuit and benefit from the expert advice of BMX coaches from Cycleactive.

A cycle skills area was also held on the lower car-park opposite the track where participants were taught basic cycle skills and novices were given the chance to try BMX biking.

Andy Adkin, Sustrans Bike It officer for Coventry, said: "It was great to see people discover, or in some cases re-discover, the joy of being on a bike through the BMX tryout at the new track. It was also good to see a large number of pupils from local Sustrans Bike It schools come along and join in the fun."

## Olympic theme strikes Gold



Flag carriers as part of the processions Olympic section representing the nations who will compete at the London 2012 Games

Coventry's Godiva carnival procession once again carried an Olympic theme by addressing the issue of sustainability.

The procession that took place on Saturday July 3 was titled: Take Care of the World which focused on the damaging effects that a modern lifestyle can have on the environment.

A combination of dance, music and Olympic costumes shaped an artistic display of Coventry's journey to London 2012 along with flag carriers of the 205 nations who will compete in 2012 which reflected the multi-cultural nature of the Games.

The procession designed by Jane Hytch, Director of Imagineer Productions, also featured young talented athletes from the region who are hopeful of representing Team GB and success in 2012.

Joining the future stars were Olympic and Paralympic legends from across the sub-region, who rode on an London 2012 themed open top bus as part of the celebration.

Athletes who have competed at the Games have been recorded in a Hall of Fame to recognise their achievements which includes information on over 100 Coventry and Warwickshire Olympians and Paralympians dating back to 1900.

## Tourism to capitalise on Host City status



The leisure and tourism industry in Coventry and Warwickshire has been urged to start promoting itself ahead of the Olympic Games in 2012, by a leading UK figure in the sector.

Chris Foy, Visit Britain's head of 2012 Games Unit, was speaking to companies at an event at the Heart of England Conference and Events Centre in Fillongley offering his advice on how the region can capitalise on tourism.

The event was jointly organised by the Coventry and Warwickshire Partnership, 2012 Games and the Coventry and Warwickshire

Chamber of Commerce's Tourism, Leisure and Conferencing (TLC) Group and attracted around 40 people from the across the tourism industry.

Foy said: "Tourism across the world has fallen in the past couple of years but the signs are that the UK will start to get back towards its peak by the time 2012 comes around.

"It's not just a case of preparing. Businesses can really start to take action under their own initiative, especially since Coventry has won the bid to host Olympic football. It's an opportunity that is simply too good to miss."

## Open Weekend marks 2 year's to go



Hundreds of people from across Coventry and Warwickshire celebrated the forthcoming 2012 Games as the two-years-to-go mark is reached.

London 2012 Open Weekend, supported by BP, has been held for the third successive year with 11 events staged in the region all of which invited people to challenge themselves or try something new.

Coventry and Warwickshire played a big role in the celebrations which saw around 42,000 people attend 56 events across the wider West Midlands region.

London 2012 Open Weekend, which was held from Friday, July 23 to Sunday, July 25, aims to help people share in the excitement of the Games, be inspired, get involved, unleash creativity and try something new.

Five of the events were held in Rugby with Rugby Art Gallery and Museum, in Little Elborow Street hosting a textiles exhibition, a workshop on making prehistoric tools and an exhibition of artwork, objects and artefacts inspired by the Olympic Games.

Elsewhere in Warwickshire an open tennis tournament was held in Victoria Park, Leamington and the Leamington Spa Art Gallery and Museum, in the Parade, hosted a free family story telling session.

The Coventry and Warwickshire Partnership for the 2012 Games teamed up with the Coventry Community Empowerment Network (CEN) to help people discover how they and their community can get involved in the run up to the London 2012, which was hosted at the Ricoh arena Community Space.

Attendees received information from a range of speakers from across the West Midlands about London 2012 initiatives and were challenged to embrace the opportunities that are available in the many projects being run across the region.

## Our major achievements to date

Since 2005 our 2012 Partnership has been working hard to identify and secure all opportunities available from London 2012. It has been a long journey but now with Coventry being an Olympic host city and only two years to go, we now have the biggest opportunity of all to really maximise 2012 and inspire everyone to be part of it.

We cannot do this in isolation, therefore working in partnership with a range of organisations from across the sub-region to deliver our key projects and events is crucial to achieving our goals. Our remit is to maximise benefits of 2012 in sport, business, culture, tourism, education and training

camp. This multi-dimensional approach to the activity and projects inspired by London 2012, has enabled many opportunities for everyone across the sub-region to participate and get involved in the Games. Being a host Olympic city is a once in a life time opportunity that we want everyone to be proud and be part of.

Through our continued engagement in over 25 projects and events on local, regional and national scales, we are confident that we will reach our ambitions. The following are a selection of our tangible achievements to date which reflect the breadth of the partnership's major success.



Coventry celebrates the Beijing to London handover in August 2008

- Coventry is now an official host Olympic City after being selected as the new Midlands venue to host Olympic Football as part of the 2012 Games.

- Coventry has been awarded a London 2012 Live Site which will join the National network of 18 Live Site screens around the UK.

- Coventry and Warwickshire has 10 venues in the official London 2012 Pre-games Training Camp guide.

- Coventry and Warwickshire has over 2,000 registrations from companies on the CompeteFor system and has won the most 2012 contacts from across the West Midlands.

## at Godiva Festival 2010



Sibling rivalry fun: Gabriel Okafor (7), Faith Okafor (8) race each other at the Olympic Sport Zone

The Olympic theme continued in to the Sunday of Godiva Festival as hundreds of festival-goers got a taste of the forthcoming 2012 Games by participating in an Olympic Sport Zone.

Visitors were invited to engage with the spirit of the Games and London 2012 by trying a selection of Olympic sports which allowed people to challenge themselves and test their skills in the sports of fencing, cycling, rowing, judo, gymnastics, rugby and taekwondo. Local clubs, sports organisations and National Governing Bodies were present to give participants information and expert advice

about how to participate on the day and continue involvement in these sports through local clubs in the area.

The aim of the Olympic Sport Zone is to provide people with an opportunity to come and try sports they may never have previously experienced in an environment which encourages them to take up new activities under the guidance of qualified instructors and coaches.

Over 1,000 people attended the Olympic Sport Zone and embraced the inspiration of the Games by trying a new sport.

## Are you a London 2012 Games Maker?

The recruitment process for the official London 2012 Games time volunteers has now been announced.

The online application process for the 70,000 Games Maker volunteers needed for the London 2012 Games will be launched on the September 15, 2010.

The volunteer positions for the Games have been split into two categories; specialist and generalist, which reflect the skill sets required for the roles. Specialist volunteers will already have existing skills or qualifications that will be needed for a specific aspect of the Games such as medical training, doping control officers, linguistic skills or sports specialist. Generalist volunteers do not require a specific skill as the training for these roles is provided in the build up to the Games. These roles can include, ticketing information, uniform distributors and airport welcomes.

Volunteers will be selected from across the UK from a range of backgrounds and communities in an open and fair process. No previous volunteering experience is required although a passion for the 2012 Games is essential.

In order to be eligible to be a Games Maker volunteer, London 2012 have set



out some criteria which have to be met. These include being available to volunteer a minimum of 10 days at either the Olympic or Paralympic Games, attend a minimum of three training sessions before the Games, agree to undergo, and then pass, security background checks and to be 18 or over by January 1, 2012.

As in previous Games, no accommodation is provided by London 2012. Food and travel is provided in London for shifts worked during the Games as well as a souvenir uniform to keep.

If you think you have what it takes to be a Games Maker at London 2012, then apply to be a volunteer online at [www.london2012.com](http://www.london2012.com)

## Sponsors learn of regional plans



Stafford Holiday Inn which hosted the Sponsors forum

regions forum with London 2012 sponsors which was hosted at the Holiday Inn Stratford-Upon-Avon hotel in Warwickshire.

With Coventry being an Olympic Host City for London 2012, Much Wenlock providing the inspiration for one of the 2012 Mascot names and Birmingham hosting the USA and Jamaican athletics teams as training camps, the region is well placed to benefit from 2012 and engage local communities to be part of it.

Through events like this, CW 2012 aims to work with sponsors to support the regional activity and develop support from sponsors for other projects being organised in Coventry and Warwickshire – building on the strong links the region has to London 2012 after Coventry recently became an Olympic Host City.

David Moorcroft, chair of the West Midlands Leadership Group for the 2012 Games said: "The Sponsors Forum was a great way for us to demonstrate how the West Midlands is already benefitting from the London 2012 Games and to discuss with London 2012 sponsors the ways in which we can work together to maximise the opportunities for communities and businesses in our region to engage with, and benefit from, the Games now, in the build up to and beyond."

London 2012 sponsors have been given the inside track on how the region is benefitting from the forthcoming Olympic and Paralympic Games.

The event allowed sponsors to see how the West Midlands has already benefitting from the London 2012 Games and for sponsors to explain their activation plans and assess how they can engage with the regions 2012 planned programme of activity.

It also allowed sponsors to examine the possibility of sponsors working with each other to maximise benefits of their sponsorship.

CW2012 organised the event in conjunction with Advantage West Midlands (AWM), as the

## Sports awards to celebrate local stars



The sixth annual running of Coventry, Solihull and Warwickshire Sports Awards is approaching and the public is being invited to celebrate local sporting talent by voting for their stars of 2010.

Nominations for a range of categories closed at the beginning of August and now the full list of nominees have been announced.

Sports fans across Warwickshire and the West Midlands now have the chance to vote for their Team, Sportswoman, Sportsman and Sporting Occasion of the year through the CSW Sports Awards website.

The remaining 10 categories, which are designed to reflect the breadth of sporting achievement across the region, will be decided by a judging panel. Both professional and non-professional athletes are eligible for the awards, affording an opportunity for those local unsung heroes to be recognised by their community as well as the sporting talent from the sub-region.

Winners will be announced at an awards ceremony which will be hosted at the state of the art Ricoh Arena in Coventry on Thursday November 4. To cast your vote for the Coventry, Solihull and Warwickshire Sports Awards, visit [www.cswsportsawards.com](http://www.cswsportsawards.com).



Johnathan Edwards and Olympic mascot Wenlock at the City of Coventry Stadium

- Coventry was the first English City to host the UK School Games in 2007 and generated over £2m for the local economy.

- Coventry and Warwickshire is leading on two national Cultural Olympiad projects; World Shakespeare Festival and as the West Midlands representative for Artists Taking the Lead through "Godiva Awakes."

- Coventry and Warwickshire has been awarded 9 London 2012 Inspire Mark accreditations.

- Two organisations have successfully secured funding as part of the West Midlands People Dancing project.



Local Olympians and Paralympians celebrated at the civic reception after the 2008 Beijing Games

- Over 4,000 people took part in the London 2012 handover celebrations from Beijing to London in 2008.

- Over 3,500 children have participated in our Festival of Sport project which exposes young people to a variety of Olympic and Paralympic sports.

- Over 110 Coventry and Warwickshire Olympians and Paralympians have been uncovered dating back to 1900 creating the first ever Hall of Fame archive.

- Over 180 schools and colleges from across the sub-region have signed up to the London 2012 'Get Set' education programme.

- **September 12:** Archery GB National Series Grand Final
- **September 15:** Business Opportunities Workshop

- **May 19:** London 2012 mascots Wenlock and Mandeville are launched
- **September 15:** London 2012 Volunteer Programme launched

- **Spring:** Process for the 9 million London 2012 tickets opens to public
- **May:** Torch relay bearer nomination process opens to public

- **July 27 - August 12:** Opening and Closing Ceremony Olympic Games
- **August 29 - September 9:** Opening and Closing Ceremony Paralympic Games

**Film Nation competition offers young people a chance to showcase talent**

Young film-makers can win a chance to get their work showcased at the London 2012 by entering a short film competition, Film Nation: Shorts. Submitted films must be from people aged 14-25 years old, no longer than three minutes in length and celebrate the values of the Olympic and Paralympic Games: respect, courage, excellence, friendship, equality, determination and inspiration. Submissions for Film Nation: Shorts are open until Friday October 1, 2010 and can be made online at [www.london2012.com](http://www.london2012.com).

**500<sup>th</sup> Inspire Mark awarded as millions get involved in London 2012**

Lord Coe, Chairman of London 2012, has awarded a project that aims to increase sporting opportunities for disabled people the 500<sup>th</sup> Inspire Mark.

The Inspire programme uses the power of the Games to inspire change, and encourages non-commercial organisations to create new opportunities to inspire young people and encourage the whole of the UK to join in and be party of London 2012. Coventry and Warwickshire has nine Inspire Mark projects.

**London 2012 Olympic and Paralympic Mascots are launched worldwide**

The mascots' names, Wenlock and Mandeville, reflect the UK's rich Olympic and Paralympic history. Wenlock is derived from the village Much Wenlock in Shropshire, which inspired Baron Pierre de Coubertin to found the modern Olympic movement and Games.

Mandeville originates from the Stoke Mandeville Games which were created as part of the rehabilitation programme for injured soldiers who fought during the second world war and is regarded as the origins of the Paralympics.

**London 2012 outlines vision for welcoming the Olympic Flame to the UK**

The Olympic Flame will arrive in the UK on Friday, May 18, 2012 and will travel around the UK for 70 days, arriving in London the weekend before the 2012 Games begin. It is expected that 95% of the UK will be within an hour journey time of the torch relay. A total of 8,000 torch bearers will be selected with over half of the places expected to go to young people. There will be a torchbearer nomination process, due to be announced in May 2011, giving people the chance to be involved in this historic countdown to 2012.

**Our plans... Community Games**

**The London 2012 Olympic and Paralympic Games are not just about four weeks of sport in London; they are a culmination of a four year celebration of culture and diversity in communities across the UK.**

Community Games is a programme inspired by London 2012, to provide a great opportunity for you to bring your community together to take part in sporting and cultural activities inspired by, and in celebration of, the London 2012 Games.

Pierre de Coubertin's vision for the modern Olympic movement, as inspired by William Penny Brookes' Wenlock Olympian Games, was as a marriage of sport and the arts, and the Community Games programme has been developed to embody this spirit.

The concept of this region wide project is to give the flexibility for a community to

take a framework of ideas and to apply and modify them in a way that will support participation and involvement within their own community.

This is achieved through a number of resources which are available for community groups wishing to put on their own Games. The main resource is a toolkit which outlines ideas and guidance on how you stage your own Games and also offers in depth advice about event planning, activity suggestions, logistics and evaluation.

The second resource is the support available from the County Sports Partnerships across the West Midlands who have a designated officer who is responsible for assisting groups in the development of Community Games.

Community Games offer something for everyone. You don't need to be sporty to take part – they are just as much about celebrating cultural achievement as sporting endeavour and offers a chance to showcase what makes your community unique.

To start planning your own event and to download a copy of the Community Games toolkit visit [www.wmfor2012.com](http://www.wmfor2012.com).



**First members of Godiva Cyclopedia Team announced**



Artists impression of what the 10m high Lady Godiva cyclopedia puppet could look like

**Olympian David Moorcroft joined Imagineer Productions in the announcement of the first members of the Godiva Awakes Cycle Team on July 23 as part of London 2102 Open Weekend.**

The Cycle Team forms one part of the Godiva Awakes project which is commissioned through Artists Taking the Lead and funded by Arts Council England.

Imagineer Productions will create a ten metre high Lady Godiva, who will awake from her sleeping chamber in July 2012.

The first four team members signed up to be part of the cyclopedia team at the Festival of Cycling in June through taking part in a virtual cycle ride to London.

The names of the first cycle team members are Steve Bant, 47, Andrew Belgrove, 47, Phil Bridge, 30 and David Hearne, 56.

The full 100 strong Cycle Team will be announced in the Autumn and will begin training together for the journey in 2012.

**Olympic Legend**



**Dave Long**  
1988 and 1992 Olympic Games

Coventry born Dave is a lifelong member of the Coventry Godiva Athletics club and competed at two Olympic Games as a marathon runner finishing 21st and 31st in Seoul and Barcelona respectively. Having competed in numerous marathon competitions around the world, his best finish was 4th place in 1991 London Marathon with a personal best time of 2:10.30.

**2012 Hopeful**



**Mandip Sehmi**  
Wheelchair Rugby

Leamington athlete Mandip is no stranger to high level competition, having competed in several major international tournaments as well as the Beijing 2008 Paralympic Games. Travelling to train and play for London Wheelchair Rugby Club highlights the dedication and commitment that is required to compete at the highest level and hopefully make Team GB in 2012.

**Tom's update**



**Thanks for reading Edition 15 of Our Journey to 2012, our first newsletter as an Olympic Host City, and what an achievement. You no longer just have to go to London to experience the Games, it's coming to Coventry and our region in two years time!**

Everyone across the city should be immensely proud of this great team effort, and I personally would like to pay particular thanks to the Ricoh Arena, City Council and WM Police, whom without their unwavering support, this wonderful opportunity would not have become a reality.

Being one of only nine cities outside of London to be hosting part of the 2012 Games is a tremendous achievement and a huge honour everyone should be proud of. With only two years until we welcome the world to Coventry, the challenge for everyone to get involved in 2012 and be a part of it is now.

We've had the 2012 mascot launch and later this year the process to recruit 70,000 volunteers to help make the Games a huge success will be launched. In spring 2011, tickets for all 26 Olympic and 20 Paralympic sports will be on sale via a public ballot.

Our planning for 2012 has started and our aim is to join up and co-ordinate all the 2012 activity across the sub-region, enabling everyone to have their own Olympic experience and be inspired by London 2012.

The next two years will be challenging across many fronts, but they also provide the opportunity for a once in a life time experience that will be remembered for generations. Whatever your thoughts, don't miss out on being part of hosting the largest sporting event in the World. The Olympics are coming to Coventry, tell everyone and get involved!