

Performance From The Heart



CW2012 Update: Issue 3 - 2007 - The newsletter for the **COVENTRY AND WARWICKSHIRE** 2012 Partnership

David Moorcroft leads the race to 2012

This edition of the newsletter welcomes David Moorcroft as Chief Ambassador for the Coventry and Warwickshire 2012 Partnership.

The Coventry-born athlete, who first competed in the Games in 1976, will head up a team of high-profile ambassadors, who will be revealed over the coming months, to promote Coventry and Warwickshire as a place to do business, visit, stay or train in 2012.

The former head of UK Athletics will bring a wealth of invaluable experience and contacts to aid the sub-region in its quest to go for gold. David, a highly successful competitor, teacher and broadcaster, attended Woodlands Comprehensive School and was a member of the Coventry Godiva Harriers.

Amazingly, he still holds the UK record for the 3,000m and 5,000m races, which he set 25 years ago in 1982. Only Seb Coe holds a longer record for a British male runner. In 1998 David was awarded an OBE for services to athletics.

His new role with the 2012 Partnership will see him promoting the profile of the sub-region and making sure it benefits from the

many sports, business, tourism, educational and cultural opportunities created by London staging the Games in five years time.

He said: "I am extremely proud to be Chief Ambassador for my home city and surrounding county and excited to be taking on this challenging role. The London 2012 Olympic and Paralympic Games is an event for the whole of the UK to enjoy, celebrate and participate in. Coventry and Warwickshire already has an excellent profile but my job will be to raise the bar even higher and strengthen the many important links we have with London, and the rest of the world, to ensure we benefit from 2012."

Tom Clift said: "We are delighted that David has agreed to champion Coventry and Warwickshire's 2012 campaign. He is well known locally as a sporting hero but his business acumen and knowledge of the sports world are renowned both nationally and internationally.

"With David now fully behind us, we are confident we can take opportunities and use them for the benefit of all partners across the sub-region, ensuring that Coventry and Warwickshire joins in and plays its part in what is a once in a lifetime opportunity."



Tom Clift and Chief Ambassador David Moorcroft at Kenilworth Castle

Accolades for young stars



Nathan, who is featured in this edition's performance profile, is a 400m hurdler and sixth-form student at Coleshill School. He competes for Tamworth Athletics Club and is in the World Class Talent Programme with UK Athletics.

He said: "It was a bit of a shock to win. I really wasn't expecting to take the award."

"I've got quite a few ambitions but the biggest one for my sporting career is competing in 2012. It will be an amazing event."

Other winners of the night included Coventry's Olympic gold medallist Marlon Devonish, who was named Sportsman of the Year, Leamington Hurdler Sara McGreavy, who won Sportswoman of the Year, and Team of the Year was awarded to the Cassidy Coventry Blaze.

Ty Watson, the player-coach at The Carvell Coventry Bears, won the award for Professional Manager/Coach of the Year, and Geoff Foster, the BBC Coventry and Warwickshire sports broadcaster, was named Media Reporter of the Year.

A full list of winners and photos from the event are available at www.cswsportsawards.com



All the winners including young stars Hayley Murray (middle row, far right) and Nathan Woodward (back row, third from right)

The cream of local sports talent was celebrated at the Ricoh Arena at this year's Coventry, Solihull and Warwickshire Sports Awards.

Voted for by the public, the awards honoured the sports events, people and achievements of the previous 12 months and were announced at a gala ceremony.

The Coventry and Warwickshire 2012 Partnership sponsored two awards – Young Sportswoman of the Year and Young Sportsman of the Year.

Triumphant in both categories were budding athletes from the north of the county – Hayley Murray and Nathan Woodward.

Hayley is a county, Midland and national hammer throwing champion for her age group. She competes for Nuneaton Harriers and was recently selected to throw for her country in the European Youth Championships, where she won gold.

The Countdown to 2012

2007

- Olympic Park masterplan signed off
- New Olympic Bill in place

2008

- Start of London and the UK's Cultural Olympiad
- Construction on Olympic Park site begins

2009

- Construction of Velopark begins
- ODA and LOCOG tenders for all contracts continue

2010

- Official Volunteer Programme launched

2011

- 9 million tickets go on sale!
- Testing of venues gets underway

2012

- 27 July - 12 August - London Olympic Games
- 29 August - 9 September - London Paralympic Games



Heart Beat

London launches sustainability plan

London 2012, working with Bio-Regional and the WWF, has launched its plan to create a totally sustainable "One Planet Olympics" with a view to becoming the first 'sustainable' Games, setting new standards for major events.

The plan details the way in which the Games will be used as a platform to highlight global environmental issues and focuses on five key sustainable areas throughout the Games process including:

- Combating climate change;
- Reducing waste;
- Enhancing biodiversity;
- Promoting inclusion; and
- Improving healthy living.

Deloitte announced as first Tier Two Partner

Deloitte has been announced as the first Tier Two partner for the London 2012 Games in the professional services category. The deal means Deloitte will provide the London 2012 Organising Committee with services including management consulting and financial support through secondments and advisory work. The relationship agreement will commence in January 2009, when Deloitte will have rights to use the London 2012 marks, and rights to Team GB and Paralympics GB.

London 1908 commemorative coin announced

To mark the centenary of the London 1908 Olympic Games, a new £2 coin has been announced. Sales will contribute to the £2 billion cost of hosting and staging the Games. The limited edition coin will be available to buy from the Royal Mint and should be available in December with a full range launched in 2008. London has been host city twice before in 1908 and 1948. The British Olympic Association will also mark the anniversary with a number of events during 2008.

L2012 to launch national business e-brokerage service

With an estimated £30 billion of procurement contracts on offer in January 2008, London 2012 will launch 'Compete For' - an electronic tenders brokerage service providing access to direct and indirect London 2012 contracts and lower-tier opportunities. Led by Advantage West Midlands and the West Midlands Business Council, the West Midlands will have its own pages on the website where news, events and successes will feature. For further information please contact Jim Johnston, Business Manager for 2012 Games at AWM on jimjohnston@advantagewm.co.uk

Who's who for 2012

LOCOG London Organising Committee for the Olympic Games
ODA Olympic Delivery Authority
BOA British Olympic Association
BPA British Paralympic Association
DCMS Department for Culture Media and Sport
GLA Greater London Authority
LDA London Development Agency
IOC International Olympic Committee
IPC International Paralympic Committee

UK Sport
Sport England
VB Visit Britain

For regular updates on the Games please visit www.london2012.com

Focus on... Business



David Hartley

The London 2012 Games are now less than five years away and the procurement activities of the ODA and LOCOG are ramping up.

The contracts to be awarded by the London 2012 organisations are valued at around £7bn, plus another £23bn of associated developments and infrastructure. It is anticipated that there will be in excess of 50,000 contracts and sub-contracts for London 2012 alone.

In order to cope with this vast procurement campaign and to ensure that the contracts are awarded in a fair and transparent way, London 2012 is setting up a new electronic tendering system called CompeteFor.

This is in its pilot phase prior to full launch

and Coventry and Warwickshire companies are encouraged to sign up now at www.competefor.com

Coventry and Warwickshire Chamber is working with the West Midlands Business Council, Advantage West Midlands and the Coventry and Warwickshire 2012 Partnership to host a series of awareness-raising events in 2008 plus workshops covering tendering procedures and opportunities.

"The 2012 London Games will give us all the incentive to participate in sport and sporting events and give businesses the chance to build the sport and leisure economy in Coventry and Warwickshire.

"The potential economic benefit to the Midlands has been estimated at £3.2bn, so Coventry and Warwickshire businesses need to plan now to participate in this once in a business lifetime opportunity."



The Olympic Park - construction opportunities still exist

Olympic Stadium design revealed

The ODA has unveiled the design for the Olympic Stadium, the flagship venue for the 2012 Olympic and Paralympic Games. The construction of the venue is already three months ahead of schedule.

The unique 80,000-seat stadium will be the centre piece for the 2012 Games and will host the opening and closing ceremonies and the athletics events. It will convert to a 25,000-seat permanent stadium after the Games to become a new home for athletics, plus other sporting, community and educational uses.

Seb Coe, Chair of the London 2012 Organising Committee, said:

"We talk a lot about milestones, but few will be more exciting than this, the unveiling of the Olympic Stadium, which will be the centre piece of our Olympic Park.

"The stadium will stand for everything we talked about in the bid: it will be inspiring, innovative and sustainable - the theatre within which the Olympic Games and Paralympic Games will be played out and leaving behind top class sporting and community facilities after the Games.

"We genuinely believe that this creates a new blueprint for building Olympic stadia - one which integrates Games time requirements with a long term legacy vision."

For more information on the stadium design and artist's impressions please visit www.london2012.com



The proposed new stadium will be the centre piece of the Olympic Park

Tom's Update...



Welcome to the third edition of Performance from the Heart, the CW 2012 Partnership newsletter, designed to inform and bring you up to date with developments locally, regionally, nationally and internationally in relation to the London 2012 Games.

In this edition, we are delighted to announce David Moorcroft as our lead 2012 ambassador, the first of other announcements that are planned over the next year. We are also holding a key event "Our Journey to 2012" on 12 December to outline the Partnership's plans on how we wish to be part of 2012 and what we intend to do over the next four years with the support of all sub-regional partners.

If you would like a story featured in this publication or to provide any feedback on this newsletter please contact news@performancefromtheheart.com

Thank you for your support; Our Journey towards 2012 has begun...

T. Clift

Tom Clift

CW Opportunities Co-ordinator, 2012 Games

Performance Profile:

Nathan Woodward - Athletics

Nathan Woodward is a name we should hear more and more as 2012 approaches.

The talented 400m hurdler is only 18 but is ranked second in the UK and sixth in Europe in the under-20 age group.

Those statistics, plus Nathan's passion and commitment, almost certainly put him in the Team GB starting blocks in 2012.

Nathan, who cites his heroes as Ed Moses and David Hemery, said:

"I want to show the world what I can do. I am trying to achieve the best I can achieve and be the best I can be."



Nathan in action

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