



# Our journey...

[www.cswp.org.uk/london2012](http://www.cswp.org.uk/london2012)

## The Games and Me – How will you get involved with London 2012?

**John Ledwidge, Coventry City's 24-year-old head groundsman, has joined people from across the West Midlands in launching a new 2012 public engagement campaign called; The Games and Me.**

The Games and Me is a West Midlands campaign to share how people all over the region are playing their part in the London 2012 Olympic and Paralympic Games. John's story of how he is cutting grass for the Games aims to challenge other people across the region to share their stories about what they are doing to be part of London 2012.

The campaign was launched by David Moorcroft, chair of the West Midlands Leadership Group, Chris Holmes, Director of Paralympic Integration for London 2012, and Blind Dave Heeley, Sandwell's physical activity champion. Special guest Wenlock, the Olympic Mascot, encouraged 500 pupils from Get Set schools across the Black Country to have their own Olympic or Paralympic moment by taking part in the 3000m relay.

John Ledwidge, aged 24 years, is the youngest head groundsman in the country. The eyes of the world will be judging John's work in 2012 as he ensures the pitch at the City of Coventry Stadium is ready to host Olympic football.

Talking of his involvement with London 2012, John said: "Preparing the pitch for 2012 will be the most exciting, hardest, yet most rewarding challenge of my career so far.

"The work has already started since preparations are already underway at the venue and I would encourage everyone to become part of the Olympic and Paralympic Games since it will be a special and momentous time in our country's history."

Chris Holmes, director of Paralympic Integration for London 2012 said: "Recording these individual stories of new personal bests will provide Coventry and Warwickshire with an invaluable living archive of the difference the London 2012 Olympic and Paralympic Games is already making to people's lives.

"I am very impressed with the early contributions to The Games and Me and urge everyone with a story to tell, to get involved and showcase their endeavours."

John is one of several Games and Me Champions across the West Midlands whose story is being used to inspire others to become involved with London 2012. To find out more about The Games and Me and to upload your own stories, blogs, pictures and videos visit: [www.thegamesandme.com](http://www.thegamesandme.com).



Olympic mascot Wenlock (left) with John Ledwidge (right) at the Games and Me campaign launch

## Coventry and Warwickshire athletes success at the 2010 Commonwealth Games



Caption: (Left to right) Kelly Massey, Victoria Barr, Meghan Beesley and Nadine Okyere celebrate with their bronze medals after success in the 4x400m relay

**Coventry and Warwickshire has continued its proud tradition of producing talented athletes with strong representation and huge success at the recent Commonwealth Games in Delhi, India.**

Ten athletes from the region took part in a total of five sports and returned home with eight medals including two gold, three silver and three bronze medals.

Rugby archer Chris White was the top performer bringing home a gold medal in the team compound event as well as a silver medal in the individual competition. Leamington archer, Naomi Folkard also achieved a silver medal as part of the women's recurve team.

The region's sprinters produced strong showings with Coventry's Kelly Massey and Warwickshire's Nadine Okyere making up half of the bronze medal-winning 4 x 400m relay team. Coventry-born Marlon Devonish also shone as the England 4 x 100m relay team romped home to clinch the gold medal.

Shooter Michael Babb added to the medal count as the Coventry-based rifleman secured a silver medal in the 50m rifle prone pairs event.

There was more success produced on the bowling green as Rugby's Jamie-Lea Winch rolled her way to a bronze medal in the women's triple event.

Tom Clift, Coventry and Warwickshire Partnership manager for the 2012 Games, said the strong showing from the region's athletes was evidence that the area's proud sporting heritage was set to continue for many years to come.

"It is fantastic to see so many elite athletes with links to Coventry and Warwickshire both competing and winning medals at one of the biggest sporting events in the world and we hope the success of these athletes can act as an inspiration to future generations of young people to participate in sport in the lead up to the London 2012 Olympic Games".

## David Moorcroft - Lead Coventry & Warwickshire 2012 Ambassador



**There are 8.8 million tickets available for the 26 Olympic sports in 2012. Surely that is enough for all of us to have an opportunity to witness live at least one Olympic sport?**

With prices for the opening ceremony ranging from £20.12 to £2,012 there appears to be something for everyone, but the expectation is that ticket applications will be highly competitive and many sports will be hugely oversubscribed.

Inviting the public to express their interest in buying tickets and the registering of over 240,000 people to become Games Makers (the Olympic and Paralympic volunteers

army), has raised public awareness of and engagement with London 2012. Coventry and our surrounding region have even more to look forward to with the privileged status of being an Olympic host city.

Our hope is that as many people in our region as possible can have their Olympic or Paralympic moment. The Games are not just about sport nor are they just about London. The Nations and Regions programme led by a small team at LOCOG, and supported throughout the cities, counties, regions and home countries, is committed to taking the Olympic and Paralympic experience and spirit right around the UK.

Projects, programmes and resources such as 'Get Set' for schools and the Community Games toolkit are all designed to widen engagement with the biggest possible range of communities and backgrounds. 'The Games and Me' is another example of a London 2012 initiative that is accessible to everyone across the West Midlands and will tell the story of how the Olympics touched the lives of people in our region.

Preparing the projects and resources for London 2012 described above has been the proverbial marathon, but in contrast the race for tickets will be a sprint. Get on your blocks now!

## Leamington hosts Archery GB National Series Final



**Winners of the Archery GB National Series Final: (From left to right) Simon Terry men's recurve, Naomi Folkard women's recurve, Nichola Simpson women's compound and Chris White men's compound**

**Warwickshire archers Naomi Folkard and Chris White have won prestigious national championship titles in their home county.**

The Grand Final of the Archery GB National Series, sponsored by CW2012 and Warwick District Council, was held on September 12 in Jephson Gardens, Leamington Spa and saw Folkard win the gold medal in the women's recurve event in her home town.

Folkard beat GB international colleague Charlotte Burgess in a closely fought final. It is the first time

she has won the title, after taking the silver medal last year.

White, from Rugby, took the men's compound title, beating GB international colleague Liam Grimwood in the final. Like Folkard, he was a silver medalist in the event 12 months ago.

Folkard was delighted with the victory and believed it had set her up perfectly in preparation for the World Cup in Edinburgh.

"I am absolutely delighted to win this title, because you have to shoot consistently well in five qualifying tournaments around the country during the summer, and then the Grand Final itself," she said.

"To do it in front of friends and family here in Leamington makes it even more special, and Jephson Gardens has proved a wonderful venue."

White paid special homage to the organisers of the event who opted to host the National Series Final in public for the first time this year.

"I think the organisers chose a great venue here in Leamington. It's been a great day, and I am thrilled to win the National Series gold medal."

## London 2012 announces



Tickets for Olympic football matches at the City of London will go on sale in March 2011 with prices starting

The London Organising Committee for the Olympic Games (LOCOG) has revealed its ticket pricing structure across the 26 sports for the London 2012 Olympics.

Tickets for the Olympic Games go on sale in March 2011 and there will be a range of prices and initiatives to make tickets as accessible as possible for everyone. All tickets for events in London include a free travelcard and LOCOG has absorbed the impact of the recent VAT increase to ensure tickets represent the best possible value for spectators.

It is also anticipated that following detailed venue and sport schedule modelling, 800,000 more tickets will be made available – an increase of 10 per cent on the figure previously announced taking the total to 8.8 million. The wide range of ticket prices will see those at the higher end of the market balancing the availability of millions of lower priced tickets.

Ticket prices will be per session, the length of which will vary from sport to sport. There will be 649 separate ticketed sessions across the 26 sports during the Olympic Games.

LOCOG also confirmed that for over 200 Olympic Games sessions, a 'pay your age' scheme will operate. This will see anyone who is 16 and under at the start of the Games pay

their age – and anyone aged 60 and over pay £16. These sessions will be spread across all sports and all venues.

London 2012 has also revealed details of an exciting new scheme, 'London 2012 Ticketshare', which will see many thousands of school children receiving tickets to both the Olympic and Paralympic Games.

A levy on the price of prestige hospitality packages will allow 100,000 tickets to be donated to schools in London and around the UK via the London 2012 'Get Set' education network and the Olympic and Paralympic style schools sports competition.

## Sporting talent shines at regions Sports Awards



The winners of the Coventry, Solihull and Warwickshire Sports Awards 2010

The sixth annual Coventry, Solihull and Warwickshire Sports Awards has been held at the Ricoh Arena to celebrate the region's sporting success.

The awards, which are organised by Coventry University and supported by regional partners including CW2012, aim to celebrate those who have made a tremendous contribution to sport at all levels and recognise competitors, volunteers, teachers and organisers.

There was a touching moment as Coundon Court School's Clark McCallum, who passed away earlier this year at the age of 55, was named as PE Teacher of the Year. His wife

Lorna and son Clark were presented with the award on the night.

Sportsman of the Year went to Nuneaton's 22-year-old F400 motorcycle champion Leon Jeacock, who battled back from a serious wrist injury to clinch the title this year.

Other winners included Team of the Year for Elite League ice hockey champions Coventry Blaze, Young Sportswoman of the Year went to 12-year-old wheelchair tennis player Charlotte Moore, the Community Sports Award for Positive Futures and the lifetime achievement award went to Rugby Town JFC founder Brian Crinigan.

## Young Ambassadors begin preparations for London 2012



Pupils learning about London 2012 and their new roles during their Ambassador training

**Youngsters across Coventry have been preparing for London 2012 by becoming ambassadors for sport in their school.**

Every school in Coventry has signed up to the Youth Sport Trust's Young Ambassadors programme which appoints students from different age groups as London 2012 Ambassadors in their schools.

More than 200 Young Ambassadors representing every primary and secondary school in the city, attended training sessions to learn about London 2012, getting ideas for activities they can run, and discovering how they can incorporate the Olympic and Paralympic values into their school.

The training events were held over two days, with west Coventry schools attending the first day followed by eastern schools on the second and were organised by the Coventry School Sports Partnerships and CW2012.

Each Young Ambassador has three responsibilities to work towards - encourage sports participation, champion the London 2012 Games and promote the Olympic and Paralympic values of respect, friendship, personal excellence, courage, determination, inspiration and equality in their school.

There will be four levels of Ambassadors as part of the project - Platinum for sixth form students aged between 16 and 18-years-old, Gold for year 11 pupils aged 15 to 16-years-old, adiStars Silver sponsored by Adidas for year 10 pupils aged 14 to 16-years-old and Bronze for primary school children.

Neil Parker, project development manager for the Coventry East School Sports Partnership, said: "These inspirational young people will play a vital role in increasing participation in PE and School Sport. The Young Ambassadors will act as role models to young people across the Schools Sports Partnership and the fact this project is being driven by the youngsters themselves is so important."

## Get involved with London 2012

Since 2005, our sub-regional 2012 Partnership, CW2012, has worked hard to identify and secure all opportunities available from London 2012. As a result our sub-region has built up a reputation as the most active area outside of London to engage and be involved in London 2012.

Coventry and Warwickshire now has an impressive major programme of London 2012 inspired events and activity. Together, they will engage and inspire everyone to get involved and join in. You may know of some of our major 2012 programmes but if not, this is how our sub-region will come alive in 2012. Don't miss out, be part of it and Get Involved!



### A Host for Olympic football

Coventry will host the Olympic Football test event and a minimum of 8 games of the London 2012 Olympic football competition during Games time finishing with a bronze medal match on 9 August 2012.

### Part of the London 2012 Live Site network

Coventry was one of the last cities to be awarded a Live Site, which is part of a UK wide network of 25m<sup>2</sup> big screens, and will be located in the wall of the Coventry Transport Museum in Millennium Place.



### Godiva Awakes – Artists Taking the Lead

Imagineer Productions are re-creating Lady Godiva for the 21st Century as part of the Cultural Olympiad, which will see a 10m high mechanical puppet of the iconic Coventrian travel to London powered by 50 cyclists.



## Olympic Games ticket prices



Coventry Stadium at just £20.

Tickets for the Olympic football matches at the City of Coventry stadium have also been announced which will only be available through official London 2012 ticketing outlets.

Daniel Gidney, chief executive of the City of Coventry Stadium, said tickets for football matches for the preliminary rounds at the venue would cost £20 and £30 plus £40 for the hospitality seats.

He said: "These ticket prices provide fantastic affordability for everyone in the Midlands to be part of a once-in-a-lifetime opportunity to watch the Olympic Games in Coventry."

"I hope as many people as possible in the region will show their support by registering their interest online now before the tickets go on sale in March."

The London 2012 'Sign Up' programme was launched earlier this year. So far over 1.7 million people have signed up and are receiving news and discount ticket offers for sporting events. Those who have signed up will be among the first to find out when tickets go on sale and will save time when applying for tickets when they go on sale in 2011.

Register for the latest ticketing information and updates at: [www.tickets.london2012.com](http://www.tickets.london2012.com).

### The ticket price strategy includes:

- 8.8 million tickets available for the Olympic Games
- 75 per cent of these tickets will be on sale to the public from March 2011
- 90 per cent of these tickets will be priced at £100 or under
- Two thirds of these tickets will be priced at £50 or under
- 2.5 million tickets will be priced at £20 or under
- Under 16s will pay their age and over 60s will pay £16 for selected sessions

## Warwickshire man coins winning

### London 2012 idea

The Royal Mint, which makes UK coins, is releasing a new 50p coin, designed by a man from south Warwickshire.

The design, which honours the London 2012 Olympics and depicts the sport of Equestrianism, now appears on a limited number of special edition 50p coins since it was released into circulation from 13 October 2010.

The new designs all feature as part of a new batch of coins representing the 29 Olympic and Paralympic sports. Each new coin was designed by a member of the public following a national competition that received nearly 30,000 original entries.

Art graduate Thomas Babbage, originally from Tredington near Shipston-on-Stour, saw the advert for the competition on the internet and decided to submit a number of designs for the different sports in a variety of styles.

From nearly 30,000 entries submitted, Thomas was one of just 29 winners and all of the winning designs had to obtain final approval from the Treasury and The Queen.

Dave Knight, the Royal Mint's director of commemorative coins, said: "Every one of the winners is making history. Their coins will



Thomas Babbage with his winning design

become treasured mementos of the biggest sporting event to happen on UK shores for over half a century and we hope will encourage a new generation of collectors.

"Every coin captures the spirit, excitement and passion of the Olympics. In isolation each is a work of art, together they are an inspirational portrait of a sporting phenomenon."

"The Royal Mint is immensely proud to be part of London 2012 and we're thrilled that this competition has enabled the general public to play a part too."

Thomas' design can be found on three million 50p coins, which have been in general circulation from October 2010.

## Volunteer Roadshow helps Games Maker applications top 240,000



Rugby volunteer Katherine Durkin (left) at the Coventry leg of the volunteering road show

In partnership with McDonald's, the presenting partner of the London 2012 Games Maker programme and the Museums Libraries and Archives Council, the LOCOG Volunteering Team hosted two information events at Walsgrave McDonald's and then at the Central Library on Smithford Way.

Vicky Hall, LOCOG employee engagement manager said: "We're looking for passionate and committed individuals from all over the UK to make the London 2012 Games, and we were delighted with the level of interest and enthusiasm shown by the people of Coventry."

The next stage of the selection process will involve reviewing the applications and selecting the best candidates for interviews which will take place in 2011. Those that succeed the interview stage will then be required to attend at least three training sessions in relation to the volunteering role they will undertake during the London 2012 Games.

If you have applied to be a London 2012 Games Maker, we want to hear from you so that we can share your story as part of Our Journey to London 2012. Send your contact details to: [2012enquiries@cswp.org.uk](mailto:2012enquiries@cswp.org.uk).

London 2012 has revealed that over 240,000 people applied to be a London 2012 Games Maker volunteer.

The announcement came after the official online application process to become Games Maker volunteer closed on October 27, which also marked the end of the first stage in selecting the 70,000 volunteers required to support the Games.

During the promotional campaign in the days prior to the application process going live, Coventry hosted the first London 2012 volunteering roadshow on September 1, which formed part of a UK tour to meet local residents and raise awareness of the Games Maker volunteering programme.

### Celebrating the Olympic Torch relay

With 90% of the UK's population estimated to be within an hour's travel of the torch, we are working to secure the Olympic Torch visits the sub-region for people to have their own Olympic moment as part of this iconic symbol of the Olympic Games celebrations.



### Hosting Pre-Games Training Camps

The University of Warwick will host teams from around the world as pre-games training camps (PGTC's). With 10 facilities in the PGTC guide, we are working with National Olympic Committees and athletes to offer our facilities and expertise for training and support.



## Godiva Awakes launches public exhibition



Imagineer Productions directors: (From left to right) Kathi Leahy, Jane Hytch, Claire Maddocks and Andrea Simpson

Imagineer Productions Godiva Awakes project, part of the London 2012 Cultural Olympiad, showcased in full for the first time at the Herbert Art Gallery & Museum, in Coventry on October 1 and 2, 2010.

During the exhibition, members of the public were able to see each element of the project for themselves from an animation of the amazing Cyclopedia to the initial designs for Lady Godiva's coat.

The exhibition opening also included a performance from the Godiva Awakes Choir comprised of 100 people from across the

West Midlands who will perform a specially composed choral piece for Godiva during the awakening in 2012.

The Godiva Awakes project will see the creation of a ten metre high Lady Godiva, who will awake from her sleeping chamber in July 2012 to a spectacular performance and powered by 50 cyclists journey to London to play a part in the London 2012 celebrations.

For further information about Godiva Awakes and to follow project updates and read the stories of the people involved visit: [www.imagineerproductions.co.uk](http://www.imagineerproductions.co.uk).

### Coventry Cathedral 50th anniversary

The Olympic and Paralympic values link with Coventry's reputation as a City for peace and reconciliation and this will be brought together for a mass celebration of the Cathedral's 50th Anniversary in 2012.



### World Shakespeare Festival

The Royal Shakespeare Company will lead an unprecedented celebration of William Shakespeare's masterpieces through a series of UK wide and international collaborations.



## Key dates for 2011

- **March:** London 2012 Olympic tickets go on sale to the general public
- **March:** London 2012 Torch Relay routes will be announced to the public

### First tiles at London 2012 Aquatics Centre are laid by British swimming champion

Olympic swimmer and world record holder Mark Foster visited the London 2012 Aquatics Centre to lay the first tiles in one of the two 50m swimming pools. More than 180,000 tiles will line the 50m competition, training and diving pools with a total of around 850,000 ceramic tiles being used inside the venue. Work is also underway lining the curved ceiling with more than 30,000 individual sections of timber and on the two 1,600-tonne temporary seating stands that will provide 15,000 seats of the 17,500-seat venue.

- **May:** Live Site Big Screen installed at Millennium Place, Coventry
- **July 22-24:** London 2012 Open Weekend celebrating one year to go

### The second London 2012 shop has opened in Paddington Station

The new 65 square metre space in the Lawn shopping area of Paddington Station follows the successful launch of the London 2012 store at St Pancras International Station.

The shop will sell a wide range of merchandise such as soft toys, clothing and accessories, key rings, gifts, pin badges and collectables. Best sellers to date are Wenlock and Mandeville mascot soft toys, London 2012 Olympic logo pin badges and the London 2012 men's Union Jack t-shirt.

## Key dates for 2012

- **Spring:** London 2012 Paralympic tickets go on sale to the general public
- **April:** London 2012 Olympic football test event at the City of Coventry Stadium

### London 2012 Olympic and Paralympic marathons to start and finish in The Mall

The Olympic and Paralympic marathons are much smaller events than the annual London Marathon with the races involving around 80 athletes. The route has been developed around a 'loop' circuit so that spectators can see the runners several times.

The new route provides a better operational solution without causing a high risk of disruption to the many other sports taking place at the same time in the Olympic Park and across London.

### LOCOG celebrate 100,000<sup>th</sup> visitor to the Olympic Park

The Olympic Park welcomed its 100,000<sup>th</sup> visitor as part of London Open House weekend back in September. For the fourth year running the Olympic Park opened to the public with more than 4,000 people joining bus tours around the site to see the progress being made in the 'big build' of the Olympic Stadium. The Olympic Delivery Authority (ODA) runs regular daily, evening and weekend tours of the Olympic Park for the general public. To arrange a visit call Olympic Park Tours on **0300 2012 001**

## Is your school getting set for London 2012?

**One of the major bid promises from London winning the right to host the 2012 Games was that it would use the Olympic and Paralympic Games to get young people involved in sport and physical activity.**

To achieve this, London 2012 has developed an education programme which takes the magic and inspiration of the London 2012 Games out to classrooms, playgrounds and into the lives of young people across the UK.

Get Set is the official London 2012 education programme which hosts an online library of flexible, interactive, age-related learning resources designed to get pupils thinking about the Olympic and Paralympic values and the London 2012 Games.

Get Set is available to schools, colleges and education providers to enhance young people's learning right across the curriculum. It has been designed specifically to support and drive existing educational priorities and agendas within schools and the best thing about Get Set is that it's completely free!

Once schools have registered and are reflecting the Olympic and Paralympic values, they have the opportunity to apply to become part of the Get Set network. This is made up of learning providers who are demonstrably integrating the Olympic and Paralympic values into their school ethos.

The benefits for schools to be part of the Get Set network are the right to use the brand new London 2012 education logo, a plaque and certificate of the school's achievement, access to exclusive London 2012 competitions, prizes and opportunities. Schools wishing to gain access to the Olympic Park, tickets to the Olympic Games and visits from athletes and London 2012 mascots will only be considered if they are part of the Get Set Network.

With 66 per cent of all schools in the sub-region registered on Get Set, there is an increasing amount of London 2012 activity occurring across the education sector in the build up to the Games. Teachers can sign up their school to Get Set by visiting: [getset.london2012.com](http://getset.london2012.com)



Park Hill Primary were the first school to be recognised as part of the Get Set network from Coventry and Warwickshire

## Festival of Sport



Basketball was one of four sports which featured during the Festival of Sport

**Over 1,000 children from across east Coventry have taken part in a London 2012 inspired sports event involving wheelchair basketball, basketball, volleyball, handball and dance.**

The five-day event was the latest instalment of our Festival of Sport project, delivered by the Coventry East School Sports Partnerships, funded by NHS Coventry and supported by Coventry Sports Foundation.

The Festival of Sport project aims to give children an opportunity to experience a variety of Olympic and Paralympic sports in the lead up to London 2012 while learning practically about the values associated with the Games.

Every child was given a special brochure which included facts, information and details about London 2012 and the sports that will be played, as well as contact details for local sports clubs in an aim to encourage future participation. The brochures also included quiz questions throughout which enabled pupils to reflect on what they had learnt at the Festival of Sport.

## Tom's update



**Thank you for reading Edition 16 of Our Journey to 2012 and congratulations to all our athletes who competed in Delhi at the recent Commonwealth Games. There is now only one more December to go until we welcome the World to Coventry and the UK for the London 2012 Olympic and Paralympic Games.**

I am delighted that 2010 has been another hugely successful year in what continues to be seriously challenging and difficult times for us all. Despite this, our Journey to 2012

## Paralympic Legend



Liz Stone  
1996 Paralympic Games

Liz competed at the 1996 Paralympic Games in Atlanta in the sport of Equestrianism. Liz had a very successful Games achieving a silver medal in the dressage grade III category and won gold in the Team Open class competition. Liz is now a medical administrator for UK Athletics and is also a Paralympic Ambassador for CW2012, using her experiences to inspire young people in the build up to London 2012.

## 2012 Hopeful



Kelly Sibley  
Table Tennis

Currently ranked as England number one at the age of 22, Kelly has already achieved a great deal both nationally and internationally after being crowned as Ladies single and doubles National Champion in 2008. She also won bronze in the Ladies Doubles at the 2009 Commonwealth Championships. Kelly's current form will provide confidence for her to achieve her ambition of a medal after becoming the Ladies National Doubles Champion again in 2010.

continues and Coventry and Warwickshire has an unrivalled major programme of 2012 activity and events for everyone to be part of which can be recorded through the new West Midlands campaign, The Games and Me.

Nationally, we now know you can come and watch Olympic Football in Coventry for £20 and that all other Olympic sports ticket prices have been announced, ranging from £1 - 16 through the pay your age scheme to £2,012 for the best seat at the Opening Ceremony! Whatever your view, 2.5 million tickets out of 8.8m million are priced £20 or less across all Olympic sports.

As we reach 2011, another series of key milestones await us with the announcement of the Olympic Torch Relay route, Olympic Tickets going on sale, the installation and launch of our new London 2012 Live Site and celebrating 1 year to go next July and August.

The Games will be here before we know it and there is a lot of hard work to be completed before then. However, despite the economic conditions, 2012 will be a hugely special year for Coventry and Warwickshire, so make sure you join in! Thanks for your support and best wishes for 2011.