



# Our journey...

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## Coventry to kick off London 2012

**Coventry will be the first English city to host an Olympic event during the London 2012 Games – two days ahead of the opening ceremony in London.**

The Ricoh Arena, which will temporarily be re-named the City of Coventry Stadium during the tournament, is set to host 12 matches of both the men's and women's competitions during London 2012 and tickets for fixtures at the venue will go on sale from Tuesday, March 15.

The first matches in Coventry will take place on July 25 with a double header of women's football starting at 5pm.

Daniel Gidney, chief executive of the Ricoh Arena, said he was proud Coventry had been chosen as the first English city to host an event at the 2012 Olympic Games.

"The fact that we are the first English city to be staging an Olympic event at the 2012 Games will raise our national and international profile even further," he said.

"We are all thrilled to be staging women's and men's football matches in the Olympic Games and we look forward to welcoming all the players, coaches, officials and spectators.

This is a once-in-a-lifetime event and I would urge everyone to pre-register for their tickets to make sure they don't miss out on being part of the Olympic Games experience in Coventry."

The process for purchasing all Olympic Games tickets will open for six weeks, enabling people to consider the options before making their final choices. Applications will close on April 26, 2011 and all oversubscribed events will be allocated via a ballot process.

Tom Clift, Coventry and Warwickshire Partnership manager for the 2012 Games, said: "It is a great honour and the people of Coventry and Warwickshire should rightly be proud that their city has been chosen for such a prestigious occasion.

"Staging Olympic football is the pinnacle of a whole host of projects and events that have been happening across the sub-region over the past five years as part of our involvement with the London 2012 Games.

"We have a comprehensive schedule of events planned to celebrate the Olympic and Paralympic Games in Coventry and Warwickshire and we want local people to be part of London 2012, not only in their home country, but in their home city."



The City of Coventry Stadium will host the Olympic football test event and 12 tournament matches at the London 2012 Games



An artists impression of what Coventry's London 2012 Live Site may look like

## London 2012 coming Live to Coventry

**Construction work has begun in Millennium square at the Coventry Transport Museum ahead of the installation of the cities London 2012 Live Site.**

Live Sites are big screens and events spaces in urban centres which offer live information, video news and community events.

In the year of 2012, Live Sites will be the destination for news, events and live screenings of the Olympic and Paralympic Games.

The Live Site is a collaboration between the BBC, London 2012, CW2012 and Coventry City Council, and in the build-up to 2012 the 20 screens around the country will broadcast live coverage and news relating to the Olympic and Paralympic Games.

Additionally, Live Sites offer a far more diverse range of activities other than just broadcasting sporting fixtures. Each screen has a growing number of applications that interact with people who are around the Live Site and each location has been specifically chosen with a designated space in its vicinity for large scale events.

Coventry's screen in Millennium Place will also reflect the local community with videos of events and partnerships with other arts and media organisations from across Coventry and Warwickshire.

Councillor Mal Mutton, chair of the Coventry city council cabinet advisory committee for London 2012 Olympic Games, said: "Coventry's Live Site screen is such an exciting project.

"It will be fantastic for people to be able to gather together and enjoy Olympic and Paralympic events - including those taking place in Coventry.

"But that's only part of it as students will get the chance to make films celebrating the city and our own Cultural Olympiad projects can also be screened on the hour."

The Live Site network consists of currently 20 screens across the UK with Coventry's screen due to be completed by May 2011.

For more information about national events that will be broadcast across the Live Site network visit: [www.bbc.co.uk/bigscreens](http://www.bbc.co.uk/bigscreens).

## David Moorcroft - Lead Coventry & Warwickshire 2012 Ambassador



**I'm privileged to have been involved in every Olympic Games since 1976 and, like many seasoned Games-goers, I'm often asked which was my favourite and why.**

Since I stopped competing, I've had far more time to absorb the whole experience, and for me the best overall Games atmosphere was in Sydney 2000. Not only did I get to see a great performance from the British athletics team in the stadium, winning six medals, but I also joined thousands of people in Olympic Park watching other sports on the big screens.

There was a unique party atmosphere at the screens, coupled with great weather and enthusiastic volunteers. Whether we can match the weather in 2012 remains to be seen, but I know that our volunteers will be top class and the British love for a communal event ensures that the 'Live Sites' will be buzzing.

I couldn't be prouder that my home town is not only an Olympic Host City (and I never thought I'd be able to say that when I was sitting in Sydney!) but will also have a Live Site in Millennium Square. For those not lucky enough to see the Olympic football in

Coventry, I urge you to visit the Live Site in 2012 and bring your friends and family.

You're guaranteed a great free day out, and during the build up to London 2012 we will be showcasing many other elements of the 2012 Games including the progress of Godiva Awakes and the Olympic Torch Relay, local stories from 'The Games and Me', 'Get Set' in schools and Community Games. There will be live entertainment, plus all the sport on the big screen so make sure that you don't miss out and be part of Coventry's Live Site!

## London 2012 Festival commissions for Coventry and Warwickshire

Coventry Cathedral will be part of the London 2012 festival through a commission involving composer James MacMillan



A new music commission by composer James MacMillan for Coventry Cathedral and an international World Shakespeare Festival in Stratford are amongst two events that will take place in the West Midlands as part of the climax of the Cultural Olympiad in 2012.

The finale of the Cultural Olympiad, the London 2012 Festival, will be a 12-week UK-wide cultural celebration. Opening on June 21, 2012 and running until the last day of the London 2012 Paralympic Games on September 9, 2012, the London 2012 Festival will define an outstanding summer of arts and culture in the UK.

The first commissions for the UK-wide London 2012 Festival were announced featuring two commissions from Coventry and Warwickshire which included a new piece of music by award-winning classical composer James MacMillan to celebrate the 50<sup>th</sup> anniversary of Coventry Cathedral in the year of 2012.

The World Shakespeare Festival, produced by the Royal Shakespeare Company, will celebrate Shakespeare as the world's playwright, with partners including the Roundhouse, the Barbican, the National Theatre, the BBC, and National Theatre Wales, Iraqi Theatre Company based in Baghdad and Companhia Bufomecanica from Rio de Janeiro in Brazil, all three of whom have productions in development.

Over 1,000 events will be featured on a special website which will go live from summer 2011. The aim is for over three million people to attend and be part of London 2012 Festival. Some of the events will be ticketed, some will be free to attend, and further information on ticketing, pricing and promotional plans will be provided later this year in the build up to the first tickets going on sale in October 2011.

## How are you going to plan your

After almost six years of waiting since London won the bid to host the 2012 Games, the time has finally come to apply for London 2012 Olympic Games tickets.

From March 15 until April 26, the general public will be able to apply for a total of 6.6 million tickets for events in London and the nine UK wide venues including Coventry.

To help plan which sports you wish to apply for, the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) have published the full sports competition schedule for the London 2012 Olympic Games.

The schedule contains the full details of 19 days of sporting competition, including the times and venues for over 640 sessions, across more than 300 events, 39 disciplines, and 26 sports.

The sports competition schedule has taken over two years to develop, and has been approved by the International Olympic Committee (IOC), 26 international sporting federations, and the Host City stakeholders for every Olympic Games venue.

The process of applying for tickets is an open and equal process as there is no advantage to applying early and it is not a first come



first served basis. Therefore in the event of high demand for a particular session becoming oversubscribed, there will be ballot to decide how the tickets will be fairly allocated.

No charge will be taken for tickets until you have been granted your allocation and this will be between May and June 2011. Any electronic payment for tickets must be made using a VISA card as they are an official sponsor of the IOC. Payments can also be made by cheque and cash when applying for tickets using a paper application which can be obtained from your local Lloyds TSB branch.

## Legacy workshop inspires volunteers



People completing one of the activities at the V-Inspired Legacy workshop

Interest in volunteering throughout Coventry and Warwickshire has received a boost following the opportunity for people to work as Games Maker volunteers at the London 2012 Games.

To harness some of the renewed appetite for volunteering in the sub-region a free workshop provided organisations with support to develop Games-inspired volunteering roles and to use the power of the Games to engage volunteers.

Volunteering England teamed up with Voluntary Action Coventry, and with the support of CW2012, Coventry City Council and Coventry

Active, hosted a volunteering-orientated Legacy Workshop at the Ricoh Arena Community Space in Phoenix Way.

Mike Gale, from Volunteering England, said: "We are delighted to be empowering organisations in Coventry and Warwickshire to get involved with the 2012 Games.

"Hosting the workshop in an official Olympic venue, the Ricoh Arena, shows how much inspiration already exists in the area for local groups to capitalise their volunteer recruitment around London 2012."

## Music of table tennis pings into Cultural Olympiad



The launch for the 20x12 commissions outside the Olympic Stadium

PRS for Music Foundation have announced that the University of Warwick's Coull Quartet will play a key role in one of 20 outstanding pieces of new music which will feature centre stage of the London 2012 Cultural Olympiad.

The twenty works commissioned for New Music, 20x12, each last 12 minutes and offer a snapshot of the quality and diversity of new music in the UK. Each piece will be broadcast by BBC Radio 3 and tour the UK - ensuring as many people as possible have the opportunity to enjoy excellent new music as part of the celebrations in 2012.

The works selected for New Music 20x12 cover a wide range of genres, reflecting the diversity and richness of musical life in the UK - from contemporary classical, folk and opera to bell ringing, beatboxing, jazz and music for brass bands.

Inspired by the dynamism of Olympic and Paralympic sports, the passion of human endeavour so centre to the Games and the once in a lifetime opportunity of creating a musical work which contributes to a global celebration, these commissions are full of the energy, hope and excitement that will emanate from across the Cultural Olympiad and the Games themselves.

The Coull Quartet is the University of Warwick resident string quartet. Coull Cellist Nick Roberts said: "We are delighted that the Coull has been awarded a New Music 20x12 commission, with composer Joe Cutler, to celebrate the London 2012 Cultural Olympiad.

"The new work, 'Ping!', will be scored for string quartet performing alongside table tennis players and it will explore the strong and distinct sounds and rhythms that table tennis players can create. "

## London 2012 is coming to our region

Coventry and Warwickshire is engaging in London 2012 more than any other city outside of London. Nowhere else has a greater volume of major events and activity combined with a locally inspired programme of projects, campaigns and initiatives centralised around London 2012.

With such an impressive calendar of London 2012 inspired events and activities, we aim to unite our region, bringing communities together to celebrate this once in a life time opportunity, making Coventry and Warwickshire come alive in 2012, inspiring everyone to join in and be part of the greatest sporting event in the world. Don't miss out, be part of it and Get Involved now!

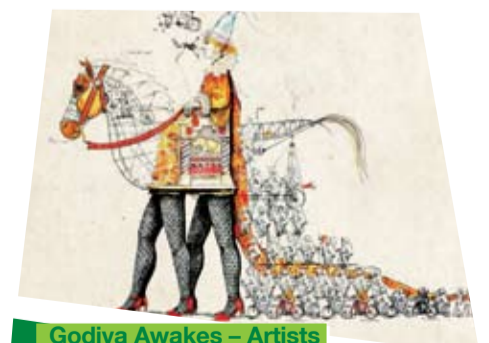


A Host for Olympic football

Coventry will kick off the London 2012 Games two days before the Opening Ceremony on 25 July 2012 and will host 12 matches of the Olympic football competition finishing with the women's Bronze medal match on 9 August 2012.

### Part of the London 2012 Live Site network

Coventry's Live Site is part of a UK wide network of 25m<sup>2</sup> big screens that will be located in the wall of the Coventry Transport Museum in Millennium Place and will be fully functional from May 2011 onwards.



Godiva Awakes - Artists Taking the Lead

Imagineer Productions are re-creating Lady Godiva for the 21<sup>st</sup> 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.

## London 2012 Games experience?



Seb Coe, Chair of London 2012, outside the Olympic Stadium

Sebastian Coe, Chair of London 2012, said: "Publishing the Olympic sports competition schedule means that everyone – athletes, coaches, spectators, broadcasters and everybody who wants to be part of London 2012 can now start planning their Games."

"The Olympic Games is the greatest show on earth, and the schedule shows the vast choice of sporting events on offer for the public to go and see. The world's greatest athletes in every one of the 26 Olympic sports are now honing their preparation to a specific point of time on a specific date in July and August 2012."

"Families up and down the country can now plan their summer of 2012. The schedule showcases brilliant and exciting sport every single day, over 19 days, with 302 medals on offer. Our message to the public is clear – the superstars of twenty six world sports are coming to the UK and you have the chance to say 'I was there'."

To apply for tickets for the London 2012 Olympic Games between March 15 and April 26 2011 and to view the Olympic sports competition schedule visit: [www.tickets.london2012.com](http://www.tickets.london2012.com).

Tickets for the London 2012 Paralympic Games will be available from September 9, 2011 and more details will be published nearer this date.

### 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

## London 2012 launches volunteer interview programme

London 2012 chair Sebastian Coe has revealed the 100,000 people best suited to the 70,000 Games Maker volunteer roles on offer will be invited over 14 months to take part in an interview.

It is estimated that over the next 14 months, over 300 people a day will attend a selection event comprising of an informative and engaging exhibition about Olympic and Paralympic volunteering and a 30 minute interview.

A total of nine selection centres around the UK have been announced as taking place between March and August 2011 which includes the University of Warwick's Sports Centre as a named Games Maker selection venue with the interviews taking place June 22 to August 7.

The Games Maker interviews will be conducted by a team of 2,500 Selection Event volunteers who are lending their time to help London 2012 select the best possible Games Maker team. All Selection Event volunteers have completed comprehensive training to ensure a positive, fair and enjoyable interview experience.



Local volunteer Katherine Durkin, Rugby, (Left) with London 2012 staff at the Games Maker volunteer road show in Coventry

Where possible, applicants will be invited to attend the selection event nearest to them.

London 2012 has also announced a partnership with Cadbury as official supporter of the London 2012 Games Maker programme. Cadbury will help build great Games Maker teams through fun and friendly game play delivered by programmes such as the Spots v Stripes campaign.

Sebastian Coe, Chair of London 2012 commented: "The Games Maker volunteers will be the faces of the London 2012 Olympic and Paralympic Games and it is crucial that we recruit the best team players in the UK. More than half of the applicants selected for interview have a chance of being offered a volunteer role."

## Children's Promise mascot visit



Liam Dylan Goodyear in Trafalgar Square, London, with Paralympic Mascot Mandeville (left) and Olympic Mascot Wenlock (right)

2004, called for Children across the UK who were born on the 20<sup>th</sup> day of the 12<sup>th</sup> month (20/12 day), to register with LOCOG to have the opportunity to take part in an event or ceremony surrounding the London Olympic and Paralympic Games.

Each of the 700 children registered on the scheme will play a special role in welcoming the world at Games time.

This could include taking part in one of the Opening or Closing Ceremonies, Team Welcome Ceremonies, or in the programme of other events that will light up the UK.

Sebastian Coe, chair of the London 2012 Organising Committee, said: 'It's fantastic to see the Children's Promise kids enjoying their time with Wenlock and Mandeville as they celebrate their birthdays.'

"These children have been on a journey with us right from the start and they will play a part in what I hope will be the best Olympic Games and Paralympic Games ever."

"I would like to wish all our Children's Promise participants a very happy sixth birthday."

Youngsters in the London 2012 Children's Promise scheme from across the UK celebrated their sixth birthday with Wenlock and Mandeville, the London 2012 Olympic and Paralympic mascots at London's Trafalgar Square.

Liam Dylan Goodyear from Coventry, was one of the children who went to London to meet the mascots, spend some time with them and get their photos taken with them.

The Children's Promise scheme, launched during the bid to host the 2012 Games in

### Celebrating the Olympic Torch relay

With 95% 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.

## College Gets Set for London 2012



The Olympic mural painted by students at the Leamington centre of Warwickshire College

Warwickshire College has been recognised for its commitment to the Olympic and Paralympic values by the Get Set network, the Games' official education programme.

Warwickshire College is the first further education college in the country to receive this accolade, awarded because of the creative, innovative methods the college is using to promote the Olympic and Paralympic Values. Due to the college's innovative work, it was awarded 'School of the Month' for its creative cultural mural, designed and painted by students at the Leamington centre.

Vice principal, Mary Heslop said: "We are delighted to belong to the Get Set network and are aiming to create a legacy which will last far beyond the London 2012 Games themselves, becoming part of the ongoing life of the college."

"The cultural mural in the student common room was designed by students to reflect the different cultural aspects of life on our journey to the London 2012 Games."

"It is a creative way of showing what the 2012 Games means to the students at Warwickshire College and is full of life and colour."



### Coventry Cathedral 50<sup>th</sup> 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 50<sup>th</sup> 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 15:** Application for London 2012 Olympic tickets opens online until 26 April 2011
- **Spring:** London 2012 Olympic Torch relay routes will be announced to the public

### BBC awarded radio rights for London 2012 Paralympic Games

LOCOG has awarded radio rights for the London 2012 Paralympic Games to the BBC who will broadcast live commentary and analysis on BBC Radio 5 live sports extra during the Paralympic Games, which take place from August 29 to September 9, 2011.

In addition, BBC Radio 5 live will carry around 25 hours of programmes and news from the Games, with key stories and highlights. BBC World Service and local BBC radio stations will also be used to provide further coverage.

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

### Over £820,000 awarded to artists for Cultural Olympiad programme Unlimited

London 2012, the UK Arts Councils and the British Council will support 13 new commissions covering a range of art forms, including choreography, live arts, visual arts and theatre. The funding has been awarded to Unlimited, the groundbreaking London 2012 programme celebrating arts and culture by disabled and deaf artists, in a latest round of major commissions that will see international collaborations between UK artists and those in Brazil, China, Germany and South Africa.

## Key dates for 2012

- **April:** London 2012 Olympic football test event at the City of Coventry Stadium
- **July 25:** First Olympic football match to be played at the City of Coventry Stadium

### London 2012 Velodrome is unveiled as the first finished Olympic Park venue

The Olympic Delivery Authority started work on the Velodrome in March 2009 and with construction now completed, the Velodrome is the first Olympic Park venue in place nearly 18 months before the start of the Games.

The 6,000 seat Velodrome will host the Olympic and Paralympic Track Cycling events in 2012. After the Games, the legacy Velodrome will be used by elite athletes and the local community and will include a café, bike hire and cycle workshop facilities.

- **July 27 - August 12:** London 2012 Olympic Games
- **August 29 - September 9:** London 2012 Paralympic Games

### Royal College of Art students to design key Victory Ceremony elements

LOCOG have announced a partnership with the Royal College of Art (RCA) that will see RCA postgraduate students design key elements of the Victory Ceremonies for the London 2012 Games.

The features to be designed for the ceremonies including the podia where athletes will receive their medals, costumes, flower holders and medal trays for more than 770 Victory Ceremonies that will take place in 29 different venues across the UK.

## London 2012 mascot to visit Edgewick Primary school

London 2012 Paralympic mascot, Mandeville, will make the school sports day extra special for pupils at Edgewick Community Primary School in Coventry, on June 22 this summer as a prize for taking part in a competition about exploring what is unique about their community.

The initiative called 'Get Set to make your mascot' invited primary schools to undertake a project to find out about their local area and change the Olympic Mascot Wenlock or the Paralympic Mascot Mandeville to represent something that is special and representative about their area.

Hundreds of primary schools entered the competition and entries from the West Midlands were shortlisted by a panel including David Moorcroft.

The shortlisted schools then spent a day in London at the national final. The finalists got the opportunity to view the Olympic Park and

meet diving Olympic silver medalist Leon Taylor and three times wheelchair basketball Paralympian Clare Strange, who were also on the panel of judges choosing the winning project designs.

Edgewick Primary School showcased their presentation skills as they pitched their mascot designs to the panel and shared them with the other schools.

Following this they took part in a question and answer session with the panel where they spoke about the how they use the Olympic and Paralympic Values throughout their school lives as well as describing what was special to them about their local area in a bid to win the exciting prize.

London 2012 Chairman, Seb Coe said: "These young people have been able to embrace the Olympic and Paralympic Values and have used them to be creative and work as a team. The results have been immensely impressive."



Pupils from Edgewick Primary School with mascot's Wenlock (left) and Mandeville (right)

## One World Week focuses on London 2012



### The Legacy of London 2012

A panel discussion and Q&A session on the legacy of London 2012 with expert speakers from the worlds of business and sport. Followed by a drinks reception hosted by Deloitte.

Speakers:  
Heather Hancock - Deloitte  
David Moorcroft - Olympic medalist.  
Will Bastin - Coventry and Warwickshire Partnership, London 2012  
Leo Matlock - Right to Play  
Jason Norris - Deloitte

Students at the University of Warwick have taken part in a forum to discuss how they can be a part of shaping the legacy of the 2012 Games through the opportunities presented through local London 2012 projects.

Speakers at the forum were Olympian David Moorcroft who talked about his experiences of the Games, whilst Will Bastin from CW2012 gave an overview of the regional London 2012 programmes, and Terry Monnington, director of sport at the University of Warwick, spoke specifically of opportunities for students located at the university.

One World Week is an annual student-led event which aims to stimulate personal development and inspire a view based on acceptance and appreciation of the world's cultures.

Carl Andrew, co- forum chair for One World Week 2011, said: "The talk was a fantastic success and allowed Warwick students to hear about how the London 2012 Games will benefit them on a local, regional and national level."

## Olympic Legend



Joanne Deakins  
1992 and 1996 Olympic Games

Joanne competed as a swimmer at two Olympic Games competing in 100m and 200m backstroke and 4x100 individual medley in Barcelona 1992; and the 200m backstroke in the 1996 Atlanta Games. Joanne has had a huge involvement with the City of Coventry Swimming Club having trained with them since the age of 16 and is now the Director of Coaching at the club.

## 2012 Hopeful



Hugh Brayshaw  
Sailing

Hugh's has been sailing for just seven years in which time he has worked his way through the junior and youth system. His highlights include representing Team GB at the 2009 World and European Championships in Italy and Hungary as well as being crowned the 2010 RYA Volvo National Youth Champions, with helm Mike Wood, in the 420 Class after winning the winter regatta in March 2010.

## Tom's update



Tom Clift  
CW2012 Partnership Manager

Thank you for reading Edition 17 of Our Journey to London 2012 and what a hectic start to 2011! Coventry Cathedral and the Royal Shakespeare Company have been included into the London 2012 Festival, work has started on Coventry's Live Site Big Screen in the City Centre and the Sports Competition schedule has been launched with prices for every session of every sport at every venue. With Olympic Tickets on sale from the 15 March, the excitement and anticipation is really building.

We're delighted to be the first English City to be hosting Olympic competition, even before London and the 2012 opening ceremony! In addition to 12 matches over eight days at the Ricoh Arena, (renamed the City of Coventry Stadium for the Games) Coventry will host the women's bronze medal match and the Olympic football test event in April 2012.

What a great opportunity for local people to be part of the 2012 Games first hand, having their own unique Olympic experience to be part of the greatest sporting event in the world.

2011 is a huge year for Coventry and London with the Torch Relay announcement due in the spring, Olympic tickets on sale and the launch of our Live Site, we are now gearing up to celebrate one year to go in July/August.

Coventry and Warwickshire has the largest engagement of London 2012 than any other City outside of the capital. From now on in, our focus will be on ensuring the whole sub-region is aware of all our projects and events and joins in to be part of this once in a life time opportunity. Get involved - be part of it!