

Coventry selected as London 2012 Live Site location

Coventry has won the race to have a big screen installed in its city centre after being selected as an official London 2012 Live Site location.

Working with the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG), Coventry City Council and other local partners, we are delighted to have secured a Live Site for Coventry in time for London 2012.

Funded by the National Lottery through the Olympic Lottery Distributor, London 2012 Live Sites are the destination for news, events and live screenings of the Olympic Games in 2010 and 2012. They will bring a flavour of the Games and local 2012 activities to communities within the city.

During the London 2012 Games there will be a national network of screens – both permanent and temporary – which will enable local communities to gather, watch and interact with London 2012 events through this world leading media concept.

Content managed by the BBC, a combination of local information, news and events, London 2012 updates and sponsors' films will enable each screen to become an important focal point of local community life and events.

Tom Clift, Coventry and Warwickshire partnership manager for the 2012 Games, spoke about the impact a Live site could have for the city and surrounding sub-region.

"We are delighted to have secured a Live Site for Coventry and the West Midlands region, especially in light of the intense competition we faced from other major locations across the UK," he said.

"The city's selection as a Live Site location is a glowing endorsement of what has already been achieved in Coventry and Warwickshire and of our ambitious plans for the next two-and-a-half years and beyond.

"We are determined to engage with London 2012 more than any other region outside of the capital and this site will help us on the way to achieving that aim whilst enabling local communities to join in and be part of this once in a lifetime opportunity."

Due to the central location, public event space and visitor footfall, the Live Site will be located at Coventry Transport Museum. Subject to a planning application and permission being granted, the screen proposed for Coventry is expected to be installed and be part of the existing nationwide network of 20 screens before May 2011.



An example of a London 2012 Live Site that will act as a focal point for local community celebration and events leading up to the 2012 Games

Local projects get Inspired by London 2012



London 2012 Inspire Mark projects: (Clockwise from top left) Museum on the Move, Extraordinary Cycles, Knickers and Vests, Festival of Sport

Six projects in Coventry and Warwickshire are set to inspire the region after being awarded the official London 2012 Inspire Mark in recognition of their innovative and exceptional projects.

This accreditation is awarded to projects that reflect the core values of London 2012 across the themes of sport, culture, education, volunteering, environment and business.

Two of the projects which have already been awarded the London 2012 Inspire Mark draw on the sporting and cultural influence of the Games. They are Extraordinary Cycles, which is a celebration of the marriage of sport and art through performances of dancing on bikes and the Festival of Sport, which aims to give school children the opportunity to try different Olympic and Paralympic sports.

As part of the West Midlands Cultural Programme, Warwick Arts Centre is leading a Boys Dancing project, that encourages boys to participate in dance and combines physical activity with creativity and will involve 1,000 young men in the first year. The remaining projects focus on the themes of art, sport

and culture. Knickers and Vests, led by Triangle Theatre investigates the experience of physical education in school sport, and Museum on the Move, is a mobile museum with an exhibition focusing on Warwickshire's sporting heroes and Olympic heritage.

Will Bastin, Coventry and Warwickshire partnership assistant for the 2012 Games, said: "The London 2012 Inspire Mark is a fantastic way of gaining national recognition for projects which go that extra step to encapsulate what the Olympic and Paralympic Games are about.

"We want to have as many Inspire Mark projects as possible by 2012 and encourage anyone who is planning or has existing projects which fit these criteria to apply for the Inspire Mark at the earliest opportunity."

Non-commercial organisations or individuals that would like to be involved with the London 2012 Inspire Mark programme should contact Will Bastin, partnership assistant at will.bastin@cswp.org.uk or visit the London 2012 website for more details and information at: www.london2012.com

David Moorcroft - Lead Coventry & Warwickshire 2012 Ambassador



I have always been fascinated by the Winter Olympic Games and I have huge admiration for those athletes who perform the bravest, and most dangerous, acts in elite sport.

Georgian luger Nodar Kumaritashvili's tragic death, serves as a reminder of the huge risks which face the athletes competing in Vancouver in order to become an Olympic champion.

Curling I can handle and the grace and beauty of ice dance is within my comprehension, but the thought of leaping off a platform high above the ground on a pair of ski's and without a

parachute brings me out in a cold sweat. There is a place in Oslo called Holmenkollen, which is to ski jumping what Lord's is to cricket. A few years ago I stood at the top of the ramp there and looked down to a view that was truly terrifying. For the experts it's no big deal, but for me, who gets vertigo on the top of a bus, it was a memorable insight in to a dimension of sport that television can't quite convey.

The Vancouver Games will be the last Olympics and Paralympics before London 2012 and reminds us of the proximity of hosting these huge sporting events.

Great Britain is not regarded as a major power in Winter Olympic sport but we have had our moments - Torvill and Dean's perfect performance on ice in 1984, provided us with an iconic Olympic moment. Whilst Team GB might not set the world alight in Vancouver, we are probably sending our strongest team for many years with a number of real medal hopes.

In its own way I'm sure the 2010 Vancouver Games will be inspirational and give us a taste for the big event in London in two and a half years time. Like a ski jumper flying down the ramp, that time will pass very, very quickly.

- April 23-26: Shakespeare Birthday Celebrations
- July 2-4: Godiva Festival
- July 23-25: London 2012 Open Weekend

- London 2012 Volunteer Programme launched
- Torch relay opportunities identified
- Big Build continues on Olympic venues

- 7.7 million tickets for London 2012 Olympics go on sale
- 1.5 million tickets for London 2010 Paralympics go on sale

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

London 2012 appoint Ruth Mackenzie as director of Culture

Leading the LOCOG Culture team, Ruth will report to Cultural Olympiad chair Tony Hall and the London 2012 Cultural Olympiad Board. Currently an expert adviser on broadcasting and cultural policy, Ruth brings a wealth of experience from her previous roles and was awarded an OBE for her services to the theatre in 1995. She has also worked on a consultancy basis for the Barbican Centre, Tate, BBC and London Symphony Orchestra, making her the ideal person to fulfill the London 2012 Cultural legacy.

Channel 4 awarded UK broadcaster rights for London 2012 Paralympic Games

Channel 4 will have more than 150 hours of coverage during the 12 days of the Paralympic Games - far more than has ever been screened in the UK. They will work with the world's best production companies to create innovative sports coverage, showcasing Paralympic sport to millions of viewers both on television and online. Channel 4 will also run its largest ever marketing campaign to promote the Paralympic Games in the lead up to 2012 including a number of athlete and disability sports documentaries.

London 2012 menu will serve the best of British food at the Games

The catering vision for London 2012 outlines plans to offer a wide range of food for all customers to satisfy the 14 million meals that will be served during the Olympic and Paralympic Games, across 40 locations. The food vision aims to set new standards for catering at UK events, leaving a positive legacy for the future which includes a commitment that all dairy products, beef, lamb and poultry must be British. In addition, bananas, tea, coffee and sugar will all be provided from a range of Fairtrade sources.

Velodrome rises out of the ground as steel structure is completed

The steel structure of the 6,000-seat Velodrome that will host the 2012 Olympic and Paralympic track cycling events has been completed. Work will now begin to install the distinctive double-curved cable-net roof, providing the skyline of the Olympic Park with another iconic venue. After the Games the Velodrome will be part of a VeloPark including a BMX track, mountain bike trail and a road-racing circuit. The Velodrome is likely to be one of the first venues completed in the Olympic Park in early 2011.

Our Plans... Team Coventry and Warwickshire



Young athletes who were awarded CAP bursaries in 2009 with Olympic hockey player Rachel Walker (left), Councillor Jack Harrison (centre) and Coventry and Warwickshire 2012 partnership manager Tom Clift (right)

A huge emphasis in the build-up to London 2012 has been about the available support and provision for talented athletes in helping them to reach their full sporting potential.

Our Team Coventry and Warwickshire project aims to offer a variety of sports services for aspiring athletes to provide them with a range of skills, information and expert advice to take their performance to the next level.

Jointly funded by CW2012, Coventry and Warwickshire local authorities, and administered by CSW Sport, the project has provided bursaries to over 60 young athletes to assist in their training and competition costs over the past two years.

Elite performance days for selected talented athletes aged 14-16, nominated by their national governing body, have been held and included workshops delivered by experts across the fields of sports nutrition, psychology, and media training techniques.

Olympian and 2002 Commonwealth champion swimmer Adam Whitehead has been present at the events to provide inspirational advice and knowledge from his own experience of elite level competition.

The project has also supported talent identification schemes to recognise and develop individuals who display exceptional sporting ability. The national Playground to Podium scheme was one such programme supported through the Team Coventry and Warwickshire project working with CSW Sport to specifically target talented young people with disabilities.

As the project progresses, elements of support being offered through the programme are also expanding and diversifying. New additions for Team Coventry and Warwickshire in 2010 could see new workshops targeting specific aspects of an athletes environment which include parental support and the transition from local to regional and national competition.

Volunteer to achieve your Personal Best



Henley College, Coventry, is offering a range of free courses aimed at helping unemployed people in the region into the sports and events industry.

The courses are part of the Personal Best Programme, a training and volunteer scheme inspired by the London 2012 Olympic and Paralympic Games, which aims to help those without employment gain new skills. The courses will help people improve their job prospects and get interviews for the 70,000

volunteering positions that are required to support the London 2012 Olympic and Paralympic Games.

The courses are running until July 9 2010 and include: Sports Leaders UK Level 2 Award in Community Sports Leadership and Active IQ Level 1 Awards in Active Healthy Lifestyle and Preparation for Event Volunteering.

For more information about attending these courses visit: www.henley-cov.ac.uk

Olympic Legend



Judy Simpson
1980 – 1984 Olympics

Judy competed in the heptathlon event at the 1980 and 1984 Olympic Games as well as the long jump in the 1984 Games. Between 1982 and 1990, Judy won gold, silver and bronze medals at the Commonwealth Games. Since retiring, Judy featured in the UK TV show Gladiators as Nightshade between 1993 and 1996.

Olympic Hopeful



Sam Ingram
Judo

Sam began judo competitively in 2006 and in his first year, progressed from ungraded to first Dan winning all his fights. His second place in the World Championships qualified him for the 2008 Paralympic Games in Beijing, where he won a bronze medal in the 90kg class. Sam has since visited Japan to aid his training and ambition of gold in 2012.

Tom's update



Welcome to the latest edition of Our Journey to 2012! It is now less than 900 days until the eyes of the world turn to London and the UK for the Olympic and Paralympic Games.

2010 has already delivered another tangible benefit for our 2012 Partnership and our sub-region. Being awarded the 2012 Live Site is a huge achievement and is recognition for our vast engagement in 2012.

Subject to planning and installation, a new era of community, sporting, cultural and

social events now have the potential to make a significant impact on our local population, raising our profile across the UK.

Locally we are delighted to have been accredited with numerous London 2012 Inspire Marks for various cultural and sporting projects taking place across the sub-region. The Inspire Mark is a great way to gain recognition as an officially inspired London 2012 project and we aim to achieve many more accreditations over the next two years, enabling everyone to have their own Olympic moment leading up to 2012.

Already we are planning how we join up our twenty plus projects when we arrive at 2012 for a summer of huge celebration. Working with local partners and key stakeholders who are pivotal to the delivery of our plans, together we are driving forwards and achieving our vision of engaging in the London 2012 Games more than any other area outside of London.

As we continue the countdown to 2012 we encourage and challenge you to think about what your Olympic moment will be and how you want to be part of London 2012?