

Performance From The Heart



CW2012 Update: Issue 2 - 2007 - The newsletter for the **COVENTRY AND WARWICKSHIRE** 2012 Partnership

All aboard the London 2012 Roadshow bus!

The London 2012 Roadshow visited Coventry last month as part of a nation-wide tour, led by the London 2012 team and supported by Sport England, to encourage participation in sport and showcase the value of the London 2012 Olympic and Paralympic Games.

As well as the chance to meet and talk to athletes, the Roadshow offered a range of 'taster' sessions and demonstrations throughout the day such as tennis speed-serving, penalty shootout, boccia, skipping, rowing, canoeing and circuit training.

A 'Dream Statistics' zone provided by The National Lottery was also on site allowing people to find out if they could be the next sporting hero – or simply what sports they are most suited to – by testing their height, weight and muscle power.

The 2012 Roadshow was attended by VIP guests such as Olympics Minister, Tessa Jowell, LOCOG Chief Executive, Paul Deighton and champion hurdler and 2002 Commonwealth Games Silver Medallist in the 4 x 400m, James Hillier.

Councillor Chris Saint, leader of the West Midlands Leadership Group for the 2012 Games – the body co-ordinating the West Midlands' contribution to the success of the 2012 Games, said:

"London won the chance to host the 2012 Games on the back of the promise that the Games would mean something to people the length and breadth of the UK - we want local people to get involved – to take part directly in the Games through volunteering or simply by being inspired by what they see to try their own hand at sport".

Sebastian Coe, Chair of the London 2012 Organising Committee also commented:

"London 2012 will be a nationwide Games and the Roadshow is only the first part of our pledge to involve everyone the length and breadth of the UK. I am delighted that the Roadshow is able to visit Coventry to demonstrate first hand how this is being undertaken and get the local community involved."

The 2012 Roadshow celebrated the second anniversary of London winning the 2012 Games and spent this summer touring the UK from June 13 to August 29.



Paul Deighton, CEO of LOCOG, leaves his impression



Tessa Jowell with young sporting stars



Champion Hurdler James Hillier

CW 2012 makes five key appointments



Leading the way to 2012 - (from left) Terry Monnington, Rob Wallis, Paul Kerr, David Hartley and Stella Carr

The race towards London 2012 for Coventry and Warwickshire has taken a big leap forward with the appointment of five sub-group chairs.

Five groups have been established to take responsibility for the main areas of opportunity and suitable candidates have been found to take the helm of each group. The five groups focus on Pre-Games training camps, Sport, Business, Culture and Tourism, working alongside 2012 Opportunities Co-ordinator Tom Clift.

The Pre-Games Training Camps sub-group, chaired by Terry Monnington, Director of Physical Education and Sport at the University of Warwick, has put together an application for Coventry and Warwickshire to host team training and holding camps ahead of 2012.

The bid, which features eleven local venues, is currently with LOCOG for possible inclusion within an official guide to be handed out at the Beijing Olympics next year.

Coventry, Solihull and Warwickshire Sport Director Rob Wallis heads the sport sub-group and has been examining ways in which the Olympics can inspire participation in sport, increase volunteering, support local talented athletes, develop local clubs and support workforce development.

David Hartley, of Coventry and Warwickshire's Chamber of Commerce, chairs the business sub-group and is working towards a marked economic effect for the sub-region.

The culture sub-group is chaired by Stella Carr, of Leamington-based Hybrid Arts, who is developing plans for Coventry and Warwickshire to be part of the Cultural Olympiad, which will begin when Beijing hands the Olympic Flame to London next year.

The tourism sub-group is chaired by Paul Kerr, of Warwickshire County Council. The group is looking to attract more visitors in the run up to 2012 and beyond and to increase standards, access and customer service of organisations and staff involved in tourism locally.

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

New Sponsorship category announced

A new Tier One category, 'clothing and homeware', has been added to London 2012's Commercial Sponsorship Programme. It is expected the new partner will provide suits and opening and closing ceremony uniforms for Team GB and Paralympics GB during Vancouver 2010 and London 2012 as well as soft furnishings for the Olympic Village in 2012. The new category means there are currently six live sponsor categories: telecoms, automotive, airline, sportswear and oil & gas.

Wildlife protected and given new homes

A rolling programme of ecology work has seen almost 2000 newts, and hundreds of toads and eels among the species being protected or relocated into specially constructed ponds within the Waterworks Nature Reserve on the Olympic Park site during construction work. In addition, the ODA has carried out over 18 dawn surveys to check for black redstart birds and twilight surveys to check for roosting bat activity.

Design teams shortlisted for temporary venues

A shortlist of ten world-class multidisciplinary design teams for two of the temporary arenas for the London 2012 Olympic and Paralympic Games has been announced. The Basketball and Fencing Arenas are both located within the Olympic Park, and will seat 12,000 and 8,000 people respectively. During the Paralympic Games both venues will be used for Wheelchair Basketball, Wheelchair Rugby, Paralympic Judo and Wheelchair Fencing. After the Games the Basketball Arena will be dismantled and relocated to provide a facility elsewhere in the UK.



West Midlands to appoint Cultural 2012 Creative Programmer

Hosted by Culture West Midlands, the Creative Programmers will be the regional representatives of the London 2012 Culture team and lead on bringing the Cultural Olympiad to life in each region. Creative Programmers will be the first point of contact for people in the nations and regions, giving information and advice on how to join in with the Cultural Olympiad. They will work alongside regional agencies, producers and individuals, brokering partnerships and producing joint events, projects and activities.

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... Sport



Coventry Solihull & Warwickshire Sport is a partnership of key organisations committed to working together to contribute to the development of sport and active recreation. It is one of six County Sports Partnerships within the West Midlands and one of 49 across England.

CSW sport is fully supportive and committed to the work of the Coventry & Warwickshire 2012 Partnership and is confident that the Games will present significant opportunities and

benefits to the sub-region in terms of sport, business, tourism and culture.

Increasing participation in sport by 1% per year is at the heart of the County Sport Partnership's work and the Games are sure to inspire many more people to get active. Currently only 21.1% of the sub-regional population takes part in 3x30 minutes sport and active recreation per week, so there is a lot of work to do!

Another major area of work for the Partnership is workforce development, supporting existing and increasing the amount of volunteers, coaches and officials involved in sport. The Games and major local events will provide inspiration and opportunities for many more people to get involved with sports volunteering also.

The 2012 Games are a once in a lifetime opportunity for all those interested in sport, leisure and active recreation, be part of it.



Getting to grips with sport

Success of UK School Games



Fencing



Badminton



Table Tennis

The UK School Games in August was hailed as a tremendous success, adding to the sub-region's reputation for hosting major sports events.

Five venues in Coventry hosted the multi-sport event for young sports stars and more than 1300 competitors descended on the city with their eyes on medal glory.

Olympic decathlete Daley Thompson opened the games during a glittering ceremony at the Skydome arena.

He said: "I am delighted to have been asked to open the 2007 UK School Games. The event is a fantastic opportunity for some of the country's most talented sporting youngsters to develop."

Youngsters chased gold in athletics, badminton, fencing, gymnastics, judo, swimming, table tennis and volleyball. The city venues – Ricoh Arena, Coventry Sports

Centre, Alan Higgs Centre, Skydome arena and the University of Warwick – met the challenge of hosting thousands of visitors and a tight competition schedule and won praise from organisers.

Olympic Minister Tessa Jowell visited the games to coincide with the London 2012 Roadshow visit and was impressed with what she saw.

"It's a measure of the excellence of the venues that Coventry has to offer that the games (looked) so good," she said.

Steve Grainger, chief executive of the Youth Sport Trust, also praised Coventry's facilities. He said: "Coventry has been a great host to the UK School Games. One of the real strengths of hosting the event here has been the adaptability of the facilities. Venues like the Alan Higgs Centre have shown how they can transform their everyday facilities into top-class sporting venues and that is a massive bonus in making the most of 2012."

Tom's Update...



Welcome to the second 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 feature the hugely successful London 2012 roadshow that visited the sub-region at the UK School Games, which was another great success. Recently we have also launched our Countdown to the Cultural Olympiad. For more information about how you can get involved in the Cultural Olympiad please email culture@performancefromtheheart.com

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

We hope you enjoy this publication, thank you for your support; start your journey towards 2012 today...

T. Clift

Tom Clift
CW Opportunities Co-ordinator, 2012 Games

Performance Profile:

Naomi Folkard - Archery



Naomi will be going for gold in 2012

The Leamington sports star has already taken a bite of the Olympic apple, but she is hungry for more. Naomi competed three years ago in Athens for Great Britain and individually was placed 11th with a 12th spot as part of the women's team.

But the 24-year-old still sees an Olympic medal in the middle of her target for Beijing next year and in 2012. "It is my ambition to get an Olympic medal. Any colour medal would be wonderful but of course I will be going for gold."

If you would prefer to receive an electronic version of this newsletter send your contact details to news@performancefromtheheart.com

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