

# Performance From The Heart



CW2012 Update: Issue 4 - 2008 - The newsletter for the Coventry & Warwickshire Partnership, 2012 Games

## Businesses urged to Compete For contracts

Businesses in Coventry and Warwickshire are being put on the right track to win lucrative London 2012 Games contracts.

A new web portal called CompeteFor was launched in January and will give businesses access to opportunities and the chance to bid for them.

Paul Deighton, Chief Executive of LOCOG, visited the University of Warwick during the launch to chat to members of the Coventry and Warwickshire 2012 Partnership.

He said: "London 2012 is already providing a unique opportunity for businesses across the West Midlands to raise their profile and reputation on a global stage."

It is estimated that contracts to build the venues and stage the Games will be worth more than £8 billion and all Games-related contracts, such as building the transport infrastructure and supplying products, will be worth more than £30 billion.

The website – [www.competefor.com](http://www.competefor.com) – will act as a match-making service between buyers and suppliers. It is the first service of its kind

to be officially backed by the London 2012 organisers.

David Hartley, Chair of the business sub-group and Director of business development and finance at the Coventry and Warwickshire Chamber of Commerce, said: "More companies from Coventry and Warwickshire should now find that winning a 2012-related contract is a realistic target."

"This is a very exciting new way to compete for business and I would encourage all businesses in Coventry and Warwickshire to sign up."

David Moorcroft, Chief Ambassador for the partnership, added: "We are extremely pleased Paul Deighton has visited again, following his attendance at the hugely successful UK School Games in the city last year. We hope Paul takes away from his visit the recognition of Coventry and Warwickshire's passion to play a major role and benefit from London staging the Games in four years time."

Businesses in the sub-region have already won 2012 related contracts of significant value and the CompeteFor network should enable this success to continue.



Cllr Chris Saint, David Moorcroft, Paul Deighton LOCOG and Terry Monnington at the University of Warwick

## Adam makes a splash as ambassador!



Adam Whitehead (right) joins Tom Clift at Coventry Cathedral

Warwickshire's champion swimmer Adam Whitehead is the next sports star to officially get behind the Coventry and Warwickshire 2012 Partnership.

Adam is the second sporting hero from the region to be announced as an ambassador for the campaign. Born in Nuneaton, the swimmer, aged 27, grew up in Bedworth and Bulkington and attended Blue Coat School in Coventry.

His career highlights include a gold medal at the Commonwealth Games in 2002 while on home turf in Manchester in the 100m breaststroke – it was a new Commonwealth Games record. He competed at two Commonwealth Games with a total medal haul of one gold, two silvers and a bronze.

Adam, a member of the City of Coventry Swimming Club, also competed in the Olympic Games in Sydney in 2000.

He uses his experiences of dyslexia and getting into trouble as a youngster, before turning his life around through sport, in his

day-to-day role as a youth mentor working with disaffected young people.

He said: "I am honoured to be asked to join the Coventry and Warwickshire 2012 Partnership as an ambassador."

"It is a special honour to be able to help young people with an interest in sport to develop their potential at whatever level they choose to aim for."

"I remember watching the Olympics as a kid and being inspired and I hope people are starting to get the buzz for London 2012."

Adam will join David Moorcroft, and other ambassadors to be announced, in promoting the profile of the sub-region and making sure it benefits from the opportunities created when London stages the Games in 2012.

He will take on a special role in helping to develop Coventry and Warwickshire's youth initiatives aimed at getting more youngsters into sport and encouraging the elite athletes who could have a chance of competing in four years time.

## The Countdown to 2012

2008

- Handover Ceremonies in Beijing.
- Start of Cultural Olympiad
- 'Big build' starts on the four main venues in the Olympic Park

2009

- Roll out of Olympic logo and brand

2010

- Volunteer programme launched

2011

- Tickets on sale

2012

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



# Heart Beat

## National school sport week welcomed

Plans for a national school sport week have been welcomed by Coventry, Solihull and Warwickshire Sport. The government has announced plans for a week full of sports days, which will see all children up and down the country joining in the fun and games at the same time. The plans, which will be co-ordinated by Dame Kelly Holmes, will see all school children in our sub-region participating during the week beginning June 30. It is hoped the plan will lead to inter-school competitions and mini Olympic Games, such as the UK School Games, which Coventry hosted last year.

## BA flies the flag for 2012

British Airways has been announced as the newest Tier One partner for the 2012 Games, in the airline category. As part of the deal announced at Heathrow's Terminal 5, BA will also provide support for volunteer training and a travel bursary scheme for aspiring athletes. The airline will now have marketing rights to the London 2012 Games and provide flights for athletes to the Beijing Games this summer and the Vancouver 2010 Winter Games.

## London 2012 finishes 2007 on track

LOCOG and the ODA announced London 2012 finished 2007 on track after an incredible year that included the unveiling of the 2012 brand, the first round of Tier One sponsors signed up, completion of demolition work within the Olympic Park, transport plan published, 2012 Roadshow launched and designs for the new Olympic stadium revealed. Not to mention the sustainability plan being published, power lines project complete, all planning permission granted and visions for the Cultural Olympiad announced. Seb Coe, LOCOG Chair, said: "In a project of this scale and complexity, we have to make the most of every day, and we have done just that this year."

## Paul Deighton delighted at C&W 2012 Progress

LOCOG's Paul Deighton visited the West Midlands for the regional launch of CompeteFor. The day-long visit to the region culminated in a visit to the University of Warwick where Paul met former athlete and Chief Ambassador of the Coventry and Warwickshire 2012 Partnership, David Moorcroft, and other partnership members. He said: "It's fantastic to see the partnership working to bring the benefits of the 2012 Olympics outside of London to life for people in Coventry and Warwickshire. The way you have captured everything through your journey concept is brilliant and music to my ears." Paul also had a sneak preview of the university's new Indoor Tennis Centre, due to open in March.

## 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](http://www.london2012.com)

# FOCUS ON... Tourism



Paul Kerr

**Tourism is expected to be a major contributor to the success of London 2012.**

Whilst tourism nationally is expected to fall, research from past Olympic Games has shown that overseas visitors will not just arrive for the Olympic and Paralympic Games and then get on a plane, train or boat and leave again. They will see at least some of the UK's remarkable tourism offering during the course of the Games.

Coventry and Warwickshire is well placed to make the most of the tourism opportunities that will arise when the Games take place in four years time in the capital.

Our world-class offering, including - but certainly not limited to - Shakespeare's Stratford, Warwick Castle, Rugby for the sport's fans, Coventry Cathedral and George

Eliot's Nuneaton, should draw tourists longing to visit a variety of attractions, especially given our excellent transport links and connections to and from the capital.

Visit Britain will be running a national campaign to concentrate the minds of visitors in the run up to and during 2012 and in Coventry and Warwickshire we will be supporting this and enhancing our own tourism package.

Plans are underway to develop a co-ordinated approach to tourism in Coventry and Warwickshire and make sure we sell the top attractions across the entire sub-region to visitors.

This includes developing an e-ticketing package to a wealth of attractions which will not only benefit international visitors in 2012, but also the UK visitor economy market, leaving a legacy in the lead up to 2012 and well beyond.



Shakespeare's birthplace will be a key attraction pre and post 2012

# 2012 gold for Coventry Silvercraft



Tom Clift with Coventry Silvercraft's Marie Oakley and the pin badge

**A Coventry company is one of the first to reap the benefits of the London 2012 Olympic and Paralympic Games.**

Coventry Silvercraft has been commissioned to produce pin badges for the Coventry and Warwickshire 2012 Partnership.

The city centre company, based in Lamb Street, was asked to create thousands of badges bearing the partnership's logo, which

features an athlete, the five Olympic colours and the strapline "Coventry and Warwickshire: Performance from the Heart".

Family-run Coventry Silvercraft was established in 1945 and produces a variety of products from trophies and plaques to key rings and military medals.

Director Marie Oakley said: "We are thrilled to be one of the first companies in Coventry to win a contract connected to the Olympic Games."

"Smaller businesses might think Olympic earnings are something only the big companies can get but you don't have to be building the stadiums to benefit. I hope we inspire other businesses to go for it."

"It was a pleasure to work with the 2012 partnership and we would like to thank them for the opportunity to be involved."

Making sure Coventry and Warwickshire wins opportunities from the London 2012 Games is exactly what the 2012 partnership aims to do.

Tom Clift, 2012 Opportunities Co-ordinator, said: "With four years to go until the greatest sporting event in the world it is fantastic to see a local company already benefiting from the Games."

"We want to make sure everyone in Coventry and Warwickshire knows there are numerous and varied opportunities for the taking and the 2012 partnership will help in any way it can."

## Tom's Update...



I hope you enjoyed the fourth 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 an Olympic year I am thrilled to see our 2012 ambitions taking shape and very pleased that we have brought another high-profile, home-grown sports star on board. Adam Whitehead will be able to offer guidance to young people using his own personal experiences and we thank him for his valued support. The launch of CompeteFor also gives a boost for businesses and I would again urge Coventry and Warwickshire companies to sign up. The Partnership is focused on our Journey to 2012 and currently we are developing plans and costs around our six flagship projects that will form the focus of our work over the next four years as we head towards 2012 with a clear direction and purpose, more information will be revealed in due course! Thank you for your support; happy new year! Our Journey towards 2012 has begun.

T. Clift

**Tom Clift**  
CW Opportunities Co-ordinator, 2012 Games

## Performance Profile:

### Hayley Murray - Hammer Throw

London 2012 could be just a hammer throw away for the talented 18-year-old.

Nuneaton-born Hayley is the highest ranked under-20 in the country.

Her success has come quickly after switching to the discipline three years ago and she recently recorded a personal best of 52 metres.

"The Games being in London certainly gives me that extra incentive," Hayley said. "You dream of being able to compete in any Olympics, but to be at home would be that bit more special."

"If I can keep going up metre by metre then I believe I can be there and that would be incredible."



Hayley hopes to be "throwing" for gold