

# Our Journey...

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

## New website joins region's race for success

A brand new website, devoted to Coventry and Warwickshire's journey to the London 2012 Olympic and Paralympic Games, has been launched.

The site [www.cswp.org.uk/london2012](http://www.cswp.org.uk/london2012) aims to keep people in the region informed about Olympic and Paralympic-related activity in the sub-region over the next four years and was launched formally on November 20 at the BBC Coventry & Warwickshire Open Centre by Warwickshire's Paralympic Boccia Gold Medallist, Nigel Murray.

As well as information on the 2012 Partnership and its activities, the innovative site also includes a section dedicated to Coventry and Warwickshire's Olympic hopefuls. Visitors to the site will be able to view biographies of the region's up and coming talent and track their progress as they strive to compete in future Olympic and Paralympic Games.

Another area is dedicated to the proud Olympic and Paralympic heritage of Coventry and Warwickshire and sees the first ever introduction of a Coventry and Warwickshire Olympic and Paralympic Hall of Fame.

The Hall of Fame section lists all the region's known athletes who have competed in previous Olympic or Paralympic Games

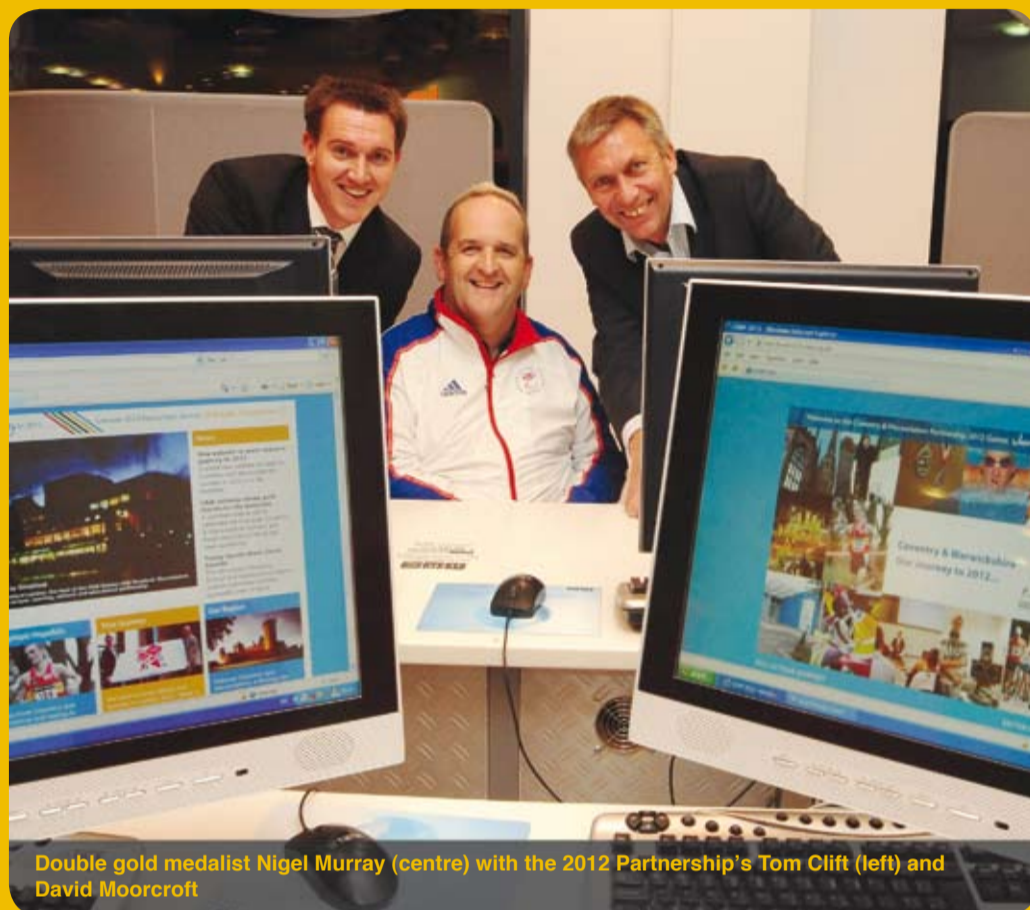
following an appeal by the 2012 Partnership in May this year. To date the search has so far unearthed 105 athletes with a genuine connection to the area dating back to 1900.

Individuals, schools, colleges, universities, local sports clubs, businesses and other organisations can contribute to the site by telling their story of how they have become part of the 2012 experience.

Through the 'Your Journey' section, the Partnership want to hear how London 2012 is inspiring individuals and organisations to be part of this once in a life time opportunity and embark on their own journey over the next four years, so that they can have their own Olympic experience.

Two-time boccia gold medalist, Nigel Murray, said: "It really is a great site, it's very informative and I think it will encourage people to find out what Coventry and Warwickshire are doing for the Games and how they can become involved.

"The Games will never come here again in our lifetimes so it's important to get as many people in the area involved as possible and to experience things first hand and who knows the site might even help to unearth some people in the area with fantastic talent."



Double gold medalist Nigel Murray (centre) with the 2012 Partnership's Tom Clift (left) and David Moorcroft

## C&W athletes take home gold thanks to city business



Andrew Oakley (left) of Coventry Silvercraft with Darren Jones (right), chairman of the C&W 2012 Partnership

**Coventry and Warwickshire's past Olympic and Paralympic athletes have struck gold thanks to a Coventry business.**

Engraving and jewellery experts Coventry Silvercraft agreed to produce commemorative medals to celebrate the achievements of the region's athletes. Their production also sees the first ever introduction of the Coventry and Warwickshire Olympic and Paralympic Hall of Fame.

Marie and Andrew Oakley, directors of the Lamb Street company, agreed to manufacture and produce the special commemorative gifts and presentation boxes which were presented to the region's former Olympic and Paralympic heroes during a special Olympic Handover Ceremony in the city.

The die-stamped 50mm medallions are antique gold-plated and depict the Coventry and Warwickshire 2012 Partnership logo along with the text: "To celebrate your achievement as a Coventry & Warwickshire Olympian."

Coventry Silvercraft has been producing corporate jewellery, giftware, awards, trophies,

medals and badges for over 60 years but the company jumped at the chance to play a part in recognising the region's proud Olympic and Paralympic history.

Marie said: "We felt pleased when we were asked to be involved as the Olympics will not come here again in our lifetimes.

"We were delighted to be able to help honour the achievements of our past Olympians and Paralympians while at the same time making our own little bit of history by producing these fantastic medals."

Darren Jones, chairman of the C&W 2012 Partnership which organised an extensive search of former athletes and put together the hall of fame, said:

"We were thrilled when Coventry Silvercraft agreed to produce these very special medals.

"It is important to recognise our previous achievements as we aim to inspire future generations of athletes and we are pleased that a local business was so eager to support us as we embarked on our journey to 2012."

## David Moorcroft - Lead Coventry & Warwickshire 2012 Ambassador



I served my sporting apprenticeship when our region was one of the strongest for sport in the country.

Our football, rugby and cricket teams were amongst the best in England and other sports, including speedway, swimming and

athletics were national leaders. An army of dedicated teachers inspired thousands of young people to take part in sport, and to be the best they could. Linked in were volunteer-run clubs nurturing that

talent, providing the perfect environment for a young sportsman. I joined Coventry Godiva Harriers in 1964 and found international stars alongside equally committed, but less talented runners, striving to fulfil their potential – and encouraging young athletes like me to do the same.

Since then, sport in our county has had its ups and downs, but there are strong reasons for optimism. Volunteer coaches and officials remain the backbone of sport, now backed by partner agencies that support sportspeople in schools and through clubs.

London 2012 gives us a unique opportunity to transform the fortunes of sport in our region from

participation through to excellence; the young to the not so young; both able-bodied and disabled.

However, perhaps our biggest challenge is to work together to raise the standards of performance of our sportsmen and women. Not just the relatively small number of elite performers, but also those whose Olympic moment will simply be about becoming the best they possibly can be.

From greater depth and higher levels of ambition across all sports in the county, we will produce more international representatives and Olympians and Paralympians of the future. That could be our most significant Olympic legacy.



2009

- Roll out of Olympic logo and new 'Inspire Mark' brand
- Big build continues on all four major Olympic Park venues

2010

- London 2012 Volunteer Programme launched
- Torch Relay opportunities identified

2011

- 7.7 million tickets for Olympics go on sale
- 1.5 million tickets for Paralympics go on sale

2012

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

### Tender process for London 2012 Mascots launched

Creative agencies have been invited to begin the process of developing the mascots for the London 2012 Games. The Olympic and Paralympic Games will have their own separate mascots. The sector can register interest in designing the mascots through the 'Compete 4' section of the London 2012 Business Network. The application process will then begin, with the eventual successful agency or consortium expected to engage the public in some way for the mascots' development.

### Cadbury's add sweet news to London 2012 by becoming next sponsor

Britain's leading confectionary company Cadbury has become the latest Tier Two Supporter of the London 2012 Games. They are the second Tier London Two Supporter, following the appointment of Deloitte last year. As Official Confectionery and Ice Cream Supporter, Cadbury will have rights to use the London 2012 marks on products, as well as marketing rights to Team GB and Paralympics GB. At Games-time, Cadbury will supply all confectionery and packaged ice cream sold at venues and in the Olympic Park.

### Beijing heroes parade through the streets of London to mark national celebration

16 October saw Team GB's Olympic and Paralympic athletes given a true heroes welcome by thousands of supporters in a victory parade along the streets of London that ended with a mass celebration in Trafalgar Square. Team GB won 19 golds to finish fourth in the medal table with a haul of 47 medals - its best Olympic performance since 1908. Whilst at the Paralympics, Team GB won 102 medals, including 42 gold, to finish second in the medals table behind the host nation, China.

### London 2012 sailing venue first to be completed

Work to enhance the sailing facilities at Weymouth and Portland has been completed following enhancements to the Weymouth and Portland National Sailing Academy (WPNSA), and the adjoining Portland Marina. Enhancements to the existing WPNSA sailing facilities include a new permanent 250m slipway and new lifting and mooring facilities. The completion of the project means that elite athletes and the local Dorset community can use the world-class facilities for more than three years leading up to the Games.

## Our Plans... Olympic Legends



John Harris (left), who competed in the 1960 Olympics, receiving his Hall of Fame medal from Deputy Lord Mayor, Cllr Jack Harrison (right)

### Coventry and Warwickshire is looking to secure our share of the 2012 opportunities available over the next four years.

All nations and regions of the UK are now competing for business contracts, pre-games training camps, a visit from the torch relay, engaging in the Cultural Olympiad, securing a 'Live Site', maximising the tourism and visitor economy and having local people as part of the 80,000 volunteers that are needed.

The 2012 Partnership has now developed six flagship projects which aim to raise the profile of Coventry and Warwickshire and inspire and engage local communities, schools, business, clubs and individuals to be part of our journey to 2012 as part of London's Olympiad.

This edition focuses on the Partnership's Olympic Legends project which is about celebrating local, national and international Olympians and Paralympians from the past and present and using them to inspire the next

generation of young sportsmen and women from our region, who in turn may one day reach the pinnacle of representing Team GB.

The project will create the first ever Coventry and Warwickshire Olympic and Paralympic 'Hall of Fame', which will include all known athletes who have ever been to an Olympics and Paralympics that have genuine links to Coventry and Warwickshire.

The Partnership will engage the region in celebrating the achievements of past athletes, promote their success and tell their stories on an annual basis and stage legend camps.

This will allow past athletes to work with and inspire the current talented athletes and coaches from the region. The camps will allow the legends to share knowledge, experience and mentor aspiring talented athletes, coaches and teachers in a number of different ways including exhibitions, carnivals, festivals and school/club visits across the sub-region.

## Young sports stars clinch awards



All of this year's CSW Sports Awards Winners

The fourth annual Coventry, Solihull and Warwickshire Sports Awards has been held at the Ricoh Arena, in Coventry, with the 2012 Partnership sponsoring the Young Sportsman and Young Sportswoman of the Year awards.

Sprinter Shelley Went, from Offchurch in Leamington, took home the Young Sportswoman of the Year Award. The 18-year-old 200m specialist was selected for the Olympic trials and has established herself as

one of the Midlands' leading young sprinters both indoors and outdoors after finishing second in the inter-schools championships.

Long jumper Jamie Blundell, from Canley in Coventry, walked away with the Young Sportsman of the Year accolade after a staggering first year in the sport. The 19-year-old former Westwood School pupil won the England Schools Championships and several amateur events before being selected for the Beijing Olympic trials in Birmingham.

## Olympic Legend



**Neil Adams MBE**  
Competed at the 1980, 1984 and 1988 Olympic Games.

A member of Coventry Judo club from the age of seven, Neil is now the club's patron. Neil won silver medals at the 1980 and 1984 Olympic games and is a former coach to Team GB. Currently, Neil holds the position of Welsh National Judo Coach based at the Welsh Institute of Sport.

## Olympic Hopeful



**Rowena Cole**  
Athletics - 800m and middle distance

16 year old Rowena has begun her journey towards Olympic glory. The Coventry runner, won the English Schools Championships this year and last and was selected to join a special coaching camp with Dame Kelly Holmes called "On Camp With Kelly". She has recently been voted the England Athletics Young Athlete of the Year Award.

## Tom's update



We hope you have enjoyed edition seven of Our Journey to 2012. Our Coventry & Warwickshire 2012 Partnership newsletter, designed to inform and update you with developments locally, regionally, nationally and internationally in relation to the London 2012 Games.

With the handovers from Beijing to London now complete, London and the whole of the UK is now the proud owner of the Olympic flame. Our four-year Olympiad to 2012 has started and our countdown to hosting the two largest sporting events in the world has begun.

Whilst for some it still may seem a long way away, it is now over three years since London won the 2012 Games on that momentous day in Singapore on July 6, 2005. As we move into the new year, our aims and ambition will come alive with all of our six projects beginning their phased delivery, growing in size and momentum as we build up to the 2012 Games.

Our new Coventry and Warwickshire 2012 Partnership website [www.cswp.org.uk/london2012](http://www.cswp.org.uk/london2012) provides further details on our plans and on all aspects of the Partnership, including a Your Journey section, where you can tell us what your journey to 2012 will be.

There is still much to do and the challenge ahead will be fraught with difficulty, but with a lot of hard work and a little bit of luck, 2012 will truly be a year to remember for everyone in Coventry and Warwickshire.

Tom Cliff - C&W Opportunities Co-ordinator, 2012 Games

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

Coventry & Warwickshire Partnership, 2012 Games.  
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