

NORTHWEST STEERING GROUP FOR THE 2012 GAMES

LONDON 2012 UPDATE

April 2010

SOCIAL

1 Inspire Programme

Total number of Inspire projects by region & theme

The region continues to make excellent progress with the number of Inspire projects now totalling 75.

Inspire projects by locality	BUS	CUL	SUS	VOL	EDU	SPO	SPORT UNLIMITED	FREE SWIM	TOTAL
Northern Ireland	1	8	0	2	5	2	0	0	18
Scotland									5
Wales	0	10	0	1	0	0	0	0	11
London									82
East	6	11	0	1	7	4	0	8	37
East Midlands	0	17	1	5	2	9	0	14	48
South East	0	19	0	2	5	1	0	2	29
South West	0	22	3	1	3	1	0	5	35
North East	2	6	0	2	0	2	0	2	14
North West	0	13	2	8	3	28	2	19	75
West Midlands									25
Yorkshire	0	8	0	2	9	9	0	7	35
UK/multi-region	3	5	3	4	17	13	0	0	45
Total	12	119	9	28	51	69	2	57	459

New Projects for March

Inspire projects by Nation / Region	BUS	CUL	SUS	VOL	EDU	SPORT	SPORT UNLIMITED	FREE SWIM	TOTAL
Northern Ireland		1			1				2
Scotland									0
Wales									2
London									2
East					1				1
East Midlands		3		2		2		2	9
South East		1			2	1			4
South West					1				1
North East									0
North West				5		10	2	3	20
West Midlands									5
Yorkshire				2		1		2	5
Total	0	5	0	9	5	14	2	7	51

Northwest Inspire projects

Theme	Total
Business	0
Sport	48
Health	1
Education	3
Volunteering	8
Sustainability	2
Culture	13
Total	75

Sub Region	Total
Cheshire	12
Cumbria	7
Greater Manchester	23
Lancashire	6
Merseyside	24
Regional	3
Total	75

New Inspire projects since February:

March saw 20 new projects join the NW Inspire Programme ranging from a mass participation dance event in Tameside to a Young Leaders training programme in Manchester from England Athletics.

- Golden Sports – Knowsley Council
- Proud & Spirited – Knowsley Council
- Go 4 It – Cheshire East Council
- Table Tennis 4 U – Halton Table Tennis Club / Council
- Rochdale Refugee & Asylum Seeker volunteer project – Link 4 Life
- Club, Coach & Volunteer Support – Greater Sport
- Tameside Big Dance – Tameside Council
- St Helen's Dance Week – St Helen's Council
- Motivate Wirral – Wirral Borough Council
- Manchester Young Leaders – Manchester City Council / England Athletics
- Volunteer programme – Cheshire East
- Personal Best – LSC
- Merseyside Disability Events – Merseyside Sport

Full details of all Inspire Mark projects will be available on www.nwbeinspired.com from May 2010.

Project Updates:

Steve Parry, Olympic Swimmer met the children from Simms Cross Primary school in Widnes and the team of coaches running the Get Inspired Inspire Mark project. Since Get Inspired has started, the number of schools registered for Get Set has increased from 18% to 30%, with many more schools looking to follow. As a result of the programme there are currently 5 schools who are running Olympic themed after school sports clubs, and others looking to continue as part of the Community Sports Coach scheme. A number of schools have also engaged in wider Olympic activity, for example held a Greek day, completed portfolios, had themed days as well as made Greek food as part of a healthy lifestyle linked to the sporting activity. <http://www.radiowaves.co.uk/story/117678/title/GetSetGetInspired>

Future Events:

Following the first National Inspire Network event held in London in March additional dates are now planned in Leeds, 15th June and Northwest (venue to be confirmed) 15th September.

For more information on the Inspire Programme please contact – sarah.case-upton@nwda.co.uk / 01925 400198.

2 Open Weekend – 23-25 July

For the 3rd year running, sporting, arts and culture organisations to open up opportunities for everyone across the UK to try something new or take their interest to the next level;

- Registration for events is now open – with a new ‘challenge’ theme for 2010;
- Supported by BP a London 2012 tier one partner and Premier Partner of the Cultural Olympiad, Open Weekend will this year take place on 23rd – 25th July and lead the UK into the two years to go celebration on 27 July 2010;
- Local authorities, sporting and cultural organisations and venues across the UK are invited to register events at www.london2012.com/openweekend. They are encouraged to do this before 21st June when the listings will go live on the London 2012 website with associated PR activity;
- London 2012 will have a marketing toolkit available for event organisers to ensure they are able to get the most profile from being part of Open Weekend
- Open Weekend is a great platform for the Inspire Mark projects up and running across the UK to capitalise on the recognition already received by London 2012.

Open Weekend 2010 will build on previous years, with London 2012 inviting event organisers to set a ‘challenge’ for the public to participate in as part of their offering. This challenge could be creating a new piece of art in 24 hours, with contributions from the public, inviting people to write, produce and perform a new play at a theatre or organising a mass aerobics session. Creating this challenge will be a key criteria for being accepted into the Open Weekend Programme for 2010.

3 Cultural Olympiad – the Festival

Ruth Mackenzie, Director of Culture, has announced that LOCOG plans to stage a series of “festival trailblazers” leading to the finale of the Cultural Olympiad - the Festival - which will run from 21 June to 09 September 2012. At the heart of the Festival will be a programme of new commissions by world-class artists and creative talents. The Festival will be staged across the UK with a wide ranging programme from pop to film, from fashion to theatre, from opera to digital innovation.

<http://www.guardian.co.uk/uk/2010/mar/17/olympics-culture-festival-showcase-arts>

4 Cultural Olympiad – Discovering Places

Discovering Places is inspiring the UK to discover their local environment – with all its hidden places and extraordinary spaces, and the stories waiting to be told.

<http://www.london2012.com/get-involved/cultural-olympiad/major-projects/discovering-places.php>.

Discovering launches over Open Weekend this year and registration is via the Open Weekend pages on the London 2012 website. <http://www.london2012.com/get-involved/open-weekend/information-for-event-organisers/submit-an-event/index.php>

5 Cultural Olympiad – Film Nation

Film Nation: 'Shorts' launched on 22 March 2010 and offers young film makers from across the UK the chance to have their work screened at the London 2012 Olympic and Paralympic Games. <http://www.london2012.com/news/2010/03/young-film-makers-of-the-future-to-be-showcased-at-londo.php> / <http://www.london2012.com/get-involved/cultural-olympiad/major-projects/film-nation.php>.

6 Blaze launch – 27th May

Part of the WE PLAY programme, New Cultural Journeys is a major youth-led culture and sport participation project based around social networking and a series of online and outdoor routes and trails as physical and cultural journeys. The programme works with young people aged 13-19 to commission a range of projects that will connect culture and cycling to the Fylde Coast and Lancashire. The programme is now called Blaze, which has been selected by the young people through a series of branding workshops.

The launch of Blaze will take place on 27 May at 53 Degrees in Preston where there will be a premier of the first commission Skater Symphony, a skater-controlled music and video challenge using a half pipe BMX ramp and laser trip technology.

<http://www.legacytrustuk.org/news/page/3>

7 Education update

Table 1 highlights the latest Get Set registrations by English region. Table 2 summarises the breakdown of registrations by NW local authority. Table 3 summarises the latest Get Set Network statistics.

Table 1 – Get Set Registrations by English Region:

English Region	Universe of Schools	Registered Schools April	% Penetration	Registered Schools February	% Penetration	% Increase
East Midlands	2,333	825	35.36	757	32.45	2.91
East of England	2,954	1,620	54.84	1,489	50.4	4.44
London	3,171	1,483	46.77	1,404	44.27	2.5
North East	1,292	552	42.72	493	38.16	4.56
North West	3,604	1,194	33.13	1,066	29.58	3.55
South East	4,182	1,948	46.58	1,846	44.14	2.44
South West	2,764	882	31.91	827	29.92	1.99
West Midlands	2,704	1,061	39.24	966	35.72	3.52
Yorkshire	2,574	947	36.79	869	33.76	3.03
Overall	25,578	10,512	41.1	9,717	37.99	3.11

The NW had 128 new schools register on Get Set in the last term. As a consequence the region no longer has the lowest penetration rate of schools registered on Get Set although it is still well behind the English average. The region has had the third highest percentage increase of schools registering on Get Set in the last term.

Table 2 – Get Set Registrations by Northwest Local Authority:

Authority	Universe of Schools	Registered Schools April	% Penetration	Registered Schools February	% Penetration	% Increase
Blackburn with Darwen	88	21	23.86	21	23.86	-
Blackpool	53	23	43.40	21	39.62	3.77
Bolton	141	35	24.82	30	21.28	3.55
Bury	92	32	34.78	30	32.61	2.17
Cheshire East	168	78	46.43	75	44.64	1.79
Cheshire West & Chester	183	61	33.33	48	26.23	7.10
Cumbria	352	87	24.72	83	23.58	1.14
Halton	69	29	42.03	24	34.78	7.25
Knowsley	71	23	32.39	19	26.76	5.63
Lancashire	703	209	29.73	196	27.88	1.85
Liverpool	196	44	22.45	39	19.90	2.55
Manchester	213	66	30.99	60	28.17	2.82
Oldham	121	57	47.11	52	42.98	4.13
Rochdale	97	31	31.96	29	29.90	2.06
Salford	126	24	19.05	20	15.87	3.17
Sefton	121	36	29.75	34	28.10	1.65
St. Helens	78	29	37.18	25	32.05	5.13
Stockport	136	42	30.88	41	30.15	0.74
Tameside	110	52	47.27	37	33.64	13.64
Trafford	109	48	44.04	39	35.78	8.26
Warrington	96	49	51.04	45	46.88	4.17
Wigan	142	58	40.85	50	35.21	5.63
Wirral	139	60	43.17	48	34.53	8.63
Overall	3,604	1,194	33.13	1,066	29.58	3.55

Congratulations to Warrington as the first local authority in the region to have more than 50% of its schools registered on Get Set. Congratulations also to Tameside who had the fourth highest percentage increase in registrations in England during the last term.

Table 3 – Get Set Network registrations by English region:

Region	Total number of institutions	Total number of registered schools and colleges	Total number of Get Set network members	% of Get Set network members from total in region	% of Get Set network members from registered
East Midlands	2,333	825	16	1.94	0.69
East of England	2,954	1,620	24	1.48	0.81
London	3,171	1,483	48	3.24	1.51
North East	1,292	552	5	0.91	0.39
North West	3,604	1,194	16	1.34	0.44
South East	4,182	1,948	52	2.67	1.24
South West	2,764	882	17	1.93	0.62
West Midlands	2,704	1,061	35	3.30	1.29
Yorkshire	2,574	947	13	1.37	0.51
UK Totals	25,578	10,512	226	2.15	0.88

Get Set Activity update:

1. Automated, real time registration statistics

In addition to termly updates provided by to the Nations and Regions team it is now possible to find up to the minute stats about registrations and Get Set network members by nation, region and local authority here: <http://getset.london2012.com/en/join-us/registrations-in-your-region>.

2. Get Set to visit the Olympic Park (26-30 April)

Between 26 and 30 April students from 120 schools and colleges across the UK will visit the Olympic Park. 95% of these schools and colleges are members of the Get Set network

3. Lloyds TSB National School Sport Week (28 June – 2 July 2010 England and Wales, 7 June – 11 June Scotland)

A Get Set + programme in the PE and sport strand

Funded by Lloyds TSB, delivered by the Youth Sport Trust

The second annual week, delivered by the Youth Sport Trust, using the power of the Games to inspire more young people to take part in and understand the value of sport. It is estimated that 13 000 schools and colleges will take part in the week this year. More information: <http://www.schoolsportweek.org/>

4. Who Do We Think We Are week (21 June – 25 June 2010)

A Get Set + programme in the Communication, Collaboration and Citizenship strand

Funded by DCSF

A programme designed to engage teachers in the exploration of identity, diversity and citizenship with their pupils, in their schools, local communities and beyond. More information:

<http://www.wdwtwa.org.uk/>

5. Global Gateway and Make a Link for 2012

A Get Set + programme in the Internationalism and Practical Learning strand

Funded by the DCSF and delivered by the British Council

The programme offers schools in the UK the chance to link with schools around the world. Applications for link partners are accepted from schools, clusters and local authorities. Funding is available for most local authority initiatives through the Connecting Classrooms, Comenius, World Links initiative and DFID's Global School Partnerships. Further information on Global Gateway:

www.globalgateway.org/regional-support or contact: Liz.Hitchcock@britishcouncil.org

8 London 2012 Disability Legacy Action Plan

On 18 March the London 2012 Legacy Action Plan for Disabled People was launched. 'London 2012: A Legacy for Disabled People' is endorsed by the International Paralympic Committee (IPC), and aims to improve the lives of 10 million disabled people in the UK by improving attitudes and perceptions of disabled people in society, increasing participation in sport and physical activity, and improving business, transport and employment opportunities. Key initiatives of the legacy plan include:

- the development of a National Equality Framework so that businesses can assess their equality performance and improve their working conditions for disabled employees
- a Government campaign to encourage businesses to improve accessibility for disabled customers

- better access and information across the London transport system to enable disabled people to travel confidently and independently and further the development of London 2012's transport legacy
- work with Channel 4, the official London 2012 Paralympic Games broadcaster, to ensure coverage is appropriate, accessible and extends beyond Games time.

For more information see: http://www.culture.gov.uk/reference_library/publications/6749.aspx/.

9 'Active Celebration' guide

The Centre for Sport, Physical Education and Activity Research (SPEAR) at Canterbury Christ University were commissioned by the Department of Health to develop an evidence-based guide to inform strategy and practice for developing a physical activity, sport and health legacy from the 2012 Games. This guide, Active Celebration: Using the London 2012 Games to get the Nation has recently been published and can be accessed via <http://tinyurl.com/activecelebration>.

10 Opportunity 2012 Scheme

On 29 March, the Opportunity 2012 scheme was launched, which will enable 500 disadvantaged young people aged from 14-19 from England and Wales to learn new skills, volunteer in their communities and take part in sporting and cultural Olympic themed events to help put them on a pathway to employment and/or further training.

The young people will come from existing schemes: the Home Office's 'Positive Futures' initiative and the Department for Children, Schools and Families' 'Youth Community Action' programme. On completing the scheme, participants will be offered London 2012 rewards such as the chance to spend time with Olympic athletes, assisting international sports fitness coaches and work with Games organisers. The scheme will operate under the management of The Prince's Trust between June 2010 and September 2012. More information: http://www.culture.gov.uk/reference_library/media_releases/6795.aspx/

ECONOMIC

11 Northwest Business Network Update

- There are **6,337** Northwest businesses registered on CompeteFor (as of w/c 6th April 2010)
- So far, **794** businesses have been signposted to Business Link Northwest to receive support to prepare their business.
- Via CompeteFor, companies have the opportunity to express an interest in contracts that are being advertised on CompeteFor. So far, **916** Northwest companies have been shortlisted for 2,587 contracts through CompeteFor.
- Northwest businesses are already benefiting from London 2012. We already know of at least **204 Northwest businesses** that have won work from **275 contracts**, including 76 companies who have supplied the ODA.

- 22 Northwest companies registered on CompeteFor have won work, involving 63 contracts.
- A regional programme of business events is organised across the Northwest to help businesses prepare. Over 37 regional events have been organised to date, attended by 2,261 businesses & partners.
- Case studies have been produced on 10 Northwest companies who have supplied London 2012. Go to www.nwbeinspired.com to download copies of the full case study.

Further Information:

- Contact Business Link Northwest for help in preparing your business@
Telephone: 0845 00 66 888
Email: info@businesslinknw.co.uk
Website: www.businesslinknw.co.uk
- Contact Anne Thompson, Sector Leader – Sport, 01925 400347 or anne.thompson@nwda.co.uk
- For Press and Media activities please contact Rachel Handford, PR Manager at the NWDA on 01925 400237 or rachel.handford@nwda.co.uk
- Quarterly summary of companies supplying the Olympic Delivery Authority (ODA) - <http://www.london2012.com/get-involved/business-network/oda-suppliers/index.php>
- Download 'Be Inspired: How Northwest businesses can benefit from London 2012' at www.nwbeinspired.com.

12 London 2012 Tourism Network

www.tourism2012games.org, the on-line tourism industry resource centre for the 2012 Games was launched during British Tourism Week on 18 March 2010 as the definitive site for the UK's tourism industry about the 2012 Games. Now that the website is up and running VB are developing plans for a longer-term industry engagement programme which would include a series of UK-wide visits and events. The first Tourism2012Games e-newsletter went out w/c 19 April. To register visit <http://www.visitbritain.com/en/campaigns/Tourism2012Games/form.aspx>.

13 Tourism – Vancouver 2010

Working with their counterparts in Canada, VB are planning a special Vancouver 2010 debrief for the tourism industry this summer. The focus will be on what exactly they did and are still doing to extend the tourism benefits of the Games beyond Vancouver and Whistler to other parts of Canada. The debrief will take place in London and VB will be offering at least one place at the event to each nation and region.

SPORTING

14 Sports Legacy

On 17 March, Sport England (SE) published a quarterly snapshot of regular sport participation which showed participation levels in the 12 month period to January 2010. Highlights of the findings include the number of adults taking part in athletics at least once a week increasing by more than 85,000 since the last update and by over 150,000 in the past 15 months. The findings also showed that there has been strong growth in sport participation among men aged between 35 and 54. Also, netball has joined the sports in which participation has significantly increased since the last SE update. More information:

http://www.sportengland.org/media_centre/press_releases/athletics_leads_the_way.aspx

15 Funding support for disabled sport

Sport England announced at the launch of the London 2012 Disability Legacy Action Plan that they are investing £1.5 million in the English Federation of Disability Sport to help them deliver a new strategy to increase participation and opportunities for disabled people. They also announced £2 million of targeted National Lottery funding available by application to nine disability sports organisations including British Blind Sport, Mencap Sport, Wheelpower and the Special Olympics.

16 Game Plan

Pilot testing for the adidas GamePlan website began in selected schools in January 2010. Schools within the Get Set network have been invited to be part of the pilot including schools from the NW. A pilot group of sport organisations is also being set up to provide input and ideas into the development of the site. The full launch is planned for summer 2010.

COMMUNICATIONS AND ENGAGEMENT

17 LOCOG/Ministerial Visits

Paul Deighton visit to Cheshire and Warrington – 11th May:

LOCOG Chief Executive Paul Deighton visits Cheshire and Warrington on the 11th May to witness how the sub region is benefiting from the Games. As part of his visit Paul will see activity from a number of Inspire projects in Cheshire and Warrington and will visit Malbank School and Sixth College, one of three schools in the sub region accepted onto the Get Set Network. The focal point of the day is the Cheshire and Warrington 2012 Legacy Conference at which Paul will be a keynote speaker. To find out more and register for this Conference please see below:

<https://www.eventsforce.net/cwtb/frontend/reg/thome.csp?pageID=9681&eventID=49&mode=preview&version=future&eventID=49>

Paralympic Legacy visit from Chris Holmes, London 2012 Director of Paralympic Integration:

Director of Paralympic Integration, Chris Holmes has expressed an interest in undertaking a

Paralympic specific visit to each nation and region in 2010 in addition to London 2012 plans to celebrate the 2 year countdown to the start of the Paralympics. Please liaise with rob.young@nwda.co.uk if you have Paralympic inspired projects or events that you would like to be part of a proposed visit from Chris Holmes or the 2 year countdown celebrations.

Upcoming visits:

- Jonathan Edwards – 1st July
- Seb Coe – 28th September

Dates for Charles Allen, Sir Philip Craven and Chris Holmes have yet to be confirmed. Please liaise with Rob Young for further information.

18 Summary of upcoming events / dates for the diary

- 11 May – Paul Deighton Executive Visit to Cheshire / Cheshire 2012 Conference
- 25-31 May – Paralympic World Cup Manchester
- 27 May – Blaze Project Launch
- 7 June – NW Steering Group for the 2012 Games meeting
- 21 June – Open Weekend listings go live
- 1 July – Jonathan Edwards visit
- 23 July – Northwest Annual 2012 Conference
- 23-25 July – Open Weekend 2010
- 27 July – 2 Years to go to the Olympic Games
- 29 August – 2 Years to go to the Paralympic Games

19 NW Steering Group dates for 2010

- 7 June – Manchester
- 21 September – Warrington
- 23 November - Warrington