

## **Agenda Item No. 12 (b)**

### **WEST MIDLANDS REGIONAL ASSEMBLY**

#### **Assembly Meeting – 5 April 2006**

#### **London 2012 Olympic and Paralympic Games update**

#### **Report from the WM Leadership Group for the 2012 Games**

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### **1. Purpose of Report**

To update members on activity to support and maximise opportunities for the region from the London 2012 Olympic Games and Paralympic Games.

### **2. Recommendation**

That the Assembly notes the report.

### **3. Background**

3.1 A strategic regional working group, the WM Leadership Group for the 2012 Games was established in Autumn 2005. This builds on the work of the officer WM Partnership Group for the 2012 Games established in 2004. The Interim Chairman of the Leadership Group is Cllr Chris Saint (who also now represents the Leadership Group on the 2012 Games Nations and Regions Group) and the Partnership Group is chaired by Trudi Elliott. See Appendix 1 for details of the Leadership's Group's composition and Terms of Reference and Appendix 2 for a diagram of WM structures.

3.2 The following organisations have been agreed so far as Leadership Group theme leads:

- Sport - Sport England
- Culture - Culture West Midlands
- Tourism - Tourism West Midlands
- Business - West Midlands Business Council/ Confederation of West Midlands Chambers of Commerce (AWM support this work via their dedicated business manager for the 2012 Games, Jim Johnston).

The GOWM representative Dr Rashmi Shukla ensures links to health in her role as Regional Director of Public Health and other theme leads will be established as necessary as plans develop.

#### **4. Current Group priorities**

##### 4.1 Current priorities include:

- a) *Appointing a full-time regional co-ordinator for the 2012 Games* – an application for part-funding for the post is currently with Sport England headquarters for ratification and to ensure a consistent approach across the regions. An initial appointment for 3 years is proposed subject to financial support obtained. Cash and in-kind match funding for the remainder of the post's costs is currently being considered with partners. A detailed report with JD, Person Spec, Budget, recruitment proposals, operating and accountability proposals, risk assessment will be presented to the next meeting of the Leadership Group with a view to the co-ordinator being based within the Regional Partnership Centre.
- b) *Procurement Process* – ensuring that this is open and transparent to WM companies. Representatives from WMRA met with DTI Senior Civil Servants on this theme and other business issues relevant to the 2012 Games in March 2006.
- c) *Preparing for a visit to the region by the Rt. Hon. Tessa Jowell MP*, Secretary of State at the Department of Culture, Media and Sport on 9 May 2006 in Wolverhampton following an invitation from Pat McFadden MP and Nick Paul to address the West Midlands business community, about tendering opportunities for businesses in this region.
- d) *2012 Games roadshow* - a ministerial tour of the UK is being organised for July 2006 by the DCMS to highlight the 2012 Games and its potential impact and benefits in nations and regions. The tour will start in Stratford, London, on 6 July, the anniversary of the announcement of the awarding of the 2012 Games, and will end on the 27 July in Stratford-upon-Avon. At the time of writing, outline itinerary details have yet to be confirmed by DCMS but officers are working with London Organising Committee of the Olympic Games (LOCOG) to ensure that the stops scheduled for the West Midlands cover as much of the West Midlands offer as possible.
- e) *Identifying and submitting to the Nations and Regions Group West Midlands plans and aspirations* that relate to the 2012 Games via a Framework for Benefits Realisation Planning
- f) *World Class Sporting Region* – disseminating the World Class Sporting Region brochure recently produced to promote the region. LOCOG will shortly issue its Prospectus which will be a publication (also available as a pdf file) that can be used as a 'leave behind' resource for meetings etc. It will provide

basic information about the Games and current plans. LOCOG is also developing a framework for pre-Games training camps (previously known as Preparation Camps)

- g) *London2012.com website* – ensuring that a process is in place to ensure that the West Midlands is well-represented on the regional sections of this site. A new business opportunities section has been added to the website at <http://www.london2012.com/en/gettinginvolved/Business/>

## **5. Future areas of work identified**

- a) *Young People's Aspirations for the Region* – WM Members of the UK Youth Parliament have recently nominated Nakita Devey to represent them on the Leadership Group and the UKYP in the region has agreed to undertake a consultation on what young people would like to see happen in the West Midlands as a result of the 2012 Games.
- b) *Emergency Planning/Resilience* – Links have been made with the WM Resilience Forum and the Health Protection Agency
- c) *Other areas identified* include:
- Longer-term resources
  - Ambassadors (linking to AWM's Ambassadors programme)
  - WM links to the 2012 Games Cultural Programme
  - Skills
  - Education – Teaching materials are currently being developed for schools
  - Volunteering
  - Social Cohesion
  - Health

Cllr Chris Saint  
Chair WM Leadership Group for  
the 2012 Games

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## **WEST MIDLANDS LEADERSHIP GROUP FOR THE 2012 GAMES**

### **COMPOSITION OF LEADERSHIP GROUP**

- 1 Representative at board level from each of the following;
  - Advantage West Midlands
  - National Governing Bodies of Sport rep
  - Culture West Midlands
  - Sport England West Midlands
  - Tourism West Midlands /West Midlands Business Council
  - West Midlands Regional Assembly/ West Midlands Local Government Association
  - West Midlands Higher Education Association
  - Government Office for the West Midlands
  - Youth Parliament
  - Paralympic organisation
- 1 Representative from each sub Regional Partnership (Assuming County Sports Partnership size or above - from which ever sector they choose)
- The Chair of the WM Partnership Group for the 2012 Games (Officer Steering Group) to attend to advise/ as link.

### **TERMS OF REFERENCE**

1. To provide a strategic lead to the West Midlands preparations for and contribution to the 2012 Olympics and Paralympics in London.
2. To maximize the sporting, cultural, economic, social and health benefits to the West Midlands and ensure a long term legacy.
3. To ensure the West Midlands fully contribute to the success of the 2012 Olympics and Paralympics
4. To co-ordinate and support bids for pre-Games Training Camps.
5. To coordinate and support Sub Regional activities
6. To ensure a positive relationship with London 2012 through the Nations and Regions group
7. To appoint Regional Ambassadors.
8. To steer the WM Partnership Group
9. To promote the opportunities of 2012 to the region and gain commitment of partners

## West Midlands Leadership Group for the 2012 Games

### Membership

#### 1. Organisation membership

Organisation	Member	Alternate
Advantage WM	Michael Oakes	Cllr Richard Hyde
Culture WM	Brian Woods-Scawen	
Government Office WM	Dr Rashmi Shukla	Liz Charlton
Sport England WM	Rick Bailey	
Tourism WM	Brian Summers	
WM Business Council	John Hart	
WM Higher Education Association	Professor David Green	Professor Michael Clarke
WM Regional Assembly & WM Local Government Association	Cllr Chris Saint	
Youth Parliament	Nakita Devey	Rosie Franklin

#### 2. Sub-regional nominations

Sub-region	Member	Alternate
Birmingham	Cllr John Alden	
Black Country	Cllr Phil Bateman (Mayor of Wolverhampton)	
Coventry & Warwickshire	Roger Dowthwaite	
Herefordshire & Worcestershire	Tony Featherstone/Chris Bocock	
Shropshire & Telford	Robin Hooper	
Staffordshire & Stoke	Cllr Mark Meredith (Mayor of Stoke)	

Alternates have yet to be notified for all members

## West Midlands Regional Structure

