



Coventry & Warwickshire 2012 Partnership

Cultural Partnership Update – December 2007

Response to Questions:

1. local and regional projects registration and use of Olympic mark

We are still waiting for LOCOG to release their non-commercial guidelines for use of the Olympic logo, sources have indicated this might not be until after Beijing, however this is unconfirmed. LOCOG need to be lobbied on this matter and I asked Seb Coe this question at his visit to the region to the SEWM Conference back in December last year – still we are waiting!

2. Legacy Trust update on progress of funding level, key dates and how to apply

The Legacy Trust was officially launched in November 07. The overall pot will also support the next 4 years UK School Games events. Each region of the UK has been allocated LT funding. The WM has been allocated £2.2m (with a 70% cultural Olympiad and a 30% sport and well-being split) and this will reside within the Regional Cultural Consortium – (see press release below). It is unclear if organisations will be able to bid for this money, as the money will support the main regional cultural programmes including:

1. Pathways to Potential
2. International Cultural Festival
3. Community Olympiads

It is hoped that this funding will be matched through the private sector. At the last WM 2012 Advisory Group the option of focusing on dance in it's widest form was mentioned as a possible focus. More details can be found at the RCC.

WEST MIDLANDS TO RECEIVE £2.2M TO BUILD LEGACY FROM 2012 GAMES – release from CultureWM 20 November 2007

Plans in the West Midlands to celebrate the 2012 Olympic and Paralympic Games through cultural, artistic, educational and sporting activities, were given a boost today with the announcement that the West Midlands is to receive £2.2million as part of a new £40 million fund launched today at the City of London. Legacy Trust UK was launched today by the recently appointed board

chaired by Dugald Mackie and supported by Olympics Minister, Tessa Jowell; Minister for Culture, James Purnell; and Stephen Dunmore, Chief Executive of the Big Lottery Fund.

The Big Lottery Fund, the Arts Council and the Department for Culture, Media and Sport, have endowed Legacy Trust UK with £40m. This - and other funds that the Trust will raise - will be used to support cultural, artistic, educational and sporting activities that celebrate the 2012 Games. As well as the announcement today of an initial allocation for all of the English regions, currently there are plans for projects that benefit the whole UK, including £6 million for the UK School Games. The rest of the money will be allocated to specific projects via the three nations and the nine English regions in the UK.

In the West Midlands region, Culture West Midlands – the body which supports collaboration across the arts, sports, heritage, creative industries, tourism and libraries – has been tasked with establishing an Advisory Board. The Advisory Board will be supported by the Legacy Trust to draw up proposals for how the funds can be allocated to deliver a positive legacy from the 2012 Games and the Cultural Olympiad across the West Midlands region. The first meeting of that new Board took place on Friday 16 November and they are expected to submit initial proposals to Legacy Trust UK by February 2008.

Cllr Chris Saint, Chair of the West Midlands Leadership Group for 2012, said:

“Today’s announcement is great news, providing new opportunities in the West Midlands. The West Midlands Leadership Group for 2012 was set up to ensure that the West Midlands region gets the full benefit of the 2012 Games. The scope of our activities range from our businesses making the most of new opportunities, to encouraging people in the region to volunteer and take part in cultural and sporting activities. Our intention is to use the 2012 Games as a platform for raising our game both internally and externally. We are delighted to hear that we’re set to receive a significant boost and will work with our partners to make sure that the money delivers the greatest benefit to the greatest number of people right across our region”.

Brian Woods-Scawen, Chair of Culture West Midlands, added:

“Culture West Midlands and our partners on the West Midlands Leadership Group for 2012 are already fully committed to ensuring that the West Midlands receives full benefit from the 2012 Games. We are particularly pleased that the announcement today makes it clear that the money can be used not only to deliver benefits for sport but also to support regional activities which will contribute to the Cultural Olympiad – the four year nationwide programme of cultural, creative, artistic and sporting activity that will lead us up to the Games in 2012 . The West Midlands is home to some extraordinary cultural assets and the Cultural Olympiad offers us a once in a lifetime opportunity to celebrate and

showcase our rich cultural heritage, as well as promote the West Midlands as a great place to live, work, visit and enjoy.”

-Ends-

For further information contact: Jo Hammond on 07739 330294.

Notes to editors:

1. The Trust will form partnerships with organisations that will attract additional match funding to deliver Legacy Trust supported programmes. This approach was central to the successful application to create the Trust submitted by a consortium led by the City of London.

The Trust will co-ordinate its work with that of the London Organising Committee for the Olympic Games (LOCOG). It is expected that many of the projects that the Trust funds will be eligible for inclusion in the programme for the Cultural Olympiad, which is a key element of the 2012 Games.

2. The City of London led a consortium that included the East London Business Alliance, Business in the Community, Yorkshire Forward and Timebank. This consortium was one of several that put forward proposals to the funders (DCMS, Big Lottery Fund and Arts Council England) as to how the fund should be spent.
3. The board of Legacy Trust UK was appointed by the funders after an open advertisement for expressions of interest. Dugald Mackie was until recently assistant principal of the University of Manchester, having previously been the secretary of the University of Glasgow.
4. The West Midlands Leadership Group for 2012 is the lead, strategic body seeking to maximise the potential of the Games for the region. The Group brings together representatives from key regional public, private and voluntary and community sector organisations across the West Midlands region.
5. Culture West Midlands is one of eight Regional Cultural Consortiums set up by the Department for Culture, Media and Sport, to support collaboration across the cultural sector in the West Midlands region. The West Midlands region includes, Birmingham and The Black Country; Coventry and Warwickshire; Shropshire, Staffordshire, Herefordshire and Worcestershire.

3. Major events for cultural Olympiad and involvement of local groups to date

The document "Cultural Olympiad Vision Event" outlines what partners across Coventry and Warwickshire wish to achieve from the cultural Olympiad. This was generated from our 2012 Culture sub-group at a session held in Nov. The next step is to draft a proposal to seek funding support to enable the key organisations across the sub-region to undertake some research and development for the landmark projects they wish to deliver in the build up to 2012.

4. Update on key regional and national contacts and relevant websites

The New regional creative programmer, Paul Kaynes, will commence office on Jan 3 2008 and will be based at the RPC in Birmingham.

Relevant websites include:

www.culturewm.org.uk

www.london2012.com

[/www.legacytrustuk.org](http://www.legacytrustuk.org)