
East Midlands Six Monthly Report 01 February 2010 to 30 Jul 2010

1. Executive Summary

1.1 Overview

The period February to July 2010 has been dominated by some key work areas starting to take shape – eg plans for the Torch Relay and, latterly, by the changing institutional landscape.

The region held a successful and well-attended Torch session in February which was followed by meetings in individual counties prior to submissions of ideas at the end of March. The regional team has now met with the Torch team and established a Torch Advisory Group. The Torch Relay is considered by many key stakeholders to be the most important 2012-related activity currently on their plans.

Our focus turned to business in March when John Armit visited the region which enabled us to undertake significant promotional activity of both businesses that had already won contracts and promote ongoing opportunities.

We also held our first region-wide operations meeting in March which has led to many new and fruitful relationships across the East Midlands with the emergency services. We have made good progress in embedding operational concerns in our county steering groups.

Our programme of sporting events for the period has included our annual cycling events (EM Cicle Classic and the Lincoln Grand Prix) which was supplemented by a leg of the Tour Series in Kettering. All of these elite events are supported by a programme promoting participation. In July Nottingham hosted the Samsung Women's Champions Trophy hockey tournament – the first time the competition has been held in the UK. This event was also supported by a significant cross-regional programme of activity in primary schools – the Quicksticks Festival.

Activity has stepped up on the attraction of Pre Games Training Camps. Loughborough University's announcement that Team GB will be based on campus in the run up to the Games inspired many other venues to step up their programmes. Visits have happened in Lincolnshire and Northamptonshire has produced some print material to promote their offer. The NOC Open Day in April also generated some leads for specific venues in the region.

In terms of the cultural agenda, the decision by the European body, BJCEM, to award the first ever World Event for Young Artists to Nottingham in 2012 is a major coup for the Cultural Olympiad and for the East Midlands. Over 1,000 young artists from all around the world will visit Nottingham for a ten day event, coinciding with the staging of the Paralympic Games.

The period concluded with good engagement across the region on Open Weekend and significant interest in 2 years to go activity on 27th July. Interviews were given by the regional team with BBC radio and television stations across the region.

The major challenge of the period has been concerns arising from the abolition of the RDAs and Government Office network. The coordination function for 2012 activity is vested with *emda* and the agency also makes a significant financial and human contribution across the main areas of 2012 related activity – ranging from support for business and CompeteFor, tourism activity, the Cultural Olympiad and sponsorship of sporting events. The RDA is also the main communications vehicle for London 2012 related messages.

Without RDA involvement there is a significant risk that the momentum created in relation to 2012 across the region will be lost, with few financial resources, no dedicated staff and no coordination to drive forward some key 2012 initiatives – of particular concern are business and procurement, Torch Relay coordination activity and the operations role (led by GOEM but supported by *emda*).

2.1 Social

“Greater levels of engagement inspiration and participation across the UK, leading to social and community development”

The East Midlands now has 72 projects and events recognised by the Inspire Programme; we have celebrated our first projects for Business and Sustainability, and seen the first 4 Inspire Marks be awarded for Northamptonshire.

One of which; SQUARELIGHT is an innovative 365 day lighting, animation and projection scheme within Northampton’s historic Market Square, the project utilises the latest in LED lighting, halving the carbon footprint of existing public lighting and challenging the perceptions of environmental sustainability.

We have also further developed the “Championing the East Midlands” Inspire Marked images and in partnership with Spool films commissioned a short film that captures current and aspiring athletes at the East Midlands leading tourism destinations, this stunning piece of imagery showcases the East Midlands as a region of sporting excellence and aspiration, as well as a great place to visit in the run up to 2012 and beyond.

2.2 Sporting

“Increased levels of sporting participation and activity as a result of the Games”

Building on the region’s ambition to host more international sporting events in the run up to the Games, *emda* sponsored the Samsung Hockey Champions Trophy. The event took place in Nottingham from 10 - 18 July 2010. The tournament saw six of the best women’s teams in the world battle it out for the highly prized Champions Trophy. This was the first time that the tournament had been hosted in the UK and England’s women achieved their best ever finish (bronze medal).

The event, which was held at Highfields Sports Club Nottingham, also featured a complementary Men’s Four Nations Trophy, featuring Great Britain.

Seeking to link elite performance with grassroots participation, *emda* also supported the Quicksticks festival. The cross-regional festival will boost participation in the sport of hockey in primary schools across the East Midlands.

emda is also supporting the East Midlands Cerebral Palsy (CP) football squad. The team will be made up of talented players from all over the region, who have either previously played for the England national/development teams, as well as new players who have been identified by coaches and scouts working with clubs based in the region.

The squad, managed by the Nottinghamshire Football Association, will not only increase participation in disability sport, but will also provide a talent pathway for players from the region. This pathway will create opportunities for players to represent the England national CP team and also make it into the GB squad for the London 2012 Paralympic Games.

2.3 Economic

“Added economic benefit across the UK from hosting the Games”

The visit of John Armit to the region allowed us to meet with several companies that have won lucrative contracts related to the Games. One of the best examples is Wood Newton, based in Huthwaite in North Nottinghamshire whose turnover has increased considerably since securing London 2012-related contracts.

Wood Newton specialises in providing high quality external facades. The company has secured the prestigious contract to manufacture and install the external timber façade and composite timber roof of the distinctive double-curved structure of the velodrome, which has been designed to reflect the geometry of the cycling track.

Wood Newton is supplying and fixing tens of thousands of square metres of western red cedar and birch faced composite timber panels, along with other fixtures and fittings such as roof lights, in a contract which is worth several millions of pounds to the north Nottinghamshire business.

2.4 Communications and Engagement

John Armit, Chairman of the Olympic Delivery Authority, visited four businesses in the region in March/April 2010 that have won Games contracts. The visit included the velodrome roof being made in North Nottinghamshire by Wood Newton and concrete bridge supports being manufactured by Evans Concrete near Alfreton.

Mr Armit's visit concluded with a presentation at Leicester Tigers' ground, where he and other ODA/LOCOG reps talked to businesses from across the East Midlands about the opportunities that are available for them to supply products and services to the 2012 Games.

Mandeville, the London 2012 Paralympic mascot, has visited the East Midlands at the start of a journey around the UK

Robert Smyth Secondary School in Market Harborough won the opportunity for Mandeville to visit, by entering a competition through Get Set – the official London 2012 education programme. Mandeville also went to Moulton College in Northamptonshire to take part in a hockey practice, and join in with fencing with local school children. Mandeville also visited a session of horse riding for disabled children.

2.5 UK Wide Operations

Through the Government Office for the East Midlands (Deputy Regional Director and DCMS representative) a City Operations meeting was held in March to allow for an initial gathering of stakeholders around City Operations, which was very productive. The East Midlands does not have to plan for any Games time activity therefore any concerns are focused upon pre-games venues, cultural & sporting events and the Torch Relay.

Since then work has continued to build connectivity between local 2012 structures and resilience forums (LRFs) to build a common calendar of events in each locality. This is allowing for preparedness and resilience issues to be surfaced and planned for. This has been a very successful approach with cross organisational relationships being built across the region.

3 The East Midlands in Numbers

Measure	Aug 08 to Jan 09	Feb 09 to Jul 09	Aug 09 to Jan 10	Feb 10 to Jul 10	Change from previous report
SOCIAL					
Get Set Registrations	Not measured	491	685	948	+1044
Inspire Marks Awarded	0	8	21	72	+51
Personal Best	Funding agreed	Steering Group Established	85 places to be offered by end of Jan	75	N/A
Expressions of interest in Volunteering	N/A	N/A	12,077	12,077	No change
SPORTING					
PGTC Agreements	0	1	1	2	+1
Sport Participation Inspire Projects	Not Measured	1	1	38	+37
Active People Survey – Regional Results	16.8%	N/A	16.6%	N/A	
ECONOMIC					
CompeteFor Registrations	2743	4332	5347	6430	+1083
CompeteFor Contract Awards	5	8	14	48	+34
CompeteFor Shortlisted orgs	Not previously reported	Not previously reported	Not previously reported	853	
ODA Contract Awards	27	29	34	41	+7
Additional supply chain contracts	Not measured	Not measured	95	60	
Number of Businesses referred for support	Not measured	Not measured	776	190	
Number of Business Support Events	Not measured	Not measured	29	34	+5
COMMUNICATIONS & ENGAGEMENT					
Events at Open Weekend	Not held in this period	28	Not held in this period	70	+42 From 2009
Visits	2	1	1	2	+1

Notes for Feb 10 to Jun 10 figures:

- CompeteFor Figures are from the Dashboard 27/07/10

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- *ODA Contracts from May 2010*
 - *Get Set figures are from the 24/06/10 NRG update note*
 - *Inspire Project figures are from the 22/07/10 NRG update note*
 - *PGTC Update figures are from 29/06/10*

2. Activity Summary

Outcome Area	Theme	Objectives/Targets (What we said we would do)	Progress as of July 2010	Future activities and key milestones (next 6-12 months)
Social	Culture	<p>Using the 2012 Games to inspire a generation to take up activities which benefit their families and their communities</p> <p>Using the Cultural Olympiad to celebrate our history and cultural diversity</p>	<p>A number of Inspire projects have been initiated in the first half of the UK (with support from the Legacy Trust UK) across the three counties of Derbyshire, Leicestershire and Nottinghamshire which have engaged disadvantaged communities to participate in cultural activities, eg. Igniting Derbyshire Dance, The Lyric Lounge, Sporting Stories and the Great Shakespearean Workout</p> <p>Open Weekend 2010 saw over 70 projects in the East Midlands take part and included the launch of Discovering Places, with projects all around the region celebrating the hidden gems of the built and natural environment. 2) The third annual summit for the region, Culture Club 2010, was held in Nottingham, bringing together</p>	<p>Projects are now being initiated across the other three counties of the region (Lincolnshire, Northamptonshire and Rutland) to create a festival programme in the summer of 2011, under the title of Connecting Communities - City, Country and Coast</p> <p>A series of festival events are being developed for the autumn of 2010 which bring together communities from across the region to celebrate through large scale spectacular outdoor carnivals, processions and shows in public spaces, eg. Night of Festivals, Derby Feste, and the Festival of Light.</p>

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		Linking communities, both local and international, involving young people	<p>stakeholders, partners and practitioners to celebrate the diversity of the region and its multicultural communities engaging in the Cultural Olympiad</p> <p>With the values of the Cultural Olympiad at their core (inspiring young people, celebrating internationalism and cultural diversity and leaving a positive legacy), projects have been developed through the year making links with South Africa, India, China, Korea, Mexico, Columbia, Brazil, Japan and others to foster mutual understanding and engagement between young people across the world, eg. the International Youth Theatre Festival and Bright in the Corner</p>	The first UK Young Artists event will be held in Derby in October 2010 and a large scale Community Celebration, Games Time, is being planned for a number of ever increasing spectacular shows in Skegness, Northampton, Leicester, Loughborough, Derby and London through 2011 and 2012
Social	Volunteering	To use the Games to inspire greater levels of sustained volunteering across the region.	In April we refreshed links with Volunteering England, EVDC, and other regional voluntary organisations an interest in 2012.	Over the next 6 months we will: develop a regional volunteering strategy; establish links with Faith, Youth, BAME, LGBT and other diversity groups in the region in order

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			<p>In May we attended a meeting at GOEM with regional volunteering representatives in order to draw up a plan moving forward to prepare for the 2012 volunteer registration roll-out.</p> <p>In May we attended Volunteering England's 'Volunteering and the London 2012 Olympic and Paralympic Games: A symposium for volunteer-involving organisations' seminar at Clifford Chance.</p> <p>In June we drew up a volunteer targeting plan, and contacted groups in the region to arrange talks.</p> <p>In June and July we met with EVDC reps (along with VE and GOEM) to further plan action.</p> <p>In July we presented to the Later Life forum in order to garner support for the registration process.</p> <p>We have begun issuing challenges to County Groups to try to meet the cost of volunteers' expenses.</p>	<p>to engage them with the registration process; continue regional EVDC meetings.</p> <p>Support LOCOG requests for assistance with volunteering communications and messaging eg regional event on 9th September.</p> <p>Note that there is no lead organisation for volunteering across the region and the activity is currently coordinated by <i>emda</i> with support from GOEM.</p>

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Social	Education	<p>Use the Games to inspire the children and young people of the region in terms of:</p> <ul style="list-style-type: none"> • increased participation in sport and physical activity by children and young people • volunteering by children and young people • educational opportunities provided by London 2012 • cultural activities for and involving children and young people • internationalism 	<p>The East Midlands has prioritised the promotion of Get Set Network status for schools in the region with 18 having achieved that status to date. An example is Joseph Whitaker School in Nottinghamshire who welcomed LOCOG Education lead, Nick Fuller and Chris Grant, Vice Chair of the International Inspiration Programme, to the school to present them with their Get Set Network plaque and certificate.</p> <p>Robert Smyth School in Market Harborough won the opportunity for Mandeville to visit, by entering a competition through Get Set. Mandeville also went to Moulton College in Northants.</p> <p>Aldercar Community Language College in Derbyshire is the second school in the region to attend a 'Musubi' day at Loughborough University.</p> <p>The project was once again led by students from South Wolds Community School in Keyworth, who have won a prestigious European Award for Languages</p>	<p>Ongoing push to increase Get Set registrations.</p> <p>Increased promotion of benefits of Get Set Network status.</p> <p>Next Musubi 2 days planned for September.</p>

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			2010, for the Musubi project.	
Social	Torch Relay	Establish Torch Relay Advisory Groups and submit suggestions for locations and events for the relay.	<p>23 suggestions for locations and events were submitted by local authorities and other sub regional organisations.</p> <p>NRG Member and Coordinator have met with LOCOG for an initial planning meeting regarding the proposed route.</p> <p>A regional Torch Relay Advisory Group has been established.</p> <p>Timeline for Torch decisions and arrangements has been shared with all County groups.</p>	Regional Torch Relay Advisory Group to meet with LOCOG in Oct 10.
Sporting	Participation	Encouraging more people to take part in sport and physical activity by using events that promote participation.	<p><i>emda</i> has a track record of supporting major sporting events, as they bring income and investment into the region and raise the profile of the East Midlands.</p> <p>Such events also provide the opportunity to include participation activities, supporting our aim to use the 2012 Games as a catalyst to increase and promote healthy lifestyles.</p>	<p>Ongoing projects that have received funding will continue to develop. Examples of this include our support for the East Midlands Cerebral Palsy football squad</p> <p>However funding for new projects will be difficult due cuts and spending freezes. <i>Emda</i> had to pull out of a number of contracts, including the Leicester Skyride and Outlaw Triathlon in Nottingham. Both of these projects would have contributed to our 2012 legacy ambitions (namely participation</p>

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			<p><i>emda</i> has supported the Samsung Hockey Champions Trophy, that took place in Nottingham from 10 - 18 July 2010. The tournament saw six of the best women's teams in the world battle it out for the highly prized Champions Trophy.</p> <p><i>emda</i> also supported the Quicksticks festival, to coincide with the tournament, which will see increased participation in the sport of hockey in primary schools across the region</p> <p>The programme of cycling events which bring international competitors to our roads and city centres include the East Midlands Cicle Classic, the Lincoln Grand Prix and, this year, the Tour Series in Kettering. These all have wrap-around events that promote participation – and the numbers of people cycling for sport, for leisure and for commuting continues to grow.</p> <p><i>emda</i> is also supporting the East Midlands Cerebral Palsy</p>	<p>and volunteering).</p> <p>This will also apply to events that <i>emda</i> has supported over a number years. Events that are unlikely to be funded in 2011 include the EM Cicle Classic and the Lincoln Grand Prix. Organisers of these events are seeking alternative sources of funding. In a time of increasing pressure on all public sector budgets and little appetite from the private sector to sponsor sporting events, these well-established and growing cycling events must be considered vulnerable.</p>

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			<p>(CP) football squad. The team will be made up of talented players from all over the region. This new squad will create opportunities for players to represent the England national CP team and also make it into the GB squad for the London 2012 Paralympic Games.</p>	
Sporting	Training Camps	Attract 5 National Olympic/Paralympic Committees to pre-Games training in the East Midlands	<p>Loughborough University has been selected by the British Olympic Association as The Official Preparation Camp Headquarters for Team GB prior to the London 2012 Games.</p> <p>Every member of Team GB – even those from sports such as sailing and cycling who won't train at Loughborough – will need to come to the University to be kitted out for the Games</p> <p>This is the second agreement signed by the University, following the Japanese Olympic Committee deal last June.</p> <p><i>emda</i> has supported Northamptonshire to produce a promotional PGTC booklet and Lincolnshire's efforts to attract</p>	<p>Ongoing support and advice to help secure more PGTC in the region.</p> <p>A Lincolnshire party has been invited to Cairo to continue negotiations with the Egyptian NOC.</p>

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			the Egyptian Olympic and Paralympic teams.	
Sporting	Venues	More and better investment in sporting infrastructure	<p>The development of the National Volleyball Centre in Kettering continues, including plans to ensure a participation legacy for the sport is created in the local area.</p> <p>Highfields Sports Club, a Pre Games Training Camp, has demonstrated that it can stage major events, following the hosting of the successful Women's Champions Trophy hockey tournament. Partner investment in the tournament has included upgrading the facilities, such as removing the old brick dug outs, and replacing them with modern perspex ones.</p> <p>Sport England has provided £700,000 lottery funding to Nottingham Trent University, to improve its sporting facilities, which include three new glass-backed squash courts.</p> <p>SportPark at Loughborough</p>	Under review pending scale of in-year cuts at <i>emda</i> .

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			University opened its doors in January. SportPark is a home to many of the country's top sports governing bodies and national sports organisations. SportPark has created canvasses of the Championing the East Midlands images, that are displayed in public areas and meeting rooms in the building.	
Economic	Business	<p>Making information on London 2012 business opportunities across the region.</p> <p>Encouraging use of CompeteFor and giving publicity to contract winners where possible.</p> <p>Enabling organisations to get 'fitter to tender' for both London 2012 and for wider public sector procurement opportunities.</p>	<p>Considerable effort has been put in over this period to run events based in each county area across the region. Each County steering group has now nominated a business lead.</p> <p>Several sector targeted events have also taken place eg for the creative industries</p>	Ongoing circulation of specific opportunities to targeted groups. Additional support dependent on contract agreed with Business Link.
Economic	Tourism	<p>Develop the region's tourism offer by building closer links with sporting and cultural events</p> <p>Fully exploit the 2012 Games 'platform' to grow visitor numbers to the region before, during and after the Games, securing a wider East Midlands visitor audience as a lasting legacy</p> <p>Support the visitor industry to raise product and service quality standards via the East Midlands Quality Improvement Programme</p>	<p>Following last year's successful launch of iconic photographs featuring current and aspiring Olympians at the region's tourism attractions, three new images have been unveiled by East Midlands Tourism.</p> <p>The original seven images have been featured widely by partners and organisations across the region including on</p>	<p>Given the current spending freeze, East Midlands Tourism will be looking to work with national, regional and sub regional partners to best deliver the objectives outlined. These include:</p> <ul style="list-style-type: none"> • Cultural Olympiad events and the Torch Relay • Marketing activities and materials of VisitBritain and VisitEngland in key overseas markets and the UK

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		and a regional commitment to skills development within the sector	<p>the BBC's big screens and by the Arts Council. They are also on display in the arrivals area of East Midlands Airport.</p> <p>emda/EMT, in partnership with Spool films, has commissioned a short film that is inspired by the images and brings a number of them to life.</p>	<ul style="list-style-type: none"> Promotion to the Japanese market based around the PGTC at Loughborough <p>Promote quality standards to regional tourism businesses via existing sub regional channels</p>
Economic	Skills/ Employment	<p>Improving skills and increasing employment opportunities</p> <p>To deliver L1 in Event Volunteering to people furthest away from the labour market.</p>	<p>Personal Best update from SFA: Contracts are now with 3 providers and are working toward profile. It was a slow start as contracts were sent out 8 months late. 2 providers are very close to profile and 1 is a fair way behind and is being given support to bring the contract further along.</p>	<p>The application for Games Time Volunteers (GTV) opened on 27 July and closes 27 October. Personal Best participants on programme up until the closing date may apply to be a GTV. This is on the strict understanding that they will complete the programme before end December 2010. Skills Active is scheduled to provide LOCOG with the necessary data to confirm programme graduates by the end of December 2010. For those that don't graduate, the application will stand as a general public submission. PB Graduates who have successfully completed LOCOG application form will be invited to a LOCOG selection event. LOCOG will be supplying us with a unique identifier code for PB applicants</p>

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				in due course. We send out further communication to providers once we receive this code.
Economic	Sponsorship	Establish regional sponsor working groups Partnering with London 2012 sponsors for regional activity	Mark Doleman (Deloitte) continues to sit on EM 2012 Board. Coordinator and C&YP Coordinator invited to attend BT Regional Board meeting in May to discuss potential joint working. C&YP Coordinator talking with BT about replicating the education challenge run in the East of England. Ongoing engagement by Business Lead with Lloyds.	Firm up plans with BT. Agree plan of joint activity with Lloyds.
Comms & Engagement	Visits	Plan and deliver 2 executive visits to engage stakeholders and public in London 2012 related activity and plans.	John Armitt, ODA Chairman, visited four businesses in the region that have won Games contracts. This included the velodrome roof being made in North Nottinghamshire by Wood Newton and concrete bridge supports being manufactured by Evans Concrete near Alfreton. Mr Armitt's visit concluded with a presentation at Leicester Tigers' ground, where he and	The ability to support future events is under threat, due to the abolition of the RDA network, and the current spending freeze on marketing and communications activity. We are working with partners to seek alternative ways of hosting and funding future visits.

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			<p>other ODA/LOCOG reps talked to businesses from across the East Midlands about the opportunities that are available for them to supply products and services to the 2012 Games.</p> <p>Mandeville, the Paralympic mascot, has visited the East Midlands at the start of a journey around the UK</p> <p>Robert Smyth School in Market Harborough won the opportunity for Mandeville to visit, by entering a competition through Get Set. Mandeville also went to Moulton College in Northants.</p>	
Comms & Engagement	Open Weekend	<p>Arrange a launch event for Open Weekend and work with partners to engage projects to register for Open Weekend.</p>	<p>As of 22 July 70 Open Weekend events will be taking place in the East Midlands. Open Weekend has been publicised in the regional newsletter and website, and successfully promoted by partners at the sub regional level.</p> <p>Olympic gymnast Daniel Keatings attended a regional launch event in Skegness, home to the Inspire marked SO Festival, taking place during</p>	<p>Build on the increase achieved this year (from 28 to 70) by increasing the number of regional events in 2011.</p>

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			Open Weekend.	
UK Wide Operations	City and Venue Operations	Support the establishment of city and venue operations teams if required.	The East Midlands has no Games time events to plan for but we have still held an initial gathering of stakeholders around City Operations in March 2010 which was very productive.	A further regional gathering will be considered later in the year especially when more is known about the Torch Relay route.

3. UK Wide Operations

Through the Government Office for the East Midlands (Deputy Regional Director and DCMS representative) a City Operations meeting was held in March to allow for an initial gathering of stakeholders around City Operations, which was very productive. The East Midlands does not have to plan for any Games time activity therefore any concerns are focused upon pre-games venues, cultural & sporting events and the Torch Relay.

Since then work has continued to build connectivity between local 2012 structures and resilience forums (LRFs) to build a common calendar of events in each locality. This is allowing for preparedness and resilience issues to be surfaced and planned for. This has been a very successful approach with cross organisational relationships being built across the region.

A particular focus has been on Loughborough University as a pre games base for Team GB and the Japanese Olympic Team. Police colleagues are working intensively with the University's representatives on this.

The Government Office DCMS team have also worked closely with resilience colleagues to ensure that regional resilience planning arrangements are taking account of 2012. The 2012 Management Boards LG representative is also a member of the Regional Resilience Forum.

A further regional gathering will be considered later in the year especially when more is known about the Torch Relay route.

4. Working with the Government Office (English Regions Only)

GOEM maintains its position on the region's 2012 Management Board and contributes in various ways to other 2012 delivery planning (e.g. city operations, volunteering and the Cultural Olympiad).

GOEM's work on facilitating an initial City Operations gathering has proved to be highly valuable (this is reported under 4 above).

GOEM's major contribution to specific 2012 delivery has focused on enriching the delivery system around physical activity linked to Local Area Agreements. This has been partnership activity principally led by the Directorate of Public Health East Midlands. The East Midlands Directorate plus the other 8 regional directorates commissioned work by a social marketing company develop better insights around social marketing messages in engaging individuals in to physical activity opportunities.

In addition, the Regional Physical Activity Managers from across the country also commissioned research by Canterbury Christ Church University into the evidence base in creating a physical activity and sport legacy. A subsequent development from this research has been to create a series of evidence base case studies, which will answer the key question; how can the London 2012 Games get the nation moving? These case studies available as reference for professionals in the field and will be circulated through the Regional Physical Activity Network, however it is unclear if this can be promoted more vigorously due to a lack of dedicated personnel.

The Physical Activity coordinator leading on this work will regretfully depart in September (on Maternity leave) and is unlikely to return and there will be no back fill arrangements. In addition cuts to health funding into County Sports Partnerships will take away the key deliverers leading of much of the local planned programme.

A bespoke accreditation programme for health\physical activity projects (EMPAN Mark) linked to the Inspire Mark is now unlikely to proceed However discussions are proceeding nationally to change EMPAN Mark into a physical activity benchmarking tool which projects can use to ensure a high standard of delivery. Measures to maintain the Social Marketing Toolkit (promoting activity tool kit) within the Change 4 Life campaign is being explored.

Despite this loss of resource within health, County Sports Partnerships and other partners continue to build approaches to raising participation in sport and physical activity to consider where 2012 might add value to local delivery (and make "Inspired by" bids).

GOEM has recently engaged with Volunteering England's 2012 lead and offered ideas for more "in region" volunteering publicity to be made available as part of the overall call for volunteers. This will redirect interested volunteers to other volunteering opportunities where being involved in Games time volunteering in London proves impractical.

GOEM leads on School Sport for the GO network and links have been established with the DCMS & DfE teams to understand the new emerging policy.

5. Key Risks

Risk description	Abolition of the RDAs and ongoing spending freeze on marketing and communications activity.
Mitigation actions	Focus on delivering projects already in train and managing as much communications and marketing activity as possible in-house.

Risk description	Cuts to budgets of key partners, such as local authorities.
Mitigation actions	Continue to promote positive benefits of London 2012 related activity in order to maintain limited dedicated budgets (where they exist).

Risk description	Potential loss of key staff on time-limited contracts (eg Inspire Programmer and Creative Programmer) or by abolition of employing body (eg Regional Coordinator). Loss of support staff such as those at Government Office.
Mitigation actions	<i>Emda</i> is currently assessing the likely impact of the anticipated funding reductions, the limits on communications and promotional support and potential staff losses. However the situation is largely dependent upon partners at a national level and until those positions are fully clarified it is difficult to instigate any mitigating actions.