

**Leicestershire Steering Group for the 2012 Games
1.30pm Friday 9th July 2010
SportPark Loughborough University**

Present

Andy Reed (Chair)
 Bill Cullen (Vice Chair)
 Chris Traill (Charnwood Borough Council)
 David Jackson (Leicester College)
 Gaynor Nash (Regional Co-ordinator for Children & Young People)
 Geoff Parker (Charnwood Borough Council - representing Districts & Boroughs)
 Maria Chaideftou (Leicester Shire Promotions)
 Mick Shaw (Leicestershire Constabulary)
 Mark Braham (Leicestershire PCT)
 Martin Traynor (Leicestershire Chamber of Commerce)
 Ted Cassidy (Higher Education)
 Dave Moore (Leicestershire County Council)
 Richard Watson (Leicester City Council)
 Shimul Haider (2012 Games Legacy Director)
 Dan Mitchinson (2012 Games Legacy Co-ordinator)
 Tim Garfield (Loughborough University)
 Tracy Croft (emda)

Apologies

Howard Swift (Prospect Leicestershire)
 Janine Williams (Leicester Shire Promotions)
 Mick Fattorini (Leicestershire County Council)
 Jim McCallum (Voluntary Action Leicestershire)
 John Byrne (Leicester-Shire & Rutland Sport)
 Nick Glynn (Leicestershire Constabulary)

Notes	Actions
<p>1. Welcome, Introductions and Apologies</p> <p>Apologies given as above.</p>	
<p>2. Notes of last meeting on Friday 23rd April 2010</p> <p>Notes to be amended to reflect that Leicester College is not a Get Set Network school.</p>	DM

<p>3. Culture Update <i>from Dave Moore</i></p> <p>Website up and running, continuing to update with photos, case studies and films (Personal Choices).</p> <p>Promotional banners, little book of facts and letter templates have been distributed to all districts and boroughs.</p> <p>All districts and boroughs were asked to identify an event on which they would launch the Inspire Culture strategy. Most have responded and NW Leicestershire have already held there launch event.</p> <p>Inspire Culture will follow the corporate marketing theme.</p> <p>Cultures big push will be from 2011 and will focus on the links between culture and sport.</p>	
<p>4. Visitor Economy Update <i>from Maria Chaideftou</i></p> <p>All visitor economy actions are ongoing as stated in the performance management framework.</p> <p>LPL are meeting Charnwood Borough Council to further discuss plans and plan activity for 2012</p> <p>A number of new 'Tourism 2012' images have been unveiled, one of which features Triathlete Hollie Avil at the High Cross in Leicester.</p> <p>Information has been provided for inclusion in the business case surrounding LeicesterShire Pre Games Training Camps.</p> <p><u>Action</u></p> <p>A CD featuring all of the 2012 tourism images is to be sent to all districts and boroughs, along with the brand guidelines.</p>	<p>DM</p>
<p>5. Leicester City Update <i>from Richard Watson</i></p> <p>Leicester City Council are currently reprioritising their 2012 activity with areas of focus likely to be around Torch Relay, Get Set and opportunities from Loughborough University's preparation camps. A Members meeting is due to take place to agree the direction of travel for the City. CEO has already confirmed that Get Set will be a priority for the City.</p>	

<p>7. Children & Young People Update <i>from Gaynor Nash</i></p> <p>Get Set</p> <p>The target for Get Set registrations across the county is 80% of schools and colleges. Sheila Lock recently stated that 100% of City schools should be registered.</p> <p>Get Set Network</p> <p>The focus now is on converting schools from registered to network status. Work has already progressed in this area and GN has attended a number of Head Teacher meetings.</p> <p>There are now eight schools and colleges that have obtained Get Set Network status, two in the City and six in the County.</p> <p>City: Rushey Mead Secondary School, Regents College</p> <p>County: Kegworth Primary School, Countesthorpe Community College, Robert Smyth School, Longslade Community School, Loughborough College and the RNIB College.</p> <p>Robert Smyth School in Market Harborough won a Get Set Network competition and received a visit from Paralympic Mascot Mandeville on the 8th July.</p> <p>Other Information</p> <p>Empowered launched on June 10 with the value 'Courage' and the heptathlon event – 100 metres.</p> <p>Ellesmere College hosted a Nigerian delegation as part of the International Inspiration programme.</p> <p>A countywide Quicksticks festival took at Leicester Grammar School on the 11th June and consisted of a visit from England and GB star Kerry Williams.</p> <p>Students from Wreake Valley School were taken on a tour of Olympic Park, having won a Business Language Challenge competition.</p>	
<p>8. National/Regional Update <i>from Tracy Croft (emda)</i></p> <p>Volunteering</p> <p>McDonalds have been confirmed as the 'presenting partner' for the volunteering aspect of the London 2012 Games.</p>	

<p>The volunteering programme will launch on the 27th July 2010 for pre-identified applicants for <i>specialist roles</i>, as well as for special interest groups and members of pre-identified disability organisations.</p> <p>Applications open to the public for <i>generalist roles</i> on the 15th September 2010.</p> <p>Shortlisted applicants will be invited to interview at regional selection events between <i>February 2011 & February 2012</i>.</p> <p><u>Action Point</u></p> <p>Investigate the possibility of supporting a cohort of individuals from disadvantaged backgrounds to volunteer at the London 2012 Olympic and Paralympic Games. Look to encourage local businesses to perhaps sponsor a volunteer – contributing to travel and accommodation expenses.</p> <p>Torch Relay</p> <p>The first Torch Advisory group meeting will take place in late Sept/early October.</p> <p>Local Authorities chosen to host evening celebrations will be notified by the end of the year and asked to write a letter of intent.</p>	<p>SH/DM/ VAL</p>								
<p>9. Inspire LeicesterShire Website Update <i>from Dan Mitchinson</i></p> <p>The homepage has been redeveloped to incorporate a features area, latest successes area and a countdown to the Olympic and Paralympic Games.</p> <p>Facebook, Twitter and YouTube accounts are now live and are being utilised to feed traffic through to the main website.</p> <p>Website statistics for the period 14 April – 8 July:</p> <table border="1" data-bbox="293 1570 1187 1717"> <tr> <td>Visits:</td> <td>1166</td> </tr> <tr> <td>Unique Visits:</td> <td>561</td> </tr> <tr> <td>Average time on site:</td> <td>8.5 minutes</td> </tr> <tr> <td>Bounce Rate:</td> <td>35%</td> </tr> </table> <p><u>Action Point</u></p> <p>All district and borough council websites and partner websites to link to www.inspireleics.org.uk</p>	Visits:	1166	Unique Visits:	561	Average time on site:	8.5 minutes	Bounce Rate:	35%	<p>ALL</p>
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10. Any Other Business

MS reiterated the importance of keeping Leicestershire Constabulary up to date with planned Games time events.

SH informed the group that there is the possibility of finding a new home for a piece of artwork – High Density – an 11ft horse sculpture.

Future meeting dates:

Friday 15th October 2010

Friday 21st January 2011

Friday 15th April 2011

Friday 15th July 2011

Friday 14th October 2011

All meetings start at 1.30pm with lunch served from 1pm, and will be held at SportPark, Loughborough

Meeting closed at 3.45pm

Date of Next Meeting:

Friday 15th October 2010

1.30pm – 3.30pm

SportPark Loughborough University

3 Oakwood Drive

Loughborough

Leicestershire

LE11 3QF