



COVENTRY

Our London 2012 Journey



"As someone born and bred in Coventry, I am so proud of the city's contribution to the success of London 2012. The city really embraced the spirit of the Games with the Torch Relay and an array of arts, sporting and cultural projects. It proved it could deliver on the biggest stage and do so with a big smile."

David Moorcroft, Chair, West Midlands 2012

Coventry's Spectacular Summer in Numbers:

- 12 Olympic football matches
- 170,596 spectators at City of Coventry Stadium
- 14,262 paid accommodation visits to the city
- 42,000 people saw the Olympic Torch in Coventry
- 95 local businesses won Olympic contracts
- 360 schools took part in Get Set
- 530,699 saw Godiva 'awake' and travel to London
- Over £50 million to the Coventry economy



"The Games have had a massive impact on us, at what is normally a quiet time of year. Our restaurants have done really well too. My figures for last week were 94 per cent up against my budget which is just amazing. Most spend is from the Olympic guests."

Local hotel operator



Message from Cllr John Mutton, Leader of Coventry City Council

“We had such an amazing summer of 2012 in Coventry. I am so proud of what we achieved, the fantastic welcome we gave our visitors and the legacy our Olympic experience leaves us with. Many spectators will have enjoyed their only Olympic experience in Coventry and I am confident it will have been a memorable and happy one. I have never seen such colourful, noisy and excited crowds as those who flocked to the city for the football.

Coventry played a unique role in helping to deliver a successful London 2012 Olympic Games. As a co-host city for the Olympic Football we welcomed the world for 12 football matches over eight days. But it wasn't just the football. Coventry was also home to the Cultural Olympiad project Godiva Awakes and host for a Torch Relay evening event and Paralympic Flame celebration. In fact we were the centre for more Olympic and Paralympic activity than any other city outside London.

The Olympic flags and banners may have gone but the memories live on and the impact that London 2012 has brought to so many in the city – be it businesses, schools, volunteers, or communities – will continue. I am delighted, but not surprised, that the economic impact to the city is well over £50 million. The improvements to the city's infrastructure are ongoing and are making a huge difference to all who live or work in the city.”



Coventry's moment to shine

The 70 day London 2012 Olympic Torch Relay was a huge opportunity to help get the Olympic message across the country, raise awareness and anticipation of the forthcoming Games, and develop a sense of pride for people in all areas of the country. In addition the Torch Relay provided tourism and economic benefits.

Coventry hosted one of 66 evening celebrations on day 44 and more than 40,000 people lined the streets of the city to celebrate our moment to shine.

The city had already celebrated those honoured to be torchbearers with a reception hosted by the Leader of the Council, Cllr John Mutton, and Olympian and Chair of West Midlands 2012, David Moorcroft.

On Sunday 1 July 20,000 gathered in the sunshine in the War Memorial Park to welcome the Olympic Flame to the city. Thousands had lined the route as the Torch Relay arrived in Coventry after visiting Kenilworth, Warwick and Stratford-upon-Avon earlier in the day. Crowds outside the park saw 16 year old Chanel Carter - nominated for her resilience and determination following the amputation of part of her right leg - hand over the Olympic Flame to former

international footballer, Kanu. Then it was the turn of Debbie Horton to carry the Flame into the park and light the cauldron. Debbie was put forward for her campaigning work to ensure that young people's voices are heard in their local communities.

During the build up to the Flame's arrival the crowds were entertained by local dancers, Freeman Dance performing 'Gangsters' as well as Morning Parade and Twist and Pulse. Seventeen children, all born on 20 December 2004, were welcomed onto the stage as part of the Children's Promise - a London 2012 initiative. Local theatre company Talking Birds performed a specially commissioned finale, 'Song for Phoenix', described as a love letter to the city of Coventry.

The evening celebration was the largest event in the Midlands with Radio One broadcasts saying the crowds were the biggest seen so far!

Despite grey skies and the early morning start, thousands lined the streets the following day to see the Olympic Flame leave the city. At just before 7am the first torchbearer, 18 year old Ali Abdillahi, left the Transport Museum in Millennium Place heading for the city's Cathedral. Ali, the council's nominated





torchbearer, was a Somalian asylum seeker when he arrived in this country aged 13. He was fostered by local couple, Mary and Dave Hart and achieved numerous qualifications.

In a moving moment, Ali carried the Olympic Flame through the Cathedral grounds to the sounds of the Three Spires Choir and into the newly refurbished Broadgate. Schoolchildren lined the route and businesses heeded advice to open early. This contributed to a great atmosphere in the city and along the route. Before leaving the city, the flame paid a visit to the City of Coventry Stadium where triathlete Tim Don carried the torch and was welcomed by pupils from John Shelton Primary School, Daniel Gidney, former Chief Executive of the City of Coventry Stadium and Council Leader, Cllr John Mutton.

Local television and radio covered the events and the torchbearers were in demand for interviews and photographs as they returned with their families to the Transport Museum to be met by Lord Mayor Cllr Tim Sawdon, many of the city's Olympians and Paralympians, and some of the Coventry Ambassadors.



42,000 saw the Olympic Torch in Coventry - or 13 per cent of the population

An estimated total economic spend of £214,000 including £52,800 from outside the area was generated

Twenty torchbearers from Coventry carried the Olympic Flame during the London 2012 Olympic Torch Relay

Backing local business

Securing economic benefits for the city and region from London 2012 was always a key focus. It is estimated that a minimum of 367 different organisations in the West Midlands region won tenders to supply London 2012 directly, or projects related to London 2012. There will be numerous benefits buried in the supply chains of the many buildings on Olympic Park, and other 2012 related projects.

From 2009, Coventry and Warwickshire Chamber of Commerce supported businesses to make the most of the opportunities that the Games could bring. As well as pitching for contracts, businesses were urged to gear up for an influx of tourists from around the world.

The biggest contract won by a Coventry firm was awarded to The Premier Group to manufacture the Olympic and Paralympic torch, secured through the official Olympic procurement system. Coventry and the West Midlands are famed for its expertise in precision engineering and manufacturing and companies such as the Premier Group continue this tradition. Through the Torch Relay, this skill and expertise was seen by millions of people across the UK, and also millions more from around the world through international broadcasting of the event.

The torch's triangular, gold-coloured form is perforated by 8,000 circles representing the 8,000 torchbearers and their stories of personal achievement and/or contribution to their local community. The design, engineering and manufacture of the torch celebrates the best of British talent.

Each of the city's three parliamentary constituencies secured Games-related contracts with 15 contracts for companies in Coventry South, five for Coventry North

East and one for Coventry North West. Another 11 were awarded to companies within North Warwickshire.

"The Olympic Torch is the most prestigious order the firm has ever worked on and it has been an honour for the whole team. Working on the biggest contract in the public eye, you can't tell Lord Coe it's going to be late! I have to admit there have been a few sleepless nights but it has been worth it."

Gez Halton, The Premier Group



95 businesses in the area (21 within the city of Coventry) secured Olympics related contracts worth over £30m to Coventry, Solihull and Warwickshire

The Premier Group won the high profile contract to manufacture over 9,000 Olympic and Paralympic torches

Passionate about the Paralympics

Coventry was chosen as one of 36 communities across the country to host Flame Celebrations for the London 2012 Paralympic Games. More than 600 people showed their burning passion for the Paralympics when they gathered to welcome the Paralympic Flame to the city on Saturday 25 August. The flame was brought to the city's Millennium Place for a special celebration by the city's Paralympic Ambassador, Rita Thompson.

Rita, 86, was the first person from Coventry to win a Paralympic Gold Medal when she was successful at the Arnhem Paralympics in the women's pairs lawn bowling event.

She had travelled to London the previous day along with the Lord Mayor, Cllr Tim Sawdon, to collect the flame in a handover in Trafalgar Square. It was brought back to the city in a special miner's lantern and welcomed by fellow Paralympians including 2012 wheelchair rugby star, Mandip Sehmi at a civic reception in the Council House.

The event was a celebration of disability sport, art and culture and visitors were invited to try their hands at a range of Paralympic sports, including wheelchair basketball, blind football and tandem cycling. Freefall Dance Company performed 'We Dance', a specially commissioned Olympic themed dance, while opera singer Victoria Oruwari and local bands The Rippis and The Notables entertained the audience.

600 attended the Paralympic Flame Celebration in Millennium Place

Seven local athletes competed in the 2012 Paralympic Games

Fellow Paralympians, shooter Keith Morriss, swimmer Mark Butler, alpine skier Anna Turney and equestrian star Liz Stone joined in the celebrations. The event also showcased the seven local Paralympians competing in London 2012.

Following the end of London 2012, the Paralympic Lantern was presented to Coventry City Council to keep as a memento of the exciting summer.

"It's a fitting tribute to be able to receive the Lantern as a parting gift from London 2012 and display it for Coventry's citizens to enjoy."

Lord Mayor, Cllr Tim Sawdon



Dressed for the occasion

Coventry's city centre saw some dramatic improvements over the 18 months prior to London 2012. Although the bunting, flags and banners were temporary, much of the change is permanent and is benefiting shoppers, businesses and visitors.

The city centre now has a pedestrian friendly access route from the railway station to the shops and Broadgate has been transformed into a large, pedestrianised space with trees, seating and lighting suitable for events and outdoor entertainment. A 20mph zone has been introduced in the city centre, improving safety and accessibility for pedestrians.

A packed programme of events took place in the city during July and August with footfall in the city centre up three per cent and in the Upper Precinct up by 11 per cent.

A large set of Olympic Rings outside the stadium on Rowley Green roundabout provided a spectacular backdrop to Coventry's London 2012 celebrations.

Seven floral sculpted footballers, created to celebrate the Olympic Football, will be replanted to be enjoyed year after year. Twelve new metre high footballers were also constructed out of metal and dressed in Olympic colours. London 2012 flags, lamp-post pennants, giant building wraps and bridge banners all gave the city a real Olympic feel. These have not been lost as many went to schools, community groups and members of the public as a memento of the excitement of London 2012.

The Live Site in Millennium Place, one of just 22 across the UK, was the result of a unique partnership between the BBC and London 2012. The open space outside Coventry Transport Museum made it ideal for combining visual broadcasts on the big screen with events. The venue was used for the London 2012 Festival commission "All the Bells" that gave a ringing endorsement to the Olympic Games at 8.12 am on Friday 27 July 2012, the day of the Opening Ceremony. The event was part of a new work by Turner Prize-winning artist Martin Creed and saw thousands of people across the UK ring a bell as quickly and as loudly as possible for three minutes. More than 100 people took part in Coventry's event with the city's contribution featured on BBC Breakfast News.





St George, the tours featured all the city's historical and modern day landmarks including the Cathedral, St Mary's Guildhall, Holy Trinity Church, the Time Team Site and Coventry Transport Museum. There was also a music tour that focused on Coventry's diverse music scene from The Specials to The Enemy.

All the TV coverage of the Olympics and Paralympics was shown live on the big screen and a number of events took place including 'have a go' sessions of triathlon. The Olympic Games Opening Ceremony was watched by some 500 people who were provided with flags, chairs and bean bags.

During the run up to London 2012, a series of tours and trails that delved into the city's past and present were provided for visitors. Led by guides including a modern day Lady Godiva and Coventry's own



Two thirds of local people have increased levels of pride in the city as a result of the city hosting the Olympics

More than £7.5 million of funding was generated from external sources including the European Regional Development Fund (ERDF), the London Organising Committee of the Olympic Games (LOCOG) and the Olympic Delivery Authority (ODA), to provide infrastructure and environmental improvements, and leaving a lasting benefit to local people

780 lamp post banners, 40 flags, seven privet footballers and five giant building wraps dressed the city

£2,000 has been raised for the Lord Mayor's Heart of England Community Foundation from the sale of the Olympic bunting

Olympic Football : kicking it off in Coventry

Coventry became the first city in England to host an Olympic Games competition since 1948 when the first of 12 matches of the London 2012 Olympic Football tournament kicked off on 25 July. Seven women's matches and five men's games were played at the City of Coventry Stadium (Ricoh Arena) with the 16 nations training at the University of Warwick and staying in local hotels.

The city had always wanted to make the most of hosting Olympic Football and worked with the Olympic organisers, LOCOG and the Ricoh Arena marketing team to help attract ticket sales, especially the hospitality packages. More than 170,000 people attended the games, including the final qualifying event held in the Stadium in April as a test event. This was the biggest football attendance outside London. Fans from across the world made the city centre and the City of Coventry Stadium come alive in support of their team and provided an incredible atmosphere no matter who was playing. The double-header men's games, Mexico v Gabon and Korea v Switzerland were a sell-out with over 30,000 attending.

In addition 2,518 paid for accommodation visits were made to the city for those games. The economic impact of hosting Olympic Football events provided a massive shot in the arm to the local economy where it was estimated that a massive £4 million pounds was spent in the local area directly as a result of hosting the events.

Analysis of the attendees showed that people travelled from all over the Midlands and UK to come to the games alongside our international guests supporting their own country at the stadium.

Local hoteliers, restaurants, bars and travel providers were some of the main beneficiaries of the summer with many visitors highlighting their positive views of the city and the great welcome they received.





170,596 people attended Olympic Football in Coventry

87,766 were from outside the local area with 14,262 in paid for accommodation

More than £4m was spent in the local area of which £1.7m was new money injected into the local economy resulting in more than £2m worth of economic impact

More than a third of the 170,596 spectators said their perception of the area had improved as a result of their experience

There was huge excitement, anticipation and a rush for tickets when Team GB women qualified to play their quarter-final in the city. Despite loud, loyal and colourful support for the home nation, Canada proved too strong, winning 2-0. They returned for the bronze medal play-off against France having lost to rivals USA in a hard fought semi-final. The final match at the City of Coventry Stadium was exciting and very close with Canada scoring to clinch victory deep into stoppage time.

Hundreds of the world's media came to Coventry, giving the city the opportunity to showcase itself to the world on a global scale like never before. Sepp Blatter (President, FIFA), Sir Bobby Charlton (Director, Manchester United FC), Sir Trevor Brooking (Director of Football, Football Association), Hope Powell (Team GB and England Women Football Manager) all attended matches in Coventry.



"I have decided to support Senegal today. There was a lady in a pink jacket directing us to the free shuttle bus from the train station – it was really well organised."

Senegal Fan

Volunteers – proud to play their part

It has been widely documented that one of the success stories of London 2012 were the volunteers. And no more so than in Coventry, where more than 300 Coventry Ambassadors were recruited to welcome the world to the city. In addition some 2,000 gamesmakers were based at the City of Coventry Stadium throughout the games-time period, supporting the venue's catering, transport, press operations, spectator services and security.

The Coventry Ambassadors Programme was a partnership between the City Council and Coventry University with support from Voluntary Action Coventry and CSW Sport. It was coordinated, along with similar schemes at the ten other local authority venues outside London, by the Government Olympic Executive (GOE).

“Volunteers who gave their time, boundless enthusiasm and goodwill have the right to say: I made London 2012.”

Lord Sebastian Coe, KBE,
Chair of London 2012



The Coventry Ambassadors were recruited via an exciting promotional campaign using posters, postcards, social media and online advertising with 7,000 people visiting the website and 575 applications received. After a rigorous selection programme the 330 ambassadors were appointed and trained. Many supported the Olympic Football qualification event held at the City of Coventry Stadium in April, the two days the London 2012 Olympic Torch Relay was in the city and the Paralympic Flame Celebration event. During the eight match days the ambassadors provided a warm welcome to the city as well as information and advice to spectators arriving at all the key transport hubs and around the stadium.

“Great atmosphere outside the stadium, fans commenting we had a great city.”

Deb Hunt, Coventry Ambassador

Throughout London 2012 a total of 14,000 volunteer hours were provided by the Coventry Ambassadors, which is an equivalent to an economic value of £163,800 (source: Volunteering England).

The work of the Coventry Ambassador scheme not only supported the Olympic events but also helped develop the volunteers, with 83 per cent of Coventry Ambassadors stating they had personally gained from the experience by, for example, feeling appreciated, increasing confidence, gaining experience, feeling proud or making new friends. In addition, 97 per cent rated their experience as very good or excellent and 100 per cent stated they would consider volunteering again.

“What a fantastic experience, wouldn't have missed it for the world. It's been great!”

Ian Clare, Coventry Ambassador

During the Olympic Games Closing Ceremony, the Coventry Ambassadors came together in Millennium Place to watch and celebrate the Games and reflect on their role in putting the city on the map.

Since London 2012 the work of the Coventry Ambassadors has continued with over 80 supporting the city's half marathon event in October.

A social enterprise, Positive Youth Foundation, recruited 12 young people, aged 15 to 18 years, to be young ambassadors. These young people welcomed visitors to the city as part of their role and helped to deliver mini-Olympic events across a number of sites in the city.

“Coventry should be really proud of all the Olympic volunteers and your whole community who gave the whole Games a wonderful atmosphere.”

Spectator at the Olympic Football



14000 volunteer hours at an equivalent value of £163,800

83 per cent of ambassadors stated they had gained from their experience; 97 per cent rated their experience as very good or excellent; and 100 per cent would consider volunteering again

The programme captured the prestigious Queen's Diamond Jubilee Award for Volunteering 2012

Inspiring a Generation

In keeping with London 2012's mission to 'Inspire a Generation' Coventry delivered a range of initiatives to engage children and young people in sporting activities.

Festival of Sport

Providing year 7 pupils with the chance to try Olympic and Paralympic sports, the Festival of Sport encouraged young people to adopt the Olympic and Paralympic values of respect, excellence, friendship, courage, determination, inspiration and equality and to apply them positively to their everyday lives. The five day event was supported annually by coaches and sports clubs giving youngsters a direct route into these sports.

Since 2009, the Festival, which was awarded the London 2012 Inspire Mark, has been enjoyed by more than 7,500 children. Sports included track and field athletics, volleyball, handball, fencing and wheelchair basketball. Youngsters have also been able to hone their dance moves by creating opening and closing ceremonies for the Festival to provide a realistic Games experience for those involved. The Festival has been supported by Coventry Primary Care Trust, Centro, Coventry Sports Foundation, Coventry School Sports Partnership and the City Council.

Get Set

The official London 2012 education programme 'Get Set' was designed to get school pupils thinking about the Olympic and Paralympic values – with games, fact sheets, films, news articles and much more. The vast majority (82 per cent) of schools across the city became part of the Get Set network.

"We have had loads of Olympic themed activities that have motivated the pupils to really get involved and celebrate London 2012. Our participation in Get Set and London 2012 has encouraged our whole school community to try out new sports and become active."

Rebecca Bollands, Park Hill Primary School,
Guard of Honour at Opening Ceremony

Sportivate

The lottery funded project, Sportivate, gave more than 6,000 young people across Coventry, Solihull and Warwickshire the chance to receive six weeks of coaching in a sport of their choice. The £660,000 Sport England programme gave the 14 to 25 year olds opportunities to receive coaching in activities including archery, dance, judo, ice hockey, sailing, windsurfing and table tennis.



Africa Inspires

Supporting London 2012's promise to inspire the youth of the world, Africa Inspires linked schools from Coventry with schools in Kampala, Uganda for an 18 month project around the themes of sports development and access to clean drinking water.

The five secondary schools - Caludon Castle, Lyng Hall, Stoke Park, Foxford and Westwood, as well as five primary schools - Wyken Croft, Stoke Heath, Stoke, Grangehurst and Cannon Park - came up with creative and entrepreneurial ideas to raise funding for a water harvesting system in their twinned school. Support for the project was also secured from the Rotary Clubs in both Coventry and Kampala.

Teachers and students from the Coventry schools visited Kampala to join their Ugandan partners and provide sports coaching in the lead up to an Olympic style tournament at Makerere University, with more than 1,200 young people taking part. Over the 18 month project, Africa Inspires provided five new water tanks and new IT equipment as well as sports coaching for teachers.

Opportunity 2012 - Young Ambassadors

The social enterprise, Positive Youth Foundation, identified 12 young people, aged 15 to 18 years, referred by agencies, and supported them to be Young Ambassadors. The young people welcomed visitors to the city and helped with sports events in the build up to London 2012. Participants were very inspired by their experiences with Opportunity 2012 with three now taking formal sports coaching qualifications and two invited to join the Youth Advisory group for the national Positive Futures programme.



360 schools registered for the Get Set Education programme across Coventry and Warwickshire with 82 per cent of Coventry schools becoming part of the network

44 Coventry projects awarded the London 2012 Inspire Mark, given to projects that embrace the Olympic and Paralympic values

More than 7500 children participated in the Festival of Sport project, over four years, raising awareness of Olympic and Paralympic sport

Three Coventry schools - Edgwick, Limbrick Wood and Park Hill Primary schools - were chosen by London 2012 organisers to be part of the Guard of Honour at the Opening Ceremony

Five schools were awarded Plan Your 2012 Funding as part of the London 2012 Education Programme

Sporting city

Some 29 talented athletes were awarded bursaries in 2012 to help them develop their sporting potential. A total of 125 bursaries had been awarded leading up to the Games by the Coventry and Warwickshire 2012 Partnership, supported by Warwickshire County Council and Coventry City Council to support coaching, equipment and travel costs.

Celebrating Our Sporting Greats

Coventry is proud of its sporting heroes and its tradition of producing world-class athletes. London 2012 was an opportunity to celebrate Olympians and Paralympians from the past and use them to inspire the next generation of local sporting hopefuls.

"It has been lovely to have our achievements recognised and celebrated through the Legends Programme. But most of all I have enjoyed meeting old friends as well as inspiring young people and encouraging people of all ages to get involved in sport."

Sheila Carey, Olympian, 1968 and 1972

The Hall of Fame celebrates the Coventry and Warwickshire Olympic and Paralympic legends and their achievements in a comprehensive database of biographies and competition results dating back to 1900. More than 100 legends were given a commemorative medal in recognition of their achievement and many were involved in London 2012 events. The project has enabled past and present Olympic and Paralympic athletes to share their experiences by becoming ambassadors through talks, athlete mentoring and promoting the benefits of sport.

Join In

Sports clubs across the city got involved in the national initiative 'Join In' encouraging people to consider joining a sports club and taking up sport after watching London 2012. Nationally, an estimated 250,000 people turned up at open days at 6,000 sports events across Britain with 40 opening their doors in Coventry. Local athletics club, Coventry Godiva Harriers, were inundated with enquiries from young people wanting to take up the sport.

"For the first time in the club's 133 year history we have had to introduce a waiting list for young athletes!"

Bill Adcocks, Secretary of Coventry Godiva Harriers Athletics Club



Legacy League

A new league for girls' football was one of many positive results of the city hosting women's football during London 2012. The initiative saw The Ricoh Arena and Coventry City Council joining forces with the Birmingham County FA to inspire girls at schools in Coventry and Warwickshire to play football.

The league, for year nine and ten students also earned an Inspire Mark from London 2012 and ran from September to November in 2012 and then February to April in 2012. With support from Coventry City Football Club, 176 girls from 15 schools participated.

Community Games

Local communities across Coventry hosted more than 40 events with funding from the Coventry Community Games Fund. The fund encouraged local communities to celebrate London 2012 at grassroots level by providing sporting and cultural activities to local people. Grants of up to £1,500 were available from Legacy Trust UK and a toolkit provided tips and advice on organising the event.

Thousands of people took part in the Community Games events in Coventry with almost half a million involved across the West Midlands.

In a survey, 22 per cent of residents or family members have been inspired to take part in more sport and leisure activities as a result of the Olympics

40 sports clubs across Coventry supported the 'Join In' weekend inviting people to take up their sport

Local communities across Coventry hosted 40 Community Games events

29 bursaries were awarded to young elite athletes in 2012 taking the Bursary Scheme total to 125 bursaries over five years

Seven Coventry people who worked in grassroots sport were nominated to attend the Olympic Games opening and closing ceremonies



Cultural Coventry

The West Midlands region embraced the Cultural Olympiad with an amazing 964 projects taking place between 2008 and 2012. More than 2.7 million people attended Cultural Olympiad events and activities in the West Midlands. *Godiva Awakes*, one of the higher profile projects in the Cultural Olympiad, was a £2.4 million project, including £1.35 million from private sector funding and was seen by audiences of more than 530,000 raising the profile of Lady Godiva and the city. The project brought Coventry's iconic Lady Godiva into the modern era with Imagineer, a Coventry based performance company staging a re-awakening followed by a remarkable journey to London. Godiva awoke to a spectacular performance from the Godiva Choir, dancers, carnivalists and 220 young people in a procession, marking the unveiling of a Godiva for the modern age. After leading the city's carnival, the next day Godiva left the streets of Coventry powered by 100 cyclists to London, home of the Olympic and Paralympic Games. On route thousands came to see her and many communities held special celebrations.

In total *Godiva Awakes* consisted of 37 performances, 596 workshops with 11,700 participants, watched by 530,699 people and producing some £1.2 million in advertising value. It also created numerous jobs, apprenticeships and volunteering opportunities.

Cathedral Golden Jubilee

Coventry is known as a city of Peace and Reconciliation and 2012 acted as a catalyst to celebrate the city's heritage and Coventry Cathedral's Golden Jubilee. In May, a special service marked 50 years to the day when Queen Elizabeth II attended the consecration of the new cathedral in 1962. The service, attended by HRH The Princess Royal, was led by the Archbishop of Canterbury. The Cathedral



was full with more than 1,800 people and many more watching on the screen in Millennium Place.

Award-winning classical composer James MacMillan was commissioned to celebrate the Cathedral's Golden Jubilee as part of the London 2012 Festival and his piece, *Gloria*, featured in a special Jubilee Concert held in July that was attended by 2,000 people.

"The reception we received from all the places we passed through each day was fantastic."

Stuart Berry, Godiva cyclist

Eleven per cent of West Midlands Cultural Olympiad audiences were at Coventry projects

4,000 people watched the spectacular opening performance of *Godiva Awakes* in University Square and Broadgate

Godiva Awakes was watched by 530,699 spectators raising the profile of Lady Godiva and the city

19 of Coventry's twin cities provided a special piece of cloth as a contribution to the *Godiva Awakes* project

294,800 people attended or took part in Cultural Olympiad projects in Coventry

Going global

Widespread media coverage – local, regional, national and international – was overwhelmingly positive and Coventry featured in articles across the world, such as in the Oman Tribune, All Africa, Bahamas Weekly, Panamanian News, Prensa Latina and Washington Post. Three film crews from the Far East filmed extensively in Coventry and interviewed key city figures for broadcast on national TV stations.

The website www.coventry.gov.uk/london2012 received more than 105,000 unique visitors in just three months leading up to the Games and the target of 2,012 followers on twitter [@coventry2012](https://twitter.com/coventry2012) was achieved by the beginning of the Games.

A London 2012 in Coventry mobile app was developed locally and launched across seven platforms with 60,000 downloads from more than 150 countries.

Representatives from several of Coventry's twin cities visited Coventry from 28 to 30 July to attend the Olympic Football and the spectacular Godiva Awakes.



“Whether the feelgood factor generated by co-hosting the Olympics is sustained or not, the city is now in a better position than it was before the Olympics, having a purpose built events area, a pool of volunteers and an enhanced track record of hosting major events.”

Corporate Research, Coventry City Council

Over £7.1m worth of PR value through media coverage

Some 870 journalists from around the world attended the Olympic Football in Coventry sending copy, photos and film footage across the world

Coventry's London 2012 mobile app achieved 60,000 downloads from more than 150 countries

More than 600 'likes' on Facebook (www.facebook.com/coventry2012), more than 2,012 Twitter followers ([@coventry2012](https://twitter.com/coventry2012)) and 7871 hits on YouTube

Sources:

'Analysing the impact of London 2012 on the city of Coventry and surrounding area' Coventry City Council Corporate Research, Nov 2012

'London 2012 Nations and Regions Group End of Games Report' West Midlands for 2012





“The City of Coventry Stadium is a superb venue for football and the local people’s enthusiasms as shown by the excellent attendances at matches really contributed to the tournaments’ overall success.”

Joseph S. Blatter, Fifa President



www.coventry.gov.uk/london2012
communications@coventry.gov.uk

