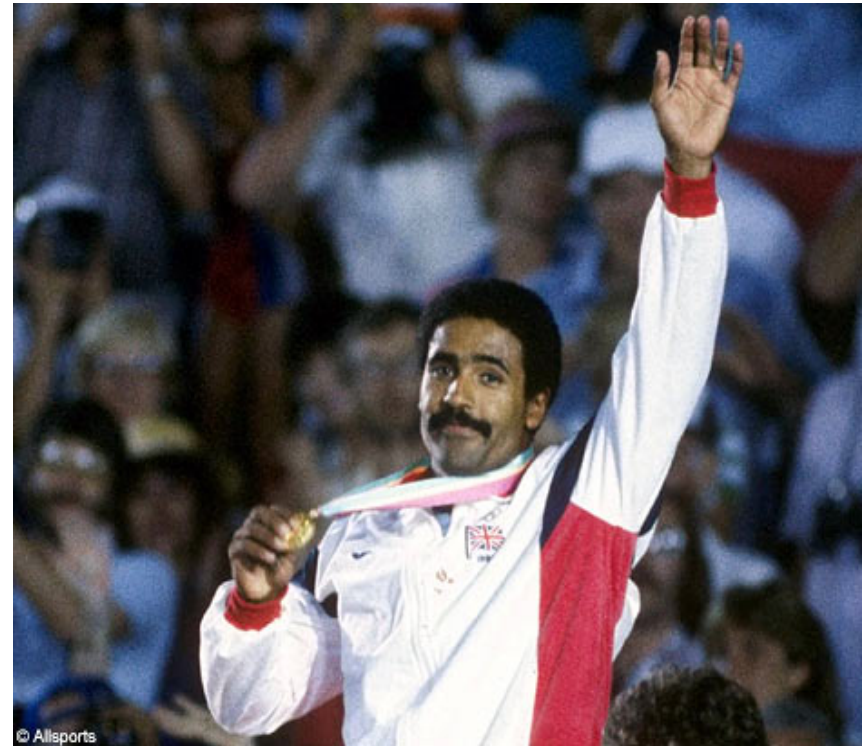




**Shimul Haider**  
**2012 Games Legacy Director**  
**for LeicesterShire**

**[www.inspireleics.org.uk](http://www.inspireleics.org.uk)**



What is your Olympic memory?

## Background

- 2 x 3yr posts unique to the region
- Funded by emda and Local Authorities
- Report to sub-regional steering group for 2012 Games
- Sub-regional capacity to support delivery of 2012 related activity
- 2 strategies, 7 themes & 13 action plans
- Ensure a lasting legacy from the Games

# Key Successes

- Redesigned Inspire LeicesterShire brand
- Dedicated 2012 website went live in April – over 3000 visits to date [www.inspireleics.org.uk](http://www.inspireleics.org.uk)
- My Games My Legacy campaign launched in July
- Over 1500 local businesses have registered on CompeteFor
- 196 schools registered on Get Set
- 20 Inspire Mark Projects (including 9 Sport projects)
- Torch Relay bid submitted to LOCOG
- Team GB & Japan based at Loughborough University prior to the Games
- 8 local events featured as part of the official London 2012 Open Weekend (23<sup>rd</sup> – 25<sup>th</sup> July 2010)

**Olympic Games**

**682 days to go!**

**Paralympic Games**

**715 days to go!**

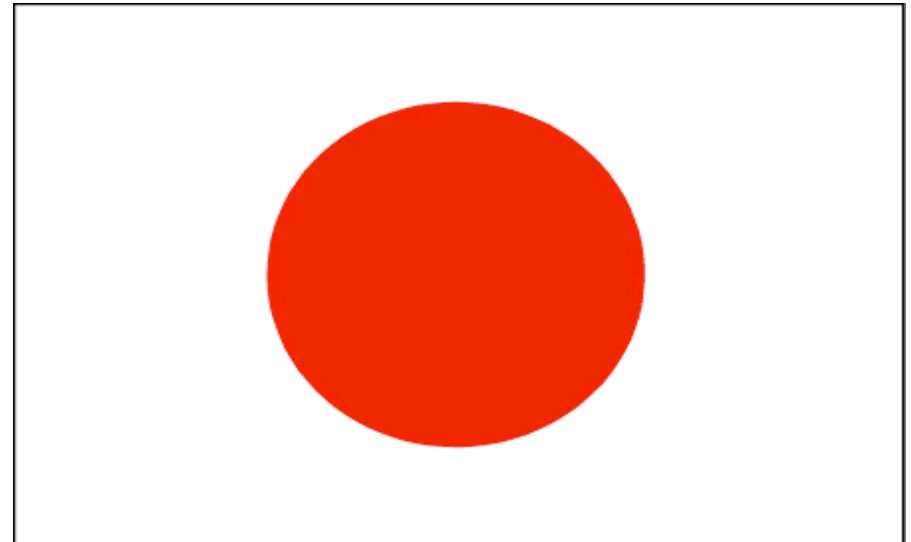
**What are the opportunities for  
Loughborough?**

# Team GB & Japan



- Raised profile of Loughborough
- Visitor Economy - Gateways
- Volunteering
- Media Exposure / Kitting Out Process
- Hospitality Sector/Accommodation providers
- Public Realm
- Civic Receptions

- QR codes Smart Phone application
- Customer Service / Welcome
- Japanese etiquette training
- Inward Investment opportunities for business
- Japanese tourism market
- Festivals & Events





# Torch Relay

- As with tradition, the torch will be lit in Olympia and arrive in UK on 18th May  
*(route as yet unknown, tbc early 2011)*
- The torch tours the UK for 70 days  
*(presenting partners are Coca Cola, Lloyds & Samsung)*
- 3 days in the East Midlands  
*(at least 1 day in Leicestershire)*
- 95% of the population will be within 1hr travel of the Olympic torch  
*(taking the flame to the heart of communities)*
- Torch bearers are selected from local communities, half will be young people  
*(nomination process to be announced in 2011)*
- Torch convoy is ½ mile long containing 45 vehicles  
*(includes 250 staff who will need feeding and accommodating)*
- Lunch stop at Loughborough. Evening celebrations in Leicester  
*(showcasing the town and animating the route)*



# Being part of the Cultural Olympiad

## The Inspire Mark

- Awarded to non commercial projects and event inspired by the Games
- Only the very best are recognised through the Inspire programme
- Projects can carry the 2012 branding
- Regional and national media activity will focus attention on Inspire projects



# Business Opportunities

## Olympic Delivery Authority (ODA)

- £6bn spend
- 2,000 direct contracts
- 50,000 supply chain opportunities
- Construction and Corporate
- Now through to 2011

## London Organising Committee of the Olympic and Paralympic Games (LOCOG)

- £700M spend
- 5,000 direct contracts
- 25,000 supply chain opportunities
- 'Putting on the show'
- Opportunities available now



## Business Opportunities

- CompeteFor – the online market place
- 20% of all 2012 opportunities are being advertised through CompeteFor
- 22% of contracts won are by companies with between 1-10 employees
- 80% of contracts have been awarded to the SME market
- Register and publish your details at [www.competefor.com](http://www.competefor.com)



# My Games My Legacy

- Pledge Campaign
- Inspire Website
- Temporary Big Screen
- Olympic themed events in town centre
- Display posters in empty shop windows



# Visitor Economy

Loughborough – 93 minutes

Leicester – 77 minutes

Market Harborough – 67 minutes

## Journey Times to the Olympic Park

UNDERGROUND



# Two Years, Four Weeks, One Moment in Time .....

Don't miss out – be part of it!



# Any questions?

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