

GOLD TASK

'Big Idea' to ensure the West Midlands makes the most of the 2012 Olympics opportunity

Table Responses

- Multi sports complex with business and economic outcomes (future foundations)
- Employment brokerage for elite sports persons and support personnel
- Promote 2012 and West Midlands – media/marketing campaign using images of Great West Midlanders and their legacy e.g. Telford, Watt, Darwin, Shakespeare, linked to 2012 logo. E.g. Building bridges towards 2012 Telford speaking up for 2012 Shakespeare.
- Inspirational video for region – to increase general participation
- Inspire and drive participation now and beyond 2012
- Promotional strategy to inspire public – Olympic video/stars
- West Midlands 2012 Olympian and become volunteer training camp nationally. “Be first to participate – first to contribute!”
- West Midlands IS “the” training camp for London 2012
- Adopt a Team West Midlands – each LA to adopt 10? potential future stars/role models to inspire other young people to follow their dream
- List of Top Ten Tourist Destinations – develop a WM Training Camp Portfolio built and to be developed
- Regional Olympics Sports Event
- We shall bid for the Commonwealth Games
- “Olympic Champion Award” – most contributed to the WM legacy. Nominations could be schools, companies etc.
- Role models and Olympic Force for Club Development. (Raise profile of clubs, volunteer support to improve infrastructure over a weekend each year)

Individual Responses

- Promoting to young people? Make them think about future eg their age in 2012 and what their ideal situation would be. Promote to them past Olympics and role members link to “at risk” individuals.
- Design an Olympic character (cartoons?) that identifies the West Midlands/the Olympics.
- Restructure/rebrand of (Youth Games*) for the 3 years leading up to 2012 * or additional, new event.
 - 1. Task Force
 - 2. Youth Games Branding
 - 3. Sports Ambassadors
 - 4. Merchandise
- Role Models inspiring:
 - Potential Olympians
 - Participants in activity
- To follow crickets lead on cricket force and have WM Olympic Force – every year up to 2012 where we get everyone to buy into supporting local sports clubs one weekend every year. Cricket got major companies involved by giving up building materials (e.g. B&Q) to renovate and repair clubhouses. Children’s coaching on that weekend also got more participants join clubs. Role models used.
- Midlands to be the training camp for London 2012. Upgrade existing facilities and build new facilities using funds from other countries.
- Use the Olympics to create lifestyle change across West Midlands.
- Volunteering Legacy – (based on Manchester 2002)
Career development and pathways for volunteers in the West Midlands
- Developing Sporting Academy – Centre
- Partnership working – stop fighting for a piece f the pie!
- Linked network of community facilities linked to Strategic sports centres
- Sport science/Medicines
Drug Testing
Athletes can access

- Academy/Young People – meeting place/try venue core stuff – linked to communication networks.
- Agreed vision/joined up approach.
- “Make it Happen!” - like the London video to promote 2012 West Midlands video on Midlands people, Midlands places – how it will work on TV before X Factor – make awareness/ownership 2012.
- Give me the child at 14 and we give you the 2012 champion.
Give me a 5/7 year old and I give you 2022 Commonwealth Champion.
- Make the biggest impact with the least amount of money.

The five ‘big ideas’ that were voted on were:

Campaign, promote and inspire – Olympic Champion Awards

West Midlands being ‘the training camp’ nationally

Bid for the Commonwealth Games

Motivate young people now

Build on ‘our’ 2012 offer

Voting from the ‘big five’ resulted in first place going to:

Motivate young people now