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Cabinet Member (Policy, Leadership and Governance) 30 November 2012  
Council 4 December 2012

**Name of Cabinet Member:**

Cabinet Member (Policy, Leadership and Governance) - Councillor John Mutton

**Director Approving Submission of the report:**

Director of City Services and Development/Chief Executive

**Ward(s) affected:**

all

**Title:**

London 2012 in Coventry - Evaluation

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**Is this a key decision?**

No

**Executive Summary:**

The city of Coventry played a unique role in helping to deliver a successful London 2012 Olympic Games. As a co-host city for the Olympic football tournament, home of the regional Cultural Olympiad project Godiva Awakes and host for a torch relay evening event and Paralympic Flame event, Coventry was the centre for more Olympics activity than any other city outside London.

Throughout the period leading up to, during and after the Olympics officers have monitored and evaluated the impact of games related initiatives and activity which has shown that from an overall investment of less than £5million contributed by Coventry City Council (including public realm work) London 2012 in Coventry helped to deliver an overall benefit to the city and surrounding area of over £50million.

In addition, total funding of £7,570,344 came from external sources, including the European Regional Development Fund (ERDF), the London Organising Committee for the Olympic Games (LOCOG) and the Olympic Delivery Authority (ODA), to provide

infrastructure and environmental improvements. Much of this investment will continue to provide a lasting benefit to local people.

Survey work has revealed that more than a third of the 170,596 people who attended an Olympics football match at the City of Coventry Stadium said they had improved their perception of the area as a result of their experience, two thirds of local people have increased levels of pride in the city as a result of the Olympics, and nearly a quarter of people surveyed have been inspired to take part in more sport and leisure activities as a result.

This report outlines some of the main findings from the research and evaluation work carried out.

### **Recommendations:**

#### That Cabinet Member (Policy, Leadership and Governance):

1. Considers and accepts this evaluation report as set out in appendix one and refers it to Full Council, together with any additional comments

#### That Council

1. Considers any comments from the Cabinet Member (Policy, Leadership and Governance)
2. Is recommended to accept the findings of the evaluation report.

### **List of Appendices included:**

Draft Olympic Assessment November 2012 - Corporate Research Team, Coventry City Council

### **Other useful documents:**

[www.coventry.gov.uk/london2012](http://www.coventry.gov.uk/london2012)

[www.africa-inspires.com](http://www.africa-inspires.com)

"Inspiring the Games" [www.london2012.com](http://www.london2012.com)

### **Has it been or will it be considered by Scrutiny?**

No

### **Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?**

No

### **Will this report go to Council?**

Yes – 4 December 2012

## **Report title: London 2012 in Coventry: evaluation**

### **1. Context**

1.1 Members' commitment to maximising the potential of London 2012 in Coventry was formalised in January 2011, when Cabinet and Council approval was given for funding and support for a number of Games related initiatives. These included:

- Ensuring all roads were in a good state of repair, and no roadworks took place in the run up to or during the games
- Good signage to the Ricoh, station, city centre etc
- Dressing key routes in and out of the city and to the Ricoh Arena
- Identifying key areas to dress, including floral and plant displays with an Olympics theme
- Improvements to the city centre in order to provide the best possible setting for visitor entertainment during the games and for a lasting legacy of the games for Coventry people
- Working with residents to ensure that visitors to Coventry during the games got the warmest possible welcome, were looked after well during their visit and get a positive impression of the city and its people during their stay here
- Programming a series of events during the games in and around the city centre
- Maximising the benefit of the street lighting PFI work to the areas key to the events

1.2 Members ensured robust governance arrangements were in place through the establishment of a Cabinet Advisory Group, led by the Chair of Scrutiny Board 2 and supported by the Cabinet Members for Culture, Leisure and Sport and Libraries, City Services and City Development. The Olympics work programme was led by the Director of City Services and Development, and a programme board, chaired by the Chief Executive included partners from across the city, government and LOCOG (the London Organising Committee of the Olympic Games).

1.3 Throughout 2012 the Council's Corporate Research Team ensured that evaluation of key events, initiatives was carried out, alongside survey work to understand residents' perceptions of the benefits of the games to the city. Other evaluation work has also been carried out on a regional basis, focusing on the West Midlands' contribution to London 2012. The team's draft report can be found as an appendix to this report.

### **2. Recommended proposal**

#### **2.1 executive summary of draft Olympic assessment report**

The full report (attached as appendix to this report) aims to identify measurable impacts of the Olympics on Coventry and the surrounding area. It highlights short-term monetary gains through activities such as hosting Olympic football events, the Olympic Torch Celebrations, contracts won by local businesses and some other benefits to the city and its people.

Olympic football events held in the city brought an audience of 170,596 people to the City of Coventry stadium; an estimated 87,766 visitors were from outside the local area

(14,262 in paid accommodation). The 170,596 attendees generated an estimated spend of £4 million in the local area, increasing hotel occupancy and footfall in the city centre. As a result of attending the Olympic football events 73,220 attendees had improved their view of the local area (an estimated equivalent worth of £1.5 million to the city).

In total 42,000 people saw the Olympic Torch in Coventry (around 13% of the population), generating an estimated total economic spend of £214,000.

11% of West Midlands Cultural Olympiad audiences were at Coventry projects, with the £2.4 million Godiva Awakes project being one of most high profile, generating 530,699 attendees and raising the profile of Lady Godiva and the city.

95 businesses in Coventry, Solihull and Warwickshire were also seen to benefits as a result of Olympic contracts won in the area, an estimated value of over £30 million.

The city was also seen to benefit by media coverage generated through the Olympics (an PR value of over £7.1 million to the city), grant funding to dress the city (£270,000), contributions by Coventry Ambassadors (14,000 hours an equivalent value of £163,800) and through using the Olympics as a rationale for gaining grant funding (£3.5 million through the Public Realm project).

Based on the above, these Olympic activities generated an estimated worth of over £50 million to Coventry and the surrounding area<sup>1</sup>

The city and surrounding areas has benefitted in ways which can not be measured in monetary terms, such as increased levels of pride in the city (with two thirds of residents increasing their levels of pride as a result of hosting the Olympics) and increased participation in sport and leisure activities (22% of residents/family members being inspired to take part in more sport and leisure activities).

The report's authors conclude: "Whether the feel good 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 in hosting major events. "

## **2.2 Other key statistics**

870 journalists from around the world attended football matches at the City of Coventry stadium. There were high profile visits from Sepp Blatter, Sir Bobby Charlton, Sir Trevor Brooking, Hope Powell and numerous Government Ministers, Sports Ministers from around the world and LOCOG dignitaries as a result of being a host Olympic city.

20 people from Coventry were selected to carry the Olympic Flame as a London 2012 Torchbearer. BBC Radio One broadcasts on the morning the torch relay left Coventry said Coventry crowds were the biggest seen so far on the torch relay in any part of the country.

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<sup>1</sup> Not including local spend and impact of delivery organisations, ticket sales, potential further business generated further down the supply chain and the economic and social impact of the Cultural Olympiad and other events.

Millennium Place was one of 22 Live Site destinations as part of the UK wide network of big screens, with Locog funding for a £500,000 screen, 24 community events supporting Live Site events and more than 500 people watching the opening ceremony live.

The city was one of 36 communities to celebrate the Paralympic Flame, where over 600 people celebrated the flame at an event in Broadgate with local Paralympians and disability sport and culture.

Over 360 schools registered and actively involved in the London 2012 Get Set Education programme across Coventry and Warwickshire, with over 95% of Coventry schools engaged.

44 Coventry projects were awarded the London 2012 Inspire mark, an accreditation awarded to projects that embrace the Olympic and Paralympic values.

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

The first Coventry Community Games Fund programme saw the allocation of grants of up to £1,500 to support sporting or cultural community games, inspired by London 2012. This resulted in over 30 applications being awarded Coventry community games grants, with nearly 8,000 people taking part.

A packed programme of events took place across the city during July and August, including a series of events to showcase the new Broadgate. The programme was supported by local and regional marketing initiatives, including billboard advertising at railway stations, developed and delivered by the Coventry and Warwickshire 2012 marketing group, a group of key organisations across the sub-region who worked together to deliver a unified marketing offer for 2012.

Footfall in the city centre was seen to receive a boost during Olympic football events. Since the recession footfall has struggled, currently being down 2.9% for the year so far (week 41) against the previous year. During Olympic football game day's footfall rose in the city centre in total 1.2% against 2011 and 3.3% against the previous week.

The games held on Sunday 29th July 2012 (Mexico v Gabon and Korea v Switzerland) which attracted the highest audience of 30,114, saw the largest city centre footfall increase being 24% up on last year and 17% up on the previous week (possibly helped by being held earlier than other midweek games and Sunday footfall generally being lower than other days).

During the Olympic period Broadgate hosted an award winning International Market, offering a range of food and goods from around the world. During this period footfall across the city centre was up 3%. The positive impacts were clear to see with footfall in Upper Precinct (the most obvious walkway to Broadgate) up 11%.

Widespread media coverage (local, regional, national and international) was overwhelmingly positive and Coventry featured in articles from Oman Tribune, All Africa, Bahamas Weekly, Panamanian News, Prensa Latina and Washington Post. Three film crews from the Far East filmed extensively across Coventry, and interviewed key city figures for broadcast on national TV stations. There were more than 105,000 unique website visitors in just three months leading up to the Games and the target of 2,012 followers on twitter was achieved by the beginning of the Games.

Over 7,500 children participated in the Festival of Sport project, inspiring them about the Olympic and Paralympic sport

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

19 of Coventry's twin cities provided a special piece of cloth as a contribution to the Godiva Awakes project, representatives from the twin cities visited Coventry over the weekend of 28 to 30 July to watch Godiva Awakes and Olympic football at the City of Coventry stadium.

£270,000 of LOCOG funding helped to transform the city over the summer: 700 lamp post banners, 40 flags, seven privet footballers and giant building wraps dressed the city. After the Games the lamp post banners were donated to local schools and community centres, and sold to raise money for the Lord Mayor's The Heart of England Community Foundation; £2,000 has been raised.

29 athlete bursaries were awarded to young elite athletes taking the CAP Bursary scheme total to 125 bursaries awarded over five years

Seven Coventry people who worked in grassroots sports clubs across the city and nominated by members of the public were selected to attend the Olympic Games opening and closing ceremonies

Three Coventry schools were chosen by LOCOG to be part of the Guard of Honour welcoming the teams competing in the Olympic Football tournament (Edgewick, Corley and Finham Park)

Hosting the Olympic Games and the Proud of my City campaign contributed to almost 80% of local people saying they were proud of their city

40 sports clubs across Coventry signed up to support the Join In weekend, a celebration of sport to mark London 2012 in your local area

12 families went to the London 2012 Paralympic Games ceremonies as part of the London 2012 Children's Promise scheme

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

24 events held at the Live Site big screen in Millennium Place across sport and culture, the highest number in the region

### **2.3 Coventry Ambassadors**

One of the key contributors to the success of London 2012 in Coventry was the Coventry Ambassadors programme. It was funded, developed and managed by a partnership including Coventry City Council, Coventry University, and supported by Voluntary Action Coventry and CSW Sport, and further developed the model first developed by Coventry University for the international Children's Games in 2005.

330 Coventry Ambassadors (575 applicants) were recruited and trained to welcome visitors to the city and provide visit and tourist information (being based at key city centre locations and in the last mile leading up to the City of Coventry Stadium).

Ambassadors supported days 44 and 45 of the Olympic Torch Relay, 12 matches of Olympic Football from 25 July to 9 August and the Paralympic Flame Celebration event on 25 August. In total 14,000 hours were volunteered by Coventry Ambassadors during the Olympics. The equivalent of £163,800, when estimating the economic value of volunteers (Volunteering England, number of hours times by average local rate of pay, £11.70 for Coventry).

Coventry Ambassadors supported an additional 11 events that has resulted in an additional 626 ambassadors supporting events in the city.

83% of Coventry Ambassadors said that they had personally gained from the experience (such as feeling appreciated, increasing confidence, gaining experience, pride and making new friends). 97% of Ambassadors rated their experience as very good or excellent, 100% stating they would consider volunteering again and 99% said they would recommend the Coventry Ambassadors to family and friends.

Since the Olympics, the work of the Coventry Ambassadors has continued with over 80 Coventry Ambassadors continuing in their role for the city's half marathon event. The partners are looking into a possibility of developing a social enterprise as part of the ongoing development.

## **2.4 – Stories behind the statistics**

2012 touched peoples' lives in different ways, and although the evaluation work reflects the quantity and scale of involvement in the games across the city and sub-region, a number of case studies and stories are being captured which capture the spirit and significance of London2012 on Coventry people. A selection of these case studies is captured below;

### **Coventry Ambassadors**

**Pete Bradbury**, aged 51, from Coventry. He's a father of two, a plumber by trade, who used to run his own small building firm. A spinal operation 16 months ago has meant he's now a wheelchair user. A hospital occupational therapist recommended he look for an interest to help him become more independent – and he signed up to be a Coventry Ambassador Volunteer.

*"I'm determined to be as active as I can. I always like to help people and everyone I know says that I've got the pleasant personality that's perfect for this kind of job. It's fantastic to be part of such a marvellous event."*

**Brian Pollard**, aged 73, from Coventry. He's a retired engineer in the automotive industry. Brian, a granddad and Freeman of the city, is an Ambassador Team Leader.

*"It's a proud time for the city of Coventry – and I'm delighted to be involved. I spend a lot of my time fundraising for charity and giving talks on archaeology and metal detecting. The Olympics in Coventry is history in the making – and I'm delighted to be involved."*

British Transplant Games gold medallist **Michael Horton** who works for the West Midlands Ambulance Service took top honours in the games' archery competition in August.

The 62-year-old, who was also a Coventry Ambassador team leader during the London 2012 Olympic Games, said: *“Initiatives like the Coventry Ambassadors scheme have been a catalyst for similar volunteering programmes like at the Coventry Half Marathon, and they match those of us with a desire to help with organisations desperate for assistance to provide much-needed services to the community.”*

### **Coventry Godiva Harriers Athletic Club**

Athletics clubs have been inundated with enquiries from young people wanting to take up sport since Team GB came third in the Olympics medal table. Over one weekend in August an estimated 250,000 people turned up at open days at 6,000 sports events across Britain. Sports and athletics clubs are now trying to attract more adults willing to act as volunteers, to cope with the demand. They called for people to donate more time behind the scenes to ensure that the Olympics will have a lasting legacy.

Bill Adcocks, secretary of the Coventry Godiva Harriers athletics club, said that for the first time in the club’s 133-year history it has had to introduce a waiting list for young athletes.

### **Get Set Education Programme**

362 schools across the region registered on the London 2012 Get Set Education programme. Park Hill Primary School in Coventry grabbed the Olympic baton with both hands after becoming the first in the region to join a national London 2012-inspired education network.

The Get Set network is a special community of schools and colleges which have demonstrated a commitment to the Olympic values of friendship, excellence and respect and the Paralympic values of inspiration, determination, courage and equality.

Rebecca Bollands from Park Hill Primary School said: “We were very excited to be accepted into 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 more active.”

### **CAP - A Bursary Programme for Talented Athletes**

29 athlete bursaries were awarded to our young local elite athletes taking the CAP Bursary scheme total to 125 bursaries awarded over 5 years.

CAP is a bursary programme for talented athletes living within Coventry and Warwickshire. CAP forms part of the Coventry and Warwickshire 2012 Partnership (CW2012) Team Coventry and Warwickshire project. Team Coventry and Warwickshire supports talented athletes living within Coventry and Warwickshire towards being the best they can be using the inspiration of the London 2012 Olympic and Paralympic Games.

### **Inspire Mark – Sowe Valley Relay Walk**

44 projects were awarded the London 2012 Inspire Mark accreditation, including The Sowe Valley Relay Walk.

Coventry people were invited to explore and enjoy the Sowe Valley Footpath as part of an ambitious community relay walk in June. The 11 mile walk was organised by the

Sowe Valley Project (coordinated by Warwickshire Wildlife Trust) and Coventry City Council's Healthy Walks Team.

Over 800 walkers took part on the day, with many people choosing to walk one or two sections. The walk has helped inspire people to get out, get active and walk more regularly in the green spaces the city has to offer. One participant was so inspired that she completed the Walk Leader training programme, and now leads her own weekly walk in Tile Hill.

### **Inspire Mark – Sportivate**

Sportivate is a Lottery funded grants programme linked to the London 2012 Olympic Legacy Strategy 'Places, People, Play' and aims to get more 14-25 year olds into participating in sport on a regular basis. More than 80,000 young people nationally were inspired to do sport in their own time in the first nine months of Sport England's Sportivate Olympic and Paralympic Legacy initiative, with Coventry, Solihull & Warwickshire getting 1,500 teenagers and young adults involved in the Sportivate programme. The legacy continues, with two more opportunities to apply for funding each year until 2015

### **Coventry Community Games Fund**

Local communities across Coventry hosted over 30 Community Games events securing funding through the Coventry Community Games fund.

The grassroots project, which encompasses sporting and cultural activities, was originally set up in, and for, the West Midlands but was such a triumph it was later rolled out across the country. Coventry's Community Games Fund was highlighted as best practice across the country.

One year on, nearly 2,000 Community Games have taken place throughout England attracting around two million people to them.

Lee Mason, Chief Executive, at the County Sports Partnership Network (CSP) said: *"We want to keep the momentum going and encourage more people to become active. Community Games is a great way for those inspired by sport to try new activities in a welcoming and local environment. Community Games are yet another success story of the Olympics and it's my vision that future athletes will be stood on an Olympic podium receiving their gold medal all because they were once inspired by a Community Games event."*

### **Tours and trails**

The tours and trails formed part of the visitor offer and delved into Coventry's past and present captivating audiences with the history of Coventry through the timeless and breathtaking scenes of the city.

The tours started in May and continued until Heritage Open Weekend in September. They were led by tour guides Pru Porretta, Coventry's modern day, Lady Godiva, Roger Bailey official blue badge guide and Coventry's St George, and local music historian Pete Chambers. The tours proved very popular, attracting just over 400 visitors throughout the summer, as Coventry welcomed the world to the city.

## **Africa Inspires**

The Africa Inspires Project brought together five schools from Coventry with five schools from Kampala for an 18 month initial pilot project built around the two central themes of sports development and improving access to clean drinking water. Africa Inspires delivered five new water tanks, new IT equipment and a mini Olympic sport festival to five partner schools and over 1,200 young people in Kampala, Uganda.

## **Opportunity 2012 – Young Ambassadors**

This project was delivered by a social enterprise (Positive Youth Foundation) established in May 2012 by staff formerly employed by Coventry City Council. Twelve young people were recruited aged 15-18 from a list of young people who had been referred from one of the referral agencies using Positive Future's services.

The young ambassadors involved in this project took on a number of roles. They volunteered as Sports Makers and 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

Two of the young people involved as Opportunity 2012 Young Ambassadors were recruited to join the Youth Advisory Group for the national Positive Futures programme. They were invited to London to discuss their experiences of the programme and the project lead believed that they were able to do this because of the confidence they had developed through being involved in Opportunity 2012.

Three of the Opportunity 2012 participants are now taking NGB Level 1 coaching qualifications in football and cricket with funding offered through the County Sports Partnership.

Participants stated that they had been inspired by their experiences in Opportunity 2012. In particular they all wanted to continue being volunteers in their communities and to have more contact with other young people. Importantly they all wanted to be positive role models to younger people in their communities to help inspire other young people to achieve in the future. The volunteers felt that they were already achieving this within the coaching sessions that they delivered.

In addition to their roles as Sports Makers and as sports coaches the young ambassadors were involved as volunteers in running a football tournament for young people across the city. The young ambassadors were referees and league facilitators on the day.

## **2.5 – Recommendations**

### **Recommendations:**

#### That Cabinet Member (Policy, Leadership and Governance):

1. Considers and accepts this evaluation report as set out in appendix one and refers it to Full Council, together with any additional comments

## That Council

1. Considers any comments from the Cabinet Member (Policy, Leadership and Governance)
2. Is recommended to accept the findings of the evaluation report.

### **3. Results of consultation undertaken**

- 3.1 Consultation with residents, partners and key contributors (such as Coventry Ambassadors) has played a key part in developing the details in the Draft Olympic Impact Assessment. This has included survey work, both face to face and through questionnaires carried out both locally and across the region.

### **4. Timetable for implementing this decision**

- 4.1 It is recommended that a Cabinet Advisory Group to develop legacy plans, using the evaluation report as key evidence, for the city post-Olympics is established and meets from January 2013.

### **5. Comments from Director of Finance and Legal Services**

- 5.1 Financial implications  
The package of financial support agreed by Members in January 2011 included a significant investment in public realm improvements, part of the Council's long term commitment to regenerate the city centre. Half of the cost of public realm improvements - £3.5million - was secured through ERDF funding.

#### **Coventry City Council contribution:**

£3.5m – public realm  
£450,000 – Godiva Awakes (Cultural Olympiad)  
£210,000 – events programme  
£40,000 – Coventry Ambassadors  
£30,000 – Community Games  
£130,000 – venue infrastructure  
£400,000 – environmental improvements and safety  
**Total Council contribution: £4,760,000**

#### **Locog/ODA/GOE/government/other contributions:**

£3.5m - public realm  
£270,000 – Look and feel (city dressing; banners, Olympic Rings etc)  
£2.3million – Godiva Awakes (£500,000 Arts Council, rest private sector contribution)  
£120,000 – Live Site screen  
£1million – A444 bridge, stairways  
£194,878 - Last mile (including mobile CCTV cameras)  
£126,640 - S278 highway works  
£32,760 - other highway improvements  
£13,460 – Ambassador mini bus and mobility shuttle service  
£12,606 – Mobility shuttle  
**Total external funding contribution: £7,570,344**

The full programme was delivered within budget.

5.2 Legal implications  
None relevant

## **6. Other implications**

### **6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?**

The evaluation report shows that London 2012 in Coventry supported many of the Council's core aims. It contributed to the prosperity of the city, encouraged many to try new sports and healthy activities. Public realm improvements and city dressing made the city a more attractive place to be and residents' levels of pride in their city increased.

### **6.2 How is risk being managed?**

None relevant

### **6.3 What is the impact on the organisation?**

Continued resourcing from staff across the Council to ensure that the evaluation work is used effectively to develop a legacy strategy for the city, particularly through officer support of the proposed Cabinet Advisory Group

### **6.4 Equalities / EIA**

The Olympic Games provided an opportunity for Coventry to celebrate its diverse communities, and communities across the city came together to support the Olympics in a number of ways. The Paralympic Flame celebration was led by Coventry Partnership's equalities theme group. The many community events and activities included: the Paralympic Flame celebration led by Coventry Partnership's equalities theme group that promoted disabled sports; the Coventry Pink Picnic and Sports Day organised by Coventry and Warwickshire Friend and Coventry City Council's LGBT network; and the organisation and provision of a multi-faith chaplaincy service for visitors to the city during the games. The legacy challenge needs to continue to promote equality of opportunity for Coventry's residents and build cohesion between different people and communities in the city.

### **6.5 Implications for (or impact on) the environment**

None relevant

### **6.6 Implications for partner organisations?**

Partnership working was a key element of the success of London 2012 in Coventry, and as work continues on developing a successful legacy for London 2012, they will continue to play a vital part.

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**Appendices – Olympic Impact Assessment**