

# Corporate Research

## Olympic Impact Assessment

Analysing the impact of London 2012 on the city of Coventry and surrounding areas

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### Coventry Olympic Achievement

130 people celebrated the London 2012 Festival commission, All the Bells, part of a nationwide event to ring a bell continuously for three minutes.

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### Coventry Olympic Achievement

Africa Inspires delivered 5 new water tanks, new IT equipment and a mini Olympic sport festival to 5 partner schools and over 1,200 young people in Kampala, Uganda  
[www.africa-inspires.com](http://www.africa-inspires.com)

## 1. Executive Summary

The following report looks 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 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 benefit 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).

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.

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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.

## 2. Introduction

This report considers the economic rewards and other benefits of the Olympics. It includes, amongst other things an Economic Impact Assessment (EIA) of Olympic football and Torch events held in the city, measures of city centre usage, Olympic contracts won, media coverage and website usage generated by the Olympics. The report will also analysis evidence on the Cultural Olympiad (Godiva Awakes), Coventry Ambassadors, Public Realm and other associated activities.

### Coventry Olympic Achievement

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

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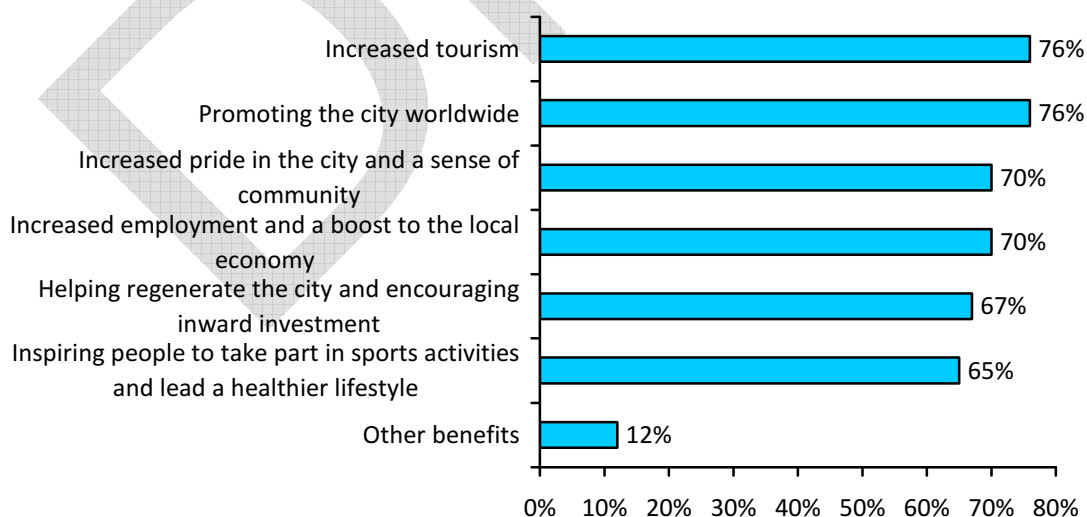
### 3. Pre-Olympic Perceptions

Prior to the Olympics two telephone surveys, each of 500 local residents gathered information on awareness of Coventry being one of only nine venues outside London to host London 2012 Olympic events. Possible levels of attendance/ volunteering and what the public thought the city would gain from hosting Olympic events in the city were also gathered as part of the surveys.

Findings showed that awareness that Coventry would be co-hosting Olympic events was high a year prior to the event, with 83% of respondents stating they were aware that Coventry would be co-hosting London 2012 events (March/April 2011 rising to 90% in March/ April 2012). Expected participation levels at Coventry hosted Olympic events grew as the event drew closer with a quarter of respondents stating they intended to get involved as a spectator or volunteer in March/April 2011, rising to a third of respondents in March/April 2012.

Respondents were asked if they thought Coventry hosting London 2012 events would have a positive impact on the city, 95% of which thought the city would see some form of benefit from being a co-host. The majority of respondents perceived that the city would gain a multitude of benefits, with slightly more respondents agreeing that the city would see increased tourism and be promoted worldwide as a result of co-hosting London 2012 events (both with 76% of respondents stating this). Other perceived benefits to the city were increased pride in the city and a sense of community; increased employment and a boost to the local economy; helping regenerate the city and encouraging inward investment; and inspiring people to take part in sports activities and lead a healthier lifestyle (all with over 65% stating this).

**Chart 1: Do you believe Coventry will gain any of the following benefits by hosting London 2012 events?**



#### Coventry Olympic Achievement

More than 600 people celebrated the Paralympic Flame coming to Coventry at our disability sports and culture Flame Celebration event.

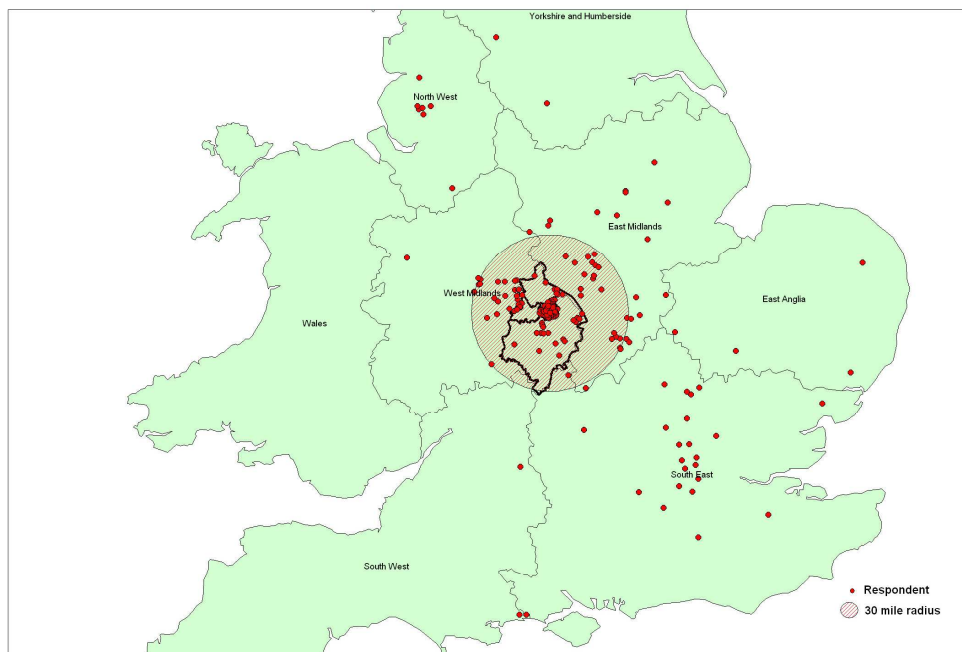
## 4. Event Impact Assessment

Questionnaires to understand the impact of Olympic events were asked at Olympic football events and the Olympic Torch Relay. Information generated by the survey was then used to estimate the economic impact and social impact of the events on the city. In addition, available information was gathered from other events and projects which are part of the Olympics.

### 4.1. London 2012 event survey

As part of the Olympic impact assessment 424 surveys were completed in total. As the map demonstrates a large proportion of respondents were from Coventry and the surrounding area. Although this also included respondents from Canada, Croatia, France, Hong Kong, Hungary, Japan, Mexico, Portugal, Sweden, Switzerland and USA.

Olympic survey respondents



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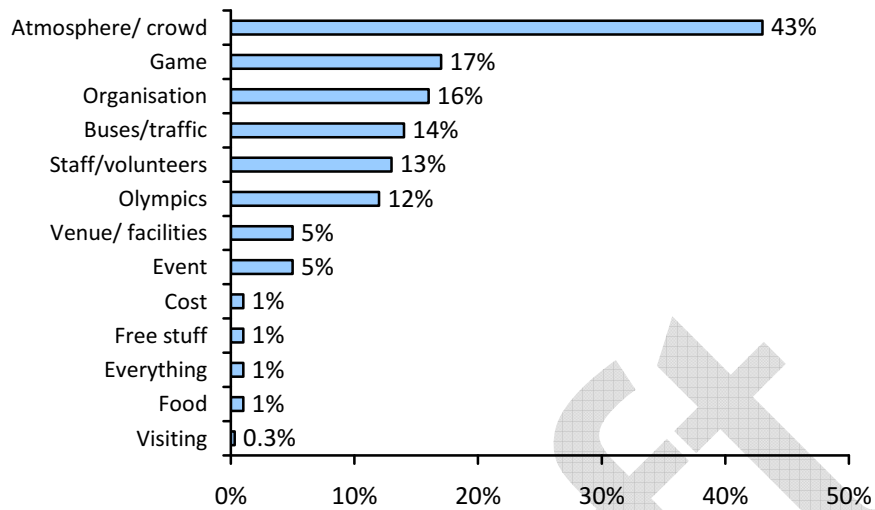
87% of respondents rated the event they attended as excellent or good (with 50% of respondents rating the event as excellent and 36% as good). 11% rated events as average and 3% poor/very poor<sup>2</sup>.

#### Coventry Olympic Achievement

362 schools across the region registered on the London 2012 Get Set Education programme.

<sup>2</sup> Rounding may result in figures not adding to 100%

**Chart 2: What was the best thing about the event(s)?  
(multiple choice)**

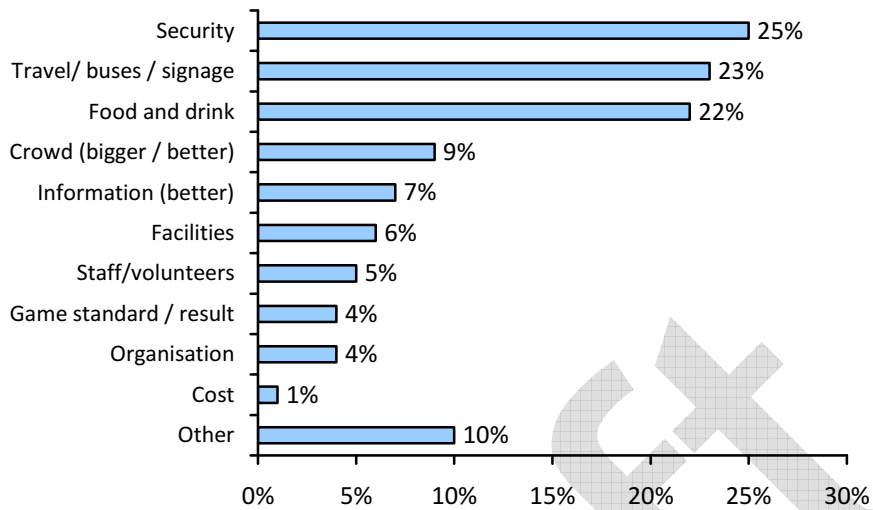


43% of respondents said that the atmosphere of the event and crowd was the highlight of the event. Other memorable parts of the event were the game (17%), event organisation (16%), buses and traffic (14%), staff and volunteers (13%) and just being part of the Olympics (12%).

#### Best thing about the event

- *"The atmosphere in the ground was really good, and the organisation around the shuttle buses and the security was great"*
- *"The atmosphere was great and the whole thing was very well organised"*
- *"The atmosphere was excellent and a fantastic stadium that we had not been to before"*
- *"Very well organised, great atmosphere, Coventry Ambassadors doing such a great job!"*
- *"The atmosphere in and around the town and event; volunteers and ambassadors were fantastic. Basically people being happy!"*
- *"The atmosphere for the Japan game was unbelievable! I was hugely impressed with the travel arrangements. I parked at Grosvenor and bus from the railway station was quick and efficient and well organised. After the matches the large volume of people was very well organised and quickly despatched. We very much enjoyed our meal after the Sunday game at Shimla Spice"*
- *"The atmosphere at the stadium was great. The organisation of security before entering the stadium was efficient. The shuttle bus service particularly after the event was very well organised. We thoroughly enjoyed the whole thing"*
- *"The atmosphere and the way all the fans mingled together. The volunteers were all helpful and informative. Disabled access was good"*

**Chart 3: Is there anything you would change about the event(s) to make it better? (multiple choice)**

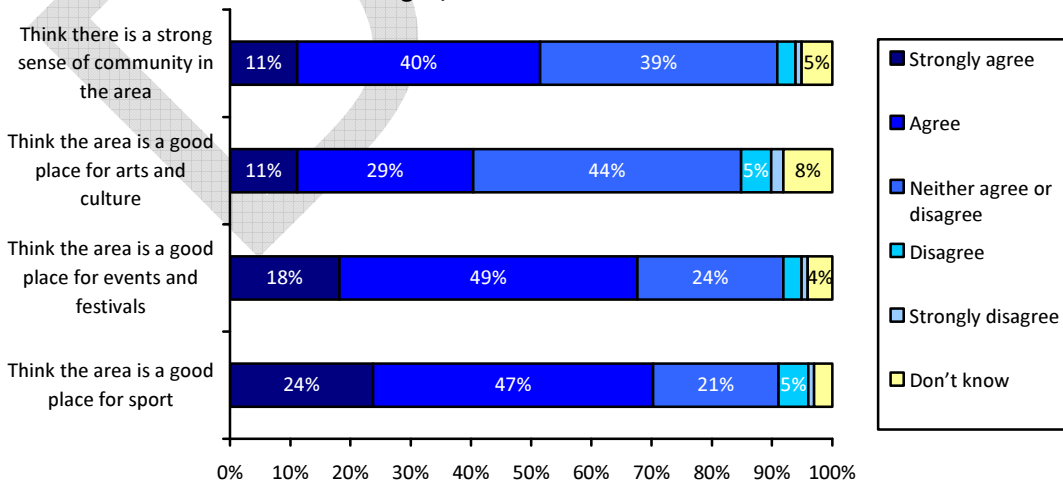


Areas of improvement taken from the event were security, travel/ buses/ signage and food and drink (chart 3).

### Coventry Olympic Achievement

500 people watched the London 2012 Olympic Games opening ceremony at the Live Site. 24 events held at the Live Site big screen in Millennium Place across sport and culture, the highest number in the region.

**Chart 4: As a result of attending an event, has your view of the local area changed, more so than before.....**



As a result of attending an Olympic event in the city respondents had improved perceptions of the city, especially as a good place for sport and events and festivals (71% and 68% of respondents saying their perceptions had improved respectively).



Over half of those visiting Coventry and the surrounding area said that they were inclined to visit more often as a result of attending an event. 79% of visiting respondents were day visitors, 15% were staying overnight in paid accommodation and 6% were staying overnight with friends or family. Almost one in five responding event attendees said they had visited other attractions in Coventry and the surrounding area during their visit.

The most popular source of information during a visit was Coventry Olympic website (44% of respondents). Other sources used were Coventry Ambassadors (23%), local media (22%), 2012 publications (19%), pocket map (16%), smartphone app (14%) and Visit Coventry website (11%).

### **Coventry Olympic Achievement**

2,000 people attended Coventry Cathedral's London 2012 Festival commission "Gloria" performed by James MacMillan.

Draft

## 4.2. Economic Impact of co-hosting Olympic Football

It is estimated that the economic impact for the nine match days when Olympic football events took place in Coventry is as follows.

Match Day	Game	Total number of attendees	Estimated number of visits generated by event	Estimated number of paid accommodation visits generated by event	Estimated total economic activity	Total economic impact (before multiplier)	Total economic impact (after multiplier)
Playoff	Olympic Football qualification play-off game Senegal v Oman (23 <sup>rd</sup> April 2012)	11,611	5,974	971	£276,136	£116,199	£145,249
1	Wednesday 25th July 2012 - Japan v Canada and Sweden v South Africa (Women's)	18,290	9,410	1,529	£434,978	£183,040	£228,801
2	Thursday 26th July 2012 - Belarus v New Zealand (Men's)	14,457	7,438	1,209	£343,821	£144,681	£180,851
3	Saturday 28th July 2012 - Japan v Sweden and Canada v South Africa (Women's)	14,753	7,590	1,233	£350,860	£147,643	£184,554
4	Sunday 29th July 2012 - Mexico v Gabon and Korea v Switzerland (Men's)	30,114	15,493	2,518	£716,180	£301,371	£376,714
5	Tuesday 31st July 2012 - New Zealand v Cameroon (Women's)	11,425	5,878	955	£271,713	£114,338	£142,922
6	Wednesday 1st August 2012 - Japan v Honduras and Senegal v UAE (Men's)	28,652	14,741	2,395	£681,411	£286,740	£358,425
7	Friday 3rd August 2012 - Women's Quarter Final - Great Britain v Canada	28,829	14,832	2,410	£685,620	£288,511	£360,639
8	Thursday 9th August 2012 - Women's Bronze Medal Match - Canada v France	12,465	6,413	1,042	£296,446	£124,746	£155,932
<b>TOTAL</b>		<b>170,596</b>	<b>87,766</b>	<b>14,262</b>	<b>£4,057,166</b>	<b>£1,707,270</b>	<b>£2,134,087</b>

This report was generated via the West Midlands Cultural Observatory online Economic Impact Calculator - [www.eitoolkit.org.uk](http://www.eitoolkit.org.uk). There is a margin for error of (+/-) 5.56% associated with the participant questionnaire data (used to estimate spend by participants). Economic activity refers to the overall amount of money that was spent due to the project (on local travel, food/drink, merchandise/shopping bought at the event, accommodation and other purchases). Not all economic activity can be categorised as 'economic impact'. Economic impact refers to 'new' money that has been 'injected' into the 'Geographic Area of Interest' economy (from outside) that would not otherwise have been present had the project not taken place. Note: These figures do not include ticket cost and money spent by the organisation(s) delivering the project.

Calculating the economic impact of Olympic football events via the West Midlands Cultural Observatory model ([www.eitoolkit.org.uk](http://www.eitoolkit.org.uk)), estimated that the 170,596 attendees generated 87,766 visits from people outside the local area of which 14,262 visits were paid accommodation visits. It is estimated that £4,057,166 was spent in the local area as a result of the events (on local travel, food/drink, merchandise/shopping bought at the event, accommodation and other purchases) of which £1,707,270 was new money injected into the local economy by visitors, resulting in £2,134,087 economic impact after an economic multiplier<sup>3</sup> has been added.

### 4.3. Social Impact of co-hosting Olympic Football

'Social return on investment' (SROI) is a technique that assigns a monetary figure to social impacts, in this case the impact of improving visitor perceptions as a result of attending an event.

Based on this model, an estimated 73,220 attendees improved their view of the local area as a result of attending an event (improved perceptions of the area for arts and culture, events and festivals, sport and a place with a strong sense of community), with an equivalent monetary value of £1,573,860.

Match Day	Game	Improved perceptions – Estimated number of participants	Equivalent monetary value (£)
Playoff	Olympic Football qualification play-off game Senegal v Oman (23 <sup>rd</sup> April 2012)	4,983	£107,119
1	Wednesday 25th July 2012 - Japan v Canada and Sweden v South Africa (Women's)	7,850	£168,737
2	Thursday 26th July 2012 - Belarus v New Zealand (Men's)	6,205	£133,375
3	Saturday 28th July 2012 - Japan v Sweden and Canada v South Africa (Women's)	6,332	£136,106
4	Sunday 29th July 2012 - Mexico v Gabon and Korea v Switzerland (Men's)	12,925	£277,821
5	Tuesday 31st July 2012 - New Zealand v Cameroon (Women's)	4,904	£105,403
6	Wednesday 1st August 2012 - Japan v Honduras and Senegal v UAE (Men's)	12,297	£264,333
7	Friday 3rd August 2012 - Women's Quarter Final - Great Britain v Canada	12,373	£265,966
8	Thursday 9th August 2012 - Women's Bronze Medal Match - Canada v France	5,350	£114,998
	<b>TOTAL</b>	<b>73,220</b>	<b>£1,573,860</b>

This report was generated via the West Midlands Cultural Observatory online Economic Impact Toolkit: Social Return on Investment Calculator. There is a margin for error of (+/-) 5.62 associated with the participant questionnaire data (used to estimate social impact on participants). While the SROI technique is being used more and more in research, it is important to note that the technique remains experimental (the values that are attributed to the social effects are based, to some extent, on the judgement of the researcher - there is no one, officially approved method).

<sup>3</sup> The injection of extra income leads to more spending, which creates more income, and so on.

## 4.4. Olympic Torch Impact

On Sunday the 1st July the Olympic Torch Evening Celebration event was held at War Memorial Park, a crowd of 20,000 attended the Torch evening event, with an additional 10,000 lining the streets of Coventry. Local theatre company, Talking Birds, treated the Evening Celebration crowd to a rendition of their new, specially commissioned, musical theatre piece, 'Song for Phoenix'.

The following morning, saw the Torch carried through the ruins of Coventry Cathedral and accompanied by a crowd of 12,000 people. Before leaving Coventry, the Torch paid a brief visit to the Ricoh Arena.

In total 42,000 people saw the Torch in Coventry (around 13% of the population), generating a estimated total economic activity of £214,000 of which £52,800 of the economic impact was from outside Coventry and the surrounding area.

A full report on the impact of Olympic Torch events in the West Midlands has been produced by West Midlands for 2012. [http://visitbirmingham.com/files/2012-09-39/Torch-Relay-Impact-Evaluation-WM-Region-Jul2012\\_v1.0\\_tcm33-41172.pdf](http://visitbirmingham.com/files/2012-09-39/Torch-Relay-Impact-Evaluation-WM-Region-Jul2012_v1.0_tcm33-41172.pdf)

### Coventry Olympic Achievement

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.

## 4.5. Cultural Olympiad

Between 2008 and 2012, 964 projects with over 10,000 activities and events took place as part of the Cultural Olympiad in the West Midlands. Over 2.7 million people attended Cultural Olympiad events and activities in the West Midlands (of which 1 million were young people, aged under 25), attracting a diverse audience, including under 25 (43%) and black and minority ethnic (16%).

The Cultural Olympiad raised the profile of the region, generating £11 million worth of media coverage. The events encouraged new audiences to cultural activities (47% of World Shakespeare Festival bookers having never booked a show at the Royal Shakespeare Company) and promoted the regions cultural offer (75% of audience members stating that the event had improved their view of places as potential locations for art and culture).

Cultural Olympiad events and activities acted as a catalyst for economic spend, with £80 million worth of gross economic activity associated with the programme (£27.4 million worth of net economic impact added to the West Midlands region) and 110 jobs created.

Cultural Olympiad projects held locally generated 294,800 participants in Coventry<sup>4</sup> and 514,800 in Warwickshire<sup>5</sup>. Coventry project participants equates to around 11% of the

<sup>4</sup> 243,330 audience and 51,480 active participants

<sup>5</sup> 442,920 audience and 71,920 active participants

total audience at Cultural Olympiad events in the West Midlands (Coventry accounts for 5.7% of the West Midlands population).<sup>6</sup>

Godiva Awakes, one of the higher profile projects in the Cultural Olympiad, was a £2.4 million project (£1.35 million private sector funding) which received enormous support from the private sector partners both in financial support and help in kind. The project consisted of 37 performances, 596 workshops, with 11,700 participants and was viewed by 530,699 people. It produced £1,233,433 in advertising value (the equivalent of £3,700,241 PR value)<sup>7</sup>.

### Coventry Olympic Achievement

Local communities across Coventry hosted 27 Community Games projects securing funding through this new scheme (over 7,900 participants and £38,490 spent on Local Coventry Community Games since 2011).

## 5. Coventry Ambassadors

As part of London 2012 more than 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).

The work of the Coventry Ambassador scheme not only supported the Olympic events, but also helped develop the volunteers, with 83% of Coventry Ambassadors stating that they had personally gained from the experience (such as feeling appreciated, increasing confidence, gaining experience, pride and making new friends). In addition 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.

<sup>6</sup> A full list of Cultural Olympiad projects held in Coventry can be seen in annex 1. Further breakdown of impact assessments by projects will be available later in the year from the Cultural Olympiad, which will enable a breakdown of audience, economic and social impact by event and for Coventry.

<sup>7</sup> Godiva Awakes also created 4 jobs, 46 apprenticeships, 100 volunteers and safeguarded 4 jobs

## 6. Impact on the City

### 6.1. Olympic Contracts

It is estimated that a minimum of 367 different organisations in the West Midlands have won tenders to supply London 2012 directly or projects related to the London 2012 Games. There are certain to be many more, buried in the complex supply chains of the many buildings on the Olympic Park, and other 2012-related projects.

Conservative estimates from West Midlands for 2012 suggest that the total worth of Olympic Delivery Authority (ODA) and London Organising Committee of the Olympic and Paralympic Games (LOCOG) direct contracts and other identified lower tier contracts won through CompeteFor in the West Midlands is worth c.£572.5 million<sup>8</sup>.

Further analysis of the West Midland for 2012 figures identifies 95 businesses within Coventry, Solihull and Warwickshire who have won Olympic related contracts (21 businesses within Coventry), an estimated worth of over £30 million to Coventry, Solihull and Warwickshire. A full list of Olympic contracts won in Coventry, Solihull and Warwickshire can be seen in Annex 2.

#### Coventry Olympic Achievement

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

### 6.2. City Centre Footfall

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).

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<sup>8</sup> Wolverhampton based company Carillion won a £375 million contract for building the International Media Centre on the Olympic Park

## 6.3. Tourism

The economic impact analysis of hosting Olympic football events identified that 14,262 paid accommodation visits were generated in Coventry and the surrounding area (section 4.2).

A press release from STR Global identified that all five football co-hosting cities (Cardiff, Coventry, Glasgow, Manchester and Newcastle) saw average daily rate (ADR) increases, but occupancy declined for all but Coventry. Coventry reported the highest revenue per room (REVPAR) increase of the five cities with 43.5%, boosted by a 19.3% occupancy increase and a 20.2% ADR increase compared to the same period last year (although coming from a lower base than other host cities).

Olympic period 27<sup>th</sup> July to 5<sup>th</sup> August

	Occupancy %	ADR %	RevPAR £	RevPAR % Change
Cardiff	77.6	64.94	50.41	+40.3
Coventry	69.7	53.60	37.36	+43.7
Glasgow	80.2	58.17	46.66	-3.7
Manchester	70.8	61.71	43.67	+5.0
Newcastle	79.2	61.15	48.45	+7.6

Source: STR Global

### Quotes from local Hotel operators

*"The Olympics has already had a positive impact on business, with visitors mainly coming from outside of Europe. I am not sure if you were personally involved but the information booklet sent by City Council was very useful and is handed to all guests at check in."*

*"Before the games began I was only aware of 2 bookings where the guests were going to the football. In fact it has turned out to be 6 bookings covering 8 nights. The bookings have mainly been couples plus one family all coming in from abroad. The amount of rooms booked is less than this time last year but the financial gain is greater as the rooms are double occupancy instead of singles. Without the Olympics it would have been quiet here for the last week."*

*"Up until Sunday night I would have said that the Olympics would have had a negative impact on our business. We are looking at the amount of rooms sold each night compared to last year. However on Sunday night we have taken a booking from G4S for 12 nights for 40 rooms so this has had a massive impact on the 1st 2 weeks in August 2012."*

*"The games have had a massive impact on us, at what it is normally a struggling time of year, for all of our sites. Our restaurants have done really well too, my figures for last week were up 94% against my budget which, is just amazing. Most spend came from the Olympic guests."*

## 6.4. Media and Marketing

Advertising and PR figures calculated using the standard Chartered Institute of Public Relations measure of taking the size of clipping and calculating the equivalent value of the space if it was taken as an advertisement in the publication in which it appeared. This identified that Advent Communications (who were responsible for Olympic coverage in the city) generated media coverage worth £1,132,300 in advertising value between 2007 and 2012 (note: these figures do not include national and international coverage obtained as a result of Coventry hosting Olympic Football). This is the equivalent PR value of £3,396,900 (advertising value multiplied by three on the basis that three times as many people are likely to read editorial than an advertisement).

In addition to media coverage generated by Advent Communication the following activities helped to raise the profile of the city:

- Over 870 of the worlds media, journalists and photographers attended Olympic Football across the eighth matchdays
- A peak of 2,154 twitter followers followed @Coventry2012
- A new, innovative London 2012 in Coventry smartapp was launched across seven platforms achieving more than 60,000 downloads from over 150 countries.
- 7,871, video views on You Tube [www.youtube.com/coventry2012games](http://www.youtube.com/coventry2012games)
- 614 likes on Facebook [www.facebook.com/coventry2012](http://www.facebook.com/coventry2012).

### Coventry Olympic Achievement

4,000 people watched the opening spectacular performance of Godiva Awakes in Univeristy Square and Broadgate. 500,000 people across the UK saw Godiva Awakes on her journey to London [www.godivaawakes.com](http://www.godivaawakes.com)

## 6.5. Public Realm

Coventry co-hosting Olympic events attracted £3.5 million of European Regional Development Funding to develop several key locations to create a lasting legacy for the city, a joint funded project worth £7 million with Coventry City Council.

The project saw the redevelopment of Broadgate, the filling in of two subways and two new surface crossings to improve the connection from the station and de-cluttering to improve the settings of some of the city's most stunning buildings. A 20mph zone has been introduced in the city centre, improving safety and accessibility for pedestrians.

Broadgate was completed in May 2012, providing more trees, new seating and lighting and becoming the city centre's main events space. Since redevelopment, Broadgate has hosted the following events:

- 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%.



- St Georges day celebrations took place in Broadgate with a football theme. Entertainment include 16 large-scale outdoor football tables, penalty shootouts, live music and a traditional Punch and Judy show.
- The Broadgate area now plays host to the city's monthly Farmers Market.
- Godiva in the Square played host to live music in Broadgate, giving those bands who were unable to play at the cancelled Godiva Festival a chance to showcase their talent to the city.
- The city centres urban beach moved to Broadgate.
- Broadgate was part of the Olympic flame and Godiva Awakes routes.
- Two day Lifestyle event promoting fashion, fitness, food and dance.

### **Coventry Olympic Achievement**

Coventry was awarded £270,000 to dress the city as part of the London 2012 look and feel programme. 780 lamp post banners, 40 flags, 7 privet figures and giant building wraps dressed the city.

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## 7. Post-Olympic Resident Survey

In September/ October 2012 a telephone survey of a representative sample of 1,100 residents asked respondents a series of questions about Coventry co-hosting Olympic events and the impact on the city and its people.

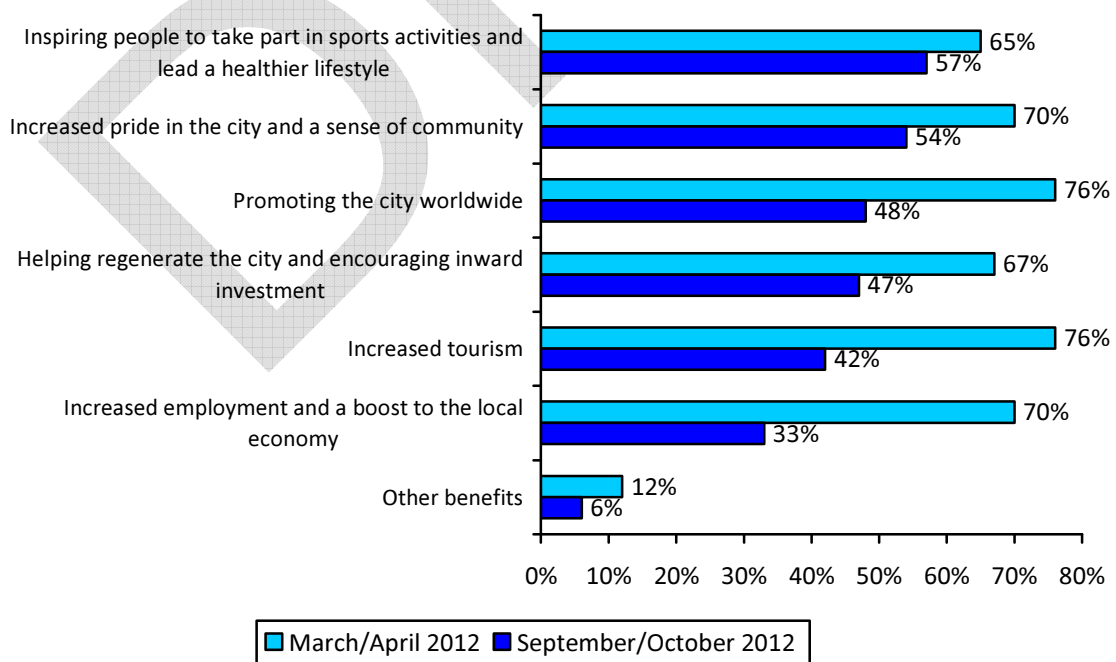
This survey showed that 13% of respondents had attended an Olympic event held in Coventry (lower than the third of respondents who said they intended to participate prior to the events, March/April 2012).

Of those who attended, 63% said the events were excellent and 31% said the events were good.

Two thirds of respondents said that they were proud that the city had co-hosted the Olympics, stating that this had increased their levels of pride in the city. The early signs of the legacy of the Olympics are also positive with 22% of respondents saying they or a member of their family had been inspired to take part in more sport and leisure activities as a result of the Olympics.

Analysis of post-Olympic perceptions showed that 83% of respondents said they thought the city had/would benefit by hosting Olympic events in the city, this was fewer than prior to the Olympics (95% in March/April 2012 survey). Perceptions on the expected individual benefits to Coventry were also higher before the Olympics than after the event. Post-event at least a third of all respondents believed the city would benefit from a specific benefit (chart 5).

**Chart 5: Do you believe Coventry will gain any of the following benefits by hosting London 2012 events?**



## ANNEX 1 - Cultural Olympiad activity in Coventry

### Dancing for the Games (DFTG)

The following Dancing for the Games commissions have delivered activities / events in Coventry:

- **Boys Dancing**, led by Warwick Arts Centre - an exciting 3 year programme, encouraging hundreds of boys and young men to experience the challenge, exhilaration, discipline and fun of making and sharing dance.
- **Quest**, led by Motionhouse - builds on the landmark opportunity posed by The Voyage, a major large scale performance that took place on 21-24 June in Birmingham as part of the London Festival 2012. Quest delivered a series of in depth opportunities for the community to participate in the preparation, development and delivery of this large scale performance event.
- **The Bubble Chamber**, led by Mercurial Dance - was a pioneering programme of dance and technology activity created with young people aged 14–19 years, that took place in 'void' shop spaces throughout the West Midlands. The project included work at City Arcade and the Sidney Stringer Academy.
- **Believe**, led by Highly Sprung - is a unique community dance project that culminated in a large-scale dance performance at The City of Coventry Stadium as part of the LOCOG supported pre-event entertainment programme for the Olympic Football Tournament in April 2012.
- **Moving into Being**, led by Rosetta Life - a three-year, region-wide programme in which dance artists work with people living with terminal and chronic illness, hospice users, their families and carers. The project delivered an event at Warwick University.
- **Dance Transformations**, led by Blue-Eyed Soul - a three year training programme supporting a group of emerging disabled and non-disabled dance artists based in the West Midlands. The project delivered an event at Institute for Creative Enterprise.
- **Breathe the Beat**, led by DanceXchange - part of the 'outdoor dance programme', the project aims to create an online dance community, connecting participants from across the West Midlands to live dance events through online and live tutorials. The project delivered an event in Coventry as part of Open Weekend 2011.

### Community Games

Community Games provided thousands of people with the opportunity to experience and create their own Olympic and Paralympic moment in their own communities.

- Donkey Derby and Charities Fair Community Games at Coventry Memorial Park
- Stivichall School Community Games at Stivichall Primary School
- Gala Day 2011 Community Games at Bablake Playing Fields

## London 2012 Open Weekend

A number of events took place in Coventry to mark the count down to the start of London 2012, including:

- Vision 2012 Fact2006 Youth Ambassador at St Patrick Park (July 2011)
- Legends of the Past - Athletes of the Future at Millennium Place (July 2011)
- The Q at Millennium Place (July 2011)
- Breathe the Beat at Millennium Place (July 2011)
- Community Empowerment Network event at City of Coventry Stadium (July 2010)
- The Whale at Institute for Creative Enterprise (July 2010)
- The Great Big Bug Hunt at The Herbert Art Gallery & Museum (July 2009)
- The Film Archive Relay at Warwick Arts Centre (part of 'Handover Weekend', Sept 2008)

## Inspire Mark projects & other strands

Various other Cultural Olympiad activities / events happened in Coventry, including:

- **Godiva Awakes** - part of the national Artists Taking the Lead programme. Imagineer Productions created a six metre high Godiva, who awoke in July 2012 to a spectacular performance. As part of the lead up to this event, a wide variety of workshops took place in Coventry, including the cycle team training days at the Ricoh Arena and dance choreography workshops as part of the Godiva Carnival Procession 2011.
- **BBC Live Site** – one of the UK's 22 big screens is situated in Millennium Place. The screens featured all the latest action and news from London 2012, including Cultural Olympiad content.
- **Ping!** – part of **New Music 20 x 12** - a UK-wide commissioning programme consisting of twenty new pieces of music, each of 12 minutes in length. Joe Cutler's Ping! combined University of Warwick's Coull Quartet with table tennis in conjunction with the English Table Tennis Association (ETTA). The project delivered an event at Warwick Arts Centre on 3 March 2012.
- **Making Moves** - is a creative movement project, commissioned by Coventry PCT, to get as many local people moving to celebrate London 2012 as possible. The project has been awarded the Inspire Mark.
- **Decathlon** - Talking Birds' Inspire Mark project involved a wide variety of people - as participants and audience - in a playful and engaging way, with the sporting discipline of the decathlon...without getting out of breath.
- **Playing for Peace** - inspired by the idea of the Olympic Truce and led by Coventry University, the project was a Sport and Peace Exhibition that highlighted the potential role that sport can play in promoting peace and peaceful relations. The project has been awarded the Inspire Mark.
- **Culture Link** - this Inspire Mark project, led by RNIB, used the inspiration of the Paralympic Games to break down barriers to participation in museums for blind and partially sighted people. As part of the project, training was delivered at the Museum of British Road Transport.
- **Creative Futures** – Inspire Mark project led by Coventry City Council that delivered dance and music programmes for local young people from some of the most deprived areas in Coventry.

## Torch Relay & London 2012 Festival

The Olympic Torch Relay shone a light on the whole of the UK. The torch passed through Coventry on 1-2 July 2012.

The culmination of the Cultural Olympiad was the London 2012 Festival – a twelve week nationwide festival including commissions by some of the finest artists in the UK and around the world. In the West Midlands, highlights included:

- **World Shakespeare Festival** – from March – December events took place in Stratford-upon-Avon including: The Comedy of Errors (16 March - 14 May, 16 July - 6 October); King John (6 April – 15 September); Julius Caesar (28 May – 7 July); A Midsummer Night's Dream (10 - 18 August); Romeo & Juliet in Baghdad (26 April – 5 May) and many more.
- **Premiere of 'Gloria' by James MacMillan** choral work performed by CBSO at Coventry Cathedral on 23 June
- **The Voyage** dance spectacular created by Motionhouse and produced by Birmingham Hippodrome 'docked' in the centre of Victoria Square, Birmingham on 21-24 June

## ANNEX 2 – Coventry, Solihull and Warwickshire Olympic Contracts

### Coventry North East

- Fixings Direct Central
- IP Cleaning
- Lloyds Pharmacy Ltd
- RDM Automotive
- Steel Construction Ltd

### Coventry North West

- Roger Bailey, Olympic Blue Badge Guide

### Coventry South

- Cohesia Ltd
- Coventry Silvercraft Ltd
- Harper Chalice
- The Insight Works Ltd
- Jewson (UK HQ in Coventry)
- Johnson Controls Ltd
- Nullifire
- Royal Institute of Chartered Surveyors (RICS)
- Serck Controls Ltd
- Severn Trent Laboratories
- St. Gobain
- TAM International Ltd
- Trinity Expert Systems Ltd
- Warwick Business School
- Warwick University

### Kenilworth & Southam

- British Showjumping
- Buck & Hickman
- Keller Ground Engineering Ltd
- DYWIDAG Systems International Ltd
- LRQA Training
- Selectrite Hardware Ltd
- Sterling Safety Systems Ltd

### Meriden

- Arup
- Brown Brothers
- Cello Aviation, Birmingham Airport
- Corporate & Sporting Event Management Ltd
- Hilton Birmingham, Metropole Hotel at NEC
- IDS Scheer (UK) Ltd
- Lafarge Cement UK plc
- Melville Exhibition & Event Services Ltd
- NEC Group
- Oaks Consultancy
- Penna plc

### **Nuneaton**

- GRS Roadstone
- International Decorative Surfaces Ltd.

### **Rugby**

- Apex Stainless Fasteners Ltd
- Cemex Ltd
- D-Drill Ltd
- LRQA Training
- GTech Surveys
- Hafele UK
- J P Lennard
- Mondo

### **Solihull**

- Allbatteries Ltd
- BRH Services
- Gear 7 Ltd
- HMV UK Receipts Team
- Lloyds Engineering Services
- NC Creative Group
- Total Change
- Total Truck Training

### **Stratford-on-Avon**

- AGD Equipment Ltd
- Allelys Heavy Haulage
- Astwood Design Consultancy
- BRC Ltd
- Central Compact Crushers Ltd
- Complete Tree Services
- Corporate Gifts Company Ltd
- Definition Media
- EFG Europe Ltd
- Enable Infomatrix Ltd
- Hatton Associates
- Johnsons Coach & Bus Travel
- Key Traffic Systems Ltd
- M & MR Ltd
- Valpak Ltd
- Windmill IT Services

### **Warwick & Leamington**

- Bridgestone Tyres
- Calor Gas
- Commercial Doctor Ltd
- Cooper Industries
- Entec Ltd
- Expo Publishing Ltd
- Gerflor
- MotionHouse Dance Theatre

- RMF Installation & Services Ltd
- Wolseley plc

**Warwickshire, North**

- Air Liquide
- BDC Ltd
- Benchmark UK Ltd
- Certes Computing Ltd
- Fabrication and Fixing Supplies Ltd
- Food And Hygiene
- International Training Services (ITS) Ltd
- Parex Ltd
- Premier Group
- Stuarts Industrial Flooring Ltd
- Survey Technology Ltd

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