



## Happy New Year to all of our readership!

We are now in 2011 and the Games come next year, this means that there is a finite amount of time for you to get involved and get the best out of the Games and the endless possibilities that they bring to Hertfordshire and Great Britain.

Whether you have a business, are at school or want to volunteer there are a whole host of opportunities available to you, visit our website and we can get you on your own personal Olympic journey!

We have started the New Year with a New Partner! Read all about our new and exciting addition to the partnership on page 2.

Remember don't miss out on this once in a lifetime opportunity, so don't delay and get involved, be inspired!

### The Herts 2012 Team

Jon, Sophie, John, Sally and Gareth

You can contact the team on [herts2012@hertsc.gov.uk](mailto:herts2012@hertsc.gov.uk), visit us online at [www.hertsisreadyforwinners.co.uk](http://www.hertsisreadyforwinners.co.uk) or follow us on Twitter [www.twitter.com/readyforwinners](http://www.twitter.com/readyforwinners)

## Local Business Inspired to Win Business Gold

Last week (Friday 21st January) the partnership held another of their hugely successful, award winning Business Breakfast events.

The event, at the De Vere Hotel, Hunton Park in King's Langley, attracted the highest number of delegates yet. Over 70 people, representing numerous Hertfordshire businesses, heard from a variety of presenters to inspire them and to highlight the opportunities that the London 2012 Games can bring to the Hertfordshire business world.

Keynote speaker, Olympian Mark Richardson inspired local businesses with the story of his own personal determination and achievements, Mark won a bronze medal in Barcelona (1992) and silver in Atlanta (1996) both in the 4x400m relay.

Attendees of the event found out about London 2012's procurement system (CompeteFor) and networked with local business people, as well as enjoying a cooked breakfast, meeting local athletes currently supported through the Herts Talented Athletes Programme and finding out about Hertfordshire's Olympic venue - the Lee Valley White Water Centre.



Hertfordshire businesses, large and small, already have contracts as suppliers and service providers for the London 2012 Olympic and Paralympic Games by using this unique procurement portal. One such company is the Ashley Wilde Group, which manufactures and markets official collections of London 2012 bed linens, throws, curtains, towels and cushions. Rob Goldwater, Finance Director for the Ashley Wilde Group, presented an invaluable insight into the CompeteFor portal and the company's journey to gaining a London 2012 contract. The next event will be held on Friday 11th March.



## Warner Bros. Studios Leavesden joins Hertfordshire is Ready for Winners

The Hertfordshire is Ready for Winners Partnership is delighted to announce that Warner Bros. Studios Leavesden has joined the partnership as a subscribing member until December 2012.

Warner Bros. has recently purchased the former air base and helicopter factory site to redevelop the existing Leavesden studio facilities which have been in use since 2000. The plans include creating a major film studio outside the US and a brand new visitor attraction at the site which boasts the production of all eight Harry Potter movies amongst its numerous film credits.

The Hertfordshire is Ready for Winners Partnership is pleased to welcome their new partners to support Hertfordshire's key role in the world's biggest sporting event. It is hoped that the addition of Warner Bros. Studios Leavesden to the partnership will further inspire all of Hertfordshire's communities to get behind the London Olympic and Paralympic Games in 2012 and enjoy a sporting and cultural legacy long after the main event in 2012.

This latest announcement brings the total number of partners in the Hertfordshire is Ready For Winners Partnership to 38, who are all committed to supporting the partnership's ambitions of creating healthier and closer communities through increased participation in sport, competition, cultural events and volunteering, as well as increased opportunities for young people and a stronger Hertfordshire economy.

"It is a great achievement for Hertfordshire is Ready For Winners to have attracted a global brand of the stature of Warner Bros. Studios Leavesden to the partnership and with the support of all of our partners, we look forward to increasing both our own

momentum and working to take advantage of the many opportunities for Hertfordshire that the Olympics and Paralympics may offer," said Derrick Ashley, Hertfordshire County Council's Executive Member for Planning and Chairman of the Hertfordshire is Ready For Winners Board.

Herts 2012 Ambassador, John Fuller said, "Warner Bros. Studios Leavesden is a very welcome addition to the partnership and adds another dimension to our reach. We have 18 months to go until the London 2012 Games and we must make the most of this once in a lifetime opportunity and achieve our ambitions for Hertfordshire."



*Left to right, Dan Dark and John Fuller*

Dan Dark, SVP and Managing Director, Warner Bros. Studios Leavesden, added, "We are delighted to have been given the opportunity to play our part in the Hertfordshire is Ready for Winners Partnership, as part of our sustained commitment to supporting the local communities around Warner Bros. Studios Leavesden."



## Hertfordshire schools and businesses embrace London 2012

Hertfordshire can boast some of the most engaged schools and businesses with London 2012 in the country.

Hertfordshire remains the number one county in the eastern region, and second in the entire country, for Get Set registrations with 80.3% of Hertfordshire schools now registered for the education programme achieving the same number of schools registered as the whole of Wales! Get Set is the London 2012 education programme that offers educational professionals resources, ideas and opportunities to help make the most of the London 2012 Games.

In addition to registering on the scheme schools can also apply for Network status and again Hertfordshire is leading the way, 46 primary, secondary, independent and special schools, and colleges have now



*The Russell School in Chorleywood adopted Kiribati for the Commonwealth Games*

achieved confirmed 'Get Set Network' status and Herts contributes 47% of the regional total of Network schools. Being in the Network offers opportunities such as competitions, visits from the London 2012 mascots and in Herts specifically the opportunity to go down the Lee Valley



*Hertfordshire firm Ashley Wilde have won a London 2012 contract.*

White Water Centre as part of their Education Pledge.

Hertfordshire businesses have been quick out of the blocks to win an estimated £29.5 million worth of London 2012 supply contracts advertised via CompeteFor.

The latest figures show that 108 contracts have

been secured by companies in Hertfordshire - all advertised via the CompeteFor website.

Contracts worth approximately £250 million will be available through CompeteFor during 2011, ranging from the supply of podiums and costumes, to furniture and professional artists and performers.

The Partnership is currently working on a plan to present to school staff, governors, pupils or all three, in order to increase registrations for Get Set and inspire and involve young people, a pilot of the plan is scheduled to be rolled out to Broxbourne schools imminently.

If you would like further information on these presentations or information on Get Set or CompeteFor contact Hertfordshire is Ready For Winners on [herts2012@herscc.gov.uk](mailto:herts2012@herscc.gov.uk)



# Rafts of fun for Hertfordshire

The wait is over...bookings are now being taken for white water rafting at Lee Valley White Water Centre - the only brand new London 2012 venue to open to the public before the Games.

From April thrill seekers aged 14 and over can test their nerves and take on the same wild rapids the world's best athletes will face in the London 2012 Olympic Games.

The Centre's recently recruited raft guides are in training, ready to provide thousands of visitors with an unforgettable white water experience as they race through the 300m Olympic Standard Competition Course.

After the Games the Centre will offer a sports development programme with canoeing and kayaking opportunities for schools, sports clubs and community groups from Hertfordshire and beyond. Lee Valley's sports development team is currently working with canoe clubs across the country to ensure they have plenty of access to the venue.

The Centre was given a royal seal of approval on Thursday 9 December with a visit from HRH Princess Anne to mark its completion. LOCOG Chair Seb Coe, ODA Chairman John Armitt and Lee Valley Regional Park Authority Chairman Derrick Ashley joined a host of VIP figures to see Team GB and the British Raft Team take to the water for the very first time. Later that day over 700 members of the local community were invited to a special preview of the Centre.

Members of the Great Britain Canoe Slalom Team started training at the Centre at the beginning of January and are filled with praise for the venue. They'll be getting in as much water time as possible before the Games in 2012. At this time of year, they'd normally be preparing in Australia, but they can now train on their own doorstep and get to know the course they'll face during the Games.



Lee Valley White Water Centre boasts two separate courses - a 300m Olympic Standard Competition Course with a 5.5m drop and a 160m Training Course; perfect for training and sports development. The terrace and café bar offers excellent views for spectators and an opportunity for paddlers to relax and refuel afterwards.

As the world's leading white water venue, the Centre uses impressive state of the art technology. At the push of a button, pumps raise the water to the top of each course, and a water treatment system ensures it's the cleanest white water in the UK.

Rafting tickets start from £49 for this unique, adrenalin pumping rafting experience. Group rates are also available. Visit [www.gowhitewater.co.uk](http://www.gowhitewater.co.uk) or call 08456 770 606.



## Enter the Herts is Ready for Winners Corporate Games

With the London 2012 Olympic and Paralympic Games on our doorstep and the importance of getting involved in sport, now is the ideal time to be part of the inaugural Herts is Ready for Winners Corporate Games.



all sporting activities, equipment, lunch and a t-shirt. Sponsorship opportunities are also available.

If you are interested in taking part in the Herts is Ready for Winners Corporate Games, please contact: [herts2012@hertscc.gov.uk](mailto:herts2012@hertscc.gov.uk)

The event will take place on 18 July 2011 at Gosling Sports Park in Welwyn Garden City and is organised by the Herts is Ready for Winners Partnership. The Herts is Ready for Winners Corporate Games will bring teams together from across the County for a competitive, yet fun packed day.

The Games offer a unique opportunity for your staff and clients to join the action and compete in sporting challenges against teams from other local businesses. The event will provide an opportunity for you to network and promote your business to potential customers as well as getting out of the office and getting back into sport.

Some of the sports included are five-a-side, kwik cricket, doubles tennis and an athletics finale. All you need is bags of enthusiasm and a good team spirit to prove that your company is the very best in Herts.

An entry of seven people per team is required and you may enter as many teams as you wish. Entry cost is only £125 per team and includes

## And finally...don't miss out on London 2012 tickets!

Tickets for the London 2012 Olympic Games will go on sale on Tuesday 15 March 2011, and Paralympic Games tickets will go on sale on Friday 9 September 2011.

Olympic Games tickets will be on sale for six weeks, until 26 April 2011, enabling people to consider their options before making final choices and submitting their application. Tickets for oversubscribed sessions will be allocated via a ballot process.

Applications for tickets can be made at any point during the six-week period as the tickets are not allocated on a first come, first served process.

Further details of the application process for Paralympic tickets will be announced later in the year, with prices announced in May 2011.

Visit the London 2012 ticketing site now to ensure you don't miss out, <http://www.tickets.london2012.com/>.