



Sample Monitoring  
Report  
September 2006

**UKNetMonitor**  
*What people are talking about*  
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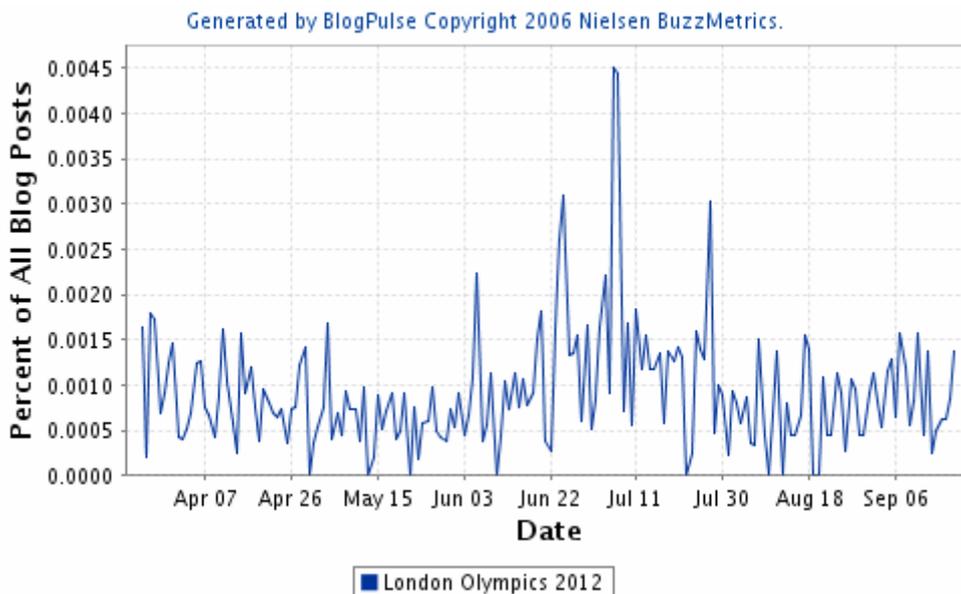
## Executive Summary

Discussion about the London Olympics on the web ranges across a broad scope of issues this week including:

- A degree of cynicism about the CLM consortium;
- Issues around copyright of logos;
- New travel links to the East;
- Building progress;
- George Galloway's concerns about radioactive waste;
- Worries about a new mosque close to the site;

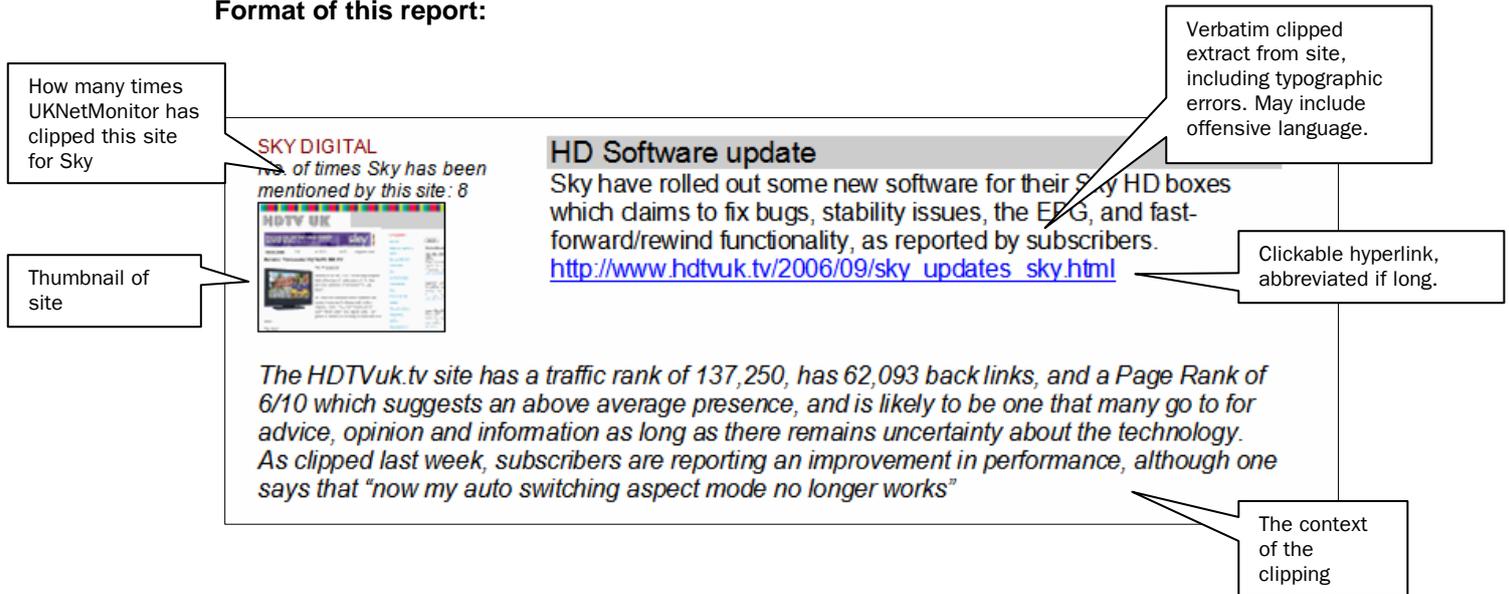
### Other issues being discussed on the internet this week include:

Media coverage ... sponsorship ... Wembley stadium ... The Leyton Business Forum... a Save the Astoria Campaign ... Fuel cell production ... Footprints of a generation ... the desalination plant ... regeneration of Hackney ... sustainability ... water conservation ... Alex Balfour ... Clive Woodward ... the need for a diversity champion ... a wider cultural remit ... cycling ... school sports.



The Blogpulse trends chart provides a public domain view of trends in blogging. This shows mentions of the words "London Olympics 2012" in blogs. It should be used only as indicative of the trend of being talked about, rather than an actual measure of positive or negative comment, as it is without context. It should be stressed that this only looks at blogs and not all kinds of user generated media, such as discussion forums, or newsgroups

**Format of this report:**



**Glossary**

Blog	Short for Web Log. An online diary/journal
Wiki	A web page of site that can be freely edited by anyone.
URL	Uniform Resource Location, effectively the address of a website
Back link	Also known as an inbound link. The number of other websites linking to the one you are looking at - a measure of authority
Inbound links	Also known as a back link. The number of other websites linking to the one you are looking at - a measure of authority
Domain	The main part of a web address, ie the site itself.
News feed	Not necessarily about current affairs, but software that automatically takes information and puts it on your web site/in-box
RSS or RSS feeds	Short for "Really Simple Syndication", what goes into a news feed and comes out on your website.

**Traffic rank** is based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and is a combined measure of page views and users (reach). Alexa is a popular search engine which collects data on use.

**Reach** measures the number of users. Reach is typically expressed as the percentage of all Internet users who visit a given site. So, for example, if a site like yahoo.com has a reach of 28%, this means that if you took random samples of one million Internet users, you would on average find that 280,000 of them visit yahoo.com. Alexa expresses reach as number of users per million.

**Page views** measure the number of pages viewed by Alexa Toolbar users. The page views per user numbers are the average numbers of unique pages viewed per user per day. Page views per million indicates what fraction of all the page views by toolbar users go to a particular site. For example, if yahoo.com has 70,000 page views per million, this means that 7% of all page views go to yahoo.com.

**PageRank** is a numeric value that represents how important a page is on the web. Google figures that when one page links to another page, it is effectively casting a vote for the other page. The more votes that are cast for a page, the more important the page must be. Page Rank is score out of 10, 10 being the best.

## Corporate

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ClipRef:803  
CORPORATE ISSUES  
No of mentions by  
this site: 1



### “The London Paper” Olympics article

Finally - the article [in the first edition of The London Paper] states “Up to 240,000 passengers disgorging at the Olympic Hub [Stratford]” - The Dictionary definition of Disgorging: 1. To bring up and expel from the throat or stomach; vomit. 2. To discharge violently; spew. 3. To surrender (stolen goods or money, for example) unwillingly. 4. To discharge or pour forth contents.

<http://london-underground.blogspot.com/>

*Analysis: Describes itself as “ the website about the London Underground that’s not for train spotters.” PageRank: 6/10 Alexa Rank: 399,46 Incoming Links: 34,443 giving the site an above average presence on the web.*

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CORPORATE ISSUES  
No of mentions by  
this site: 2



### CLM consortium and donations

Oh dear.....does this mean there’s going to be months and months of investigation (in addition to inches and inches of media suggestion!) that the bidding and winning process wasn’t fair and transparent???? Come on guys, we need to get this show on the road....let’s not cause problems for LOCOG before the first brick has even been laid/

<http://www.the2012londonolympics.com/forum/showthread.php?p=6609#post6609>

*Analysis: The unofficial London Olympics Forum Posted in response to an article taken from thisislondon.co.uk and copied onto the site. The article raised concerns over the financial contributions of Ray O’Rourke et al.*

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ClipRef:818  
CORPORATE ISSUES  
No of mentions by  
this site: 4



### Copyright

Having said that, does anyone know Mare Street in Hackney at all? There’s an Indian takeaway near Cambridge Heath called “Spice”, which has the complete, full colour, Olympic Rings on its signboard, three or four feet across. A cause for copyright infringement action if ever I saw one.

<http://www.gamesbids.com/forums/index.php?showtopic=4009>

*Analysis: Gamesbid describes itself as “An Authoritative Review of Olympic Bid Business” it has a high page ranks, and a number of incoming links lending it a degree of authority. The discussion forum is lively with around 1,500 registered members. Part of a discussion about copyright stimulated by an article in The Times. (<http://www.timesonline.co.uk>)*

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CORPORATE ISSUES  
No of mentions by  
this site: 1



### Enthusiasm for Olympics

Anyhow, today’s rowing events and interviews with Baron Coe just reminded me how excited I am about London 2012, how much I want to be in England when it happens, and how lucky the Brits are to have someone as amazing as Baron Coe leading them through it. Go The Olympics! Go Great Britain! Go China! The Olympics- because you invoke so many happy memories of sporty family moments in front of the television. Great Britain- because after eight years spent here, I’ve grown to love you, your people, and all your idiosyncracies. China- because you make me feel proud to be Chinese and Asian.

<http://shoopscoop.blogspot.com/2006/08/bank-holiday-weekend.html>

*Analysis: Personal blog.*

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CORPORATE ISSUES  
No of mentions by  
this site: 1



## Olympic sponsorship

Having been involved in ad campaigns for clients who were major Olympic sponsors, I can tell you, the preparation starts really early. So the news today that the organizing committee for the London 2012 Olympic Games, is close to finalizing a \$200m sponsorship deal with a major oil company, doesn't surprise me, even though there'll be another Olympics before the London games. Whoever does end up paying through the nose for these sponsorships, I can guarantee you one thing. We can look forward to all the same old tired clichés in their advertising. Lots of flaming torches, tearful medal winners, and the "Official Sponsor" Olympic logo on everything from coffee mugs to toilet rolls. Ads will carry such original headlines as... "Bloggs Cheese is going for the gold!" and "At First National, it's all about teamwork!" The latter will be accompanied by a visual of runner's hand passing a baton to another hand. As for the TV coverage, we can look forward to heart rending stories of how decathlete Jim Smith milks his cows at 4 AM before getting in his fifty mile run. Now and then, they may show you a bit of sport. How predictable the Olympics can be. Yawn!

[http://www.adhurl.com/2006/09/olympic\\_sponsorship\\_its\\_all\\_ab.html](http://www.adhurl.com/2006/09/olympic_sponsorship_its_all_ab.html)

*Analysis: A discussion of advertising trends, use of ad agencies, ad firms, successful ad campaigns, and direct marketing. PageRank: 4/10 - Alexa Rank: 423,416 Overall Incoming Links: 52,236. By no means an insignificant site.*

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ClipRef:813  
CORPORATE ISSUES  
No of mentions by  
this site: 2



## Sources of information about the Olympics

Something has changed in my routine after a long time... rather than going to BBC for latest news, I opened this website this morning to get latest updates on delivery partner announcement yesterday and fair enough as I got more news here..... keep the good standard and thanks

<http://www.the2012londonolympics.com/forum/showthread.php?t=5470>

*Analysis: The unofficial London Olympics Forum Posted by a "Junior Olympic enthusiast"*

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## Development

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ClipRef:819  
DEVELOPMENT  
No of mentions by  
this site: 1



## London Overground

The Mayor signalled his commitment to deliver a rail link at Dalston Junction to connect the North and East London Railways by 2010, ahead of the London 2012 Olympics. This will allow 'London Overground' passengers to travel between Richmond and West Croydon via Dalston Junction and is the first step towards an orbital rail link for London. The Mayor continued: 'By joining together the North and East London Railways ahead of the London 2012 Olympics, we will create a new rail artery around the city, serving 20 London boroughs.

<http://www.skyscrapercity.com/showthread.php?referrerid=39159&t=391357>

*Analysis: News, photos and discussions on skyscrapers, skylines, cities, architecture and urbanity with an above average presence on the web. TFL's proposed Overground press release was followed by detailed discussion of the new plans.*

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ClipRef:802  
DEVELOPMENT  
No of mentions by  
this site: 1



## Speculation on use of Olympic Stadium after 2012

I'm already missing the transfer window gossip and instead settle down to dreaming about the possibilities of White Hart Lane been turned from a 36,000 capacity into a lush 55,000 all-seat home. Spurs are going to lease Wembley for two years so they can redevelop our lovely Lane and while it beats talk of moving to the Olympic Stadium in Stratford after the 2012 London Games, I fear the move east has more chance of becoming reality.

<http://journals.aol.co.uk/glengal>

*Analysis: A personal blog. No comments have been posted in response.*

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ClipRef:816  
DEVELOPMENT  
No of mentions by  
this site: 4



## Wembley

all this trouble about wembley makes me really worry about london 2012. i hope the IOC will have a eye on London, we don't want a 2<sup>nd</sup> montreal (unfinished olympic Stadium) or another Athens (no roof for the pool)

<http://www.gamesbids.com/forums/index.php?showtopic=1981&st=420>

*Analysis: Gamesbid describes itself as "An Authoritative Review of Olympic Bid Business" it has a high page ranks, and a number of incoming links lending it a degree of authority. The discussion forum is lively with around 1,500 registered members. Quite an extensive discussion in this vein with 427 replies to the original post, including some positive posts, such as this one: "It's a different project involving different people at a different time. Wembley, despite all the prestige and tradition the name carries, was ultimately no more than a football stadium. The Olympics carries far more political and sporting credibility with it and, as such, cannot be allowed to fail. I believe everything will go to plan. Have some faith."*

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DEVELOPMENT  
ISSUES  
No of mentions by  
this site: 1



## Awarding of contract to CLM

Everyone breathe a huge sigh of relief, because the Olympics is going to be just fine. Honestly, it's going to be a doddle. The 'Olympic Chiefs' (nice business card to have) have promised, yes PROMISED that past mistakes such as... oooh lets's see now... the huge Wembley fiasco, will definitely not be repeated for 2012. They've also said that "Profits will only be earned if targets are met," (try getting that deal with your local builder next time you need a conservatory putting up). All this posturing is due to the fact that the consortium who will actually get the multi-million pound contract to manage the 2012 project has been announced. They're called CLM, they're an Anglo-American mix of five companies and between them they have "experience of five previous Olympics, as well as Heathrow's Terminal Five." Oh well then , should be a walk in the par....Hang on a minute! Terminal 5? Ok everyone start panicking again.

[http://www.londonist.com/archives/2006/08/olympics\\_promis.php](http://www.londonist.com/archives/2006/08/olympics_promis.php)

*Analysis: Londonist is a weblog about news and events in London. One respondent defended CLM's track record, saying that "Without evidence, your kind of cynicism is more than a little boring." This prompted the reply; "We're not being over-cynical here (if anything we were being a bit flippant), what we're questioning is not whether they can do it or not (too early to say), but the way on which they're making grand promises about timetables and profits which are just setting themselves up for a potential fall of embarrassing proportions."*

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ClipRef:834  
DEVELOPMENT  
ISSUES

No of mentions by  
this site: 1



## Beijing Olympics

### Bustling Beijing Gives London an Olympic Lesson

The 2008 Olympics is shaping up to be one of the most spectacular festivals in human history - which could make it a hard act to follow for London in 2012. On the northern outskirts of Beijing, an army of migrant workers is twisting and welding a 100,000-tonne tangle of steel into a stadium-sized bird's nest. A short sprint away, the scaffold wrapping of a vast swimming centre has been partly peeled away to reveal a translucent bubble-like coating. Everywhere thickets of cranes are raising up sports halls, athletes' dormitories and guest hotels. without any of the delays that plagued preparations for Athens in 2004 ...

But the sporting facilities are only part of Beijing's Olympic project. Across the city, old hutongs - narrow residential alleyways - have been demolished to make way for new or widened streets, including a motorway and two ring roads. Included in new railway track is a line to the airport, where workers are building the world's biggest airport terminal.

No one doubts the buildings will be ready on time, but there are questions about the software, the environment and relations with the media.

Pollution is a bigger challenge. China has the highest sulphur dioxide emissions in the world and Beijing is often shrouded in smog. City officials insist, however, that by 2008 the air quality will reach internationally acceptable standards on two out of in every three days. ...  
<http://www.buzzle.com/editorials/9-4-2006-107606.asp>

*Analysis: Buzzle describes itself as "your complete source for news, articles and information." An above average presence. PageRank: 6/10 Alexa Rank: 5,162, likely to be seen by around 250 people in a million, each day.*

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ClipRef:790  
DEVELOPMENT  
ISSUES

No of mentions by  
this site: 1



## Progress of the Olympic village

Yep with the Olympics, London and the UK really has an opportunity to show the world what we can do - I think already though they are behind with the building of the Olympic village, and let's keep our fingers crossed that its not going to be another Wembley experience.  
<http://www.travel-rants.com/2006/09/02/london-voted-best-public-transport-system/>

*Analysis: The travel-themed blog of Darren Cronian from Leeds. Has 104 sites linking in - mostly travel related. Part of a general discussion about the attractions of London.*

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ClipRef:820  
DEVELOPMENT  
ISSUES

No of mentions by  
this site: 1



## Wembley Stadium

It's a good job that we're not hosting the olympics any time soon. I mean, that'd be a far bigger project and if it's going to take 5 years to build just one stadium (or 7 years if you include all the legal and financial mucking about) then I'm glad we haven't got a huge new Olympic Park to build or anything.. ...What's that? London hosting the Olympics? 2012 ? But that's only 5 years and ten months away...! Uh-oh...  
<http://www.coolsmartphone.com//blog2642.html>

*Analysis: CoolSmartPhone - The Latest News, Reviews, Tweaks, Tricks and Cool Stuff for your Windows Mobile! PageRank: 6/10, Alexa Rank: 42,013, Incoming Links: 345,646*

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## Environment and community

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ClipRef:805  
ENVIRONMENT &  
COMMUNITY  
No of mentions by  
this site: 1



### Leyton business forum

Calling all business owners, entrepreneurs and enterprise minded local residents! Leyton's business forum will be a space for local businesses, entrepreneurs and enterprise minded local residents to come together and air their views about local business and regeneration opportunities, improving Leyton's night economy, parking and transport issues, and making sure that Leyton gets the best from preparations for the 2012 Olympic Games.

<http://www.mirandagrell.com/?p=118>

*Analysis: This is a local labour councillor from Leyton in the London Borough of Waltham Forest. A member of the Compass "Newer Labour" Group. Engagement with her, and with the nascent Leyton Business Forum would be advantageous to community relations. For more information, contact Leyton's town centre manager Dawayne Williams on 020 8496 2882.*

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ClipRef:833  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1



### Astoria club

Due to the ongoing development of good old London there are plans to knock the Astoria club (where G-A-Y is held) down in time for the olympics in 2012, not only will London be losing a massive gay night but also a great live music venue!! Sign the petition to save the astoria by following this link, <http://www.petitiononline.com/savethea/>

<http://pippyrants.blogspot.com/>

*Analysis: The personal blog of a 29 yr old gay man living in London,*

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ClipRef:807  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1



### Fuel cell production close to Olympic site.

Prototype production has been underway at the CEME technology centre in East London since late 2005. The site is adjacent to the Ford plant at Dagenham and near to the proposed 2012 Olympic park. Cenergies 3<sup>rd</sup> generation Alkaline Fuel Cell prototypes (AFCs) are being rolled out to fulfil existing orders from engineering partners and to further its demonstration projects locally and internationally. <http://blog.myspace.com>

*Analysis: The blog of a Cenergie, a company that makes fuel cells.*

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ClipRef:784  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1



### George Galloway

I am extremely concerned by the recent revelations about the presence of radioactive waste buried in the former West Ham Tip, E15, now comprising the Clays Lane Housing Estate, the Lea Valley Cycle Track and related allotments. I am also extremely concerned about other forms of contamination and environmental hazards buried on this site.

<http://www.respectcoalition.org/?ite=1154>

*Analysis: Traffic Rank for respectcoalition.org: 160,561 Google 6/10 A letter sent to David Miliband, Ken Livingstone and Lord Seb Coe over one month ago. He complains he is still awaiting a reply.*

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ClipRef:832  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1



### George Galloway letter

In a letter seen by Building, the MP warns that the Games may become known as 'the toxic Olympics'

Galloway made a series of demands in the letter, including:

- The publishing of the results of all surveys of the site.
  - The publishing of all documents relating to waste deposited at the site going back to the 1950s.
  - An independent expert, paid for by the LDA, to examine evidence.
  - A commitment to safety measures, including monitoring equipment to detect any rises in radioactivity during work.
- Galloway concluded the letter by saying: "If the Olympics are to be a success, it is essential that they should not become known as the 'Toxic Olympics'."
- A spokesperson LDA said a detail survey of the site would begin in the autumn and contractors have been appointed to advise should anything out of the ordinary be found.

<http://her-welshness.livejournal.com/13494.html>

*Analysis: Personal blog One response: "So if someone gets bitten by a radiocative arthropod for instance (having been contaminated from the local soil) do we get super-athletes. Or does the radioactivity just explain East Londoners?"*

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ClipRef:809  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1



### Footprints of a Generation

London residents are to experience first hand the struggles of and solutions to climate change when a major exhibition and installation opens next weekend. The Future London - Footprints of a Generation installation will mark the launch of London's bid to reduce its environmental footprint in the run-up to the 2012 Olympic Games, which organisers hope will be the greenest in history. The exhibition will take something of a stick-and-carrot approach, with the public being shown how their actions can have a profound negative impact on the local and global environment, before offering solutions that will show the simple things we can all do to reduce the damage done. This approach will be followed through six areas themed around the most significant issues facing the environment today. Included will be transport, food and how it reaches the consumer, the impact of building and energy consumption, and what is being done to minimise the "footprint" of the 2012 Olympics on the environment. Organisers have hinted at what those who attend the exhibition can expect. The transport area will aim to "shock" visitors by sending them through a giant, hot, smelly, smoke-filled exhaust pipe lined with screens that detail the severe impact motor transport has on the environment. Then once the audience have been ejected from the exhaust into the environment, as it were, they'll be presented with information about environmentally friendly methods of transport. Future London - Footprints of a Generation takes place from September 8<sup>th</sup> to 16<sup>th</sup> at the Truman Brewery on Brick Lane. Entry is free.

<http://www.global-cool.com/en/2006/08/31/the-futures-in-the-footprint/>

*Analysis: Site which campaigns to reduce global CO2 emissions.  
Also mentioned at <http://elderrant.blogspot.com/2006/09/footprints-of-generation.html>  
The personal blog of an individual in North Yorkshire*

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ClipRef:808  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1



## Hackney

### Hackney To Host Major Olympic Sporting Events

#### Public Service Announcement From The Mayor's Office

Following months of negotiations with the Ohio Dental Association (ODA), the London Borough of Hackney is to be rewarded with two of the Olympic Games' most prestigious sporting events. In 2012, Hackney will be home to the Olympian sports of International Broadcasting and Media Manipulation, the events to be held in two new buildings to be constructed on the site of the former Hackney Wick Greyhound Stadium (see newly-released map above). [satirical description follows] . "My only regret is that Hackney was not awarded Public Urination, with the new state-of-the-art toilet facilities being built in the neighbouring Borough of Tower Hamlets. Pissing into a headwind is another sport at which Hackney excels."

<http://lukeakehurstsblog.blogspot.com/2006/09/hackney-to-host-major-olympic-sporting.html>

*Analysis: A significant political blogger. Comment posted: "Up to your usual slapdash truth-mangling again Akehurst? You have completely omitted the fine sport that will be housed on the greatest legacy the games will offer Hackney, the "Northern Spectator Transport Mall" and the "Media Transport Mall" - PARKING! "*

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ClipRef:817  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 4



## Monometro

Has anybody else seen this on Youtube. Be sure to also check out the website.

What are your thoughts?

[Http://www.youtube.com/watch?v=EQQyFYXQSEQ](http://www.youtube.com/watch?v=EQQyFYXQSEQ)

[5 minute Promotional video for MonoMetro]

<http://www.gamesbids.com/forums/index.php?showtopic=4150>

*Analysis: A discussion follows about the London Monometro, with some uncertainty ie. "Is this an actual thing that's going to happen, or is it just some guy's dream he's trying to get Mayor Livingstone to embrace?" There is also some discussion of its vulnerability to terrorism.*

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ClipRef:810  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1



## Proposed desalination plant

The Mayor has recently rejected the construction of the desalination plant that formed part of the 2012 Olympic bid he supported. How do think London should deal with the problem of clean water shortages? This is a very pertinent question. It's too easy to attack the water company. It's also daft to tell people not to flush so often. Nor do I understand the Mayor's apparent position that he prefers water shortages over greenhouse emissions. If we need that plant, then clearly we should be building it. The root of the problem is a macro one. The simple fact is that the population is expanding due to a variety of factors, especially due to migration. That can only be solved over the long term by the Home Office getting a grip.

<http://anyonebutken.blogspot.com/2006/08/anyone-but-ken-talks-to-lee-rotherham.html>

*Analysis: Blog entitled Anyone but Ken. Campaigns against Ken Livingstone as Mayor of London. Part of a wider political network in London of some significance.*

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ClipRef:798  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1

### Proposed 40,000-person mosque in West Ham

We are writing to draw your attention to real concern about the massive mosque that is proposed beside the Olympics site in east London. This concern relates to



- (a) the terrorist links of the organisation behind the mosque;
- (b) the sources of the required funding; and
- © the community impact of the mosque.

<http://www.anglican-mainstream.net/?p=677>

*Analysis: Site of Anglican Mainstream, a community within the Anglican Communion committed to promote, teach and maintain the Scriptural truths on which the Anglican Church was founded and which guarantee its catholicity. PageRank: 5/10. Alexa Rank: 861,867 Overall Incoming Links: 12,715 giving this site an above average presence. Posted on Thursday September 07<sup>th</sup> 2006 showing "a letter sent to all Peers and MPs on Friday, 21<sup>st</sup> July, to inform them of the potential terrorist links of Tablighi Jamaat, a Muslim group which is proposing to build a 40,000-person mosque in West Ham, London." The above is an extract.*

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ClipRef:829  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1

### Regeneration

Hackney Wick is not looking pretty at the moment. The summer heat has caused green algae to infest the the site's waterways and while new homes are springing up on every corner I wouldn't fancy walking home at any time least of all after dark. Our daughter will be nine when London hosts the Olympics, she will of course be leading the team out, and by then this backwater will be home to the largest urban park to be created in Europe in the last 150 years. I can't wait!



<http://run4relief.blogspot.com/2006/08/behind-schedule.html>

*Analysis: The blog of a marathon runner seeking to raise funds for the British Red Cross. No comments.*

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ClipRef:821  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1

### Regeneration

So why is Paul [Barker, writing in the Evening Standard] such a prat? And I now quote:

"The jury is still out on what the 2012 Olympics will achieve socially in East London, after the games close" You're missing the point sunshine...there must be some token benefits for the locals to appease the Olympic bigwigs who fell for it hook, line and sinker. That's the charade of regenerating Stratford, not us getting the games, which is superb. Ha! All stick two fingers up at Paris! No, the whole point is to build some decent sports facilities, & hopefully pump more money into sport generally. Social benefits for the East End? Eh? It's the fucking East End you fool! Fuck 'em! The only thing Hitler did right was bomb this slum to bits, and even then he couldn't do that properly...the one thing he should have done right he fucks up.



[lengthy diatribe about the benefits of South London follows]

<http://thefatalist.blogspot.com/2006/09/expert-at-being-arsehole.html>

*Analysis: A personal blog. No one has responded to this, but it does demonstrate some feeling that the benefits of the Olympics are not being spread far South of the river.*

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ClipRef:783  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1



## Sustainability

Porritt says all the major political parties in the UK are falling over each other to flaunt their environmental credentials, and the issue is here to stay. "Sustainable public procurement is not subject to the vagaries of party politics," he says. But it can surely be a feather in the cap of a government keen to win favour with its electorate. Suppliers to the 2012 Olympics will have to abide by environmental and social criteria, and the government has said it will render all its offices in the UK carbon-neutral by 2012 and reduce carbon emissions from all buildings by 30% by 2020. These are all steps in the right direction.

<http://www.ethicalcorp.com/content.asp?ContentID=4451>

*Analysis: The Ethical Corporation is a well respected and influential activist website, which is actively engaged in the debate about corporate responsibility. Traffic Rank is 297,530. It enjoys more than 31,000 inbound links giving it a high degree of influence.*

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ClipRef:791  
ENVIRONMENTAL &  
COMMUNITY ISSUES  
No of mentions by  
this site: 1



## Water conservation

One issue which I believe deserves an explicit principle of it's own is water conservation - I'd better send them an email

<http://www.melstarrs.com/elemental/2006/08/10/olympic-delivery-authoritys-12-sustainability-principles/>

*Analysis: A site dedicated to communicating sustainable solutions for the built environment. No presence on the web and no links. A posting about the Olympic Delivery Authority's 12 Sustainability Principles.*

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## People

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ClipRef:826  
PEOPLE ISSUES  
No of mentions by  
this site: 1



## Alex Balfour

Alex Balfour, formerly the founder of CricInfo and founding team member of Guardian Unlimited, has been appointed head of new media for the London 2012 Olympic Organizing Committee. He will be responsible for developing London 2012's digital "Window on the world", including an online community to create buzz around the event.

<http://www.paidcontent.org/uk-round-up-london-olympics-new-media-bbc-iplayer-five-newspaper-society>

*Analysis: A site concerned with digital media. It has a high PageRank of 7/10, an estimated 371,223 unique links, and a traffic rank of 8,530, making it a significant site. It does, however, appear to only carry newsfeeds from online news agencies, and stimulates little comment from its readers.*

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PEOPLE ISSUES  
No of mentions by  
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## Appointment of Alex Balfour

From London 2012

Alex Balfour, the founder and former chairman of CricInfo, the cricket website, has been hired by Locog, the 2012 Games organising committee, as its head of new media. Balfour, pictured, a former member of the Guardian website's staff, will be responsible for developing London2012.com's digital "window on the world", including an online community and mobile phone offerings... This is the second significant recent media department appointment made by Jackie Brock-Doyle, the director of communications and public affairs at Locog (London Organising Committee of the Olympic Games). In July Locog recruited Joanna Manning-Cooper, the Financial Times director of communications, as head of PR and media.

<http://www.sportsjournalists.co.uk/blog/?p=151>

*Analysis: Website of the SJA, an association for British-based professional sports journalists, whether writers or photographers, editors or broadcasters.*

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PEOPLE ISSUES  
No of mentions by  
this site: 1



## Clive Woodward

I have to say I have mixed feelings regarding the appointment of Sir Clive Woodward as Director of Elite Athletes for the 2012 Olympics. No doubt he worked wonders with England World Cup rugby squad but since then he seems to have had a bad fall from grace, having seemingly alienated the RFU and been overlooked for the top job there. In addition there was his baffling move to Southampton where he has shown an inability to change sport and maintain respect. ... I just hope Sir Clive listens to the people around him, and takes advice from the experts in each sport, rather than try and apply text book teaching across the board. If he does I fear he, and Team GB are heading for disaster

<http://lookupsport.com/blog/29>

*Analysis: Blog dedicated to sports related products, equipment and services on the internet. No responses have been posted.*

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PEOPLE ISSUES  
No of mentions by  
this site: 2



## Clive Woodward

The sometimes tense relationship between the British Olympic Association and UK Sport surfaced again today when John Steele, UKS's chief executive, gave only a cautious welcome to last night's announcement that Sir Clive Woodward is to become the BOA's director of elite performance, by warning against the appointment creating "confusion".... Steele, with his background in Northampton rugby, has known Woodward for many years. His cautious comments about confusion were only slightly tempered when he said: "I know Clive from my time in rugby and congratulate him on his appointment. Alongside our role leading the development of our world class athletes with the National Governing Bodies, the BOA already does a great job preparing Team GB for the Olympic arena. Clive's extensive knowledge and experience of elite sport will be a great asset."

<http://www.sportsjournalists.co.uk/blog/?p=159>

*Analysis: Website of the SJA, an association for British-based professional sports journalists, whether writers or photographers, editors or broadcasters. Some discussion about the appointment of Clive Woodward at <http://www.gamesbids.com/forums/>*

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PEOPLE ISSUES  
No of mentions by  
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## The need for a Diversity Champion

Lessons drawn from audience development studies have shown that the task of creating access to events must address audience insecurities and concerns. There are some proposals for creating promotional campaigns by using ethnic languages. This approach has its benefits but the young people who are going to be most interested in the Olympics may not even read and understand their mother-tongues. Even as far as the need to access older people is concerned, there is a view that the targeting and composition of all mainstream campaigns must ensure that diversity is effectively integrated into them. Dedicated campaigns may be costly and also create dissent.

<http://diverseview.wordpress.com/2006/09/02/diversity-and-the-london-olympics-2012-12012/>

*Analysis: Aims to generate critical debate based on the work carried out by a dozen or so leading and successful South Asian arts and cultural producers in the UK.*

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PEOPLE ISSUES  
No of mentions by  
this site: 1



## Wider cultural remit for the Olympics

The Olympics in 2012 - to add some culture perhaps  
Last year - one of my proudest moments was standing in Chamberlain Square with the rest of my colleagues from Sport England - looking at a TV screen with a crowd watching the Host City announcement from Singapore. Obviously when London was announced like the whole crowd I went wild - thinking for possibly the only time in my life one of the greatest sporting events in the world will take place in London in 7 years time. However some people have looked at other aspects of the Olympics that I think bears sharing - as why should it just be a sporting event. In the RSA magazine this month - highlighted that the original games in Greece included Gold medals for literature and poetry as part of the Olympics. Could we re-introduce this element to these games working say with either the Nobel committee's a dovetail. Another option that I can think of is just a special award developed in conjunction with the IOC. Another option might be to extend the Blue plaque scheme to commemorate the birthplaces of say 50 great British Sportsmen/Women - as an adjunct to 2012.

I notice that we have a number of Sports Institutes throughout the country - another option might be to have a University of Sport based around the Olympic site as one of my options.

What would you like to see happen to have as a lasting memory of the 2012 Olympics?

<http://andrewtrickett.blogspot.com/2006/09/olympics-in-2012-to-add-some-culture.html>

*Analysis: The personal blog of Andrew Trickett, focusing on knowledge management issues. Despite a low Google page rank, it enjoys a high number of incoming links, giving it some presence on the web. The posting ends with the following; If so then write with any suggestions to Derek Wyatt MP at [wyattd@parliament.uk](mailto:wyattd@parliament.uk)*

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## Political

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POLITICAL ISSUES  
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### Caroline Flint

The government also announced that they are appointing Caroline Flint as the new “Minister for Fitness” to help tackle the obesity problem in Britain. Crime busting Caroline, who, along with trusted sidekick and husband Phil foiled an armed robbery in 1994, is now taking on the issues of health, diet and a UK “fitness strategy” so that, come 2012 and the London Olympics, we aren’t all a nation of fat bastards. This announcement is a last minute u-turn as the foxy Ms Flint’s new role was originally destined to be filled by current deputy Prime Minister and pie-munching, croquet fan, John Prescott.

<http://www.dragonsmind.co.uk/?p=386>

*Analysis: A personal blog but well read, with 21,536 inbound links giving this site an above average presence on the web.*

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POLITICAL ISSUES  
No of mentions by  
this site: 2



### Copyright

The introduction of legislation to magically deter ambush marketing (which we discussed earlier in the week) is not just taxing legal eagles down under. The British Government introduced the London Olympics Bill earlier this year in its own efforts to protect the 2012 Olympics from the horrors of parasitical marketing.

We hope Mr Mallard has been paying attention to the flurry of protests accompanying the UK initiative. There are more than a few concerns about the draconian nature of the prohibitions in the London Bill, which deems it an offence to use any of the words “games, Two Thousand and Twelve, 2012 or twenty twelve” in combination with any of the words “gold, silver, bronze, London, medals, sponsor or summer”.

Defenders of the Bill have been forced to respond to those pointing out the obvious: based on this legislation you won’t even be able to say ‘Come to London in 2012’ without infringing

<http://g2nz.wordpress.com/2006/09/08/ambush-marketing-ii-london-calling/>

*Analysis: The blog of G2, a marketing consultancy based in Auckland.*

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POLITICAL ISSUES  
No of mentions by  
this site: 2



### Suitability of new facilities to meet the needs of the local area

I agree that there isn’t an economic argument, particularly when you consider that in Greece, many of their specially built facilities are going to rack and ruin. They were built especially to meet the needs of the Olympics, and not to meet the ongoing needs of the local community. I particularly agree with your point viz, “if it’s worth doing, why not do it anyway”? So, it is disingenuous of them to claim that it is being done for the local community.

[http://uk.answers.yahoo.com/question/;\\_ylt=ApAjFdgud.qPIk7bmasiLwNJBgx.?qid=20060831040946AAo5h2C](http://uk.answers.yahoo.com/question/;_ylt=ApAjFdgud.qPIk7bmasiLwNJBgx.?qid=20060831040946AAo5h2C)

*Analysis: A site where people can post questions to answer. This was in response to the question “Why should I pay for the Olympics?”*

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POLITICAL ISSUES  
No of mentions by  
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## Should we cancel the 2012 Olympics and give the money to the NHS or Schools or both?

i think that those who don't want the olympics; i.e myself and yourself should be exempt from paying for it and those that want it, should pay for it. on the other hand, the NHS is in dire needs of funds as well as schools, and so the money from the olympics should be allocated to various hospitals and schools. and alas, what's going to happen afterwards when it all ends? its going to become another millenium dome/white elephant fiasco of which we are unnecessarily going to be burdoned with, that's what.

<http://uk.answers.yahoo.com>

*Analysis: A site where people can post questions to answer. Several answers included: "What are you going to do with the thousands of people relying on the Olympics to put food on their tables? Construction Industry, Security, Catering, Marshalls, Organisers, Decorators, i could really go on..All major sporting events are economic events that due to their existence employ thousands of people, both directly and indirectly.*

*What about travel and tourism?*

*Hosting a modern olympics is the best thing to happen to a modern economy, for everyone."*  
*and*

*"There won't be any 2012 Olympics in this country, cause we are getting an Australian Company to employ Polish workers at some £5/ hour to build the venues. If Wembly is any example we'll be lucky to hold the 2012 games in 2016."*

*and*

*"I'm a Londoner....one of those mugs who has been forced to stump up for the privilege of hosting this mess.*

*No doubt, in 2012, I will be one of those insignificant little people forced to suffer endless traffic delays, inadequate public services and lack of public transport, while the world looks on.*

*we have been deliberately misled by the politicians on how much this is going to cost (the sports minister says it will not go over budget!!! ..... but refuses to put a cap on the cost, so when it (obviously) goes over budget, we, will end up paying the extra)"*

## Sport

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SPORT ISSUES  
No of mentions by  
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But it's certainly...great...to actually have a ref, an actual sporting official, of one of the Olympic sports. Of course, you must understand that most of the posters here are 'armchair Olympians or wannabees,' so there is a lot of jesting and kidding that goes.

<http://www.gamesbids.com/forums/index.php?showtopic=1918&st=40>

*Analysis: Gamesbid describes itself as "An Authoritative Review of Olympic Bid Business" it has a high page ranks, and a number of incoming links lending it a degree of authority. The discussion forum is lively with around 1,500 registered members. This arose when one of the participants in a discussion explained that he is a master and Olympic International Referee of Taekwondo. The thread has developed since July and is about which sports should be included in the Olympics. It was prompted by the news that the IOC had dropped baseball and softball for 2012.*

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SPORT ISSUES  
No of mentions by  
this site: 1



## Coverage of cycling.

In my view, the BBC has never engaged properly with cycling as a sport at a level above “out of a duty to do so”. So why the sudden flourish for this event when they’ve been content to do the bare minimum of coverage for the sport previously? Politics for one thing. Given that the BBC is a seemingly integral part of the London 2012 Olympic project it needs to be seen to be involved with British sport. After all there’s a GB Cycling team riding in the ToB so they can flag up a few rising stars. Then there’s the issue of co-operating with Transport for London and the Local Authorities as part of the long march towards the Olympics.

[http://www.atomicecho.com/cycling/2006/08/the\\_politics.shtml](http://www.atomicecho.com/cycling/2006/08/the_politics.shtml)

*Analysis: Cycling-related website, linked to Alex Murray, produce of Sportdaq. Has received no comments.*

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SPORT ISSUES  
No of mentions by  
this site: 1



## School Sports

School sports not quite dead yet

The result of such neglect has been disastrous. If you read Private Eye (sadly mostly unavailable online), you will know about the sheer number of state school sports fields sold off. Those few that do keep theirs nonetheless keep them simply as mementos of a dying era, all actual exercise having been abandoned in order to prevent anyone’s feelings getting hurt or to engage in whatever latest nonsense has been dreamt up by the Labour meddlers, such as ‘cooperative’ Sports Days. In essence, sport and political correctness (and the therapy culture) simply don’t mix, and as the latter are the modern day religion of our leaders sport just has to go.

In such a climate, even the slightest turn-around is encouraging, and so with that in mind this should be considered: Children across the UK are to be given the chance to compete in their own version of the Olympics. The government hopes the UK School Games will help unearth British talent for the London Olympics in 2012.

Granted, this is still just bread and circuses, something to make sure that London’s 2012 Olympics do not end in the embarrassment that we, quite frankly, deserve. There is also every chance that this’ll turn into yet another showcase for how much Africans contribute to the UK. I’ll be convinced otherwise if and when I hear a government employee make full clear why sport is to be encouraged.

[http://majorityrights.com/index.php/weblog/comments/school\\_sports\\_not\\_quite\\_dead\\_yet/](http://majorityrights.com/index.php/weblog/comments/school_sports_not_quite_dead_yet/)

*Analysis: MajorityRights is site for the discussion of issues affecting Western societies and in particular the ethnic genetic interests (EGI) of people of European ancestry. One response: “With the exception of cricket and maybe occasionally golf, I will welcome the success of genetic engineering in tweaking our metabolism so that it is NOT necessary to take exercise. It is an utter waste of time and, in the case of school rugby for example, most unpleasant in many ways.”*

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