



**Yorkshire  
Committee  
for the  
2012 Games**

**26<sup>th</sup> September 2007**

**Culture Minister Margaret Hodge names the Creative Programmer for Yorkshire**

Tessa Gordziejko has been appointed by Culture minister Margaret Hodge to be 'Creative Programmer' for Yorkshire. Tessa will be one of eight Creative Programmers across England, and will take forward plans for an inspiring Cultural Olympiad in the run up to the 2012 Olympic and Paralympic Games.

Based within the Regional Cultural Consortium, Yorkshire Culture, she will:

- Encourage and enable arts and cultural bodies to get involved, and create opportunities for ordinary people to take part,
- Become a dynamic link between the regions and London Organising Committee of the Olympic Games and Paralympic Games (LOCOG).
- Assess whether local projects meet the criteria to become part of the Cultural Olympiad, and
- Ensure that each region's heritage is as well represented as its 21st century technology.

Accepting the post Tessa Gordziejko said:

"The creation of a cultural festival across the UK which truly integrates arts, heritage and media with sport to realise the meaning and spirit of the 2012 Olympics, is a challenge I am proud to be part of. As Yorkshire's Creative Programmer, I see this as a unique opportunity to work with the region's many outstanding cultural organisations to show Yorkshire at its very best and inspire a generation. I intend to

bring my own creative dimension to the work ahead – the fusing of aspiration and opportunity in cultural excellence.”

Culture Minister, Margaret Hodge said

“The Cultural Olympiad in the run up to 2012 gives us a fantastic opportunity to celebrate the culture and creativity of our country. Thanks to the appointment of Creative Programmers in the Regions, our vision to put on a UK-wide celebration of the UK's cultural life as part of the Cultural Olympiad is now a step closer.

“The Creative Programmers will bring about a package of innovative regional activity, helping to make a real and lasting difference. They will bring a wealth of experience and energy to making this a unique celebration of cultural life across the UK.”

Olivia Grant, Chair of Chairs for the Regional Cultural Consortiums said:

"London won the 2012 Olympics and Paralympic Games in part because of its promise to deliver an event that would be of benefit to the whole of UK. The four year Cultural Olympiad will play a crucial role in turning that vision into a reality, offering a once in a lifetime opportunity for the whole country to celebrate its rich and diverse cultural heritage.

“Hosted by and working closely with the Regional Cultural Consortiums in each English region, the Creative Programmers will deliver a comprehensive cultural programme for each region that will inspire and motivate a whole new generation. As well as promoting the cultural life of each region locally, nationally and internationally, this important work will be critical in ensuring that the 2012 Olympics creates a lasting legacy that is experienced the length and breadth of the country.”

London 2012 Chairman Sebastian Coe welcomed the new appointments:

“The Cultural Olympiad is a vital component of our vision for the Games – and, given it starts after the closing ceremony in Beijing, the first tangible sign that the Games will be coming to London in 2012. We welcome our new creative programmers to the 2012 family – their role will be vital in shaping the Cultural Olympiad and making it vibrant, exciting and relevant to everyone across the UK. I know our Culture,

Ceremonies and Education team here at London 2012 are looking forward to working with them in the years ahead.”

Bill Morris, Director of Culture, Ceremonies and Education outlined how the Creative Programmers will work with the team:

“We welcome the creative programmers to the team. One of the most important aspects of the Cultural Olympiad is the fact that it can happen in many shapes and forms and across the length and breadth of the UK. The Creative Programmers will be able to help us shape events and initiatives across the country – crucially they can bring with them local knowledge and help create a programme that will genuinely celebrate the whole of the UK and its diverse cultures.”

Northern Ireland has appointed a Cultural Programmer. Wales have appointed an interim Creative Programmer, and Scotland is currently considering what arrangements would best fit their plans to participate in the Cultural Olympiad. London is looking to put in place a framework for developing the Cultural Olympiad on a city-wide basis.

### **Notes to editors**

1. Tessa Gordziejko was most recently Director of Arts & Business Yorkshire, and a Fellow on the Clore Cultural Leadership Programme (Yorkshire Forward funded) 2005-7. She has a particular experience of corporate sponsorship of the arts, brand related marketing and strategic planning. Whilst on the Clore programme she spent a periods on secondment at Bridgewater Hall in Manchester and with Northern Ballet Theatre on tour to China. She has recently completed a Clore research project on the moving body and the brain in relation to dance, supervised by Professor Helen Thomas at the London College of Fashion. Her early career was in the professional theatre and commercial media in London, having worked in diverse settings as the Royal Shakespeare Company, The Half Moon Theatre and extensive touring with small and medium scale companies. She has lived in Yorkshire for 19 years, where she has worked in arts development, organisational consultancy, strategic and business development for the cultural sector, writing scripts for drama based training and arts education. She was also Chair of the BBC's Regional Advisory Council for Yorkshire and a member of the English National Forum.
2. Photographs of Tessa with Minister for Culture, Margaret Hodge are available from DCMS press office.

3. DCMS are working closely with the London Organising Committee for the Olympic Games and Paralympic Games and the Greater London Authority on plans for the Cultural Olympiad.
4. The Regional Cultural Consortiums are the DCMS's strategic cultural development agencies in the eight English regions.
5. The regional funders of the post are: Yorkshire Culture (Cultural Consortium), Yorkshire Forward (RDA), Arts Council England Yorkshire, MLA Yorkshire and Screen Yorkshire.
6. There are three main elements to the Cultural Olympiad:
  - Tier 1: The Mandatory Ceremonies: including the Opening and Closing Ceremonies of the Olympic Games and the Paralympic Games; the Medal Ceremonies; the Torch Relay and the welcome of the athletes to the Olympic Village
  - Tier 2: Major Projects: These are projects which were included in the Bid document and include such things as Live Sites around the country, a World Cultural Festival, the International Shakespeare Festival, and an international Museums Exhibition
  - Tier 3: UK-wide Cultural Festival: A cultural festival is planned to build up to and run alongside the Games. The aim is that projects involved in the festival should be drawn from grass-roots community projects; engage local communities; and increase participation.
7. The establishment of this network of Creative Programmers will contribute to the delivery of cultural events in these regions in the run-up to and during the 2012 Games. These events will span the UK.

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