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**MAYOR OF LONDON**

# Inspired by 2012: The legacy from the Olympic and Paralympic Games

Second annual report – Summer 2014

A joint UK Government and Mayor of London report

July 2014

**inspired  
by 2012**



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Publication date: July 2014

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# Foreword

## by David Cameron and Boris Johnson



David Cameron  
Prime Minister

Last summer we published our first annual report setting out what had been achieved as a result of the Olympic and Paralympic Games in 2012. We had much to be encouraged by but we also knew that it was only the start of the journey to achieve lasting benefits from London 2012.

This second annual report shows that we have continued to build on that great start. We have smashed our four-year target for trade and investment in just over one year, and can now announce that the trade and investment benefits from the 2012 Games have reached £14.2bn. This shows that the expertise that Britain showed in delivering the Games continues to be in demand across the world as countries seek to learn from London 2012.

Primary schools have started to benefit from the primary Physical Education and sport premium, worth over £150m per year from September 2013, with every state-funded primary school in England now receiving funding. An extra year's funding was announced for primary school sport

in November 2013, bringing the total investment to over £450m.

In addition Queen Elizabeth Olympic Park, and a number of its iconic venues, have re-opened to the public in East London, and British athletes – Olympic and Paralympic – delivered the goods and brought home gold from the Sochi Games.

The story doesn't end here, however. Legacy is a long-term project – as reflected in the long-term legacy vision for 2022 published earlier this year. We still have much more we want to achieve, and keeping up the momentum will be vital if we are to truly fulfil the vision that was outlined when London bid for the Games back in 2005.

It is a long journey, but we are on the right track to delivering a truly lasting legacy from London 2012.

A handwritten signature in black ink that reads "David Cameron". The signature is written in a cursive, slightly slanted style.



**Boris Johnson**  
Mayor of London

By common consent, London wowed the world when it staged the 2012 Olympic and Paralympic Games. Two years on and the dividends from that golden summer are accelerating the transformation of an area once only dimly thought of as ‘east London’.

Over the last 12 months, following extensive transformation works, our Games-time venues have flung open their doors for use by both the community and elite athletes and sports clubs. The Olympic Park, now renamed Queen Elizabeth Olympic Park – one of the largest new public parks in the whole of Europe – is fully open and enjoying booming visitor attendance – over half a million people in a little over two months. Residents are moving into the former Olympic Village and the first of thousands of new homes are being constructed across the park.

The Games have succeeded in transforming perceptions. Property prices are rising around the park whilst major investors and big businesses are also moving in, attracted by lower than average rents and excellent public transport links.

But our ambition doesn’t stop there. We want to seize an historic opportunity to recalibrate the economic fortunes of east London and deliver a significant boost to the UK economy. We are now looking to create in Stratford a 21st century variation of what Prince Albert achieved in South Kensington by bringing together a constellation of educational, artistic, technology and cultural institutions to strengthen London’s lead as a global force in these sectors and deliver many jobs. This amazing project is about the delivery of our most important long term goal

– raising the prosperity and life chances of east Londoners.

There is much to be proud of in what has already been achieved, but we cannot rest here. We are charging on to deliver an even more extraordinary legacy from the greatest Olympic and Paralympic Games ever.

A handwritten signature in black ink, appearing to read 'Boris Johnson'. The signature is fluid and cursive, with a long horizontal line extending to the right.

## Commentary:

# Lord Coe, the Prime Minister's Olympic and Paralympic Legacy Ambassador



Lord Coe

It's hard to believe that two years have passed since London 2012. As this report shows, much has been achieved in the past twelve months to build on the events of London 2012. There has been a marked change though – if year one was about setting out the direction we wanted legacy to take, in the second year we have been building on that strong start and starting to see some of the early benefits. To put it another way, if the first year was about getting out of the blocks well, year two has been about finding our rhythm and putting the race plan into action.

The year started with a wonderful celebration to mark the anniversary of London 2012 – the Anniversary Games – which took place in the Olympic Stadium, the scene of so many great memories. It was of course fantastic to see our Olympic and Paralympic heroes return to Queen Elizabeth Olympic Park to compete, but there was a chance for other heroes to be recognised. I was delighted to join the Community Games local sports volunteers, the “Shining Lights”, who had all been recognised for the tremendous roles they play around the country in bringing their communities together for sporting activities. The summer also saw the “Go Local” event, which reunited Games Makers and Team London Ambassadors to relive the memories of London 2012 and to inspire people to volunteer in their communities.

The last 12 months have seen the Games' legacy more firmly embedded in communities. Queen Elizabeth Olympic Park is no longer just a place to see elite sport – just two years on from the Games it's a place where people live, work, go to school, and visit for fun and exercise. Plans are still developing for the future of the Park – it's inspiring new and different ideas. This activity symbolises the legacy – it doesn't stand still, nor does it follow the ‘law of diminishing returns’. It continues to grow and develop. Government and the Mayor this year set out their joint ten-year vision for legacy. This was another important statement that we're in it for the long haul.

And it's not just in London. This report showcases some great legacy stories from across the country. The Spirit of 2012 Trust is now fully operational and ‘investing in happiness’ across

the UK. And economic benefits, from tourism as well as trade and investment, are being felt across the country. This year has seen major sporting events such as the Commonwealth Games in Glasgow and the Tour de France's Grand Départ take place in this country. Events like these can help build on the 2012 Games' legacy, involving volunteers and cultural elements, and inspiring people in many ways.

The interest in the Games and legacy overseas has not diminished – I have met many foreign leaders and business people over the past year who are still just as interested in London 2012 and what we are doing now that the Games have moved on, as they were two years ago. The impressive trade and investment figures captured in this report testify to this.

In my commentary on last year's report I talked about the challenge of physical inactivity and the health and economic risks it poses. So I was delighted this February to help launch "Moving More, Living More" as the physical activity legacy from the Games. The Moving More, Living More report sets out a really strong joint statement of intent by the Mayor of London and Government to tackle physical inactivity, the rationale for doing so, and some of the areas where they expect to see progress. Alongside me at the launch event at Daubeney Primary School in Hackney, as well as Government Ministers, were senior representatives from the Local Government Association, Sport England and the Amateur Swimming Association. It was a powerful representation of the kind of joint working between different organisations and different sectors which will be needed to make a real difference on physical activity.

Becoming a more physically active nation is one of the great challenges that face us today, and I believe it is one of the most important to overcome. Sport has been at the centre of my life, but for many a short walk to the shops is a challenge. If we can help build activity back into our lives and make it easier for people to be active, we will truly have achieved something incredible. And if some of those previously inactive people go on to develop a love of sport, so much the better.

The launch of Moving More, Living More was just the start. Government, local government and others need to build on this commitment with practical measures to help people get active. Public Health England is leading a major piece of work to produce good practice guidance for local authorities and others based on evidence of what works, with publication of their implementation framework expected in the autumn. Others are contributing to the debate too: for example the All-Party Commission on physical activity produced a really useful report earlier this year.

So the challenge for the third year of the legacy journey is to keep moving on and using the opportunities the Games have given us. Our journey towards inspiring a new generation continues.



# Executive Summary

## Sport and Healthy Living

- **“Moving More, Living More”** launched, a joint Government and Mayor of London statement of intent to tackle physical inactivity
- Public Health England leading a programme of engagement on physical activity, culminating in a launch of a **national physical activity implementation framework** in late 2014
- **1,600 local sports facilities upgraded** through Sport England’s Inspired Facilities fund
- A new **£18m** National Lottery fund announced to improve sports facilities in primary schools
- A further **£8m** of National Lottery funding announced to give disabled people across the country more opportunities to get into sport
- Primary schools started to benefit from the primary PE and sport premium, worth **over £150m per year** from September 2013, and an extra year’s funding was announced for primary school sport in November 2013, bringing the total investment to over £450m
- Success for British athletes at the **Sochi 2014 Olympic and Paralympic Winter Games**, with both Team GB and ParalympicsGB surpassing UK Sport targets

## Regeneration of East London

- Transformation of **Queen Elizabeth Olympic Park** complete, parkland and venues re-opened and stadium conversion work underway
- More than **1 million people have visited Queen Elizabeth Olympic Park** since it started to re-open in 2013
- Press and Broadcast Centre lease agreed with Here East to create a **new digital and technology hub**, with BT Sport already in place and broadcasting
- Planning approved for first 850 homes at **Chobham Manor** and developers shortlisted for the next 1,500 homes
- Government support for the Legacy Corporation in developing their plans for **new educational and cultural facilities** in the Park, supported by the V&A and UCL

- **Conversion complete of 2,800 homes** in East Village from athlete to residential housing. More than 2,500 residents living in East Village
- 875 students attending the **new Chobham Academy**, opened in September 2013
- 2,700 people registered at the **Sir Ludwig Guttmann Health and Wellbeing Centre**, for residents of East Village and the surrounding community

## Economic Growth

- **Four year target of £11bn of economic benefits surpassed** only fourteen months after the Games finished, with benefits at £14.2bn and rising
- London & Partners has created **3,418 jobs** from 34 investment projects as a result of the Mayor's Games Time Hospitality programme
- **Increase of 1.3m international visitors in London** in 2013, smashing previous visitor numbers and making it one of the most popular visitor destinations in the world
- **International visits to the UK increased by 6%** during 2013 and a 13% increase in visitor spend compared to 2012

## Bringing Communities Together

- Join In's **Local Leaders** programme launched to encourage people to get involved with grassroots sport, and over 350 applications have been received
- **Over 11,000 Join In events** held over summer 2013 helping 100,000 new volunteers involved in sport and community activities
- **Spirit of 2012 Trust established** by the Big Lottery Fund to support community projects which embody the spirit of London 2012. Funds have started to be allocated to projects
- Over **34,000 volunteers** have registered on the Team London website, and through Team London's Young Ambassadors programme, over **70,000 young people in 400 schools have been engaged in volunteering**, with over 15,000 of these actively leading and supporting volunteering projects

## The Legacy from the Paralympics

- **National Paralympic Day** held on Queen Elizabeth Olympic Park
- Sochi Paralympic Flame lit at **Stoke Mandeville**, and announcement that Stoke Mandeville will have a role in all future Paralympic flame ceremonies
- **Built Environment Professional Education** project established to make inclusive design a key part of education and training for all built environment professionals
- **Disability Confident** campaign launched to help employers tackle barriers to employing disabled people
- Over **6,000 disability sport** sessions delivered through Motivate East in east London

# Chapter 1:

## Introduction

In summer 2013, to mark one year on from the London 2012 Olympic and Paralympic Games, Government and the Mayor of London published the first annual report about progress towards delivering legacy benefits. Now, two years on from the Games, this report provides an update to capture legacy activity that took place between summer 2013 and summer 2014.

- 1.1 The Government and Mayor of London continue to work together on legacy commitments, alongside local authorities, business, arm's length bodies and regional partners.
- 1.2 Oversight of legacy is provided by the Olympic and Paralympic Legacy Cabinet Committee. Secretaries of State from all relevant government departments are members, and Lord Coe and the Mayor of London attend these meetings.
- 1.3 The Secretary of State for Culture, Media and Sport is the lead minister for legacy and deputy chair for the Legacy Cabinet Committee, and is accountable to Parliament for overall coordination and delivery. Accountability for individual elements of the programme remains with the relevant ministers or the Mayor.
- 1.4 Lord Coe, the Prime Minister's Olympic and Paralympic Legacy Ambassador, provides independent advice on the legacy programme and reports regularly to the Prime Minister. His legacy activity over the past year has focussed on the development and promotion of "Moving More, Living More", the physical activity legacy initiative, and in promoting the legacy of the Games to an international audience.
- 1.5 The Olympic and Paralympic Legacy Unit, now based in the Department for Culture, Media and Sport, coordinates the legacy programme, supports Lord Coe in his role as Legacy Ambassador, and supports the Secretary of State for Culture, Media and Sport in his role as lead minister.
- 1.6 "Legacy" is a word that is often used, and in many different contexts. There is a benefit in not being too prescriptive about what "is" and "isn't" within the scope of legacy – a broad definition allows the programme to reflect the creativity, spontaneity and innovation seen in activities across the country that would otherwise not be captured.

- 1.7 For the purposes of this report, legacy means ensuring a positive impact across a number of areas related to the Olympic and Paralympic Games. The five broad areas of legacy covered in this report are:
- Sport and Healthy Living;
  - Regeneration of east London;
  - Economic Growth;
  - Bringing Communities Together; and
  - The Legacy from the Paralympics.
- 1.8 In February 2014, Government and the Mayor of London published long-term legacy aims for each of these areas, setting out aspirations for 2022<sup>1</sup>. The relevant long-term aims are reflected at the start of each chapter of this report.
- 1.9 A particular focus for legacy activity in the second year since the Games was the launch of “Moving More, Living More”, a legacy initiative between Government and the Mayor to address low levels of physical activity. Work around this initiative is captured in Chapter 2.
- 1.10 Parliamentary scrutiny of legacy centred around the House of Lords’ Select Committee on Olympic and Paralympic Legacy, which was established in May 2013 and published its report in November 2013<sup>2</sup> following evidence from a wide range of individuals and organisations. The Committee’s report focussed on issues relating to the regeneration of east London and the legacy for sport and healthy living. A debate in the House of Lords about its recommendations, and the response from the Government and Mayor of London<sup>3</sup>, took place in March 2014, and highlighted the continued Parliamentary interest in ensuring lasting benefits from London 2012.

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<sup>1</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

<sup>2</sup> <http://www.publications.parliament.uk/pa/ld201314/ldselect/ldolympic/78/7802.htm>

<sup>3</sup> <https://www.gov.uk/government/publications/response-to-report-on-the-olympic-and-paralympic-legacy>

# Chapter 2:

## Sport and Healthy Living

### Long-term aims

- 2.1 At the heart of our Olympic and Paralympic legacy ambitions is the long term aim to use the inspirational power of the Games and future major sporting events to help deliver lasting change in sport and physical activity.
- 2.2 As set out in the long term vision for the legacy of the London 2012 Olympic and Paralympic Games<sup>4</sup>, the aspiration is that by 2022:
- Britain continues to be one of the leading nations in the world in Olympic and Paralympic sport
  - The UK is one of the best places in the world to stage major sporting events, with each one delivering its own lasting economic and social legacy
  - By the end of the decade Britain is amongst the most physically active countries in the developed world
  - Health services harness physical activity for prevention, treatment and management of long term conditions
  - The built environment and our transport infrastructure will be transformed to drive high levels of walking and cycling
  - Every man, woman and child can find a sport they enjoy and in which they are able to get involved easily, regardless of their ability or disability
  - Every child and young person enjoys high quality sporting opportunities on well-maintained and accessible sports facilities and playing pitches
  - Everyone inspired by our hosting the Games to take up sport has stayed connected with it for life
  - The big sports participation gender gap in Britain that existed in 2012 has closed

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<sup>4</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

## Headline achievements over the last year

- “Moving More, Living More” launched, a joint Government and Mayor of London statement of intent to tackle physical inactivity
- Public Health England leading a programme of engagement on physical activity, culminating in a launch of a national physical activity implementation framework in late 2014
- Success for British athletes at the Sochi 2014 Olympic and Paralympic Winter Games, with both Team GB and ParalympicsGB surpassing UK Sport targets
- More than 1 million people have visited Queen Elizabeth Olympic Park since it started to re-open in 2013, with iconic venues now open for community use
- 1,600 local sports facilities upgraded through Sport England’s Inspired Facilities fund
- A new £18m National Lottery fund announced to improve sports facilities in primary schools – 600 schools will benefit
- A further £8m of National Lottery funding announced to give disabled people across the country more opportunities to get into sport
- Primary schools started to benefit from the primary PE and sport premium, worth over £150m per year from September 2013, and an extra year’s funding was announced for primary school sport in November 2013, bringing the total investment to over £450m

## Physical activity – “Moving More, Living More”

- 2.3 February 2014 saw the launch of “Moving More, Living More<sup>5</sup>”, a joint statement of intent by Government and the Mayor of London to tackle physical inactivity. “Moving More, Living More” encompasses a range of initiatives across Government, London, local authorities, business and community groups aimed at getting people moving more through everyday activity and sport. It has the strong personal support of the Prime Minister, Lord Coe as his Olympic and Paralympic Legacy Ambassador, the Mayor of London, and Ministers across Government. The launch event took place at Daubeney Primary School in Hackney, where children were enjoying swimming lessons in one of the Mayor of London’s Make A Splash temporary pools, supported by the Amateur Swimming Association (ASA).
- 2.4 “Moving More, Living More” advocates a joined-up approach between partners at local and national levels, one that is long-term and strategic. It also suggests that the most effective interventions will look to build physical activity into people’s lives by being convenient and appealing, rather than forcing people to change their habits, and will take into account the wide range of benefits that can be generated by increased physical activity. The approach also seeks to promote existing good practice and is focussed at the least active, recognising that even slight increases in physical activity in this group can lead to significant benefits.

<sup>5</sup> <https://www.gov.uk/government/publications/moving-more-living-more-olympic-and-paralympic-games-legacy>

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Launch of “Moving More, Living More”: (l-r) Edward Lord, ASA Chair; David Sparkes, ASA Chief Executive; Lord Coe; Health Minister Jane Ellison MP; Olympic swimmer Duncan Goodhew.

- 2.5 Government and the Mayor of London’s teams are working together with a range of partners to deliver effective ways to improve activity levels. Public Health England (PHE) is leading on this across the country through a programme of engagement on physical activity, including regional workshops during July 2014 along with the Local Government Association, ukactive and others, and culminating in the launch of a national physical activity implementation framework in late 2014. This framework will give local authorities and other organisations evidence-based guidance on how to help people get active in local communities.
- 2.6 A report by the All Party Commission on Physical Activity, published in April 2014, welcomed the positive contribution made by “Moving More, Living More” and urged Government, the Mayor and local policy makers to build on the growing momentum around the issue to take further action to address physical inactivity. Government and the Mayor’s teams are in touch with the Commission as work progresses.

### Encouraging active lifestyles

**Cycling Ambition Grants** – On 12 August 2013, the Prime Minister announced Cycling Ambition Grants totalling £94m for eight cities and four National Parks. Investment in the eight cities (Manchester, Leeds, Birmingham, Newcastle, Bristol, Cambridge, Oxford, Norwich) is now in excess of £10 per head per year over the initial funding period, as recommended by the All Party Cycling Group’s report. All eight cities have set ambitious targets to increase cycling over the next ten years and the four National Parks are improving cycling facilities to help support cycling as a fun leisure activity as well as a healthy way of getting around.

**Cycling and Walking Delivery Plan** – Work is underway across Government to develop a Cycling and Walking Delivery Plan, which will address the recommendations made by the All Party Parliamentary Cycling Group in 2013 and set out how the Prime

Minister's ambition to achieve a cycling revolution will be delivered. The Plan will cover a ten year period and will include a number of actions for central and local government, stakeholders and other delivery partners, setting out how cycling will contribute to the Government's work to ensure a physical activity legacy from the Olympic and Paralympic Games. The Cycling and Walking Delivery Plan will be published in summer 2014.

**Walking cities** – Five cities were awarded walking city funding in 2013 by the Department of Health as part of the Cycling City Ambition Grant. Birmingham, Leeds/Bradford, Manchester, Norwich and Cambridge shared a total of £1.2m to increase walking by capitalising on cycling infrastructure and tackling the barriers to walking. Living Streets are working with three of the cities (Birmingham, Leeds/Bradford and Norwich) to measure the impact of the walking initiatives.

**'Active People, Active Park'** – Centered around Queen Elizabeth Olympic Park and surrounding areas, 'Active People, Active Park' is a three year programme which began in February 2014, bringing people of all ages and backgrounds together to try new sports and encourage increased levels of physical activity. The programme is broken into three strands and comprises activities for young people, families and adults. 11 partners out of a total of 25 have started initial delivery, engaging with 3,229 local people to date.

**Cycling and walking in London** – Cycling is a core part of travel in London. Since 2001 the number of cycling journeys on the capital's main roads has almost tripled, and it is expected that by 2020 more than one million journeys a day will be made by bike. The Mayor of London published his "Vision for Cycling" in March 2013, which set out how cycling provision will be transformed to support the growing numbers of cyclists across London. The vision plans to invest more than £900m on cycling over the next decade which will result in an extensive network of cycle routes to allow simpler and safer access to and around London and local town centres. As part of this the London Borough of Waltham Forest has been selected for full "mini-Holland" status. This will involve the development of a semi-segregated Superhighway route along Lea Bridge Road together with a range of measures focused on improving cycling in residential areas and the creation of cycle-friendly low-traffic neighbourhoods.

The projected increase in cycling journeys in London from 2% to 5% of the total provides opportunities for improving people's health through physical activity, as well as other environmental and community benefits (for example, between 4,000 and 6,000 extra years of healthy life and £250m of economic health benefits annually).

A quarter of Londoners get all the physical activity they need from walking and cycling in the transport system and half of all walking is done as part of public transport trips. More on health and travel in London can be found in Transport for London's "Improving the Health of Londoners: Transport Action Plan".

## Case Study: London Healthy Workplace Charter

The London Healthy Workplace Charter is a self-assessment framework and awards scheme hosted and coordinated by the Greater London Authority to recognise and support business investment in staff health and well-being.

Health and work are inextricably linked; there is a strong evidence to show that ‘good’ work and paid employment are beneficial for physical and mental health and wellbeing. Evidence for workplace wellbeing programmes suggests they improve employee productivity and engagement, reduce absenteeism rates and are cost-effective.

The London Healthy Workplace Charter is centrally coordinated by the GLA in partnership with Public Health England – London and delivered through London borough leads who engage local employers with the programme and support them through the accreditation process. Verification panels meet around three times a year to assess employers who wish to be accredited against the standards. Verifiers are experts in health at work who freely give their advice and support to employers participating in the scheme.

Twenty one London boroughs now support the scheme locally, a significant increase over the past year. To date 29 London employers have received a Healthy Workplace Charter award at commitment, achievement or excellence level. This brings benefits to approximately 92,000 employees. Accredited organisations include professional services companies, hospitality sector organisations, NHS organisations, local authorities, universities, manufacturers, museums, voluntary sector organisations and Transport for London. Another 24 organisations from a range of sectors are actively working towards accreditation.

Further information including films of employers that have participated in the programme to date is at [www.london.gov.uk/healthyworkplace](http://www.london.gov.uk/healthyworkplace)

## Major sports events

- 2.7 The UK continues to attract major sporting events to its shores. Northern Ireland hosted the opening stages of the Giro d’Italia in May 2014, and Yorkshire hosted the Tour de France “Le Grand Départ” in July 2014, with the third stage taking in Queen Elizabeth Olympic Park on its way to a finish on The Mall. The 2017 IPC Athletics World Championships will be held on Queen Elizabeth Olympic Park two weeks before the IAAF Athletics World Championships.
- 2.8 The Department for Culture, Media and Sport (DCMS), with UK Sport and Sport England, aim to capitalise on the UK hosting major events to increase sport participation. In addition to the Glasgow 2014 Commonwealth Games and 2015 Rugby World Cup, UK Sport’s £27m Gold Event Series, funded through the National Lottery, aims to attract some of the world’s biggest sporting events, including World or European Championships in almost every Olympic and Paralympic discipline. Over 20 major events have been hosted since the Games, with over 30 further events secured until 2019, which will deliver elite performance, economic, tourism and participation benefits.
- 2.9 In January 2014, Sport England launched a £2m Major Events Engagement Fund to support the UK Sport Gold Event Series. The Fund is designed to invest in projects to strengthen and ultimately increase participation in sports by enhancing the engagement national governing bodies (NGBs) have with local communities when they are hosting major international sporting events in England. Sport England are discussing with the other home country sports councils to consider an adoption of this policy and procedure across all the home countries in which Gold Event Series Major Events are hosted.

## Case Study: The Tour de France Grand Départ legacy – Cycle Yorkshire

Cycle Yorkshire is a unique initiative seeking to use Yorkshire's Grand Départ to deliver a region-wide cycling legacy for all generations and all abilities to achieve its vision of 'more people cycling more often'.

The ten year initiative aims to build on Yorkshire's rich cycling heritage and will be backed up by the many cycle events across the region, such as the Sheffield Grand Prix, Otley and Beverly town races, and the growing number of sportives, mass participation and Sky Ride events.

Five key areas of focus have been developed:

- 1) Get more people cycling** – Provide adults and children with greater training and access to cycling to build both the current and next generation of cycling enthusiasts, commuters and maybe even the next sporting heroes.
- 2) Make choosing cycling easier** – Work closely with local authorities, businesses and partners to improve cycling infrastructure and facilities to address both real and perceived barriers to cycling.
- 3) More events to take part in** – Broaden both the number and awareness of cycling events and opportunities for people of all generations and abilities to get involved.
- 4) Greater awareness of cycling and cyclists** – Undertake a range of campaigns and events to generate a wider appreciation of the benefits of cycling, travel planning, bike safety and cycle friendly routes and respect between everyone using roads.
- 5) A thriving network of cycling businesses & social enterprises** – Encourage and support all cycling related businesses in the region to provide a dedicated network of experts to sustain Yorkshire's growing cycling community.

In conjunction with local authorities, key partners and its members, Cycle Yorkshire is a broad alliance of enthusiastic and passionate people who are committed to delivering a significant and enduring legacy of the Tour de France's visit to Yorkshire for this and future generations to come. For further information visit [www.cycle.yorkshire.com](http://www.cycle.yorkshire.com).

## Elite sport

2.10 UK Sport published the results of the annual investment reviews of summer Olympic and Paralympic sports in February 2014. This resulted in 37 sports receiving significant funding for the Rio 2016 cycle to enhance and protect medal potential within the sport, including 18 sports receiving increased investment. UK Sport continues to track progress towards Rio 2016 and for those Olympic and Paralympic sports that do not receive UK Sport investment currently, the door is always open to approach UK Sport for investment if they can demonstrate that they have realistic medal potential for Rio 2016 or Tokyo 2020.

## Case Study: Sochi 2014: success for Team GB and ParalympicsGB

February and March 2014 saw continued success for Great Britain's elite athletes as they competed in the Sochi 2014 Olympic and Paralympic Winter Games. Their achievements reflected the continued investment in sport at the highest level by UK Sport.

UK Sport invested £14.1m into eight winter sports, targeting at least three Olympic medals and at least two Paralympic medals. Team GB finished the Sochi 2014 Olympic Winter Games with four medals (1 gold, 1 silver, 2 bronze) surpassing the UK Sport target and resulting in the best performance since 1924. Of these medals, three were won by women. This was by far the most competitive team at a Winter Games with nine top 8 finishes in addition to the four medals. Five of the six sports hit their Milestone Target. Another five top 10 finishes were also achieved giving a total of 18 top 10 places. Team GB finished 19th in the medal table ahead of Ukraine and Italy.

ParalympicsGB finished the Sochi 2014 Paralympic Winter Games with six medals (1 gold, 3 silver, 2 bronze), the best Paralympic Winter performance since Innsbruck 1984, with both UK Sport funded sports hitting the top end of their targets. Of these six medals, five were won by women, with a woman captaining the mixed curling team to bronze. ParalympicsGB recorded a total of 13 top eight finishes and there were encouraging performances outside of the medals. Overall it was a hugely impressive performance by the small team of 15 GB athletes, with the team finishing 10th in the medal table ahead of both Norway and Sweden.

- 2.11 As part of the continued Government funding for elite sport to 2016, all funded athletes have been asked to give up to five days a year to inspire children and young people to get involved in sport. UK Sport's most recent survey of this activity, completed in April 2014, revealed that athletes had given more than 7,500 days to community and school sport since London 2012.

## Case Study: Athletes continue to inspire the next generation

In May 2014, Paralympic champion Ellie Simmonds OBE visited a National Lottery funded project to get more young people into sport. Ellie took part in a gymnastics and trampolining session at Loughborough Leisure Centre and shared her inspiring story with the group of youngsters. The session was part of Sportivate, a Sport England scheme funded with £56m of National Lottery money, aimed at helping 11 to 25 year olds find a sport they love for life.

Ellie said: “I’m passionate about inspiring other people to be involved in sport and I have really enjoyed meeting everyone today. I think Sportivate is a great way of helping young people try out different sports and find something they want to continue with. My own career has been helped by National Lottery funding and it’s fantastic to see how the funding is creating opportunities for people at all levels to take part in sport.”

Ellie is one of 1,300 elite athletes supported by National Lottery funding, which enables her to train full time and have access to some of the best coaching and facilities in the world.

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Ellie Simmonds at a Sportivate project at Loughborough Leisure Centre in May 2014

## World-class facilities

- 2.12 In April 2014, the south of Queen Elizabeth Olympic Park opened to the public for the first time since the London 2012 Olympic and Paralympics Games. All of the iconic sporting venues on the Park, with the exception of the Stadium, have now re-opened for community and elite use.
- 2.13 The Copper Box Arena was the first former Olympic and Paralympic venue on the Park to open to the public, marking one year since the Games and coinciding with the re-opening of the north of the Park. The London Aquatics Centre re-opened on 1 March

2014, followed by Lee Valley VeloPark on 31 March 2014, and Lee Valley Hockey and Tennis Centre on 17 June 2014.

- 2.14 Other Olympic and Paralympic venues around the country have either re-opened to the public or, as in the case of Hadleigh Farm, are in the process of being transformed to ensure lasting benefits from hosting the Games.

### Case study: Building on Hadleigh's Olympic legacy

In August 2012 Hadleigh Farm hosted the London 2012 Olympic Mountain Bike events, with over 40,000 spectators flocking to the farm over two days. Since the Games, the Essex Legacy and Active Essex teams at Essex County Council have been working closely with the local community to preserve this great sporting legacy.

A number of redevelopments at Hadleigh have taken place, preparing for its official opening in Spring 2015. In March 2014, work began on a new Hub at the park which will be the first thing that visitors experience when they enter the park whether they are cycling, walking, visiting the Castle or just exploring the precious green space. It will host a café, bike shop, bike workshop, ranger's offices and a multi-use classroom. There will also be a 400 space car park ensuring easy access for visitors and an outdoor children's play area and seating.

As well as the Hub, the Olympic Mountain Bike course is being adapted and maintained and will be ready for all to enjoy when the park opens in 2015. The GB team has even visited to hold a training session with children from the Hadleigh Mountain Bike Club.

Read more about the Hadleigh project at [www.essexlegacy.org/hadleigh/hadleigh-legacy-plans/](http://www.essexlegacy.org/hadleigh/hadleigh-legacy-plans/)

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"Triple Trouble" at Hadleigh Farm (© Jenna Gordon)

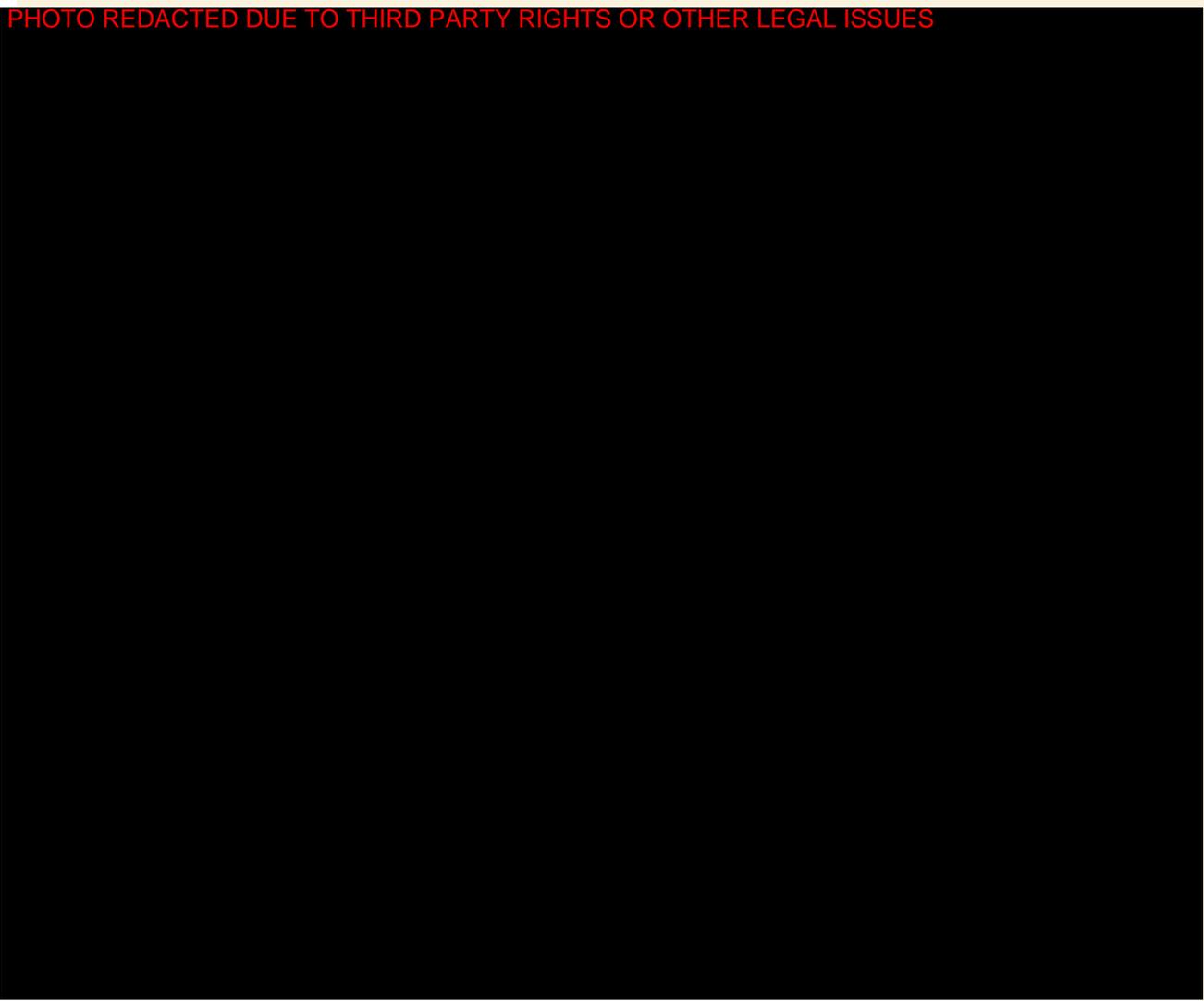
## Case Study: Dorney Lake delivering an Olympic and Paralympic Legacy

Dorney Lake was different to many of the Olympic and Paralympic venues. Ahead of London 2012 it was already a well-established venue for national and international sporting competitions, and because of its unique trust management structure was already providing a valuable and accessible year-round sporting and community asset.

For 2012, when the venue was temporarily renamed Eton Dorney, the spectator seating and many of the other facilities were brought into the venue as temporary overlay. This meant that for many months after the Games the main focus for the site was in the removal of the overlay and restoring the 450 acres of parkland that surround the lake to its former pristine condition. However, the most significant piece of Olympic heritage remains, as the Olympic rings now sit proudly on the bridge next to the finish line.

Whilst this work was being undertaken, the venue continued to host many of its public events and in June 2013, less than 10 months after the Olympic Regatta, hosted the best supported World Cup Rowing Regatta in history. As a result of this continued success Dorney is now firmly established as a key venue on the international regatta circuit with a World Cup return pencilled in for 2015.

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Olympic Sprint-Canoe Champion Ed McKeever talking about his kayak to children from Dorney Primary School on the anniversary of the Olympic Torch Relay in July 2013, at Dorney Lake.

The Olympic & Paralympic effect has gone way beyond rowing and canoeing. The venue already had an impressive reputation as the ideal venue for open water swimming, triathlon and running events but it has built on that reputation and is now attracting additional high profile competitions such as the European Junior Triathlon Championships in 2013 and the British Sprint Triathlon Championships earlier in 2014. Outside of major events, the venue is open to the public all year round and growing numbers of athletes young and old, elite or beginner are experiencing the Olympic regatta course and enjoying the expert coaching on offer. For details visit [www.dorneylake.co.uk](http://www.dorneylake.co.uk)

### Case Study: Lee Valley VeloPark

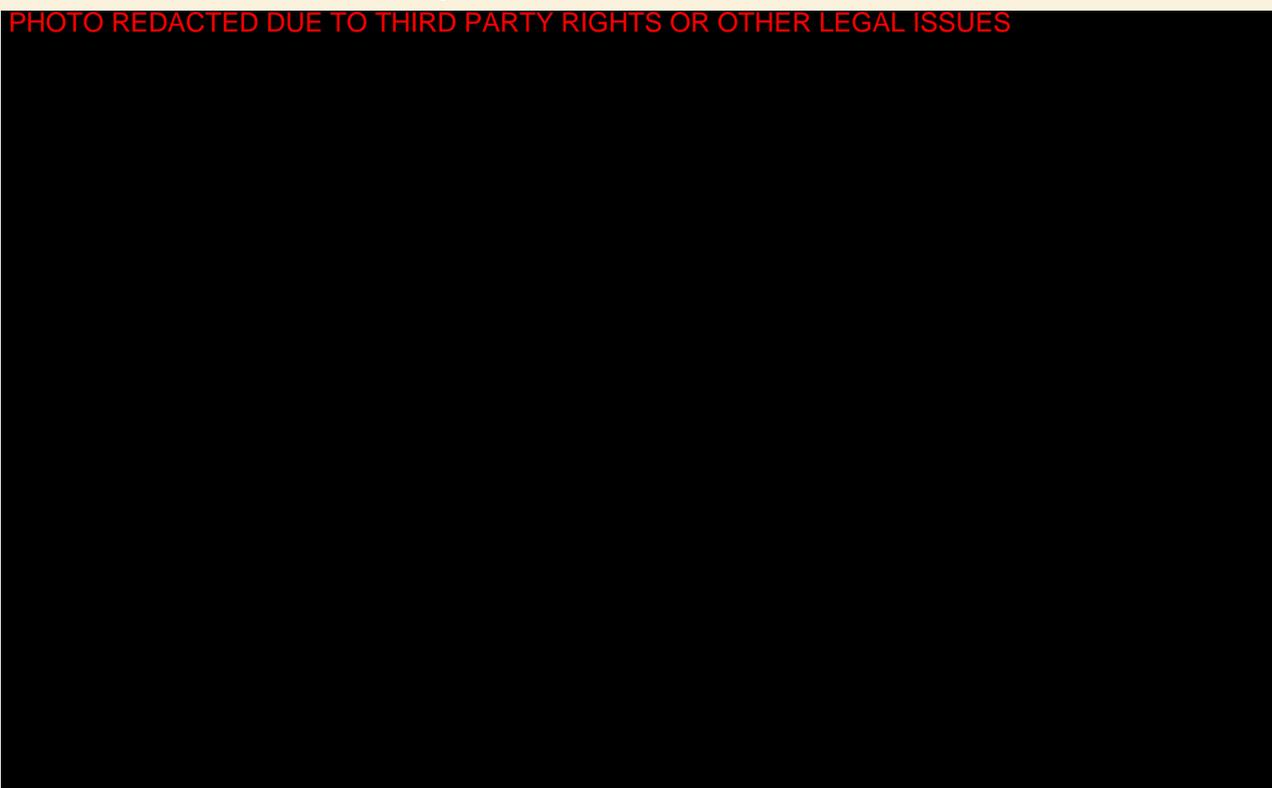
Since opening in March 2014 more than 10,000 riders from across London, the surrounding region and further afield have participated in cycling activities at the venue. Four cycling disciplines are available: track in the iconic velodrome, BMX on a modified version of the Olympic track, a one-mile road circuit and five miles of mountain bike trails, the latter of which opened July 2014.

The venue is to be established as a British Cycling recognised Disability Cycling Hub, offering a range of programmes and other initiatives for disabled riders.

Seamlessly combining community and elite use, events staged so far include the grand finale of the Revolution Series, Britain's top track cycling competition and the Sport Relief charity event, which attracted more than 20,000 participants.

The Revolution Series returns in October 2014 with the venue also staging the 2016 UCI Track Cycling World Championships. Lee Valley VeloPark Schools Festival takes place in the same month, giving youngsters from all over London, Essex and Hertfordshire the chance to participate in cycling for free.

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The road circuit at Lee Valley VeloPark, Queen Elizabeth Olympic Park

## Case study: The London Aquatics Centre

Queen Elizabeth Olympic Park's iconic sporting venues are about a lot more than one golden summer of sport. The venues and infrastructure were designed to produce long-term benefits for the local area, the capital and the country.

The award-winning London Aquatics Centre is a case in point. Its 17,500 seats for the Olympics and Paralympics, housed in two huge wings, have now been removed leaving a compact and sustainable sports facility for elite and community use with a capacity of 2,500.

Attracting over 200,000 visitors since opening to the public in March 2014, the centre features two 50m swimming pools, a 25m diving pool and dry diving zone, an innovative poolside lift mechanism called a 'Poolpod' which disabled and less mobile people can use to get in and out of the water independently, a gym and crèche. Prices compare to other local pools with a swim costing from as little as £3.50.

Olympic medallist Tom Daley returned to the venue in April 2014 for the FINA/NVC Diving World Series, as well as making the venue his new training base. The elite three-day diving event attracted more than 9,000 spectators.

In April, the London Aquatics Centre launched the Tom Daley Diving Academy: a new 'Learn to Dive' and diving development programme launched by award winning leisure operators Better and Tom Daley.

A high performance swimming programme with Head Coach Lisa Bates has also been announced. The programme will create a clearly defined pathway to support swimmers from across the region to develop their potential.

## Case study: Lee Valley White Water Centre

A £6.3m transformation project was completed in February 2014, leading to the creation of new facilities for the public and new athletes' facilities including a state-of-the-art gym and physiotherapy suite and office space for GB Canoeing, the organisation responsible for developing the sport at elite level. A resident paddle club opened in May 2014, offering training and coaching across a range of paddle sports. In June it staged the Canoe Slalom World Cup with around 300 athletes from 35 different countries taking part. In 2015 it will stage the World Canoe Slalom Championships.

Since opening in April 2011, the venue has attracted more than 300,000 visitors.

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Rafting at Lee Valley White Water Centre

### Case study: Lee Valley Hockey and Tennis Centre

Opened in June 2014, the Lee Valley Hockey and Tennis Centre offers a range of programmes and events from grassroots to elite. It has four indoor and six outdoor tennis courts and two floodlit international competition standard hockey pitches for visitors to play on.

The primary hockey pitch has 3,000 seats which can be increased to 15,000 for major events.

The venue will stage a range of major events which will not only bring economic and social benefits but will also help to deliver on the Olympic and Paralympic promise to “inspire a generation” by giving communities from across the region the opportunity to witness the world’s best sporting action and attract new participants.

### Case Study: Sheffield Hallam University City Athletics Stadium

Sheffield is benefitting from technologies used to support Britain’s Olympic and Paralympic success at London 2012 and in their preparations for Rio 2016. The Centre for Sports Engineering Research at Sheffield Hallam University was commissioned by UK Sport to develop technologies such as motion tracking cameras, sensors and mobile technologies for Team GB’s athletes, working across the UK with 15 sports such as boxing, taekwondo, swimming and diving. The technologies helped the athletes win 24 medals, and the Centre for Sports Engineering Research has been commissioned again in the lead up to Rio 2016.

The University has invested £125,000 with another £25,000 from Sheffield City Council to install the Olympic technologies at the City Athletics Stadium based in the Darnall area of the city. The high-tech systems will include video tracking, gait analysis, social networking and phone apps used as motivational tools, with the overall aim of driving up participation and performance in the city. The technologies will be co-designed with those using the stadium, from elite athletes such as Jessica Ennis-Hill based at the English Institute of Sport next door, to club runners using the stadium for training, and schools using the stadium for sports days.

The project will benefit from another Olympic and Paralympic Legacy project – the National Centre for Sport and Exercise Medicine (NCSEM). The NCSEM will co-design technologies with the local community to increase physical activity and improve health with the vision of making Sheffield the most active city in the UK by 2020.

## Youth and community sport

- 2.15 More people are playing sport than ever before. Figures from the latest **Active People Survey**<sup>6</sup> show that over 15.6m people over the age of 16 play sport once a week, every week. This is 1.7m more than 2005 when London won the bid to host the Games.
- 2.16 The largest growth was amongst young people, with a record 3.9m 16- to 25-year-olds playing sport regularly. Within this group the biggest increase came from girls, however there is still more work to do to get more women participating in sport. Sport England

<sup>6</sup> Active People Survey 8: <http://sportengland.org/research/about-our-research/active-people-survey/>

and national governing bodies are working to address this as well as looking at other ways to appeal to those who think sport is not for them.

- 2.17 Sport England announced the results of awards for Round 3 of their **Community Sport Activation Fund** in June 2014. The fund provides £15 million of Lottery funding to projects supporting grassroots sport activity, and supports innovative projects from local authorities, charities and other organisations that get more people playing sport.
- 2.18 Sport England's **Inspired Facilities** programme, one of its most successful Olympic and Paralympic legacy initiatives, has already invested £91m to help upgrade and modernise the facilities at 1,600 local sports clubs. This investment has breathed new life into tired facilities that can be unattractive, expensive to run and difficult to maintain. Inspired Facilities awards have put these clubs right back at the heart of their local community. A further £20m for the fund was announced in March 2014, taking the total to £111m.

### Case Study: Inspired Facilities – MK Springers Gymnastics Club

Felicity Candler-O'Donnell from MK Springers Gymnastics Club, which was awarded £50,000 of Inspired Facilities funding in January 2012, said: "Our membership is up 50 per cent since we made the improvements. Many more people in Milton Keynes are now enjoying gymnastics thanks to the National Lottery and Sport England."

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Recipient of "Inspired Facilities" funding, MK Springers

Team GB gymnast Kat Driscoll said: "It's fantastic to see so many local sports facilities, including lots of gymnastics clubs, benefitting from this lottery investment, with even more set to benefit in the future. Good facilities are really important to grassroots sport as they are the places where you can discover just how fun sport can be."

- 2.19 Sport England's **Improvement Fund** will invest £45m of National Lottery funding into medium-sized projects that will improve the quality and experience of sport. Round 2, announced on 4th April 2014, invested £9.6m to make 28 facilities more efficient and environmentally sustainable, saving local clubs money on their running costs. This brings the total investment fund to £19.5m into 56 projects.
- 2.20 The Fund runs until 2017 and in the first round of funding £9.9m was invested to overhaul 38 artificial grass pitches and swimming pool changing rooms. In the second round 28 sports projects benefitted from £9.6m of investment to become more environmentally sustainable.
- 2.21 The third round will focus on projects that can clearly demonstrate an impact on the number of 14- to 25-year-olds taking part in sport, and can meet the changing demands of young people whilst delivering an improved sporting experience.
- 2.22 Sport England's **Sportivate** launched in June 2011 as a four-year programme to give 14- to 25-year-olds who are not particularly sporty access to six-to-eight weeks of free or subsidised coaching in a range of sports including judo, golf, tennis, wakeboarding, athletics, and parkour/free running. Due to its success, in July 2013 Sport England announced additional National Lottery funding of £10m per year which will allow the programme to run until March 2017. From September 2013, Sportivate extended its age group so that 11- to 13-year-olds can also take part. Sportivate is inclusive and targets a variety of young people including those who have a disability and people from black and minority ethnic groups. Nearly 400,000 14- to 25-year-olds have completed the six to eight week Sportivate coaching course, with over 300,000 retained participants, of whom roughly 40% are young women.
- 2.23 There are now 2,000 **satellite clubs** in secondary schools. These bring sport to young people in very local venues and are targeted at young people who are not typically sporty. Around 200 of these are for girls only, with the aim of helping to narrow the gender gap in sporting participation. Sport England is investing £49m of National Lottery funding into the development of satellite clubs working in partnership with sport governing bodies and County Sport Partnerships to create 5,000 satellite clubs by 2017.

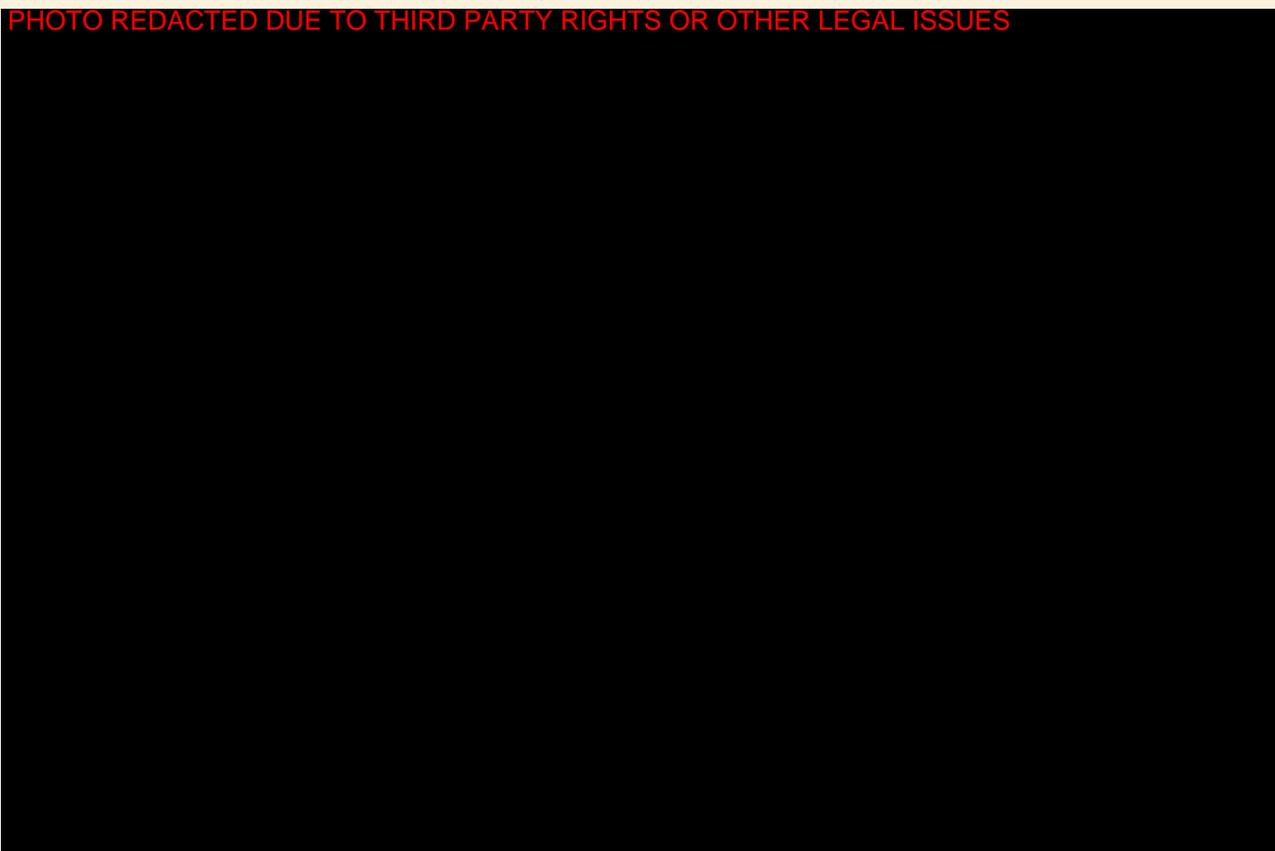
## Case study: I Will if You Will – promoting sport to women in Bury

“I Will if You Will” is Sport England’s innovative new project which is getting more women and girls in Bury active through sport. Delivered in partnership with Bury Council with an investment of £2.3m National Lottery money from Sport England, this initiative is about creating an environment which encourages women to get together and try sport in new ways. Lessons learned from this experimental approach in Bury can be used in other projects across the country to help increase the number of women playing sport.

“There are lots of reasons why women and girls don’t do more physical activity, such as body image and cultural reasons, and we need to find ways of breaking these barriers down” said Olympic gold medallist Rebecca Adlington at the opening of a Sport England relocatable swimming pool in East Bury in February 2014.

There are now 24,600 women playing sport in Bury, an increase of 2,100 since the programme began. The “I Will if You Will” programme is driving behavioural change as well as increasing participation. The Bury project is seeing increased engagement with more women and girls getting involved with sport and exercise.

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Rebecca Adlington at the opening of the Sport England mobile swimming pool in Bury in February 2014

## Case study – Bridlington gets a taste of the Olympic and Paralympic Games

In January 2014, Olympic bronze medallist Jo Jackson joined East Riding of Yorkshire Council and Sport England for the official opening of a new Olympic swimming pool in the town.

The pool is one of nine training pools from the Olympic Park used by athletes during the London 2012 Olympic and Paralympic Games. Each has been dismantled and relocated across the country. Bridlington is the first community to benefit from this Olympic and Paralympic legacy. The pool will remain in the town for two years, allowing people to continue swimming whilst a fantastic new leisure centre is built on the site of the existing Leisure World, supported by funds from Sport England's Iconic Facilities legacy fund. The installation of the pool is supported by more than £500,000 of funding from East Riding of Yorkshire Council and Sport England.

Jo said: "As a Yorkshire girl myself, I am thrilled that Bridlington is the first place in the country to get a legacy pool. Having a good nearby swimming pool was invaluable to my training when I was growing up and this pool will offer a fantastic opportunity to people in the area. I hope that having a part of London 2012 in Bridlington will help inspire more people in the area to get in the water."

2.24 **Active Universities**, Sport England's £15m university sport activation fund, was launched in November 2013. This is a revenue fund aimed at universities to continue to enhance their sport offer to appeal to more higher education students, and demonstrate the value that sport plays within wider university objectives. It is hoped that the fund will help more students develop a sporting habit for life.

## Case study: Active Universities

London 2012 Olympic Gold Medallist Jess Ennis-Hill visited Sheffield Hallam University in December 2013 as part of Sport England's Active Universities programme. Sheffield Hallam is one of 41 universities to be awarded a share of this £8m National Lottery investment to get more students playing sport outside of formal competitive university teams.

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London 2012 heptathlon champion Jessica Ennis-Hill at Sheffield Hallam, a recipient of Sport England's Active Universities fund

Jess Ennis-Hill said: “Athletics is a huge part of my life and I wouldn’t have been able to get to where I am today without National Lottery funding. I think it is really important too, to support projects like this one which create opportunities for people at all levels to get involved with sport. Everyone who plays the National Lottery should be proud of the difference they are making to people from all walks of life.”

## School Games

- 2.25 September 2013 saw the hugely successful School Games National Finals take place in Sheffield. 1,439 of the UK’s best young elite athletes, 15% of whom were athletes with disabilities, took part in 12 different sports. 535 volunteers, including 411 young people, supported the competitors and spectators. The UK also sent some of its best disabled athletes to compete at Brazil’s Paralympic-style School Games in November 2013, finishing 10th overall on the medals table with an impressive haul of 21 gold medals, 3 silver and 1 bronze.
- 2.26 Over 17,500 schools are voluntarily taking part in the Sainsbury’s School Games—over 70% of all schools in England—including approximately 13,000 primary schools. Over 100 county festivals of sport will also take place during the summer and winter of 2014 and plans for the 2014 School Games National Finals to be held in Manchester in September are well underway.
- 2.27 In March 2014, the Department for Education announced a £490,000 grant extension for the ongoing recruitment and training of School Games volunteers. The grant aims to increase the quantity and quality of the volunteer workforce supporting and developing the School Games. The money will be distributed through Sport England to county sports partnerships, with each receiving £10,000 to recruit, train and deploy 20 volunteer leaders and coaches to support the games – a total of 1,470 across the country, with the majority of these being young people between the ages of 16 and 25.

## PE and school sport

- 2.28 October 2013 saw the first payments of the Government’s primary PE and sport premium: over £150m per year of ring-fenced funding for PE and sport, provided directly to primary school head teachers. An extra year’s funding was announced in the Chancellor’s Autumn Statement bringing the total to over £450m up to and including the academic year 2015/16. Schools are held accountable for how they spend their funding through Ofsted whole-school inspections and are required to report their spending plans online to parents.
- 2.29 The funding is already having a positive effect on schools. Pupils and teachers are benefitting from the experience and skills of professional coaches and the chance to purchase new equipment; they are taking part in new sports and developing the habits of exercise from an early age.
- 2.30 The impact of schools’ use of the premium is being independently evaluated. The evaluation is surveying 500 schools and encompasses a separate ‘tracking’ survey of 40 schools. The final report will be published in autumn 2015. Ofsted will also publish a survey report in autumn 2014 looking at schools’ use of the premium with a particular focus on effective practice.

### Case Study: St Breock Primary School, Wadebridge (Cornwall)

St Breock received £8,885 of primary PE and sport premium funding in 2013/14. They run a partnership model for 25 other local schools, making use of their own PE and sport specialist, who provides high-quality training for staff and extra-curricular sessions for schools taking part. The school has a Gold Quality Mark from the Youth Sport Trust and runs an extensive 'Sport for all' session every week, offering pupils the opportunity to take part in over 15 different sports and activities, including climbing, cycling, dance, yoga and rowing. The inclusive sessions are at the heart of school life and have had a real effect on behaviour – the school has no need for detentions as losing the privilege of participating in 'Sport for all' is enough to deter pupils from misbehaving.

- 2.31 In September 2013 the Department for Education published the new national curriculum framework following a series of public consultations. The new programmes of study will come into force from September 2014, and PE remains a compulsory subject at all four key stages. The new national curriculum for PE has been revised to include a renewed focus on competitive sport and to stretch and engage all pupils, with activities such as dance at key stage 3 included for the first time.
- 2.32 In June 2014 Sport England awarded £18 million of National Lottery funding, through the Primary Spaces programme, to 601 primary schools to transform schools' PE and sport facilities. The investment will help children at the schools and their wider community to be more active. Many of the schools that will benefit from the grants of up to £30,000 have very little outside space. The funding will allow them to install colourful features like bouldering walls, activity tracks and ball hoops. The first building works are getting underway during summer 2014.
- 2.33 Through investment in a new and innovative pilot programme, a cadre of 120 specialist PE and sport primary teachers are currently in training and will start work in September 2014, delivering specialist teaching and leading PE and sport in their local area. On 2 July 2014, Edward Timpson MP, the Department for Education Minister with responsibility for school sport, announced that the Specialist Primary PE Initial Teacher Training programme had been extended for a second year. A further 120 trainees are due to start training in 2014/15.
- 2.34 The specialist course has been developed by three Teaching Schools in conjunction with national sports bodies and will be shared system-wide to encourage new providers from 2015/16.

### Case Study: Pamela Lowe, Trainee Primary PE Specialist at Ashton on Mersey Teaching School

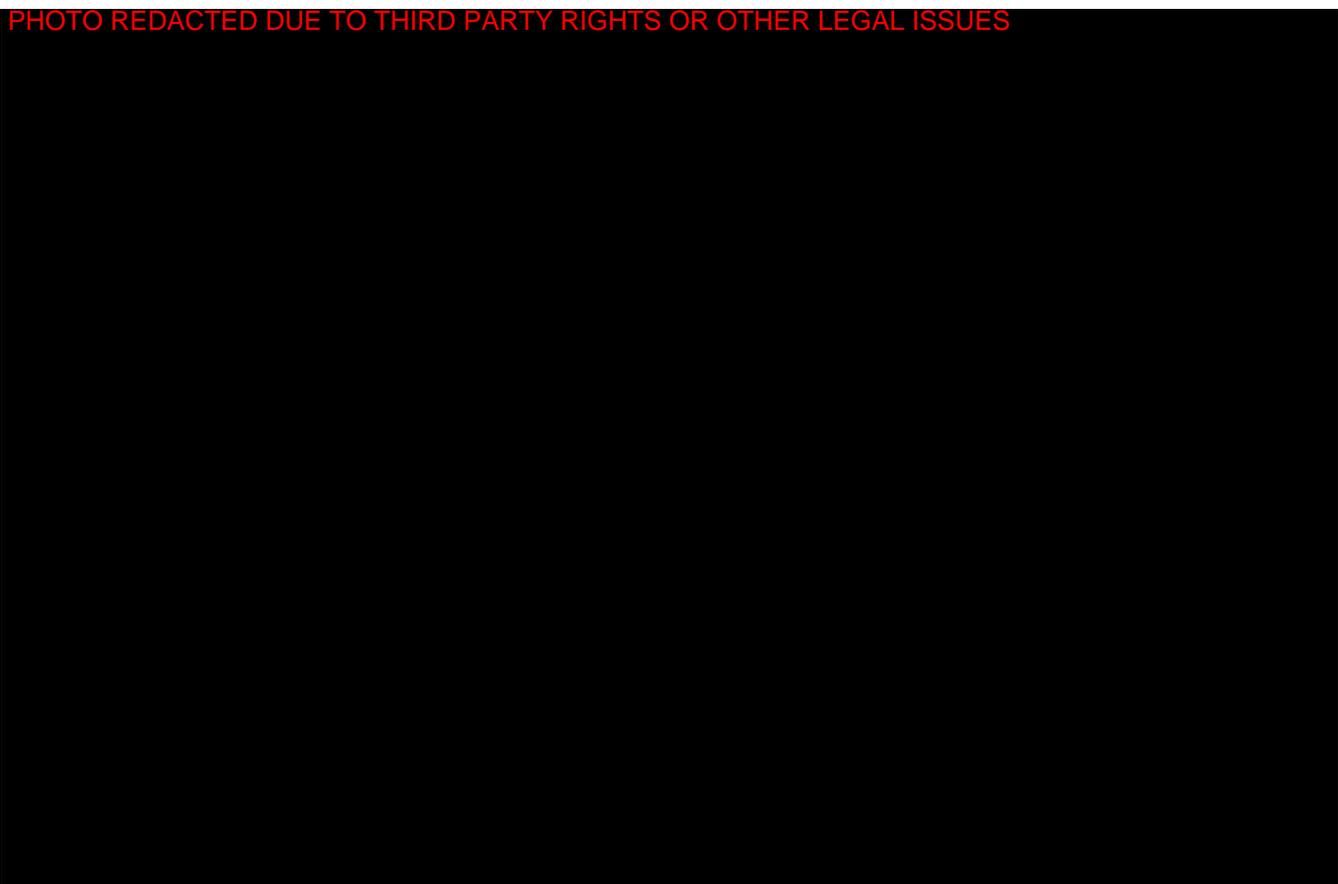
"Teaching can be challenging but an extremely rewarding career. Through dedication and commitment teachers can have a lasting impact on the learning and development of a child's educational experience. This course is a fantastic route into teaching for anyone who wants to combine their passion for PE and primary school teaching. The summer school was an intense training programme which gave so many ideas."

## Disability sport legacy

2.35 Sport England is committed to making sport a practical choice for disabled people and is investing over £170m between 2013 and 2017 to do this. Its Inclusive Sport Fund has invested £18.2m of National Lottery money in 88 projects which have the right expertise, partnerships and links to the disability sector to get more disabled people playing sport. The £7m fund for a second round of investment was announced on the anniversary of the London 2012 Paralympic Games Opening Ceremony (29 August 2013).

2.36 In October 2013 Sport England announced a new “Get Equipped Fund”, to invest £1.15m of National Lottery funding specialist equipment to deliver sport to disabled people. Building on the success of the London 2012 Paralympic Games, this funding is helping to make sport a practical choice for many more disabled people inspired by the Games. In February 2014 Sport England announced that funding had been awarded to 141 community sports clubs, who were able to apply for up to £10,000 to purchase sports equipment designed to support the delivery of sport for disabled people.

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Choices 4 U, an Inclusive Sport awardee

2.37 The Department for Education continues to support Project Ability, a bespoke project within the School Games designed to increase the participation levels of young disabled people in sport and to increase the expertise of the teachers and professionals around them by funding 49 regional school hubs. In March 2014, a grant of £300,000 was extended for a further year until March 2015. Over the past year nearly 1,700 members of the school workforce have attended events to improve their inclusive practice and knowledge to engage young disabled people in PE and school sport.

## International development

2.38 The International Inspiration Programme (IIP), established in 2009 to reach young people around the world to inspire them to choose sport, has concluded the delivery of its programmes in all 20 countries and a final evaluation report has been produced by the programme's independent evaluators, Ecorys. On 1 July 2014, London 2012's international legacy charity, International Inspiration (IN), announced the key achievements of the IIP:

- 55 government policies, strategies or legislative changes on sport and Physical Education (PE) were influenced across 19 countries
- More than 256,000 practitioners were trained to organise, manage, deliver, monitor and evaluate high quality and inclusive PE, sport, sport for development and play activities
- Over 18.7 million children and young people of all abilities were regularly engaged in sport and PE and over 6.3 million children and young people were directly or indirectly reached through the programme.

2.39 The programme contributed to positive change, contributing to wider benefits for children and young people, including healthier lifestyles, increased engagement in education, personal development and social inclusion. Going forward, the IN charity and partners are committed to building upon the achievements and lessons learnt, and continuing to use sport as a tool for social change, while ensuring that a sustainable funding strategy is in place.

## Sports legacy in London

2.40 The Games cemented London's reputation as a global host city of **major sporting events** and London currently sits atop the rankings of the three major independent indices as the world's leading destination for sporting events. In addition, London was recently awarded the 'Ultimate Sports City 2014' accolade for the second consecutive year by SportsBusiness International.

2.41 London has an unparalleled range of world-class facilities and, in addition to an exciting annual calendar of world-class sport, London has already secured a number of notable major championships, including the Tour de France Stage 3 in 2014; the 2015 Rugby Union World Cup; the 2016 World Track Cycling Championships; the 2017 IAAF and IPC World Athletics Championships; and the 2018 Women's Hockey World Cup.

2.42 With bids for a range of further international events in the pipeline, along with the recent publication of the Mayor's major sports events framework 'London: Home of World-Class Sport', London is aiming to build on its growing international sporting reputation.

2.43 The Mayor has continued to support his **Sports Legacy Programme** with £15.5m investment for Phase 1 projects, which ended in March 2013, with over £25m of match funding. Achievements include:

- 77 community sports facilities have been built or refurbished, increasing capacity by more than 69,000 users per week;
- over 13,000 people have been trained as coaches, volunteers or officials – with 200,000 volunteer hours pledged to community sports throughout London; and
- hundreds of grassroots participation projects have been supported, providing participation opportunities for more than 330,000 Londoners.

- 2.44 Phase 2 of the Programme is now underway and will see a total of £7m invested in London's grassroots sporting infrastructure over the coming three years. It is anticipated that a further 32 facilities will begin their upgrades during the course of 2014/15 and that this phase will engage with in excess of 30,000 Londoners.
- 2.45 The Mayor's **FreeSport** programme is set to open a summer funding round in 2014/15. This will give up to 8,000 Londoners the opportunity to try a new sport or go back to one they used to enjoy.
- 2.46 To date, more than 22,000 Londoners have also been taught to swim – in temporary pools at 24 locations – through the Mayor's **Make a Splash** initiative. A further three pools are set to be deployed across London over the course of the next year.

## Reporting on Sports Legacy

- 2.47 The Minister for Sport and Tourism continues to report on a quarterly basis to Parliament against progress on sports legacy ambitions, first published in a Ten Point Plan in September 2012.
- 2.48 The Ten Point Plan covers elite sport; world-class facilities; major sports events; community sport; the strategy for youth and community sports; the work of the charity 'Join In' to drive community sport volunteering; the School Games; physical education and school sport; disability sport and international development.

# Chapter 3:

## Regeneration of East London

### Long-term aims

3.1 The Games will support the regeneration of east London, whilst also securing social and economic benefits for the whole city. As set out in the Government and Mayor of London's long-term aims<sup>7</sup>, the aspiration is that by 2022:

- East London has become one of the most sought after places to live, work, visit and invest in the UK, and the ambition of 'convergence' between east London and the rest of the capital is on track to be achieved by 2030
- Queen Elizabeth Olympic Park is the centrepiece of an integrated, inclusive and accessible district of London including a new higher education and cultural quarter
- London continues to benefit from economic, tourism and cultural benefits derived from its position as one of the most diverse and dynamic capital cities in the world
- Londoners continue to benefit from the significant sporting, health and volunteering initiatives developed for the Games and sustained in legacy
- Transport investment has been bolstered through Crossrail and other infrastructure, as well as lessons learnt from the Games, embedded in city wide transport delivery
- The Paralympic legacy has ensured that high quality opportunities are available for disabled Londoners, including improved access to transport, work and leisure

### Headline achievements over the past year

- Transformation of Queen Elizabeth Olympic Park complete, parkland and venues re-opened and stadium conversion work underway
- More than 1 million people have visited Queen Elizabeth Olympic Park since it started to re-open in 2013, with iconic venues now open for community use
- Press and Broadcast Centre lease agreed with Here East to create a new digital and tech hub, with BT Sport already in place and broadcasting
- Planning approved for first 850 homes at Chobham Manor (100 per cent Lifetime Homes and 10 per cent accessible or adaptable in line with the London Plan), and developers shortlisted for the next 1,500 homes

<sup>7</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

- Government support for the London Legacy Development Corporation in developing their plans for new educational and cultural facilities in the Park, supported by the Victoria and Albert Museum and University College London
- Conversion of 2,800 homes in East Village from athlete to residential housing. More than 2,500 residents living in East Village
- 875 students attending the new Chobham Academy, opened in September 2013
- 2,700 people registered at the Sir Ludwig Guttmann Health and Wellbeing Centre, for residents of East Village and the surrounding community
- 25 acres of new parks and public space open for everyone at East Village

## Queen Elizabeth Olympic Park

- 3.2 2013 and 2014 saw Queen Elizabeth Olympic Park and its venues re-open to the public with diverse events, an accelerated programme for delivery of 1,500 homes, and the launch of a new vision for the creation of a centre for educational and cultural excellence to emulate the legacy of the Great Exhibition in South Kensington.
- 3.3 In July 2013, the north of the Park, Copper Box Arena, Timber Lodge Café, and Tumbling Bay playground were re-opened, converted to their legacy configuration a year after the Opening Ceremony of the London 2012 Olympic and Paralympic Games. The re-opening was the centre-piece of a programme of events stretching through the summer. More than 700,000 people visited the park to see world-class athletics returning to the Stadium for the Anniversary Games, to watch Jay Z, Mumford and Sons, Bruce Springsteen and Justin Timberlake performing, and to join in the Electric Daisy Carnival, Open East Festival, Lollibop, Ride London and National Paralympic Day.
- 3.4 Meanwhile, work continued on the legacy transformation of the south of the Park, the construction of a visitor centre alongside the ArcelorMittal Orbit, and the London Aquatics Centre, all of which had re-opened by April 2014. The Lee Valley Velopark and Lee Valley Hockey and Tennis Centre in the north of the Park also re-opened to the public.
- 3.5 Following announcement of the legacy use of the Stadium in 2012, planning permission was received for transformation works, and work started on the seating, roof and spectator facilities. The Stadium will host Rugby World Cup games in autumn 2015, and will re-open permanently from summer 2016.

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Queen Elizabeth Olympic Park

- 3.6 The Park is increasingly being used for major events such as the Invictus Games, presented by Jaguar Land Rover, an international sporting event for wounded, injured and sick service personnel. The Games, championed by Prince Harry, will be held in London from 10-14 September 2014 and will see more than 300 wounded, injured and sick servicemen and women, serving and veteran, competing in Queen Elizabeth Olympic Park and the Lee Valley Athletics Centre.
- 3.7 The Legacy Corporation signed a lease with Here East (formerly iCITY), to operate the Press and Broadcast Centres as a new hub for digital and tech businesses. Their first tenants, BT Sport, began broadcasting two new sports channels in August 2013. Other confirmed tenants include Loughborough University, Infinity Data Centre, Hackney Community College and Wayne McGregor/Random Dance. Conversion and fit-out works are underway, and the buildings will be occupied from 2015.

### Case Study: Here East

Here East, the former Press and Broadcast Centres, is located at the heart of Queen Elizabeth Olympic Park. It is a dedicated place where small, entrepreneurial businesses looking to scale-up, co-exist with established companies seeking to become more entrepreneurial.

The development builds on the creative and entrepreneurial heritage of Hackney Wick to provide over one million square feet of dedicated and versatile spaces for creative and digital companies. It combines unparalleled infrastructure with a unique environment to facilitate collaboration and the exchange of ideas, including shared workspaces, public areas, a landscaped canal side and artisanal cafes, shops and restaurants.

Here East will create over 7,500 jobs, including 5,300 directly on-site and a further 2,200 in the local community. BT Sport is already operational and has been broadcasting live from Here East since August 2013.

Education is at the heart of Here East, with Hackney Community College delivering the UK's first digital apprenticeship and training the talent of the future. The college will work closely with Loughborough University who will create a multi-disciplinary postgraduate teaching, research and enterprise facility at Here East. The development will be underpinned by one of the largest and most efficient data centres in Europe, delivered by Infinity SDC.

Commercial spaces of all sizes are available at low cost for companies both large and small looking to take advantage of the unique infrastructure and location, with incubator and accelerator space for start-ups to grow and succeed. Here East is being developed by iCITY, a joint venture between Delancey, a specialist real estate investment and advisory company, and Infinity SDC, the UK's leading data centre operator. Construction is beginning in the summer of 2014, with Loughborough University, Hackney Community College and Infinity SDC moving in from 2015, and the entire Here East cluster fully operational by 2018.

- 3.8 The Legacy Corporation also launched the EcHo timebanking project, which enables its members to trade the skills, services or resources they have for those they need, by the hour. Arts and Culture projects included the appointment of London's first ever Young Poet Laureate. The Legacy Corporation has also appointed an operator to develop a programme of interim uses to bring life to the main routes into the Park, and to sites which are being held for future development.

### Case study: Echo

Echo is a newly formed Community Interest Company (CiC), supported and funded by the London Legacy Development Corporation and Nesta.

Echo is shorthand for Economy of Hours – a marketplace using time rather than money. Echo members trade the skills, services or resources they have and buy in those that they need, using a currency called Echoes; 1 hour = 1 Echo via the online trading platform.

Echo brings together local people and local organisations to create a community-wide Economy of Hours where the more members put in, the more they get back. Membership supports organisations from small start-ups to sizeable corporates and helps them to unlock latent capacity and buy in support. Echo is also supporting the development of community time exchange projects, including Bromley By Bow Centre, thereby strengthening community cohesion and resilience.

The Legacy Corporation is not only supporting Echo's development but walking the walk through Echo membership. The Corporation sees Echo as an innovative tool to strengthen local economies, jump-start community development and make the link between dynamic regeneration and the emerging sharing economy.

At June 2014 Echo has 450 organisational members trading about 250 hours per month. Since launching in 2013 well over 2,000 hours have been traded.

### Creation of a new cultural and educational quarter in east London

- 3.9 The Mayor and the Chancellor, together with the London Legacy Development Corporation, announced in December 2013 an agreement to work together on ambitious plans that would potentially see two world class institutions – University College London (UCL) and Victoria and Albert Museum (V&A) – build new sites adjacent to the Stratford waterfront, on land between the Stadium and Stratford station.
- 3.10 The Mayor's vision for the creation of a new cultural and educational quarter in east London takes its inspiration from the achievements of Prince Albert, who used the proceeds of the 1851 Great Exhibition to create 'Albertopolis' – the 86 acre site around Exhibition Road in South Kensington that is today considered one of the world's pre-eminent scientific, educational, artistic and cultural hubs. The partners' vision is that UCL and V&A will form the pillars of a dynamic new hub for 21st century London, attracting further prestigious institutions and businesses to the site to foster collaboration and innovation. As well as creating new visitor attractions, it will seek to attract knowledge-based industries to the Stratford site, linking to Tech City, Here East and beyond.

## New neighbourhoods for London

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East Village, Stratford

### East Village

- 3.11 Following the end of the Olympic and Paralympic Games, the Olympic Delivery Authority (ODA) started the process of transforming the Olympic Village from temporary accommodation for athletes into East Village, a brand new London neighbourhood complete with 2,818 homes, a school, health centre, a new road network, parks, open spaces and a wetlands area. All of the homes are Lifetime Homes and just under ten per cent have been specifically adapted for disabled people.
- 3.12 The work to transform the former Olympic Village into East Village involved installing kitchens in all 2,818 apartments and townhouses, removing temporary partitions used to create extra bedrooms for athletes, installing new carpet and timber flooring in the homes, painting and decorating, and plumbing and electrical work in every home.
- 3.13 Due to the scale of the project and scope of work to be completed, East Village was handed over on a phased basis once entire plots of up to around 300 homes were complete. Residents were able to start moving in as soon as the first plot was completed in November 2013, while work continued on other parts of the site. By July 2014 all eleven residential plots on the Village had been completed by the ODA and handed over to the purchasers – Get Living London and Triathlon.
- 3.14 The 1,379 affordable homes in East Village, to be leased and managed by Triathlon Homes, are providing vital housing for people on low to middle incomes. They include homes available for purchase on a shared ownership basis, social, and intermediate rented homes.
- 3.15 The shared ownership and intermediate rent homes are advertised on the First Steps portal which has received over 2,000 expressions of interest to date. All of the shared ownership homes have been reserved and a small number of intermediate rent homes are available.

- 3.16 The 68 social rent homes that were allocated to the GLA Housing Moves Scheme have also been very successful with interest from a wide range of London boroughs. Pre-allocation of these homes commenced in late 2012 and has resulted in the vast majority of residents having already moved in.
- 3.17 There are also 1,439 homes available for private rent through Get Living London, providing high quality new homes for the private sector rental market.
- 3.18 In February 2014, East Village was recognised as the ‘Best New Place to Live’ at the London Planning Awards. In May 2014 it was named ‘development of the year’ at the 2014 RESI Awards, organised in partnership with the British Property Federation and real estate firm IPD, which celebrate excellence in residential property.

### Community facilities

- 3.19 New residents are now benefiting from high quality homes complemented by world-class community facilities and public areas.
- 3.20 The new Chobham Academy, an all-ages school which will eventually have 2,000 students enrolled, opened in the autumn 2013. The Academy specialises in English and the performing arts and has state-of-the-art facilities, including a performance theatre, art studios and top-class sports facilities. The adjoining Little Bears nursery offers an all-day service with 80 places for babies, toddlers and young children.

- 3.21 Nearby, the Sir Ludwig Guttmann Health and Wellbeing Centre, which was the Athletes Polyclinic during London 2012, now serves residents of East Village and the wider local community, with 2,700 people currently registered.

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- 3.22 In addition to housing and community facilities, 25 acres of new parks and open space have been created within East Village and are now open for both residents and visitors to enjoy.

Chobham Academy, East Village (Photo: ODA)

- This includes Victory Park, Mirabelle Gardens and a large wetland area that links to the Queen Elizabeth Olympic Park wetland bowl.
- 3.23 The ODA also finished a programme of infrastructure work, including the installation of bus stops, 276 benches, hundreds of bike storage units and the completion and adoption of a brand new road network.

### Future developments

- 3.24 Plans for the first phase of Legacy Communities Scheme housing, at Chobham Manor in the heart of Queen Elizabeth Olympic Park, have been prepared and approved, and work has begun on site following the removal of temporary Games-time venues. The Scheme will create up to 850 homes, with 75 per cent designed as family housing.
- 3.25 The second phase of delivery – up to 1,500 homes at East Wick and Sweetwater in the west of the Park – will now be accelerated to bring these properties to market from 2016, six years ahead of the originally proposed phasing. Half of the private housing in this phase will be rented rather than sold.

3.26 Beyond the Park boundary, planning work has continued at Hackney Wick, and funding has been secured from the London Enterprise Panel to improve access from Hackney Wick Station to the Park. South of the Park, funding from the GLA's Big Green fund has supported continued work on the Leaway, the series of projects along the River Lea that will connect Queen Elizabeth Olympic Park to the Royal Docks, the Emirates Airline and the River Thames, with a series of continuous landscaped walking and cycling routes.

## Park workforce & equalities

- 3.27 The Legacy Corporation continues to use its procurement process to select contractors and operators who demonstrate a strong commitment to delivering benefits for priority groups including BAME (Black and Minority Ethnic), women, previously unemployed and disabled people. The Legacy Corporation will continue to work with contractors, operators and developers once in contract to establish pathways for local people and underrepresented groups into jobs. They have supported recruitment drives through local job brokerages that support local people including those from diverse backgrounds into job and apprenticeship opportunities.
- 3.28 London Legacy Development Corporation is playing an increasingly important role in the development of the tech industry in developing its 'Smart Park Plan', working with the Smart London Board to launch the first Smart London Innovation Network on Queen Elizabeth Olympic Park later this year (which will pilot and demonstrate new smart technologies that will support London's future growth). They have also secured the Maker Faire festival for London in 2015 (an all-ages gathering of tech enthusiasts to take place in summer 2015 on Queen Elizabeth Olympic Park. Over 75,000 people are expected to attend).

## Convergence

- 3.29 The GLA, Legacy Corporation and Transport for London (the "GLA family") have continued to work with the east London boroughs that hosted the Games (the 'Growth Boroughs') towards the convergence ambition, that "within 20 years the communities who host the 2012 Games will have the same social and economic chances as their neighbours across London".
- 3.30 Most convergence indicators have continued to improve, although in some cases other parts of London have improved at a higher rate. For example, whilst the employment rate in the 'Growth Boroughs' has improved for all (from 63.4% in 2010, to 64.9% in 2013<sup>8</sup>) faster improvement in London as a whole has increased the gap between the 'Growth Boroughs' and the London average between 2012 and 2013. Results for educational attainment at Key Stage 2 are improving at a faster rate in the 'Growth Boroughs' than in the rest of London<sup>9</sup>. Life expectancy and cancer mortality rates in the 'Growth Boroughs' have also improved, and mortality from circulatory diseases has fallen faster among women in the 'Growth Boroughs' narrowing the gap to London overall, whilst the figures for men have kept pace with the falls seen in London.
- 3.31 The east London 'Growth Boroughs' have identified employment and skills, and transport, as their priorities for the next phase of convergence, and are working with the GLA family to design programmes and agree partnership arrangements.

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<sup>8</sup> Annual Population Survey

<sup>9</sup> DfE Key Stage 2 results 2011, 2012, 2013.

3.32 The Mayor has supported employment aspects of the convergence ambition through the 2012 Employment and Skills Legacy Programme, which focussed on east London and has supported almost 4,000 long-term unemployed people into work.

3.33 The Mayor continues to support regeneration of east and southeast London through major regeneration projects on GLA land holdings at Canning Town, the Royal Docks, Barking Riverside and Greenwich Peninsula. These developments will deliver tens of thousands of new homes and jobs and significant commercial, retail, leisure, education and community amenities. In 2013-14, 3,997 affordable housing completions took place in the six east London 'Growth Boroughs', representing 45% of affordable housing completions across all of London.

## Transport legacy

3.34 Hosting the London 2012 Olympic and Paralympic Games provided a unique opportunity for transport in London. Investment was made and ways of working have changed to provide a transport legacy.

3.35 Following on from the £6.5 billion investment in the capital programme to improve transport capacity and reliability across the transport network prior to the Games, there has been continued investment in the transport system, which will in turn continue to help address convergence, regeneration and deprivation across the east London 'Growth Boroughs' and London as a whole. This infrastructure includes:

- Enhancements to the Lee Valley rail corridor, enabling a much-enhanced inner suburban, outer suburban and Stansted airport service along the West Anglia Main Line and from Tottenham to Angel Road
- Double tracking of the Docklands Light Railway network between Stratford and Bow Church to improve reliability and recovery from delay, to allow an increase in frequency
- A new and improved DLR station at Pudding Mill Lane, which opened in April 2014. With the largest capacity on the DLR network the station will provide excellent access for people travelling to new entertainment venues in the area and to Queen Elizabeth Olympic Park
- Increased investment in cycling across the capital as part of the Mayor's Cycling Vision, including new and extended cycle networks and Barclays Cycle Superhighways serving east and southeast London.

3.36 Transport for London (TfL) continues to work with the Legacy Corporation and the 'Growth Boroughs' to ensure improvements support sustained increases in walking and cycling in the future. Furthermore, Queen Elizabeth Olympic Park and its surroundings now benefit from an enhanced bus network as new services have been introduced to support the continued growth of this area.

3.37 The use of the River Thames during the Games provided a new impetus to consider how it could best be used. The River Action Plan, published in February 2014, included a host of measures to increase the number of river passengers to 12 million by 2020, and figures from 2013 already show very positive signs as passenger numbers increased to 8.5 million.

3.38 TfL developed successful new ways of working with the freight industry during the Games and this led to the publication of 'Delivering a Road Freight Legacy' (September 2013), which focused on how TfL and partners could work together and included the development of a longer-term freight plan for the capital.

- 3.39 Lessons learnt from the Games' Travel Demand Management (TDM) programme, which helped transport networks operate efficiently by encouraging people and businesses to change the way they travelled during the Games, are also being applied to a variety of large events, major periods of upgrade works and day-to-day hotspots where demand regularly exceeds capacity. Examples include Prudential RideLondon and events at Queen Elizabeth Olympic Park during the summer of 2013. A range of communication methods to notify users of congested parts of the transport network to enable them to make more efficient journey choices has been developed and was employed during the Tour de France 2014 stage in east London. A TDM Board for London has also been established to broker and support effective concerted action around major upgrade works, for example through the coordinated activity around the redevelopment of London Bridge rail station by the transport industry.
- 3.40 Building on the experience of the Games, TfL established a Strategic Coordination Unit (SCU) to ensure that there is always a co-ordinated strategic overview of 'business as usual' operations and a co-ordinated response to major incidents. The SCU is responsible for integrated event planning for all major events in the capital. As part of this, a permanent Event Liaison facility has been developed to help support London Boroughs, agencies and event organisers during major planned events ensuring speedy and accurate provision of information and integrated operations. So far this has successfully been used for the 2013 and 2014 Virgin London Marathon, Bupa Westminster Mile and Bupa London 10,000m events, Prudential RideLondon and events at Queen Elizabeth Olympic Park.
- 3.41 TfL office staff continue to support an exceptional customer experience as Travel Ambassadors, following their success during the Games, and have been used to support busy major London events throughout 2013 and 2014, including Christmas and New Year celebrations.

# Chapter 4:

## Economic Growth

### Long-term aims

- 4.1 The UK aims to fully exploit the opportunities for economic growth offered by delivering a successful Games with a focus on trade, investment and tourism. Over the next decade the aspiration is that by 2022:
- UK expertise continues to capitalise on the successful delivery of 2012, and subsequent events, to win supply opportunities in major international projects including major sporting events
  - UK capability continues to be showcased to fellow hosting and bid nations and supply chain opportunities for UK companies
  - Delivering successful UK major events continues to enhance the UK's reputation and act as a showcase for UK expertise
  - SMEs continue to see an increase in capability and confidence. The Games was a great example of UK business at its best. SMEs were a key part of this and consistent with the theme of inspiring a new generation
  - The successful delivery of 2012, and subsequent events, continues to enhance the UK as an investment destination
  - An improved perception of Britain overseas as an inspirational, innovative and relevant destination
  - The economic benefits of tourism continue to be maximized across the UK with an aim by 2020 of 40 million overseas visitors a year, spending £31.3bn a year (in real terms)

### Headline achievements

- Four year target of £11bn of economic benefits surpassed only fourteen months after the Games finished, with benefits at £14.2bn and rising
- London & Partners has created 3,418 jobs from 34 investment projects as a result of the Mayor's Games Time Hospitality programme
- London saw an increase of 1.3 million international visitors in 2013, smashing previous visitor numbers and making it one of the most popular visitor destinations in the world
- 6% increase in international visits to the UK during 2013 and a 13% increase in visitor spend compared to 2012

## Trade and investment

- 4.2 UK Trade & Investment (UKTI) works with UK-based businesses to ensure their success in exporting to international markets and to encourage the best overseas companies to look to the UK as their global partner of choice.
- 4.3 UKTI was tasked with delivering a UK wide economic legacy from the London 2012 Games in terms of growing exports and attracting investment, with an overall target of £11bn of benefit to the UK economy over four years (2012-2016).
- 4.4 A seven year programme (2007 to present day), which included the British Business Embassy at Lancaster House during the Games, the Host2Host Programme to maximise opportunities to work with hosts of other major sporting events, and various other elements delivered the £11bn target within fourteen months of the Games finishing. Economic trade and investment benefits from the London 2012 Games currently stand at £14.2bn, which includes:
- £5.9bn of additional sales by UK companies as a result of UKTI activity, including British Business Embassy programme at Lancaster House and related events
  - £3.58bn of Olympic-related High Value Opportunities (HVO) won overseas
  - £4.72bn of additional foreign direct investment into the UK, with 55% of the projects outside London.
- 4.5 British business, supported by the Government, London & Partners and other regional partners, is working hard to maximise the impact of the Games. Although the glow from the London 2012 Olympic and Paralympic Games may inevitably start to fade, the economic impact will continue to be felt.
- 4.6 UKTI and the Devolved Administrations have worked closely to profile companies which supplied the Games and ensure that 'set piece' events (the British Business Embassy and the business programme during the 2014 Commonwealth Games) open and are populated by companies from across the whole of the UK.
- 4.7 Following the Games, UKTI has undertaken an extensive UK and international Olympic and Paralympic legacy programme. This is aimed at maximising the UK's unique selling point of delivering and hosting a successful Olympic and Paralympic Games on time and on budget, showcasing UK expertise to the world in promoting exports and delivering growth to the economy.

## GREAT Britain campaign

- 4.8 A key tool in the generation of economic benefit during and after the Games is the GREAT campaign. This was launched in 2012 to capitalise on the global attention around the Olympics and Paralympics and make the most of the economic legacy.
- 4.9 The campaign unites the UK's international promotion efforts under one brand to deliver significant and long-term increases in trade, tourism, education and inward investment in support of the Government's prosperity and growth agenda.
- 4.10 The campaign is currently active in over 144 countries. Key markets for 2013-15 with additional GREAT funding for trade and investment activity include Brazil, India, China, Hong Kong, Turkey, Indonesia, South Korea, Mexico, Indonesia and eastern Europe.
- 4.11 Evaluation of available results across all campaign partners shows that GREAT continues to make a significant economic and reputational impact, with measurable returns to date significantly exceeding the cost of the campaign. GREAT has secured an

economic return of over £500m from its first year of activities and is currently projected to deliver a further estimated £600m–£800m from 2013/14 funding.

## Delivering major events and contracts

4.12 A key element of maximising the economic legacy of the Games has been helping British companies to win some of the high value opportunities (HVOs) that exist in today's global marketplace. The successful hosting of the Olympics has boosted the UK's reputation for delivery of large-scale projects. The markets and trade opportunities, where the success of the Games has made an impact, cut across sectors and the globe.

## Global sports HVOs

4.13 Over the last year UKTI has continued to actively target the hosts of future major sports events. Sports-focussed trade missions have been taken to Brazil, Qatar and South Korea, and further programmes arranged for visiting delegations relating to Rio 2016, Russia 2018, Qatar 2022, Libya (2017 African Cup of Nations), and Lima 2019 Pan American Games, to see first-hand the transformation of Queen Elizabeth Olympic Park and to meet potential UK suppliers. Results include:

- 60 UK companies successful in securing contracts for the Sochi 2014 Winter Olympics.
- £150m of business already won by around 40 UK companies from the Brazil 2014 World Cup and Rio 2016 Olympic and Paralympic Games.

4.14 The latest of UKTI's Host2Host agreements with future hosts of sporting events was signed with Japan on 2 May 2014 during a visit to Queen Elizabeth Olympic Park by the Japanese Prime Minister. The agreement will help the sharing of the UK's experience in hosting events and facilitate trade connections, focussing on Japan's hosting of both the Rugby World Cup in 2019 and the Olympic and Paralympic Games in 2020.

4.15 UKTI has continued to explore the opportunities that major events provide to showcase UK expertise, building on the success of the British Business Embassy held during London 2012. At the Sochi Winter Olympics in February 2014 UKTI ran a sports-focussed business breakfast and connected UK companies to key international guests. During the Paralympics UKTI sponsored an official International Paralympic Committee (IPC) Academy reception creating a unique networking opportunity for invited UK companies to meet organisers from future host cities of major sports events who were part of the official Sochi 2014 IPC Observer Programme. During the FIFA 2014 World Cup in Brazil a series of business focussed events took place in Rio and Sao Paulo where the GREAT Britain House sat within the British Business Centre. This dynamic space was tailored to World Cup activity and equipped with business facilities, match screening rooms and a month-long exhibition dedicated to UK innovation.

## Infrastructure, energy and security HVOs

4.16 UKTI has targeted global infrastructure opportunities such as: the Delhi-Mumbai industrial corridor; the Qatari Rail Network, where UK companies have enjoyed more than £50m of business wins in the last year (with more business expected in the coming months); hosting security seminars and visits for relevant Brazilian authorities; and helping UK energy companies win £500m of business around Nigerian oil and gas opportunities and £450 million of business related to the Brazilian 'pre salt' oil reserves.

4.17 In July 2014 a British Business House will also be operational in Glasgow during the Commonwealth Games. Preceded by a Commonwealth Games Business Conference, the Business House will provide a focal point for UKTI's business activity supporting Government business priorities and offering a forum for business leaders from the UK and the Commonwealth to meet, strengthen relationships and explore business opportunities.

## Inward investment

4.18 The UK has not only retained its position as the number one European location for foreign direct investment (FDI), but has increased its global market share since the London 2012 Games. There has been a total of £4.72bn of additional inward investment into the UK influenced by the Games, much of which has come from emerging high-growth countries and 55% of projects were outside London. This is all the more impressive given that global FDI flows declined by 18%. The UK has bucked the global trend and retained the confidence of international investors.

4.19 In total 38,970 additional jobs have been created since the Games by FDI influenced by UKTI activity, over half of which were outside London and the South East.

### Case study: Arena Group

International event rental company Arena Group specialises in overlay design and management, and the provision of temporary event equipment including structures, seating and interior products. The London 2012 Olympic and Paralympic Games provided a catalyst for the company's exponential growth, after it worked across every venue, including the design, management and installation of the 15,000 capacity temporary beach volleyball stadium on Horse Guards Parade.

With the on-going support of UKTI, the company has used this success to secure contracts at the next generation of major sporting events. At the Sochi 2014 Winter Olympic and Paralympic Games, Arena Group provided over 130 bespoke scaffolding structures across the Coastal and Mountain clusters, to allow the global media to capture the winter sports in all their glory.

At the FIFA 2014 World Cup in Brazil, Arena Group worked with strategic partner FAST Engaharia to supply over 25,000 temporary seats, including 5,000 at the Arena Fonte Nova, and 20,000 at the Corinthians Stadium, where they were used as part of the largest ever temporary structures to be built in Brazil.

Arena Group has also become an Official Overlay and Temporary Structures Provider and Exclusive Temporary Seating Supplier for the Glasgow 2014 Commonwealth Games, where it will transform the Games venues with its temporary overlay, structures and seating products.

Joe O'Neill, Arena Group's international business development director, explained: "London 2012 was a game changer for Arena Group, giving us the catalyst to secure a £16.5m investment to purchase new equipment, which has since been used at events across the globe. Our ambition is to become the world's leading global event infrastructure and overlay provider, and we are certainly on our way to achieving this. UKTI has been there every step of the way offering guidance, support and all-important introductions to the new markets that we are now establishing ourselves in."

## Economic benefits in London

- 4.20 In 2013/14, London & Partners, the Mayor's promotion and economic development agency, generated £280m of Gross Value Added (GVA) for London's economy, created 4,407 jobs and supported a further 3,225 in London in total.
- 4.21 As a result of the Games Time Hospitality Programme, London & Partners has created 3,418 jobs from 34 investment projects in London, with a further 1,341 jobs in the pipeline. These successes include new investments from New York hotel chain Gansevoort, Chinese development bank Shanghai Pudong, and expansion by existing investors such as Infosys, Huawei, Salesforce, Gensler and Telehouse.
- 4.22 Since the Games, in conjunction with the Mayor's International Relations team, London & Partners have organised three trade missions for the Mayor and his deputies to India, the Middle East and China, where the Mayor and his team have confirmed significant investment projects. The GLA international team co-led the planning and implementation of the Mayoral trip to China in October 2013 with London & Partners, which attracted significant media coverage (an advertising value equivalent (AVE) of £9.7m over a two month period). The team engaged 273 chief executives and high net worth individuals, identifying a significant number of investment leads. Further overseas visits are planned for 2014/15.
- 4.23 Queen Elizabeth Olympic Park has hosted a number of senior delegations over the past year. In addition to the visit of the Japanese Prime Minister in May 2014 (see "Global sports HVOs"), the Park has played host to the Russia 2018 World Cup delegation in October 2013, the Northern Ireland Arts, Culture and Leisure Committee in December 2013 and the French Sports Minister in March 2014.

## Supplier Recognition Scheme

- 4.24 Suppliers to the London 2012 Olympic and Paralympic Games can champion their involvement through the government-funded Supplier Recognition Scheme, following a unique agreement between the British Olympic Association, the UK Government and the International Olympic Committee (IOC). The scheme provides firms that supplied the Games with a valuable set of recognition rights, free of charge, to help to promote their part in the success of the Games. Over 780 licences have been issued to date.

## International legacy

- 4.25 British Embassies and High Commissions overseas have played an important role in the international promotion of UK legacy since London 2012.
- 4.26 The main focus for international legacy centred around one year on activities in summer 2013, but the Foreign and Commonwealth Office (FCO) continues to look for opportunities to promote the three international legacy objectives to:
- Support UKTI to deliver economic growth
  - Build relations with future hosts and key emerging powers
  - Promote British values including human rights and the Paralympics.

## Case Study: Celebrating “one year on” overseas

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Marking one year on from the Games: a football team from the British High Commission take on the Jamaican National Team (The Reggae Boyz) in Kingston, Jamaica

The FCO’s Sporting Opportunities Unit coordinated an anniversary communication campaign for the overseas network, providing material and resources to promote the UK Government’s legacy announcements on increased numbers of people participating in sport and volunteering, and the economic success of the Games.

47 events took place across the UK’s overseas network with media coverage reaching over 197 million people globally. Highlights of a campaign that raised over £22,000 for local charities included:

- A ‘sightless walk’ in a popular area of Mexico where 80 blindfolded people raced with the help of guides from a leading disability non-governmental organisation
- Three days of disability-focussed activity in Saudi Arabia with UK Paralympic athlete Paula Craig speaking to 1800 people. Positive media coverage of disability sport reached a pan-Arab audience of 40 million
- The launch of an ‘Experiencing Differences’ project by the British Embassy in Brasilia with the National Paralympic Committee, to raise awareness of disability and values of tolerance. In one week, 450 children tried Paralympic sports in a specially designed pop-up sports arena
- ‘One Love’ charity events in Jamaica, which raised money for a local facility housing girls exposed to sexual abuse and abandonment. Events included a football match against the Jamaican Football Federation and a charity auction with items donated by Warren Weir, Yohan Blake, Usain Bolt and Shelly-Ann Fraser-Pryce

4.27 The FCO and its network of overseas posts, working closely with UKTI, continues to be active in exploiting commercial and soft power opportunities that have arisen from hosting a successful Games. In the last 12 months Lord Coe, in his capacity as the Prime Minister’s Olympic and Paralympic Legacy Ambassador, has attended events in Rome and Tallinn focussing on promotion and inclusion in disability sport, and in March 2014 he led a UKTI Global Sports Mission to Seoul.

4.28 Hugh Robertson, FCO Minister of State responsible for Legacy until July 2014, has also been involved in international legacy work most recently with visits to Morocco and Japan.

## Tourism

### National tourism

- 4.29 The benefits to tourism for both the UK and London remain a key legacy objective. The aim over four years is to generate an extra 4.7 million visitors to the UK and raise an extra £2.3bn of tourism spend from international tourist visitors. VisitBritain remain on track to meet these targets. In the longer term, VisitBritain's strategy is aiming for 40 million overseas visitors by 2020, spending £31.5bn and supporting an additional 200,000 jobs across the country.
- 4.30 During 2013 VisitBritain reported a 6% increase in international visits and a 13% increase in visitor spend compared to 2012. Inbound tourism is delivering economic benefits right across Britain. The value of inbound tourism grew by 20% to Scotland in 2013 compared to 2012, and by 15% to the regions of England, in comparison to an increase of 12% in visitor spend in London. Wales also saw both visits and visitor spend increase in 2013, and also saw the highest percentage increase in 2013 in holiday visits and holiday visit spend (13% and 27%, respectively) of any part of the UK compared to the previous year.
- 4.31 However it is recognised that the regional picture across England and the rest of the UK is variable, and work continues to maximise the opportunities for the whole of the UK. VisitEngland is now undertaking a third wave of GREAT Britain promotions. The results of the second wave of "Holidays at Home are GREAT" are now in and build the total incremental spend to £380m, in line with the expected Return On Investment.
- 4.32 VisitScotland, Scotland's National Tourism Organisation, is running an extensive marketing and promotion campaign, Brilliant Moments, promoting the Glasgow Commonwealth Games in July 2014, and the Ryder Cup at Gleneagles in September 2014. In addition to these two major sporting events the country is celebrating another year of Homecoming with an events programme comprising almost 900 events, providing even more reasons for people to visit Scotland in 2014 and extend their stay.
- 4.33 In Wales the NATO summit in September 2014 will be one of the largest international summits ever hosted in the UK and provides an opportunity to highlight what Wales has to offer to the international community. Wales also continues to build on the major events hosting legacy arising out of their contribution to the hosting of the London 2012 Olympic and Paralympic Games, specifically:
- The Gemau Cymru event, which takes place in sports venues across Cardiff once again in 2014. An Olympic legacy event, it will give young people in Wales an opportunity to compete in a multi-sport event at a national level
  - Wales continues to bid for, and win, additional high profile international sporting events with Wales' successful bid to host the World Half Marathon in 2016 being an example
  - The successful Welsh Government-supported bid by University of Wales Swansea to the International Paralympic Committee to host the 2014 IPC Athletics European Championships drew upon the success of that venue in hosting Paralympic pre-Games training camps in 2012
  - Wales' ambitions remain high and are currently supporting the Football Association of Wales in their bid to UEFA to host part of the 2020 Euros.

- 4.34 For 2014, VisitBritain forecast that there will be a 2.5% increase in inbound visits to the UK, with a 4.2% increase in spend. 2014 has started promisingly. From January to April 2014, the growth trends in visits and spending by overseas visitors continued. Visitor spend for this four month period totalled £5.6bn, a 7% increase on the visitor spend recorded in January to April 2013. Furthermore, 8% more visitors came to Britain from January to April 2014 (totalling 9.9 million) than in the equivalent period of 2013. Holiday visits were a particular growth area, up by 18% across the whole of Britain for January-April 2014 compared to January to April 2013.
- 4.35 Hosting a successful Olympic and Paralympic Games has changed the world's perceptions of Britain. 75% of respondents to the Anholt-GfK Nation Brands Index agreed that they wanted to see more of Britain than just London and 70% agreeing that Britain has great countryside. Britain's image as measured by the Index is very positive, with a rank (out of the 50 nations) of 3rd overall and 4th for tourism in 2013. Furthermore, the welcome given to visitors from overseas is an area in which Britain's ranking has improved considerably, up three places from 13th in 2012 to 10th in 2013 – the first time Britain has entered the top ten.

### **GREAT Britain campaign and tourism**

- 4.36 VisitBritain has actively used GREAT as the brand to maintain and convert international interest in the UK following the profile raised by the London 2012 Olympic and Paralympic Games, and has achieved this in partnership with the nations' tourism organisations. These activities have had a significant and positive competitive impact, with Britain's global effectiveness in attracting tourists through marketing campaigns having improved by 22 places from 43rd in the world in 2011 to 21st by 2013<sup>10</sup>.

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Football goalkeeper at Stonehenge ©VisitBritain/Richard Allen

- 4.37 VisitBritain's strategic objectives for GREAT in 2014/15 are to attract an additional 420,000 international visitors to the UK, leading to an estimated expenditure of £265m and the creation of 5,000 new jobs.

<sup>10</sup> World Economic Forum Travel and Tourism Competitiveness Report 2013, <http://reports.weforum.org/travel-and-tourism-competitiveness-report-2013/#section=5th-pillar-prioritization-of-travel-tourism>

4.38 VisitEngland's strategic objectives for GREAT in 2014/15 are to increase the number of domestic vacations taken by UK citizens, leading to estimated income of £80m and generating 1,500 direct and indirect jobs.

### London tourism

4.39 London welcomed 16.8 million international visitors in 2013, making the city one of the most popular visitor destinations in the world. These visitor numbers represented an increase of 1.3 million visits from overseas and smashed all previous records. These international visitors were joined by a further 12.3 million domestic visitors, together spending over £14bn. Tourists from around the globe have flocked to the city to attend world class exhibitions, visit theatres, galleries, royal palaces and historical sites and sample London's huge range of restaurants, bars and attractions.

4.40 Many leading institutions, including the British Museum, Natural History Museum and National Gallery, experienced large increases in visitor numbers during 2013. The British Museum, boosted by exhibitions such as 'Life and death in Pompeii and Herculaneum', was the most popular attraction with over 6.7 million visitors – making it the museum's most successful year on record.

4.41 London & Partners' leisure tourism team carries out a broad range of marketing and promotional activities designed to boost visitor numbers and spending in London including managing [www.visitlondon.com](http://www.visitlondon.com), working with the travel trade and managing international marketing campaigns to promote the city. In 2013-14, this activity generated £118m of gross value added (GVA) for London's economy and supported 2,115 jobs. To help capitalise on the opportunity presented by the Games, London & Partners ran a marketing campaign called "London: Now See It For Yourself" designed to convert viewers into visitors. This campaign alone generated over £5m of GVA, returning almost £8 for every £1 invested.

# Chapter 5:

## Bringing Communities Together

### Long-term aims

- 5.1 The Games provided an opportunity to bring communities together. As set out in the Government and Mayor of London's long-term aims<sup>11</sup>, the aspiration is that by 2022:
- Long-term increase in volunteer numbers has continued
  - A culture of volunteering has been energised by the Games and is firmly embedded within communities across the country
  - The Games, and subsequent major events, have helped reconnect communities across the UK with a sense of spirit and national pride
  - The Games have helped drive forward aspects of social change such as gender and disability equality and sustainability
  - The cultural sector has grasped opportunities arising from the increased attention on the UK's outstanding cultural expression
  - Olympic and Paralympic values are embedded in education of young people in England.

### Headline achievements

- Join In's Local Leaders programme launched to encourage people to get involved with grassroots sport, and over 350 applications received
- Over 11,000 Join In events held over summer 2013 helping 100,000 new volunteers to get involved in sport and community activities
- Team London volunteers deployed at over 30 major events in 2013/14 and continued to provide the visitor welcome that was so prominent during London 2012
- Spirit of 2012 Trust established by the Big Lottery Fund to support community projects which embody the spirit of London 2012. Funds have started to be allocated to projects
- Lessons being adopted from sustainability and transport
- Over 34,000 volunteers have registered on the Team London website, and through Team London's Young Ambassadors programme, over 70,000 young people in 400 schools have been engaged in volunteering, with over 15,000 of these actively leading and supporting volunteering projects

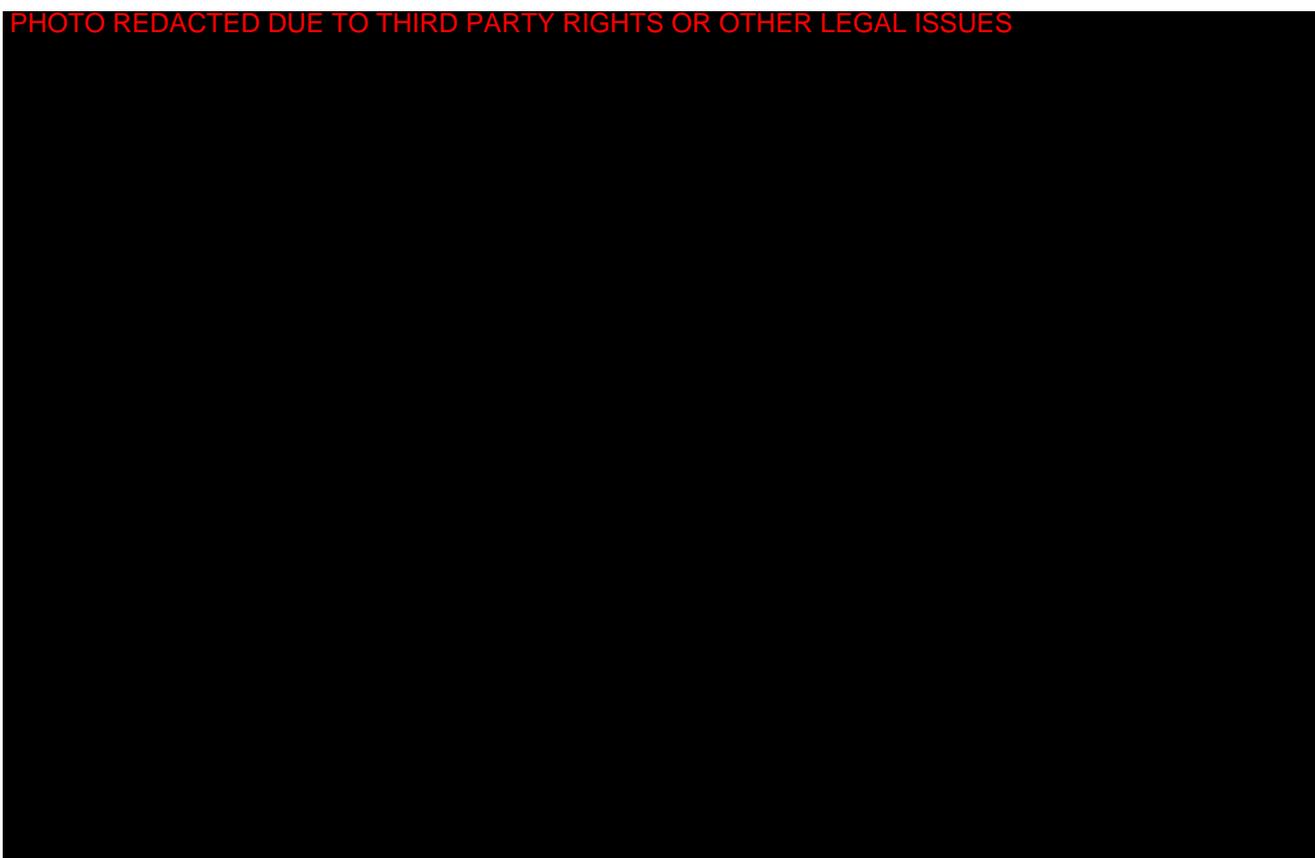
<sup>11</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

## Volunteering

### Join In

- 5.2 Join In, the volunteering charity established in the run-up to London 2012 to promote sport and community volunteering, continues to support the volunteering legacy.
- 5.3 The summer of 2013 kicked off with “Go Local”, a celebration of volunteering one year on from the Olympic and Paralympic Games on Queen Elizabeth Olympic Park, attended by thousands of Games Makers and Team London volunteers. The event recognised the valuable contribution that volunteers make and aimed to inspire more people to get involved. As well as live music and performances, Go Local provided ideas and practical advice on how people interested in volunteering could make a real impact in their local community, whether or not they were involved in the Games.

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Go Local on Queen Elizabeth Olympic Park, July 2013

- 5.4 Over the course of summer 2013, Join In supported 10,000 local events across the country to inspire people to get involved with their local community and sports clubs. Members of Team GB and ParalympicsGB attended events to highlight the inspirational difference local volunteers make to sports clubs.
- 5.5 In 2014, Join In launched their Local Leaders programme with a target of recruiting 250 local leaders. This programme has continued to grow and over 300 applications have been received. Local Leaders work as part of a team of volunteers, supporting local sports clubs in their recruitment, retention and recognition of volunteers. Induction events took place over April and May in England, Scotland, Wales and Northern Ireland.
- 5.6 Over 2014 Join In will continue to work with the Cabinet Office and its sponsor BT to achieve its aim of increasing participation in community sport. Join In is also working with new partners, like ITV on projects such as ITV's Local Heroes campaign, which aims to encourage more volunteering in local sport and generate interest in volunteering

in community sport from a further 100,000 new volunteers. Join In also supported 'Fever Pitch,' the community programme based in Manchester for the duration of the FIFA 2014 World Cup in Brazil.

### Recognising volunteers

5.7 The valuable contributions that volunteers make are recognised through the Prime Minister's Big Society Awards and the Queen's Award for Voluntary Service. In the summer of 2013 the Big Society Awards announced winners who had played a vital part in keeping the Olympic and Paralympic legacy alive, from Fencing North East, for their work giving young people access to sport across the region, to Herne Hill Velodrome, recognised for their work saving the 1948 Olympic cycle track in southeast London. Over ten Big Society Award winners with links to Olympic and Paralympic legacy were announced to mark one year on from the London 2012 Games.

### Volunteering and major sporting events

5.8 Interest in volunteering for major events remains high. UK Sport is encouraging an emphasis on good training and orientation, based on learning from London 2012, to create successful events and a positive volunteering experience. For example, a report on the Rugby League World Cup 2013 confirmed that over 700 volunteers were part of the event, with 300 of these new to volunteering. The Tour de France "Le Grand Départ" 2014 received 12,500 applications for their volunteer programme, with over 10,000 selected to become 'Tour Makers'. Interest in volunteering for the 2015 Rugby World Cup is high and over 20,000 applications have been received for 6,000 volunteer opportunities – 75% of these will come from the rugby community in line with the tournament's vision.

### London volunteering

5.9 Following the volunteering success from the 2012 Games, the Mayor's Team London has focussed on making it easier to volunteer, as well providing opportunities for Londoners to get involved in their local community. This has included the launch of the Team London website, which has a specific focus on local community based opportunities, and London Young Ambassadors which targets the next generation of Londoners.

5.10 To date there have been over 140,000 unique users of the Team London website, with over 2 million page views and over 34,000 volunteers registered. Over 750 organisations are signed up to offer volunteering opportunities on the website.

5.11 The GLA has launched the Team London Young Ambassadors programme which aims to reach 400 schools in 2013/14, 1,000 in 2014/5, and offer all state schools in London an opportunity to be involved by 2016. Targets for year one have been exceeded – 410 schools are involved in the programme meaning over 70,000 young people have been engaged through inspirational assemblies and 15,000 young people are creating projects to support the issues they care about in their local community. Team London Young Ambassadors encourages young people to take social action about causes in their local communities. It uses adult volunteers ('Borough Ambassadors'), and Free The Children, Team London's charity partner, to support them to choose the cause they care about and link up with local causes. The project builds key employability skills including communications, teamwork and presentation skills, and has also been shown to significantly increase young people's confidence.

- 5.12 As a part of the legacy of London 2012, the Mayor continues to support Visitor Welcome and major events in London. 750 Team London Ambassadors have been deployed at 11 locations across London for 45 days over summer 2013. Ambassadors were deployed at Gatwick, St Pancras and Covent Garden over Christmas 2013 and at Covent Garden again at Easter 2014. Over 550 Ambassadors will be at nine locations in London over the course of summer 2014 to provide a visitor welcome. This has been enabled by the support of local landowners and Mastercard.
- 5.13 Team London volunteers have also been in action at over 30 major events in London over the past year, with over 2,000 volunteers taking part. A number of these events have taken on up to 10% young unemployed Londoners.
- 5.14 In partnership with youth empowerment charity The Challenge, Team London has launched HeadStart London, a programme to support young people to use volunteering as a route to employment. This brings business together with young people, rewarding the students for 16 hours volunteering in their local community with employability workshops delivered by corporate volunteers, and a guaranteed interview for part-time or seasonal work.

## Park Champions

A growing family of volunteers in east London is embodying the spirit and energy of Queen Elizabeth Olympic Park. More than 750 people have been recruited as Park Champions undertaking a variety of volunteering roles on the Park. Supported by rigorous training and strong management structures, volunteers have the chance to make a valuable contribution while improving their skills, confidence, wellbeing and earning potential.

Roles vary from providing support on the Park during major events, supporting visitors with mobility and/or visual impairments through the Park Mobility Service or working alongside Park gardeners learning gardening and horticultural skills as part of the Park's conservation programme.

## Culture

### National programmes

- 5.15 The London 2012 Olympic and Paralympic Games provided an unparalleled opportunity to:
- Provide a national and international platform to celebrate the contribution and value of artists and cultural organisations
  - Inspire the public, especially young people, to take part in arts and cultural activities
  - Support new and innovative partnership working across art forms, in unusual venues and across the live and digital arena.
- 5.16 With this in mind, the cultural legacy from the Games was highlighted in “Great Arts and Culture for Everyone<sup>12</sup>”, Arts Council England’s ten year strategy, updated in October 2013. The strategy picked up on a number of areas that the evaluation of the Cultural Olympiad<sup>13</sup> highlighted as worthy of further exploration and support. These included:

<sup>12</sup> Arts Council England, Great Art and Culture for Everyone, a 10 year strategic framework 2010-2020. 2nd edition revised 2013

<sup>13</sup> Reflections on the Cultural Olympiad and London 2012 Festival/Evaluation Executive Summary by Dr Beatriz Garcia, University of Liverpool Arts Council England and LOCOG April 2013

- Raising the bar for cultural programming
- Engaging audiences and communities
- Supporting east London
- Developing tourism and exchange
- Developing new partnerships

## Raising the bar for cultural programming

5.17 The Arts Council's legacy programme focuses on two areas – the work of disabled artists and the digital arena.

### Unlimited:

5.18 Arts Council England has awarded Shape, the disability-led arts organisation, and Artsadmin, the arts producing organisation, £1.5m to act as national delivery partners for the Unlimited II commissioned grant programme. The programme will support Deaf and disabled artists through a programme of commissions and run a complementary mentoring programme between 2013 and 2016.

5.19 The new programme will build on the success of the Unlimited programme that took place during the Cultural Olympiad, placing Deaf and disabled artists at the heart of artistic commissions and providing support to develop ambitious and high quality work, which will help them to develop their practice.

5.20 To date Unlimited has supported nine new major works, including Dancer by Ian Johnston, Exposure by Jo Bannon, Ring the Changes+ by Chisato Minaminura and The Flickering Darkness by Juan delGado and 17 research and development awards. A further round through Unlimited, opening in November 2014, will enable yet more artists to develop new and ambitious works.

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## The Space:

5.21 Ruth Mackenzie, former director of the London 2012 Cultural Olympiad, has been appointed to lead the development of the next phase of The Space, the online digital arts project created jointly by Arts Council England and the BBC. The Space was re-launched in June 2014<sup>14</sup>.

5.22 The Space was conceived and developed as a live, free, and on-demand service through which audiences could access a wide range of arts digitally and, in particular, the London 2012 Festival and Cultural Olympiad. Initially piloted from May to October 2012 (and subsequently extended to March 2013), the service was designed to build digital capacity in the arts, support digital creativity and experimentation and connect arts organisations with a wider audience.

## Engaging audiences and communities

### Creative Employment Programme:

5.23 The £15m Creative Employment Programme Fund is delivered by the National Skills Academy to support up to 6,500 new apprenticeships, pre-apprenticeships and paid internships (graduate and non-graduate) across the arts and cultural sector. The programme takes lessons learnt through the 2012 Creative Jobs Programme and aims to provide unemployed people aged 16-24 (graduate and non-graduate) with paid opportunities to gain access to on the job training, skills and experience in the arts and cultural sector. The programme is running from December 2012 to March 2015 and has created nearly 1,700 job opportunities to date.

### National moments:

5.24 The public hunger for and delight in creativity and cultural achievements, and the way in which that work connected people at key moments, has become a true legacy of 2012. Major sporting, celebratory and commemorative events now consider a cultural programme (including outdoor arts) as an integral part of an offer and a way to extend and enhance the public relationship with the theme or event.

5.25 The Arts Council has responded with grants and support for:

- City of Culture 2013 and 2017
- Centenary of Benjamin Britten's birth
- World War One commemorations 2014 – 2018
- Tour de France "Le Grand Départ" in Yorkshire 2014

### Outdoor arts and festivals:

5.26 A legacy of 2012 is an apparent public appetite for high quality work in public spaces, an increased appetite from local authorities to reimagine their public spaces and increase access to culture by taking it outside of buildings.

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<sup>14</sup> <http://thespace.org/>

## Supporting east London

- 5.27 The Arts Council has, over the last seven years, made a commitment to develop cultural infrastructure in east London in response to the opportunities provided by the Games and this continues. Alongside significant investment in national portfolio organisations, grants have been awarded to Create London, a legacy programme arising from joint working between the ‘Growth Boroughs’ which hosted the Games, and to the Yard in Hackney, which sprang up alongside Queen Elizabeth Olympic Park.
- 5.28 On the first anniversary of the Opening Ceremony of the London 2012 Olympic Games, Create London, in partnership with the Barbican and the London Legacy Development Corporation, and supported by a grant of £100,000 from Arts Council England, hosted a spectacular event to celebrate the opening of the first part of Queen Elizabeth Olympic Park – Open East Festival.
- 5.29 During this two-day event the Park was filled with the sights, sounds, flavours, creativity and style of east London. Affordable and accessible for local residents, Open East Festival drew crowds of 50,000 and helped to cement the Park’s new identity as a major hub for artistic, cultural and community activities.

## Developing tourism and exchange

- 5.30 The London 2012 Olympic and Paralympic Games offered an unprecedented opportunity to reinforce the UK’s reputation as a world leader in culture. The media coverage and experience of tourists to the UK reinforced this throughout 2013 and Arts Council programmes from 2013 onwards build on this momentum nationally and internally.

### Cultural Destinations:

- 5.31 The 2012 Cultural Olympiad highlighted the important role that arts and culture have in attracting visitors to destinations. Drawing on this learning and working in partnership with Visit England, the Arts Council has invested £3m in a Cultural Destinations programme. Ten consortia from places across England, including Essex, Cornwall, Sheffield and Liverpool, have received funding from the Arts Council to build partnership capacity in the cultural and visitor economies. Still in its early stages, plans include development of innovative digital offerings, establishing collaborative marketing campaigns and the creation of cultural ‘packages’, all of which showcase the critical role that arts and culture have in growing England’s visitor economy.

### International Fund:

- 5.32 London 2012 was an international showcase for the best of arts and culture, and created the platform for refreshed ambitions. The Secretary of State for Culture, Media and Sport and Arts Council England’s National Council have agreed in principle that £18m of the Arts Council England’s proportional shares of the balance of unspent Olympic Lottery funds and of the repayment (from Village sale receipts) of Supplementary Olympic Lottery grant towards the construction of the Olympic Village, can be spent on cultural organisations working internationally, and with an emphasis on cultural exports, to build on London 2012’s showcasing of the best of our arts and culture. The strategy focuses on two main ambitions for international work:

- ensuring that the best of our artists and cultural organisations are working overseas more regularly than at present, and that the best of international arts and culture is being enjoyed by audiences here

- working with partners to ensure that artists and organisations develop new markets and mechanisms for export and distribution

### Transform partnership with British Council:

5.33 UK/Transform is a programme to build partnerships between UK and Brazilian arts organisations between 2012 and 2016, supported by investment of £1m from Arts Council England. Transform will help:

- support new and emerging artists to develop their practice through collaborating with international partners in Brazil
- support arts and cultural leaders to develop expertise in working internationally and build the capacity/sustainability of their organisations
- share and develop good practice in engaging marginalised communities in the arts and culture
- provide opportunities to showcase English arts, particularly through the legacy of the Cultural Olympiad and through specific commissions or collaborations
- explore and develop new models for distributing art internationally – particularly through use of creative media
- raise the standard of art being produced for, with and by children and young people.

### Developing new partnerships

5.34 Successful collaborative relationships between a range of partners and stakeholders was key to delivery of the Cultural Olympiad. These relationships are continuing to have an impact.

5.35 Arts Council have new Memoranda of Understanding in place with the British Film Institute, the British Council and the BBC, and exciting plans in place to maximise on the expertise, assets and resource across all three organisations.

5.36 The Arts Council, the BBC and the Mayor's Office have also put in place the communications channels to pull on the learning gleaned from delivery of the Cultural Olympiad and to respond as one to future opportunities, for example the World War One cultural commemorations programme.

### Other national projects

5.37 A number of other projects inspired by the Cultural Olympiad are continuing, including Our Big Gig, a free open access community-led musical festival which builds on the Cultural Olympiad's Bandstand Marathon. Our Big Gig brings people from diverse backgrounds together in a community celebration to showcase local talent, and inspire people to get involved in music on an ongoing basis. In 2013, over 200,000 people attended Our Big Gig events across the country involving 14,600 performers and 5,800 volunteers. An estimated 35,000 people took part in musical activities on the day such as workshops, open mic sessions, singing with a choir, and making and playing instruments. In 2014, over 170 Our Big Gig events took place across England.

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Our Big Gig 2013 event at College Green, Bristol (Photo: Jon Craig)

### Case Study: Jackie Dodds, Our Big Gig Community Event Organiser for Langtoft

“When we applied to host this event on behalf of A Handful of Harmonies we envisaged a modest gathering with a few acts, stalls and workshops. Such was the enthusiasm and support it took on a life of its own and Our Big Gig became much more than we had first imagined. It was well worth it – the positive comments and the community spirit it has created could not have been foreseen. I had the help of a small group of organisers and on the day dozens of willing volunteers. We have all learned a lot and are proud of what we delivered for our first attempt.”

### Case study: The Pandemonium Drummers

The Pandemonium Drummers (PDs) burst into life at the Olympic Opening Ceremony. 1000 volunteer drummers provided the heartbeat to the Industrial Revolution scene and marshalled the world’s elite athletes. The volunteers, previously unknown to each other and many of whom were novices, kept their costumes and bucket drums, enabling them to continue drumming and to sprinkle some of Danny Boyle’s magic across communities beyond the Olympic Stadium.

Over time, drawing on talent from within, the group has evolved into a versatile constituted performing organisation that embraces the values of volunteering, learning, positivity, teamwork and friendship. Individually and collectively the PDs have developed new skills and confidence and have become a virtual family.

Communicating through social media they arrange performances in response to word-of-mouth and website requests. The PDs have performed and cheer-drummed at over 100 diverse, large and small, indoor and outdoor, charity and community events, arts festivals and parades including the London Marathon, “Go Local” on Queen Elizabeth Olympic Park, the 2013 Special Olympics in Bath, and the London New Year’s Day Parade.

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The Pandemonium Drummers (Photo: Vilma Laryea)

They provided 400 volunteer drummers for the UEFA Champions League Final 2013 at Wembley Stadium, where they helped the late Stephen Sutton, an inspiring 18 year old with incurable cancer, achieve a bucket list goal.

Re-enactments of their Olympic performance still evoke emotional reactions, and have cemented the PDs as a highly visible legacy of London 2012. However, new material led to performances at the FA Cup Final 2014 and the Heineken Cup Final 2014 in Cardiff.

The PDs have received recognition from Team London with the 2013 Mayor of London's Special Achievement Award, and from Voluntary Arts with a 2014 national Epic Award. Two years on they remain busier than ever and continue to have bucket-loads of fun.

## Culture in London

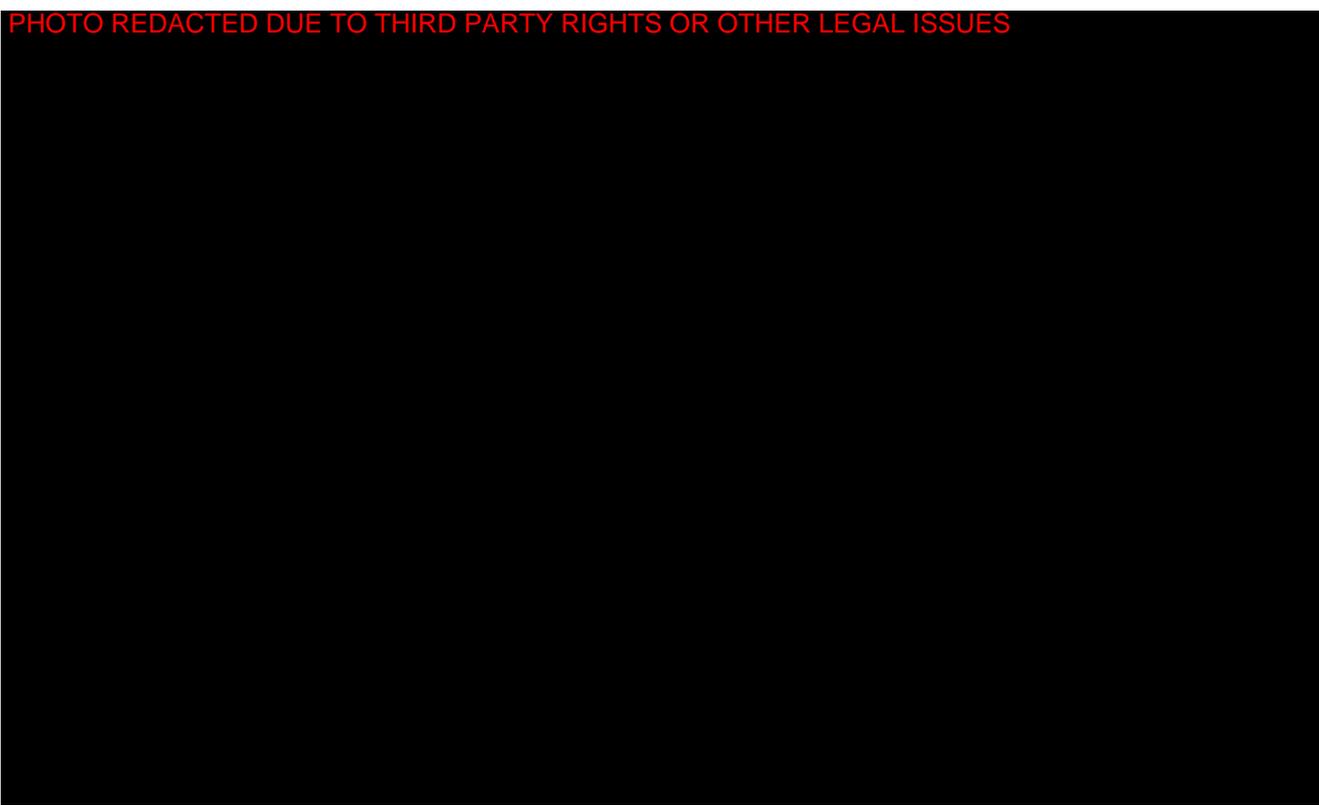
- 5.38 The Mayor of London is fully committed to continuing to drive bold ambitious cultural interventions with new partners both private and public sector across the city to ensure London's position as a world capital of culture is retained. The focus has been on embedding the cultural offer at the core of planning for new opportunity areas such as the Royal Docks, Crystal Palace Park, London Riverside and Queen Elizabeth Olympic Park, the 'Growth Boroughs' as well as the growing number of Business Improvement Districts (BIDs), high streets and the River Thames.
- 5.39 Building on the success of the London 2012 Festival and The Culture Diary<sup>15</sup>, external funding has been secured by the Mayor from the GREAT Britain campaign to create the Culture Diary – to promote the work of UK cultural organisations both in the UK and internationally. This new digital tool is a vital resource for planning, promotion and partnership for the culture sector and partners.
- 5.40 Building on the success of Showtime and its foray into forging new partnerships with town centre managers, BIDs and boroughs, the Mayor published "*Culture on the High Street*"<sup>16</sup> in July 2013 to engage local authorities, developers and BIDs with the social and economic arguments for putting culture and creativity at the heart of high street revitalisation.

<sup>15</sup> <http://www.theculturediary.com/>

<sup>16</sup> <https://www.london.gov.uk/priorities/arts-culture/promoting-arts-culture/culture-on-the-high-street>

- 5.41 Showtime, produced by the Mayor, was London's largest ever festival of outdoor arts and produced by a city-wide partnership of agencies. Building on this, the Mayor has increased the focus on cultural activation across the public realm and leads a number of pan-London partnerships across the arts, culture, regeneration and tourism. The Arts & Culture Forum continues to drive this agenda across all 33 authorities.
- 5.42 Cultural Tourism is a key priority for the Mayor following the success of 2012. For example, *London Collections: Men* is a campaign which is a direct legacy of the fashion initiatives in 2012 now worth £13bn with 5% increase since July 2013. This adds to the success of the Mayor's investment in creative industries.
- 5.43 Other cultural events and programmes building on London 2012 include:
- *Sacrilege*, the life-size bouncy castle Stonehenge by award winning artist Jeremy Deller, originally commissioned for the London 2012 Festival, was part of the opening weekend festival in Queen Elizabeth Olympic Park in July 2013. It has since toured internationally to Hong Kong, Sydney and Perth bringing the global 'bounce' figure to 330,000
  - Gigs, London's biggest youth music competition, filled London's public spaces with three weeks of live music over summer 2013. The capital's most talented 11- to 25-year-olds performed to 1.5 million people and generated 40,000 online votes
  - Following the expansion of Big Dance to become UK-wide in 2012, the network of Big Dance Hubs continued to thrive and set in motion ambitious plans for Big Dance 2014 both in the UK and internationally
  - The World Cities Culture Forum, initiated by the Mayor in 2012, has now doubled to 22 members. The Mayor's Music Fund has now raised nearly £2 million and benefitted 14,500 young people across every London borough. Intensive support has been provided to 230 children in financial need who have received four-year music scholarships.

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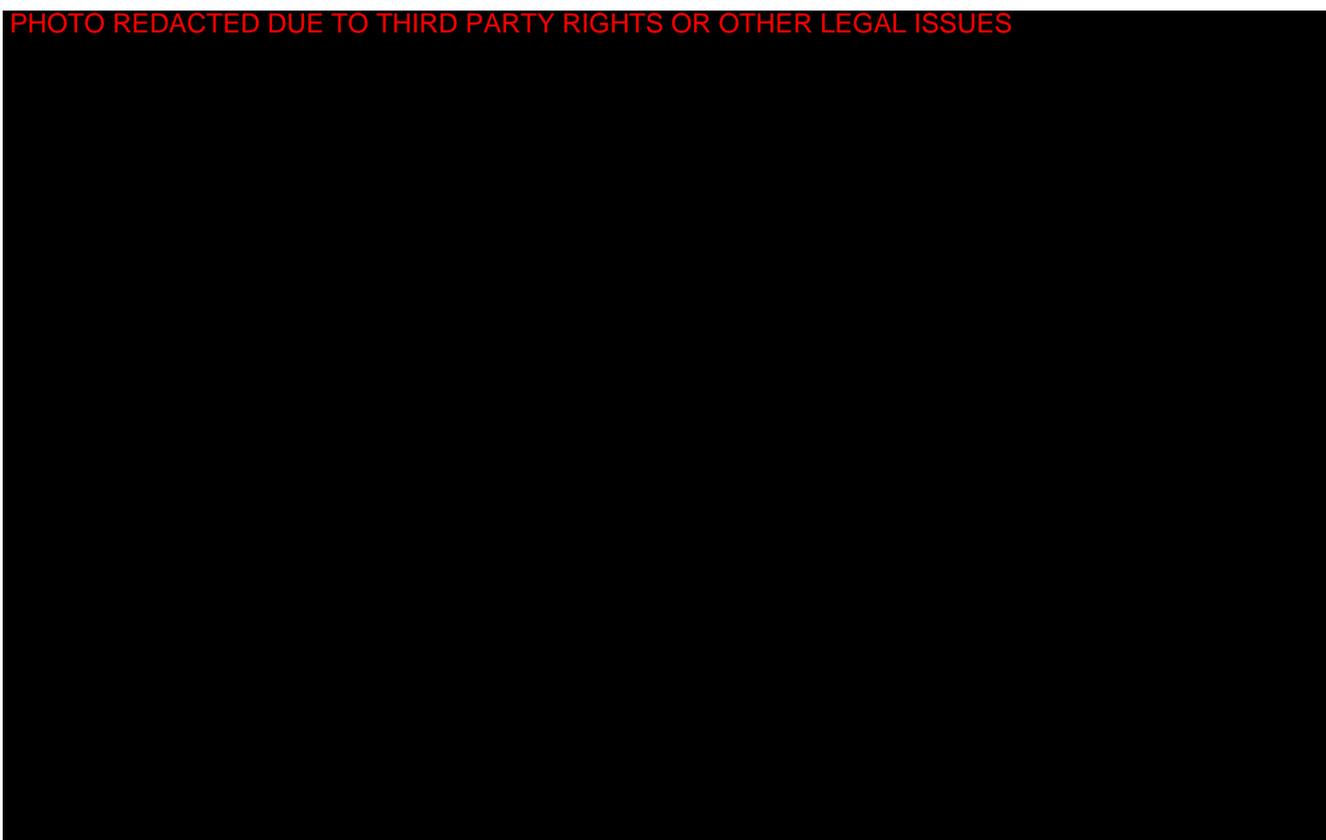
5.44 The Mayor published an update to the Culture Strategy<sup>17</sup> in March 2014, which highlighted key achievements and successes over the last three years, against the original policies in the 2010 Strategy. It also outlined future actions and programmes building on the momentum created by the Games, to reinforce London’s global position for the rest of the Mayoral term.

## Education

5.45 Get Set – previously the London 2012 education programme – continues as the official Olympic and Paralympic education programme for schools across the UK, funded and delivered by the British Olympic Association and the British Paralympic Association. Building on the achievements of the programme before the London 2012 Games, Get Set supports schools in continuing their work on the Olympic and Paralympic Values and uses the power of the Games to inspire children and young people, helping them to fulfil their potential.

5.46 Through Get Set, schools have access to an engaging digital platform<sup>18</sup> featuring flexible, cross-curricular resources linked to the Olympic and Paralympic Values including facts, activity and project ideas, images and films. Since September 2012 the programme has reached more than 5 million young people in 24,000 schools across the UK.

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Get Set

5.47 Working with partners Get Set is also delivering three additional initiatives:

- Funded by the Department for Education, “Get Set to Plan Your Legacy”, made small grants to 105 schools to support locally-led initiatives inspired by the Olympic and Paralympic Values. These initiatives aimed to ensure that legacy activity is embedded and sustainable. The 105 grant recipients worked with a further 1,400 other schools, collectively engaging more than 94,000 children and young people across England.

<sup>17</sup> <https://www.london.gov.uk/priorities/arts-culture/publications/cultural-metropolis-2014-the-mayors-culture-strategy-for-london?source=vanityurl>

<sup>18</sup> [www.getset.co.uk](http://www.getset.co.uk)

- “Get Set to Make a Change”<sup>19</sup> is a leadership, volunteering and social action programme for 14- to 19-year-olds in schools, colleges and community groups across the UK. Through the programme, which is funded by the Big Lottery Fund’s ‘keeping the spirit of 2012 alive’ campaign, more than 5,000 young people are creating and leading almost 500 projects which aim to make their communities healthier, more active places to live.
- “Get Set to Play”<sup>20</sup>, funded by Procter and Gamble, uses the Olympic Values and Team GB as inspiration to make primary school playtimes more active and more positive. More than 2,000 schools across the UK are already engaged with the programme.

## Integration through Sport

5.48 Launched in November 2013, Integration through Sport, funded by the Department for Communities and Local Government and run in partnership with Sport England, supports projects that use sport and sporting activities to foster integration and strengthen community relations. Community groups in four areas, identified as high priority for both integration and sporting need, won a total of £364,000 over two years. Between them they will reach over 25,000 participants.

### Case study: KiTS – Together Through Sport (Luton)

KiTS is bringing different communities in Luton together, using sport to engage, empower and improve the lives of disadvantaged young men. The project positively engages with young males (aged 14-19) in communities where evidence points to high levels of crime and anti-social behaviour and offers sport, training and employment opportunities, to improve health and self-esteem and divert the men away from gang-related crime and anti-social behaviour.

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Integration through Sport Project in Luton

<sup>19</sup> [www.makeachange.org.uk](http://www.makeachange.org.uk)

<sup>20</sup> [www.getsettoplay.co.uk](http://www.getsettoplay.co.uk)

The project has already engaged nearly 500 young people from a wide range of backgrounds, reflecting the diversity of the target areas. Potential young leaders are being identified and will be offered coaching, training, mentoring and employment opportunities to give them the skills to teach and deliver sporting activities to others.

In May 2014 the project held a football tournament at Luton Town Football Club which brought together 167 young people from the different areas of Luton to take part. For many of the young people there this would have been the first time that they would have engaged with others from the different neighbourhoods. As well as sport, participants took part in a workshop delivered by an ex-offender and engaged with The Prince's Trust and Police Cadets.

## Sustainability

### Sustainable events

- 5.49 UKTI's Global Sports Projects Team has been working to promote the sustainability expertise of UK companies working in the events sector. In October 2013 Environment Minister Richard Benyon led a trade mission to Brazil that highlighted the sustainability messages from London 2012. The mission included seminars and meetings with officials from Rio 2016 and the Brazilian municipalities at which there were presentations and discussions around the various sustainability initiatives and learnings from the London Games.
- 5.50 WRAP (Waste and Resources Action Programme) is the Department for Environment, Food and Rural Affairs' (Defra) delivery body for resource efficiency measures. It formed part of the delegation to Brazil and continues to engage with Rio 2016 on the issue of recycling. WRAP has built on its zero-waste roadmap<sup>21</sup> for the events industry that it produced after London 2012, including revising its free resource management planning tool to ensure that it is easier to use for small businesses.
- 5.51 Zero Waste Scotland (funded by the Scottish Government to support the delivery of its Zero Waste Plan and other low carbon and resource efficiency priorities) has been working with the organisers of the 2014 Commonwealth Games and has sought to transfer the lessons and resource efficient good practice across materials, water and energy from London 2012 to the 2014 Games. They are also working with the 2014 Ryder Cup Green Drive – a sustainability initiative coordinated by Ryder Cup Europe and the Golf Environment Organisation. Building on the 2010 Ryder Cup at The Celtic Manor Resort in Wales, the 2014 Ryder Cup will incorporate learning from London 2012 and the Glasgow 2014 Commonwealth Games. It is hoped that this will provide a lasting sustainability legacy for European golf by incorporating the principles in future European tour events.
- 5.52 WRAP's focus on sustainable events goes wider than sports. In May 2014, it presented to the ZEN project<sup>22</sup> for sustainable European cultural festivals as part of the Hay Festival of Literature and the Arts.
- 5.53 Other work to build on the sustainability lessons from London 2012 includes:
- Host city Tokyo included a commitment to reach ISO2012 1 certification standard, the sustainable event management standard developed in the run up to London

<sup>21</sup> <http://www.wrap.org.uk/content/zero-waste-events>

<sup>22</sup> <http://zen-project.eu/new/>

2012, as part of its successful bid to host the 2020 Olympic and Paralympic Games. Glasgow 2014 has achieved ISO2012 1 certification as part of its commitment to a sustainable Commonwealth Games. The UK Government is also looking at the sustainability of its events – HM Revenue & Customs is working towards ISO 2012 1 certification for its departmental events.

- Defra's Secretary of State appointed Dr Peter Bonfield OBE, FREng, Chief Executive of BRE and co-creator of the London 2012 sustainability strategy during his time at the Olympic Delivery Authority, to work with government to develop a new approach to the sustainable public procurement of catering services and food<sup>23</sup>. This approach draws on the procurement success of London 2012.
- Bioregional, the entrepreneurial sustainable development charity, published "One Planet Sport" in conjunction with the World Wildlife Fund in February 2014. The publication included a guide for sustainable sport and described the work they carried out with a number of London 2012 athletes to look at the ecological footprint of elite athletes<sup>24</sup>. The One Planet Experience, a sustainability visitor centre developed for the Games and part-funded by Defra, has been adapted and transferred to energy company Cofely's King's Yard Energy Centre on Queen Elizabeth Olympic Park.

## Natural environment

- 5.54 Queen Elizabeth Olympic Park was the first Olympic Park to have a Biodiversity Action Plan (BAP). Whilst changes have been made to the site over the past year as part of its transformation, the BAP has continued to be implemented and a monitoring programme has been put in place. As a result, Queen Elizabeth Olympic Park continues to be a good example of what urban parks can achieve in terms of both biodiversity gains and people's access to nature.
- 5.55 Olympic and Paralympic host site Weymouth and Portland has also benefited from the sustainability legacy of the Games. Natural England followed up its successful temporary information points around the bay with permanent high quality interpretation panels showcasing Weymouth Bay's rich marine environment and incorporating up to date 'QR' (quick response) code technology. Natural England has also overseen the first use of 'roll back', where the England Coast Path, is moved back as a consequence of coastal change, on the inaugural stretch of the England Coast Path thereby ensuring the legacy of this 'Inspire mark' project and enabling visitors to continue to enjoy the full length of this coastal walk from Rufus Castle in Portland to Lulworth Cove.
- 5.56 Wild About Weymouth and Portland (WAWAP), a partnership project funded by the Big Lottery Fund under Natural England's Access to Nature programme, ran until December 2013 and successfully raised awareness amongst local communities and visitors of the wonderful variety of natural places in Weymouth and Portland. Highlights included a programme of volunteering and educational activities, such as student work placements and practical conservation opportunities, the creation of a Legacy Trail<sup>25</sup>, linking key natural wildlife spaces in the Borough, and improved access to sites, including for those with disabilities, through site improvements and Trumper availability. Evaluation for Natural England has shown that people have become more mobile across the Borough, and in particular there was an increase in the numbers of people

<sup>23</sup> <https://www.gov.uk/government/publications/a-plan-for-public-procurement-food-and-catering>

<sup>24</sup> <http://www.bioregional.co.uk/flagship-projects/one-planet-sport/>

<sup>25</sup> <http://www.visit-dorset.com/about-the-area/countryside/weymouth-and-portland-legacy-trail>

from priority deprived areas getting out to enjoy natural places. While the initial funding for this project has ended, a wider partnership has been formed which will ensure a coordinated and inclusive approach to both the promotion of the Borough's natural assets and future grant bids.

### Case study: Weymouth, Portland and Dorset “inspired by 2012”

Legacy is alive and well in Weymouth, Portland and Dorset – no fewer than 14 organisations, ranging from local authorities to charitable trusts and local businesses – are undertaking work that has been ‘inspired by 2012’. Their work includes:

- Chesil Sailability, established following, and inspired by the Paralympic Games, has secured three new boats adapted for disabled people and is running a successful twice weekly sailing programme
- The ‘Sail for a Fiver’ programme for local kids has received a major local legacy donation to continue its work on the Olympic sailing waters of Portland Harbour
- Dorset County Council has launched a £700,000, post-2012 legacy fund over the next two years, aimed at supporting projects that develop and encourage participation in sport and physical activity, promoting health and well-being across Dorset
- The Weymouth Business Improvement District programme is recruiting new ‘Weyfarer’ Volunteers to meet and greet visitors and help support local businesses, with this programme based upon the successful local 2012 Volunteers Ambassador scheme
- Weymouth & Portland, Dorset County Council, Active Dorset and partners plan to hold the second Sports Festival on Weymouth Beach at the end of July 2014 on the anniversary of the 2012 Games. This event enables everyone, including people with disabilities, to ‘have a go’ at a range of land and water based sports and replicates at a smaller scale, the fantastically successful sport arenas that were hosted on the beach in Games time
- Life’s An Adventure, a £500k funded project managed by Dorset County Council, has completed its first year, attracting nearly 4000 participants of all ages and abilities to get active and try adventure activities from sailing to mountain biking
- The Weymouth Triathlon will be held on 14 September 2014, which promises to be a major event in the sporting calendar, attracting participants from home and abroad.
- Signpost cycling has launched with other local businesses ‘Jurassic Cycle Trails’ cycle hire business, using cycle lanes and tracks that were installed as part of the Games-time Transport Package
- The international sailing event ‘Sail for Gold’ was hosted in the first week in June 2014, once again attracting top sailors from around the world to the National Sailing Academy and to sail in the 2012 Olympic & Paralympic waters.

## Inspired by 2012

- 5.57 The 'Inspired by 2012' brand has been developed by Government to bring together legacy projects inspired by the Games under a single brand. This brand enables projects to promote themselves, and be recognised by the public, as legacy projects.
- 5.58 The brand is now used widely by organisations and projects inspired by the events of 2012 across public, private and third sectors, including Sustrans, Community Games, Asda, Dorset County Sports Partnership, Deutsche Bank and Buckinghamshire Disability Service. The brand is now also being promoted to companies which have signed up to physical activity pledges under Department of Health's Responsibility Deal and which have initiatives which may be inspired by the Games and their legacy.
- 5.59 The brand is also used in Government's social media activity to promote the Games' legacy: on Facebook at [www.facebook.com/inspiredby2012](http://www.facebook.com/inspiredby2012) and Twitter at @2012govuk.



## Spirit of 2012 Trust

- 5.60 Spirit of 2012 Trust ("Spirit") was established to sustain and extend the spirit, opportunities and values of the London 2012 Olympics and Paralympics. It was set up by the Big Lottery Fund in November 2013 with an endowment of £46m, in anticipation of Big's proportional shares of unspent Olympic Lottery Funds and of the re-payment, from Village sale receipts, of Supplementary Olympic Lottery grant towards the construction of the Olympic Village.
- 5.61 The spirit of the summer of 2012 saw generations and communities come together in a remarkable way. Spirit believes that supporting projects and events that embody the values and cohesion of the Games can create a lasting national legacy for communities across the country.
- 5.62 Spirit's aim is to empower people across the UK to get out, be involved and feel better. The projects supported by Spirit are diverse geographically and in their aims and audiences. They focus on increasing individual and collective well-being to create real lasting change in communities across the UK. These projects range across sport, arts and volunteering and a number are focused on empowering young people or/and disabled people. They include projects such as:
- Voluntary Arts, which empowers creative community projects to secure local volunteers, forging intergenerational and cultural links at grassroots level and using volunteering and arts to bring communities together
  - UKActive partnership, which delivers leadership qualifications for young people through sporting events and activities that increase physical well-being.

## Case Study: Spirit of Glasgow

In May 2014, Spirit launched its Spirit of Glasgow programme, a five strand, £5m initiative aimed to ensure the values, excitement and opportunities of the Commonwealth Games in Glasgow 2014 impact on as many people as possible. The programme includes:

**Fourteen** – Fourteen local communities across the UK – six in Scotland (three in Glasgow), four in England, two in Wales and two in Northern Ireland – are benefitting from a three-and-a-half year £3.5m project which uses the springboard of the Games to inspire community development initiatives designed by local people in cultural activity, sport and volunteering.

**Big Big Sing** – Big Big Sing encouraged thousands of people to celebrate the Games by singing together in the lead up to and during the Games. Spirit funded this Glasgow-based project to inspire and engage people in 40 locations across Scotland, England, Wales and Northern Ireland.

**Open Ceremonies** – Developed by Spirit in partnership with the Glasgow 2014 Organising Committee, “Open Ceremonies” has enabled up to 400 people to participate in the opening and closing ceremonies by providing financial and other support for people who would not otherwise have the chance, including disabled people and those with caring responsibilities. Open Ceremonies also helped cast members to gain access to training and ongoing volunteering opportunities and link them to local groups so they can continue their performing arts involvement in the future.

**Bringing the Games to Your Doorstep** – In partnership with StreetGames, Spirit helped fund 200 neighbourhood pop-up sports clubs across Scotland, England, Wales and Northern Ireland to ensure that the Glasgow Games effect reaches children across the whole of the UK. The sports clubs will give children a chance to have a go at athletics, rugby 7s, dodgeball and table tennis within their local communities, and offer them pathways into local sports clubs where they can carry on playing beyond summer 2014.

**Chance for a 1000** – Also in partnership with StreetGames, Spirit is enabling over 1,000 children and young people from all around the UK to visit Glasgow 2014. The lucky 1,000 will attend at least one Commonwealth sports event, enjoy an outward bound adventure and experience the vibrancy of Glasgow during the Games.

# Chapter 6:

## The Legacy from the Paralympics

### Long-term aims

- 6.1 London 2012 provided an opportunity to drive forward the cause of disability equality by changing attitudes, improving access and opening up new possibilities across sport, culture and business. As set out in the Government and Mayor of London's long-term aims<sup>26</sup>, the aspiration is that by 2022:
- More disabled people can take part in sport and physical activity and the difference in participation rates of disabled and non-disabled people is reduced
  - Attitudes towards and perceptions of disabled people have improved
  - The gap in employment rates between disabled and non-disabled people is reduced
  - The proportion of disabled people who are able to use public transport without difficulty has increased
  - The built environment is more inclusive and accessible for disabled people
  - Disabled people report fewer problems with accessing goods and services

### Headline achievements

- National Paralympic Day held on Queen Elizabeth Olympic Park on 7 September 2013
- Sochi Paralympic Flame lit at Stoke Mandeville on 1 March 2014, and announcement that Stoke Mandeville will have a role in all future Paralympic flame ceremonies
- Built Environment Professional Education project established to make inclusive design a key part of education and training for all built environment professionals
- Disability Confident campaign launched to help employers tackle barriers to employing disabled people
- Aspire 2 magazines published to engage young disabled people in legacy and disability issues
- Over 6,000 disability sport sessions delivered through Motivate East in east London

<sup>26</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

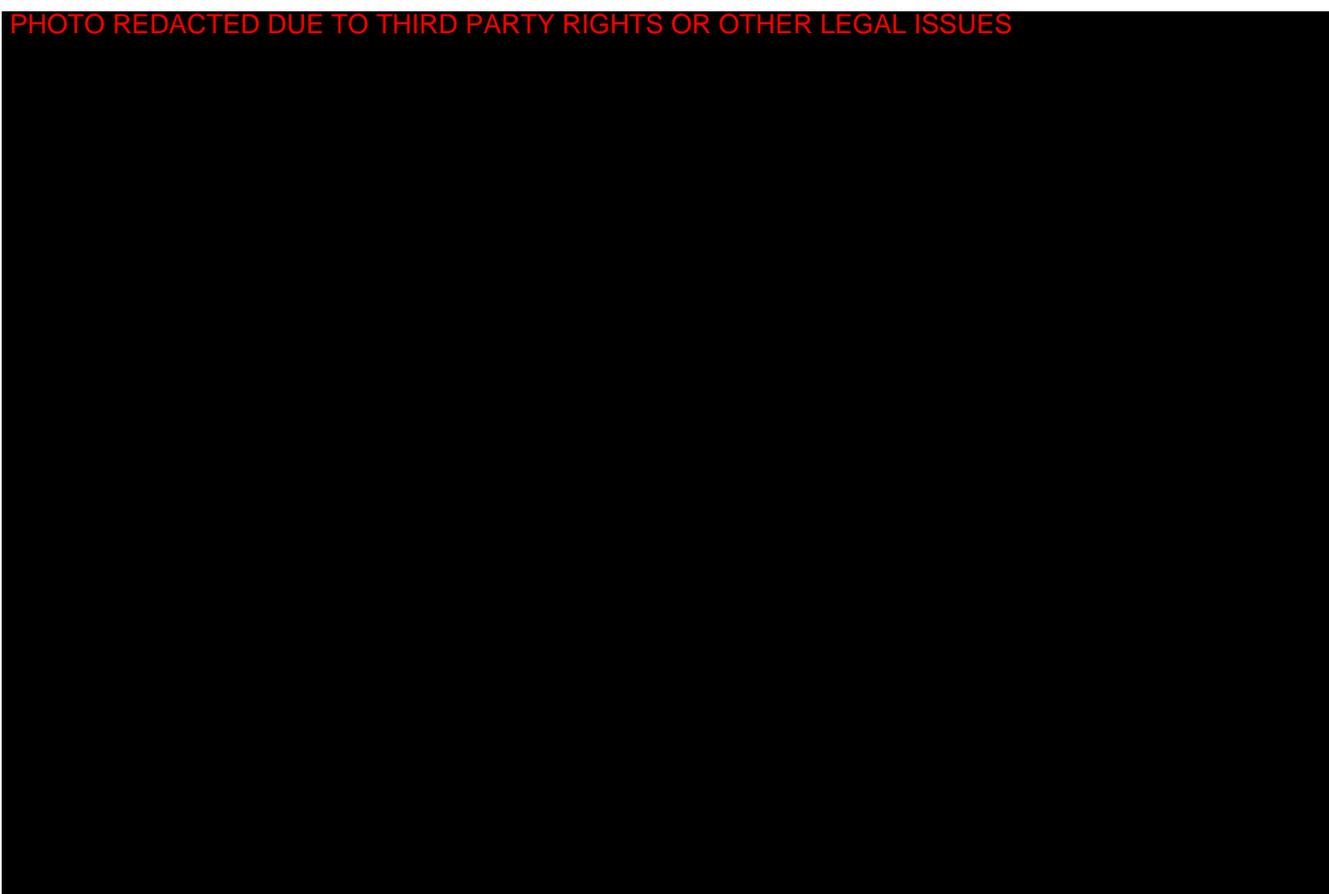
## A note about this chapter

6.2 Paralympic legacy runs throughout the different chapters of this report. This chapter aims to provide further information on those activities and to highlight other activities that have not previously been captured.

## National Paralympic Day

6.3 In July 2013 the British Paralympic Association (BPA), the London Legacy Development Corporation and the Mayor of London announced the first-ever National Paralympic Day (NPD), designed to build on the excitement created by the London 2012 Paralympic Games and to continue to challenge perceptions of disabled people.

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Members of the public try out visually impaired football at National Paralympic Day 2013, Queen Elizabeth Olympic Park

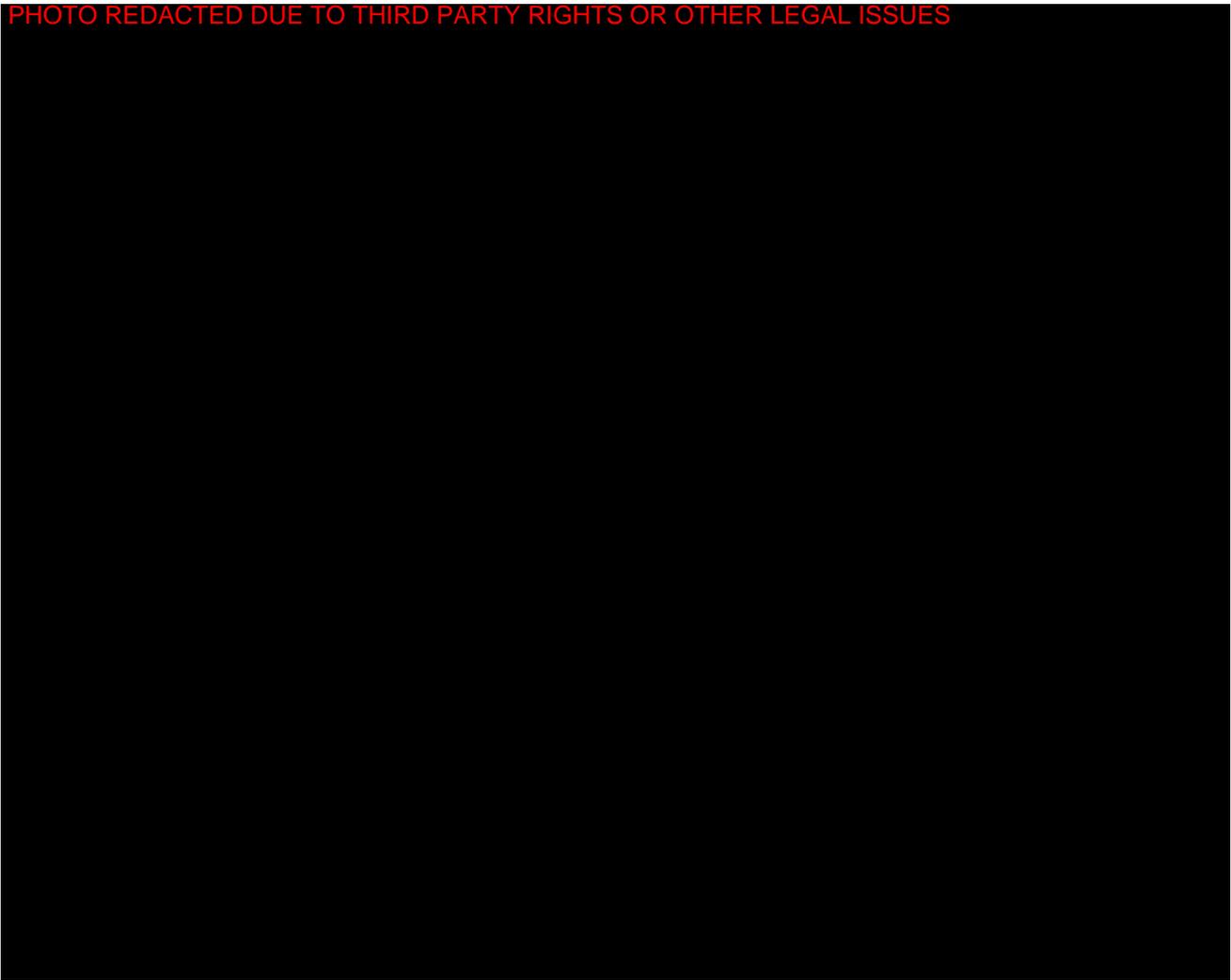
6.4 The event was held at Queen Elizabeth Olympic Park on 7 September 2013, and featured four Paralympic sport competitions in the Copper Box Arena, as well as community sport opportunities for families provided by 'Growth Boroughs' inclusive sport project Motivate East. The Mayor also received the Paralympic Order from the International Paralympic Committee. NPD was held alongside the Mayor of London's Liberty Festival, which celebrates the very best of disabled and Deaf arts with creative direction from the team behind the Paralympic Opening Ceremony. Through the joint celebration of world-class sports and arts, National Paralympic Day (featuring the Mayor of London's Liberty Festival) is continuing the legacy set by the Cultural Olympiad. This activity was supplemented by a national schools competition run by the BPA's education programme Get Set and regional activity at club level, driven by Deloitte Parasport, the grass-roots signposting tool run by the BPA.

## National Paralympic Day 2013 in numbers

- **Over 18,000** people attended National Paralympic Day in Queen Elizabeth Olympic Park
- **37%** said they have been inspired to take up a sport they do not currently do as a direct consequence of attending National Paralympic Day
- **98%** would attend any future Paralympic sport event
- **Two-thirds** of non-disabled people said the day gave them a more positive view of disabled people
- **96%** of teachers who entered the schools competition said that it helped to improve pupils' attitudes to disabled people

6.5 As a result of the success of the inaugural event, the BPA, the London Legacy Development Corporation and the Mayor of London have decided to hold National Paralympic Day again in 2014. This year's event on Queen Elizabeth Olympic Park will be held on 30 August 2014, and will feature elite Paralympic sport in two venues – the London Aquatics Centre and the Copper Box Arena – and will again incorporate the Mayor of London's Liberty Festival and community sports opportunities. This activity will be supplemented by regional activity in two cities.

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Wheelchair basketball in the Copper Box, Queen Elizabeth Olympic Park, as part of National Paralympic Day 2013

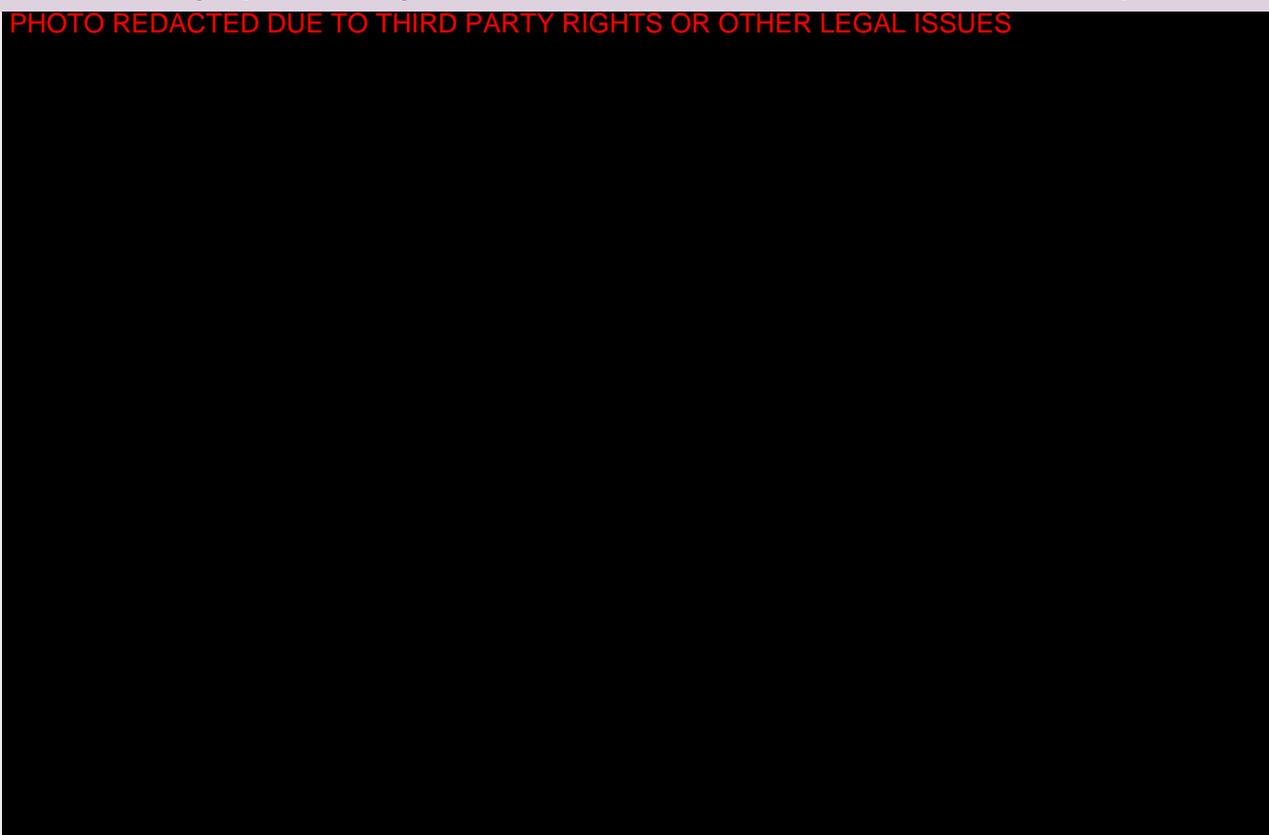
## Paralympic Flame Lighting at Stoke Mandeville

On 1 March 2014 Stoke Mandeville in Buckinghamshire became the first ever international venue for a leg of a Paralympic Torch Relay, when the Paralympic Heritage Flame was lit in a spectacular ceremony ahead of the Sochi Winter Games.

Speaking at the event at Stoke Mandeville Stadium, Sir Philip Craven, President of the International Paralympic Committee said *“Tonight, six days before the start of the Sochi 2014 Paralympic Winter Games, we start to write another chapter that will ensure that for all future Paralympic Games, Stoke Mandeville and Great Britain is recognised globally as the birthplace of the Paralympic Movement. From now on Stoke Mandeville will always stage one leg of the Paralympic Torch Relay celebrating the past, present and future of the Paralympic Movement in this country.”*

A film from the ceremony, narrated by Sir Ian McKellen and showing Stoke Mandeville’s rich Paralympic Heritage, was shown as part of the Sochi Games Opening Ceremony. The celebrations were organised in partnership with the International Paralympic Committee and British Paralympic Association by the Buckinghamshire Legacy Board who are using the bi-annual showcase of the Paralympic Flame Lighting to help deliver a permanent legacy of sporting, health, social and economic benefits for the county.

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Paralympian Hannah Cockroft ignites the Armillary Sphere at Paralympic Flame celebrations, Stoke Mandeville, March 2014

## Inclusion at Queen Elizabeth Olympic Park

- 6.6 The London 2012 bid made a commitment to deliver the most accessible Games ever, promote equality and inclusion and deliver new opportunities for some of the poorest neighbourhoods in London. For the people of east London, the most diverse area in the country, Queen Elizabeth Olympic Park represents a golden opportunity to embrace the spirit of the Games and use it to create new opportunities in the long term.
- 6.7 The London Legacy Development Corporation (LLDC) aims to make sure that the Park is a great example of the best principles of accessibility and inclusive design, so that it can be enjoyed by everyone regardless of disability, age, gender, sexual orientation, race or faith. To help achieve this, LLDC developed its own Inclusive Design Standards that provide a benchmark against which to measure delivery of inclusive design across the Park.
- 6.8 In addition, LLDC also has a dedicated Built Environment Access Panel (BEAP) that provides advice, technical help and feedback on accessibility and inclusive design issues. LLDC consults and involves the BEAP wherever possible, to take advantage of the huge range of experiences and expertise its members offer. For example, the BEAP was involved throughout the design of Timber Lodge café and Tumbling Bay playground which won the Selwyn Goldsmith Award for Universal Design at the 2014 Civic Trust Awards. Key facilities provided include level access, accessible toilets, separate accessible baby change facilities, a Changing Places toilet facility and a multi-faith prayer room.
- 6.9 The Queen Elizabeth Olympic Park Mobility service launched in the spring and is running as a pilot scheme throughout the year. The Legacy Corporation are keen to ensure that user demand informs the investment in this scheme and are working with Cofely GDFsuez to deliver this service, supported by a fantastic team of volunteers. Park Mobility currently offers mobility scooter and manual wheelchair hire to help Park visitors with mobility impairments get around the Park independently. There is also an accessible mobility ‘golf’ buggy service to take visitors around the Park, stopping at each of the Park venues. Park Mobility will continue to develop and evolve as it becomes an established service on the Park with plans in place for increased opening times and a sighted guide service to support Park visitors with a visual impairment.

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Park Mobility service, Queen Elizabeth Olympic Park

## Disability sport in London

### East London’s Paralympic Legacy Programme

- 6.10 The London Legacy Development Corporation is delivering a programme representing over £6m of investment into projects which deliver a legacy from the Games. Working with partners and through its major projects, the Legacy Corporation has focused its investment on Inclusive Sport (through Motivate East); Inclusive Design; Park Accessibility; Innovation and Best Practice; the physical development of Mandeville Place; and an annual festival of disability sport and art – National Paralympic Day. This is in addition to the Legacy Corporation’s other initiatives to support disabled people into work and training opportunities.

6.11 Queen Elizabeth Olympic Park is also the host for many disability sports events each year from smaller community events like the Panathlon School Challenge finals, or the east London Mental Health sports day, to larger international events such as the Sainsbury's Anniversary Games Para Athletics event in 2013, or the Wheelchair Tennis Masters in autumn 2014. The Corporation's next major focus is how London builds upon the success of 2012 to host the 2017 IPC Athletics World Championship on the Park, held for the first time in conjunction with the IAAF event.

## Motivate East

6.12 Motivate East is an inclusive disability sports project that forms part of the London Legacy Development Corporation's Paralympic Legacy Programme. It is funded by the Legacy Corporation, with match-funding from Sport England and other partners, and aims to provide over 26,000 inclusive sporting opportunities in east London, and provide access and opportunities in the Park and its venues to get disabled people into sport.

6.13 During the first year of the programme, from February 2013 to February 2014, Motivate East has enabled 6,335 disability sport sessions, achieving 138% of Sport England's target and reaching a total of 1,874 disabled people. It also reached 5,851 people who did not declare a disability (such as family members or accompanying friends as part of inclusive sessions). It also trains local people as peer mentors.

6.14 The project is making full use of venues – the Copper Box Arena and London Aquatics Centre are used regularly and the Legacy Corporation's inclusive cycling project has been named as the inclusive cycling project for the VeloPark.

## Transport accessibility

### The national picture

6.15 The 2012 Accessibility Action Plan is the Department for Transport's (DfT) contribution to the legacy of the Olympic and Paralympic Games and they continue to work with partners to deliver the commitments.

6.16 Delivery of the current Access for All programme, which provides station accessibility enhancements at national rail stations across the country, is progressing well. More than 150 stations will have an accessible route for passengers by 2015. DfT has made an additional £100m available to extend the programme from 2015 until 2019 and deliver improvements at 42 more stations.

6.17 In 2013 DfT supported a project to evaluate the Passenger Assist system by Passenger Focus. The report<sup>27</sup> focused on the quality of facilities and services provided to disabled rail passengers who book assistance through Passenger Assist, two years after it was revamped to meet demand during the Olympic and Paralympic Games. Train operating companies are considering the findings of the review and looking at ways in which the system can be further improved and its profile raised.

6.18 DfT's accessible journey planning element of the Games spectator journey planner, developed specifically for the Games, has been integrated into Transport Direct, the national journey planner, and provides accessible journey plans for public transport across Great Britain. It is now looking likely that accessible planning will be included across a much wider range of journey planning services in Great Britain.

<sup>27</sup> <http://www.passengerfocus.org.uk/news/articles/industry-heads-slowly-in-the-right-direction-in-improving-assistance-for-disabled-rail-passengers->

- 6.19 DfT is conducting a review of the effectiveness of disability awareness training courses currently offered to bus staff. Bus operators, disability stakeholders and charities with an interest in disability awareness training have provided input on this issue. Once all responses have been considered, DfT will provide further details on plans for improving the quality and uptake of disability awareness training.
- 6.20 Following the review of the Disabled Person's Transport Advisory Committee (DPTAC) in 2013, DfT has redefined the Committee's scope and structure to make it more effective and has recruited a new membership. The Committee had its first official meeting in June 2014. DPTAC will provide independent advice to the Department on matters relating to transport for disabled people, and monitor the Department's delivery of its legacy commitments.
- 6.21 The Law Commission published its report into legislation governing taxis and private hire vehicles (PHVs) and a draft bill in May 2014. The Commission's recommendations include compliance with the Equality Act 2010 for all taxi/PHV drivers as a condition of licence, a duty for drivers to stop for all passengers when hailed and mandatory disability awareness training for drivers. DfT will respond in due course.

### Transport in London

- 6.22 The London 2012 Games saw more disabled people travel to more events at more venues and locations than at any previous Games. The legacy is a more accessible network with more step-free stations, better signage and information.
- 6.23 All of London's 8,700 buses are wheelchair-accessible, as are all black cabs. Nearly 40 per cent of all stops and stations across London's rail-based public transport network are also accessible and include 175 stations on the Transport for London network. The entire Docklands Light Railway and London Tramlink network are step-free, along with 66 of the 270 Tube stations, and 38 of the 83 London Overground stations.
- 6.24 Since the Games there has been a continued roll-out of boarding ramps, used to bridge the gap between platform and train. The total number of London Tube stations with level access from platform to train through the use of ramps and permanent raised platform sections is now 35 across the network.
- 6.25 New accessible trains have been delivered as part of the upgrades to the Victoria and Metropolitan lines, with further trains being rolled out on the Circle, Hammersmith & City and District Lines. All of London Overground's original rolling stock has been replaced with new, accessible, state-of-the-art, modern fleet.
- 6.26 Particular regard has been given to how signage can help improve accessibility following London 2012. Distinctive new blue accessibility signage has been installed at 14 stations across the Tube network. This new signage, developed in conjunction with disability groups, is positioned at locations and heights that are easily seen by wheelchair users.

### Paralympic Legacy Advisory Group

- 6.27 The Paralympic Legacy Advisory Group, established in December 2012 by Government and the GLA, has continued to provide insight, challenge and ideas to help shape and steer the Paralympic Legacy. The Advisory Group has provided significant input to a range of legacy work including access, volunteering, broadcast media and sport and physical activity.

6.28 The Advisory Group has proposed that additional work should be taken forward in three key legacy related areas. These are:

- Built Environment Professional Education: improving the understanding of inclusive design amongst built environment professionals – inspired by the inclusive and accessible London 2012 venues and environments
- Inclusive events: improving the experience for disabled people attending sporting and cultural events – using the good practice in evidence at the Games
- Perceptions: building on the change in perceptions towards disabled people that took place after London 2012 – maintaining the high profile disabled people had during London 2012 in the media, employment, and local communities

6.29 Updates on these areas are covered below.

## Built Environment Professional Education

6.30 The inclusive design process used to deliver the ‘most accessible Games ever’ is being used to stimulate a change in the education and training of architects, designers, planners, surveyors and other built environment professionals. On 3 December 2013 the Built Environment Professional Education Project (BEPE) was launched. Inspired by the Paralympic Legacy Advisory Group, the project aims to make inclusive design a key part of education and training for all built environment professionals.

6.31 Inclusive design is a process that ensures all buildings, places and spaces can be easily and comfortably accessed and used by everyone. The process is being used by the London Legacy Development Corporation for Queen Elizabeth Olympic Park and its new communities to help them become the most accessible new neighbourhoods in the UK.

6.32 By making inclusive design a requirement of the core curriculum of built environment education, and in assessments of professional competence, BEPE aims to give built environment professionals the knowledge, skills, and attitude to implement schemes that deliver inclusion. Long term it is hoped that the project will help to raise standards in built environment design, construction and management.

6.33 A Project Board oversees the BEPE project, chaired by Paul Morrell (the Government’s Chief Construction Adviser from November 2009 to November 2012) and made up of eight senior figures from the built environment professions. Ten built environment professional institutions have now committed to working on the project, which is being taken forward in partnership with the Greater London Authority, the Office for Disability Issues and the Department for Business, Innovation and Skills. The project team is now working with the professional institutions to develop plans for strengthening their professional accreditation criteria in regard to awareness and knowledge of inclusive design. The team is also working with educational institutions to help support change in the training of new built environment professionals.

## Professional Institutions supporting the Built Environment Professional Education Project

- Royal Institute of British Architects
- Royal Town Planning Institute
- Architects Registration Board
- Royal Institute of Chartered Surveyors
- Institution of Civil Engineers
- Chartered Institute Of Building
- Chartered Institution of Highways and Transportation
- British Institute of Facilities Management
- The Landscape Institute
- Chartered Institution of Building Services Engineers

### Inclusive events

6.34 The Paralympic Legacy Advisory Group felt it was important to build on the good practice in evidence during London 2012 to make the experience of attending sporting and cultural events better for disabled people, both at major flagship events and more regular events. The Olympic and Paralympic Legacy Unit, based in the Department for Culture, Media and Sport, has been looking at what can be done to support improvements in a number of areas:

- Making it easier for event organisers to find information about good practice, guidelines, tools and advice
- Make it easier for disabled people to buy tickets for events
- Make sure major sporting events build on the inclusive approach of London 2012
- Improving the experience for disabled spectators at more regular events, such as sports matches.

6.35 A joint project between the Department for Work and Pensions and the Department for Culture, Media and Sport, is underway to look at the accessibility of sporting stadia and what can be learned from London 2012. This will focus on understanding the barriers experienced by disabled sports fans, updating guidance on stadium accessibility and working with sports' national governing bodies to find ways to improve the experience for disabled supporters.

6.36 In addition, work is underway to ensure that major sporting events supported by the UK Government learn from and build on the lessons of London 2012 in order to deliver an inclusive experience for all spectators.

## Perceptions

6.37 Since the 2012 Paralympic Games 56% of disabled people and 71% of non-disabled people think that attitudes of the general public towards disabled people has improved<sup>28</sup>.

## Role models

6.38 To inspire a generation of young disabled people, the Department for Work and Pensions (DWP) is promoting a role model campaign on YouTube. The video clips featured a wide range of successful disabled people, including Paralympians, business people, entrepreneurs, students and artists talking about their aspirations, achievements and the barriers that they have overcome.

6.39 DWP are now exploring opportunities to expand the role model work to motivate all disabled people and change attitudes of non-disabled people.

## Aspire2

6.40 DWP developed and published a series of online magazines called “Aspire2<sup>29</sup>”, targeted at young disabled people, with the aim of getting more young people to engage with legacy and disability issues. The first edition focused on the Paralympic Legacy, published to mark the anniversary of the London 2012 Paralympics, with subsequent magazines focussing on attitudes and employment issues.

## Disability Confident

6.41 Government and the business community held a major Disability Employment Conference in July 2013 to launch the “Disability Confident” campaign. The campaign aims to help employers remove barriers, increase understanding and ensure that disabled people have the opportunities to fulfil their potential and realise their aspirations. Since the launch, DWP and business have held seven regional conferences, in Glasgow, Leeds, Manchester, Cardiff, Swindon, Birmingham and London, reaching over 1,100 employers showcasing talent and making the business case to improve employment opportunities for disabled people.

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<sup>28</sup> Opinions and Lifestyle survey 2014

<sup>29</sup> <https://www.gov.uk/government/collections/aspire2-magazine-for-young-disabled-people>



