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MAYOR OF LONDON

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

A joint UK Government and Mayor of London report

July 2013



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The legacy from the
London 2012 Olympic
and Paralympic Games

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Foreword

by David Cameron and Boris Johnson



David Cameron
Prime Minister

Last year, along with millions of people across the UK and overseas, I witnessed the extraordinary success of the London 2012 Olympic and Paralympic Games – from the stunning wins of our athletes to the beautiful stadiums and unforgettable atmosphere.

It's a summer we will remember for a long time – but to be truly successful, the Games can't just be the memory of one summer. It was always the plan that the legacy left by the Games should last a lifetime.

That's why, in every step leading up to the Games, those planning 2012 were thinking carefully about what would come after the Games – whether that's urban areas regenerated, people inspired to get into sport or athletes supported to bring home even more gold, silver and bronze for Great Britain next time.

Critically, our vision is about helping our businesses to build on the reputation secured by the Games last summer. A big part of the legacy is driving the jobs and growth we need in Britain to compete globally.

This is a long-term vision, but the progress captured here shows we're on the right track. We will make sure that the greatest Olympic and Paralympic Games ever really do benefit our entire country for generations to come.

A handwritten signature in black ink that reads "David Cameron". The signature is written in a cursive style with a long, sweeping underline.



Boris Johnson
Mayor of London

Well, folks, we are doing it again. We are defying the sceptics and the doom-mongers.

They said we couldn't run a bath – and we delivered the greatest Olympic and Paralympic Games the world has ever seen.

Then they said those Games would never leave this country a permanent legacy, and that the taxpayer would never see a return for that £9.3 billion.

And look at what is happening in the Olympic Park today. London is succeeding where virtually no Olympic city has succeeded before. In less than a year, we have found practical and primarily private sector futures for our stunning Olympic venues.

All eight of them – from the Velodrome to the Aquatics Centre to the Copper Box to the Stadium itself – will be run as commercial concerns in a part of East London that is being transformed before our eyes.

In Queen Elizabeth Olympic Park alone there will be 11,000 homes and 10,000 jobs, to say nothing of the amazing transport hub at

Stratford and the largest new green park in any European city.

We are seeing a sporting legacy, with 150,000 more Londoners trying some kind of sporting activity since the Games. We are maintaining and expanding the great work of the 2012 volunteers, through Team London and the Join In campaign.

And we are seeing massive economic payback for London and the UK from the image our Games sent round the world – not just in the record tourism figures, but in billions of overseas investment now flooding into the capital – from Croydon to Battersea to the Royal Albert Dock.

This is only the beginning of a process that will drive extraordinary regeneration in East London. But we can already say, with pride, that the 2012 Games have made a lasting difference – for the better – to the economy of London and the UK.

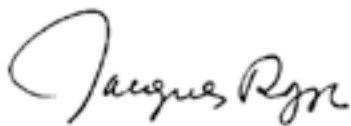
A handwritten signature in black ink, appearing to read 'Boris Johnson', written in a cursive style.

Comment from Jacques Rogge, President of the International Olympic Committee

A year ago, the London 2012 Olympic Games wrote a thrilling chapter in the annals of Olympic legacy. London's commitment to delivering a strong Games legacy was clear, and plans for sustainable legacies were explicitly detailed in the city's initial bid to host the Games.

These 'happy and glorious' Games are now on their way to leaving a fantastic legacy that will benefit the population of London and beyond.

The London 2012 Games have definitively served as a catalyst for development and improvements, both tangible and intangible, which would otherwise have taken decades to achieve. There is no doubt that the citizens of London and Great Britain will benefit from the Games for a long time to come.



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It is my hope that this book will be useful to you in your current or future work. I would like to thank the following individuals for their assistance in the preparation of this book: Robert A. Giacomin, Robert L. Kanarek, and Robert M. L. Young.

Finally, I would like to thank my wife, Susan, for her love, support, and patience during the preparation of this book.

—Robert M. L. Young, Editor, *Journal of Applied Behavior Analysis*

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



This time last year we were about to embark on the delivery of the London 2012 Games, and it will come as little surprise that we all realised this was a big moment in the life of the nation. I took great confidence in the knowledge that we had a fantastic team at the London Organising Committee of the Olympic and Paralympic Games (LOCOG) under the leadership of Paul Deighton, as well as many other partners, who had worked tirelessly in the seven-year run-up to the Games. And while it is for others to judge how successful the Games were, I certainly look back on the summer of 2012 with immense satisfaction and pride – and perhaps just a little relief! As I said in my closing speech to the Olympic Games: when our time came, we did it right.

But it was actually even before the closing ceremony of the Olympic Games that I agreed to take up the role of Prime Minister's Olympic and Paralympic Legacy Ambassador. It was an easy decision to make. Did I want to ensure that the same planning and attention that went into the delivery of the Games was carried forward into the legacy? Of course I did.

When I stood up in Singapore in 2005 and made my speech as part of the final bid presentation to bring the Games to the UK, I said that London's vision is to reach young people all around the world, to connect them with the inspirational power of the Games so that they are inspired to choose sport. I say "is" and not "was" because this vision is alive as much today as it was eight years ago.

From my own personal journey I know the power of the Games to be true, and I wanted our country to be able to demonstrate that more impressively than anyone had done before. I know as an athlete what competing in the Olympic or Paralympic Games means. I know as a parent and someone whose life has been shaped by sport the impact it can have on all of our lives, and I know how the business of sport can be such a strong contributor to our economic growth.

Now of course I recognise that not everyone will want or be able to become an Olympic or Paralympic athlete – but I do hope the Games will have inspired people to be the best they can be at whatever they want to do.

But this isn't just about being physically active. The Games allowed us to show the creativity and the culture our country has to offer – and while I do hope we will have inspired the next generation of athletes, I also hope the next Danny Boyle, Thomas Heatherwick or Clare Balding might have been inspired too.

Since the Games I have seen my role as Legacy Ambassador touch three vital areas.

Firstly, I have been working with the Prime Minister, the Mayor, the Secretary of State for Culture, Media and Sport and other ministers from across Whitehall on ensuring that the legacy programme we are working on is as extensive and ambitious as it can be. I have been impressed by the energy and enthusiasm that I have seen across Whitehall and the Greater London Authority. Many people who were crucial in the delivery of the Games have remained loyal to the cause and many new people have also joined in, bringing innovative ideas and untold creativity.

Secondly, I have been supporting the work of UK Trade & Investment and the Foreign and Commonwealth Office in identifying and exploiting new business opportunities for UK companies off the back of the Games. In this report you will see the outstanding success that has been realised. I know from my overseas visits that the stock of UK plc has never been higher. Business after business has told me that doors are open that only a few years ago were closed: from a visit to Oregon where west coast technology investors were excited to hear about the investment opportunities driving growth in East London, to Rio where I led a trade mission of about 20 companies, to the huge interest in our success in using sporting events to deliver regeneration. I was also delighted to be able to address our Ambassadors from around the world when they were back in London in May to thank them for the tremendous work they did in the run-up to the Games, and it was heartening to hear that their enthusiasm in securing a strong legacy across the world has not waned.

Thirdly, I also wanted to help to promote legacy domestically. Every day I hear of great new initiatives that have been inspired by the Games up and down the country. It has been reassuring to see and hear about the activity that has been going on in so many schools and local communities, determined not to lose any of the momentum generated by the glorious performances of Team GB and Paralympics GB.

Since I took on my role I have also had the opportunity to see first-hand evidence of the legacy in action across all nations and regions of the UK, such as the Salto Gymnastics Club in Northern Ireland, Paralympic roadshows in Wales and the enthusiasm for the Commonwealth Games in Glasgow.

I have also visited schools in Lincolnshire, Leicestershire, Glasgow, Cardiff and London, to name but a few, where I have seen how the Games have inspired and continue to inspire a generation across an extraordinary range of activities and clubs – from street dance to healthy eating and absorbing the values of the Games.

And of course I am looking forward to being back in the Olympic Park as it re-opens this summer. It will always be a place of special memories for us all, but I know that more indelible memories will be etched when our elite athletes return for the London Anniversary Games.

I hope you agree that the progress reflected in this report against each of the legacy commitments is a promising start. There can, however, be no room for complacency. Just as the Games took 10 years to win, plan and deliver, so legacy must be seen as a 10-year project to realise lasting change. We all have a role to play in helping to secure a lasting legacy from London 2012; this is by no means a unique task for government – whether local or national.

We need our companies to be winning contracts all over the world, and of course we want our elite sportsmen and women to stay at the top of their game, showcasing their talents in the fantastic decade of sport coming to the UK. We need to see the increases in visitors and volunteers sustained over the long term.

But most of all I think we need to see more people, particularly people with a disability, grabbing great opportunities to participate in sport or physical activity more often. Above all the other elements of the great legacy story that is developing, this is the one that I think has the biggest long-term impact for our nation's health. We know that physical inactivity could be a drag anchor for future generations. If we fail to seize this opportunity it will hit our health resources hard and ultimately hobble economies. As a sportsman physical activity comes as second nature to me, but I know that for many it does not, so we all have to think creatively so that it becomes a reality for all.

So my challenge to everyone reading this report is to think about what you can do to give shape and energy to our national effort. If we all commit to doing something in whatever way, small or large, we have been inspired by 2012 – and we will continue to excite and inspire our young people. Only then can we be confident once more that, when our time came, we did it right.

A handwritten signature in black ink, appearing to read "Sir Chris Hoy". The signature is written in a cursive, flowing style with a large initial 'S'.

the fact that the *Journal of Applied Behavior Analysis* is the most widely read journal in the field of behavior analysis.

It is my hope that this special issue will be a useful addition to the literature on the use of behavior analysis in the field of education. I would like to thank the members of the editorial board for their support and assistance in the preparation of this special issue.

Correspondence should be addressed to: Dr. Robert M. Gable, Department of Psychology, University of North Carolina at Charlotte, Charlotte, NC 28223. E-mail: rgable@uncc.edu

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Executive Summary

Sport and Healthy Living

- **Increase in funding for elite sport** for the four years leading to Rio 2016, 7% for Olympic athletes and 45% for Paralympians. The overall increase is 13%.
- **Investing £27 million** to bid for and host more than 70 of the world's most prestigious sporting events in the UK over four years – including 36 World and European Championships.
- **1.4 million more people are playing sport** once a week since we won the bid in 2005, and **£1 billion** has been invested over four years into youth and community sport.
- **£150 million** a year for primary school sport for two years, starting in September 2013.
- **15 million** people in 20 countries involved with International Inspiration.

Regeneration of East London

- An **accelerated process of urban regeneration has taken place in East London** during the past decade.
- The future of **eight out of eight** retained Olympic Park venues has been secured within one year of the Games.
- **Queen Elizabeth Olympic Park** is re-opening to the public between summer 2013 and spring 2014.
- **iCity** has been confirmed as the occupier of the Press and Broadcast Centre with tenants including BT Sport, Loughborough University and Infinity.
- **£6.5 billion** of transport investment has supported development across London.
- **11,000 homes** are planned and more than **10,000 jobs** will be created on the Park – conversion of the Athletes' Village into homes is well advanced and developers are preparing to start building on Chobham Manor.

Economic Growth

- By 2020 the economic impact is estimated to be **£28 billion to £41 billion** in Gross Value Added (GVA) and **618,000 to 893,000** years of employment.
- So far **£9.9 billion** in international trade and inward investment has been won because of the Games and Games-time promotional activity – with more being announced.
- **70,000 jobs** for workless Londoners.
- **£120 million** of contracts already won by UK companies from the Brazil 2014 World Cup and Rio 2016 Olympic and Paralympic Games.
- **More than 60 contracts** won by UK companies for the Sochi 2014 Winter Olympics and Russia 2018 World Cup.
- **1%** increase in international visitor numbers to the UK and **4%** increase in visitor spend – in 2013, tourist spend is expected to exceed **£19 billion** for the first time.

Bringing Communities Together

- **Increase in volunteering** during 2012–13 (both formal and informal), halting the steady decline seen since 2005.
- **Join In is aiming to get 100,000 new volunteers** involved in sport and community activities during the summer of 2013.
- **Team London Ambassadors continue** to be present at major London sites and events during 2013.
- **Big Lottery Fund ‘Spirit of 2012’ Trust** established to allocate money returned from the sale of the Athletes’ Village.
- **Lessons being adopted** from sustainability and transport.

The Legacy from the Paralympics

- **81%** of people surveyed thought that the Games had a positive effect on how disabled people are viewed by the British public.
- Disabled people’s **participation in sport is increasing**.
- **Increased funding for Paralympics GB** through to Rio 2016.
- **Increased funding to support access and participation** in sport at community level.
- **Increased accessibility** on the transport system, in venues and in other environments.
- **Paralympic Legacy Advisory Group** established to support the Cabinet Committee.

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—Robert M. L. Young, *University of North Carolina at Greensboro*

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Chapter 1:

Introduction

In 2005, the London 2012 bid team made a bold pledge: “Choose London and we will create an extraordinary legacy for the UK and the world.”

- 1.1 In March 2012, ahead of the Games the Department for Culture, Media and Sport published *Beyond 2012: The London 2012 Legacy Story*. This set out progress so far on achieving a lasting legacy and identified a number of further challenges and commitments.¹
- 1.2 A year on from the Games, this report looks to provide an update on progress against those commitments and explain in what ways they are being taken forward over the years ahead.
- 1.3 The Government and the Mayor of London are working closely together alongside business, arm’s length bodies, local authorities, regional partners and many others in delivering the programme of work and supporting wider activity.
- 1.4 An Olympic and Paralympic Legacy Cabinet Committee has been established (supported by an officials group) to provide oversight of legacy delivery. Secretaries of State from all relevant government departments are members. In addition, Lord Coe and the Mayor of London attend these meetings.
- 1.5 The Secretary of State for Culture, Media and Sport is the lead Minister and deputy chair of the Olympic and Paralympic Legacy Cabinet Committee, and is accountable to Parliament for the overall coordination and delivery of the legacy. Ministerial accountability for individual elements of the programme remains with those responsible departments or the Mayor.
- 1.6 Lord Coe, the Prime Minister’s Olympic and Paralympic Legacy Ambassador, provides independent advice on the legacy programme. Domestically, Lord Coe challenges the ambitions of the legacy programme, advises on opportunities for collaborative working across sectors and helps to promote the legacy in all nations and regions of the UK. Internationally, he acts as a global ambassador to promote the legacy of the Games, enhancing the reputation of the UK and boosting opportunities economically and diplomatically. As his Legacy Ambassador, Lord Coe provides regular reports to the Prime Minister.

¹ www.gov.uk/government/publications/beyond-2012-the-london-2012-legacy-story

- 1.7 The Olympic and Paralympic Legacy Unit in the Cabinet Office, staffed jointly by Government and the Greater London Authority (GLA), has been established to coordinate the legacy programme and support both the Olympic and Paralympic Legacy Cabinet Committee and Lord Coe as Legacy Ambassador.
- 1.8 In addition to the overarching Cabinet Committee, a Paralympic Legacy Advisory Group has been established (see Chapter 6) to advise on matters relating to the Paralympic legacy of London 2012.
- 1.9 'Legacy' is a word that is used very often, in many different contexts. There is a benefit in having a broad definition, because it allows a degree of creativity and innovation. All across the UK, in different aspects of society, the Games have inspired people in their own way. It would be impossible to capture all of that activity, but it is important to acknowledge that it happens.
- 1.10 In the joint programme of the Government and the Mayor, legacy means ensuring a positive impact in a broad number of areas from the planning, delivery and hosting of the London 2012 Olympic and Paralympic Games. Legacy activity is being taken forward in five broad areas of activity:
 - Sport and Healthy Living;
 - Regeneration of East London;
 - Economic Growth;
 - Bringing Communities Together; and
 - The Legacy from the Paralympics.
- 1.11 This report aims to provide a summary of activities since the Games in each of those areas, and how they are being taken forward.

The first part of the document discusses the importance of maintaining accurate records in a laboratory setting. It emphasizes the need for clear labeling and organization of samples and equipment. The second part details the procedures for handling hazardous materials, including safety protocols and emergency response plans. The third part covers the calibration and maintenance of laboratory instruments, ensuring that all measurements are precise and reliable. The final part of the document provides a checklist for routine laboratory safety checks and a summary of key safety rules.

Chapter 2:

Sport and Healthy Living

Lasting impacts in sport and healthy living have always been at the centre of Olympic and Paralympic Games legacy ambitions.

Games-time ambitions

2.1 In *Beyond 2012*, the challenges and ambitions set out as part of realising a lasting legacy were to:

- maintain world-class elite sport performance;
- continue to host world-class sport;
- improve grassroots sports in communities and create a sporting habit for life in young people;
- re-energise school sport, especially competitive sport; and
- change lives abroad through the programme of International Inspiration.

Headline achievements

- **Increase in funding for elite sport** for the four years leading to Rio 2016, 7% for Olympic athletes and 45% for Paralympians. The overall increase is 13%.
- **Investing £27 million** to bid for and host more than 70 of the world's most prestigious sporting events in the UK over four years – including 36 World and European Championships.
- **1.4 million more people are playing sport** once a week since we won the bid in 2005, and **£1 billion** has been invested over four years into youth and community sport.
- **£150 million** a year for primary school sport for two years, starting in September 2013.
- **15 million** people in 20 countries involved with International Inspiration.

Taking legacy forward

- 2.2 After the Games the Minister for Sport, Hugh Robertson, set out sports legacy ambitions in a Ten Point Plan published in September 2012, and has subsequently reported against this to Parliament on a quarterly basis.
- 2.3 The Ten Point Plan covers: elite sport, world-class facilities, major sports events, community sport, the strategy for youth and community sports, the charity 'Join In', the School Games, physical education, disability sport and international development.
- 2.4 The Government also aimed to boost public health through the development of a Sports and Exercise Medicine Centre and through physical activity programmes aimed at promoting exercise and well-being, especially to the least active children.
- 2.5 In addition, the Mayor of London set out his contribution to delivering a sporting legacy in *A Sporting Future for London*.¹

"I think that we will need at least five years, and probably a decade, before we can make an authoritative judgement on the success of the London 2012 sports legacy but the foundations are incredibly strong. Britain's reputation in world sport has certainly been transformed. Everywhere I have gone since London 2012 people have congratulated this country for hosting wonderful Games. Last year we showed the world the best of Britain. It is now up to us to deliver a sports legacy that lasts."

Minister of State for Sport and Tourism, The Rt Hon Hugh Robertson MP

Elite sport

"It's fantastic that the Government has made a big commitment to invest in British Olympic sport. Funding from National Lottery and Government has helped and supported me throughout my athletics career and allowed me to attain my goals."

London 2012 gold medallist Jessica Ennis-Hill

- 2.6 Britain's Olympic and Paralympic athletes will continue to be strongly supported by around £125 million a year National Lottery and Exchequer investment over the next four years. In December, UK Sport announced a £347 million investment into elite sport for the Rio 2016 Olympic and Paralympic Games which, in comparison to the funding leading into London 2012, represents an overall increase of 13%, comprising 7% for Olympic athletes and 45% for Paralympians. This will provide sports' governing bodies with the certainty they need to put long-term plans in place to try to emulate, or even better, the 2012 medal haul.
- 2.7 Since the Games, medal-winning athletes have been inspiring communities around the country as they have unveiled golden pillar boxes and plaques in their community sports clubs, visited local schools to show off their medals, and attended sports days and other events in the communities. Many will also take part in the School Games regional sport festivals in the summer.
- 2.8 All funded athletes are now expected to give up to five days a year towards coaching, mentoring, ambassadorial activities and supporting sporting experiences. The sports' governing bodies have been tasked to collate this activity, and are the conduit through which athletes can be accessed. They will report twice yearly to UK Sport.

¹ www.london.gov.uk/mayor-assembly/gla/publications/a-sporting-future-for-london

Case study: Elite athletes giving back

British Rowing used the World Cup event at Eton Dorney in June 2013 to engage with more than 1,500 young people. Nathaniel Reilly-O'Donnell and his GB team mates persuaded businesses to pay for school children to visit the event. Schools from across the country made the trip and took part in indoor rowing competitions, did a treasure hunt around Eton Dorney and got to meet some of the stars of British Rowing, as well as watch the races taking place. Nathaniel said: "I was keen to use my position in the team to expose children – who normally wouldn't get the chance – to elite sport in their local area. I wanted to show the school children that we athletes are just normal people in the hope that they too would look to strive in their chosen field without fear."



Paralympic gold medallist Danny Crates at Park House School, Newbury, Berkshire

Major sporting events

- 2.9 Attracting major events provides the opportunity for British athletes to perform in front of home crowds, provides the British public with the opportunity to spectate and be inspired by world-class sports, and provides an economic opportunity for the local areas hosting events.
- 2.10 Building on the experience and reputation from delivering a successful Games, UK Sport's 'Gold Event Series' will bring 70 of the world's most prestigious sporting events to the UK, including 36 World and European Championships. A programme of events is planned for the next 10 years, with further bids currently under consideration. A few of these events are listed below.

Events coming to the UK

Rugby League World Cup	2013
Triathlon World Championships Grand Final	2013
IPC Athletics Grand Prix Final	2013
World Youth Netball Championships	2013
World Squash Championships	2013
Gymnastics World Cup	2013
WTF Taekwondo Grand Prix Final	2013
Wheelchair Singles Tennis Masters	2014
Giro d'Italia (Northern Ireland Start)	2014
Tour de France (England Start)	2014
Ryder Cup	2014
Commonwealth Games	2014
Rugby Union World Cup	2015
World Gymnastics Championships	2015
IPC Swimming World Championships	2015
European Wheelchair Basketball Championships	2015
World Canoe Slalom Championships	2015
European Eventing Championships	2015
European Hockey Championships	2015
IAAF World Athletics Championships	2017
IPC World Athletics Championships	2017
Cricket World Cup	2019

Sports participation

Case study: Rutland Handball Club

Inspired by London 2012, Rutland Handball Club expanded its small club of 12 senior players to young people in the area.

After talking to local secondary school pupils to see who was interested in trying handball, the club ran three blocks of six-week after-school 'introduction to handball' sessions aimed at 14–16-year-olds.

Some 41 young people kept playing handball after the coaching sessions finished.

- 2.11 The latest Active People Survey demonstrates that, despite a recent drop, the long-term trend in sports participation is increasing since the bid was won in 2005. There are positive underlying trends in the number of young people, women and disabled people playing sport regularly.
- 2.12 A total of 15.3 million people are playing sport at least once a week – 1.4 million more people than in 2005 when London won the bid.
- 2.13 The number of young people aged between 16 and 25 playing sport regularly is growing and has now reached 3.86 million. This is an increase of nearly 63,000 on the previous 12 months, with strong advances in sports such as basketball and swimming.
- 2.14 There are more women playing sport with a year-on-year increase of 89,900 (1.3%), further narrowing the gender gap in sport.
- 2.15 The figures for disabled people have been rising steadily since 2005. While there is still a large difference in the number of disabled people and non-disabled people playing sport, the latest figures show an increase of 46,600 (2.8%) over the past year with Paralympic sports such as equestrianism and athletics growing in popularity.
- 2.16 Sportivate is a £56 million National Lottery legacy programme (increased from £32 million to reflect its popularity) that gives 14–25-year-olds access to six to eight weeks of coaching in a range of sports, from conventional sports such as golf and tennis to wakeboarding and parkour. To date, more than 225,000 young people have benefited from Sportivate with more than 190,000 completing their coaching sessions. Three months later, 83% were still playing the sport.

Youth and community sport

- 2.17 The Youth and Community Sports Strategy, announced in January 2012, committed **£1 billion** of investment in community sport through to 2017. The strategy is designed to create a sporting habit for life, led by the National Governing Bodies of sport, who received £493 million of investment for 2013–17 to deliver a year-on-year increase in the number of people playing sport.
- 2.18 The strategy will also deliver 6,000 community sports clubs on school sites and offer the opportunity for communities to apply for funding for sports projects in their locality.
- 2.19 Lottery funding for Sport England's 'Places People Play' programme has increased to **£155 million**. So far the programme has supported 26 major sports facilities projects, and 238 community projects have benefited from a total of £11.3 million of Lottery investment, with 721 pitches and nearly 2,600 acres protected and improved.
- 2.20 More than 50,000 Sport Makers have also been recruited as local volunteers to provide encouragement and organisation for local sports events and activities.

Case study: 50,000th Sport Maker

Twenty-four-year-old Scott Preece from East Kent College is passionate about sport and how its diversity caters for everyone. Scott got involved in the programme, recognising it as an opportunity to help people in the community to develop a passion for sport.

Scott says that sport is what makes him tick and that he wants to get other people involved: "The way physical exercise makes you feel is electric, the health benefits are astonishing and the social involvement and personal development that can be achieved is limitless."

Case study: Salto Gymnastics Club

Salto Gymnastics Club in Lisburn, Northern Ireland is an example of a club and facility that supports both community and elite use – it also hosted the Olympic gold-winning Chinese men's team as their pre-Games training camp. Lord Coe visited the Club and said: "This gymnastics club captures the essence of the last 10 years. This club is quintessentially why I went to Singapore and that's why I've come back here because now we are starting the second half of the Olympic journey, to be inspired by 2012."

School sport

- 2.21 Sport should be a central and important part of any school. Great schools have long known that sporting excellence and participation, alongside strong cultural opportunities, go hand in hand with high academic standards. To support this aim, physical education will remain a compulsory part of the curriculum at all four key stages of education, with a greater emphasis on competitive sport.

New funding

- 2.22 In March 2013 the Prime Minister announced a new school sports funding package, providing **£150 million** for primary schools for each of the next two years to improve physical education and health. The Department for Education, the Department for Culture, Media and Sport and the Department of Health have come together to fund this.

They are now working with others, including County Sports Partnerships, sports' National Governing Bodies and Ofsted to deliver this important legacy commitment. On 28 June the Department for Education published an information pack for head teachers considering the best way to use this funding to meet the needs of their pupils.

- 2.23 From September 2013 Ofsted inspectors will consider how well schools are using their additional funding to improve the quality and breadth of PE and sporting provision, including increasing participation, so that all pupils develop healthy lifestyles and achieve the performance standards that they are capable of. In addition, in a year's time Ofsted will carry out a survey reporting on the first year's expenditure and its impact.
- 2.24 The Department for Education has also invested in new initial teacher training programmes to produce a cadre of primary teachers with a particular specialism in PE, developed in conjunction with sports bodies. The first 120 candidates will receive their training in summer schools in August 2013.



Healthy Schools London, Mayor of London programme

The School Games

2.25 The School Games was the new national school sports programme inspired by the Games. Competitive sport in schools continues to be promoted through the School Games, with over 13,000 schools participating in the competition in 2013. More than £100 million of Lottery and government funding is being invested in the School Games over the next three years. As of mid-June 2013, more than 17,000 schools had registered on the School Games website.

Case study: New College Leicester

New College Leicester Learning and Sports Village welcomed the announcement in March 2013 that every primary school will be receiving a School Sport Premium to enhance PE and school sport over the next two years.

“We gave careful consideration as to how we could supply a robust service to our primary partners and we decided that we needed more capacity to do that effectively. On the basis of this the school decided to recruit a full time Primary PE specialist that could be shared between a cluster of local Primary Schools. Six Primary Schools decided to take up this offer and they are dedicating a percentage of their sports premium to this role which is demonstrated through the signing of a mandate.”

Investment in disability sport

2.26 As part of Sport England’s investment in National Governing Bodies, specific targets have been agreed with 42 sports to increase participation levels in disability sports.

2.27 Funding has been provided to seven national disability sports organisations. The English Federation of Disability Sport has also been awarded almost £2 million to help it to work with sports’ governing bodies to increase sports participation by disabled people and make grassroots sport more inclusive.

2.28 Sport England has established an Inclusive Sport Fund of £10.2 million and in December 2012 announced 44 projects which will benefit from these funds. Projects will be delivered across a number of sports and across all disabilities, ranging from local delivery through disability organisations such as One-to-One Enfield, to national projects such as with the Wheelchair Football Association. In addition and as part of its wider commitment to disability sport it will also be hosting four regional forums, twice a year, as well as working with key organisations from the disability sector, such as Disability Rights UK, to bring them together with the sports sector.

2.29 Through a targeted grant the Department for Education supports Project Ability, a bespoke project within the School Games designed to help to drive and increase competitive opportunities for young disabled people. In the first year, Project Ability has benefited around 5,000 disabled children in 486 schools with 32 sports working with the programme. It is delivered through a network of 50 lead Project Ability schools, and helps schools in England to improve the quality, and extend the provision, of sport for disabled pupils. This will encourage greater participation by young people with special educational needs and disabilities and create pathways for them to continue into school-club activities and, for the most talented, into high-level competition.

2.30 Commercial partners have put in place programmes inspired by the Games, such as the £1 million Sainsbury’s Active Kids for All Inclusive Community Training Programme, which will create a workforce able to deliver sport opportunities to disabled people, complementing the Active Kids for All Inclusive PE Training.



A Sport England Inclusive Sport project

Mayor's Sports Legacy Programme

- 2.31 In London, the Mayor's Sports Legacy Programme has already seen more than **£40 million** invested in grassroots sports across the capital through City Hall and with match-funding from other sources, including the private sector.
- 2.32 To date, this investment has funded 77 sports facilities; trained 13,000 sports coaches and officials; and supported hundreds of different projects, across a range of sports. Around 250,000 people of all ages have benefited from this investment, which has gone to a wide range of organisations, including local sports clubs, community groups and schools.
- 2.33 The programme has a focus on 'inactive' people – 10% of people in the sports programmes were previously 'inactive' – and disabled people. Every recipient of investment from the Mayor's Sports Participation Fund is required to adopt 'Inclusive and Active 2', a sport and physical activity strategy for disabled people in London.
- 2.34 Specific initiatives include:
- 'Make a Splash' pools which are deployed at various sites across London throughout the year – to date 19,000 people have learnt to swim through this; and
 - 'Freesport', which provides grant funding for free coaching for Londoners across a wide range of sports.

Healthy living

2.35 Sport and healthy living represent an investment in the long-term health of the nation. Efforts have been made to ensure a legacy which reaches beyond sport, to help to drive change in the nation's health and the way people live.

National Centre for Sports and Exercise Medicine

2.36 Fulfilling a legacy commitment, the first of three centres which will form the National Centre for Sports and Exercise Medicine opened in London in June 2013 and will be fully operational by the autumn. Funding has now been allocated to both the Loughborough and Sheffield centres, with building works due to be completed in 2014 and 2015 respectively.

MRC/NIHR Phenome Centre

2.37 Building on the state-of-the-art 2012 Olympic and Paralympic drug testing and analytical facilities, the Medical Research Council (MRC) and the National Institute for Health Research (NIHR) Phenome Centre was opened on 5 June. Equipment used to test athletes at London 2012 will now be used at the Phenome Centre. The centre will benefit the whole UK biomedical community by offering a world-class capability in metabolic phenotyping – an understanding of a person's body chemistry resulting from their genetics and lifestyle.

Change4Life School Sports Clubs

2.38 Alongside a healthier, balanced diet, being active for at least 60 minutes a day can help to prevent obesity in children and young people. Change4Life School Sports Clubs have been established to introduce a new and innovative type of club to appeal to children and young people who have not traditionally participated in physical education and sport, and are consequently the least active.

2.39 Since July 2012, the number of Change4Life School Sports Clubs in primary schools has grown by over 1,250, including 500 clubs in new 'combat' and 'flight' themes. More than 1,400 Change4Life festival events have been held across the country and more than 56,000 primary and 40,000 secondary school children have participated in clubs since September 2012.²

Case study: Grove Road Community Primary School, Harrogate, North Yorkshire

The school's Change4Life Club has successfully reached out to less active pupils. As well as being more physically active, 50% of the children are making greater progress in their learning due to improved self-esteem. As a result of the club the school is seeing higher levels of engagement from some parents, providing greater levels of support for vulnerable pupils. Over half of the children who took part in the club now have the confidence and competence to take part in other sporting activities and 75% have a noticeably improved attitude to PE.

² www.nhs.uk/change4life/Pages/change-for-life.aspx

Mayor's healthy living legacy

2.40 As part of delivering a health legacy from the Games in London, the Mayor's Health Team is leading or delivering a number of initiatives, including:

- WellLondon – a community-driven well-being project with activities developed around healthy eating, physical activity, mental well-being, open spaces, and arts and culture;
- Healthy Schools London – a voluntary award scheme to facilitate schools becoming healthy places, on track to deliver 95% of London schools by 2016;
- London Health Board – a Partnership Board between the GLA, boroughs and the NHS to take a strategic view on health and health inequalities in London;
- Active Travel – working with Transport for London (TfL) to increase active travel (walking and cycling);
- East London Obesity Project – to develop a targeted project to tackle obesity; and
- a sport and healthy living legacy in Queen Elizabeth Olympic Park – via community sports participation, high performance use of the venues and the Park acting as a catalyst for a more active lifestyle.

International Inspiration

2.41 The International Inspiration Foundation was the charity established in 2009 to oversee delivery of the London 2012 international sport and social legacy programme, International Inspiration. This aimed to make the 'Singapore Vision' a reality – the promise made by the London 2012 bid team to “reach young people all around the world and connect them to the inspirational power of the Games so they are inspired to choose sport”. The aspiration was to reach 12 million children in 20 countries.

2.42 Across 20 countries (plus the UK), the International Inspiration programme has trained and supported more than 230,000 teachers, coaches and young leaders to reach 15.67 million children. Some 37 national policies or strategies have been initiated or influenced by the programme and the positive impact of sports or education policies will help to promote sustainable change. Most importantly the appetite and enthusiasm for sport among young people across the world continues to be nurtured.

2.43 Since the Games, a new charity, International Inspiration, has been formed through a merger of International Development through Sport and the International Inspiration Foundation. The newly merged body, chaired by Lord Coe, will enable the continuation of the 'Singapore Vision', sustaining some of the greatest achievements in the International Inspiration countries, and focusing on globally significant themes including the safeguarding and protection of children in sport.

“International Inspiration is the best thing that happened to sports in Uganda. As a project it has been a true legacy programme that has been achieved by the UK having won the Bid to host the London 2012 Olympic Games. This legacy will be carried on forever in Uganda looking at the efforts made by the partners on the project, to promote community sports and nurture talent from the grass roots among the young generation especially in the Northern Region of Uganda that was affected by war. The Uganda Olympic Committee will see that this legacy continues in Uganda.”

President of the Uganda Olympic Committee

the 1990s, the number of people in the UK who are employed in the public sector has increased from 10.5 million to 12.5 million, and the number of people in the public sector who are employed in health care has increased from 2.5 million to 3.5 million (Department of Health 2000).

There are a number of reasons for this increase. One of the main reasons is the increasing demand for health care services. The population of the UK is ageing, and there is a growing number of people with chronic conditions such as heart disease, diabetes, and asthma. This has led to an increase in the number of people who need to be treated in hospitals and other health care settings.

Another reason for the increase in the number of people employed in the public sector is the increasing demand for health care services. The population of the UK is ageing, and there is a growing number of people with chronic conditions such as heart disease, diabetes, and asthma. This has led to an increase in the number of people who need to be treated in hospitals and other health care settings.

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Chapter 3:

Regeneration of East London

In 2005, the regeneration of East London was at the heart of the bid to host the Olympic and Paralympic Games. The London 2012 Games and the development of the Olympic Park would be a catalyst for the revitalisation of the Lower Lee Valley – an area of complex regeneration challenges at the heart of some of the UK’s most deprived communities.

Games-time ambitions

3.1 In *Beyond 2012*, the Games were described as an opportunity to accelerate long-term regeneration plans for East London. Commitments were made to:

- transform one of the most deprived areas of London;
- create a thriving new quarter for the capital;
- drive jobs, skills and investment across London;
- improve services and community infrastructure; and
- enhance lifestyles and raise the quality of life in East London.

Headline achievements

- An **accelerated process of urban regeneration has taken place in East London** during the past decade.
- The future of **eight out of eight** retained Olympic Park venues has been secured within one year of the Games.
- **Queen Elizabeth Olympic Park** is re-opening to the public between summer 2013 and spring 2014.
- **iCity** has been confirmed as the occupier of the Press and Broadcast Centre with tenants including BT Sport, Loughborough University and Infinity.
- **£6.5 billion** of transport investment has supported development across London.
- **11,000 homes** are planned and more than **10,000 jobs** will be created on the Park – conversion of the Athletes’ Village into homes is well advanced and developers are preparing to start building on Chobham Manor.

Taking legacy forward

- 3.2 The significant investment and infrastructure development in and around the Olympic Park in preparation for the Games has accelerated a process of regeneration in East London that began some 30 years ago with the development of London's Docklands. East London has become the new heart of London, and is of increasing strategic importance to the capital's long-term competitiveness and growth.
- 3.3 Oxford Economics has predicted that by 2030 the area will be one of the UK's most important growth drivers, and a net contributor to public finances worth £5.4 billion a year. East London is also expected to accommodate half of London's population growth and nearly a quarter of its growth in jobs to 2031.
- 3.4 The Mayor and the Growth Boroughs' litmus test for the successful regeneration of East London is that the deprivation gap between the Boroughs and the rest of London should be closed so that over the next 20 years the residents of the Growth Boroughs will come to enjoy the same life chances as other Londoners. This is known as 'convergence'. The Convergence Action Plan for 2011–15 identified a number of indicators and actions across three themes – creating wealth and reducing poverty, supporting healthier lifestyles and developing successful neighbourhoods – to measure success over time in reaching this overall ambition.
- 3.5 In February 2012, the Mayor announced the creation of a Mayoral development corporation responsible for delivering a regeneration legacy from the Games under powers given to him in the Localism Act 2011 – The London Legacy Development Corporation (the Legacy Corporation).

Development of Queen Elizabeth Olympic Park

- 3.6 The Legacy Corporation has already made significant progress towards establishing long-term, sustainable investment opportunities using a broad range of levers, including planning powers, to promote regeneration across Queen Elizabeth Olympic Park and the adjoining neighbourhoods. The Legacy Corporation's programmes aim to ensure that the Park and venues are a success, as well as using them as the centrepiece of a revived urban district for local people and visitors.
- 3.7 The Legacy Corporation's work sits under three main objectives:
 - **Park:** To operate a successful and accessible Park with world-class sporting venues, offering facilities for high-performance and community participation, enticing visitor attractions, and a busy programme of sporting, cultural and community events that will continue to draw crowds to Stratford.
 - **Place:** To create one of London's most dynamic urban districts, attracting investment from across London and beyond, becoming a location of choice for current residents and new arrivals, acting as a fulcrum for wealth creation and entrepreneurship, and linking the Queen Elizabeth Olympic Park estate with surrounding neighbourhoods.
 - **People:** To create local opportunities and transformational change, promote regeneration and convergence for East London, and ensure value for money for taxpayers.

Future of Olympic Park venues

- **The Olympic Stadium** – West Ham United Football Club will be the anchor tenants from 2016, alongside athletics and other events. The Stadium will also be used for 2015 Rugby World Cup matches and will host the 2017 World Athletics Championships and International Paralympic World Athletics Championships.
- **The Aquatics Centre** – from spring 2014 the two 50m pools, doubling the number of Olympic-sized pools in London, will welcome 800,000 visitors a year from local people to high-performance athletes.
- **The Copper Box** – this will re-open in July 2013. Offering sports from basketball to boxing and other events, it will be the third largest arena in London and could attract 400,000 visitors a year.
- **The ArcelorMittal Orbit** – this structure provides an iconic centrepiece for Queen Elizabeth Olympic Park as well as being an exciting visitor attraction. At 114.5m high, it is the tallest sculpture in the UK.
- **The Lee Valley VeloPark** – this will re-open in early 2014, and is owned and managed by Lee Valley Regional Park Authority (LVRPA), comprising a one-mile road cycle circuit and a mountain bike trail as well as the 6,000-seat Velodrome.
- **Eton Manor Sports Complex** will also be managed by LVRPA and will become the Lee Valley Tennis and Hockey Centre. It will re-open in spring 2014 offering four indoor and six outdoor tennis courts. The Hockey Centre will host the 2015 European Hockey Championships.
- **East Village** – previously the Athletes' Village, this will provide 2,800 homes from 2013, supported by the all-age Chobham Academy and the Sir Ludwig Guttmann Health Centre.
- **Press and Broadcast Centre** – managed by iCity, this will offer 91,000m² of business space. Confirmed tenants include Loughborough University, Infinity, Hackney Community College and BT Sport, which will begin broadcasting from the Centre in autumn 2013.

Park

- 3.8 London is more advanced than any previous Olympic and Paralympic Games hosts in activating its legacy plans: the future of eight out of eight retained venues on the Olympic Park has been secured, the first time a host city has achieved this within one year of the Games.
- 3.9 This summer will see the Park re-opening begin, with the Copper Box and the core area of the North Park open to the public 12 months after the opening ceremony of the Games. The Stadium will re-open temporarily, hosting Diamond League Athletics on the first anniversary of the Games (26–28 July 2013). Other events this summer on the Park include Ride London, a festival of cycling created by London & Partners, a festival of disability sport and the Open East community festival, along with a host of concerts and music festivals featuring some of the world's biggest bands and performers.

3.10 In the South Park, work is well advanced on creating a new linear park between the Aquatics Centre and the Stadium. Permanent glazing is being installed in the Aquatics Centre in advance of its re-opening along with the rest of the South Park in spring 2014. West Ham United FC are confirmed as anchor tenants for the Stadium when it re-opens permanently in 2016, with the World Athletics Championships and International Paralympic World Athletics Championships the following year (as well as hosting Rugby World Cup matches in 2015).



Visualisation of Queen Elizabeth Olympic Park from North Park

Case study: Timber Lodge and Tumbling Bay

The core area of the North Park, which will re-open from July 2013, offers a riverside landscape for relaxation and leisure. To complement this landscape, and to create a destination Park that will be visited year round, legacy planners launched an international design competition for a major adventure playground and visitor centre. Timber Lodge, which has been designed to blend into the natural landscape and produce its own green energy, will include the Unity Kitchen Café, and community and entertainment space. Tumbling Bay playground, built with a grant from the London Marathon Charitable Trust, will offer adventurous fun for children of all ages.

These facilities, which open to the public on 27 July 2013, will help to create a new destination for children and families from the Growth Boroughs and beyond.

Place

- 3.11 In autumn 2013 East Village (the former Athletes' Village) will see its first residents move into their homes. Just over 700 of the 2,800 new homes already built will be available via the Mayor's First Steps website, with below market rent, shared ownership and shared equity options. Another 68 are reserved for social tenants from across the capital.
- 3.12 Alongside East Village, new community facilities will open in the autumn of 2013, benefiting both existing and new residents. A new school, Chobham Academy, will open in September 2013, offering free schooling for all ages, together with an advanced medical clinic – the Sir Ludwig Guttmann Health Centre, named after the founder of the Paralympic Games.
- 3.13 In coming years, five more new neighbourhoods will be built on sites around the Park and venues, providing up to 7,000 new homes for Londoners and thousands of jobs. Construction on the first of these, Chobham Manor, will commence on site shortly, and provide around 800 homes, of which the majority will be family housing. The first residents should be moving in early in 2015.
- 3.14 iCity has signed a long lease for the Press and Broadcast Centre, which will offer 91,000m² of business space and host more than 4,500 jobs by 2019, with 2,000 more in the surrounding area. BT Sport has already taken studio space in the building and will begin broadcasting two new channels in August 2013. Other confirmed tenants include Infinity, Loughborough University, which will establish a new postgraduate research and teaching campus, and Hackney Community College, whose regeneration and community programmes will help local people and businesses to benefit from the opportunities on the Park.
- 3.15 With around £6.5 billion invested in transport infrastructure for the Games, the physical transport legacy in East London has been significant. Stratford is now one of the best-connected transport hubs in the country, supporting the local population to access more employment and training opportunities. Upgrades of the Tube, Docklands Light Railway and London Overground infrastructures have been made to increase capacity, frequency and reliability, and 75km of cycle paths have been created leading into and around Queen Elizabeth Olympic Park.
- 3.16 While the spotlight is inevitably on the Park and venues, regeneration is also accelerating in the surrounding areas: Westfield Stratford attracted nearly 50 million visits in its first year of opening, providing more than 10,000 permanent jobs. Alongside Westfield, The International Quarter is planning 350 homes and 370,000m² of workspace, with potential for 25,000 jobs. The Strand East neighbourhood to the south of the Park will offer a further 1,200 homes and 60,000m² of workspace. And University Square Stratford, a joint campus established by Birkbeck, University of London and the University of East London, will admit its first students in autumn 2013.
- 3.17 To build on this investment, the Mayor and London & Partners are working with the Growth Boroughs and private sector developers to create a detailed portfolio of investment propositions for marketing East London internationally.
- 3.18 The Legacy Corporation is also working with local people on the Local Plan, which will set land use policy for the Park and its surrounding area and make sure that plans for places such as Hackney Wick, Fish Island and Bromley-by-Bow complement, and are complemented by, the plans for the Park.

People

- 3.19 As part of a Department for Culture, Media and Sport survey, 80,000 Host Borough residents reported that they had benefited personally, or through an immediate family member, from employment related to the Games preparations.
- 3.20 The Westfield Stratford development has also provided more than 10,000 new permanent jobs in East London. Of the jobs that it placed, Stratford City Retail Academy matched 25% to the long-term unemployed.
- 3.21 The Legacy Corporation is now working with partners to engage local people and help them to access jobs and business opportunities and to use the facilities offered, and to make sure that the legacy is one that can be enjoyed by everyone post Games. The legacy transformation of the Park has already created 2,500 temporary construction jobs and the Park will support thousands more permanent jobs in the long term.
- 3.22 The Legacy Corporation is also working with borough partners to ensure that training and job brokerage programmes help local people into work, maintaining the positive work done by the Olympic Delivery Authority prior to the Games. For the current transformation workforce the Legacy Corporation set targets that 25% should be from East London, 10% previously unemployed, 25% from black, Asian and minority ethnic groups, 5% women, 3% disabled and 3% apprentices. They have so far well exceeded these targets.

Case study: Apprenticeships on the Park

The Legacy Corporation commissioned REDS10, an Apprenticeship training agency, to deliver a construction Apprenticeship pilot. REDS10 is a social enterprise which has experience of working with construction industry sub-contractors, many of whom are unable or reluctant to take on apprentices, given the short duration and specialist nature of their contracts.



As a result, there are now 56 apprentices helping to prepare the Park for its phased re-opening from July this year, representing 4% of the total Park workforce and exceeding the Legacy Corporation's 3% target. Almost all of the apprentices are from the local area and 25% are women.

Afolabi Babalola is one of the apprentices employed as a business administration apprentice and placed with BAM Nuttall. Afolabi has sickle cell disease and is working in an open environment where his employers are supportive of his needs. "This is a really fantastic opportunity for me ... This is a step in the right direction to continue with further education as my goal is to move onto a degree in Business or IT and work as a web designer."

Leanne Doig, a 20-year-old woman from Canning Town, has wanted to get into the construction business for as long as she can remember, but had always met resistance because she was a girl. Leanne is currently working as a construction operative apprentice. She says, "I want to own my own company and have loads of women working for me. I have been brought up here all my life and all people ever do is look down on East London ... to have the Park will change things because it will give everyone a chance."

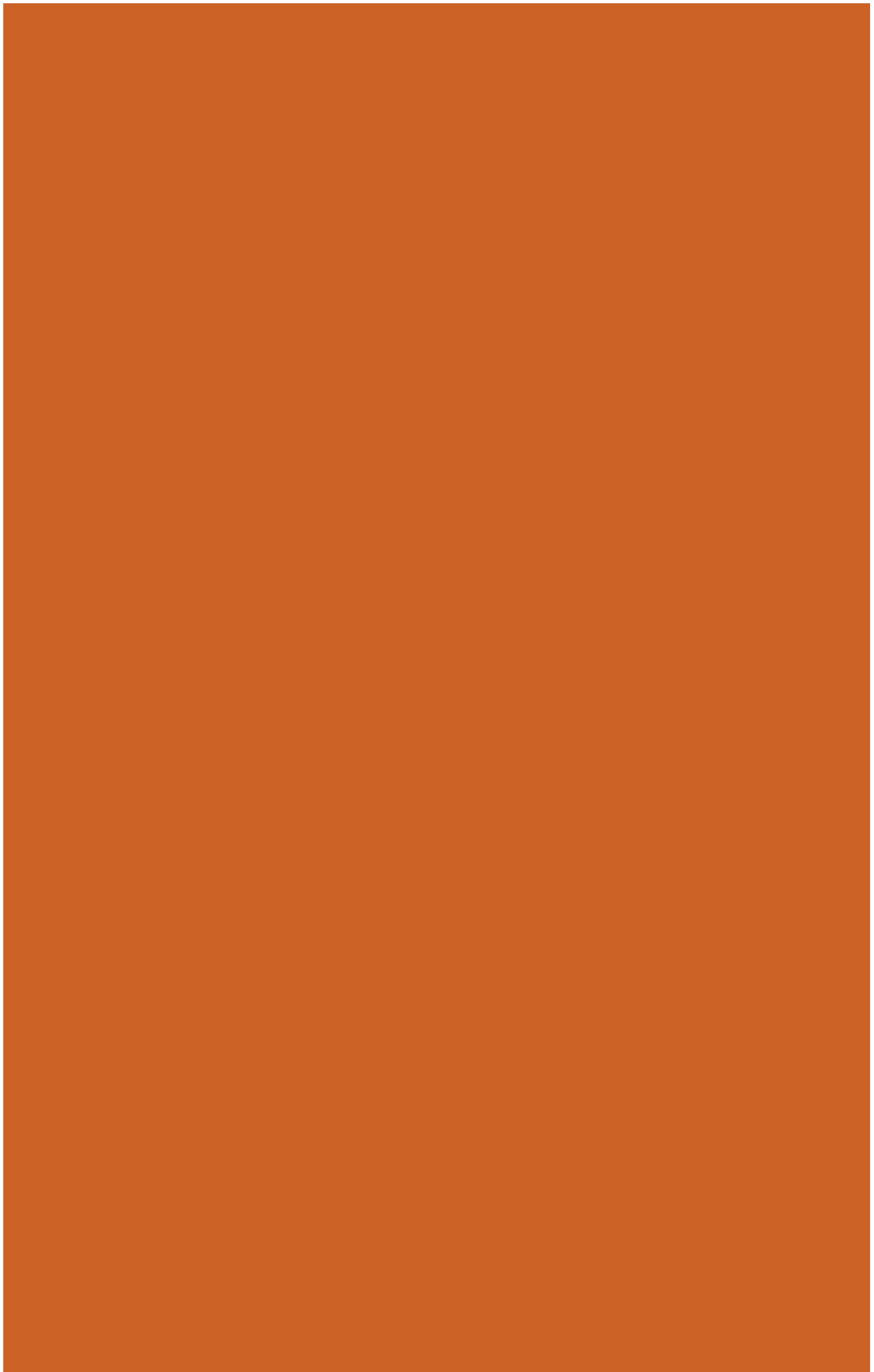
- 3.23 Alongside the Legacy Corporation, the Mayor is coordinating efforts to ensure that all East London residents benefit from the transformation of the area that has been brought about by the Games, delivering ambitious convergence targets for employment, skills and earnings by 2030.
- 3.24 This programme will include:
- focusing on East London businesses for the next round of the Mayor's highly successful Apprenticeship campaign;
 - providing careers advice (jointly with the National Careers Service and local partners); and
 - promoting and developing East London as a business location, including investment in enabling infrastructure and physical regeneration.
- 3.25 Team London will also partner with East London Business Alliance to offer guaranteed volunteering opportunities for all major events to young unemployed people to enable them to gain life skills and experience. Further information on the London volunteering legacy is discussed in Chapter 5.

Wider East London developments

- 3.26 The Mayor is leading efforts to support housing delivery through funding infrastructure, affordable housing and incentivising boroughs to build. He is also releasing public land for much-needed development to meet the needs of the capital's growing population.
- 3.27 Through *Leaving a Transport Legacy*, the Mayor's Olympic and Paralympic Transport Legacy Action Plan, work continues with the six Growth Boroughs to agree future priorities for new transport infrastructure in the Upper Lee Valley.
- 3.28 The Mayor is working with public and private sector partners to deliver more than 7,000 jobs and 13,500 new homes through the further development of the Greenwich Peninsula as a significant leisure attraction and growing community. It is also estimated that the development potential across the Lower Lee Valley and Stratford will amount to 32,000 new homes and 50,000 jobs.
- 3.29 Newly built residential schemes will be developed in East London from national funding programmes, including the £1 billion Build to Rent Fund and the £10 billion debt Guarantee Schemes.
- 3.30 Overseas investor interest in London has always been high. The success of the Games has increased that interest to unprecedented levels. The Mayor has recently announced two deals that are set to transform East London's historic docklands and secure billions of pounds of investment for the UK economy:
- £1 billion investment by the ABP China (Holding) Group in a 35-acre site at Royal Albert Dock, an investment supported by London & Partners; and
 - a £1.5 billion deal with The Silvertown Partnership to transform Silvertown Quays in London's Royal Docks into a new innovation quarter and destination for global brands.

Oxford Economics has predicted that by 2030 the area will be one of the UK's most important growth drivers, and a **net contributor to public finances worth £5.4 billion a year**. East London is also expected to accommodate half of London's population growth and nearly a quarter of its growth in jobs to 2031.





Chapter 4:

Economic Growth

The Games have long been considered an opportunity to generate economic benefit and support growth. There are a number of ways in which the Games can help to support the development and recovery of the UK economy.

Games-time ambitions

4.1 *Beyond 2012* identified the following opportunities to leverage London 2012:

- support the UK's economic recovery by maximising trade and investment opportunities;
- enhance the UK's reputation for delivery of large-scale projects;
- act as a showcase for UK expertise and UK plc;
- improve the ambition and capability of British business; and
- realise the potential of the tourism industry as a major growth sector.

Headline achievements

- By 2020, the economic impact is estimated to be **£28 billion to £41 billion** in Gross Value Added (GVA) and **618,000 to 893,000** years of employment.
- So far **£9.9 billion** in international trade and inward investment has been won because of the Games and Games-time promotional activity – with more being announced.
- **70,000** jobs for workless Londoners.
- **£120 million** of contracts already won by UK companies from the Brazil 2014 World Cup and Rio 2016 Olympic and Paralympic Games.
- **More than 60 contracts** won by UK companies for the Sochi 2014 Winter Olympics and Russia 2018 World Cup.
- **1%** increase in international visitor numbers to the UK and **4%** increase in visitor spend – in 2013, tourist spend is expected to exceed **£19 billion** for the first time.

Taking legacy forward

- 4.2 In *London 2012 – a global showcase for UK plc*, Sir John Armit, Chairman of the Olympic Delivery Authority, identified the next 12–18 months as a crucial window of opportunity for UK businesses to capitalise on the success of the Games.¹
- 4.3 The Government set out ambitious targets to generate **£13 billion** of economic benefits from the Games by 2016, **£11 billion** in trade and investment and **£2 billion** from increased tourism.

Economic benefits

- 4.4 Preparing for and staging the Games have provided a substantial boost to the UK economy, helping to counter the effects of the economic downturn. Bespoke economic modelling utilising an input-output framework suggests that the impacts that can already be clearly identified at this early stage will in total generate some **£28 billion to £41 billion** in GVA and **618,000 to 893,000** years of employment by 2020. This far exceeds the total investment from both the public sector (£8.9 billion) and the private sector (£2 billion).²

GREAT campaign

- 4.5 A key tool in the generation of economic benefits 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. It is the most ambitious international marketing campaign ever carried out by the UK Government. The campaign unites all the Government's international efforts under one brand to create jobs and growth for the UK via measurable and sustained increases in trade, inward investment, tourism and foreign student numbers.
- 4.6 To date, the campaign has delivered around £600 million of revenue to the UK and is used in 86 countries around the world. It has attracted financial and in-kind support from more than 80 businesses and 100 high-profile individuals and continues to build in scale. Capitalising on the success of the Games and the campaign so far, key markets for 2013–15 are the US, Brazil, Russia, India, China, France, Germany, Turkey, Indonesia, South Korea, Mexico, Indonesia, Poland and emerging Europe.

“David Cameron has probably launched the most effective global campaign of territorial marketing since the ‘Big Apple’ campaign in New York.”

Jean Pierre Goguet, La Tribune, Paris

“We applaud the vision of the new GREAT campaign. As a global brand with a proud British heritage, we fully support its aim of raising international awareness of the country's unique assets and tremendous opportunities for inward investment.”

Angela Ahrendts, CEO, Burberry

¹ www.gov.uk/government/uploads/system/uploads/attachment_data/file/77430/John_Armit_Report.pdf

² *Meta-evaluation of the Impacts and Legacy of the London 2012 Olympic Games and Paralympic Games – Summary Report, July 2013* www.gov.uk/dcms



International trade and inward investment

- 4.7 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. Overseas contracts continue to be won to export our goods and services, and investment projects generated following the Games have helped to ensure that the UK has again retained its position as the leading European destination for foreign direct investment.

UK Trade & Investment

- 4.8 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.
- 4.9 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, which showcased UK expertise to the world in promoting exports and delivering growth to the economy.

British Business Embassy

4.10 During the Games, more than 4,000 business leaders and global figures from 63 countries attended the British Business Embassy at Lancaster House, where UKTI delivered the Global Investment Conference and 17 days of Global Business Summits over the period of the Games. UKTI's regional teams delivered 60 'satellite' Business Embassy events showcasing global opportunities, UK expertise and UKTI support and services to companies across the country.

UKTI programme

4.11 After the Games, the Government set an ambitious target to realise **£11 billion** of trade and investment by 2016 as a result of the Games. This July, UKTI has announced **£9.9 billion** of economic benefits, 90% of the four-year target after just one year. This includes:

- **£2.5 billion** of additional foreign direct inward investment into the UK since the Games, bringing with it more than 31,000 jobs, such as SP Setia investment in the development of Battersea Power Station;
- **£1.5 billion** of Olympic-related high-value opportunities (HVOs) won overseas, such as work on other major global sports projects (Sochi 2014 Winter Games, Rio 2016 Summer Games, etc); and
- **£5.9 billion** of additional export sales from Olympic-related promotional activity such as the British Business Embassy and other UKTI events.

“The 2012 Olympics and Paralympics were a once in a generation opportunity for the UK to showcase to the world Britain’s compelling investment offer and these preliminary figures are very encouraging.

“Despite strong competition from our traditional competitors and emerging economies, Britain has retained its position as the leading destination for foreign direct investment in Europe.”

Minister of State for Trade and Investment, Lord Green

Investment in London

4.12 Of the £2.5 billion of inward investment reported by UKTI as being influenced by the Games, approximately £1 billion is into London.

4.13 In addition, in London during the six weeks of the Games the Mayor hosted more than 200 international senior executives in a concerted effort to increase foreign direct investment into the city. Alongside this programme London House hosted more than 3,000 people with the aim of attracting investment into the city in order to create more jobs and growth. Since the Games, the programme has so far resulted in nearly 2,000 jobs being created in London and contributed £535 million GVA to the London economy through 24 investment projects. These include Huawei Technologies from China, Infosys from India and Gensler from the US.

4.14 This investment continues, as the Mayor has recently announced:

- a £1.2 billion investment in Royal Albert Dock by Chinese developer ABP;
- a £700 million investment into Battersea Nine Elms by Chinese developer Dalian Wanda Group; and
- a £1 billion investment into regeneration in the centre of Croydon through a joint venture between Australian retail developer Westfield and UK property developer Hammerson.

4.15 In the build-up to, during and after the Games, investment led to a number of employment benefits:

- London & Partners' work leveraging the Games as a catalyst to attract additional foreign direct investment into London from 2006 to the present contributed to the creation of more than 7,000 jobs – surpassing figures achieved by previous host cities such as Sydney.
- The recently concluded Olympic jobs and skills evaluation confirms that around 70,000 previously unemployed Londoners found work as a result of the Games.³
- The Mayor's 2012 Employment and Skills Legacy Programme has also directly supported 3,400 unemployed Londoners into work and will be supporting them to stay in employment.
- Londoners comprised around half the total Games-time workforce, more than 25,000 of them resident in the Olympic Host Boroughs.

4.16 Further information on support being given to local people to access jobs in East London and around Queen Elizabeth Olympic Park is provided in Chapter 3.

Delivering major events and contracts

4.17 A key element of maximising the economic legacy of the Games is helping British companies to win some of the 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.

4.18 Major target markets are other hosting nations where supply opportunities are substantial. UK companies are already maximising their Games 'credentials' internationally, for example:

- More than 60 contracts have been supported and won for the Sochi 2014 Winter Games and the Russia 2018 World Cup; and
- £120 million of contracts have been secured relating to the Brazil 2014 World Cup and the Rio 2016 Olympic and Paralympic Games.

³ 2012 Olympic Jobs Evaluation Report

“The successful delivery of the London 2012 Olympic and Paralympic Games has positioned the UK as one of the most skilled nations in the world when it comes to delivering major programmes, and that’s a sea-change from where we were a few years ago.

“London 2012 and our current work transforming the Olympic Park for the London Legacy Development Corporation has shown Mace’s capability to deliver complex major programmes on time and on budget. These roles have helped build confidence in the marketplace about Mace’s programme management capabilities, resulting in an increasing number of business opportunities both in the UK and internationally.”

Jason Millett, Chief Operating Officer, Major Programmes and Infrastructure, Mace and former Programme Director at CLM, the joint venture delivery partner that supported the Olympic Delivery Authority in delivering the venues and infrastructure for the London 2012 Olympic and Paralympic Games

Case study: UK and Russia cooperation

Minister for Sport and Tourism Hugh Robertson and Lord Coe led a delegation of 25 UK companies at the SportAccord convention in St Petersburg in May. The annual convention attracts thousands of delegates from all sporting disciplines and major championships, and in this first legacy year the UK’s expertise was in particularly high demand. In the next 10 years Russia will host the Winter Olympic and Paralympic Games in Sochi and the FIFA World Cup, so the potential for closer sporting cooperation with Russia is huge. Recognising this, Hugh Robertson signed an agreement with his Russian counterpart Vitaly Mutko to set the framework for cooperation over the next decade. The Minister said: “The opportunities this provides UK Sport and business would not have been possible without the success of the Games.”

UK expertise and the ambition of British business

- 4.19 All over the UK, companies that won work on the Olympics and Paralympics are competing for and securing business opportunities domestically and globally in places such as Brazil, Russia and the Middle East.
- 4.20 British businesses built the Olympic Park – 98% of the top-level contracts to deliver the construction phase prior to the Games went to companies registered in the UK. All across the UK, businesses large and small responded to the unique opportunity, supplying high-quality goods and services to the Games and in doing so demonstrating the capacity of UK business to innovate and deliver, which gives it a competitive advantage in the future.
- 4.21 Suppliers to the London 2012 Olympic and Paralympic Games can now champion their involvement. The British Olympic Association and the UK Government have reached a unique agreement with the International Olympic Committee (IOC) on the creation of a new government-funded Supplier Recognition Scheme, which 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. Nearly 700 licences have been issued to date.

Supplier Recognition Scheme: the supplier's view

“We believe the new licence will enable organisations involved in the delivery of the Games to promote their contribution and discuss their skills with a global audience, which will help British business in overseas markets. The terms of the licence enable us to reference our work when bidding for new commissions which means we can demonstrate the extraordinary expertise and innovation that was involved in delivering a spectacular and successful Olympic Games.”

Shirley Brooks, Marketing Manager, Arup

Case study: CompeteFor

Set up by the UK public and private sectors working together, CompeteFor was established to allow businesses of all sizes, but particularly small- and medium-sized businesses, to compete for contract opportunities linked to the London 2012 Games. More than 168,000 businesses from all parts of the UK have registered on CompeteFor. More than 13,700 business opportunities have been made available and it is estimated that £2.6 billion worth of contracts have been awarded. In his post-Games report, Sir John Armitt recommended that “the CompeteFor network should be retained for all public sector projects, given fresh promotion and its database expanded”.⁴ Inspired by the Games, CompeteFor continues to be used in the supply chain to transform Queen Elizabeth Olympic Park, and by other major public sector organisations such as Crossrail.

- 4.22 The ‘Make it in Great Britain’ campaign culminated in an exhibition that celebrated the best of British manufacturing, held at the Science Museum during the Olympic and Paralympic Games. The exhibition highlighted the successes of the manufacturing sector to encourage young people to consider a career in the industry and businesses to invest. The campaign is being re-launched in 2013 as part of the ‘Inspired by 2012’ legacy programme, taking forward work on improving access to a wide range of opportunities aimed at inspiring young people as part of the Government’s industrial strategy.

“London 2012 showed that Britain can deliver. It’s our job to maximise the potential it offers, to inspire the next generation of innovators in the same way the Olympic and Paralympic Games inspired future athletes and brought a nation together. We’ve proved it’s possible; let’s build on that momentum.”

*Lord Deighton, Commercial Secretary to the Treasury and previously
Chief Executive of the London Organising Committee
of the Olympic and Paralympic Games*

⁴ www.gov.uk/government/uploads/system/uploads/attachment_data/file/77430/John_Armitt_Report.pdf

“63% of UK organisations see London 2012 as a great platform for Britain; and 25% think they now generate more international business than they did pre-Games.

“Four out of five UK organisations feel they continue to benefit from London 2012; more than half believe they will still feel benefits in 2015.”⁵

BT Business Survey

International status

4.23 The Olympic and Paralympic Games provided an opportunity to promote not only our exporting potential but also tourism and the values exemplified in the London Games, such as disability rights and the value of volunteering.

4.24 A variety of external indices have indicated a shift in the UK’s reputation since we hosted the Games:

- Results from an Anholt-GfK Roper Nation Brands Index, collected in November 2012 specifically to assess the impact of the Games on the UK’s reputation, show that Britain’s ranking for ‘overall nation brand’ and ‘culture’ moved up a place from fifth to fourth, and for the first time Britain is in the top 10 for the welcome provided to visitors.
- The annual BBC World Service Country Ratings Poll saw the UK’s ranking rise from overall fourth to third between May 2012 and May 2013.
- The World Economic Forum, in their biennial report on international tourism competitiveness, promoted Britain’s position in the league table up to fifth, from seventh in 2011. The UK is now in the top five of globally competitive visitor economies.
- The International Congress and Convention Association (ICCA) global city rankings has moved London up to sixth in 2012, an improvement from 19th in 2008.
- London was also voted No. 1 Global Sports City for 2012, announced by Sportcal, as part of the Global Sports Impact project.
- More international students chose London to study in than any other city in the world.

“Although the outcome is not yet fully reflected in the data, the United Kingdom has leveraged the preparation of these events in terms of tourism campaigns, generating interest in visiting the country.”

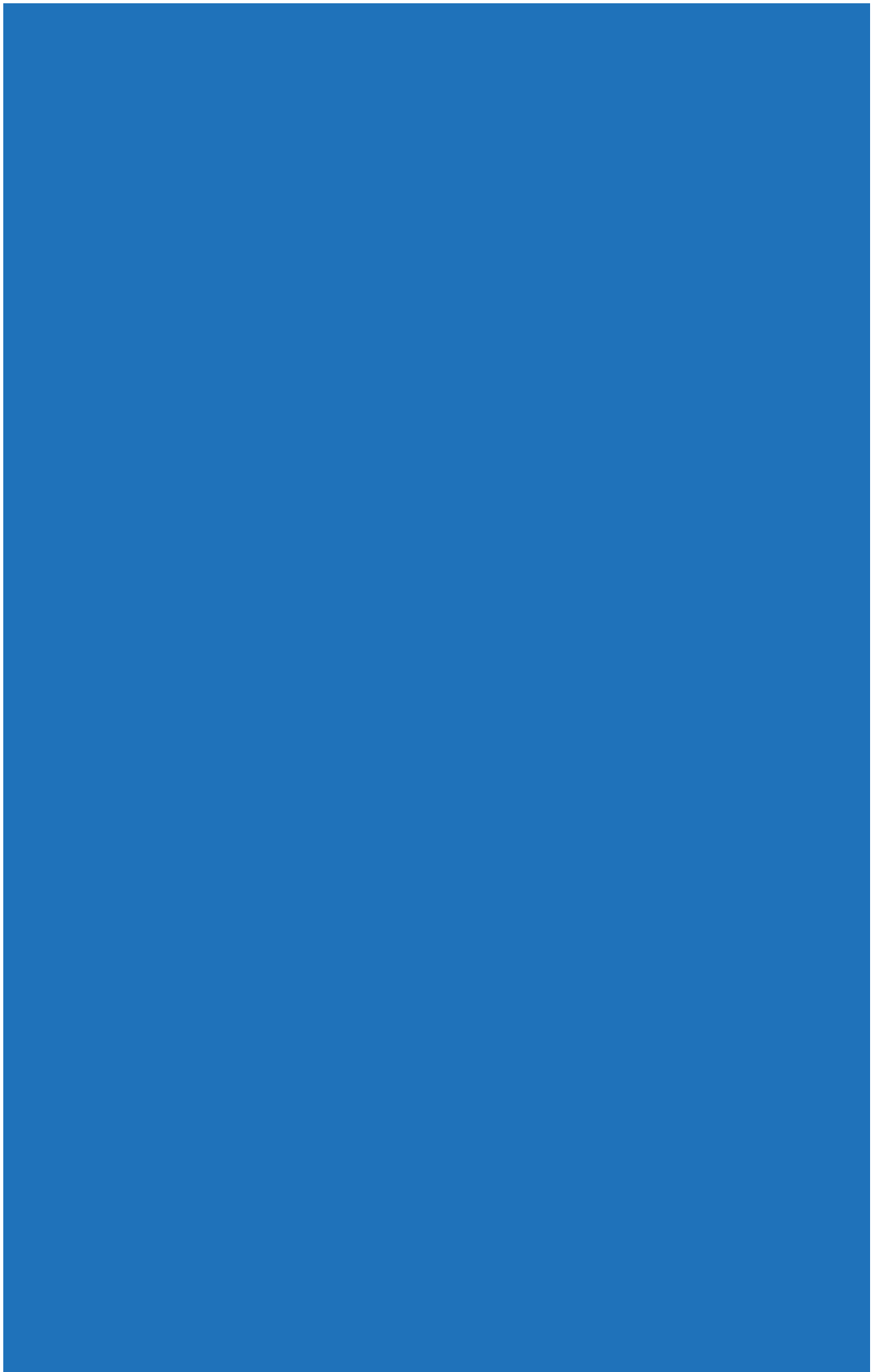
World Economic Forum

⁵ www.globalservices.bt.com/uk/en/insights/lifetime_legacy

Tourism

- 4.25 Building on this reputational shift, the benefits to tourism for both the UK and London are 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 £2.3 billion of tourism spend from international tourist visitors. In the longer term, VisitBritain, the national tourism board, has aspirations to attract 40 million visitors a year by 2020.
- 4.26 During 2012 VisitBritain reported a 1% increase in international visitor numbers and a 4% increase in visitor spend. Previous hosts of the Games usually experience a dip in tourism due to displacement as a result of the Games.
- 4.27 From early March to the end of October 2012, it is estimated that the Holidays at Home are GREAT campaign and other related VisitEngland activity generated incremental spend of almost £300 million.
- 4.28 For 2013, VisitBritain forecast that an extra 1 million overseas tourists will come to the UK, and total overseas tourist spend in the UK is expected to exceed £19 billion for the first time. Available provisional data from the Office for National Statistics for 2013 (January to May) shows increases in the volume of overseas visits of 2% compared with the same period in 2012 and in the value of these visits of an impressive 10% (the latter ahead of VisitBritain's forecast). The picture is extremely promising ahead of figures for the busier summer months.
- 4.29 VisitBritain reports that it is delivering well against key targets after two years of the four-year programme:
- From April 2011 to March 2013 there were an additional 1.54 million visits (10% ahead of target).
 - Additional visitor spend stood at £0.9 billion over the same period (10% above target).
 - The target of £1 billion in public relations coverage over the four-year period was surpassed by 600% after only two years (£6.7 billion).
- 4.30 As a visitor destination, London is more popular than ever following the Games and, through the concerted efforts of the Mayor and his promotion organisation London & Partners, the city managed to avoid a displacement of tourists during the Olympic year and any subsequent 'hangover' effect that has been observed in some other host cities:
- Visitor numbers to London were up 5% in 2012 (15.5 million overseas; 12.2 million domestic).
 - Spend in London was up 9% in 2012 (£10.1 billion overseas; £2.8 billion domestic) and in 2012 64% of all holiday visits to Britain were to London.

In 2013, London was voted as the best visitor destination in the world by TripAdvisor. A TripAdvisor spokesperson said: "These awards honour the world's best destinations as decided by those judges that really matter – travellers themselves. Now that the 'Jubilympics' are over it's vital that UK tourism continues to flourish, so it's great news that London is rated so highly among the world's and Europe's best destinations."



Chapter 5:

Bringing Communities Together

In the belief that sport can bring people together to improve society, London 2012 was an opportunity to use the Olympic and Paralympic spirit to bring communities together.

Games-time ambitions

5.1 In *Beyond 2012* the Government identified the challenges and opportunities to:

- encourage a new culture of volunteering;
- help to reconnect communities across the UK;
- spread the benefits of the Games across the whole country; and
- enhance the potential of the Games to drive social change.

Headline achievements

- **Increase in volunteering** during 2012–13 (both formal and informal), halting the steady decline seen since 2005.
- **Join In is aiming to get 100,000 new volunteers** involved in sport and community activities during the summer of 2013.
- **Team London Ambassadors continue** to be present at major London sites and events during 2013.
- **Big Lottery Fund ‘Spirit of 2012’ Trust** established to allocate money returned from the sale of the Athletes’ Village.
- **Lessons being adopted** from sustainability and transport.

Taking legacy forward

5.2 Since the Games this work has been taken forward by a number of delivery partners. While the 'communities legacy' can mean many things, in this report we have focused on volunteering, culture, sustainability, transport, education and wider international activity.

Volunteering

5.3 One of the successes of London 2012 was the huge contribution made by the volunteer workforce. This included:

- Games Makers in front of and behind the scenes at venues;
- Team London Ambassadors helping visitors to London;
- City Ambassadors around the country making sure that people enjoyed their time in the UK;
- those who made the Olympic and Paralympic torch relays possible; and
- opening and closing ceremony volunteers.

5.4 The Government and the Mayor's team are working to ensure that the spirit of volunteering continues to grow and can benefit large events, local communities and the volunteers themselves.

5.5 The 2012–13 Community Life Survey has shown that both formal and informal volunteering have increased in the UK for the first time, following a steady decline since 2005. This was not just the result of those who directly volunteered at the Games: London 2012 raised awareness of volunteering among over half of Londoners, with 42% inspired to volunteer for the first time or more often.

5.6 The management of the London 2012 database of ticketholders and volunteers has transferred to a consortium made up of Sport England, UK Sport, London & Partners and Join In. In order to continue the connection with this engaged community, messages highlighting a range of volunteering, cultural and sporting opportunities are sent out on a regular basis to the approximately 5 million contacts. Other organisations are able to access this database of contacts through the consortium.

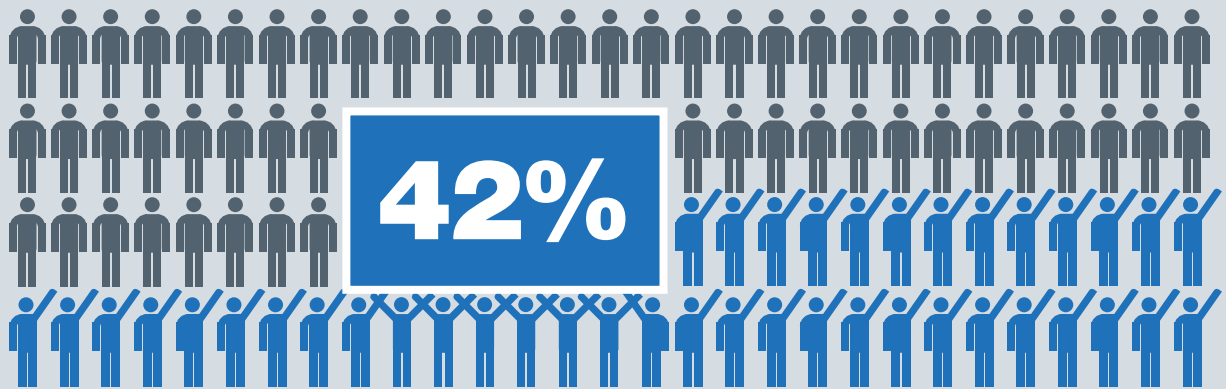


Team London Ambassadors at the V&A

Almost **1/3** of the British public **wish they had been a Games Maker.**



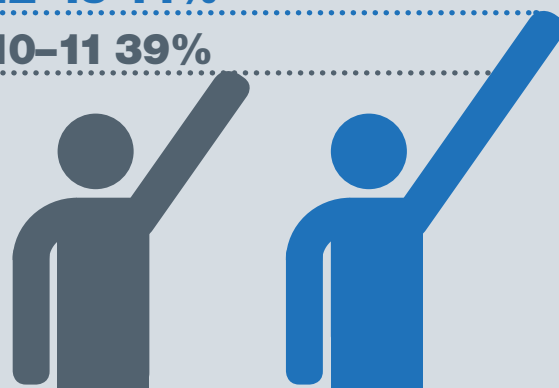
In London, the London 2012 Games raised awareness of volunteering among over half of Londoners, with **42% inspired to volunteer for the first time** or more often.



The number of people **volunteering at least once a year is growing.**

2012-13 44%

2010-11 39%



Join In

“We need to make the most of this magic moment and harness the enthusiasm for sport and volunteering that the Games has generated. That’s why the Join In local sport project is so important, so that we bring London 2012 back to the place it begins for every great champion: their local sports club and the great volunteers who make it all possible.”

Prime Minister David Cameron, 9 August 2012

5.7 The charity Join In is supporting the volunteering legacy in a number of ways to ensure not only that the 2012 volunteers are able to continue to volunteer, but also that new volunteers are inspired to take part. Join In grew out of LOCOG during 2012 to promote sport and community volunteering. Supported with £2.2 million from the Cabinet Office in 2013 and £1.5 million of Lottery funding, it will be running its second summer of Join In activity. From 27 July to 9 September, UK sports and community groups will run 10,000 events to encourage 500,000 people to participate, with a view to attracting an additional 100,000 new volunteers to sport and community activities.

Games Makers Volunteer statistics, collected by Join In

- 62% were motivated to continue volunteering.
- There was an increase in average time per week spent volunteering, amounting to 109,200 more working days since the end of London 2012.
- 55% said the experience increased their confidence.
- A third gained skills to help them in future employment situations.
- 44% made long-term friends they would keep in touch with.

Team London

5.8 In London, the Mayor of London’s volunteering plan looks to:

- make volunteering easier – through the launch of the new Team London website designed to enable tens of thousands of Londoners to be able to volunteer in their local community. Projects range from greening and cleaning through to mentoring of young people;
- maintain the volunteering momentum of the Games – Team London volunteers have supported a large proportion of the major events in London, from the UEFA Champions League final through to the Chelsea Flower Show. Team London Ambassadors will again be on the streets of London over the summer providing a visitor welcome; and
- use the positive example of the Games-time volunteering to inspire the next generation of volunteers – placing Team London Ambassadors in schools to encourage a greater proportion of younger people to volunteer.

5.9 On 19 July a major volunteering event, ‘Go Local’, is taking place in Queen Elizabeth Olympic Park. This event, run by Join In and Team London, invites the London 2012 volunteer family, including guests, back to the Park to further inspire people to get involved in volunteering.

“When I saw the opportunity to be a volunteer with the 2012 Olympics, I hesitated before applying because it was outside my comfort zone. But it turned out to be the best thing I’ve ever done! I’d never had the opportunity to work with so many different types of people before. It’s really boosted my confidence and helped me when I was looking for employment. I’ve now secured a work contract with the skills I acquired while I was volunteering and I’ll keep on helping out with Team London events as they are great fun!”

Jim, 51

Government support for volunteering

- 5.10 The Government has committed to publishing a strategy on the volunteering legacy in November 2013 which will build on the success already achieved.
- 5.11 Through the Big Society Awards and the Queen’s Award for Voluntary Service, the valuable contribution that volunteers make will be rightly recognised. During the period of the anniversary of the Games, there will be a particular focus on recognising those who volunteer at sports and community clubs.
- 5.12 The Department for Culture, Media and Sport is leading a piece of work to ensure that the volunteering lessons learned from London 2012 are fed in to the planning for other major sporting events being held in the UK over the next 10 years.
- 5.13 The Cabinet Office will also leverage the success of the Olympics and Paralympics in its wider remit of work to support people to undertake social action, including volunteering. This includes:
- National Citizen Service, a unique full-time programme for 16–17-year-olds across England. Now open to 50,000 places in 2013 and up to 90,000 by 2014.
 - The Campaign for Youth Social Action is working to improve the quality, quantity and duration of opportunities for young people aged 10–20 (see case study).
 - By 2015, there will be 5,000 Community Organisers who listen to their communities and identify local leaders, projects and opportunities, and empower the local community to improve their local area.
 - Community First is an £80 million government-funded programme that will help communities to come together through new and existing community groups.
 - The Centre for Social Action will invest £40 million over the next two years in the best ideas and ventures in the social action sphere.
 - The Innovation in Giving Fund has made £10 million available (£9.1 million has already been distributed) to support innovative ideas, with the potential to create a step change in levels of giving, including the giving of time (through volunteering).

Case study: The Campaign for Youth Social Action

The campaign is being taken forward under the stewardship of HRH The Prince of Wales, who has convened a Leadership Board of senior representatives across UK civic society. Crucially, the campaign also has cross-party support and, though independent from government, is working in parallel with the trial programmes supported by the Youth Social Action Fund run from the Cabinet Office. The trials will test ideas to engage new young people in social action, increase opportunities and add to the evidence for effective practice that will drive the campaign. The campaign will formally launch to the public in autumn 2013.

Case study: Glasgow 2014 volunteering

Following the immense success of volunteering as an integral part of London 2012, the XX Commonwealth Games, Glasgow 2014 have seen record numbers apply to volunteer, with over 50,000 people applying for 15,000 positions – more than any previous Games. A £500,000 pot was also set up to ensure that people from all backgrounds were able to apply, funded by the Big Lottery Fund and the Scottish Government.

Spirit of 2012 Trust

- 5.14 The Big Lottery Fund announced that it will use its share of funds generated by the sale of the Athletes' Village (£30–40 million) to set up and endow a UK-wide trust, the Spirit of 2012 Trust. This will be aimed at securing a lasting community benefit from the London 2012 Games.
- 5.15 The Trust is due to be fully operational by September 2013 and aims to support projects which focus on:
- maintaining the commitment and energy of London 2012 volunteers;
 - inspiring communities to build on the Olympic and Paralympic values;
 - promoting greater understanding of the issues facing disabled people; and
 - providing a source of long-term focus and support to carry this UK-wide spirit of engagement through to Glasgow 2014 and beyond.
- 5.16 Ahead of the Trust's formal establishment, in May 2013 the Big Lottery Fund announced that £5.3 million will be invested in four UK-wide initiatives that will ensure that the 2012 spirit continues to thrive in communities through to 2014 and beyond. The four UK-Wide projects are: Join In; Get Set to Make a Change; Pedal On UK; and Britain's Personal Best.

Culture

Cultural Olympiad

- 5.17 The London 2012 Cultural Olympiad was a four-year programme of activity from 2008 to 2012. It culminated in the London 2012 Festival from 21 June–9 September 2012, where leading artists from around the world came together to celebrate London 2012.
- 5.18 The official evaluation of the Cultural Olympiad reported huge public engagement, with participants, volunteers and audiences estimated at 43.4 million (20.2 million at the London

2012 Festival). In addition, 204.4 million people were reached through broadcasts and online viewings.

5.19 A number of projects inspired by the Cultural Olympiad are continuing. These include:

- **Our Big Gig**, a community-led musical festival that took place in mid-July 2013, building on the Cultural Olympiad's Bandstand Marathon. Our Big Gig aimed to gain bigger audiences with 330 events taking place across England featuring amateur and voluntary musicians, bringing people from different backgrounds together in a community celebration which showcased local talent.
- **Unlimited**, the successful programme for deaf and disabled artists, is continuing. Many of the Unlimited commissions and artists from the London 2012 Festival took part in the Arts and Disability Festival in Qatar in March 2013, presented by the British Council as part of the Qatar UK Year of Culture. Unlimited II will shortly be launched by Arts Council England with major commissions from deaf and disabled artists alongside a mentoring programme.
- Legacy Trust UK is helping to fund a number of projects across the country, including **Create London**, one of the principal legacy initiatives ensuring an ongoing cultural legacy in the Growth Boroughs.
- In London, **Gigs**, the busking competition for young people, will be held in 2013.

Case study: Friends of Devonport Park, Plymouth

In 2012, music lover Priscilla Carroll applied to be a Community Event Organiser for the Superact Bandstand Marathon, eager to make her community a part of the 2012 Cultural Olympiad. "This was a once in a lifetime opportunity for the people of Plymouth to be part of the Olympics. The hairs stood up on the back of my neck knowing that we were performing in harmony with Coldplay and thousands of others across the nation!" Priscilla was inspired to organise an event for Our Big Gig in 2013. "Our Big Gig is a wonderful example of how music can bring communities together and I was delighted to work on the project for a second time."

London 2012 Festival

5.20 The London 2012 Festival was highly successful, generating £44 million worth of public relations coverage globally with more than 7 million people attending events.

5.21 The Mayor, working across the culture sector and creative industries, will continue to initiate, nurture and support the development of high-profile cultural programmes between 2013 and 2016 that will further cement London's reputation as a global leader in creativity and innovation. This activity will include:

- scoping large-scale outdoor commissioning projects with the city as a canvas;
- driving a city-wide Access Pledge;
- delivering major international collaborations such as Rio 2016 and the World Cities Culture Forum;
- initiating strategic alliances between the tourism agencies and creative industries, for example the 'Home of Menswear' campaign and Summer Streets; and
- partnering on city regeneration and development programmes, for example the *Culture on the High Street* guide.

Strategic learning

- 5.22 At a strategic level, the Government has accepted the recommendation of the outgoing Cultural Olympiad Board to consult an ad-hoc advisory group of cultural leaders when opportunities for national cultural programmes arise in the future. Lord Hall (Director-General of the BBC and former Chair of the Cultural Olympiad Board), the Deputy Mayor of London and Arts Council England have accepted an invitation to form this group.
- 5.23 A new partnership between VisitEngland and Arts Council England has been established. Arts Council Lottery funding of £3 million will be available to local culture and tourism partnerships to support destinations to improve their cultural tourism offer.
- 5.24 The Mayor continues to develop a partnership with London & Partners and VisitBritain to develop new promotional campaigns with the creative industries.

Creative industries

- 5.25 The success of these festivals, and of the opening and closing ceremonies of the Olympic and Paralympic Games, has delivered a platform for promoting the creative industries at home and internationally. UKTI works to capture the creative success of the Games to ensure that our creative companies help other nations to deliver future global events.
- 5.26 Continuing on from the successful London 2012 Festival pilot scheme, the Creative Employment Programme was launched in 2013 and will provide up to 6,500 new Apprenticeships in the cultural sector. Arts Council England has commissioned the National Skills Academy to deliver the programme, which will directly benefit unemployed young people, with a grant of up to £15 million.

Sustainability

- 5.27 Sustainability was one of the key bid promises of London 2012. Making the Games the most sustainable of modern times and helping to provide a healthy lasting legacy formed part of the package that differentiated the London Games proposition from other bids.
- 5.28 Subsequent reviews of the sustainability of the Games have endorsed its success and London 2012 has been lauded as the “greenest Games ever”, showcasing as it did a sustainable approach to site design, construction and operations. The sustainability aspirations of the Games went wider than simply considering the green elements and included areas such as transport, accessibility and local employment, which are covered elsewhere in this report.
- 5.29 Successes include the green infrastructure legacy of Queen Elizabeth Olympic Park and other Olympic and Paralympic sites. The sustainable approach to construction, procurement and implementation saw a number of innovations, such as:
- heavily contaminated soil being remediated on site rather than being sent to landfill, saving approximately £68 million; and
 - ambitious zero waste targets, demonstrating that events can be delivered more sustainably than is current normal practice.
- 5.30 Queen Elizabeth Olympic Park was the biggest park to be built in Europe in more than 150 years and the first Olympic Park to have a Biodiversity Action Plan. Work on the Games has helped to illustrate the range of benefits that can come from green infrastructure, including amenity and tourism opportunities, enhanced well-being and

other ecosystem services such as flood risk management and biodiversity gains. Natural England has produced a number of case studies providing further information on the Olympic sites and their work on green infrastructure.¹

- 5.31 Building on the achievements and lessons of London 2012, the Legacy Corporation has published *Your Sustainability Guide for Queen Elizabeth Olympic Park 2030*, setting out the standards that will be achieved in new construction, park and venue management, and event management. These include long-term commitments to zero waste to landfill, cycling facilities, preservation of wildlife habitat, and water efficiency.²

Sustainable events

- 5.32 London 2012 was inspirational from the outset in terms of its commitment to sustainability. Inspired by the sustainability ambitions of the Games, a new international standard – ISO 20121 – was developed and launched just before London 2012 opened, and used for the Games (see case study below).
- 5.33 Along with Olympic partners, the GLA's London 2012 City Operations' approach to sustainability was externally audited and achieved certification to BS 8901, the British Standard specification for a sustainability management system for events. The GLA is looking to transfer the BS 8901 certification to Events for London.
- 5.34 As part of government's approach to leading by example, the Department for Environment, Food and Rural Affairs (Defra) is updating its Sustainable Events Guide for the public sector to reflect the lessons from London 2012 and the new event management standard.

Case study: ISO 20121

ISO 20121 is a new international standard inspired by the Games. Launched in June 2012, the standard is a management framework that can be used by organisations to make their event-related activities, services and products more sustainable. It can be adopted by small or large organisations. The standard should enable businesses to become more efficient while safeguarding the environment and being socially aware. The international development committee was chaired by a sustainable events industry expert from the UK – Fiona Pelham of Positive Impact – and Sustainable Events Ltd. It was inspired by London 2012 and the intention to make the Games the most sustainable of modern times. LOCOG was a key stakeholder. Head of Sustainability David Stubbs has said: "London 2012 is proud to have been the catalyst for ISO 20121. This is a piece of legacy with the potential to transform how events around the world consider their economic, environmental and social impacts." Since its launch, the international standard is being adopted by a number of organisations, including Manchester United's Old Trafford Stadium, Cardiff's Millennium Stadium, the 34th America's Cup in San Francisco, the Rio 2016 Olympic and Paralympic Games and 2020 bidding cities, if successful.³

¹ www.naturalengland.org.uk/

² www.londonlegacy.co.uk/the-park/sustainability/

³ <http://positiveimpactevents.co.uk/feature/the-story-of-iso-20121/>

Using the Games to inspire sustainable living

5.35 Defra also part-funded four projects under the ‘Inspiring Sustainable Living’ theme of London 2012. These projects ran until March 2013 and were designed to engage a wide number of individuals directly and indirectly in sustainable activities and encourage behaviour change. There was also a significant volunteering element to most of the projects, which included encouraging more sustainable forms of travel and transforming unused sites into green spaces. A full evaluation of the projects is currently being carried out with a final report due in September 2013. Initial results suggest that they directly or indirectly engaged more than 30,000 individuals in sustainable activities and generated more than 25,000 volunteering hours.

Sharing sustainability lessons

5.36 The commitment to delivering a sustainable London 2012 included ensuring that the learning from the Games was captured and available to all. Since the Games, the Cabinet Office has taken over hosting the Olympic Delivery Authority Learning Legacy website to ensure that these materials continue to be available.

5.37 A notable success of London 2012 was the manner in which sustainability was built into the design and construction of the site as well as the supply of food and other services. Supporting the information captured on these lessons, Defra has worked with partners to develop a short guide on sustainable approach to construction procurement for the public sector. The guide was launched on 18 July.

5.38 An event the size of London 2012 was a big waste challenge with the need to manage all types of waste from construction through to food and drink. WRAP (Waste & Resources Action Programme) worked closely with the Games organisers throughout the Games and has captured the learning to produce a number of case studies, reports and guidance. WRAP launched its industry roadmap *Zero Waste: A 2020 vision* in March 2013.⁴ The roadmap has been well received by the waste and event sectors and WRAP is now working with a number of interested groups to disseminate it further.

“I am confident that the industry will use the roadmap and take this opportunity to build on the sustainability work already under way. The UK also has a tremendous opportunity to go for gold by exporting its knowledge and capability around the world and helping others to deliver their events more efficiently.”

Lord de Mauley, Defra Minister, WRAP launch, March 2013

5.39 The government-supported Green Infrastructure Partnership will continue to disseminate the good practice lessons from London 2012 and its legacy. In addition, Natural England will monitor visitors to the Park after its phased re-opening from July 2013 and is working with partners to develop the East London Outdoor Learning Project to provide opportunities for outdoor learning and play for local children and young people.⁵

Transport

5.40 Transport played an important role in the successful delivery of the Olympic and Paralympic Games. Transport operators carried more people than ever before. Strong collaborative cross-industry working and enhanced communication with customers contributed greatly to the hugely successful transport operation. This helped to showcase Great Britain, and London in particular, as a place to invest, do business and visit.

⁴ www.wrap.org.uk/content/zero-waste-events-2020-vision-1

⁵ Monitor of Engagement with the Natural Environment www.naturalengland.org.uk/ourwork/research/mene.aspx

5.41 The Department for Transport (DfT) and TfL believe that the great steps taken to ensure the success of the Games should not fade with time, and are determined that the transport legacy from 2012 continues to bring benefits today and lasting change for tomorrow.

Improved infrastructure

5.42 The most visible Games legacy is the £6.5 billion invested in new and improved transport infrastructure, providing greater capacity and reliability. This was delivered a year ahead of the Games, providing an early legacy of better transport options, particularly for people living in East London, supporting population growth and economic development for generations to come.

5.43 The Games transport investment and legacy includes:

- 50% increase in Docklands Light Railway capacity;
- extra capacity on the Central and Jubilee Lines on the Tube network;
- refurbished and extended London Overground services, with the 'orbital' London rail network now complete;
- upgrades to national rail services on the Lea Valley and Great Eastern lines;
- King's Cross-St Pancras and Stratford Regional stations essentially rebuilt and expanded, with step-free access;
- Southfields (serving Wimbledon) and Green Park step-free stations;
- improvements to Stratford station, the main hub for accessing the Olympic Park, while nearby Stratford International station is accessible by High Speed 1 and Docklands Light Railway;
- enhanced commuter services on the Thames; and
- new cycling and walking routes and the extension of the Barclays Cycle Hire scheme towards the Olympic Park.

5.44 The Mayor and TfL are now working to build upon this legacy and secure the regeneration of East London for future generations through further investment in new, upgraded and extended transport links, including Crossrail.



Managing the road network

5.45 An enhanced traffic signal capacity in London has been complemented by lessons learned from the operation of the Olympic and Paralympic Route Networks, active traffic management and an enhanced command, control and communication centre. Learning from the experience of the Games, the Mayor's Roads Task Force has developed a vision for 21st-century investment in London's roads, streets and urban realm.

Accessibility

5.46 The London 2012 Games saw more disabled people travelling to more events at more venues and locations than at any previous Games. The legacy is one of a more accessible network, with more step-free stations, clearer signage, accessible bus stops and an opportunity for TfL and transport operators to further build upon the success of the most accessible Games ever held.

5.47 In December 2012, TfL published a plan entitled *Your Accessible Transport Network*, which identifies the accessible services that we provide, along with commitments to make our networks more accessible.⁶

5.48 DfT's accessible journey planning element of the Games spectator journey planner, developed specifically for the Games, is being integrated into Transport Direct, the national journey planner, which will provide accessible journey plans for public transport right across Great Britain.

5.49 Disability awareness training has been promoted by the Government to transport operators right across the country to ensure that passenger-facing staff are able to provide support for disabled passengers.

Travel demand management

5.50 Apart from an infrastructure legacy, from which millions of passengers and drivers now benefit each day, changing travel behaviour was a key theme for the Government and operators during the Games and as part of the legacy. TfL and other transport operators successfully encouraged people and businesses to change the way they travelled during the Games, avoiding the busiest 'hotspot' road and public transport locations at the busiest times. This enabled transport networks to work efficiently, get all athletes, officials and spectators to their events on time and carry record numbers of passengers.

5.51 TfL, Network Rail, the Association of Train Operating Companies, DfT and other partners have made a public commitment to capture the lessons of the Games' travel demand management programme by applying a similar approach to forthcoming large events.

Freight and logistics

5.52 Following the success of the freight demand management programme for the London 2012 Games, TfL and partners are working closely with industry partners to build on the lessons from the Games.

5.53 TfL issued a code of practice on 'quiet delivery' of goods. The success of this has led TfL to develop permanent guidance. DfT already has a commitment, from the *Logistics Growth Review* in 2011, to re-write its existing guidance on quiet deliveries. It will incorporate lessons learned from the Games.

⁶ www.tfl.gov.uk/assets/downloads/your-accessible-transport-network.pdf

Active travel

5.54 Achievements in promoting healthy travel alternatives continue. New Cycle City Ambition Grants have been launched by the Government to support ambitious long-term plans for growing cycling and improving conditions for pedestrians in cities and parks across the country. In London, TfL and the Boroughs are continuing to improve cycling infrastructure. The Mayor recently published his *Vision for Cycling in London*, which sets out his vision to transform conditions for cycling in the city.

Education

5.55 'Get Set' was the official London 2012 education programme, delivered by LOCOG. It was designed for schools and colleges across the UK, providing a range of resources targeted at 3–19-year-olds. Post Games, 'Get Set' is still a live project – responsibility for managing it has passed to the British Olympic Association and British Paralympic Association. The Get Set to Make a Change programme (www.makeachange.org) was launched on 20 June 2013.

Olympic Truce

5.56 Each Olympic host takes custody of the Olympic Truce.⁷ It embodies the spirit of the Games: to bring people together through sport, working towards mutual understanding and conflict resolution. The UK's custodianship began with a world record: an unprecedented full membership of all 193 United Nations Member States supported the UN resolution which introduced it. The Foreign and Commonwealth Office (FCO) led work to bring the Truce to life around the world, organising more than 80 events in the UK and overseas aimed at using sport to unite communities.

5.57 The Truce now passes to Russia. At an event jointly hosted by the IOC and the FCO in March 2013, the UK shared its experience of promoting the Truce with high-level representatives from future hosts Russia, Brazil and South Korea, and will continue to discuss future Truce activity with them.

'Inspired by 2012' campaign

5.58 The 'Inspired by 2012' brand has been developed by the Cabinet Office and the Department for Culture, Media and Sport to bring together legacy projects inspired by the Games and the Diamond Jubilee under a single brand. This brand enables projects to promote themselves, and be recognised by the public, as legacy projects.

5.59 The aim is for the brand to be used as widely as possible by organisations and projects inspired by the events of 2012. The brand has already been licensed to a range of organisations across sectors in the public, private and third sectors, including Sport England, Join In, Asda Active, Sustrans and Danone.⁸



⁷ www.olympictruce.org

⁸ www.gov.uk/government/publications/inspired-by-2012-brand

Chapter 6:

The Legacy from the Paralympics

The Government said that the London 2012 Games would help to drive forward the cause of disability equality by changing attitudes, improving access and opening up new opportunities across sport, culture and business.

Games-time ambitions

6.1 The Government worked with Equality 2025, an advisory group of disabled people, to determine three key themes for a strong and tangible legacy for disabled people, and these were set out in *London 2012: A legacy for disabled people*:

- support opportunities to participate in sport and physical activity;
- promote community engagement through the Games; and
- transform the perception of disabled people in society, with a focus on changing the perception of disabled people's economic contribution to society.

Headline achievements

- **81%** of people surveyed thought that the Games had a positive effect on how disabled people are viewed by the British public.
- Disabled people's **participation in sport is increasing**.
- **Increased funding for Paralympics GB** through to Rio 2016.
- **Increased funding to support access and participation** in sport at community level.
- **Increased accessibility** on the transport system, in venues and in other environments.
- **Paralympic Legacy Advisory Group** established to support the Cabinet Committee.

Taking legacy forward

- 6.2 The London 2012 Paralympic Games shone a light on the abilities and achievements of disabled people in an unprecedented way, raising the profile of disabled people and shifting attitudes. The Government and the Mayor are committed to developing and delivering a legacy that builds upon the impetus that 2012 provided.
- 6.3 In December 2012 the Government and the GLA established the Paralympic Legacy Advisory Group, made up of representatives from disabled people's user-led organisations, leading disability charities, Paralympians, broadcasters and business. The Group provides fresh insight, challenge and new ideas to ensure that the legacy for disabled people from London 2012 is as strong as possible.
- 6.4 Paralympic legacy themes run 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.

Participation in sport and physical activity

- 6.5 Participation rates for disabled people playing sport show an upward trend since 2005. While there is still a large difference in the number of disabled people and non-disabled people playing sport, the latest figures show an increase of 46,600 over the past year, with Paralympic sports such as equestrianism and athletics growing in popularity. Further detail on investment and participation is discussed in Chapter 2.

Case study: Paralympic roadshow in Wales

Disability Sport Wales organises Paralympic roadshows throughout Wales to allow disabled and non-disabled children to try Paralympic sports. Lord Coe observed (and took part in) one of the roadshows at Fitzalan School in Cardiff in June 2013. He said: "Wales has one of the best foundations for disability sport. It is up to community clubs and organisations to build on London 2012 by creating more opportunities for people to play sport and take exercise."



Lord Coe, Fitzalan School, Cardiff

Major events

- 6.6 During 2013, a number of major events will help to showcase disability sport in the UK. These events will build on the positive coverage of disability and the debate about disabled people's inclusion in society which began with the Paralympic Games. Such events include:
- Motivate East, a multi-sport participation and equipment programme for East London, launched in spring 2013. This will provide more than 26,000 new opportunities for disabled people to take part in inclusive sports and physical activity, and create three 'pop-up arenas' to tour East London to bring sport to new locations;
 - the 2013 London Anniversary Games, when Paralympians will be back in the Olympic Stadium; and
 - Queen Elizabeth Olympic Park hosting 'One Extraordinary Day' on 7 September 2013, the first annual National Paralympic Day, combined with the Mayor's Liberty Festival.
- 6.7 Over the next four years, there are a number of high-profile sporting events that will help to show disability sport in the UK at its best. These can be used to build on the positive coverage of disability, and the debate about disabled people's full inclusion in society which happened during the Paralympic Games. They include: the XX Commonwealth Games, Glasgow 2014; 2014–16 Wheelchair Tennis Masters; 2015 Swimming World Championships, Glasgow; Rio 2016 Olympic and Paralympic Games; and 2017 International Paralympic Committee (IPC) Paralympic World Cup and World Athletics Championships.
- 6.8 Internationally, the FCO has been working with the IPC and others to help to broaden the IPC's membership and support new members, increasing the participation in such events and promoting the UK's inclusive values.

Community engagement through the Games

Fulfilling potential

- 6.9 The Government has published *Fulfilling Potential*, the cross-government disability strategy which has been developed with disabled people. The strategy sets out a partnership approach for working with disabled people and their organisations to enable all disabled people to fulfil their potential and play a full role in society.
- 6.10 Actions in the plan will be monitored using a framework of outcomes and indicators. The framework will be used to identify where progress has been made, where further action is required and the direction of travel. For example, 'Inclusive Communities' will look at housing, transport, social participation, friends and family, information and access, and attitudes. The Government will report annually on progress against the framework.¹
- 6.11 As part of the Fulfilling Potential approach, the Disability Action Alliance (DAA) has been established. It is a cross-sector network of disabled people's organisations and other organisations from the public, private and third sectors which are committed to finding the best ways of working to deliver national and local actions that make a difference to the lives of disabled people. They will focus on designing and delivering innovative changes and identifying and spreading good practice, especially at local level. For example, the DAA is taking forward a project to identify what an 'inclusive community' looks like, and what it means for disabled people. More than 160 organisations have joined the Alliance so far.²

¹ <http://odi.dwp.gov.uk/fulfilling-potential/index.php>

² <http://disabilityactionalliance.org.uk/>

Case study: Inspiring disability rights in Thailand

Inspired by London's Paralympics, the British Embassy in Bangkok and Thailand's National Office for Empowerment of Persons with Disabilities (NEP) arranged for NEP staff to visit the UK to understand more about our approach to disability rights and sport. The NEP Secretary-General Napa Setthakorn said: "We learned a lot about policies for disabled people such as job matching, training and counselling ... and how we can change the workplace to ensure access for people with disabilities."

Transport and the built environment

- 6.12 The accessibility of the Olympic and Paralympic venues and park showed what can be achieved when accessibility is a fundamental part of the built environment's design. The Paralympic Legacy Advisory Group has been working with the GLA and the Government to ensure that the distinction of being 'the most inclusive Games ever' will have a tangible legacy benefit.
- 6.13 This work has shown that there is a strong economic, moral and social case for inclusive design to be a core feature of the training for built environment professionals, for example architects, town planners, civil and structural engineers, and surveyors. We will continue to take forward this work with the industry, professional bodies and other key stakeholders.

Case study: Making it happen – Buckinghamshire Disability Service

As a legacy of the Paralympic Games 2012, Buckinghamshire County Council, Aylesbury Vale District Council and other partners began work to create what will become the world's first-ever pathway route designed to meet the needs of all impairment groups. This 2.4km 'universal access pathway' will link Aylesbury town centre and railway station to Stoke Mandeville Stadium, with its strong connections to the historic beginnings of the Paralympics.

Case study: Legacy benefits in Weymouth and Portland

Hosting the Paralympic sailing in Weymouth and Portland has brought about some specific legacy benefits. Simon Williams, former Head of Operations at Weymouth and Portland, said: "There are a number of ongoing legacy benefits for the area. Not only is there more accommodation and better facilities with disabled access, but the Games definitely positively influenced attitudes within the community about disabled people. On the back of the Games we have continued to promote and drive improvement to business, transport and employment for disabled people and apply Games-time lessons for large events and day to day activities."

London

- 6.14 London used the 2012 Games not only to set new standards in the design of sporting venues to help to deliver the best Paralympic Games ever but also as a springboard for transforming the capital into one of the most welcoming and accessible cities.
- The InclusiveLondon.com website and app – developed to promote London to disabled visitors to the Games – continues to promote accessible attractions and entertainment.

- The Mayor is continuing to promote Destination London – a free online training course to assist staff in hospitality to offer the best possible welcome to disabled visitors.
- The Mayor has distributed 76 of the mobility scooters used in the Olympic Park to shop mobility schemes across London, to improve the quality of life for older and mobility-impaired Londoners.
- The Mayor and Southwark and Lambeth Councils completed a £4 million scheme to improve accessibility along the South Bank riverside walk in time for the London Games. Nearly 4km of historic, varied and attractive promenade – from Westminster Bridge to Tower Bridge – has been made more accessible, linking some of the capital's finest cultural institutions including the Southbank Centre, Tate Modern, the Globe Theatre and Southwark Cathedral.

6.15 In Queen Elizabeth Olympic Park, the Legacy Corporation also has a Paralympic legacy programme of exciting events:

- the installation of an innovative new pool lift, 'the Pool Pod', in the Aquatics Centre;
- a legacy of accessibility and inclusive design by adopting the inclusive design standards and approach used by the Olympic Delivery Authority and LOCOG; and
- a legacy of excellent business practices, including diversity targets for employment and Apprenticeships.

Transport

6.16 DfT and TfL are working to increase accessibility through work to provide step-free routes onto trains, Tube trains and buses, better transport accessibility information, training and improved signage. How this legacy is being taken forward is discussed further in Chapter 5.

Accessible London

Hundreds of millions of pounds have been invested to make trains and buses across London more accessible, to install new lifts and audio-visual displays, and to train staff. All of London's 22,000 black cabs can now accommodate wheelchairs and act as a crucial link to other forms of accessible transport. In addition, all 8,500 London buses are now wheelchair accessible and over 70% of bus stops are fully accessible.

Perceptions of disabled people and their economic contribution to society

Perception changes

- 6.17 Surveys conducted after the Games have shown the positive impact that they had on perceptions of disabled people. An Ipsos MORI survey immediately after the Games showed that 81% of people surveyed thought that the Games had a positive effect on how disabled people are viewed by the British public.
- 6.18 Perhaps even more significantly, over half said that their own attitudes had changed, and this effect appears to have been sustained. The Office for National Statistics Opinion Survey (March 2013) showed that 53% of people said that the Paralympics have had a positive impact on the way they themselves viewed disabled people. None said that they had had a negative impact.

6.19 To inspire a generation of young disabled people the Department for Work and Pensions is promoting a role model campaign on YouTube. The video clips feature 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.³

Media

6.20 The London 2012 Paralympic Games were a big step forward for disabled people in the UK. This very significant effect was driven in large part by the extensive and inspiring coverage across all media.

6.21 The broadcast media can continue to play an important part in changing attitudes to disability through seeking to increase the numbers of disabled people working in the industry and, in particular, by seeking to increase the level of on-screen representation of disabled people across genres. Working with broadcasters, the Government has developed a Legacy Statement recognising the role that broadcasters can play. The Minister for Disabled People is continuing to encourage broadcast media to develop their work in this area, both directly with companies and through the Creative Diversity Network.

Jay Hunt, Chief Creative Officer of Channel 4, said: “I hope we’ve already shown, not just with the coverage of the Paralympics, but also with the likes of *How to Build a Bionic Man* and *The Last Leg*, that disability does not have to be a niche issue for television. I’m delighted that the wider broadcasting industry is getting behind this Legacy Statement to commit to stronger representation of disabled people on screen.”

Other activity

6.22 The Office for Disability Issues is developing a series of three online magazines targeted at young disabled people, with the aim of getting more young people to engage with legacy and disability issues. The first magazine will have a Paralympic legacy theme and will be published at the end of August 2013.

6.23 The Government held a major Disability Employment Conference in July with an invited audience of around 450 attendees. Some 80% of these were employers from a range of organisations including FTSE 100 companies, large-scale employers, small- and medium-sized businesses and entrepreneurs. The remainder was made up of disability organisations, recruitment companies and providers. The conference focused on a new partnership approach, working with business to improve employment outcomes for disabled people.

6.24 The Conference also saw the launch of the Disability Confident communications campaign. This is a long-term campaign to raise awareness of the way in which government and business are working together to remove barriers to employment for disabled people. Together these signal a major commitment from the Government in this area.

³ www.youtube.com/user/rolemodelsinspire