



Olympic and Paralympic Legacy and Moving More, Living More

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Olympic and Paralympic Legacy

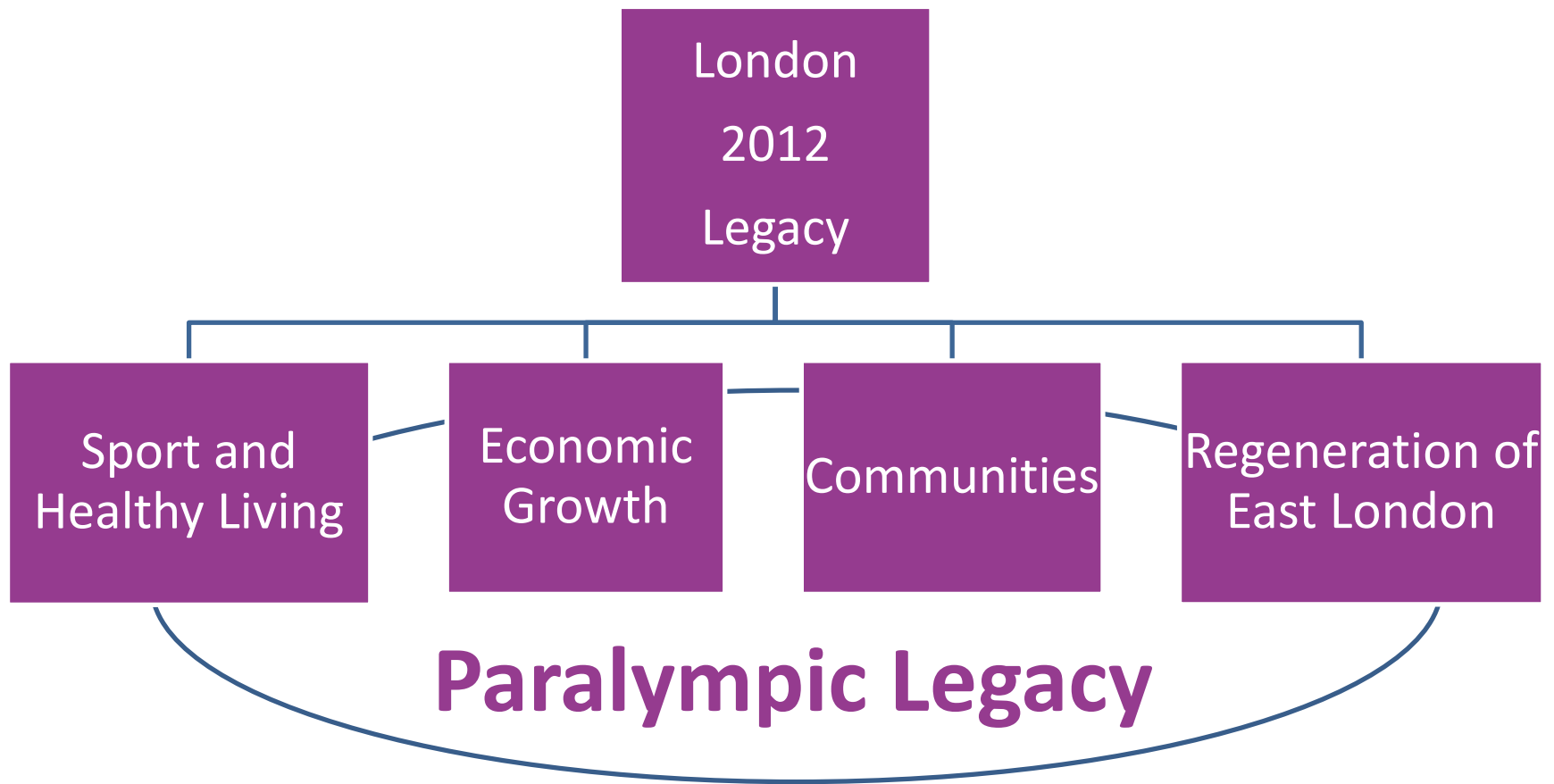
“The London 2012 Games have definitively served as a catalyst for development and improvements, both tangible and intangible, which would otherwise have taken decades to achieve. There is no doubt that the citizens of London and Great Britain will benefit from the Games for a long time to come.”

Jacques Rogge, Inspired by 2012 report July 2013



**inspired
by 2012**

Olympic and Paralympic Legacy





Olympic and Paralympic Legacy Unit

- Support Lord Coe in his role as Prime Minister's Olympic and Paralympic Legacy Ambassador
- Support Sajid Javid, Secretary of State, as lead Minister for legacy
- Work across government and Mayor of London's teams to drive and promote legacy benefits
- Produce annual 'inspired by 2012' annual report , recent report came out July 2014
<https://www.gov.uk/government/publications/the-olympic-and-paralympic-legacy-inspired-by-2012-second-annual-report>
- Promote legacy through 'inspired by 2012' brand, monthly newsletter and social media
- Particular focus on physical activity legacy and Paralympic legacy.



Legacy Achievements so far

- 1.7million more people playing sport regularly than when we won the bid,
- Over £14bn of economic benefit through trade and investment won through Games and Games-time promotional activity
- Tourist numbers up 1% in 2012 with 4% increase in spend, and up 6% in 2013 with 13% increase in spend
- Queen Elizabeth Olympic Park fully open to the public, 3 million people have visited so far
- Eight out of eight permanent venues have future secured, 2,500+ people living in former Athletes' Village
- Volunteering has increased, Spirit of 2012 established with £47m from lottery for community legacy projects
- Over half the population said Paralympics had a positive impact on how they viewed disabled people



Moving more, Living more

- Legacy project aiming at increasing physical activity
- Launched February 2014 by Lord Coe and Ministers

PM: 'We need to provide communities with the encouragement to come together and realise the physical and social benefits of being more active.'

Lord Coe: 'A joined up approach to challenging inactivity and encouraging physical activity is key. Moving More, Living More will bring together government, local government, business and above all the individuals and community groups - who know how to get people moving.'



National ambition

‘To have a year on year increase in the number of adults doing 150 minutes of exercise per week (in bouts of 10 minutes or more) and a year on year decrease in those who are inactive, defined as doing less than 30 minutes of exercise per week (in bouts of 10 minutes or more). ‘



Benefits of physical activity - health

- People who do a lot of exercise reduce their risk of dying early by 30%
- Physical activity can lower your risk of coronary heart disease and stroke by between 20 and 35%
- People who get their 150 active minutes a week can halve their chances of getting type 2 diabetes
- People who exercise regularly can reduce their risk of certain kinds of cancer.
- Long-term, regular physical activity, including walking, can help ward off dementia.
- 'Use it or lose it' exercising major muscle groups on at least two days a week can help to keep you independent and active in later life.
- It's never too late to start!



Benefits of physical activity - other

- Direct and indirect costs of physical inactivity in UK estimated at £20bn per year
- Public realm improvements can boost footfall and trading by 40%
- Investment in walking environment can support local economies by attracting new businesses and events
- Fitter children do better at school and grow in confidence
- Active people sleep better and longer and are generally happier



MMLM activity

- Launch in February fired starting pistol
- Public Health England consultation on physical activity leading to publication of 'Everybody Active Every Day' document in October. Report with options for action backed by extensive research.
- Draft on gov.uk, comments by 25 September
<https://www.gov.uk/government/consultations/everybody-active-every-day>
- Department for Transport delivery plan to increase cycling and walking. Draft to be published shortly
- Other Government and Mayor of London activity to come



Physical activity – older people

- UK population is ageing and people in this age group tend to be less active – 45% are disabled and face barriers to participation
- Increased activity for older people lessens risks of trips and falls and increases the likelihood of independent living
- Success of volunteer-led walking groups: 3,400 weekly Walking for Health walks



The ask of UKAFA

- What can UKAFA do to promote physical activity for older people?
- What are the main barriers to physical activity for older people encountered by UKAFA and its members?
- Are there new ideas or untapped areas of potential?
- What can Government do to help?



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