



HM Government

**MAYOR OF LONDON**

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

Fourth annual report – summer 2016

August 2016

**inspired  
by 2012**



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

Fourth annual report – summer 2016

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# Foreword

## by Theresa May



Rt Hon Theresa May MP  
Prime Minister

London 2012 was an extraordinary moment in our country's recent history. Like many people I will never forget the excitement of watching the world's best athletes perform here on our shores, and the wonderful spirit of national pride we felt during those weeks.

But the story hasn't ended there. We have shown that hosting the Olympic and Paralympic Games can result in much more than a fantastic summer of sport.

We've taken advantage of trade and investment opportunities, seen our tourism sector continue to break new ground, and published Sporting Future – a new strategy for an active nation, launched to help even more people become active and enjoy the many benefits of sport. And we have continued to welcome the world to our country, for events like the 2015 Rugby World Cup and the 2014 Tour de France Grand Départ, each time showing the UK at its very best and inspiring people across the country to get involved.

As this report shows, the range of activities inspired by London 2012 is extensive and

diverse – from volunteering projects, to cultural initiatives promoting disabled artists, to new standards around sustainability, and work to make our buildings and places more accessible and inclusive – the list goes on.

You only have to look at the once neglected area of east London – now such a thriving, connected and dynamic community – to get a sense of the lasting change that the Games can bring.

2012 was a great summer, and we can be proud of what has been achieved since. While we pause to remember the Games four years ago, we also look ahead to the next stage of the incredible story of London 2012.

A handwritten signature in black ink, which appears to be 'T. May'.



# Foreword

## by Sadiq Khan



Sadiq Khan  
Mayor of London

The summer of 2012 was a unifying moment for London and the UK as a whole. We came together in a shared experience. We watched together as Mo Farah, Jessica Ennis-Hill, Sarah Storey and many others achieved wonderful feats of sporting excellence. And together we welcomed competitors and visitors from across the globe.

These are memories we will cherish. But naturally as London's new Mayor my priority is to look forwards across the next four years and beyond: there is much still to do to secure the legacy of 2012. In doing so we must pay attention to all aspects of that legacy, to London's physical and social fabric.

The homes we build in east London and beyond must be genuinely affordable for local people. We must address the inequalities that are still evident, again in but not confined to east London, boosting skills and creating jobs. I will harness sport as one of the avenues we can use to tackle inequalities, bringing together leaders from councils, schools, sport clubs, and organisations like the FA to map out a comprehensive plan. We must also protect

and advance London's status as a world centre of commerce and culture.

Our Olympic and Paralympic heroes were people from different backgrounds. I want London to be a city where economic competitiveness and prosperity creates opportunities for all, regardless of their background, gender, religion or race; a city where diversity fosters tolerance, solidarity and creativity. That is my focus as Mayor. Together, we will build a safer, healthier and more inclusive society; a confident, competitive and successful world city where all Londoners can prosper.

A handwritten signature in black ink, which appears to read 'Sadiq Khan'.

# Executive Summary

## Sport and Healthy Living

- £193m invested in over 2,800 community sports facilities by Sport England since 2011
- Investment in PE and school sport through the primary PE and sport premium and School Games
- Over 17,000 inspiration days since 2012, featuring British Olympic and Paralympic athletes visiting schools and communities
- Continued investment in elite sport – £274m invested in summer Olympic sports and £72m in summer Paralympic sports since 2012
- Wide range of major events staged in the UK and “Gold Framework” published, setting out support available for organisers of major sporting events
- National Centre for Sport and Exercise Medicine in place across sites in the East Midlands, London and Sheffield, and appointed as an International Olympic Committee research centre
- In London, Greater London Authority and partner investment has helped build, refurbish or upgrade over 100 community sports facilities, and over 450,000 Londoners have benefitted from GLA-supported local sports projects

## Regeneration of East London

- Nearly ten million people have visited Queen Elizabeth Olympic Park since it fully reopened in April 2014
- Work advanced on new developments to establish the Park as a new district of London with thousands of new homes, tens of thousands of jobs and international visitor attractions
- East Village, the former Athletes’ Village, now home to over 6,000 people, with further new communities being established in and around the Park
- Plans progressing for a cultural and education district in the south of the Park, with funding committed by the Chancellor and agreements signed with partners and masterplanners
- Progress made towards achieving “convergence” targets for east London socio-economic indicators, particularly in child development, education and crime levels
- Team London, the Greater London Authority’s volunteering programme, has engaged nearly one million Londoners, with London named European Volunteering Capital 2016

## Economic Growth

- Four year target of £11bn of economic trade and investment benefits surpassed only fourteen months after the Games finished, with benefits at £14.2bn and rising
- Nearly £730m in contracts awarded to UK companies from High Value Opportunity global sports projects taking place between 2015 and 2022, including over £150m in contracts for Rio 2016
- By 2020, the economic impact is estimated to be between £28bn and £41bn in Gross Value Added (GVA) and between 618,000 and 893,000 years of employment
- Nearly 3.5 million additional tourist visits to the UK as a result of Games-related promotion activity since 2011/12, resulting in £2.1bn in additional spending
- Four years after the Games, London is more popular than ever as a visitor destination attracting record numbers of international tourists

## Bringing Communities Together

- Get Set, the education programme established in the run up to London 2012, continuing to engage children and young people with activities inspired by the Olympic and Paralympic values
- Spirit of 2012 established to fund sports, arts and volunteering projects across the country
- Momentum around volunteering sustained and grown through volunteer teams at other major sporting events, as well as through Join In and Team London
- Unlimited, part of the Cultural Olympiad, continuing to support disabled artists
- Sustainability standards created by London 2012 now in use at other major sporting events

## The Legacy from the Paralympics

- National Paralympic Days held 2013-2015 to build on the excitement of London 2012, encourage participation in Paralympic sports and challenge perceptions of disabled people
- Mandeville Place opened on Queen Elizabeth Olympic Park to commemorate the London 2012 Paralympics and the Paralympic Movement
- National Paralympic Heritage Trust established to safeguard and share the history of the Paralympic Movement in Britain
- 18 professional institutions supporting the Built Environment Professional Education project to increase knowledge and skills that help deliver an inclusive built environment.
- Over 222,000 more disabled people playing sport regularly than when London won the bid in 2005
- 36,000 disabled east Londoners engaged in the Motivate East health and physical activity programme

# Chapter 1:

## Introduction

Since summer 2013 the government and Mayor of London have published annual reviews of progress towards legacy goals, presenting a summary of events and achievements linked to London 2012.

This year's report, published as the Rio 2016 Olympic and Paralympic Games take place, presents a look back over the past four years.

### Definition of legacy

- 1 For the purposes of this report, legacy means positive benefits related to the London 2012 Olympic and Paralympic Games. These benefits fall into five broad areas, which form the subsequent chapters of this report:
  - Sport and Healthy Living;
  - Regeneration of east London;
  - Economic Growth;
  - Bringing Communities Together; and
  - The Legacy from the Paralympics.
- 2 In February 2014, the then government and Mayor of London published the long-term legacy vision for 2022<sup>1</sup>. The relevant aims are shown at the start of each chapter of the report. A glossary of key terms and acronyms can be found at the end of the report.

### Legacy governance

- 3 The government and Mayor of London continue to work together on legacy commitments, alongside local authorities, business, arm's length bodies and regional partners. Most work on legacy initiatives is now taken forward as 'business as usual' by the organisations responsible, rather than as separate projects.

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

- 4 Until the general election in May 2015, oversight of legacy was provided by the Olympic and Paralympic Legacy Cabinet Committee, chaired by the Prime Minister and attended by relevant government ministers, Lord Coe and the Mayor of London (Lord Coe acted as the Prime Minister's Olympic and Paralympic Legacy Ambassador from August 2012 until February 2015). Since May 2015 issues relating to legacy have fallen within the remit of the Home Affairs Cabinet Committee.
- 5 The Secretary of State for Culture, Media and Sport is the lead government minister for legacy, and is accountable to Parliament for its overall coordination and delivery. Accountability for individual elements of the programme rests with the relevant minister or the Mayor.

# Chapter 2:

## Sport and Healthy Living

### Long term aims

- 1 At the heart of Olympic and Paralympic legacy ambitions is the long-term aim to use the inspirational power of the Games and subsequent major sporting events to help deliver lasting change in sport and physical activity.
- 2 As set out in the long-term vision for the legacy of the London 2012 Olympic and Paralympic Games<sup>2</sup>, the aspiration is that by 2022:
  - Britain continues to be one of the leading nations in the world in Olympic and Paralympic sport
  - The UK is one of the best places in the world to stage major sporting events, with each one delivering its own lasting economic and social legacy
  - Britain is amongst the most physically active countries in the developed world
  - Health services harness physical activity for prevention, treatment and management of long term conditions
  - The built environment and our transport infrastructure will be transformed to drive high levels of walking and cycling
  - Every man, woman and child can find a sport they enjoy and in which they are able to get involved easily, regardless of their ability or disability
  - Every child and young person enjoys high quality sporting opportunities on well-maintained and accessible sports facilities and playing pitches
  - Everyone inspired by our hosting the Games to take up sport has stayed connected with it for life
  - The big sports participation gender gap in Britain that existed in 2012 has closed.

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<sup>2</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

## Overview

- 3 The Sport and Healthy Living area of legacy covers a wide range of projects and programmes related to inspiring people to get involved in sport and physical activity, capitalising on the event management experience gained by hosting London 2012, and ensuring the permanent Games venues are well used by communities and elite athletes.

### Headline achievements

- £193m invested in over 2,800 community sports facilities by Sport England since 2011
- Investment in PE and school sport through the primary PE and sport premium and School Games
- Over 17,000 inspiration days since 2012, featuring British Olympic and Paralympic athletes visiting schools and communities
- Continued investment in elite sport – £274m invested in summer Olympic sports and £72m in summer Paralympic sports since 2012
- Wide range of major events staged in the UK and “Gold Framework” published, setting out support available for organisers of major sporting events
- National Centre for Sport and Exercise Medicine in place across sites in the East Midlands, London and Sheffield, and appointed as an International Olympic Committee research centre
- In London, Greater London Authority and partner investment has helped build, refurbish or upgrade over 100 community sports facilities, and over 450,000 Londoners have benefitted from GLA-supported local sports projects

## Sport

### High performance sport

- 4 Over the past four years UK Sport has invested over £274m in 20 summer Olympic sports and over £72m in 18 summer Paralympic sports.
- 5 Great Britain’s athletes have continued to impress on the world stage since 2012. Mo Farah, Greg Rutherford and Jess Ennis-Hill won world athletics titles in Beijing in 2015 – a repeat of their London 2012 Super Saturday performance. Other highlights included Britain’s gymnastics teams recording their best ever performances at the 2015 World Championships in Glasgow, Jordanne Whiley winning a career grand slam in wheelchair tennis, and wheelchair racer Hannah Cockcroft winning all but one of her races since London 2012.
- 6 With the Rio Games fast approaching, the level of sustained success across the cycle has been able to give sports and UK Sport confidence that Rio could be GB’s best ever ‘away’ Olympics, and that the team’s performance in the London Paralympics could be eclipsed by Rio. The latest government Spending Review extended the commitment made by the Prime Minister in 2012, guaranteeing levels of funding for the Rio cycle right the way through to the Tokyo Games in 2020.

- 7 The momentum from London also continued into the Sochi 2014 Winter Olympic and Paralympic Games. The Sochi Games saw an equal best-ever performance for Great Britain in the Olympics – matching Chamonix in 1924 – with four medals won, including one gold. Team GB won Britain’s first ever medal on snow when Jenny Jones won bronze in the slope style snowboarding. Britain also again claimed gold in women’s skeleton with Lizzy Yarnold winning the title won by Amy Williams four years earlier.
- 8 ParalympicsGB recorded their most successful Winter Paralympic Games in 30 years, winning six medals, the highlight being skiers Kelly Gallagher and Charlotte Evans winning Britain’s first ever gold medals on snow.
- 9 On the back of this outstanding success, UK Sport announced record investment into the winter sports ahead of PyeongChang 2018. This was further increased in 2016 to £31.7m.

## Athlete Inspiration Days

In May 2016, UK Sport announced that Britain’s Olympic and Paralympic athletes on the National Lottery-funded World Class Programme have given back over 17,000 inspiration days in schools and communities since 2012.

Over the past four years, while training for Rio, PyeongChang, Tokyo and beyond, over 1,300 summer and winter athletes on the World Class Programme have delivered coaching and mentoring and shared their inspirational stories with schools and communities. It is estimated they have reached over 730,000 young people through these activities.

Liz Nicholl, CEO of UK Sport, said: “National Lottery players have helped transform the prospects of talented athletes in this country, which has taken our Olympic and Paralympic teams from strength to strength, seen them soar up the medal table and made the nation proud.

“It’s brilliant to see that our athletes have given back over 17,000 days on the road to Rio through volunteering in schools and communities, harnessing the power of sport to inspire the nation.”



British cyclists Laura Trott and Jody Cundy talk to schoolchildren at Lee Valley VeloPark

Hockey player and London 2012 Olympic bronze medallist Alex Danson has completed 209 appearances, the greatest number of volunteering days of all National Lottery funded athletes over the past four years. She said: “Without volunteers and people that inspired me, there is no way I would ever have played hockey, let alone had the honour of playing for my country.

“My first coach was a volunteer. He inspired me to improve. I remember a GB player Mandy Nicholson coming to train my team for an afternoon and I literally didn’t stop practising what she taught me for months.

“Throughout my career I have been motivated, encouraged, supported and coached by so many incredible people. These experiences have led me to believe it is a privilege as athletes to give back whenever we can.”

The Paralympian who has completed the most volunteering days since London is Boccia player and multiple Paralympic medallist, David Smith, with 125. He said: “I felt it was very important to give something back. With Boccia being not so well known and searching for the next generation, this is doubly important. I’d like to thank the National Lottery, whose funding has enabled me to do this both in my local community and around the country.”

## Major events

- 10 London 2012 helped to cement the UK’s reputation for successfully hosting major sporting events. Since 2012 the UK has continued to support bids for, and host, some of the world’s biggest sporting events.
- 11 2014 was a particularly stellar year, the crowning glories being the hosting of the Commonwealth Games in Glasgow, and the Grand Départ of the Tour de France in Yorkshire, East of England and London, which saw 4.8 million people attend and generated £128m for local economies.
- 12 In addition to the government securing two successful UK bids to host matches in the 2020 UEFA European Football Championships, including group games in Glasgow and the semi-final and final at Wembley, 2014 also saw London play host to a significant programme of high-profile sporting events including the FINA World Series diving, Track Cycling World Cup, ITU World Series Triathlon, the ATP World Tour Finals in tennis and the inaugural Invictus Games.
- 13 The jewels in the crown of 2015 were undoubtedly the Rugby Union World Cup – hosted at venues across England and Cardiff; and the Gymnastics World Championships, held at the SSE Hydro Arena in Glasgow. The latter, which saw best-ever performances from British athletes, has been lauded internationally as one of the best presentations of the sport ever.
- 14 In 2016, with the #EveryRoadtoRio campaign in full flow (see next page), London played host to the 2016 World Track Cycling Championships, the 2016 European Swimming Championships and the European Hockey Championships – all on Queen Elizabeth Olympic Park.
- 15 Looking ahead, there are yet more world class events coming to the UK, with the 2017 IAAF and IPC Athletics World Championships (London), the 2018 Women’s Hockey World Cup (London), and in 2019, the Cricket World Cup (nationwide) and the Netball World Cup (Liverpool).

- 16 The government's new sport strategy, "Sporting Future", published in December 2015, reiterated the government's commitment to hosting major events. The update of the "Gold Framework" – the joint strategic work led by UK Sport and the Department for Culture, Media and Sport, launched in 2015 – is already well underway.
- 17 "Sporting Future" identified that there is also an opportunity and case for exploring the development of a UK-wide strategy for mega events, working with the Home Nations' event agencies, the UK government and the devolved administrations. UK Sport is committed to its part in leading this work.

## #EveryRoadtoRio

In the 18 months before Rio, the UK Sport #EveryRoadtoRio campaign saw UK Sport help secure the right to host over 30 Olympic and Paralympic events at European or World level, including 15 World and European Championships. This is more than any other host of the Olympic and Paralympic Games and a key legacy from the Games.

As the host nation in 2012, Team GB and ParalympicsGB received many competition places automatically, but in 2016 UK athletes need to fulfil qualification criteria. #EveryRoadtoRio sought to give athletes the benefit of home advantage in their preparations and qualification attempts for the Rio 2016 Games, while providing the British public with opportunities to see their favourite stars on home soil.



The #EveryRoadtoRio series helped deliver a key part of the legacy from both London 2012 and Glasgow 2014 – the sustained after-use of the venues built for both Games for hosting world-class sporting action.

On Queen Elizabeth Olympic Park in east London, the crowds flocked back to fill the Lee Valley Hockey and Tennis Centre, the London Aquatics Centre, the Lee Valley VeloPark, the Stadium and the Copper Box. Key Glasgow 2014 venues also hosted major events including the SSE Hydro Arena and Tollcross International Swimming Centre in Glasgow.

## Key Facts & Stats

- Over 500,000 spectators have attended these events so far with more events still to be hosted
- Number of Olympic & Paralympic venues used as hosts: 19
- Total number of host cities: 13
- Anticipated Economic Impact of over £35 million
- Number of World Championships: 4
- Number of European Championships: 7
- Number of medals won by GB athletes: 169
- Number of direct Olympic/Paralympic qualification spots earned: 46

## Out of London venues

### Hadleigh Park

Host to the Olympic mountain bike competition in 2012, Hadleigh Park officially opened in April 2015 and is the only Olympic mountain bike facility in the world open to the public. The Olympic course remains, with the approach to the difficult features altered to inform riders of the severity of what is coming up and to allow less experienced riders the option of bypassing these sections if needed. The system used to grade the course is similar to skiing, with green, blue, red and black routes all progressing in technical difficulty.

The financial support of Sport England, EU Interreg, British Cycling and Veolia allowed Essex County Council to develop the park's facilities after the Games – business units, a café, bike shop, a 400 space car park and an outdoor children's play area were all built.



Hadleigh Park

Hadleigh Park has also introduced a buggy trail, a play area for the under 5s, a dual pump track and the first Parkour facility in Essex – hugely popular with adults and children. There are also plans to open the reservoir to the public for paddle boarding, kayaking, open water swimming, sailing and triathlon. The Park won the Royal Town Planning Institute’s award for Excellence in Community and Wellbeing in 2016.

More information can be found at [www.hadleigh-park.co.uk](http://www.hadleigh-park.co.uk) or follow Hadleigh Park on Facebook or Twitter.

## Weymouth and Portland National Sailing Academy

The outstanding sailing venue for the London 2012 Olympic and Paralympic Games continues to move forward, with a full programme of National and World Championships planned over the next few years.

Sail for Gold, the annual international Olympic and Paralympic Class regatta that was held for a number of years pre-2012, has continued annually and from 2015 became one of two European legs of the Sailing World Cup.



Weymouth and Portland National Sailing Academy (Photo: Dorset Media Service)

The British Sailing Team is based at Portland and trains regularly from the Academy. The Sailing World Cup, hosted in June 2016, represented the last Olympic Class Regatta prior to the Rio 2016 Games and was dominated in most classes by the British sailors, who won a total of 13 medals.

Peter Allam, chief executive of the Academy, said: *“We are delighted that the Sailing Academy continues to flourish, providing unparalleled sailing opportunities for all, from local school children having their first try at sailing through the ‘Sail for a Fiver’ programme, through to Olympic and Paralympic sailors. Four years on, it has become a longstanding legacy from the 2012 Games and I am confident that it will continue well into the future”*

## Dorney Lake

Dorney Lake, host of the London 2012 rowing and flat-water canoe events, has continued to develop its sporting legacy since the Games, hosting rowing, canoe, and triathlon events most weekends during the summer months.

Domestic regattas held at the venue are well supported by universities, clubs and schools from all over the country, many of whom train regularly on the lake. The podium team for flat water canoeing is based at Dorney, and has been working hard training for the Rio 2016 Olympics.



Dorney Lake

The Junior Aquatic Initiative goes from strength to strength, giving local schools the opportunity to offer rowing lessons to pupils who benefit from the experience of Dorney's gold medal winning coach.

Dorney also hosted the National Schools Regatta over three days at the end of May 2016, with thousands of people attending and participating in this prestigious event.

## Government's approach to participation in sport and physical activity

- 18 Until 2015 government's approach towards sport focused to a large extent on the number of people playing grassroots sport and the number of medals that were won at elite competition.
- 19 "Sporting Future: a new strategy for an active nation"<sup>3</sup>, the new government sport strategy published in December 2015, represented a significant shift in policy. It looks at how sport and physical activity can improve and contribute to five key

<sup>3</sup> <https://www.gov.uk/government/publications/sporting-future-a-new-strategy-for-an-active-nation>

outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. At the heart of the new strategy is a customer-based approach, a shift towards tackling inactivity and a focus on underrepresented groups.

- 20 The strategy represented a significant step in the government's work on physical activity, first set out in 2014's "Moving More, Living More" paper. This paper described government's intention to deliver a physical activity legacy from London 2012 and to work collaboratively across sectors to tackle inactivity. Public Health England followed this work with "Everybody Active, Every Day" later in 2014, a national physical activity framework that resulted from extensive consultation across sectors, and was followed by nationwide discussion fora.
- 21 Following the publication of "Sporting Future", Sport England published their 2016 strategy "Towards an Active Nation"<sup>4</sup>, setting out how it would support grassroots sport to deliver against the new government aims. This placed inactivity at the heart of their work, with £250m of funding dedicated to tackling physical inactivity over the next four years.

## National Centre for Sport and Exercise Medicine

- 22 Established through a £30m capital grant as part of the government's legacy programme, the National Centre for Sport and Exercise Medicine (NCSEM) is becoming a national and international focal point for the convergence of sport and exercise medicine with health and public health practice. Each of the three sites – East Midlands, London and Sheffield – has used the funding to integrate research, education and clinical services to improve the health and wellbeing of the population.
- 23 In the East Midlands, the NCSEM brings together partner universities and NHS trusts to translate research into cutting edge patient care, with orthopaedics, mental health and wellbeing, cardiac and pulmonary rehabilitation and other sport and exercise medicine clinics supported by the latest diagnostic facilities. The London site provides dedicated state-of-the-art facilities to deliver world-class research, teaching and training, and clinical expertise focussed on treating sporting injuries. The Sheffield centre offers a unique fusion of community assets and clinical provision, with three sites providing an innovative model of care that enables patients to receive a clinical assessment and start their treatment using community sporting facilities within a single building.
- 24 The growing expertise, partnerships and influence of the Centre has been seen far beyond the walls of the new sites. International recognition was demonstrated by the NCSEM's designation by the International Olympic Committee (IOC) as a Research Centre for Prevention of Injury and Protection of Athlete Health – one of just nine around the world. Partnerships with the British Heart Foundation, Arthritis UK and Public Health England have delivered national and regional events to support the growth of sport and exercise medicine and its practical use within the NHS and wider public health practice. The 'halo' effect of the NCSEM sites as emerging centres of excellence has attracted partners and funding, including creation of the Advanced Wellbeing Research Centre in Sheffield as a public-private incubator for physical activity technologies backed by the city's two universities, the local NHS, City Council, Chamber of Commerce and industry partners.

<sup>4</sup> <https://www.sportengland.org/news-and-features/news/2016/may/19/sport-england-triples-investment-in-tackling-inactivity>



The East Midlands, London and Sheffield sites of the National Centre for Sport and Exercise Medicine

## Being active in Weymouth and Portland

The Weymouth Sport and Wellbeing Festival, inspired by the successful sports arenas hosted on the beach in 2012, has continued every year since 2012 when it attracted over 100,000 participants. Following a successful event in 2015, a further Health & Wellbeing summer festival is planned for 2016, focusing on opportunities to try beach sports, water sports, health activities and workshops. The festival will also feature Dorset special schools adults and disabilities sports, attracting over 1,000 disabled people and helpers.

The Chesil Sailing Trust's flagship project 'Sail for Fiver' has now given over 15,000 Dorset children a taster session of sailing since it started. The programme, supported by a major post-2012 donation from a local resident, has been delivered by the Andrew Simpson Foundation, based at Portland, and the Weymouth Outdoor Education Centre.

This successful initiative was extended in 2015 to the 'Windsurf for a Fiver' programme, delivered by the Official Test centre adjacent to the Sailing Academy. Tris Best, the operator, said: *"The importance of these taster sessions, cannot be underestimated.... Through initiatives such as 'Windsurf for a Fiver', young people in the area have been introduced to sports that they would otherwise not even consider participating in."*



Learning to sail (Photo: Dorset County Council)

Inspired by the hosting of the Paralympic Games sailing events, Chesil Sailability has expanded its activities with over 50 disabled sailors now sailing, most for the first time, but with some also competing in national competitions and events. Run entirely by volunteers, in summer 2014 Chesil Sailability hosted a full regatta for the Hansa class and hosted the National Championships at Portland in 2015. Chesil Sailability has benefitted from private donations as well as the Dorset 2012 Legacy Fund, which helped provide sailing outreach activities for disabled people elsewhere in the wider locality. Hugh de longh, co-founder of the project, said: *"All of this started as a result of hosting the Paralympic sailing here on Portland, so it really is a genuine legacy from the 2012 Games"*.

The hosting of major new sports events is a post-Games initiative that has created a new image for Weymouth and has helped reach new, out of season visitor markets. The 'Just Racing' Triathlon held in September 2014 was inspired by the borough hosting the Games. In 2015 it was titled "Challenge" Triathlon and widened to include the European Championship, and has now developed into the IRONMAN Triathlon, to be held in Weymouth in September 2016, attracting 2,300 competitors.

## Youth and community sport

### Participation levels

- 25 The number of people playing sport is tracked continuously through the Active People survey (APS), the largest survey of sport and active recreation ever carried out in Europe.
- 26 The most recent set of APS results was published in June 2016. They showed that the number of people playing sport once a week, every week increased by over 340,000 over the previous twelve months. Participation remains significantly higher than in 2005 when London won the bid to host the Olympic and Paralympic Games, with 1.75 million more adults playing sport once a week (an increase from 34.6% to 36.1%).
- 27 The latest APS results are a return to the high participant numbers recorded in 2012 and 2013 – between April 2015 and March 2016, 15.83 million (36.1%) people aged 16 years and over played sport at least once a week.
- 28 More men play sport than women – 8.72 million males aged 16 years or over (40.7%) play sport once a week, compared with 7.12 million females (31.7%). However, the latest APS results show a marked increase in the number of women playing sport – 261,200 more compared with the previous year. The Sport England campaign “This Girl Can” aims to promote sport and physical activity to women and girls and further reduce the gender gap.
- 29 The new approach set out in “Sporting Future” requires a new system of measurement. The Active People Survey is being replaced by Active Lives, which will measure how active people are overall, rather than how often they take part in any particular sport. Active Lives will measure the number of people aged 14 and over taking part in sport and being active.
- 30 The number of people taking part in sport will be tracked by demographic group, where people live and the activities they take part in. Data collection began in November 2015, and runs for an initial period of five years.

### Community sports facilities

- 31 Since 2011, Sport England’s Inspired Facilities fund has invested £122m of National Lottery funding into more than 2,215 projects to improve and refurbish sports clubs and transform non-sporting venues into vibrant community sports clubs.
- 32 Sport England’s Iconic and Strategic Facilities funds have invested £59m of National Lottery funding in 43 large-scale, innovative sport centres since 2011. These funds, together with leveraged partnership funding, have directed capital investment into a number of key local authority projects. The projects are identified through a strategic needs assessment and are designed to deliver maximum impact on increasing and maintaining the number of people playing sport.
- 33 Between 2012 and 2017 Sport England Improvement Fund will invest over £52m of National Lottery funding in medium-scale projects (such as new changing rooms and artificial grass pitches) to enhance the quality and experience of sport in the local area. 150 projects have benefited from Sport England’s Improvement Fund so far.



Durham University – a recipient of Sport England's Iconic and Strategic Facilities funds

## Satellite Clubs

34 Satellite Clubs is Sport England's £49m programme that brings community sports clubs into schools and colleges. By 2017, every secondary school and college in England will have been offered a satellite community sports club on its site. Over 410,000 young people have attended more than 9,000 satellite clubs in 54 different sports across England since 2012.

## Sportivate

35 Sportivate is Sport England's £56m National Lottery funded legacy programme which, since June 2011, has reached 760,000 11-25 year olds and introduced them to sport through a six-to-eight week coaching course. Over 640,000 young people who take part successfully complete their course. Sampling of the young people who have taken part has found that 80% of young people who complete their course are still playing sport three months later.

## Sport Makers

36 The project trained and supported 57,876 volunteers to improve sport in their community and 48,700 people took part in over 10 hours of volunteering. At the close of the programme, nearly 83,000 people had registered as a Sport Maker. On average each Sport Maker recruited 14 people to take part in sport and physical activity.



Sportivate

## Active Universities

- 37 Active Universities was a three year £8m funding programme into universities which came to an end in June 2014. 102,000 students benefited from the programme now known as the University Sport Activation Fund.

## Protecting Playing Fields

- 38 Since 2011, Sport England's Protecting Playing Fields fund has invested £22m of National Lottery funding in 445 projects with more than 1,200 pitches protected and improved.

## School Sport

### The Primary PE and Sport Premium

- 39 Primary schools have now received over £450m of funding via the primary PE and sport premium across three academic years. Introduced in 2013, the premium is ring-fenced to help primary schools make additional and sustainable improvements to the quality of the PE and sport activities they offer their pupils. The government has committed to continue funding the premium until 2020. From September 2017 the primary PE and sport premium will be doubled to £320m per year, allowing schools to improve the quality of their PE and sport provision even further. This will be funded by revenue generated from the soft drinks industry levy announced in the 2016 Budget.
- 40 In 2015 NatCen, the social research institute, published an independent two-year study into how schools used the premium and its impact. The report includes findings from school surveys (samples of over 500 schools in each year of the study), telephone interviews and qualitative case studies from a sample of tracker schools. The most common uses for the primary PE and sport premium were to up-skill and train existing staff, buy new equipment, provide more extracurricular activities and employ new sports coaches. The findings from the study show that 87% of schools reported that the quality of PE teaching had improved since the introduction of the premium. 84% of schools also reported an increase in pupil engagement in PE during curricular time and in the levels of participation in extracurricular activities.

### St John's Roman Catholic Primary School, Manchester

St John's received £9,990 of primary PE and sport premium funding in 2015/16 and has used it to support professional learning and development opportunities for teachers, expand the range of activities offered in their extra-curricular programme, and provided targeted support for SEND pupils with specific activities and competitive opportunities.

PE and school sport has a very high profile within the school – there are 59 structured sports clubs each week and all of their pupils engage in physical activity/extra-curricular programmes at lunchtime or before and after school. St John's has achieved the School Games Gold Mark for four consecutive years due to outstanding competition, sports participation and results. The Youth Sport Trust has awarded the school the Gold Quality Mark until 2017. The school's high quality PE and sport provision has also been recognised by the Association for Physical Education who awarded the school with its second Quality Mark with Distinction.

Since 2013, the premium has been used to fund and build on a number of improvements in PE and sport. This includes developing greater emphasis on inclusivity to ensure that all pupils are involved, significantly increase the range of competitive opportunities and developing the pupil voice and highlighting its impact. The school has a strong focus on legacy and sustainability with every teacher being up-skilled through support and professional learning. There is extensive use of team teaching and the staff are involved in a number of sporting activities which helps to motivate pupils by encouraging interest and participation. The school have also focused resources on using the power of PE and sport to support character education and development.

The head teacher said: “We make it our mission to find an activity to suit each child regardless of disadvantage. We are fully inclusive in PE and sport. Over the last three years, we have constantly reviewed and edited the programme we offer the children to suit the needs of the children based on pupil and parent voice feedback”.

## The School Games

- 41 The School Games initiative was established in 2011 and aims to increase participation in competitive sport in schools. The aim is to give all pupils the chance to compete in regular competitive sport regardless of ability and includes opportunities for disabled youngsters. The government continues to invest £11m per year in running the School Games programme.
- 42 As part of the “Sporting Future” strategy, Sport England and Youth Sport Trust are carrying out a review of the School Games, including the role and remit of the School Games Organisers, to ensure that they continue to deliver effectively and that the priorities of the games are closely aligned with those set out in the strategy. The School Games review will report in summer 2016.
- 43 The Department for Education has continued to invest in the volunteer workforce supporting and developing the School Games at a local level through a grant worth £392,000. The money is distributed from Sport England to County Sports Partnerships, with each receiving £8,000 to recruit, train and deploy 30 volunteer leaders and coaches to support the games. In 2015/16, a total of 1,928 volunteer leaders and coaches supported the games across the country, with the majority of these being young people between the ages of 16 and 25 years.

## Primary Spaces

- 44 In 2014, Sport England’s Primary Spaces fund invested £18m in 601 primary schools with little or no outside space. Sport England’s investment created attractive spaces for sport which pupils can enjoy both as part of their school day and out-of-school hours.

## Sports Legacy in London

- 45 Since 2009, £25.5m has been invested by the GLA, and an additional £33m of match funding has been leveraged, to strengthen, nurture, and support community sports providers across every London borough. Over 100 community sports facilities across London have been built, refurbished or upgraded. Grassroots projects have been supported, giving 450,000 Londoners the chance to take part in local sporting and physical activity opportunities to date. Small grants have supported local sporting projects. “Make a Splash”, a mobile pools initiative, has seen 35,000 Londoners who live or go to school in areas of aquatic deprivation across 27 boroughs learn to swim.

- 46 The London Legacy Development Corporation's "Active People, Active Park" programme takes sport out into the local community around Queen Elizabeth Olympic Park to encourage local people to become more physically active. Delivered with 20 partners, it focuses on the young and older people. More than 150,000 opportunities to participate in events have been created, including dry rowing, dance sessions, triathlon challenges and orienteering. Throughout the year keen runners, swimmers and riders had a variety of large-scale community sports events to choose from, including the Prudential Ride London and the return of Sport Relief to the Park.

## Olympic Legacy Park, Sheffield

The Olympic Legacy Park in Sheffield is a unique London 2012 legacy project bringing together elite, professional and community sport, health and wellbeing research and innovation and academia.

Currently being constructed in the east end of the city, the 35-acre Legacy Park is made up of world-class sports, education, health and leisure facilities including the Advanced Wellbeing Research Centre (AWRC), University Technical College (UTC) Sheffield Olympic Legacy Park campus, Oasis Academy Don Valley, Park Community Arena and the English Institute of Sport Sheffield (EISS).

When fully operational in 2018 up to 3,000 athletes, teams, students and researchers will use the Park every day, and at night it will be the location for professional rugby and basketball with up to 5,000 spectators.



Jessica Ennis-Hill training at the English Institute for Sport Sheffield

### Working with the Sheffield

Local Enterprise Partnership, the multi-million-pound Olympic Legacy Park will become a partner in the Innovation District, delivering economic regeneration and using Olympic legacy to place the Sheffield City Region at the heart of future global health and wellbeing innovations. It is a joint venture between the public and private sectors, led by Legacy Park Ltd with partners Sheffield City Council, Sheffield Hallam University and Sheffield Teaching Hospitals NHS Foundation Trust, with government funding of £14m for the AWRC announced in the 2015 Budget.

# Chapter 3:

## Regeneration of East London

### Long-term aims

- 1 The Games will support the regeneration of east London, whilst also securing social and economic benefits for the whole city. As set out in the long-term vision for the legacy from the London 2012 Olympic and Paralympic Games<sup>5</sup>, the aspiration is that by 2022:
  - East London has become one of the most sought after places to live, work, visit and invest in the UK, and the ambition of ‘convergence’ between east London and the rest of the capital is on track to be achieved by 2030
  - Queen Elizabeth Olympic Park is the centrepiece of an integrated, inclusive and accessible district of London including a new higher education and cultural quarter
  - London continues to benefit from economic, tourism and cultural benefits derived from its position as one of the most diverse and dynamic capital cities in the world
  - Londoners continue to benefit from the significant sporting, health and volunteering initiatives developed for the Games and sustained in legacy
  - The Paralympic legacy has ensured that high quality opportunities are available for disabled Londoners, including improved access to transport, work and leisure.

### Overview

- 2 The London 2012 Games aimed to revitalise east London. The main catalyst for this was the creation of Queen Elizabeth Olympic Park after London 2012, with newly landscaped parklands and visitor facilities surrounding the world-class sporting venues available to the public to enjoy. The long-term vision for the Park and surrounding area included the creation of housing, through the conversion of the Athletes’ Village to residential housing and new developments, as well as employment and cultural opportunities, and improved transport links. The regeneration of east London is underpinned by the goal of “convergence” – bringing socio-economic indicators in east London up to a par with the rest of London. This chapter examines progress in each of these areas.

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<sup>5</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

## Headline achievements

- Nearly ten million people have visited Queen Elizabeth Olympic Park since it fully reopened in April 2014
- Work has advanced on new developments to establish the Park as a new district of London with thousands of new homes, tens of thousands of jobs and international visitor attractions
- The Olympic Stadium has been converted into a multi-sport venue, hosting concerts, exhibitions, football, athletics and a host of other sporting events
- The former Press and Broadcast Centres – now Here East – are well on the way to becoming a new digital quarter for London, with high-profile tenants like BT Sport and Loughborough University
- East Village, the former Athletes' Village, is now home to over 6,000 people, with further new communities being established in and around the Park
- Plans are progressing for a cultural and education district in the south of Queen Elizabeth Olympic Park, with funding committed by the Chancellor and agreements signed with partners and masterplanners
- Progress made towards achieving “convergence” targets for east London socio-economic indicators, particularly in child development, education and crime levels
- Team London, the Greater London Authority's volunteering programme, has engaged nearly one million Londoners, with London named European Volunteering Capital 2016
- Four years after the Games, London is more popular than ever as a visitor destination attracting record numbers of international tourists

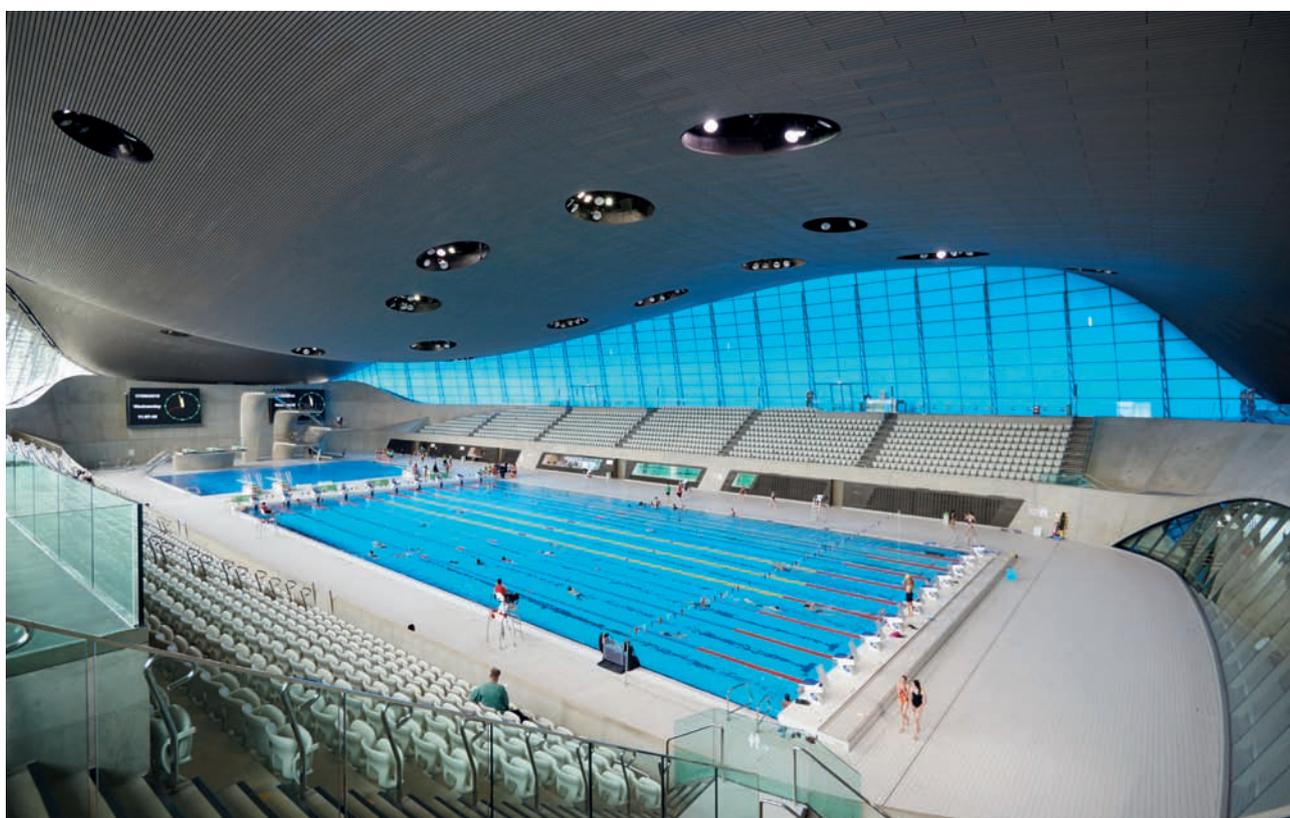
## Queen Elizabeth Olympic Park

- 3 Queen Elizabeth Olympic Park (QEOP) has attracted almost 10 million visitors since it reopened to the public in April 2014. People have been attracted to the permanent London 2012 venues, their futures now secured, and the elite sporting events and concerts they have hosted; others to the Park's parkland and waterways.
- 4 While sport remains at the heart of the Park's attraction, outdoor events have helped attract a broad range of visitors to the Park, particularly from local communities. Events like The Big Lunch, Let's Rock, Beach East, the UCL Sparks Festival and the youth festival UFEST ensured that the widest possible audience from near and far came to the Park throughout 2015 alone.

## Venues and attractions

### London Aquatics Centre

- 5 The venue for swimming and diving during London 2012 reopened to the public in March 2014, following the removal of the two large wings that housed temporary seating during the Games. The centre now has 2,500 permanent seats, two 50m swimming pools, a 25m diving pool, a dry diving zone, gym and a crèche. The pools feature an innovative poolside lift mechanism called a ‘Poolpod’, which disabled and less mobile people can use to get in and out of the water independently. Prices are set to be comparable to other local pools. Since reopening the pool has played host to the 2014 FINA/NVC Diving World Series, 2014 Sport Relief, the 2015 British Swimming Championships, 2015 National Paralympic Day, 2016 Sport Relief and the 2016 LEN Aquatics Championships. To date the venue has attracted 1.8 million visitors, with 3,600 children and adults learning to swim each week. The Tom Daley Diving Academy has 600 pupils and 50 different schools use the venue for their swimming lessons.



The London Aquatics Centre

### Copper Box Arena

- 6 The arena that hosted London 2012’s handball, modern pentathlon fencing and goalball competitions during London 2012 reopened to the public in July 2013, the first Park venue to reopen. The flexible use multi-sports venue has been home to the London Lions basketball team, Leyton netball team and Great Danes handball club, as well as hosting a wide variety of sports and events including international netball, world championship boxing and BBC Sport Relief. This mixture of elite and community events has attracted more than 750,000 visitors.

## The Stadium

- 7 The Stadium, used for the opening and closing ceremonies and athletics during 2012, has undergone significant transformation work to turn it into a multi-use venue. The work has involved fitting a new roof to cover all seats, a retractable seating system as well as new toilets, turnstiles and hospitality facilities. Work has been paused at various points during the past four years to allow a variety of events to be staged, including the 2013, 2015 and 2016 Anniversary Games athletics, five matches in the 2015 Rugby World Cup, National Paralympic Day events, the Great Newham London Run in 2013, 2015 and 2016, the Race of Champions motor sport event, and an AC/DC concert. The Stadium will reopen as the home of West Ham United Football Club and permanent home to UK Athletics from August 2016. In 2017 the Stadium will host the London 2017 IAAF and IPC World Athletics Championships.



The Stadium

## Lee Valley Venues

- 8 Four years on from the London 2012 Olympic and Paralympic Games, Lee Valley VeloPark, Lee Valley Hockey and Tennis Centre and Lee Valley White Water Centre are thriving, state-of-the art, economically sustainable venues. More than 2.8 million people have visited. Some have come just to see the venues, others to raft, canoe, cycle, play tennis or hockey and many thousands have attended the major sports events held at the centres.
- 9 The business philosophy of the Lee Valley Regional Park Authority (LVRPA), which runs these venues, is to run venues that are community focused and commercially driven. Income generated at these London 2012 venues is used to subsidise a range of initiatives aimed at women, minority groups, schools, colleges and hard to reach youngsters, creating inclusive and viable sporting attractions.

- 10 Lee Valley Regional Park Authority has guaranteed the future of these stellar centres, which have attracted the world's best athletes, staged 16 top level sporting events and are busy, popular venues 52 weeks of the year. But their greatest impact is at the grassroots level and their ability to inspire people to participate in physical activity. With 80% of their programming reserved for community, clubs and school groups, they offer inclusive events, sessions for first timers and coaching programmes that motivate participants, regardless of their sporting skills.

### Lee Valley White Water Centre

The venue, which staged the canoe slalom events at London 2012, and saw Team GB take gold and silver in a sensational final day of competition, now offers events and programmes for schools, clubs and community groups. There are also considerable canoeing and kayaking opportunities on its two courses, which are used by school, youth and community groups each day.

The British canoe slalom team trains twice a day during the week, and there is a busy programme of “swift water rescue” for fire brigades and other emergency services practising rescues in fast flowing water.

Income raised from commercial activities has already resulted in a number of community initiatives designed to increase participation from key target groups. These include female only paddle sports development programmes, a Black and Minority Ethnic programme and a schools outreach programme.



Lee Valley White Water Centre

Three major events have also been hosted at Lee Valley White Water Centre, attracting more than 10,000 spectators watching the world's best paddlers. These include the ICF World Canoe Slalom Championships in September 2015, the largest international canoeing event outside of the Olympic Games and the ICF Canoe Slalom World Cup in June 2014.

In 2014, a £6.3m development project was completed to capitalise on the Centre's huge success and popularity after it became the only Olympic venue to open before the London Games in April 2011. Expansion work increased visitor facilities, added more changing rooms, catering areas and car parking spaces, further enhancing the venue's position as a unique sporting and visitor attraction. It also led to the creation of first class facilities for athletes with a state-of-the-art gym and physiotherapy suite, and meeting rooms and offices for the British Canoeing, the sport's governing body.

### Lee Valley VeloPark

The finest cycling venue in the world is made up of four disciplines: track in the iconic London 2012 velodrome, BMX on a modified version of the Olympic track, road on a one mile circuit and mountain biking on miles of new trails.

Since opening in March 2014, Lee Valley VeloPark has successfully blended a mixture of community and elite programmes that cater for first time riders, special needs cyclists, young people and those participating in local, regional, national and international events.

The venue is hugely popular with major companies for initiatives such as team building days, a key revenue stream. 300 such events have been held. Other commercial initiatives include a deal with major UK bike retailer Cycle Surgery, which is the venue's Official Cycle Sports Retailer and runs a shop there.



BMX at the Lee Valley VeloPark

The Authority ensures that Lee Valley VeloPark remains accessible to all. The number of exclusive corporate events (where the entire venue is booked out) is limited to ten per year, and there is no resident club to ensure that cycling is available to the widest possible variety of riders.

Lee Valley VeloPark runs specialist toddler sessions on mini-balance bikes on the infield area of the velodrome while other initiatives include sessions for women, the general public, schools, clubs and youth groups on all four of the venue's circuits.

Since opening, around 380,000 people have cycled at Lee Valley VeloPark. This includes more than 16,000 school children from 860 different schools and more than 23,000 club riders who have taken part in cycling activities through an extensive schools and clubs engagement programme. Lee Valley VeloPark also offers disability sessions in partnership with the cycling charity Bikeworks which are open to those with learning and physical difficulties.

The hosting of major events is also a key part of the venue's business plans and an income generator, while also helping to inspire a generation to take up sport, a key London 2012 Olympic legacy pledge.

Ten major events have been held at the venue attracting more than 150,000 spectators. These include the UCI Track Cycling World Championships in March 2016; Revolution Series, Britain's top track cycling competition, in March and October 2014 and November 2015; and Sir Bradley Wiggins' one hour world record in June 2015.



The velodrome at Lee Valley VeloPark

## Lee Valley Hockey and Tennis Centre

Eton Manor was the only purpose-built London 2012 Paralympic venue and staged the Wheelchair Tennis Competition. It now boasts four indoor and six outdoor tennis courts as well as two of the best hockey pitches in the country.

Since opening in June 2014, the venue has established itself as a popular community venue which offers world class facilities and programmes, from grassroots to elite. Special school and club sessions are a regular part of the calendar as are top level international competitions.

During peak times 90% of the tennis courts are fully booked while special learn to play tennis programmes are held each day and throughout the school holidays. The venue has become the “Wembley” of English hockey, with national finals for players of all ages taking place there as well as high profile, international competitions that attract some of the world’s best teams.



Lee Valley Hockey and Tennis Centre

The hockey programme involves extensive weekly usage from schools, clubs and communities. The venue hosts community open days, monthly club open days and weekly Rush Hockey sessions – a recreational version of the game designed for those who have never played it before. Four clubs from the University of East London, Queen Mary’s, the London School of Economics and the University of the Arts play and train at the venue each week.

Five major events attracting a combined 100,000 spectators have been staged at the venue including the Champions Trophy in June 2016 – comprising GB men’s and women’s team with eight of the world’s other best hockey sides in one of the sport’s most prestigious tournaments; the Unibet EuroHockey Championships in August 2015 which saw England women’s team win gold in a dramatic 3-1 shootout victory against The Netherlands; the Investec Cup in June 2014 – an international invitational event that involved men’s and women’s teams; and the NEC Wheelchair Tennis Masters in November 2014 and December 2015, the sport’s most prestigious event in which the eight top ranked wheelchair tennis players battle it out.



Lee Valley Hockey and Tennis Centre

Tennis programmes at the venue are designed to broaden the appeal of the sport. They include learning disabilities tennis sessions, wheelchair tennis sessions, tennis activities aimed at over 50s, school holiday tennis camps and free tennis coaching to local schools and community groups funded in partnership with the Lawn Tennis Association's charity, the Tennis Foundation.

## ArcelorMittal Orbit

- 11 The ArcelorMittal Orbit has drawn visitors to Queen Elizabeth Olympic Park too, with spectacular views and popular events, including a Lego exhibition, yoga and abseiling. In June 2016 a 178m slide was opened on the sculpture: the world's tallest and longest enclosed slide.

## Here East

- 12 Here East (the Press and Broadcast Centres during London 2012) is now a new hub for digital and tech businesses with over one million square feet of dedicated and versatile space for creative and digital companies. The first tenants, BT Sport, began broadcasting two new sports channels in August 2013. Loughborough University in London has opened a new postgraduate campus and UCL (University College London) has taken 3,000 square metres of space for research in architecture, infrastructure, transport, robotics, healthcare, manufacturing and environmental measurement. Other tenants include Infinity Data Centre and Studio Wayne McGregor.

## Timber Lodge and Tumbling Bay

- 13 Reopened in July 2013, Timber Lodge is a café and community centre providing visitors with a place to sit and relax while kids discover Tumbling Bay Playground. Timber Lodge café produces its own green energy using solar panels, and the café is run by the Camden Society, a social enterprise that trains and employs people with disabilities for careers in the catering industry. Timber Lodge won the Selwyn Goldsmith Civic Trust Award for Universal Design in 2014.

## Housing

- 14 Five new neighbourhoods with 6,800 homes are planned on the Park by 2031. The London Legacy Development Corporation (LLDC) also has responsibility for new housing developments beyond the Park's boundary. In the wider area, some 24,000 new homes will be built by 2031 with, at the time of writing, 35 per cent affordable.
- 15 The former Athletes' Village is now East Village, a community of 2,818 homes – 1,439 private rental and 1,379 affordable. All 675 social rental homes in East Village are occupied and all of the 704 intermediate affordable homes have now been rented or bought. More than 6,000 people live in East Village, which is also home to Chobham Academy and the Sir Ludwig Guttmann Health and Wellbeing Centre.
- 16 Work is underway at Chobham Manor, which will have 828 homes of which 28 per cent will be affordable and 75 per cent will be family homes. The first residents have started to move in.
- 17 East Wick and Sweetwater neighbourhoods will see 1,500 homes built on the Park, six years earlier than originally planned. Thirty per cent of the homes will be affordable and 500 for private rent. East Wick will create up to 850 new homes and is located in the north west of the Park next to Hackney Wick and the digital quarter at Here East. It will include townhouses, mews, studios and flats, a new primary school and two new nurseries. Sweetwater will provide up to 650 new homes and is located in the south west of the Park near Old Ford and the Copper Box Arena. It includes studios, apartments and family homes with private gardens, a new primary school, two new nurseries and a health centre.
- 18 All homes on the Park will be built to the Lifetime Homes Standard and 10 per cent will be wheelchair accessible.
- 19 The homes provided will not be built in isolation: a genuine community infrastructure will be created to support residents and help them establish roots. Three new schools (two primaries and one secondary) will be built alongside health centres, shops and other community facilities. These homes will be served by some of the best transport links in London and no home will be more than 300 metres from a bus route.

## Cultural and Education District

- 20 Located in two areas in the south of the Park, a new cultural and education district will bring together outstanding organisations to showcase education, art, dance, history, craft, science, technology, and cutting edge design. UCL (University College London) and UAL's London College of Fashion will create two new university campuses and the Victoria and Albert Museum (V&A) and Sadler's Wells will form part of the new cultural and education district on Stratford Waterfront along with UAL. The V&A and Smithsonian are in talks to organise permanent gallery space and to collaborate on

exhibitions in the V&A East space. LLDC expects the district to deliver 3,000 jobs, 1.5 million additional visitors and £2.8bn of economic value to Stratford and the surrounding area. Government funding of £151m for the project was announced in December 2014 as part of the National Infrastructure Plan and in the 2015 Autumn Statement and Spending Review. UCL East will open in 2020 and Stratford Waterfront in 2021.

- 21 The Foundation for FutureLondon, an independent charity, has been created to help realise the potential of the new district and the Park as a whole. It has supported local organisations to deliver a wide range of cultural events on and around the Park including East London Dance, Discover Children's Story Centre and the Yard Theatre. The charity's 2015 summer schools on the Park programme with Studio Wayne McGregor and Space Studios gave 400 local school children the opportunity to explore the links between art and the parkland. The charity is also spearheading the drive to raise £180m in philanthropic donations to help fund the cultural and education district.

## Volunteering and community life on the Park

- 22 The Park Champions volunteer programme makes a vital contribution to the life of Queen Elizabeth Olympic Park. There are more than 500 volunteers, 42 per cent of whom are from the local boroughs. Last year, Park Champions volunteered more than 12,000 hours on the Park. Volunteers helped visitors through the mobility service, staffed the information point, looked after the Park's gardens and landscape and supported major events such as European Hockey Championships, LEN European Aquatics Championships and community events like the Newham Run, Big Lunch and Harvest stomp. As part of the programme volunteers have the opportunity to take part in a training programme enabling them to develop their skills and progress onto future opportunities.



Park Champions

- 23 Three successful National Paralympic Day/Liberty Festivals have been held on the Park since 2013, celebrating the success of London 2012 and attracting more than 70,000 people to date. The festival brings together elite disability sport, community participation and the best in disability arts and culture, led by the team behind the London 2012 Paralympic opening ceremony. The final event will be held on 3 September 2016 and will feature the ParalympicsGB Carnival (see Chapter 6).
- 24 The Active People, Active Park (APAP) programme has so far given people 170,000 opportunities to try sport on the Park. There are some 35 free opportunities each week, supplemented by half-term and summer holiday programme aimed at children and families. Discussions are underway to continue funding for the scheme.
- 25 LLDC is also working with local schools and communities to hold four events in the run up to Rio at 100 and 50 days to go to the Olympic and Paralympic Games. It is anticipated that up to 5,000 people will take part in the 'come and try' sports days.

## Jobs on the Park

- 26 Some 40,000 jobs will be based on and around the Park by 2025 and the LLDC is working to ensure that local residents, particularly the young and under-represented groups, can improve their skills and secure sustainable jobs.
- 27 Working closely with construction contractors and their supply chains, LLDC identifies skills gaps and opportunities for jobs and apprenticeships that are shared with local agencies like local job brokerage schemes. LLDC funds project-specific support for employers that match jobs with locally referred candidates. As of December 2015, 25 per cent of the lifetime construction workforce at the Park had come from the local area and over 50 per cent was of Black, Asian and Minority Ethnic (BAME) background.
- 28 LLDC also works closely with Park-based employers such as Engie and GLL to support their recruitment needs. Sixty-six per cent and 70 per cent of their respective workforces were local residents at the start of their contracts, increasing to 69 per cent and 83 per cent.
- 29 At the time of the south Park opening in April 2014, more than 65 per cent of the workforce across the venues, and in estates and facilities management, were local residents. Sixty-eight per cent of long-term operational roles on the Park and venues are now filled by local people.
- 30 The LLDC has worked with the London Borough of Hackney and A New Direction to give 700 local people careers advice and guidance, 70 of whom have gone onto job and apprenticeship opportunities in the creative, digital and tech businesses in east London. This early investment in digital and tech skills is being made in tandem with Here East's opening.
- 31 the construction industry over the past two years, with a particular focus on modern methods of construction.
- 32 New apprenticeship delivery with end-use employers has started on the Park, including five apprentices with LLDC in September 2014 and six apprentices with BT Sport in September 2015. The BT Sport apprenticeships are for two years in creative and digital media frameworks.
- 33 The Park is a catalyst for job creation elsewhere and it is expected that 40,000 jobs will be created on and around the Park by 2025. In addition, Westfield Stratford City – Europe's largest urban shopping mall and located directly to the east of Queen Elizabeth Olympic Park – receives over 47 million visits per year and has created 10,000 jobs.

- 34 Development continues on the Park with the International Quarter – a workspace of four million square feet located next to the London Aquatics Centre and Westfield Stratford, with 330 new homes, a new hotel, and over 50,000 square feet of shops and restaurants. The Financial Conduct Authority and Transport for London will be moving their headquarters to site after completion of the complex, due in autumn 2017. An estimated 25,000 jobs will be created by 2025.

## Convergence

- 35 The Greater London Authority (GLA), LLDC and Transport for London (TfL) have continued to work with the east London boroughs that hosted the Games (the “Growth Boroughs”<sup>6</sup>) towards the Convergence ambition, that “within 20 years the communities who host the 2012 Games will have the same social and economic chances as their neighbours across London”.
- 36 Convergence indicators show a mixed picture of progress, with good progress in child development, education and crime levels, but a challenging situation with obesity, unemployment and earnings. A progress update for 2015/16 will be published shortly.
- 37 The refreshed Convergence Strategy and Action Plan for 2015-18 sets out new aims, activities and targets for east London. Partners will together deliver programmes to maintain momentum in those areas where good progress has been made and to bring new momentum to other areas. The most significant of these is a £17m programme that will support:
- 10,700 people to move closer to the job market
  - 3,146 people into work
  - 2,516 people into jobs sustained for at least 6 months

## Transport in London

- 38 Some £6.5bn was invested in London’s transport network prior to the Games to increase capacity and improve reliability across the transport network. That leaves a lasting legacy and Transport for London (TfL) continue to invest to unlock economic energy and regeneration opportunities and tackle deprivation across the Growth Boroughs and London as a whole.
- 39 In March 2016 TfL applied to the Secretary of State for a Transport and Works Act Order (TWAO) asking for powers to construct and operate a rail extension to Barking Riverside. TfL is also developing studies to identify the role of transport in facilitating overall change in the east London Growth Boroughs.
- 40 In January 2016 seven stations between Canning Town and Stratford International DLR were rezoned from zone 3 to zones 2/3 by TfL, recognising the redrawing of London’s economic map since 2012. That means cheaper journeys for about 100,000 people per week travelling to and from the area.
- 41 TfL continues to work to promote walking and cycling. The Cycle Hire scheme was extended to Queen Elizabeth Olympic Park in January 2016.

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<sup>6</sup> The east London boroughs that hosted the Games – Barking and Dagenham, Hackney, Greenwich, Newham, Tower Hamlets, and Waltham Forest.

- 42 Lessons learnt from the Games' Travel Demand Management programme have been applied to a variety of large events, other major periods of upgrade works and day-to-day hotspots where demand regularly exceeds capacity. New ways of communicating to notify users of congested parts of the transport network enable passengers to make more efficient journey choices.
- 43 The Games gave additional focus to work to make London's transport network more accessible. Almost 90 per cent of bus stops are now fully accessible. This year TfL has continued to increase step-free Tube and rail access in innovative ways, such as the new incline lift installed at Greenford Station, which was a first anywhere on the UK's transport network.
- 44 There is more information about the transport legacy from the Games in TfL's annual Travel in London Report. Report 9 is due to be published in late 2016.

# Chapter 4:

## Economic Growth

### Long-term aims

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

## Headline achievements

- Four year target of £11bn of economic trade and investment benefits surpassed only fourteen months after the Games finished, with benefits at £14.2bn and rising
- Nearly £730m in contracts awarded to UK companies from High Value Opportunity global sports projects taking place between 2015 and 2022, including over £150m in contracts for Rio 2016
- By 2020, the economic impact is estimated to be between £28bn and £41bn in Gross Value Added (GVA) and between 618,000 and 893,000 years of employment
- 3.48 million additional tourist visits to the UK as a result of Games-related promotion activity since 2011/12, resulting in £2.1bn in additional spending

## Trade and investment

- 2 After the Games, the government set an ambitious target to realise £11bn of trade and investment by 2016 as a result of the Games. This was successfully achieved just two years after the Games when the economic trade and investment benefits from London 2012 stood at £14.2bn, including £5.9bn of additional sales by UK companies as a result of activity by UK Trade & Investment (UKTI) and £4.72bn of additional foreign direct investment into the UK, with 55% of the projects outside London. Although UKTI are no longer directly measuring the Games' impact, due to the time that has now passed, programmes developed for maximising the economic legacy have continued to flourish.
- 3 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. On a smaller scale British Business Houses were run in Brazil in 2014 during the FIFA World Cup and in July 2014 in Glasgow during the Commonwealth Games. Held in Glasgow's famous City Chambers, the invite-only events celebrated British creativity, innovation and the UK's inward investment offer, attracting 400 global business leaders and almost 900 attendees across nine industry sectors.
- 4 In Rio during this summer's Olympic Games, the British House, a partnership between HM Government, Team GB and the Mayor of London, will be located in the centre of the city at Parque Lage and will celebrate the sporting achievements of Team GB along with the expertise, creativity and dynamism of the UK and its capital, London. Government will host a series of events aimed at showcasing the best of British business, culture and science to international investors, policy-makers, buyers, influencers and decision-makers. Key themes will include global investment, sustainable urbanisation, global sports, energy, education, science and tourism. Guests to the House can also expect a series of exclusive networking receptions creating the ideal environment for forging new overseas connections and exploring future partnership opportunities. During the Paralympics a separate British House, in partnership with the British Paralympic Association and the Mayor of London, will be located in the Barra area of Rio de Janeiro overlooking the Olympic Park.

- 5 The successful hosting of London 2012 boosted the UK's reputation for delivery of large scale projects and helped companies compete for and secure business opportunities domestically and globally in places such as Brazil, Russia and the Middle East. This has been further enhanced by more recent events such as the 2014 Glasgow Commonwealth Games and the 2015 England Rugby World Cup, helping position the UK alongside seasoned international event planners and operators from Australia and the US.

## Supplier Recognition Scheme

- 6 Since the Games over 800 UK companies who supplied the London 2012 Olympic and Paralympic Games have been able to take advantage of the government-funded Supplier Recognition Scheme, a unique agreement negotiated by the UK Government and the British Olympic Association with the International Olympic Committee to give companies recognition rights enabling them to promote their part in the success of the Games.

## Host2Host agreements

- 7 Another successful and enduring legacy of the Games has been UKTI's Host2Host agreements with future hosts of sporting events. Aimed at helping the sharing of the UK's experience in hosting events and facilitating trade connections, agreements have been signed in May 2014 with Japan, focusing on their hosting of both the Rugby World Cup in 2019 and the Olympic and Paralympic Games in 2020, and in April 2016 with Indonesia, who will host the 2018 Asian Games in Jakarta and Palembang.
- 8 These agreements have formed an important strand of UKTI's extensive UK and international Olympic and Paralympic legacy programme. This has been aimed at maximising the UK's unique selling point of delivering and hosting a successful Olympic and Paralympic Games on time and on budget, showcasing UK expertise to the world in promoting exports and delivering growth to the economy. Over the last four years UKTI Global Sports Team, working with British Embassies and Consulates overseas, has been supporting British companies to actively target the future hosts of the major sporting events held around the world. Sports-focussed trade missions have over this period been regularly taken to Brazil, Russia, Japan, Qatar, South Korea and Indonesia and visits to the UK facilitated for senior delegations from a range of future host cities of major sporting events including from Turkmenistan (hosts of 2017 Asian Indoor & Martial Arts Games), Japan (hosts of the Tokyo 2020 Olympic & Paralympic Games) and Peru (hosts of the Lima 2019 Pan American Games).
- 9 UKTI has continued to encourage a strong UK company involvement in key events such as the annual SportAccord Convention, held in Lausanne in 2016, as well as delivering their own sports conferences, workshops, webinars and event briefings aimed at briefing UK companies on the opportunities and practicalities of undertaking business with all the key future hosts of major sporting events between now and 2022. Over the past four-year period these events have attracted nearly 1,000 delegates.
- 10 UKTI and the Foreign and Commonwealth Office have supported British businesses to secure more than 60 contracts from the Sochi 2014 Winter Games and the Russia 2018 World Cup. The special relationship that exists between countries that host back-to-back Olympic and Paralympic Games, built on through a yearly UK-Brazil Dialogue which has taken place since 2012, has led to 40 UK companies winning contracts worth so far in excess of £150m from the Rio 2016 Olympic and Paralympic Games.

Over the last three years, through its High Value Opportunities Programme, UKTI has helped UK companies to achieve in excess of £730m of business wins from global sports projects taking place between 2015 and 2022.

## GREAT Britain campaign

- 11 A key tool in the generation of economic benefit during and after the Games is the GREAT Britain Campaign, launched in 2012 to capitalise on the global attention around the Olympics and Paralympics and make the most of economic opportunities.
- 12 Since 2012, the GREAT Britain campaign has grown to become the government's most ambitious international marketing campaign ever and it continues to showcase the very best of what the whole nation has to offer in order to encourage the world to visit, study and do business with the UK.
- 13 The campaign focuses on China, India, Brazil, USA, the Gulf, France, Germany, Mexico, Indonesia, South Korea, Turkey and Emerging Europe and is also active in over 144 countries worldwide.
- 14 The campaign unifies the international growth promotion efforts of UK Trade & Investment, VisitBritain, British Council, the Foreign & Commonwealth Office, 16 other government departments and organisations and hundreds of private sector companies. All work closely together to deliver jobs and growth across all parts of the UK. In 2015 alone the campaign supported over 1,100 separate events and activities in around 193 locations worldwide.



HRH Duke of Cambridge opens the GREAT Festival of Creativity, Shanghai March 2015

- 15 The campaign has already secured confirmed economic returns of £1.9bn for the UK, with a further £2.3bn currently being appraised and a strong pipeline of future returns worth a further £400m also being generated. Over 500 businesses and high-profile individuals are backing the brand with joint funding, sponsored activity and active support. Over £87m of value in cash and kind has been generated to date.

- 16 Recent research shows that the campaign has had a positive impact on the buying actions of the UK's international target customers. An uplift of between 10-15 percentage points has been recorded in intentions to visit, invest, study in the UK as well as procure UK products and services across all major markets.
- 17 The brand is also an increasingly valuable asset to the UK. A recent independent assessment by external valuation experts Brand Finance showed that the GREAT brand has a current value of £217m (up 37% on the previous year), with the potential, within five years, to be worth £2.1bn and be ranked within the UK's top 50 brands.
- 18 The sophistication and effectiveness of the campaign is admired by academics and countries around the world, including our major competitors. The National Audit Office recently commended the campaign and it has received 38 commendations and awards to date. Sir Martin Sorrell, CEO of WPP, the world's largest communications services group, stated that "the GREAT Britain campaign ...is probably the best example that I have come across of an integrated campaign for a Government and a country across the world."
- 19 In the 2015 Spending Review and Autumn Statement, the government decided to invest £60m a year to deliver the renewed GREAT campaign for the next four years.



British astronaut Tim Peake congratulates Her Majesty the Queen on her 90th birthday from the International Space Station

## Economic benefits in London

### Tourism and investment

- 20 London & Partners worked closely with the tourism industry before, during and after London 2012 to tackle the risk of "tourism displacement" and to make the most of the global audience.

- 21 In 2012, 15 million international visits were made to London and over £10bn was spent. Over the past three years (2012-2015), international visitor numbers to London have risen by 20 per cent while spending has risen by 18 per cent. The city also welcomed 12.9 million domestic overnight visitors in 2015.
- 22 Business tourism has increased too with London moving up the global rankings as a place to host business events.
- 23 London & Partners has continued to attract foreign direct investment (FDI). During 2015/16, London & Partners supported 289 overseas investment projects. More than 19,000 jobs have been created from FDI projects like these over the past four years.
- 24 Foreign investment, boosted by the Games, is supporting regeneration in areas like the Royal Docks and Greenwich Peninsula. The task is to ensure these projects deliver the maximum benefits for London, with new, affordable homes and jobs.

### International legacy

- 25 The Foreign and Commonwealth Office (FCO), working closely with UK Trade and Investment (UKTI), has been working to promote London 2012 legacy across the world via British Embassies and High Commissions.
- 26 In 2013, the FCO coordinated a campaign to celebrate the anniversary of the Games, with over 40 events across the UK's overseas network and media coverage reaching over 197 million people globally. Highlights of a campaign that raised over £22,000 for local charities included:
- A 'sightless walk' in a popular area of Mexico where 80 blindfolded people raced with the help of guides from a leading disability non-governmental organisation.
  - Three days of disability-focused activity in Saudi Arabia with UK Paralympic athlete Paula Craig speaking to 1,800 people. Positive media coverage of disability sport reached a pan-Arab audience of 40 million.
  - The launch of an 'Experiencing Differences' project by the British Embassy in Brasilia with the Brazilian National Paralympic Committee, to raise awareness of disability and values of tolerance. In one week, 450 children tried Paralympic sports in a specially-designed pop-up sports arena.
  - 'One Love' charity events in Jamaica, which raised money for a local facility housing girls exposed to sexual abuse and abandonment. Events included a football match against the Jamaican Football Federation and a charity auction with items donated by Warren Weir, Yohan Blake, Usain Bolt and Shelly-Ann Fraser-Pryce.
- 27 From summer 2013 to summer 2014 Lord Coe, in his capacity as the Prime Minister's Olympic and Paralympic Legacy Ambassador, attended events in Rome and Tallinn focusing on promotion and inclusion in disability sport. In March 2014, he led a UKTI Global Sports Mission to Seoul.
- 28 A range of areas for increased bilateral cooperation between the UK and Japan were identified ahead of both the Tokyo 2020 Olympic and Paralympic Games and the 2019 Rugby World Cup in Japan, to help to position the UK as Japan's partner of choice in the run up to these events. A series of outward ministerial visits to Japan were organised in 2014 and 2015 to strengthen cooperation and the government-to-government relationship.

- 29 The also government explored ways to increase accessibility to and participation in Paralympic sport through work with the Boccia International Sports Federation (BISFed) in 2015. This supported BISFed in its distribution of over 400 sets of Boccia balls free to 20 countries around the world with the aim of introducing Boccia to 10,000 new players. Working with the Dubai Club for the Disabled, BISFed organised a 'Making Boccia Accessible' workshop in Dubai, attended by representatives from India, Indonesia, Jordan, Mongolia, Sri Lanka, UAE and Vietnam who learnt the game and were provided with Boccia sets to spread knowledge of the game in their own countries. The British Embassy will organise future Boccia events including one with the UAE Paralympic Team after the Rio 2016 Olympics.

## Links between Brazil and the UK

Being adjacent hosts of the 2012 and 2016 Olympic and Paralympic Games has brought the UK and Brazil together. Cooperation between the two countries has since grown since London 2012 and today the connection has opened policy and commercial doors that may have otherwise not existed.

UK companies have won more than 60 contracts in Games-related projects for both the FIFA 2014 World Cup and Rio 2016 Games, in areas that include master planning, design and engineering, temporary structures, ticketing and hospitality, and Games services.

The UK's expertise with Overseas Development Assistance has helped to develop projects on human rights, accessibility and the Paralympics, and worked with dozens of local non-governmental organisations to help them raise their profiles with UK visitors. The consulate has connected with hundreds of Games-related stakeholders and signed seven formal agreements – the most recent being specifically aimed at UK expertise giving developmental assistance to the State of Rio, and stimulating trade connections between Rio and the UK.

### Highlights include:

- Almost 200 Games-related missions and visits since 2009, from London, Glasgow and Newcastle to Rio, Northeast Brazil, Sao Paulo and beyond
- Seven formal agreements signed within 9 years
- Official Games Handover in November 2012, with 40 UK speakers and over 400 Brazilian participants over three days
- Opportunities developed in non-Games areas, including intellectual property exchanges, best practices on cultural legacy, sharing experiences on public private partnerships, linking primary schools in both countries
- Over 50 areas of British expertise promoted in Brazil because of the Games, and relationships established with over 100 London 2012 experts, from people responsible for the Olympic Park to Heathrow airport's security team
- Three major Olympic and Paralympic Dialogues between UK and Brazil within four years

The British Consulate in Rio has been promoting the UK and London 2012 over media too, with almost 20 million in social media reach since 2014, results in numerous British media outlets and exposure via Brazil's prime time TV news programme. The donation of Olympic rings to Rio by Newcastle City Council in 2015 was the UK government's biggest media exposure in Brazil since the World Cup 2014, when Prince Harry visited Rio, Belo Horizonte and Sao Paulo.

As part of a wide programme of business and cultural events, the British House during the Olympics and Paralympic Games will showcase UK expertise in delivering major sporting events from London to Rio and onwards to future hosts – in collaboration with other FCO and UKTI posts around the world, such as Tokyo, South Korea, Qatar and Russia.



The UK government's Olympic British House, which will be delivered in partnership with the British Olympic Association and the Mayor of London, is in one of Rio's leading cultural venues. The venue has already been used for smaller events, such as the 'One year to go' celebration in 2015.

## International development – International Inspiration

- 30 Since the London 2012 Games, International Inspiration (IN) has transformed from a short-term, major sporting event-based project into a reputable sport for development charity committed to empowering and engaging disenfranchised young people through sport, and a recognised thought leader in promoting the integration of sport for development into mainstream aid and development efforts.
- 31 IN's previous programme of work, the International Inspiration Programme (IIP), which was established in 2009 to oversee the delivery of the London 2012 international sport and social legacy programme, concluded the delivery of its programme in 2014. In total, over 25 million children were reached, over 255,000 teachers and young leaders were trained and coached, and over 55 national policies were influenced across 20 countries.

- 32 Following on from the strong track record demonstrated by the IIP, IN separated from UK Sport in 2014 thanks to the support of the Department for International Development, and established itself as an independent sport for development and peace charity.



An IN cricket project in Bangladesh

- 33 In the context of the 2030 Sustainable Agenda, which recognises sport as an important enabler of sustainable development, and building on the London 2012 promise to inspire a generation through sport, IN has expanded the Olympic and Paralympic legacy by working closely with local partners to use sport to engage and empower young people in promoting peaceful, prosperous and equitable development for all.
- 34 IN's programmes work across a wide range of thematic areas including:
- empowering girls and young women
  - working with young men and boys to reduce and prevent gender based violence;
  - supporting young people to promote disability inclusion
  - providing young people with leadership opportunities
  - increasing access to employment and entrepreneurial opportunities
  - using sport as a platform to share vital education, health and rights information
  - enhancing life skills; and equipping young people to have a voice on issues that affect them.
- 35 To date, IN's work has reached 53,500 young girls and boys in 10 low income countries across Asia, Africa and the Caribbean. Of those direct beneficiaries, 47,000 are considered to be from disenfranchised groups.

## Tourism

### UK tourism

- 36 The benefits to tourism for both the UK and London remain a key legacy objective. The aim over three years (financial years 2012/13 – 2014/15) was to generate an extra 4.7 million visitors to the UK and raise an extra £2.3bn of tourism spend from international tourist visitors. VisitBritain has met these targets, generating an additional 5.1 million visits as a result of their activity, resulting in an extra £3.2bn in spend. In the longer term, VisitBritain's strategy is to aim for 40 million overseas visitors by 2020, spending £31.5bn and supporting an additional 200,000 jobs across the country.

### GREAT Britain campaign and tourism

- 37 VisitBritain's GREAT campaign activity is succeeding in shifting perceptions of Britain and has measurably increased the intention to visit the UK, with 903,000 visits resulting from the GREAT brand campaign, and potentially delivering at least an additional £522m spend, corresponding to a return on investment of approximately 12.5:1 (2012/13 – 2014/2015).
- 38 VisitEngland's strategic objectives for GREAT in 2016/17 are to increase the number of domestic vacations taken by UK residents, leading to an estimated additional spend of £80m and resulting in over one million overnight stays.

### GfK Nations Brand Index Ranking

- 39 The Anholt-GfK Nation Brands Index helps governments, organisations and businesses understand and measure national image and reputation. It measures the power and quality of each country's 'brand image' by looking at a range of areas including tourism, people, culture and heritage and exports.
- 40 Hosting the London 2012 Olympic and Paralympic Games changed the world's perceptions of Britain. Britain's image as measured by the Anholt-GfK Nation Brands Index 2015 remains positive, with a rank of third overall out of 50 nations (level with 2014), and Britain's ranking for the welcome given to overseas visitors rose to a rank of 11th (up from 13th in 2014). There is, however, no room for complacency, as Britain's overall ranking for tourism dropped one place to fourth in 2015, following a high of third place in 2014. The 2016 data has not been released yet.

# Chapter 5:

## Bringing Communities Together

### Long-term aims

- 1 The Games provided an opportunity to bring communities together. As set out in the long-term vision for legacy<sup>7</sup>, the aspiration is that by 2022:
  - The long-term increase in volunteer numbers has continued
  - A culture of volunteering has been energised by the Games and is firmly embedded within communities across the country
  - The Games, and subsequent major events, have helped reconnect communities across the UK with a sense of spirit and national pride
  - The Games have helped drive forward aspects of social change such as gender and disability equality and sustainability
  - The cultural sector has grasped opportunities arising from the increased attention on the UK's outstanding cultural expression
  - Olympic and Paralympic values are embedded in education of young people in England
  - Transport investment has been bolstered through Crossrail and other infrastructure, as well as lessons learnt from the Games, embedded in London-wide transport delivery

### Headline achievements

- Get Set, the education programme established in the run up to London 2012, has continued to engage children and young people with activities inspired by the Olympic and Paralympic values
- Spirit of 2012 established to fund sports, arts and volunteering projects – including many of those featured in this report
- Momentum around volunteering sustained and grown through volunteer teams at other major sporting events, as well as through Join In and Team London

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

- Unlimited, part of the Cultural Olympiad, continuing to support disabled artists
- Sustainability standards created by London 2012 now in use at other major sporting events

## Spirit of 2012

- 2 Spirit of 2012 is a funding charity established after the London 2012 Games by the Big Lottery Fund with £47m of National Lottery money. They fund sports, arts and volunteering projects across the UK that are designed to increase wellbeing, bring communities together and challenge perceptions of disability.
- 3 Having initially been set up to continue the positivity and recreate the spirit that emerged during the London 2012 Olympics and Paralympics, Spirit has evolved and developed, and has gone onto fund projects across the UK linked to a variety of national events – including the Glasgow 2014 Commonwealth Games and Hull City of Culture 2017. They work with partners ranging from the Southbank Centre and England Rugby, to the Scottish Government and the British Red Cross.
- 4 Some of the projects Spirit funds, include:
  - Get Out & Get Active: A £4.5m project delivered by a consortium led by the English Federation of Disability Sport. The funding will be used to get currently sedentary people active in eighteen locations across the UK. The focus is on increasing participation in fun and inclusive physical activity, thus supporting delivery of the government’s recent sport strategy, “Sporting Future”.



Spirit recently launched Get Out & Get Active, a £4.5m project designed to increase physical activity in 18 locations across the UK

- Hull City of Culture 2017: Spirit is funding the volunteering programme at Hull City of Culture 2017, which will see 4,000 people volunteering by the end of 2018. They are also funding work that will ensure that the impact reaches, and is measured as widely as possible throughout, the city and surrounding areas.

- Fourteen: Spirit of Glasgow is a £4.5m investment to increase community engagement with the 2014 Commonwealth Games and was one of Spirit's earliest programmes. Spirit is sustaining the Glasgow games legacy through the largest Spirit of Glasgow grant for Fourteen, a £3.5m project which has awarded £250,000 each to 14 communities across the UK. Local people then decide how to spend it to improve wellbeing in their neighbourhoods.
- Emerge (East Midlands): To coincide with the anniversary of Shakespeare's death, Spirit has awarded almost £1m to support East Midlands arts bridge agency The Mighty Creatives to deliver a series of verbal arts festivals across the Midlands over the next three years. The Emerge Programme will empower 24 young artists, engage over 1,000 young people and inspire the communities they live in. The young people, led by young artists, will develop their skills and leadership by writing, performing, designing, organising and promoting their own festivals, which reflect and represent current issues and their own communities.
- Spirit of Rugby (across England): Spirit of Rugby is a partnership with England Rugby in 15 communities across England. It supports young volunteers aged 16-24 to get involved in their community, by developing projects that encourage and enable their peers to play rugby, volunteer in rugby and get involved in community focused projects.
- Inclusive Futures (UK Wide): Spirit of 2012 funds Inclusive Futures, a pioneering, youth-focused, inclusive leadership and volunteering initiative delivered by the Youth Sport Trust in nine host cities across the UK. Young volunteers in each city are trained and guided by a Volunteer Coordinator, and each city organises training camps and activities throughout the year, as well as deploying the young people into local volunteering opportunities. The project has been shown to change behaviour and attitudes among young people in relation to ability, access and equality in sport.



Spirit of 2012 funds Inclusive Futures, a pioneering, youth-focused, inclusive leadership and volunteering initiative delivered by the Youth Sport Trust in nine host cities across the UK

- Team London Young Ambassadors (London): Team London Young Ambassadors is the Mayor of London's volunteer programme for schools (see "London volunteering").
- Women of the World festivals (UK wide): Spirit of 2012 and the Southbank Centre have launched a three-year WOW Spirit! partnership to deliver Women of the World (WOW) festivals in new locations across the UK. WOW is the world's largest festival network of its kind, and involves talks, debates, music, activism, comedy, workshops, mentoring, pop ups and major concerts. The funding will deliver WOW festivals to give women a new voice, creative channel and debating platform in five towns and cities across the UK between 2016 and 2018.



Spirit of 2012 and the Southbank Centre have launched a three-year partnership to deliver Women of the World (WOW) festivals in new locations across the UK

- Youth Advisory Panel (UK wide): Spirit of 2012's Youth Advisory Panel consists of twelve young people from across the UK who ensure the youth voice is heard and represented in Spirit's decision making. The panel members meet regularly and receive coaching, mentoring and training. They were recently empowered to award two grants: to a young offenders' reading project in Northern Ireland and to a Plymouth-based intergenerational music project. Supported by Spirit staff, the Youth Advisory Panel managed the entire funding process – from the initial grant specification and criteria, to the final award decisions.

## Volunteering

### Join In

- 5 At London 2012 sports volunteers hit the headlines, when the tidal wave of energy, enthusiasm and talent brought by the Games Makers and other London volunteers became one of the highlights of the Olympic and Paralympic Games. A key legacy of the Games has been continued recognition of the contribution volunteers make to grassroots sport.



Go Local, the Join In and Mayor of London event for Games volunteers in 2013 on Queen Elizabeth Olympic Park

- 6 The charity Join In was established in March 2012 to deliver the social legacy of the Games and become the “home of the Games Makers.” It was tasked with a singular mission: to help the Games Makers and other London 2012 volunteers continue their volunteering journeys at community level and to attract wider audiences into sports volunteering, creating a powerful social legacy for the Games.
- 7 By using sporting household names and Patron Eddie Izzard in combination with ‘people like me’ case studies, Join In has been able to reach out to new and existing volunteers. It has grown from a weekend event in summer 2012, to a series of events held across the UK in a six week summer campaign in 2013, to nationwide, year round campaigns from 2014 onwards.
- 8 Join In campaigns encouraged people to visit the Join In website and find opportunities to volunteer. In 2015 Join In supported over 115,000 new and retained volunteers. By 2015 the site hosted 8,000 profiles for sports clubs, event and activity groups, and promoted over 25,000 volunteering opportunities for both community based and major sporting events.

- 9 In their work to keep London 2012 volunteers engaged in communities across the nation, in 2013 Join In piloted the Join In Local Leaders scheme with 50 individuals. By the end of 2015 it had recruited and trained a network of 350 Local Leaders across the UK, developing a visible army of primarily London 2012 volunteers, providing on-the-ground support for its campaign and digital work, and linking in with existing sporting infrastructure, such as the County Sports Partnership (CSP) Network.
- 10 The Local Leader Network has been instrumental in setting up a number of successful initiatives making a difference in their communities. Local Leaders have also been called upon as ‘expert’ volunteers in supporting most major sporting events, for example Commonwealth Games 2014, Rugby World Cup 2015, Tour de France 2015, Invictus Games 2015 and Sport Relief 2016, and some will be volunteering as ‘Join In Legacy Volunteers’ at the Rio 2016 Olympic Games.



Join In Local Leaders

- 11 Join In forged partnerships with the private, sports and voluntary sectors to share insight into the value of volunteering and best practice for volunteering in sport. Its strong collaborative relationships with the private sector in the shape of Founding Partner BT (from 2012 onwards), Official Partners Lloyds TSB (in 2013) Big Lottery Fund (2013) and Intersport (from 2014) not only contributed funding to Join In’s work but also had a positive impact on Join In’s reach through campaign activity with employees and customers. Through national media partnerships with BBC and ITV, Join In has been able to further extend its reach creating over £6m of media value from a campaign spend of £300,000 in 2015 alone.

- 12 Through its innovative research, Join In has also repositioned the way sport volunteering is perceived and valued. The ‘Hidden Diamonds’<sup>8</sup> research broke new ground by estimating that one volunteer in sport creates wellbeing worth £16,032, for themselves and for those they help play. Join In’s second body of research ‘Making Time’<sup>9</sup>, undertaken in partnership with BT and research consultancy Simerica, examines the behavioural insights underlying volunteering in sport and looks at some of the barriers, motivations and nudge factors which could be used to create first time volunteers and retain others.
- 13 London 2012 and its legacy have reshaped the view of sports volunteers. This has been recognised in the government sport strategy ‘Sporting Future: A New Strategy for an Active Nation’ which makes it clear for the first time that volunteering is an important part of the way in which we engage in sport and has a range of benefits for the individual volunteer as well as the sport. Sport England’s new strategy ‘Towards an Active Nation’, has also pledged to invest up to £30m in a new volunteering strategy, enabling more people to enjoy the benefits of volunteering.
- 14 Join In will complete the Olympic and Paralympic cycle to Rio 2016 through its involvement in the I AM TEAM GB project. This project, brought together by the National Lottery and ITV, supported by the British Olympic Association and Join In, will be the nation’s biggest ever sports day on 27 August 2016, where thousands of sports clubs across the UK will open their doors to enable the nation to take part in a wide range of sports, free of charge. It will celebrate the support the public gives Team GB’s athletes by playing the National Lottery and also motivate people to get active.

## The Games Maker Choir

The Games Maker Choir, made up of volunteers from London 2012, has performed at some of the country’s biggest sporting occasions. Liz Stainthorpe, a marketing consultant who worked in Accreditation at Heathrow during the Games, continues to manage the choir, which has over 150 members. She has seen it grow and develop from a group of keen amateurs to a semi-professional choir with some amazing engagements and performances under its belt.

Liz says “Legacy is a word that can mean so many different things and to my mind only becomes relevant when time has passed and things develop naturally and take shape. The choir is an unforeseen legacy from London 2012 and continues to thrive. Twenty members will soon be on their way to Rio to reprise their volunteering roles, albeit in slightly sunnier climes! We are a well-oiled machine now and don’t really get fazed by the big performances, but there is something very magical about waiting on the pitch before a huge game and performing the national anthems of sporting giants. It’s spine tingling and quite unbelievable, when you think how it all started. We are asked to perform at international sporting events where we can tell our story, which in turn promotes the positive aspects of volunteering to the people who see us perform.”

<sup>8</sup> Hidden Diamonds: Uncovering the true value of sport volunteers, Join In, 2014

<sup>9</sup> Making Time: How behavioural science can persuade more people to give their time and volunteer, with a focus on sport, Join In, 2016



The Games Maker Choir

With an established musical director, regular rehearsals and some serious hard work, the choir gets many requests to perform around the country. In the last twelve months the choir has performed at the European Hockey Championships, twice for Rugby World Cup 2015, and back at Queen Elizabeth Olympic Park for Sport Relief 2016. It is fast becoming “the choir for sport” and is in high demand.

“The choir has changed many people’s lives, but its most important purpose is to surprise and delight with its performances supporting the best of British sport. With Rio on the horizon, people’s minds are returning to that fantastic summer of sport and we will be very busy as everyone looks back to London 2012” Liz concludes.

The choir is open to Games Makers of all ages and abilities to join. Visit [www.gamesmakerchoir.org.uk](http://www.gamesmakerchoir.org.uk).

## London volunteering

- 15 The GLA’s volunteering programme, Team London, has harnessed and built on the volunteering catalysed by the London 2012 Games. Nearly one million Londoners have been engaged and London was named European Volunteering Capital 2016.
- 16 The Team London website now brokers opportunities between 1,800 charities and 350,000 potential volunteers. The Speed Volunteering platform and a new app, launched at the start of 2016, are making it easier to volunteer too.
- 17 Team London Ambassadors welcomed the world to London during the Games and continue to take to the city’s streets every summer. In 2015, over 600 Ambassadors – speaking 57 languages – volunteered. Ambassadors gave a combined 15,000 hours with tourist and volunteer satisfaction at over 90%. Over 60% of volunteers in 2015 volunteered during 2012.



Team London Ambassadors on Exhibition Road in London

- 18 A priority of Team London is to build the next generation of volunteers and equip young people with skills to help them enter and succeed in the world of work. Team London's sustainable Major Events programme gives young people the chance to build confidence and skills by helping out at major events like the London Marathon, Lumiere London and E-Prix. To date, they have worked with over 75 major events, brokered over 6,000 volunteering opportunities and supported hundreds of young people into employment, education and training through the 2Work programme.
- 19 Team London Young Ambassadors inspires school children across the capital to take social action for causes they are passionate about. Over 380,000 young people from over 1,800 schools have been engaged since the launch in September 2013, including 222 schools across the London boroughs of Waltham Forest, Tower Hamlets, Newham and Hackney. The programme is supported by Spirit of 2012, Unilever and the Mayor of London. In June 2016 the programme was awarded the 2016 Department for Education Character Award for Greater London.
- 20 HeadStart London, a partnership with The Challenge and leading London businesses, supports 16-18 year olds to use volunteering to build their skills and secure guaranteed interviews for part-time work or work experience placements. Launched in June 2014, over 3,000 young people have taken part completing over 50,000 volunteering hours for over 230 charities in their local communities. Seventy per cent of young volunteers have been assessed as work ready – compared to 20 per cent of the normal business pipeline. This award-winning programme is now being expanded nationally.
- 21 Team London has invested over £3m in the third sector. Team London's Small Grants Innovation Fund offers grants to local community groups and third sector organisations that are part of the Team London network. The grants are designed to support local projects and encourage new approaches to engaging volunteers. Team London has also built a significant programme of support to the sector, working with business volunteers. Skill-UP offers free training from expert businesses in their field to support

small charities to be as effective and efficient as possible. Partners CIPD, Citi, Elixirr, Microsoft, Natixis, Portland and Twitter lead modules in HR, Finance and Reporting, Strategy and Business Planning, IT Strategy, Partnering with Business, PR and Comms and Social Media respectively. Over 200 charity staff have benefited so far. Three hundred charity trustees have benefitted from free trustee training.

- 22 As well as working with some of the sponsors of the 2012 Games like Lloyds Banking Group to create a legacy through programmes like HeadStart London, Team London has worked with over 100 businesses to support volunteering across London, offer opportunities for young people and fund programmes. In the past year Team London has delivered the Enterprise Adviser programme to match business volunteers with teachers to support careers education. To date 150 volunteers have been recruited to support 75 schools across London, including 16 schools from the host boroughs. Team London also hosted the UK's largest Careers Speed Networking Event for young people in October 2015 where nearly 500 business professionals offered 300 hours of careers advice in one day to 13-15 year old students at Lord's Cricket Ground.

### Volunteering legacy in Weymouth

The 'Weymouth Weyfarer' programme, based upon the 2012 Volunteer Ambassadors that were so successful in Weymouth in Games time, continues to develop. Training has been provided by former 2012 local operations staff and the Weyfarers provide a warm welcome to 'meet and greet' local people and visitors; notably the many international visitors who arrive by cruise ships into Portland Harbour. This project is to be extended to provide specialist Ambassadors to support the many events in the borough.

## Culture

### Unlimited

- 23 The Unlimited programme, initially established as part of the Cultural Olympiad in the run-up to London 2012, supports disabled artists to develop and showcase ambitious new work. Alongside financial and mentoring support offered to the artists, the adjoining Unlimited Impact Programme, supported by Spirit of 2012, expands the reach of the Unlimited programme by supporting young disabled people, emerging disabled artists, and arts and culture venues.
- 24 In 2013 the delivery of the Unlimited programme was outsourced through an open application process and subsequently awarded to two Arts Council England National Portfolio Organisations, Shape and Artsadmin. Working together with Senior Producer Jo Verrent, they have gone on to successfully deliver a high-quality commissioning programme which is having a lasting impact on the arts and culture sector as well as the individual participating artists.
- 25 A total of 26 Unlimited awards were made in Round One in 2013, including 17 Research and Development grants (R&Ds) and 9 commissions. Round Two in 2015 saw 10 awards made, including 7 full commissions that had previously had an R&D process and three full commissions that began with an R&D stage. Demand for support from artists remains high, evidenced by over 160 applications for Round Two commissions.
- 26 Round Two commissions will be presented as part of the Southbank's Unlimited Festival from 6 – 11 September 2016 and, for the first time, an Unlimited Festival at the Tramway in Glasgow from 15 – 25 September 2016.



The Unlimited Festival at Southbank, London (Photo: Rachel Cherry)

- 27 The Unlimited programme has been underpinned by a range of successful partnerships not least between Arts Council Wales, Creative Scotland and Arts Council England. Artists' showcasing has been a key outcome of the programme supported by the British Council and the Southbank Centre's ongoing commitment to the inclusion of disabled people.

*"We are witnessing a real step-change since the launch of Unlimited in 2012. Our artists are helping to define the international disability agenda and quite literally changing lives"*  
**Neil Webb, Director of Theatre and Dance, British Council**

- 28 Overall, a key highlight from the programme has been the development of the Unlimited brand as an indicator of high quality work, able to garner the interest of mainstream arts and culture partners and resulting in a range of new collaborations and presenting opportunities. A good example is the artist Jess Thom (aka Touretteshero). Her project, Backstage in Biscuitland, was given Arts Council England R&D funding through the Unlimited programme in 2014. It has gone on to be performed in over 44 venues across the UK, was featured in the Arts Council England's and BBC's Live at TVC (broadcast live on BBC4 in November 2015) and toured to the USA and Canada in 2016.

*"The beauty of Unlimited comes from the diversity, depth, and quality of what they've achieved – not only through the work they've commissioned, but also the conversations they've initiated, and doors that have been opened (or widened) as a result."* **Jess Thom**

- 29 The current Unlimited delivery partners, Shape and Artsadmin, were recently awarded an additional £1.8m by Arts Council England to continue to deliver Unlimited until 2020. This will see a range of new commissions over the coming years alongside an enhanced artists' development programme and two further biennial festivals. The team also successfully applied to Arts Council England's Ambition for Excellence fund and were awarded £750,000 towards a new Unlimited International project in partnership with the British Council, which supports the global positioning of British disabled artists.

## Our Big Gig

- 30 From September 2012 to July 2015, four free annual music festivals sustained the spirit of 2012 by inspiring nearly 13,000 volunteers to organise community events featuring a wide range of musical genres, to showcase local talent and inspire more people to get involved in music in their neighbourhood. Our Big Gig, which grew out of the Cultural Olympiad's Bandstand Marathon, saw nearly 800 events take place nationwide, with an average attendance of over 750 people of all ages and cultures.
- 31 In 2015, Our Big Gig moved to a crowd-funded model with nearly 60 Our Big Gig events taking place across England, half of which were crowd-funded by the local community and half of which took place without funding but with support from Superact, a not for profit arts organisation, to make them happen.



Kaite O'Reilly's Unlimited commission "Cosy" (Photo: Farrows Creative)

- 32 Since July 2015, Superact has continued to work with parts of Birmingham, Bradford, Ealing, Luton and Tower Hamlets through its Our Big Gig EXTRA programme to improve integration through community music. By recruiting a number of Our Big Gig Ambassadors in each area, Superact created motivated teams equipped with the skills, knowledge and resources to develop and deliver an ongoing programme of musical activity to bring diverse communities together regularly to share and make music. This support has resulted in ongoing music participation activity, including Samba sessions based at schools in Ladywood and Acocks Green in Birmingham.



Our Big Gig in Bristol, 2014

## Culture in London

- 33 In 2012 the ‘greatest show on earth’ delivered the biggest and most ambitious cultural festival London had ever seen, boosting London’s world position as a capital of culture. Queen Elizabeth Olympic Park – the largest public park created in the UK for 150 years – has become a cultural destination in its own right. But a cultural legacy means different things to different people: from the tangible to less obvious shifts in attitude and ways of working. Looking forward to 2020, the Greater London Authority’s (GLA) efforts are focussed on building on the success of the Cultural Olympiad, turning world class ideas into reality – to change perceptions and communities, to stimulate artists and audiences, and to bring economic benefits to the capital.
- 34 From Showtime – an outdoor festival to bring world class culture and installations to people’s doorsteps – to Secrets, which brought 52 days of extraordinary events to London’s streets, parks and waterways, the Games has left a legacy of cultural participation.
- 35 Gigs – the Mayor’s young buskers’ competition – launched in 2012 and entertained London with 2,000 hours of live music during the Games. Following the success of the project, Busk In London was set up to protect Street Performers’ workspace, nurture new talent and attract the best performance artists from around the world. London’s public spaces now provide the world’s biggest platform for new talent in the world and many popular artists have emerged from the GLA’s talent development programme.
- 36 Big Dance 2012 was the largest cultural participation programme of the London 2012 Festival. Its success led to Big Dance 2014 against the backdrop of the XX Commonwealth Games and Big Dance 2016 – the final edition led by Olympic choreographer, Akram Khan, whose Big Dance choreography has been performed by 42,612 people across 44 countries. The legacy of Big Dance can be seen through more ambitious participatory work of scale by artists, new dance hubs, international partnerships and targeted programmes to reduce health inequalities.

- 37 Turner Prize-winning artist Jeremy Deller was jointly commissioned by the GLA and Glasgow International to make a new interactive artwork, *Sacrilege*, as part of the London 2012 festival. *Sacrilege* is a full scale replica of Stonehenge as a bouncy castle. Since the London 2012 Festival, it has toured to international locations – including Sydney, Adelaide and Perth in Australia, Hong Kong and Madrid – and has been bounced on by over half a million people worldwide.
- 38 Following the success and profile of the Hatwalk project in 2012, where famous London statues were adorned with hats by prominent British milliners, City Hall initiated a campaign with the British Fashion Council, Museum of London and the V&A to celebrate London's 400 years of men's fashion heritage with its leading contemporary standing through London Collections Men (the London men's fashion week). The 'London, Home of Menswear' campaign helped raise awareness of London's unique cultural heritage and its fashion industry, worth over £21bn to the UK economy.
- 39 Other examples of the culture legacy include:
- Lumiere 2016 – Lumiere can trace its roots back to 2012's Piccadilly Circus Circus. With over one million visitors and bringing £8.3m to the West End economy, it has also helped further develop cross sector relationships in the West End.
  - The Streets 2015-2016 – a roaming music festival across seven high streets in outer London, connecting local businesses and residents, creating a buzz and supporting regeneration.
  - Totally Thames 2013-2016 – from a weekend in central London in 2012, Totally Thames has developed into a 17 borough-wide month long river festival.
  - Creative Barking & Dagenham – a six year project (2014-2019) for people living and socialising in Barking and Dagenham. The project will enable local people to create, commission and curate creative activities in their areas – and to promote the borough as a place where exciting art, in its many forms, is made and shown.

## Pandemonium Drummers

In 2012 1,000 volunteer drummers, previously strangers to each other and many novices, provided the heartbeat to the Industrial Revolution scene in the Olympic Opening Ceremony and marshalled the world's elite athletes.

Four years on the Pandemonium Drummers (PDs) are still going strong, creating new performance pieces as well as continuing to play their well-loved Olympic Opening Ceremony music, sprinkling some of Danny Boyle's magic across communities beyond the Olympic Stadium.

The group is full of talent and has evolved into a versatile self-run constituted performing organisation that embraces the values of volunteering, learning, positivity, teamwork and friendship. Individually and collectively the PDs have developed new skills and confidence and have become a virtual family.



The Pandemonium Drummers (Photo: Vilma Laryea)

The PDs have performed and cheer-drummed at over 150 diverse, large and small, indoor and outdoor, charity and community events, arts festivals and parades. Requests come via the Pandemonium Drummers' website which links to the PD YouTube channel.

They have become regulars at an annual Pearlies festival and annual parades in London – embracing roles as hippies and magicians at the London New Year's Day Parade, cleansing operatives at the Lord Mayor's Show and leprechauns at the St Patrick's Day Parade.

The PDs support a wide variety of sporting events, which has included the UEFA Champions League Final 2013 at Wembley Stadium with 400 volunteer drummers, the All England Open Badminton Championships in Birmingham, the FA Cup Final, and the Heineken Cup Final in Cardiff. They have developed Opening Ceremonies for the London Youth Games and have performed at Special Olympics events in Bath and Newcastle. Cheer drumming has become a speciality, rooting for participants at the London Marathon and a variety of 10k and 5k runs.

Recognised with the 2013 Mayor of London's Special Achievement Award and the 2014 national Voluntary Arts Epic Award, the Pandemonium Drummers remain a highly visible legacy of London 2012, which continues to grow and develop.

## Education

### Get Set

- 40 Originally created as the official London 2012 education programme, Get Set<sup>10</sup> is the youth engagement programme for Team GB and ParalympicsGB that has reached over 24,000 schools and youth groups across the UK. It is managed and delivered by the British Olympic Foundation (BOF) and British Paralympic Association (BPA) who took responsibility from LOCOG in late 2012. It aims to provide inspiring opportunities for young people to lead healthy and active lifestyles, give all young people the chance to learn about and live the Olympic and Paralympic Values, and build excitement about Team GB and ParalympicsGB.
- 41 Nearly 70% of teachers who have used the programme say that Get Set builds pupils' motivation levels, while 75% say that it has helped to support their school ethos. In addition, almost 60% of teachers say that Get Set has had a positive impact on PE and sport in their school through offering a wider range of opportunities, more young people taking part, offering more sports leadership opportunities or more hours of sport and PE.
- 42 Through Get Set, a variety of partner programmes are offered and funded by BOF and BPA sponsors and other funding bodies.

### Get Set's Road to Rio

- 43 Get Set's Road to Rio launched in early 2014 and provides opportunities to connect young people to the magic and excitement of Team GB, ParalympicsGB and the action which will unfold in Brazil. The initiative is partly funded by Spirit of 2012 with a focus on promoting wellbeing and challenging perceptions of disability.
- 44 There are three key elements – the Road to Rio Challenge uses technology to encourage more young people to participate in physical activity, challenging teams of young people to travel the equivalent distance from London to Rio (over 9000km) by converting the physical activity they undertake into kilometres. The Values Awards recognise and reward young people for demonstrating an understanding of and commitment to the Olympic and Paralympic Values through challenges involving volunteering, physical activity and research. Finally, a series of Google Hangouts connect schools directly to athletes and other role models through on-air broadcasts. Topics have ranged from character and resilience to nutrition and sports science.

### Other Get Set programmes

- 45 "Get Set to Plan Your Legacy", funded by the Department for Education, made grants to 105 schools to support locally-led initiatives inspired by the Olympic and Paralympic Values. These initiatives aimed to ensure that legacy activity was embedded and sustainable.
- 46 "Get Set for Community Action", funded by the Big Lottery Fund, inspires 14-19 year olds to deliver projects and events to make their communities healthier, more active places to live. Young people – Action Leads – are encouraged to work with community partners including local residential homes, community centres, libraries and support groups to plan and run their projects. Thousands of projects are taking place across the UK in the run-up to the Rio 2016 Olympic and Paralympic Games, showcasing the work of more than 10,000 Action Leads.

<sup>10</sup> [www.getset.co.uk](http://www.getset.co.uk)



Get Set for Community Action

- 47 “Get Set to Play” is designed to help make primary school playtimes more active and more positive. Delivered in partnership between P&G and the British Olympic Foundation, the programme is now in its third year and is featuring a special competition which will award the winning school a visit from Olympic Heptathlon Champion, Jessica Ennis-Hill.
- 48 “Get Set to be a Paralympic Champion” was part of the wider plans for the BPA’s National Paralympic Day programme, funded by the Spirit of 2012. Encouraged to capture, create, and share stories which shine a spotlight on the Paralympic Movement and Values, schools submitted stories as showcases on the Get Set website to win in-school film workshops with a Paralympian guest.
- 49 Launched in October 2015 in partnership with Aldi, “Get Set to Eat Fresh” is a programme of free, classroom-based resources for students aged 7-14. Team GB-inspired lesson plans, films and engaging activities encourage young people to build their understanding of healthy eating and to equip themselves with the skills needed to cook healthy, fresh food.



Olympic boxing champion Nicola Adams visited Pye Bank C of E Primary School in Sheffield as part of “Get Set to Eat Fresh”

- 50 “Get Set for the Spirit of Sport”, produced in partnership with UK Anti-Doping, focuses on 10-14 year olds, teaching them about the values of sport, and the rules and guiding principles which govern clean sport around the world. It challenges young people to consider their behaviour, and the behaviours of others, and to make the right decisions on and off the field of play.

## Sustainability

- 51 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. Subsequent reviews of the sustainability of the Games endorsed its success and London 2012 was lauded as the “greenest Games ever”, showcasing a sustainable approach to site design, construction and operations.
- 52 The sustainability aspirations of the Games went wider than simply considering the green elements and included areas such as transport, accessibility and local employment. Successes included 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 including heavily contaminated soil being remediated on site rather than being sent to landfill, saving approximately £68m.

- 53 The commitment to delivering a sustainable London 2012 included ensuring that the learning from the Games was captured and available to all – see the Learning Legacy website<sup>11</sup> for more information, including a specific sustainability<sup>12</sup> section.
- 54 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, the Department for Food, Environment and Rural Affairs (Defra) worked with partners to develop and publish in July 2013 a short guide on sustainable approach to construction procurement for the public sector<sup>13</sup>. “The Plan for Public Procurement: Food and Catering Services”<sup>14</sup> was launched in July 2014, developed by Dr Peter Bonfield OBE FrEng, chief executive of the BRE Group, who previously advised the Olympic Delivery Authority on sustainable construction and procurement. The Plan introduced a balanced scorecard approach to simplify public sector food procurement through a clear and consistent set of criteria, including standards for environmental and resource efficiency.

### WRAP (Waste and Resources Action Programme)

- 55 WRAP (Waste and Resources Action Programme) continues to be Defra’s delivery body for resource efficiency measures. Their zero waste events vision<sup>15</sup> was launched off the back of the London 2012 Olympic and Paralympic Games, challenging all events to send no waste to landfill by 2020. WRAP’s support of Zero Waste Scotland for the Glasgow 2014 Commonwealth Games helped Glasgow 2014 achieve a recycling rate of 49% with 47% of this being organic (food waste). This was consistent with the London 2012 percentage of 52% recycling rate and 44% food waste. Overall Glasgow 2014 diverted 86% of waste from landfill.
- 56 The Ryder Cup Green Drive was a sustainability initiative co-ordinated by Ryder Cup Europe (RCE) and the Golf Environment Organisation (GEO) by using tools and guidance generated through WRAP at London 2012. This has contributed to a lasting sustainability for European golf by incorporating the principles in future European tour events including through the European Institute of Golf Course Architects (EIGCA) sustainability module produced by WRAP.
- 57 WRAP has also shared its expertise overseas, where it has engaged with the Organising Committee of the Rio 2016 Olympic and Paralympic Games in particular to reduce the waste arising from the event food caterers at the Games. In March 2015, a waste management workshop was delivered to Rio 2016 stakeholders, including the Rio Mayor’s Office, Rio de Janeiro Environment Agency and the Organising Committee, on behalf of the UK’s Foreign and Commonwealth Office. This work built on the successful UK Hospitality and Food Services (HAFS) Agreement<sup>16</sup> that WRAP developed with the catering and events sector. A food waste management workshop was delivered to the Rio 2016 Organising Committee in March 2015.
- 58 WRAP’s focus on sustainable events goes wider than sports. In May 2014, it presented to the ZEN project for sustainable European cultural festivals as part of the Hay Festival of Literature and the Arts.

<sup>11</sup> <http://learninglegacy.independent.gov.uk/index.php>

<sup>12</sup> <http://learninglegacy.independent.gov.uk/themes/sustainability/index.php>

<sup>13</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/224038/pb13977-sustainable-procurement-construction.PDF](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/224038/pb13977-sustainable-procurement-construction.PDF)

<sup>14</sup> <https://www.gov.uk/government/publications/a-plan-for-public-procurement-food-and-catering>

<sup>15</sup> <http://www.wrap.org.uk/content/zero-waste-events>

<sup>16</sup> <http://www.wrap.org.uk/content/hospitality-and-food-service-agreement-3>

## ISO 20121 – a new sustainability standard

- 59 Inspired by the sustainability ambitions of the Games, a new international standard – ISO 20121 – was developed and launched just before London 2012, and was used for 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 aims to enable businesses to become more efficient while safeguarding the environment and being socially aware.
- 60 The ISO 20121 development committee was chaired by a sustainable events industry expert from the UK, Fiona Pelham of Positive Impact and Sustainable Events Ltd, with LOCOG as a key stakeholder. Head of Sustainability at London 2012 David Stubbs 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.”
- 61 Since its launch, the international standard has been adopted by a number of major venues and events, including Manchester United’s Old Trafford stadium, Cardiff’s Millennium stadium and the Rio 2016 Olympic and Paralympic Games.

## Natural environment legacy

- 62 London 2012 Olympic and Paralympic Games’ sailing host venue Weymouth and Portland continues to benefit from the sustainability of the Games, with a wealth of projects securing wildlife interests and increasing people’s contact with wildlife.
- Portland in Peril Project and Portland Living Landscape Projects – Thanks to a grant from the Viridor Credits Environmental Company, by 2015 this project had restored over 200 hectares of nationally and internationally important limestone grassland on the Isle of Portland. The work secured the future of the wide range of rare and notable species that depend on the island’s open grassland habitats. The follow-up two year Portland Living Landscape Project aims to secure a further 90 hectares of grassland restoration.
  - Portland Quarries Nature Park – The Games inspired the creation of the Portland Quarries Nature Park, covering 60 hectares of the most important restored quarries on Portland. The Quarries Nature Park secures the ecological link between the east and west coasts of Portland and provides opportunities for exploring Portland’s unique wildlife, geological and cultural heritage in a beautiful setting.
  - The refurbishment of the Chesil Beach Visitor Centre – A £1m rebuild of the Dorset Wildlife Trust’s Chesil Beach Visitor Centre was completed in time for the Games, trebling of the space available for information, interpretation and educational activities and providing a new boardwalk and bridge to link the centre to Chesil Beach. The Centre acts as the base for volunteer efforts led by the RSPB (Royal Society for the Protection of Birds) and its partners to protect the nesting colony of little terns on Chesil Beach. Since the 2012 Games, thanks to the work of the project partners and volunteers, the colony has enjoyed the three best years of nesting success on Chesil Beach since records began.

- The Lorton Valley Nature Park – The Nature Park, officially opened by Lord Coe the year after London 2012, connects an area of 187 hectares of outstanding countryside owned and managed by a partnership of conservation organisations and local authorities. The Nature Park includes nationally important flower rich meadows, ancient woodland and extensive areas of reed beds, all linked by a network of footpaths.

## Inspired by 2012

- 63 The 'Inspired by 2012' brand was developed by government to bring together legacy projects inspired by the Games under a single brand. This brand enabled projects to promote themselves and be recognised by the public as legacy projects.
- 64 The brand has been used by organisations and projects inspired by the events of 2012 across public, private and third sectors, including Sustrans, Community Games, Asda, Dorset County Sports Partnership, Deutsche Bank and Buckinghamshire Disability Service.



# Chapter 6:

## The Legacy from the Paralympics

### Long-term aims

- 1 London 2012 provided an opportunity to drive forward the cause of disability equality by changing attitudes, improving access and opening up new possibilities across sport, culture and business. As set out in the long-term vision for legacy<sup>17</sup>, the aspiration is that by 2022:
  - More disabled people can take part in sport and physical activity and the difference in participation rates of disabled and non-disabled people is reduced
  - Attitudes towards and perceptions of disabled people have improved
  - The gap in employment rates between disabled and non-disabled people is reduced
  - The proportion of disabled people who are able to use public transport without difficulty has increased
  - The built environment is more inclusive and accessible for disabled people
  - Disabled people report fewer problems with accessing goods and services

### Headline achievements

- National Paralympic Days held 2013-2015 to build on the excitement of London 2012, encourage participation in Paralympic sports and challenge perceptions of disabled people
- Mandeville Place opened on Queen Elizabeth Olympic Park to commemorate the London 2012 Paralympics and the Paralympic Movement
- National Paralympic Heritage Trust established to safeguard and share the history of the Paralympic Movement in Britain
- 18 professional institutions supporting the Built Environment Professional Education project increase knowledge and skills that help deliver an inclusive built environment

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<sup>17</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

- Over 222,000 more disabled people playing sport regularly than when London won the bid in 2005
- 36,000 disabled east Londoners engaged through the Motivate East health and physical activity programme

## A note about this chapter

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

## National Paralympic Days 2013-2015

- 3 In July 2013 the British Paralympic Association (BPA), the London Legacy Development Corporation and the Mayor of London announced the first-ever National Paralympic Day (NPD), designed to build on the excitement created by the London 2012 Paralympic Games and to continue to challenge perceptions of disabled people.
- 4 The 2013 event was hosted at Queen Elizabeth Olympic Park in conjunction with the Mayor of London's Liberty Festival, a leading disability arts festival. Elite sports competition in venues combined with sports participation and disability arts on the Park to provide a fun and family-friendly environment for the public to attend and enjoy.
- 5 The event was generously supported and funded by Spirit of 2012 (see chapter 5). It proved a success, with over 18,000 people attending, and polling of those present showed that 37% said they had been inspired to take up a sport they do not currently do as a direct consequence of attending National Paralympic Day. Two-thirds of non-disabled people said the day gave them a more positive view of disabled people.
- 6 As a result, plans began to expand the event, with the aim of raising the profile of the event and Paralympic sports and to expand its reach and core messages beyond London and across the UK. It was expanded to include two other cities in 2014, Liverpool and Birmingham, and this was expanded further in 2015 to encompass three cities outside London: Nottingham, Brighton and Plymouth.



National Paralympic Day 2015 in Brighton

- 7 This expansion was again funded by Spirit of 2012 and has proved incredibly successful in generating wider experience of disability sport: in a poll of the 2014 event 79% of those who attended NPD events outside of London said it was their first experience of live disability sport.
- 8 Further, across all the events in 2014, over 4,000 people said they had tried a new sport and 60% said NPD had given them a more positive view of disabled people. Channel 4 has also showed its support for NPD, supporting the event with highlights programmes and inclusion in other programmes in 2014 and 2015.
- 9 Through successful events each year, the NPD events have recaptured the wonder of the London 2012 Paralympic Games on an annual basis through a powerful combination of elite sport and participatory activity.

## SportsFest

- 10 The BPA's ambition to use the inspiration of British athletes to generate interest in sports participation was announced during London 2012, when chief executive Tim Hollingsworth announced that the first ParalympicsGB SportsFest would be held in December 2012.



SportsFest

- 11 Since the inaugural event at Surrey Sports Park in 2012, the BPA have put on four more SportsFest events at venues across the UK, in Sheffield, Worcester, Manchester and Durham. Over 2,500 people have attended one of these five free, multi-sport festivals of Paralympic sport – funded by the Cadbury Foundation – promising attendees the opportunity to ‘meet the medallists, try the sports, get inspired’. SportsFest has also been incorporated into National Paralympic Day events on Queen Elizabeth Olympic Park.

- 12 Ambassador for the North East event Baroness Tanni Grey-Thompson said: “At SportsFest, you can try out lots of Paralympic sports and find out what you enjoy, regardless of whatever sporting talent you may or may not have. It’s about having fun and making the most of this opportunity so that you can reap the benefits of a healthier lifestyle, get an idea of what Paralympic sport is all about and understand how much it has to offer.”

## ParalympicsGB Carnivals & Rio 2016 Celebration

- 13 During Rio 2016 the BPA will host six Brazil theme ‘Carnivals’ to excite and engage the public around the ParalympicsGB team and disability sport. The events will provide opportunities for the public to meet retired Paralympic athletes and medallists, as well as try out different sports, test themselves in challenges and enjoy Brazilian style entertainment.
- 14 Funded once again by Spirit of 2012 the first event will be held in Stoke Mandeville and followed by similar celebrations in London, Cardiff, Edinburgh, Nottingham and Stoke.
- 15 Additionally the BPA is supporting a dedicated Paralympic Torch Tour, with Rio 2016 torches being taken into around 100 primary schools across the UK to inform children about the upcoming Games and focus on the four Paralympic values of Determination, Inspiration, Courage and Equality.

## Deloitte Parasport

- 16 Deloitte Parasport is an online signposting website designed to provide more information to disabled people who want to take up sport, either at a recreational or competitive level. It serves as a directory of disability sport opportunities. Importantly the site is free to use – as it has been since its launch in 2007 – and is accessible to everyone.
- 17 Deloitte Parasport works with a range of National Governing Bodies, County Sports Partnerships, local authorities, charities and sports agencies to enable them to use Parasport features and information on their own websites.
- 18 During the 2012 Games, the site saw huge growth in traffic and since London 2012 Deloitte and the BPA have continued to work together on Parasport, with the ambition to build an even more active disability sport community.
- 19 Since 2012, Deloitte Parasport has gone from strength to strength. It has now amassed over 6,000 followers on Twitter and regularly sees over 5,000 unique visitors on the website each month. There are over 2,500 clubs registered on the site and over 25 para-sports represented.

## National Paralympic Heritage Trust

- 20 London 2012 showed Britain’s contribution to and unique relationship with the Paralympic Movement. The London 2012 Games acted as the catalyst to establish a trust to protect the nation’s Paralympic heritage and to tell this story to the public.
- 21 On 11 May 2016 the National Paralympic Heritage Trust (NPHT) was officially launched at Queen Elizabeth Olympic Park, London. The Trust has been established by the British Paralympic Association, WheelPower, Buckinghamshire County Council and Aylesbury Vale District Council, with financial support initially from the Heritage Lottery Fund and Arts Council England. The aim is to “enlighten and inspire future generations

by celebrating, cherishing and bringing the Paralympic heritage and its stories of human endeavour to life". Dr Ludwig Guttmann's pioneering work in Stoke Mandeville during the 1940s and the development of the Paralympic Movement will be celebrated through the Trust and will be another important legacy of London 2012.

22 During 2016 the NPHT will map existing collections, plan its activities and carry out research. This will include opportunities for public engagement to input into ideas including a display linked to events in the UK as part of the Rio 2016 Paralympic Games celebrations.

23 Over the subsequent years the NPHT will engage the nation in its Paralympic heritage through:

- A collection and archive mapped and built up, with appropriate storage and conservation, meeting national museums standards
- A permanent Heritage Centre at the Stoke Mandeville Stadium, in time for the Pyeongchang Paralympic Winter Games in March 2018 and its Heritage Flame Lighting
- A national network of long-term regional exhibitions, to tell site-specific stories alongside summary displays relating to the wider Paralympic movement
- A website including a fully accessible 'Virtual Museum' to ensure broader outreach, community sharing and networking
- A series of learning and participation programmes to support target audiences
- Outreach activities and special exhibitions targeted at particular stakeholder groups.



Sir Ludwig Guttmann speaking at the Stoke Mandeville Games in 1953



Martin McElhatton, CEO of WheelPower, interviewing Caz Walton OBE, Margaret Maughan and Tim Reddish OBE as part of the NPHT launch. Margaret won Britain's first Paralympic gold medal in Rome 1960.

## Stoke Mandeville Heritage Flame Celebration

- 24 Following the success of London 2012, every two years each host city's flame celebration for the Paralympic Games will include a flame lit during a special ceremony held in Stoke Mandeville to commemorate its unique role as the birthplace of the Paralympic movement. Following introduction ahead of the Sochi 2014 Winter Games, the Rio 2016 Flame Celebration will be held on Friday 2 September 2016.

## Paralympic Legacy Advisory Group

- 25 The Paralympic Legacy Advisory Group, established in December 2012 by government and the GLA, has continued to challenge and help shape Paralympic legacy plans. The group includes Paralympians as well as representatives from national disability charities, the BPA and disability sport sector as well as the GLA and the government's Office for Disability Issues. They have reviewed and provided significant input to a range of areas including accessible tourism, sport and physical activity, sports club access and Spirit of 2012.

## Built Environment Professional Education

- 26 The Built Environment Professional Education project (BEPE) was initiated by the Paralympic Legacy Advisory Group in 2013. The group recognised the success of London 2012 – the most accessible Games ever – and the high level of inclusivity achieved in the design of the Olympic Park and venues. It was agreed this represented an opportunity to stimulate an increase in achieving an inclusive environment in the UK.
- 27 Initial research carried out in 2013 by the consultancy firm McKinsey demonstrated the need for improved training and education for built environment professionals and led to the BEPE project aim of inspiring change in the education sector. This was to be achieved by working with professional institutions that accredit built environment professional education courses to make inclusive design a requirement of the core curriculum of built environment education and in assessments of professional competence.
- 28 By the time the project was transferred to the Construction Industry Council in April 2016 to take forward, 18 key built environment professional institutions and organisations were supporting the project. Two had made significant progress by changing their professional standards framework – the Chartered Institute for Architectural Technology and the British Institute of Facilities Management. Two others, the Royal Town Planning Institute and the Royal Institute of Chartered Surveyors, had progressed with work to change their Assessment of Professional Competence processes.
- 29 Another step forward was the inclusion of inclusive design in the Quality Assurance Agency's Subject Benchmark Statements for a number of areas (Architectural Technology, Town and Country Planning, Landscape Architecture and Land, Construction, Real Estate and Surveying). These changes should encourage the higher education sector to review their built environment programmes and help professional institutions currently reviewing their accreditation criteria and professional standards.

- 30 Initiatives to support and encourage the higher education sector included government sponsorship of the Royal Society of Arts (RSA) Inclusive Cities Student Design Award, to inspire innovative and creative inclusive design projects from undergraduate and post graduate built environment students. Following a good response in its initial year, the RSA is keen to develop its work with architecture and planning schools and plan to include inclusive design in their award categories for 2016/17.
- 31 The Construction Industry Council (CIC) has created a new Inclusive Environment award from 2016 for building professionals. This is an ‘award of awards’ for professionals previously recognised by a CIC member professional body, and whose projects also demonstrate best practice in achieving an inclusive environment.
- 32 The BEPE project has also supported the Design Council CABE in the development of their Inclusive Environment Hub, the Inclusive Environments Built Environment Industry Action Plan and in the development of an online training programme for practitioners which should be freely available by autumn 2016, all of which will help existing built environment professionals wanting to learn more about how to achieve an inclusive environment.
- 33 The Construction Industry Council will aim to make the project self sustaining in future years and help the industry ensure that all future built environment professionals are able to deliver access and inclusion through their projects. A report on the project’s progress to date is available on the government’s GOV.UK website<sup>18</sup>.

## Disability sport

- 34 Over 222,000 more disabled people are now playing sport once a week compared with when London won the bid to host the Olympics and Paralympics in 2005. Sport England’s Inclusive Sport fund has invested £18.2m of National Lottery funding in 87 projects to get more disabled people playing sport, including Motivate East (see below).
- 35 Increasing the number of physically active disabled people remains a focus of attention. The recent government sport strategy, “Sporting Future”, and the Sport England strategy, “Towards an Active Nation”, both set out ambitions to increase levels of physical activity by targeting under-represented groups, including disabled people.

## Disability sport in London

- 36 ‘Inclusive and Active 2’ is a joint strategy published by the GLA, NHS London and Interactive, the lead body for sport for disabled people in London. The strategy was launched in September 2012 at City Hall by Baroness Tanni-Grey Thompson.
- 37 ‘Inclusive and Active 2’ requires organisations to develop an action plan for disability inclusion and commit to work with Interactive to implement it. All projects funded through the Mayor’s Sports Participation Fund are required to adopt ‘Inclusive and Active 2’ and put in place measures to encourage more disabled people into sport. This is a non-negotiable condition of funding.

<sup>18</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/522116/built-environment-professional-education-project-report-of-progress.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/522116/built-environment-professional-education-project-report-of-progress.pdf)

- 38 By embedding the principles of disability equality in over 115 sport, disability, health and education sector organisations, the strategy has created a London-wide network providing opportunities for people of all impairments or abilities to be active, leading to a significant increase in the number of disabled people doing sport. In London and beyond inclusive sport is no longer being seen as special or desirable. Rather it is being seen as essential.
- 39 Motivate East is a health and physical activity project for people living in seven east London boroughs surrounding Queen Elizabeth Olympic Park. It has a priority to make sure disabled people make the most of the opportunities on offer and so far 36,000 disabled people have had the chance to take part in 81,000 opportunities. Ninety-five people have been trained as paralegacy agents and peer mentors. Thousands of pieces of equipment have been delivered across the local boroughs, including six pop up arenas for use in community centres
- 40 The programme has been refunded for a further two years and will run through to March 2018.



Motivate East

## Sainsbury's Active Kids for All

Sainsbury's, sponsor of the Paralympic Games, is contributing to the legacy of London 2012 by inspiring young people of all ages and abilities to discover their sporting potential.

To mark the Rio 2016 Paralympic Games, the Sainsbury's *Active Kids Paralympic Challenge* creates an opportunity for young people to learn and take part in four Paralympic sports: athletics, boccia, goalball and sitting volleyball. The aim is to introduce 2.5 million young people to these Paralympic sports and over 6,500 schools have already signed up to take part.



Active Kids ambassadors Jonnie Peacock (far right) and Daniel Sturridge (third from right) helping with the Active Kids Paralympic Challenge

The challenges have been developed to maximise learning outcomes in relation to the national curriculum programme of study, targeting Key Stage 1-3, and will support the objectives of the government's Primary PE and Sport Premium.

The Paralympic Challenge is part of the Sainsbury's Active Kids programme, which encourages children to lead a healthy and active life from a young age.

## Project Ability

- 41 The government continues to fund the Youth Sport Trust to deliver the Project Ability programme to support inclusion in PE and sports. This national network has expanded from 50 to 60 schools in 2015/2016. The schools work at a county level as enablers, advisors and advocates for change and work closely with school games organisers, mainstream and Special Educational Needs schools and other sports organisations across a county area to empower them to be more inclusive.
- 42 During 2015/2016, Project Ability schools have coordinated 497 inclusive practice Continual Professional Development events involving over 6,000 attendees from across the schools workforce.

- 43 Through Project Ability, each county coordinates their own Inclusive Leadership event reaching over 1,500 young people with special educational needs and disability (SEND) in 2015/2016. Through these one-day events they are raising the aspirations of young people with SEND and those that support them, to realise their potential in and through PE and school sport. This programme has supported the selection and development of 60 young role models with SEND (one from every county). These young people work alongside Olympic and Paralympic Athlete Mentors, who empower them to tell their own story to inspire their peers.
- 44 One of the young role models said: “I didn’t realise I could be a role model – I thought it was only for people who were really good at something. Now I know that everyone is good at something, you just have to find out what it is”

### Case Study: Project Ability

Peter Harding has always been very sporty and growing up he especially loved football and handball – he was even on a national young talent development pathway. In 2012, he had just turned 15 when his life was suddenly changed forever because of a brain injury that left him in intensive care unable to walk, talk, eat or drink. He does not remember much from that fateful evening, he had had an accident at home and his heart had stopped. His mum found him and tried everything she could to get his heart started. In his eyes, she is his role model for being the person who saved his life.

He was in intensive care in an induced coma and his sporting career was brought to a halt, but his football coach came to visit him and set him the target of being on the bench for the team. Peter achieved this and was there as a sub on the bench in case his team needed him.

He tried to continue playing with the 1st team but felt unable to keep up. It was a tough time for him. He joined the 2nd team whilst trying to understand why his body was not reacting how he expected it to or how it used to, especially in terms of his spatial awareness and balance.

Later that year, the London 2012 Paralympics took place and his mum got tickets to the Cerebral Palsy and Brain Injury football. Peter loved that he could relate to a lot of the players and afterwards he contacted Chelsea Football Foundation. After a successful trial he has now represented South East England and Chelsea in International tournaments. When in Camp Nou Barcelona for an event, he got to high-five Lionel Messi in the middle of the pitch.

Through Project Ability, he was selected as the Surrey Young Role Model for their Inclusive Leadership Day. He was mentored by the Youth Sport Trust Changing Lives Athlete Mentor, Toby Garbett, who helped him to share his story with other pupils to inspire them. Additionally, he has recently set up his own campaign called “Why Can’t We?” to raise the awareness of disability sport.



Peter Harding

Peter believes in the power of sport and he believes that if you love something you shouldn't let anything stand in your way. In May he told his story at the National Project Ability conference. At the end of his presentation, he asked the audience to "please ask yourselves about how you would have reacted if you were me or how you could support someone in my situation. My life did not go down the road I expected but instead allowed me to experience new opportunities I would not have had before".

Project Ability has given Peter the opportunity to access more sport, competition and volunteering and has given him confidence in his ability to

speak in public to inspire other young people to see that the only barriers in life are the ones we put up ourselves.

## Queen Elizabeth Olympic Park

- 45 The official opening of Mandeville Place – a dedicated area of Queen Elizabeth Olympic Park recognising the values and people that made the London 2012 Paralympic Games such a success – took place in May 2015.
- 46 Mandeville Place has within it an orchard, which recalls the inclusion of apples in the Opening Ceremony of the London 2012 Paralympic Games, and a brand new variety of apple now grows there. The name of the variety was chosen by school-children as part of a nationwide competition run by the BPA's Get Set programme and LLDC. The winning entry, Paradise Gold, combines the word Para with the first letter of each of the Paralympic values: Determination, Inspiration, Courage and Equality while the word gold reflects the success of the Paralympians at the Games.
- 47 The partners setting up on the Park bring their own specialisms in disability. UCL is leading work with partners like Loughborough University to develop a long-term hub for disability research and practice on the Park. Bringing together different university faculties, institutions and sectors, it will be the first of its kind in the world.
- 48 Liberty, the GLA's flagship disability arts event, now a free annual event bringing disability sport and arts back to east London. In 2015, for the third consecutive year, Liberty was incorporated into National Paralympic Day. Both Paralympic sport and disability arts have benefited from this cross-pollination.



Mandeville Place

## Transport accessibility

- 49 Published shortly after the Games, the 2012 Accessibility Action Plan (AAP) was the Department for Transport's (DfT) contribution to the legacy of the Olympic and Paralympic Games. It set out a range of actions for government and delivery partners to promote accessibility and inclusive transport between 2012 and 2015. Updates were published in 2013 and 2015.
- 50 A new AAP is currently being drafted with input from the Disabled Persons Transport Advisory Committee (DPTAC). The AAP is looking at user friendliness/ease of access for all modes of transport and the department is engaging with a breadth of organisations and charities working with people of different disabilities and impairments, including those organisations representing individuals with different learning disabilities. This is to ensure that the final Action Plan is robust and offers solutions to the problems identified in accessing the transport system. The AAP will be ready for wider consultation in the summer with the aim to publish by the end of 2016.
- 51 Alongside the AAP, the Equalities Act 2010 has also helped in making positive differences for disabled people. For example, compliance with bus and rail accessibility regulation is now 89% and 60% respectively. 95% of buses in England now have low floor designs, while 60% of rail vehicles, up from 46% in 2013, have been built or fully refurbished to modern access standards.

- 52 By the end of this year the Access for All rail station improvement programme will have completed more than 150 step-free routes at rail stations against a target of 125. More than 1,200 stations have received smaller scale improvements. To build on this success £160m has been allocated to another 68 stations to be delivered by 2019. In addition to the improvements at stations, the new Crossrail fleet will be built to the latest accessibility standards. This includes audio-visual information systems, dedicated priority seats and spaces for wheelchairs.
- 53 Other ongoing work includes good practice guidance about disability awareness training for bus and coach drivers, and plans to ensure the equal treatment of disabled people using taxis and private hire vehicles.

## Channel 4 – Broadcasting and Disability

Channel 4's approach to Paralympic coverage is part of its remit as a public service broadcaster to reflect the diversity of the UK, challenge established viewpoints and inspire change in people's lives. Almost 40 million people watched Channel 4's coverage of the London 2012 Paralympic Games (a 251% increase compared to the 2008 Beijing Paralympics). The multi-award winning coverage and marketing campaign, showcasing the Superhuman athletes, saw disability portrayed as never before.



Channel 4's campaign for London 2012: Meet the Superhumans

Since the Games, Channel 4 has continued to deliver coverage of para-sport with International Paralympic Committee events broadcast from around the world, including the first ever live coverage of the Winter Paralympics from Sochi 2014. Disability has also featured across the Channel 4 schedules, with *The Superhumans Show* reintroducing and welcoming new ParalympicsGB athletes to audiences, and award-winning topical entertainment show *The Last Leg* now an integral and regular part of the Channel 4 schedule.

## 360 Diversity Charter and Channel 4's Year of Disability

Channel 4's 360 Diversity Charter, launched in January 2015, puts a commitment to diversity at the heart of the organisation with initiatives that aim to increase diversity both on and off screen and for Channel 4 as an employer. New commissioning guidelines also act as a guide for independent production companies to understand Channel 4's requirements for commissions.

2016 is Channel 4's Year of Disability, with initiatives to support the development of disabled talent sitting alongside the thirty activities outlined in the Charter. These include plans to double the number of disabled people in Channel 4's biggest shows, progress the careers of disabled people working in their biggest suppliers, and ring-fence apprenticeships and work experience opportunities for disabled people.



Channel 4's Rio Production Trainee Scheme, supporting disabled talent behind the camera

## Rio 2016 Paralympic Games

Rio is set to be another huge event for Channel 4 as they broadcast 120 hours of live TV coverage of the Games, with over 500 hours of streamed content live on All4 and daily episodes of *The Last Leg* live from the Olympic Park in Rio.

Disabled talent will be front and centre with almost two-thirds of Channel 4's on-screen talent people with disabilities and over 15% of the production team behind the camera disabled talent. The 2016 ad campaign is the longest (at 3 minutes) and most inclusive ever – shot with over 100 disabled people, ParalympicsGB and non-athletes, showing a huge range of impairments and sports.



Channel 4's 2016 campaign – "We're the Superhumans"

# Glossary

BEPE	Built Environment Professional Education, a Paralympic-inspired project
BOA	British Olympic Association
BOF	British Olympic Foundation
BPA	British Paralympic Association
DCLG	Department for Communities and Local Government
DCMS	Department for Culture, Media and Sport
DEFRA	Department for the Environment, Food and Rural Affairs
DfE	Department for Education
DfID	Department for International Development
DfT	Department for Transport
East Village	The former Athletes' Village, located next to Queen Elizabeth Olympic Park in east London
FCO	Foreign and Commonwealth Office
GCSE	General Certificate of Secondary Education
GLA	Greater London Authority
Here East	The former Press and Broadcast Centres, located on Queen Elizabeth Olympic Park
IAAF	International Association of Athletics Federations
IN	International Inspiration
IOC	International Olympic Committee
IPC	International Paralympic Committee
ITT	Initial Teacher Training
LLDC	London Legacy Development Corporation
LOCOG	London Organising Committee of the Olympic and Paralympic Games
LVRPA	Lee Valley Regional Park Authority

MOU	Memorandum of Understanding
NCSEM	National Centre for Sports and Exercise Medicine
NPD	National Paralympic Day
ODA	Olympic Delivery Authority
PE	Physical Education
PHE	Public Health England
QEOP	Queen Elizabeth Olympic Park
Sport England	The government body responsible for grassroots sports participation
TfL	Transport for London
TOCOG	Tokyo Organising Committee of the Olympic and Paralympic Games
UK Sport	The government body responsible for elite (Olympic and Paralympic) sport
UKTI	UK Trade and Investment
WRAP	Waste and Resources Action Programme



