



department for
culture, media
and sport

Our Promise for 2012

How the UK will benefit from the Olympic
and Paralympic Games



improving
the quality
of life for all

When London won the bid for the 2012 Olympic Games and Paralympic Games, we promised to create a sustainable legacy for London and the UK.

Our mission for 2012 is to inspire people to get involved and to change the way they live their lives. We want to motivate everyone, especially young people, to try new activities, learn new skills and extend their communities to reach new people both across their street and around the globe. Here we set out our 5 key commitments for the legacy of 2012.

This leaflet is a call to action – we need your imagination, commitment and involvement to make these aims a reality.

1. Make the UK a world-class sporting nation

The London Games are a unique opportunity to create a world-class sporting nation, with a combination of government resources and commitment from the sporting community.

We will focus our energy on three areas: elite success (we want to finish fourth in the Olympic medal table and first in the Paralympics), mass participation and school sport. Each Nation is developing its own plan for how to deliver this promise.

Our plans:

- invest £600m in **high performance sport** across the UK between now and 2012
- invest heavily in the **UK Coaching Framework** to create the best coaching system in the world by 2016
- host the **UK School Games** (set up to give over 1,000 talented young athletes the chance to compete in a 2012-style event)

2. Transform the heart of East London



The 2012 Games will make a huge impact on East London. They will create new homes, new public transport facilities, new business opportunities and new spaces in which to live, work and play.

2012 will also benefit residents and communities through new jobs and training opportunities and will create a cleaner, healthier environment for everyone.

Our plans:

- build the new **Olympic Park** - one of the largest new urban parks in Europe for 150 years providing major sports venues for elite and community users
- create **9,000 new homes** in the Olympic Park after 2012, many for key workers
- improve the **transport infrastructure** including the railways, roads, bridges, waterways, footpaths, cycle routes and towpaths



3. Inspire a new generation of young people to take part in local volunteering, cultural and physical activity

2012 will generate a host of new opportunities for young people to get involved in community volunteering, cultural projects and sports clubs.

Our plans:

- establish a four-year **Cultural Olympiad** – an extensive programme, including the 2012 Torch Relay, to bring a huge range of cultural and creative activities to young people across the UK from 2008
- run **Pre-Volunteering Programmes** to help people, including young people, gain volunteer placements, jobs and further training during and after the Games
- set up a **Legacy Trust** to give £40m of grants to community projects, and encourage young people to get involved
- create a **London 2012 Education Programme** to ignite the interest of children and young people through the Games

4. Make the Olympic Park a blueprint for sustainable living

In planning and delivering the 2012 Games we will ensure they are low-carbon and water-efficient as part of our vision of a **'One Planet Games'** – setting new sustainability standards for major events and urban developments in the future.

Our plans:

- build an environmentally sustainable Olympic village with 4,000 homes that will provide a template for future eco-towns
- run a Games-related awareness programme to encourage people to live healthier, environmentally friendly lives and support the Olympic ideals
- rejuvenate East London's waterways, providing habitats for fish and birds as well as areas for recreation and transport





5. Demonstrate the UK is a creative, inclusive and welcoming place to live in, visit and for business

Hosting the 2012 Games will help us to highlight London's status as a creative, diverse and sustainable city. It will allow millions of new, international visitors to enjoy the UK's culture and heritage. It will generate new business opportunities and boost the UK's inward investment and export capacity.

Our plans:

- make the most of the long-term **tourism benefits** that the Games will bring nationwide
- host over **100 major championships** in the run-up to 2012 to boost the profile of the Nations and regions around the UK
- create a **Business Opportunities Network** (BON) – an online brokerage service to help UK companies benefit from 2012 contracts and business opportunities (see www.london2012.com)

Get involved

There are many ways in which you can get involved in the run-up to 2012:

- find out how to get active at www.sportengland.org; www.sportscotland.org.uk; www.sports-council-wales.org.uk; or www.sportni.org
- become a 2012 volunteer for your community. Find out more about volunteering at www.do-it.org.uk; www.volunteerscotland.org.uk; www.volunteering-wales.net or www.volunteering-ni.org/
- access new educational resources available for teachers, parents and students through 'On Your Marks' at www.london2012.com/onyourmarks
- young people can get involved in sporting and cultural interchange programmes, such as the British Council and Youth Sport Trust's Dreams + Teams. www.britishcouncil.org/dreams
- benefit from new arts and cultural festivals taking place nationwide as part of the UK Cultural Festival between 2008 and 2012. www.london2012.com

See www.london2012.com/en for more information on activities in your area and across the UK.

What happens next?

Later this year we will publish an Action Plan to outline how we will deliver the above commitments. The Mayor in London, and each Nation and region are all already working on plans to achieve these aims and get people involved in the Games.

Tell us what you think

If you have any comments on this document then go to www.culture.gov.uk/global/ContactUs

This is an abridged version of Our Promise for 2012. Go to www.culture.gov.uk to read the full text.

Contacts

Department for Culture, Media and Sport (DCMS)

Lead Government Department with responsibility for the Olympic Games and Paralympic Games.
www.culture.gov.uk

British Olympic Association (BOA)

Responsible for selecting, leading and preparing the nation's finest athletes at the Olympic and Winter Olympic Games.
www.olympics.org.uk

British Paralympic Association

Responsible for selecting, preparing, entering, funding and managing Britain's teams at the Paralympic Games and Paralympic Winter Games.
www.paralympics.org.uk

Greater London Authority (GLA)

Strategic authority responsible for the legacy of 2012 for Londoners and the regeneration of East London communities and their environment.
www.london.gov.uk

London Organising Committee for the Olympic and Paralympic Games (LOCOG)

Responsible for preparing and staging the 2012 Games.
www.London2012.com

Olympic Delivery Authority (ODA)

Public body responsible for ensuring delivery of new venues and infrastructure of the Games.
www.london2012.com



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