

BEYOND

2012

THE LONDON 2012 LEGACY STORY



department for
culture, media
and sport



CONTENTS

- 4 Making a difference
- 6 Foreword
- 8 Introduction

10 SECTION 1: SPORT

- 12 Challenge
- 14 School
- 16 Youth
- 18 Community
- 20 Elite
- 22 Events
- 24 Global
- 26 Venues

28 SECTION 2: GROWTH

- 30 Challenge
- 32 Reputation
- 34 Opportunity
- 36 Knowledge
- 38 Trade
- 40 Tourism
- 42 GREAT
- 44 20.12%

46 SECTION 3: PEOPLE

- 48 Challenge
- 50 Volunteers
- 52 Inspiration
- 54 Culture
- 56 Torch
- 58 Inclusion
- 60 Green

62 SECTION 4: CITY

- 64 Challenge
 - 66 Jobs
 - 68 Investment
 - 70 Transport
 - 72 Lifestyle
 - 74 Environment
 - 76 Imagine
-
- 78 Ambition
 - 80 Credits



MAKING A DIFFERENCE

THE LEGACY GAMES



WHAT HAPPENS AFTERWARDS WILL BE INTERESTING

"I really enjoyed working with all of the venue teams. It is a once-in-a-lifetime opportunity to work on a project like this in London, and it's obviously going to have a huge impact on this area and the lives of the people who are going to possibly live here, or have lived in this area in the past.

"I think [London 2012] is going to transform this area and significantly, and I feel quite strongly about that because I live in one of the boroughs - Tower Hamlets.

"I am always energetic and enthusiastic, especially about the legacy of the Games. The Games are a great opportunity to showcase the area to the rest of the world, but what happens afterwards will be really interesting I think."

Rudo Manokore

Worked on the Olympic Park as part of the ODA's Women into Construction programme



WE ARE NOW LEADERS IN OUR SECTOR

"Winning the London 2012 contracts to supply security fencing and gates at numerous sites has probably taken us from a small to a medium-sized company.

"It's about much more than the value of the work itself: through our involvement with the Games, we've gained national and regional TV, radio and press coverage, which will have a lasting impact on our profile.

"We've been able to plan for considerable growth: a new factory, new and improved products, and new approaches to design and manufacturing. We've increased our workforce during the recession, and can offer job security.

"Most significantly, we are now leaders in our sector, with an international reputation and rapidly growing export business."

Paul Painter

Managing Director,
Zaun Limited,
Wolverhampton



ONE DAY I'LL BE THERE COMPETING MYSELF

"The School Games are dead exciting, it's good that the Government is putting money into them so young people can try out loads of different activities.

"So far I play boccia which is really skilful, you throw balls to try and get nearest to the jack to beat your opponent. The other sport I play is wheelchair basketball. It's really good exercise, I use a special wheelchair and score loads of baskets.

"The Olympics and Paralympics coming to Britain is great too. I'll be watching it on TV. One of my favourites is Stephen Miller, he's from the North East like me, and he's won loads of medals, but I'd love to take him on, I reckon I could beat him! Hopefully one day I'll be there competing myself."

Lerab Rafiq, 15

Aspiring Paralympian



INSPIRATIONAL FOR YOUNG ATHLETES

"I started paddling aged 9. At 12 I was spotted by Sport England and got on a World Class Performance Programme. I'm funded by UK Sport now, and moved near to Lee Valley White Water Centre a year ago to canoe full time.

"It's one of the best facilities in the world and being there every day really gives you an edge. There are big drops, waves and rapids all year round. I do gym work, have a nutritionist and review my practice runs. I live and train with a two-time Olympian, so there's a healthy rivalry.

"I'm determined to stay focused and get to the World Championships here in 2015, and the next Olympics. Having the Games here is inspirational. It'll bring publicity and maybe more sponsorship.

"I'm determined the hard work will pay off, anything is possible with practice. If you put your mind to it you can achieve anything!"

Tom Brady, 19
Slalom canoeist



THE EAST END CAN BECOME THE NEW WEST END

"I'm 72 and have lived in East London all my life. Having the Olympics is the greatest thing in my lifetime. I was a councillor when London was awarded the Games and I can't wait.

"When I was a kid this area was wasteland, now you can see the stadium from my house with flats and houses going up everywhere. We've got a brand-new park, a school opening in 2014, and the local community can use the sporting venues too.

"I run The Geezers Club, a bunch of older blokes, we're all very excited. We've visited the venues and toured the Olympic Village. I'm volunteering as a Games Maker in the Aquatics Centre and trying to get older people more involved. I've had orientation and training at Wembley and Hackney College. There are thousands of us.

"If we grasp this opportunity, the East End can become the new West End."

Ray Gipson
Geezers Club,
Tower Hamlets



IT HAS HELPED ME BUILD A NEW CAREER

"People think London 2012 is just about sport, but it helped me get my first paid commission as a writer, my first paid teaching work, my first residency and my first producing work as an artist.

"I first got involved with the Lyric Lounge in 2009, when I was 19. It's a touring spoken word festival inspired by the Olympics and Paralympics, and organised by Writing East Midlands. These experiences provided mentorship, reflection, friendship and networking. I discovered new levels of responsibility, and was showered with support.

"This gave me the confidence, contacts and professional standing to create The Mouthy Poets, the organisation that has changed my life, as well as that of dozens of other young people across the East Midlands. I'm also working with Shake the Dust, a nationwide youth poetry event, part of the Cultural Olympiad.

"At 21, I'm making my living through poetry, which shows the arts can be a viable career if you're prepared to work hard to make the most of opportunities, like those that came to me through the Games."

Deborah 'Debris' Stevenson
Poet and educator

FOREWORD



THE LEGACY FOUNDATIONS ARE LAID - BUT THE HARD WORK IS YET TO COME.

This year, our country builds on its long and proud association with the Olympic and Paralympic movement, as London becomes the first city ever to host the Games for the third time.

It is an extraordinary honour for the UK, and we intend to repay it by showing why the Games is more relevant today than ever - for the values it represents, the lives it can touch and the unique opportunity it provides to encourage more young people to play sport.

That's why the idea of legacy was built into the DNA of London 2012, with 75 pence in every pound spent on the Olympic Park going into the regeneration and renewal of East London.

Whether inspiring children and young people into sport through the School Games, supporting our businesses through the GREAT campaign, or changing lives through the urban regeneration programme, the benefits of these Games will stay with us for decades to come.

The strength of London 2012 lies in the collaboration we've seen across organisational and political boundaries, and I am grateful to all of the outstanding people who are pulling together to make the Games happen. Successive governments and London Mayors have all played their part in the achievement.

But by definition, of course, the true legacy of London 2012 lies in the future. Though much has been done, I am acutely aware that the drive to embed and secure the benefits of London 2012 is still to come.

That is our biggest challenge. It's also our greatest opportunity. This is the story of how we're preparing to grasp it.

David Cameron
Prime Minister



"The success of the Olympic Games is not determined solely by the 16 days of competition. To be truly successful, the Games should leave a positive legacy that endures long after the closing ceremony.

"Legacy planning has become an integral part of the Games preparation process from the very start. In selecting a host city for the Games, the International Olympic Committee closely examines each candidate city's legacy plan and ensures that all the candidates benefit from knowledge gained by previous hosts.

"London has raised the bar on how to deliver a lasting legacy by incorporating long-range planning in every aspect of the 2012 Games. We can already see tangible results in the remarkable rejuvenation of East London, but that is just the start.

"The new Olympic Park and sustainable Olympic venues will draw visitors from throughout the UK and beyond for years to come, supporting jobs and economic growth. Investments in transportation systems and other infrastructure; community and cultural projects; and Olympic education programmes will provide other long-term benefits.

"The Olympic Games will also enrich and extend Britain's glorious sporting legacy by revitalising sporting infrastructure, creating new sport heroes and inspiring more young people to experience the joys and benefits of sport. By looking to the future as it prepared for the 2012 Games, this great historic city has created a legacy blueprint for future Games hosts."

Jacques Rogge
President,
International Olympic Committee



"In 2012, the Paralympics return to where they first began. This represents an incredible opportunity to take Paralympic sport to the next level, and secure a lasting legacy for people with an impairment.

"As the first fully integrated Games, I'm confident London 2012 will be the moment when the Paralympic Games will get the full recognition they deserve, with all athletes treated as equal.

"Never underestimate what a powerful catalyst this can be. Across the media, business and public services, these Games are helping to change how people with an impairment are seen, and the opportunities that are opened up for them as a result.

"In London 2012, we can take another giant leap forward for the Paralympic Movement, and help to address some of the prejudice and misunderstanding that unfortunately exist.

"Everything I've seen so far tells me that Britain is ready to seize this historic opportunity."

Sir Philip Craven
President,
International Paralympic Committee

INTRODUCTION

OUR PROMISE

In 2005, the UK's bid team made a bold pledge: choose London and we will create an extraordinary legacy for the UK and the world. Over the last seven years, the Government, Games organisers, public authorities and other partners have worked to make good on that promise. This is the story of the first ever 'Legacy Games', and of the many lives being transformed by it.



“London’s vision is to reach people all around the world to connect them with the inspirational power of the Games... Choose London today and you send a clear message to the youth of the world: more than ever, the Olympic Games are for you.”

Lord Seb Coe
6 July 2005



“I made that promise seven years ago during our bid presentation in Singapore but I remember it as clearly as if it were yesterday. I have seen some exceptional examples of new sport initiatives right across the country - from new sports clubs springing up, reinvigorated sports facilities, more coaching opportunities, more athletes visiting schools, more focus on the values of sport.

“It isn’t nearly as easy to capture the interest of young people today as it used to be, but I genuinely see some remarkable programmes and results that just would not have happened had we not won the bid in 2005. And not just in our own country but in young people in many other countries through our International Inspiration project.

“I am immensely proud that sport has also been a catalyst for the jaw-dropping transformation in East London. We wanted to use the inspirational power of the Games to leave a lasting legacy, in sport participation as well as in people’s lives in East London, in attitudes towards disability, in sustainability and protecting the world we live in. And we are well on the way to achieving this.”

Lord Seb Coe
Chair, the London 2012 Organising Committee of the Olympic and Paralympic Games (LOCOG)



“We’re working hard to deliver a fantastic Games and an unforgettable summer of culture and sport across the country - but just as exciting are the amazing opportunities that lie beyond 2012.

“The London Games represent far more than just four weeks of world-class Olympic and Paralympic sport for us all to enjoy. It’s an investment in the UK which will continue to benefit people, places and businesses all around the country for years to come.

“We have an extraordinary chance to use the Olympics to reinvigorate this country’s sporting habits for both the young and the old. We can use the Games to fire up our businesses and encourage new investment across our economy, whilst making the most of the global spotlight that will shine on the UK this summer to highlight our fantastic tourism offer. And we can capture the spirit of the Games to strengthen and support our communities.

“This is a once-in-a-generation opportunity, a real golden moment for the UK - and we’re determined to make the most of it.”

Jeremy Hunt
Secretary of State for Culture, Olympics, Media and Sport



£5000
million

SPORT

INSPIRE A GENERATION

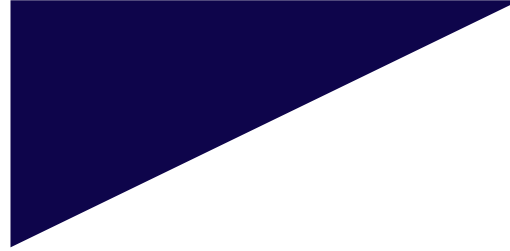
Core to the original bid, sport remains the heartbeat of the Games legacy. From grassroots to elite level, across schools, sports centres and community venues throughout the country, London 2012 has laid foundations that will help transform people's relationship with sport, whatever their age, background or ability.

SECTION 1

**EXTRA WILL
BE INVESTED IN
SPORT THROUGH
GOVERNMENT
LOTTERY REFORMS**

SPORT

THE CHALLENGE



“In our Olympic bid, Britain set itself a challenge never achieved by an Olympic host. We wanted to harness the power of the Olympic and Paralympic Games to inspire more young people into sport.”

Hugh Robertson
Minister for Sport and Olympics

- Address falling participation rates in sport
- Tackle high numbers of young people turning away from sport
- Create a new generation of community and elite sports facilities
- Re-energise competitive sport in schools
- Re-establish the UK's reputation as a home of world-class sport

“When we embarked on this challenge, the backdrop could hardly have been tougher. Sports participation rates in the UK had been stagnant for many years, aggravated by a decline in competitive sport within our schools, and by high post school drop-out rates which were particularly marked amongst girls.

“Our top sporting facilities lagged behind those on the continent and, while Team GB had bounced back from the chastening experience in Atlanta, there was much work to do to create a world-class performance regime capable of systematically turning out Olympic and Paralympic champions.

“At the same time, well-publicised difficulties with Wembley, the Millennium Dome in Greenwich and the 2003 World Athletics Championships bid meant there were serious question marks about Britain’s ability to attract and deliver world-class sporting events.

“On the eve of the Games, the sporting legacy is far from complete. But the foundations are now in place: from competitive sport reborn in our schools and major lottery reforms revitalising sporting infrastructure, to the best sporting events coming to Britain and elite funding secured to make sure our teams can compete for top honours.

“None of this would have happened without the inspirational opportunity of London 2012 and the renewed confidence it has given British sport to deliver what it promises. However, London 2012 is not the end of the story, but the start of a new chapter.

“Over the next decade, we need to make sure the investment and enthusiasm unlocked by the Games translate into a clear legacy of more sport being played by more people of all ages and abilities for many years to come.”

SCHOOL

RE-ENERGISING COMPETITIVE SPORT

A child's experience of sport can impact on the rest of their lives. As the world's top athletes reach their peak in London, millions of children will be starting their own relationship with sport through a new national school sports programme inspired by the Games.



More competitive sport in schools: launched in 2010, the School Games features intra and inter school matches and regional sports festivals, culminating in the first ever national School Games finals which will be held at key Olympic venues in May 2012.



SCHOOL GAMES HELPS OUR PUPILS DEVELOP

“The great thing about the School Games, and their link with the Olympics, is the way they’re attracting more attention to sport, within and between schools, and giving it more impact. They’re providing a powerful focus, but we’re determined that it won’t be just about this year.

“School sport is about so much more than the physical activities. It’s about developing the whole person, and helps young people deal with many of the issues we address in school every day - such as leadership, self esteem, health and well being, and achievement in general. Those who take part in competitive sports - at any level - do better academically.

“Sport has always been vital to us, and we are going to make sure that the extra inspiration of the Games outlives the events themselves.”

Billy Downie

Head Teacher, The Streetly Academy, West Midlands



MORE OF US CAN NOW GET INVOLVED IN SPORT

“Sport can benefit young people in all sorts of ways, and the School Games have created an environment where more of us can get involved.

“I’m the young people’s representative on my region’s organising committee for the Games, so I gather my peers’ views and put them across to adults, which has really helped develop my social skills.

“For those who want to take part in a sport, there are now opportunities for all abilities, and a wider range of sports to choose from. And there are plenty of broader roles for young people, such as event organisers, officials and reporters, and they can train to be managers and coaches.

“Also, the sporting spirit is now being used in other parts of the curriculum - for example, leadership in languages. Sport gives a structure to learning that can help in any subject.”

Jordan Duckitt, 18

Student, Caistor Grammar School, Lincolnshire

12,000

schools across England now signed up for the School Games

35,000

spectators expected to attend the national School Games finals on the Olympic Park in May 2012

“By giving children the chance to play competitive sport from an early age, we unlock so many possibilities. Not all of them will end up with gold medals around their necks, but they will get a taste of the excitement and pride that sport can bring to their lives. For me, that’s why the School Games is so important.”

Jonathan Edwards CBE

Olympic gold medallist, Sydney 2000

YOUTH

A SPORTING HABIT FOR LIFE

As children grow older, sport can often be eclipsed by other priorities. But with every national sporting body now focusing on youth sport, the UK is helping more young people start a sporting habit that will last a lifetime.

£1bn

to be invested in youth sport over the next five years through the new youth sport strategy

6,000

community sports clubs to be created by local schools, as well as better sports facilities and more professional support for colleges and universities

60%

of government money provided to national sport bodies to be focused on the key 14-25 year age group, with a new payment-by-results system providing added rigour



***Growing up with sport:** launched in January 2012, the new youth sport strategy will build on wider investment in community facilities and projects, creating better links between schools and sports clubs, and allowing more school sports facilities to be used by the whole community.*



HELPING YOUNGSTERS STICK WITH SPORT

Nankersey Gig Club is one of thousands across England taking part in the £32 million Sportivate programme, which encourages young people to try new sports through six-week tester courses.

The club, based in Cornwall, now has a team that will participate in the 2012 gig-rowing world championship.

"It's just one example of how we're giving young people better reasons to get into sport, and even better reasons to stick at it," said Jenna Palmer from Cornwall Sports Partnership.

"Programmes like Sportivate mean we can give all kinds of sports and organisations a much higher profile, and get youngsters thinking about healthier, more active lifestyles in the longer term, which is great."



I COULD NEVER HAVE BECOME A COACH

Newly qualified swimming coach Kelsey Richards is one of thousands across the capital benefiting from London's Sports Legacy Fund.

She was supported to gain her coaching qualifications in return for volunteering at Redbridge Swimming Club in East London.

"I would not have been able to finance these courses myself," she said. "I love the sport and want to be the best coach I can be."

Redbridge Swimming Club's Chief Coach, Paul Robbins said it previously struggled to find qualified teachers, but now had plenty of qualified teachers across the borough.

"The subsidised training has provided staff with fresh ideas and enthusiasm," he said.

The Mayor of London's Skills Investment Programme has already helped more than 10,000 people across London, with 25,000 hours pledged to community sport.



PARALYMPICS WILL INSPIRE MORE PEOPLE LIKE ME

"I've been playing competitively for four years. I'd tried other sports but as soon as I discovered basketball I was hooked. It's an even playing field where disability doesn't hold you back, it's a great challenge.

"It was natural to start coaching, whenever I get subbed I'm on the sidelines shouting encouragement. I did a two-day GB Wheelchair Basketball Association course for my level 1 badge, and once I'm 18 I'll train to level 2.

"It's great the Paralympics are in London, there's exposure for the sport and more people will want to get involved. I've got tickets for the women's wheelchair basketball final - it'll be brilliant to see the athletes up close."

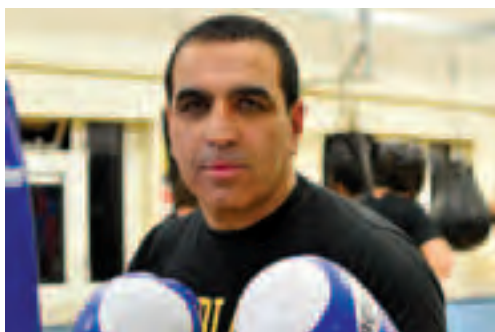
Elliott Waterfield, 17
Wheelchair basketball player and coach



COMMUNITY

IMPROVING GRASSROOTS SPORT

Beyond the school gates, the majority of our sporting lives take place locally in sports clubs, leisure centres and on playing fields. Major lottery reforms ahead of 2012 have unlocked millions of pounds in investment to improve sports facilities throughout the country.



WE'VE NEVER BEEN IN BETTER SHAPE

Faz Keyani, from Oxford Boxing Academy, said that the club was close to going under before Olympic-inspired funding from Sport England allowed it to find its first permanent home.

"After the Games, I'm expecting us to be inundated," he said. "So it's a good job we've now got 200 square metres of gym, 20 punch-bags and an Olympic-sized boxing ring. I'm hoping we'll expand as more people take it up. Many more boys and girls will be interested - don't forget this is the first time women's boxing has been in the Olympics.

"It's not just about fighting. Boxing teaches youngsters discipline, hard work, dedication, and keeps them fit. We're helping obese kids move to a healthy lifestyle and educating those with behavioural problems to have respect and channel their energy in a positive way."



A BRIGHT FUTURE FOR LOCAL SPORT

A £5.8 million package of public funding has helped the popular Europa Gym in Bexley to create new, state-of-the-art facilities ahead of London 2012.

With support from Sport England, the Olympic Delivery Authority and others, the new centre will replace an existing outdated industrial building, providing a new home for local gymnastics, weightlifting and boxing clubs.

"It's a real success. We've over 2,000 members now, and we even have dance and martial arts classes. If new premises hadn't been found we could have faced closing this year," said Managing Director, Len Arnold.

"This project's secured a future for sports in this community. At the London 2012 Games it'll also be a training venue for the Olympic and Paralympic volleyball teams.

"Team GB Weightlifting prospect Zoe Smith is a current member. She's an inspiration to others. We've a large new gymnastic hall, weightlifting and health and fitness studio, and physio and treatment rooms. It's inspiring and motivational and fantastic for our future."



A NEW HOME FOR AMATEUR FOOTBALL

One of London's most iconic playing fields, Hackney Marshes has been given a multi-million pound upgrade thanks to a range of investments, including support from London's Sports Legacy Fund, part of the Mayor of London's 2012 legacy plan.

The work has focused on improving facilities by introducing new cricket pitches and a community hub, offering changing facilities and a public café. The ecology of the marshes has also been boosted through new trees and plants, while new leisure facilities and play space are being created in the run up to the Games.



1,000

Up to 1,000 local sports venues to be upgraded under the £135m Places People Play programme, which also includes £30m to support a regional network of major sport and leisure centres

100,000

adults will participate in multiple Olympic or Paralympic sports under a nationwide 'Gold Challenge' programme by the end of 2012

200,000

Londoners are expected to benefit from the London Mayor's Participation Programme, with more than 10% of these previously inactive. Mayoral programmes are also upgrading facilities and encouraging more people to become coaches

***Championing local sport:** Hugh Robertson opens a £6.7 million sports centre at Durham University as part of the £135 million **Places People Play** investment programme to improve the nation's sports facilities.*

ELITE

MAINTAINING WORLD-CLASS PERFORMANCE

In Beijing 2008, Team GB registered its best ever performance, and the UK is building on this success by making sure British athletes receive the best support, not just for London 2012, but also in the lead up to Sochi 2014 and Rio 2016.



THE BEST PREPARED WE'VE EVER BEEN

"The investment in the UK's world-class performance system over the years has been second to none: unquestionably, it's helped to make Team GB one of the best prepared teams going into London 2012. For a top sportsman, it means you can completely focus on finding that extra one or two per cent that will make all the difference."

Ben Ainslie
Three-times Olympic
gold medallist



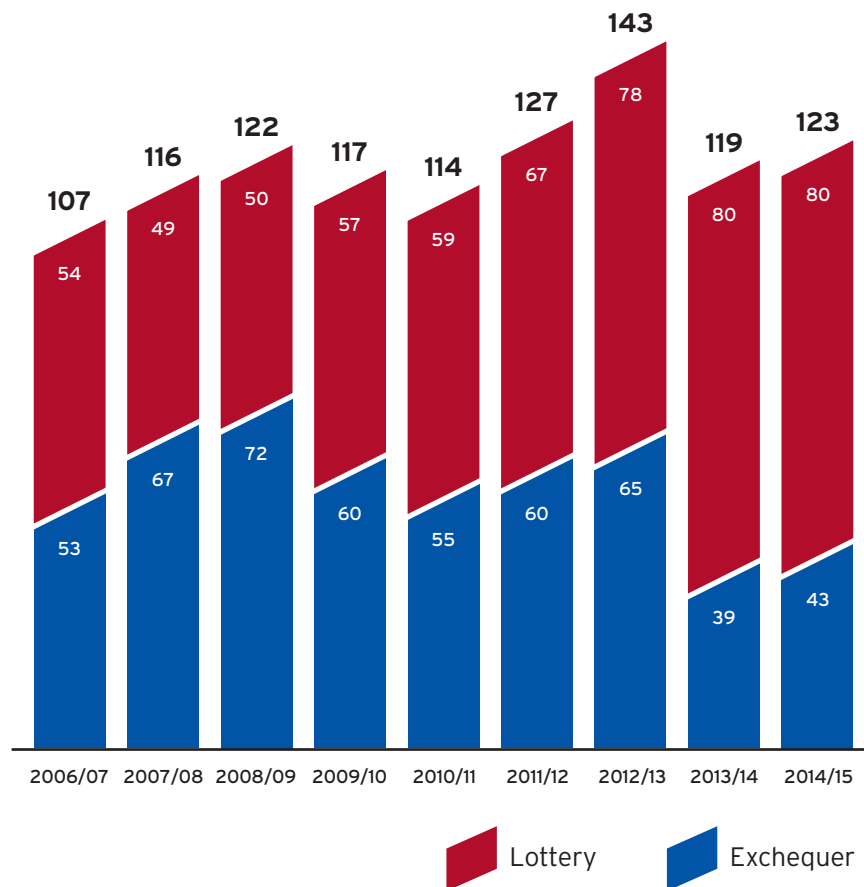
High performance: Tom Daley in July 2011, marking the completion of the Aquatics Centre.

“The next generation of athletes will have continued access to world-class coaching, the best rehabilitation and ongoing support and care from UK Athletics.”

Charles Van Commenee
UK Athletics Olympic Head Coach

MAINTAINING THE HIGHEST STANDARDS

In a difficult financial climate, public funding for elite sport is being protected thanks to lottery reforms. Figures show public investment (£m) in UK Sport, the lead agency for high performance sport in Britain.



EVENTS

A HOME TO WORLD SPORT

Hosting London 2012 has boosted the UK's ability to compete successfully for major global events. Capped by a winning bid to stage the World Athletic Championships at the Olympic Stadium in 2017, Britain is now enjoying one of the greatest sporting decades in its history.



2013

Champions League Final

2012

Olympic and Paralympic Games



2013

Rugby League World Cup



Ahead of the curve: the expertise in bidding for and staging London 2012 is helping the UK to build its global credibility as a host of world-class sport.



2015
Rugby Union World Cup

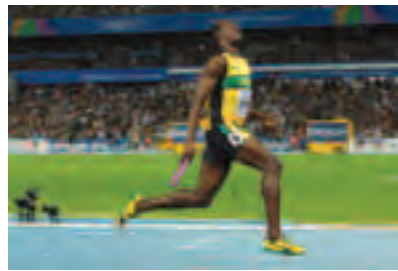


2019
Cricket World Cup

2014
Commonwealth Games



2017
World Athletics Championships



“Competing on home soil is the best feeling in the world. The UK’s now got this fantastic reputation for hosting the biggest sporting events, and the skills we’re gaining will help us bring many more blue ribbon tournaments here in future. That’s great for Britain, great for future athletes and, ultimately, great for sport!”

Denise Lewis
Olympic gold medallist, Sydney 2000

118

major sporting events staged in the UK from 2007 to 2012, covering 41 out of 46 Olympic and Paralympic sports

30,000+

elite international athletes have competed, with 27,000 officials and volunteers supporting them (2007-2009)

£105m

boost to the UK economy, with major events in 35 towns and cities over the last five years

GLOBAL

CHANGING LIVES ABROAD

The magic of London 2012 is being shared with the world through International Inspiration, the UK's international sports legacy programme. The programme is now working in 20 countries around the world, enriching the lives of more than 12 million young people.

PARTICIPATING COUNTRIES

- | | |
|-----------------------|---------------|
| 1 Trinidad and Tobago | 12 Ethiopia |
| 2 Brazil | 13 Jordan |
| 3 Egypt | 14 Azerbaijan |
| 4 Turkey | 15 Pakistan |
| 5 Ghana | 16 India |
| 6 Nigeria | 17 Bangladesh |
| 7 Zambia | 18 Malaysia |
| 8 South Africa | 19 Indonesia |
| 9 Mozambique | 20 Palau |
| 10 Tanzania | |
| 11 Uganda | |



ZAMBIA

Gershom is 17 and lives with his mother; both are HIV positive. His father died of AIDS. Being a Peer Leader on an International Inspiration project gives him the confidence to talk to people about living with HIV, to help correct inaccurate beliefs about the condition. It also gives him the desire to stay in school. Gershom is a keen volleyball player and qualified referee.

"I want to be a doctor and continue to play sports, and help others discover the importance of sport."

Gershom, from Nyimba

TRINIDAD & TOBAGO

PE teacher Judith-Ann saw the right qualities in 16-year-old Sheriece, from a large, troubled housing estate, to nominate her to train as a Young Leader. Now Sheriece is supporting and planning sports events on the island for young people of all backgrounds and abilities.

"I love everything about sport but I've never before had the opportunity to learn and understand about it. This programme has helped me feel I'm able to have a positive influence on others."

Sheriece, from Maloney



“International Inspiration is honouring the Singapore promise to change lives through sport... I am proud of the level of recognition, support and enthusiasm that the scheme has received internationally and from the IOC.”

Tessa Jowell

Secretary of State for the Olympics (2005-2010)
and Member of the Olympic Board



JORDAN

Nine-year old Moayyed was born with a disability which means he needs a wheelchair. Taking part in PE lessons was limited until his teachers were trained and equipped with the skills to be able to include children with disabilities.

“I have learnt to participate in the PE lessons and enjoy playing the games with my friends.”

**Moayyed,
from Souf Refugee Camp**



BANGLADESH

“When my daughter Anika was young she fell in the water and nearly drowned, so I didn’t want to miss the chance when I was asked if I wanted her to have swimming lessons. Now she really enjoys swimming and says she can swim faster than anyone in her class. I don’t need to worry about whether she is playing near water.”

**Nargis,
from Panchkandi, Narsingdi**

SOUTH AFRICA

Gladys teaches accounts, economics and sports at a high school, and became an International Inspiration Coordinator.

“We’ve added to the sports we offer, and learnt how to include learners with disabilities. We also offer indigenous games which extend to learners’ families and communities, and cultural dances for those who do not enjoy outdoor sport. Sport has become a way of life for many learners, and they gain many skills they can build on in all subjects.”

**Gladys Ndlangamandla,
from Tembisa**



VENUES

NO WHITE ELEPHANTS

For the first time in Olympic history, the venues for London 2012 have been designed as much around what happens after the Games as during it. So, far from becoming white elephants, these iconic facilities will become a new generation of world-class sports facilities, serving communities and elite athletes for decades to come.

VENUES IN LEGACY

1 Aquatics Centre

A flagship swimming centre for clubs, schools, athletes and general public

2 Olympic Stadium

Hosts the 2017 World Athletic Championships, as well as other sporting, cultural and community events

3 The Copper Box

Becomes a multi-use sports centre for the community, elite training and competition

4 Eton Manor

Major community sports centre including a hockey centre, five-a-side football pitches and tennis courts

5 Weymouth and Portland

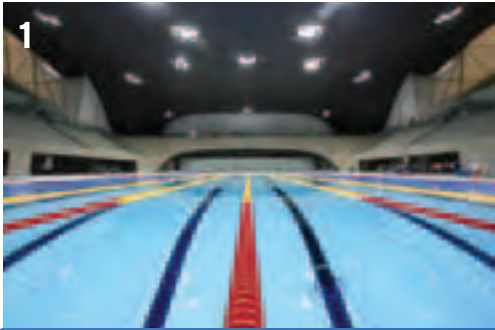
Upgraded National Sailing Academy provides state-of-the-art facilities for elite and community use

6 Lee Valley White Water Centre

Already open to the public, it will continue to operate as a world-class white water rafting centre beyond 2012



Shaping up for the future: the Velodrome will form part of a new VeloPark with mountain bike course and road-cycle circuit, transforming the capital's cycling facilities.



“ Everyone harps on about the legacy, but it will be the legacy that will be the biggest thing. If these facilities are being left here for the people of London and nationwide it is an unbelievable thing to have. It’s just amazing.”

Shanaze Reade
Team GB BMX racer



GROWTH

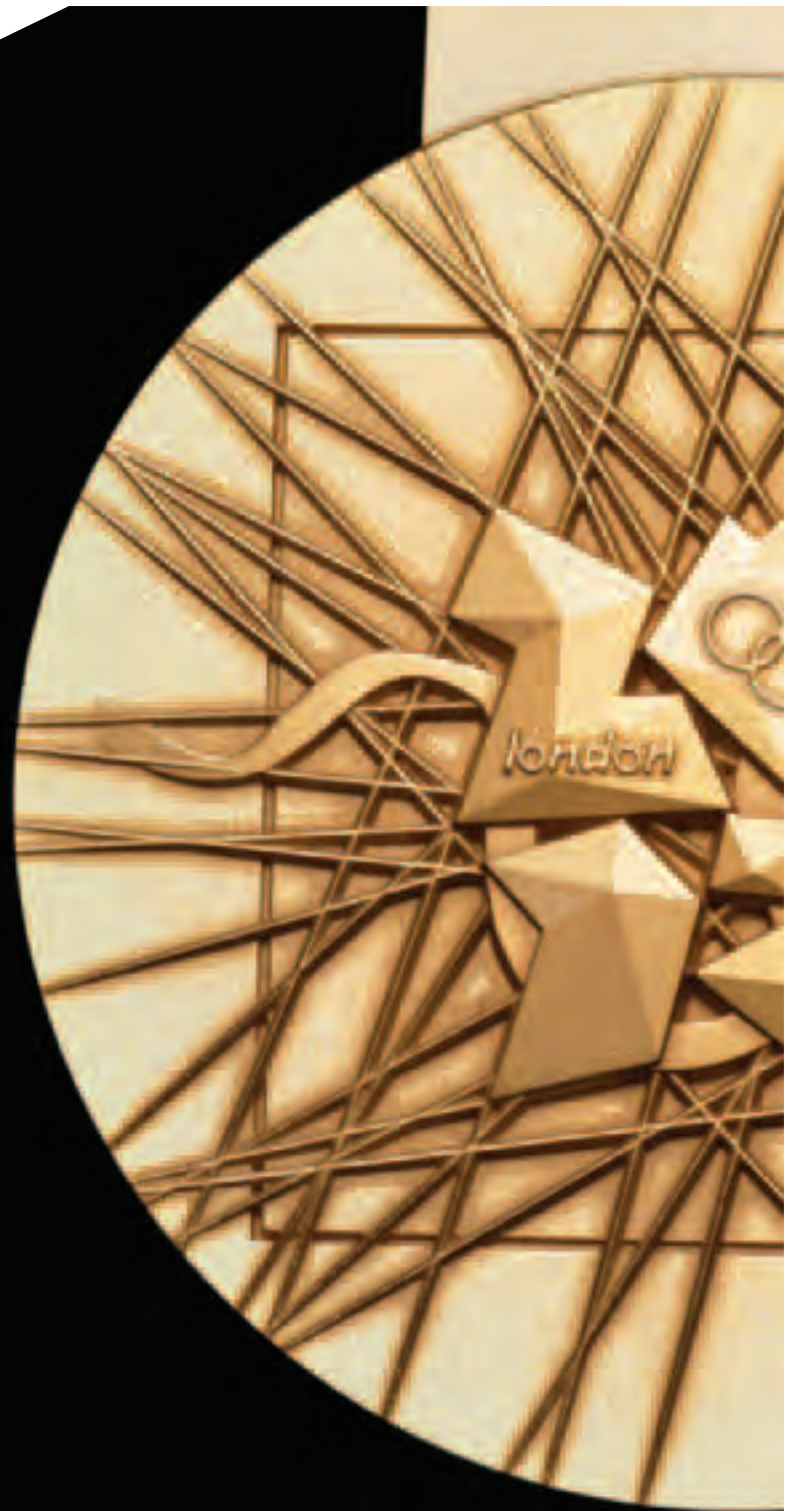
SUPPORTING ECONOMIC RECOVERY

The preparations for London 2012 coincided with the worst global economic crisis since the Second World War. Despite the testing conditions, the Government maintained its investment in the Games, as did the sponsors. In return, London 2012 is now on course to help support the UK's recovery.

A large, stylized graphic of the letters 'LONDON 2012' in white, set against a red background. The letters are thick and blocky, with a slightly irregular, hand-drawn feel. The 'L' is on the left, followed by 'O', 'N', 'D', 'O', 'N', '2', '0', '1', '2'. The '2' is particularly large and prominent. The background is a solid red color that transitions from a lighter shade at the top to a darker shade at the bottom.

“ We are determined to deliver a lasting economic legacy that will benefit the whole country. There are so many great things about Britain and we want to send out the message loud and proud that this is a great place to do business, to invest, to study and to visit. ”

David Cameron
Prime Minister



on

**ECONOMIC BOOST
EXPECTED THROUGH
THE GREAT CAMPAIGN
TO DRIVE TRADE,
INVESTMENT AND
TOURISM**

GROWTH

THE CHALLENGE



“When we won the right to host the Games in 2005, no one could have predicted that we’d be delivering them in such a tough, global economic climate. But today London 2012 represents a unique opportunity to support economic recovery and help generate growth.”

Jeremy Hunt

Secretary of State for Culture,
Olympics, Media and Sport

- Restore UK’s reputation for delivering large-scale projects
- Showcase the expertise of UK plc
- Improve the ambition and capability of British businesses
- Support the UK’s economic recovery by maximising trade and investment opportunities
- Realise the potential of the tourism industry as a major growth sector

“The global economic downturn inevitably presented challenges for London 2012. When there were difficulties in securing private sector investment for the Olympic Park, for example, Government had to step in. But our preparations continued in spite of this, and the fact that London 2012 remains on time and within budget has already sent a clear message to the world that ‘Britain delivers’.

“Delivering an Olympic Games costing billions of pounds when times are hard presents a choice. It would be all too easy to say ‘we can’t do this’. But surely the bold thing to do is to seize this once-in-a-generation opportunity, capitalise on the fact that this summer the attention of the world will be on Britain, and squeeze every drop of economic potential out of the Games for the benefit of the country as a whole?

“With public finances stretched and businesses under pressure, London 2012 had to offer more than just a short-term boost to certain parts of the economy. It had to support wider economic growth over the long term.

“We needed to capitalise on the success of the Olympic project as a showcase for UK expertise and use it to open up new opportunities for British business abroad. We needed to use the unprecedented reach of the Games to promote our top companies and brands more widely and show that Britain is most definitely ‘open for business’. And we needed to make the most of the global spotlight to attract new visitors to the UK and boost tourism in the long term.

“It was always possible to rein in our ambitions in response to the times. The fact that we stayed the course shows our confidence in the economic possibilities of London 2012, and our determination to make sure the Games help Britain take another step forward on the road to recovery.”

REPUTATION

A SHOWCASE FOR UK EXPERTISE

The glittering venues and vibrant landscapes of the Olympic Park make a fitting stage for the world's biggest sporting event - but they also showcase the best of British innovation and expertise.

OLYMPIC AND PARALYMPIC VILLAGE

After the Games to be converted into more than 2,800 flats in 11 residential plots, complete with spacious courtyards, gardens and balconies

THE AQUATICS CENTRE

Designed by leading architect Zaha Hadid, its iconic curves rest on a remarkably engineered tripod structure

BASKETBALL ARENA

One of the largest ever temporary venues built for any Games, it includes a 1,000-tonne steel frame wrapped in 20,000 square metres of recyclable white PVC

BMX TRACK

14,000 cubic metres of cleaned and reused soil from across the Olympic Park to build the track

“ Building the Olympic Park on time and within budget has proved again that Britain can stand comparison with the very best when it comes to delivering major construction projects. ”

Dennis Hone
Chief Executive, Olympic Delivery Authority

THE OLYMPIC STADIUM

The lightest Olympic Stadium ever built, containing just 10,000 tonnes of steel

THE COPPER BOX

Features more than 3,000 square metres of copper cladding, mostly recycled, and a rainwater harvesting system reducing water use by 40%

THE ORBIT

Built by ArcelorMittal, the UK's tallest sculpture. Made from 2,000 tonnes of steel, a striking blend of art and cutting-edge engineering creating a new landmark for East London

RIVER LEA

Multi-million pound dredging programme enabled canal network to be used for greener transport of materials, while a new lock opens up leisure opportunities

THE VELODROME

Built with 100% legally and sustainably sourced timber and featuring unique meshing that holds its roof in place with a third less steel

220

buildings knocked down to make way for the Olympic Park, with 98.5% of demolition waste being recycled

2.3m

cubic metres of soil excavated and cleansed of industrial pollutants as part of the most ambitious soil clean-up operation ever seen in the UK

0.16

accident frequency rate for the Olympic Park, well below the industry average and below the national average for all workplaces



98%

of the £6bn worth of Olympic Park contracts have gone to UK-based companies - two-thirds of them to small or medium-sized enterprises

10,000+

business opportunities made available via CompeteFor, the brokerage service set up for the Games and now used for many other major projects

£1bn

value of LOCOG contracts, 94% of which have gone to UK businesses, equating to over £900m

***Aiming high:** the UK's tallest sculpture, the Orbit, is aiming to become one of London's top visitor attractions after London 2012, generating up to £10 million of revenue per annum. It is a powerful symbol of how the Games are helping all kinds of businesses to set their sights higher.*

OPPORTUNITY

A SPRINGBOARD TO SUCCESS

For thousands of companies across the UK, London 2012 has been a springboard to success, helping them to build contacts, develop new capabilities and expand their horizons. For them, the business legacy of the Games has only just begun.



THE LEGACY ISN'T JUST ABOUT LONDON

"Some people suggest all the focus is on London for the Olympics, and that the provinces are missing out. I disagree, especially when it comes to the massive effort contractors from all over the UK are putting in behind the scenes, and the good it will do them in the longer term.

"At Euroclad, we're delighted to manufacture and supply cladding and other materials for the International Broadcast Centre and the Olympic Stadium, and for several other infrastructure projects.

"We've developed a wider network of industry contacts and built stronger ties with our existing partners as a result of our Olympic involvement. And we're not the only ones - I can't speak for the country as a whole, but several other suppliers and contractors from South Wales are playing major roles in making sure London 2012 is as good as it can be, and creates a fantastic legacy for people and businesses all over the UK."

Jonathan Dore
Executive Director -
Business Development,
Euroclad



IT'S HELPED US THROUGH TOUGH TIMES

"We've completed over £45 million of contracts across the Olympic and Westfield sites since 2007. If you take the Olympics out of the equation and consider the dip many construction firms experienced in 2008, the contracts have been very timely for us.

"The Olympics is about so much more than the event - although that's pretty exciting in itself. The legacy planning means businesses across a wide range of sectors feel lasting benefits, and so do people across the UK."

Marc Budgen
Business Development Manager,
O'Keefe



IT WILL MAKE US FITTER AND STRONGER

"The impact of the London 2012 licence on our business has been immense. Aside from the buzz it has generated within the company in the run up to London 2012, we can also see the commercial value beyond the Games. With the opportunities and relationships we have forged, we hope to grow our business by 50 per cent as a direct result of winning this licence.

"Our London 2012 involvement will be one of our biggest achievements so far. It has sharpened our understanding of large corporates and their priorities toward brand value, product quality and sustainable sourcing. As we emerge from the global recession, the experience we have gained will make us stronger and fitter - this will be the true commercial legacy of the Games for us."

Gary Moore
Director and co-founder,
Touch of Ginger

KNOWLEDGE

SETTING NEW STANDARDS

The Olympics and Paralympics have always been about achieving things that few believed possible. In business just as in sport, the skills and knowledge provided by London 2012 are helping to open new possibilities for the future.



WE'RE ALL SET FOR SOCHI

Populous, which provided a range of planning and design services across the Olympic Park construction project, is now applying that expertise to develop the Sochi Masterplan for the 2014 Winter Olympics.

"So much has gone into respecting and protecting the capital's heritage," said Patricia Fernandez of Populous.

"Our architectural approach reduces waste and gives the event a lasting legacy. Our role began in 2003, exploring, planning and designing numerous facilities to a complete design cycle - from the bid to the legacy.

"It never stops being amazing seeing it all come together - you really feel proud to be a part of it, and see the beautiful transformation of the city."

RAISING THE BAR FOR CONSTRUCTION

Drawing together expertise from the entire Olympic building project, the Learning Legacy website captures the knowledge gained from London 2012 to support and challenge industry for the future.

Covering 10 core themes, the industry-led resource features case studies and papers on areas such as planning, design and engineering, procurement and project management, as well as inclusion, health and safety and sustainability.

The website (<http://learninglegacy.london2012.com>) is a comprehensive online library for companies, helping to ensure the valuable lessons learned in preparing for London 2012 can be replicated across the construction industry.


STIMULATING HEALTH RESEARCH

In measuring athletic performance to secure a competitive advantage for UK athletes, a team of Olympic-inspired researchers are also unlocking new possibilities in caring for older people and improving the health of the population at large.

"We have an ageing population meaning chronic disease is more prevalent," said Professor Yang, who leads the Esprit programme at Imperial College, London.

"But our research into new techniques, ergonomics, design and compliance benefits the healthcare industry by helping reduce treatment costs and improve patients' quality of life through prevention, better home care, and using monitoring to detect illness early.

"It's already helping in rehabilitation after orthopaedic surgery and treatment of chronic obstructive pulmonary disease. Having the Olympics stimulates creative sports monitoring, this in turn attracts youngsters to get interested in health. We set a very high bar and our young researchers are very inspired."



“The scale and speed of the coordinated UK effort to build the venues and infrastructure is unprecedented and the knowledge and lessons gained during construction will both benefit the industry and act as a catalyst for inward investment.”

Sir John Armitt
Chairman, Olympic Delivery Authority

£30m

to be invested in the UK's first ever National Sports and Exercise Medicine Centre of Excellence to promote sport and physical activity within healthcare

50

industry events led by the Olympic Delivery Authority throughout 2012 to share lessons of the Games with professionals across the construction sector

£2.3bn

total value of contracts on offer in Rio and Sochi over the next four years, with some London 2012 contractors already on board

TRADE

THE BEST ENVIRONMENT FOR BUSINESS

But the growth ambition goes beyond those companies directly involved in delivering the Games. With the global spotlight on the UK, London 2012 is a once-in-a-generation chance to showcase the best of British business - and we intend to make the most of it.



CONNECTING BUSINESSES IN 2012

A dedicated British Business Embassy in Lancaster House will act as a one-stop-shop for UK and global businesses during the Games, hosting daily events covering a series of high growth sectors within the UK economy.

It will be supported by the British Business Club online forum, which will help UK and overseas businesses to network effectively; and a Global Investment Conference, which will bring together leading business figures ahead of the Games to discuss trade and investment opportunities.



MAKE IT IN GREAT BRITAIN

London's Science Museum will be the setting for a six-week exhibition led by the Department of Business, Innovation and Skills to showcase the UK's advanced manufacturing, science and engineering capabilities during the Games.

It is expected to attract a million visitors and forms part of a long-term campaign to build up business confidence, and encourage more young people to see manufacturing and engineering as a worthwhile career.





In the fast lane: the brand new McLaren Production Centre in Woking, Surrey – world-class design and performance engineering is just one area of UK expertise highlighted in trade activity ahead of London 2012.

£1bn
value of extra business to UK firms expected from Games-related trade campaigns

200
number of business ministers and global CEOs expected at Global Investment Conference in July 2012

3,500
number of meetings between UK companies and potential overseas buyers initiated by the British Business Embassy

TOURISM

INVITATION TO THE WORLD

Tourism is one of the biggest growth opportunities for the UK economy, and with the Games and the Queen's Diamond Jubilee happening in the same year, major campaigns at home and abroad aim to get more people visiting and staying in the UK in the years ahead.

“ We have such an abundance of stately homes in Britain. It is our different architecture that I think attracts people and we're incredibly lucky - we retain our history.”

Dame Judi Dench

Award-winning English film, stage and television actress



4m

extra people are expected to visit the UK from 2011 to 2015

£2bn

additional spend by visitors to the UK in four years after the Games



Star quality: Dame Judi Dench and Slumdog Millionaire's Dev Patel are among leading British celebrities in VisitBritain's international TV advertising campaign.

YOU'RE INVITED

Global tourism body VisitBritain is running the UK's biggest ever campaign to attract inbound tourism ahead of London 2012. Its chief executive, Sandie Dawe, says the aim is to make 2012 a "transformative year" for tourism in Britain.

"The Games is our opportunity to enhance Britain's global image and revitalise our appeal in mature markets like the USA and France, as well as getting on the destination wish list of first time visitors from growth markets such as Brazil, China, India and Russia," she said.

The campaign will run either side of the Games, reaching some of the most dynamic and economically important cities across the world. It aims to generate £1 billion worth of publicity and should help to attract millions more visitors to the UK over the next four years.

GREAT

UK'S BIGGEST EVER MARKETING CAMPAIGN

'GREAT' is one of the most ambitious and far-reaching marketing campaigns ever developed by the UK Government. Supporting all trade, investment and tourism activities, its aim is very simple: to help the world discover why Britain is a great place to visit, study, work, invest and do business - in 2012 and beyond.



New York, USA



Toronto, Canada



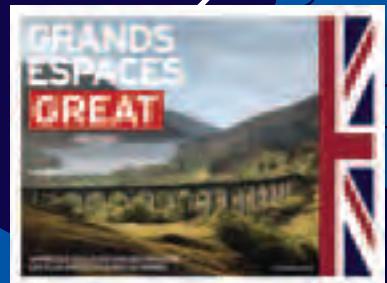
Paris, France



Los Angeles, USA



Rio de Janeiro, Brazil



Paris, France

Global reach: from poster campaigns showcasing iconic British landmarks, to spectacular events, high-profile celebrity appearances and major trade delegations, GREAT is helping the UK to capitalise on the worldwide interest generated by the Games.

90m

people will see GREAT adverts across 14 cities worldwide

9

countries targeted, with adverts appearing in 14 key cities: Beijing, Berlin, Los Angeles, Melbourne, Mumbai, New Delhi, New York, Paris, Rio de Janeiro, Sao Paulo, Shanghai, Sydney, Tokyo, and Toronto

70%

of the population in each of the target cities will see the advertising on billboards, TV, or in the cinema



Berlin, Germany



Beijing, China



Tokyo, Japan



Mumbai, India



Melbourne, Australia



Sydney, Australia

20.12%

UK'S MOST AMBITIOUS DOMESTIC TOURISM CAMPAIGN

As well as attracting overseas visitors, the UK is also encouraging more people to holiday at home in 2012, with an unprecedented television campaign from VisitEngland which is built around a unique 20.12 per cent discount offer.



IMAGES

- 1 Rupert Grint in Anglesey, Wales
- 2 Rupert Grint in Bridlington Beach, Yorkshire
- 3 Stephen Fry at Buckingham Palace
- 4 Julie Walters at Tate Liverpool
- 5 Julie Walters in the Cotswolds
- 6 20.12% campaign
- 7 Michelle Dockery at the Giants Causeway, Co. Antrim, Northern Ireland

12,000

additional tourism jobs expected to be created through increased domestic tourism over three years

£500m

additional to be spent by British tourists as a result of the VisitEngland campaign

“ This is the largest domestic tourism campaign ever undertaken, and aims to inspire UK residents to take advantage of the fantastic events taking place this year. Now is the time to holiday at home - there is no comparison anywhere else in the world with what's on offer here in the UK this year.”

James Berresford
Chief Executive, VisitEngland

HOLIDAYS AT HOME

Part of a £24 million marketing strategy, VisitEngland's TV advert promotes www.great2012offers.com, a website offering thousands of deals featuring 20.12 per cent discounts or better, as well as other offers, on accommodation, restaurants, attractions events and transport.

Supported by tourist boards in Scotland, Wales and Northern Ireland, the campaign showcases the country and highlights the many key events taking place this summer.

Hundreds of tourism businesses up and down the country have already signed up, including national hotel chains, and attractions such as The Eden Project, Chatsworth House and the National Maritime Museum.

Celebrating Britain: leading UK celebrities are fronting a major TV advertising campaign that urges UK residents to holiday at home in 2012.



95

PEOPLE

SHARING THE MOMENT

From the Olympic Torch journeying across the country to Britain's biggest ever cultural festival this summer, there will be no shortage of opportunities to join in the Olympic spirit. And with a nationwide programme of community projects underway, and a huge volunteering effort during the Games, London 2012 will not only create wonderful memories, but change many lives forever.



0%

**OF PEOPLE WILL BE
WITHIN EASY REACH
OF THE OLYMPIC TORCH
RELAY DURING ITS
8,000-MILE JOURNEY**

PEOPLE

THE CHALLENGE



“From the days of Baron de Coubertin onwards, the Games have always been rooted in the belief that sport can improve society – and in London 2012, we will prove this is still the case by spreading the Olympic and Paralympic spirit throughout the UK.”

Sir Keith Mills
Deputy Chair, LOCOG

- Help reconnect communities across the UK
- Encourage a new culture of volunteering
- Create new opportunities for disabled people
- Spread the benefits of the Games across the whole country
- Enhance the potential of the Games to drive social change

“In 2012, London becomes the only city ever to host the Olympics three times. It’s a history that has not only produced great sporting moments, but also a track record of driving social change - whether it’s Fanny Blankers-Koen demolishing the stigma of women in sport, or Dr Luttwig Guttman opening up a new sporting landscape for disabled people at Stoke Mandeville.

“London 2012 can follow in those illustrious footsteps, turning its eyes to the new challenges we face, from bringing people together in an increasingly fragmented world, or encouraging a new culture of volunteering and greener living, to addressing some of our own social prejudices, not least in attitudes to disabled people.

“The Olympic and Paralympic Games have lost none of their power to drive social change and improvement. By spreading the magic of 2012 as widely as possible, we hope once again to unlock some of those extraordinary possibilities - and to make a difference that lasts long after the Games are over.”

VOLUNTEERS

A NEW CULTURE OF VOLUNTEERING

In 1948, London was the first Games ever to use volunteers, and, fittingly, they will again take centre stage in 2012 - this time not only helping to make the Games happen, but shaping a new culture of volunteering across the UK.



A ONCE-IN-A-LIFETIME OPPORTUNITY

Cathal Cuning, 47, is one of 70,000 people who will be official Games Maker volunteers making London 2012 happen this summer.

Born and bred in Portstewart, Northern Ireland, he will be volunteering as a member of the transport team in the Olympic Village during the Games. He first got involved in volunteering at 19 when he started marshalling at the Coleraine District Motor Club and has been Chief Marshal there for the last seven years.

Cathal has found that volunteering brings family and friends together and is eager to get involved with the once-in-a-lifetime opportunity of volunteering at the Games.

"Our 70,000 Games Makers play a critical role in one of the biggest workforces in the UK," said Jean Tomlin, Human Resources Director at LOCOG. "They will play a central role in delivering a successful London 2012 Games."

IGNITING A PASSION FOR SPORT

Sajeda, an 18-year-old student, has formed links between her university's Dance and Islamic societies to run women-only sports sessions, as part of her work as a Sports Maker volunteer.

She said: "I've been playing sport since primary school and it has really helped make me more confident and I want other people to discover that sport can help them too.

"I've found that a lot of ladies stop playing sport after primary school so I am trying to get more girls, especially Muslim girls, involved in sport.

"By coming to the classes they can have fun, get fit, meet new people and gain some confidence. We're a multi-cultural country so sport should be multi-cultural too."

WELCOMING THE WORLD TO LONDON

Daan is 17 and one of thousands who are volunteering to be a Team London Ambassador during the summer.

"I have lived in London my whole life and have grown up in the Greenwich Borough," she said. "I wanted to become an Olympic Ambassador because London had given me so much - fun places to go to, wonderful memories.

"I want to be able to take away this experience and remember it forever, as it is a once-in-a-lifetime opportunity. I don't know what I want to be when I leave school; there are so many career paths to choose from. All I know is that I will continue living in London, one of the most beautiful cities in the world."

The Team London Ambassadors programme, established by the Mayor of London, will see 8,000 volunteers manning airports, station concourses and tourist centres to welcome visitors to the capital during the Games.

“ The Games has long depended on the dedication of volunteers. At London 2012, we’re looking not only to celebrate this Olympic spirit, but use it to get more people volunteering in future. ”

Nick Clegg
Deputy Prime Minister

70,000

approximate number of volunteers to be chosen as Games Makers to help staging of Olympic and Paralympic events. There are 2,000 roles for Young Games Makers aged 16-18

40%

of applicants for Games Maker roles say that London 2012 has inspired them to volunteer for the first time

8,000

Team London Ambassadors will guide visitors across the capital during the Games, with similar programmes in place in other Olympic and Paralympic cities



INSPIRATION

A POSITIVE FORCE FOR COMMUNITIES

Perhaps the greatest strength of the Olympic and Paralympic movement is its unique ability to inspire and influence positive change. Through community projects taking place across the country, this Olympic spirit is touching millions of lives in the UK.



NORTHERN IRELAND

The 5-Star Disability Sports Challenge

Educating children about disability, sport and the Paralympics, this includes quizzes, talks by disabled athletes, and the chance take part in five Paralympic-style sports. It has already reached over 10,000 children in 74 schools in Northern Ireland.



WALES

The Criw Cymru project

Workshops and courses teach Welsh youngsters how to write and perform their own hip hop, create graffiti art and learn dance moves. They develop a piece of hip hop theatre to perform live to a large audience, bringing together like-minded young people from around the country.



WEST MIDLANDS

Community Games

Inspired by the original Wenlock Games, this community festival covers everything from archery to dancing and painting to sack races - a fun and engaging way to celebrate what was the forerunner of the modern Olympics.



SOUTH WEST

Relays

Students from 11 colleges and universities are leading a wide-range of cultural, sporting and business events across the region - including sporting tournaments, coaching seminars, workshops, exhibitions and festivals.



SOUTH EAST

Body Rocks

This gives socially excluded young people the chance to learn how to get fit like a Team GB Olympic rower. Teaching them self-discipline and self-belief through fitness training, it changes their lifestyles, and their behaviour.



LONDON

Sports Jam

Team GB stars supported this Olympic-themed event to get more kids playing sport in Tower Hamlets and Hackney. It forms part of a wider programme to recruit new coaches and volunteers and support local sports clubs across East London.



NORTH WEST

FireFit

Local firefighters in Merseyside are taking a variety of sports and activities to young people in deprived communities. Once introduced nationally, over 7,000 firefighters will be inspiring young people to get FireFit.



SCOTLAND

Inspire-Aspire

An exciting learning programme teaching children the ideals and values of the Games, it includes unique electronic poster templates which they can download and complete in order to compete for 'virtual' medals.



NORTH EAST

Future Champions

Part of wider sport participation programme across the Tees Valley, this includes free and subsidised sporting and technical support to help the area's talented youngsters. Already 65 potential future stars in 20 different sports have benefited.



YORKSHIRE & HUMBER

Girls in the Ring

A celebration of women's boxing appearing at the Olympics for the first time, this touring photography exhibition shows off the skill, hard work and dedication of female boxers from all walks of life.



EAST OF ENGLAND

The County Events Team of Volunteers

Unemployed people encouraged to get involved with sport and cultural volunteering opportunities in Suffolk to build their confidence and learn new skills - 250 volunteers are already supporting 40 events.



EAST MIDLANDS

Loughborough Flames

Supporting the next generation of sports leaders through a free training programme for university students. This includes working with schools and staging local festivals to celebrate health and fitness.

2,000+

community projects officially inspired by the Olympics and Paralympics

24,000

schools form the Get Set network, which is teaching millions of children about the Olympic and Paralympic values



CULTURE

THE UK'S LARGEST EVER CULTURAL FESTIVAL

London 2012 will be an unforgettable summer of culture and the arts. From major premieres to local exhibitions, the London 2012 Festival will celebrate Britain's artistic talent and showcase the best of world culture - marking the UK out as one of the great cultural destinations of the world.



14m

people have taken part in or attended Cultural Olympiad performances

1,000

events across the UK as part of the London 2012 Festival

10m

opportunities to enjoy the best cultural performances from Britain and abroad

Lake Windermere, Cumbria - one of the jewels of the UK's natural landscape lit up with pyrotechnics and music by the internationally-renowned Les Commandos Percu.

Scarborough, Yorkshire - celebrated UK playwright Alan Ayckbourn directs two plays at the regional theatre where he made his name.

Margate, Kent - controversial and thought-provoking, British artist Tracey Emin creates a one-off exhibition celebrating her home town.

Snape Maltings, Suffolk - leading conductor Sir Mark Elder brings together a 'world orchestra' of talented young musicians to play high-profile concerts.

River Tyne, Newcastle/Gateshead - Flow, by Owl Project and Ed Carter, is a spectacular public art installation, featuring a tidemill powering electro acoustic instruments, turning the flow of the river into music.

Night of Festivals, Nottingham - a three-day outdoor extravaganza, featuring performances inspired by Latin America, Brazil and India.

St Ives, Cornwall - American artist, Alex Katz, celebrates his 85th birthday with a new exhibition at the flourishing Tate St Ives gallery.

Stratford-upon-Avon, Warwickshire - Shakespeare's birthplace leads a celebration of the Bard, with high-profile performances at the Royal Shakespeare Theatre as part of World Shakespeare Festival.

Derry/Londonderry, Northern Ireland - Jude Law co-produces a major Peace One Day concert to celebrate the countdown to Peace Day.

Cardiff, Wales - young talent from across Wales perform with the BBC National Orchestra and the Chorus of Wales at St David's Hall.

Edinburgh, Scotland - thousands of runners carrying specially designed lights will bring the iconic Arthur's Seat to life with colour in a mass participation event.

London - from Lucian Freud to Damon Albarn, London's museums, theatres, galleries and concert halls will bring together some of the biggest names ahead of 2012.

IMAGES

- 1 More than 250,000 people in Northern Ireland are expected to enjoy the London 2012 Festival
- 2 A weekend of free music from around the world on stages along the River Thames
- 3 Flow houses electro acoustic musical machinery which responds to the constantly changing environment of the River Tyne
- 4 Peace One Day with Jeremy Gilley and Jude Law
- 5 Les Commandos Percu will light up Lake Windermere
- 6 World Shakespeare Festival presents Romeo and Juliet set in Baghdad
- 7 London's Royal Academy of Arts showcased a major exhibition of new landscape works by David Hockney as the first of the London 2012 Festival countdown events
- 8 Tracey Emin adds the finishing touches to her official Paralympic Games poster
- 9 Work No 1197 by Martin Creed will see all the bells throughout the country simultaneously ring to herald the start of the Olympic Games

TORCH

CELEBRATING EVERY COMMUNITY

With the Olympic flame passing within easy reach of 95 per cent of the population, the Olympic Torch Relay will spread the magic of the Games, and shine a light on the people and places that make Britain so special.



4

number of Paralympic flames lit in UK capital cities that will be united at Stoke Mandeville

70

number of days the Olympic Torch will be travelling across the UK, carried by 8,000 inspirational torchbearers

Made in Britain: with 8,000 perforations – one for every torchbearer – the Olympic Torch was created by designers Edward Barber and Jay Osgerby, providing not only an iconic symbol for the Games but another demonstration of British talent and creativity.



PARALYMPIC TORCH RELAY

The Paralympic Torch Relay will showcase the heritage of Stoke Mandeville, where Dr Luttwig Guttman's work with disabled war veterans laid the foundations for the modern Paralympic movement.

Separate flames will be lit in London, Cardiff, Edinburgh and Belfast before being united at Stoke Mandeville to create the Paralympic flame. This will then embark on a 24-hour procession to the Olympic Stadium, carried along by a relay of inspirational teams from around the country.

Communities across the UK will be invited to hold local flame-lighting events to celebrate the theme of human endeavour.



A TRUE INSPIRATION

Simon, 32, from Morley in Yorkshire, is one of 8,000 torchbearers who will carry the Olympic flame on its journey across the UK this summer.

His life changed forever in 2006 when he was shot in the face saving the lives of six of his colleagues in Iraq.

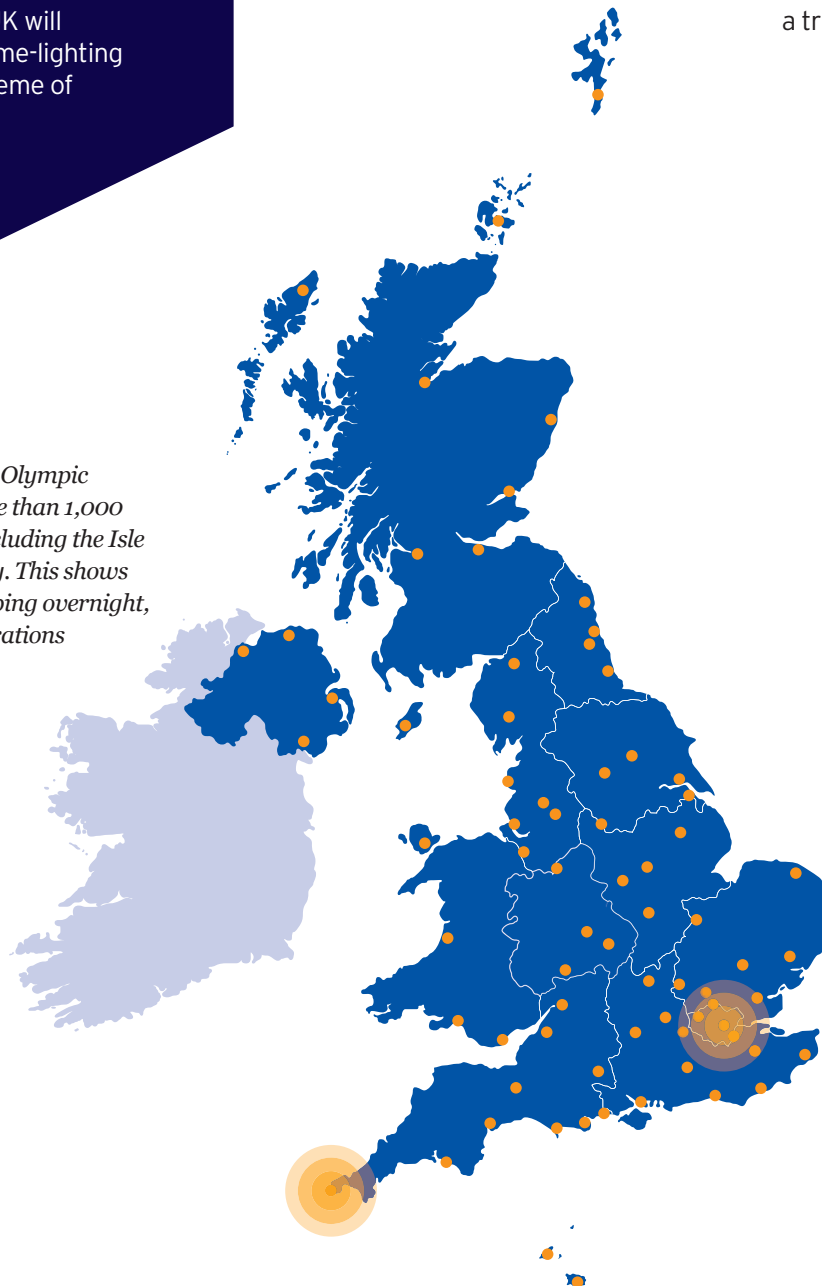
After months of rehabilitation and dozens of operations to rebuild his face Simon now helps young people come to terms with their own loss of sight at St Dunstan's charity in Sheffield.

He encourages them to try new activities and take on everyday challenges in order to rebuild their confidence.

He is also the face of the British Royal Legion's Poppy Appeal and is about to embark on a 100-kilometre trek across the Sahara desert to raise money for other injured soldiers.

Simon has not had an easy journey on his road to recovery and has battled with the impact of his injuries. He now uses those experiences to help others overcome their own difficulties and is a true inspiration to his community.

Sharing the moment: the Olympic Torch will pass through more than 1,000 towns, villages and cities, including the Isle of Man, Guernsey and Jersey. This shows where the Torch will be stopping overnight, with major events and celebrations planned for every location.



INCLUSION

OPENING MINDS, CHANGING LIVES

London 2012 will build on the spirit of Stoke Mandeville to drive forward the cause of disability equality. Whether by changing attitudes, improving access and opening up new opportunities across sport, culture and business, the Games will help to make a difference for disabled people.



I CAN'T WAIT FOR THE GAMES TO BEGIN

"The first games I watched and understood were the Los Angeles Olympics in 1984. These Games were where I first encountered some of my sporting heroes including Daley Thompson, Seb Coe and Edwin Moses.

"I would sit at home watching my Mum's TV with my eyes closed. I'd pump my arms through the 100 metres and the 200 metres and when they got the hurdles I'd do a little jump in my chair. By the time it got to the marathon, I was knackered! I really wanted to be part of it.

"This summer, Channel 4 will bring its unique vision to the London 2012 Paralympic Games. Our Paralympians will become household names. In 2012 my Daley Thompson will be your David Weir, my Seb Coe will be your Ellie Simmonds, my Edwin Moses will be your Oscar Pistorius.

"Good TV has the power to open people's minds. Brave and cutting edge TV has the power to change people's lives - as it has done for me."

Ade Adepitan

Channel 4 presenter and former Paralympian



INFLUENCING THE NEXT GENERATION

As the first ever Paralympics-only sponsor, retail giant Sainsbury's highlights the corporate support behind the London Paralympics - which is not only helping to boost the profile of the Games, but also contributing to wider understanding of disability issues.

Sainsbury's flagship Paralympic initiative, 1 Million Kids, is getting children across the UK to try out a Paralympic sport, with 2 million children already taking part. It has also signed up former England captain David Beckham to act as an ambassador for other Paralympic-inspired activities.

Other blue chip sponsors of the Games and the British Paralympic team feature athletes in their campaigns, and many are also helping to influence the next generation.

This includes ParaSport, a partnership between Deloitte and the British Paralympic Association, which is helping more disabled people find sporting opportunities in their area.



HE'LL MAKE US EVEN PROUDER

Ainsley Cooper, pictured far right, will be among the many disabled people leaving their mark on the Games, when he carries the Olympic flame in the Olympic Torch Relay.

A student at the Royal College Manchester, Ainsley is profoundly autistic, has severe learning disabilities and suffers from epilepsy. Despite these disabilities, the 21-year-old has already completed two triathlons and enjoys raising money for charity.

"We're sure he'll rise to the occasion and make us even more proud," his mum Gill said.

Ainsley's story is just one illustration of how the London 2012 Games is shaping up to be one of the most inclusive ever.

From advising on the design of the Olympic Park, to playing a full part in its many sporting, cultural and community programmes, London 2012 is creating thousands of opportunities for disabled people, and in the process helping to change attitudes to disability across society.



£2m

worth of commissions for the Cultural Olympiad through the Unlimited Fund, the UK's largest arts programme for deaf and disabled people

150

hours of Channel 4 coverage for the Paralympic Games, aiming to double the television audience compared to Beijing 2008

200

disabled athletes competing across eight disability sports at the national School Games finals, with all participating schools including opportunities for disabled people in their competitions

Showcasing talent: major awareness events such as International Paralympic Day 2011, featuring Paralympians like Oscar Pistorius and Ellie Simmonds, are helping to build greater public awareness and appreciation of Paralympic sport.

“ This is an opportunity to put Paralympic sport at the forefront of people’s minds, alongside the Olympic Games, where it should be. The Paralympic Games should have the same followers, the same excitement and the same public awareness. ”

Sarah Storey

Seven-times Paralympic gold medallist

GREEN

CHANGING HOW WE LIVE OUR LIVES

From sustainable design on the Olympic Park to community programmes across the country, the Games are helping to inspire more people and businesses to adopt an environmentally-friendly way of living.



FROM GOLD TO GREEN

Paralympic gold medallist David Weir is among several leading athletes championing greener living. He opened the BioRegional's One Planet Experience Centre in 2011.

The exhibition, which is officially inspired by London 2012, includes various interactive displays to encourage people to save energy and reduce waste.

Visitors can try out the carbon calculator house to see how to reduce energy bills, ride in the 'Energy Velodrome' to see how many household appliances they can power and learn what happens to recycled aluminium cans and glass bottles.

Sustainability charity BioRegional, which led the project, aims to keep the exhibition open beyond the Games and will be taking it to the Olympic Park in 2012.



THE FUTURE IS ELECTRIC

The 200-strong fleet of electrical vehicles carrying the Olympic and Paralympic family during the Games will be served by the biggest ever network of electric vehicle recharging points assembled in the UK.

London 2012 partners EDF, GE and BMW are working with Transport for London to create an advanced recharging solution that will break the mould in terms of speed and the scale of the charge points available.

Not only will this keep the Olympic fleet moving during the Games, it's also a first step towards moving Britain's motorists 'from the pump to the plug' by improving charging infrastructure in London and beyond.



IT'S CHANGED OUR COMMUNITY

Geraldine Forbes, from Hackney, is one of hundreds of people across East London benefiting from a London 2012-inspired project to transform 45 areas of derelict land across the Olympic boroughs.

The Transform programme is also encouraging people to live more sustainably. In Geraldine's case, this meant helping to create a new community garden in Woodberry Down, where she and other local people can grow their own vegetables.

"Our community has changed dramatically," she said. "The children love it here, and people often stop by and ask us about the garden and how to get involved. It has been such a wonderful opportunity so close to my heart."

“ I didn't realise how much water and energy we use day to day, it's crazy amounts! This has shown me that small changes can make a big difference and be better for my home, family and community.”

Shaz

a resident from Newham in East London, attending an Olympic-inspired awareness event on greener homes

4,000

recycling bins and composting bins throughout the venues and the Park itself to help meet commitment to no landfill waste during the Games

£10m

investment in upgrading pedestrian and cycling routes to Olympic venues, with more than 60 projects promoting greener travel inspired by London 2012

14m

target for the number of sustainably sourced meals provided during the Games, setting new standards for supply chain management



CITY


E20 - LONDON'S NEWEST DISTRICT

The social, sporting and economic benefits of the Games are being felt across the country - but nowhere more so than in East London. Here, the impetus provided by London 2012 is helping to accelerate long-term regeneration plans by the Olympic host boroughs and the Mayor of London. The result is urban regeneration at a pace and scale never seen before, transforming places, strengthening communities and changing lives throughout the East End.



75

0%



**OF EVERY
POUND SPENT
ON THE OLYMPIC
BUILD IS BEING
INVESTED IN THE
REGENERATION
OF EAST LONDON**

CITY

THE CHALLENGE



“What a difference five years has made. When we began, the site of the Olympic Park was pockmarked with abandoned shopping trolleys, cars and tyres, its soil contaminated with pollution from Stratford’s industrial past, the land scattered with dilapidated buildings and tired infrastructure, running on empty.”

Sir John Armit
Chairman, Olympic Delivery Authority

- Transform one of the most deprived areas of London
- Create a thriving new quarter for the capital
- Drive jobs, skills and investment across London
- Improve public services and community infrastructure
- Enhance lifestyles and raise the quality of life in East London

“ This summer the world will see for itself a new, revitalised, East End. And millions of Britons are going to have to dump their old stereotypes.

“Historically, the East End of London has lost out to the West for investment and regeneration. It is a vibrant and proud quarter of the capital and has to be given the chance of revival and regeneration that it deserves. Pockets of high deprivation, high employment and academic under-achievement can be reversed over time to bring greater prosperity to the area.

“Our vision was to transform this landscape and unlock the potential of the lower Lea Valley and beyond. We stuck with it, through economic thick and thin, we did what we promised, delivering decades of regeneration in a handful of years.

“Linking with long-term plans developed by the Mayor of London and local authorities, London 2012 has been the catalyst for one of the biggest and most ambitious transformation projects in Europe.

“Using the Games to bring in new investment, improve services and raise living standards has been a big challenge. But this has been about much more than just bricks and mortar. It is about helping make peoples' lives better, reviving old communities and creating new ones - making a world of difference.”

“ For the Games, we need to mobilise a total workforce of 200,000, including volunteers. This presents us with an amazing opportunity to transform lives by creating jobs and teaching people new skills. ”

Paul Deighton

Chief Executive Officer, LOCOG



***Bright horizons:** employment and training for Londoners are at the heart of long-term plans for the Park, whilst major developments like Westfield Stratford Shopping Centre are creating thousands of opportunities for local people.*



JOBS

RAISING PROSPECTS, BUILDING CAREERS

Building the Olympic Park has already provided thousands of jobs and apprenticeships in areas blighted by unemployment. As more investment flows into East London, even more jobs will be created, including three-quarters of all jobs created on Queen Elizabeth Olympic Park going to local people.



46,000

people worked on the Olympic Park during construction, a fifth of them from local communities

20%

of London 2012 workforce has been recruited from the six Olympic host boroughs, with 13% previously unemployed and 7% registered disabled

10,000

people now employed at the new Westfield Stratford Shopping Centre, at least 2,000 of them local people who were previously unemployed

MY CHILDREN ARE PROUD OF ME

Farzana is one of hundreds of local people benefiting from a local careers advice service preparing local residents for the employment opportunities created by Olympic-inspired growth.

"I had been working full time but it wasn't giving me the flexibility I needed for my family," Farzana said.

"I had retail experience many years ago, so I knew this would help me find a job in retail once again.

"I am so pleased I got offered a position with John Lewis. I don't think my children thought I could do it, but they are very proud of me!"

Situated in the Westfield Shopping Centre on the edge of the Olympic Park, the Skills Place is providing learning, training and development opportunities for others like Farzana throughout the capital.

As a partnership between Newham Council, Westfield and training specialists Seetec, it shows the public and private sector working together to improve skills and help local people benefit fully from East London's economic growth.

I HELPED TO BUILD THE OLYMPIC PARK

Kerri Chambers was recruited to work as an apprentice bricklayer on the Olympic Park through the London 2012 Women into Construction Project.

Describing working on the Park as "an amazing experience", she went on to win the first ever 'Apprentice of the Year' award at the Olympic Delivery Authority's Health, Safety and Environment Awards in 2010.

"I wasn't sure what I wanted to do when I finished school, and then it just clicked," she said.

"There's definitely a sense of pride knowing that one day I can say I helped to build the Olympic Park."

Kerri has continued to work for her employer after completing her apprenticeship, and would like to become a supervisor in the future.

INVESTMENT

A NEW ECONOMIC HUB FOR THE UK

From the retail boost of Westfield to the boom in digital, creative and high-technology companies taking off around the Olympic Park, the growth ambitions for East London are enormous.



RETAIL HOTSPOT

Adjacent to the Olympic Park, Westfield Stratford is the 'next generation of retail development'. Europe's largest urban shopping centre attracted more than a million shoppers in its first week alone.

It's home to around 250 retailers and 70 places to eat and drink, and includes a John Lewis department store, a 17-screen Vue cinema and 14-lane All Star Lanes bowling alley.

The centre created 10,000 permanent new jobs from day one, including 2,000 for local people who were previously unemployed. All in all, it represents a £1.4 billion investment in East London.



MAGNET FOR GREEN BUSINESS

A Green Enterprise District (GED) designated across East London is also helping to attract sustainable technology businesses to the area, which is already becoming a magnet for recycling, waste reduction and reprocessing, and engineering expertise.

Among the developments is the 25-hectare Sustainable Industries Park at Dagenham Dock, the first industrial park in London focusing on enviro-tech industries.

It is also supported by a cluster of world-class research centres, including the Department of Materials at Queen Mary, the Manufactured Aggregates Research Centre at the University of East London, and the Centre for Contaminated Land Remediation at the University of Greenwich.



HI-TECH FUTURE

Stretching from Shoreditch to Stratford, Tech City is home to one of the largest concentrations of small, fast-growing digital technology companies in Europe, including Last.fm, Tweetdeck, Songkick and Dopplr.

For Stuart Battersby, co-founder of Chatterbox Analytics, the buzz generated by London 2012 is helping them build a worldwide reputation that will attract more business from abroad.


"For an early start-up business like ours, the connections in Tech City are vital," he said. "There's a growing cluster of technology-based companies here that help and support each other."

"The big difference the Olympics is making is the way it's raising the profile of London, especially of businesses like ours. It's a challenge for UK tech companies to impress the US, which is seen as leading the field. But with this new focus on London, we hope to encourage more overseas customers."

“From the Press and Broadcast Centres to our first housing development on the Park, we've received unprecedented interest from the private sector in investing in East London's future.”

Andrew Altman

Chief Executive, Olympic Park Legacy Company



“ Our ambition is to bring together the creativity and energy of Shoreditch and the incredible possibilities of the Olympic Park to help make East London one of the world’s great technology centres. ”

David Cameron
Prime Minister

1 in 5

jobs in East London are now in the creative industries. It also boasts the largest cluster of artists and arts organisations of any capital city in the world

300

number of companies now based in East London’s thriving Tech City - which has grown from just 15 companies in the three years leading up to the Games

6,000

jobs could be created in the enviro-tech sector as a result of the Green Enterprise District set up in East London

TRANSPORT

CONNECTING EAST LONDON

From being one of the worst connected parts of the capital, East London is now one of the best, with a major share of the £6.5 billion of investment triggered by London 2012 used to modernise and expand the area's transport infrastructure.



MORE ACCESSIBLE TRAVEL

Green Park is one of more than 60 London stations being upgraded ahead of the Games, as part of a major drive to improve accessible travel across the capital.

The underground station, which is a major hub for the West End and connections to the Olympic venues, will provide step-free access from street level to the platform.



RETURN TO VICTORIAN SPLENDOUR

One of London's key rail hubs, King's Cross is undergoing a massive redevelopment in time for London 2012. This includes a spectacular new concourse forming the main entranceway with shops, a café area and a new ticket office.

The upgrade will mean better connections for passengers travelling between King's Cross and St Pancras, from where the 'Javelin' services to Stratford will depart, and will also make it easier to reach the Underground network.

“Preparing for the Games offered a once-in-a-generation opportunity to make vital improvements to London's transport network. But this is not just about Stratford and the Olympic Park. The benefits reach far wider and will be felt a full year before the Games begin.”

Sir David Higgins

Chief Executive, Network Rail



£200m

to upgrade Stratford Regional station, with new lifts, staircases, re-opened subway, wider platforms, and a new mezzanine entrance

2.6 km

extension to the Docklands Light Railway, with a new branch to Stratford International and three new stations opened

33%

capacity increase on the Jubilee line with upgrades to signalling and additional trains running at peak times



“ We’re on track to deliver all transport improvements well ahead of the Games and Londoners are already benefitting from this early legacy.”

Peter Hendy

Commissioner, Transport for London



***A short hop to everywhere:** upgrades to East London ahead of the Games have included trebling the capacity of Stratford Regional station, the extension of the Docklands Light Railway, extra capacity on Central and Jubilee lines, and the refurbishment and extension of London Overground services.*

LIFESTYLE

A BLUEPRINT FOR MODERN LIVING

With better public services and an explosion in sporting, cultural and community activities, the whole character of East London is changing - meaning some of the most deprived communities are now expected to have the same social and economic chances as the rest of the capital within the next 20 years.



Supporting the community: the green spaces and many sporting and cultural attractions of the Olympic Park will offer new leisure opportunities for local residents.



TURNING THE CORNER ON HEALTH

One of many health projects linked to the Games is Hackney Council's Bike Across the Borough project.

More than 100 local children cycled six miles from Finsbury Park in North London to the Olympic Park where they were met by a Team GB cycling star.

For decades, the London boroughs hosting the Games have suffered some of the worst health outcomes in the capital, including much higher rates of cardiovascular disease.

And with projects like this reaching out to thousands of local people of all ages, London 2012 is doing its bit to make East London healthier.



A CRUCIBLE OF CULTURE

A major flyover transformed into a carnival of music, performance and art is just one of the many cultural projects bringing East London alive ahead of the Games.

The 'Folly for a Flyover' turned the undercroft of the A12 carriageway on the northern fringe of the Olympic Park into an outdoor waterside cinema, café and performance space.

It forms part of the CREATE festival, which celebrates the vibrant cultural scene developing in the six boroughs of Newham, Tower Hamlets, Hackney, Barking and Dagenham, Waltham Forest, and Greenwich.

Its annual programme of summer events and exhibitions has attracted more than a million people over the four last years, featuring 75,000 artists and participants and generating £18 million for the local economy.



CREATING A DIGITAL FUTURE

With super-fast broadband provided for the Olympic Village, and major upgrades to the fibre infrastructure supporting the Olympic Park, the Games look set to leave an extraordinary digital legacy for people across the host borough of Newham.

While the super-fast services themselves will be decommissioned after the Games, the underlying infrastructure will remain in place and available to any communications provider to offer ongoing business and residential services.

It means that Stratford is poised to become one of the best-connected digital cities, with a digital infrastructure similar to that normally found in a city of 250,000 people.

British Telecom has also committed to make Canning Town, Custom House, Beckton, the Royal Docks and the Olympic Village amongst the first London locations to benefit from super-fast broadband. This will improve digital services for local people, as well as attracting more business investment into the area.

“The Government, the Mayor and the boroughs have agreed a comprehensive plan to ensure that by 2030, our communities will enjoy the same life chances as other Londoners. This is the real Olympic legacy for East London.”

Roger Taylor
Director, Host Boroughs Unit

ENVIRONMENT

THE BIGGEST URBAN PARK FOR A CENTURY

Perhaps the most dramatic legacy is the physical footprint left by the Games. Across the lower Lea Valley, once scarred by disused industrial sites, a new urban park for the 21st century is taking shape, creating a new ecology of wildlife, plants and woodlands.



A greener future for London: from reducing urban heat to combating the effects of climate change, the Olympic Park will create a powerful environmental legacy for the capital.

45

hectares of wildlife habitat on the Olympic Park, including reedbeds, grasslands, ponds, woodlands, 525 bird boxes and 150 bat boxes

120,000

plants from 250 different species around the world planted in the London 2012 Garden, helping to showcase British horticultural expertise

350,000

wetland plants planted as part of the UK's largest ever urban river and wetland planting, creating a new haven for wildlife



CREATING A WILDLIFE HAVEN

The Olympic Park has created rich and diverse habitats, woodland and specific conservation sites that will make the park a sanctuary for wildlife and plants for decades to come.

The park has also been designed to mitigate the effects of climate change and increased rainfall in urban areas, acting as a sponge that will help manage waterflow to the Thames thereby protecting 5,000 homes at risk of flooding.

With specially-grown wetland plants and more than 2,000 semi-mature trees planted along the river banks, it is also hoped that the bio-technology solutions pioneered on the Olympic Park will promote greener solutions to river erosion over the long term.



RETHINKING WATER RECYCLING

The pioneering water recycling systems being used at the Olympic Park could also help to transform how the UK responds to water shortages in the future.

As the largest non-potable water supply network in the UK, the water processing centre at Old Ford uses new technology to treat wastewater from the Northern Outfall Sewer to flush toilets and irrigate parkland across the Olympic site.

This will not only reduce the amount of potable water used on the Park by 40 per cent, but also provide Thames Water with a blueprint for developing similar infrastructure across the UK in the future.

“It is a chance of a lifetime to work at this scale, and it's the Olympics that gives us that opportunity. The wonderful thing about landscape architecture is that it looks good on day one, but in a hundred years, it looks even better.”

John Hopkins

Landscape architect for the Olympic Park

IMAGINE

A NEW QUARTER FOR LONDON

2012 is just the start for East London. Over the next 20 years, Queen Elizabeth Olympic Park will develop into an exciting new piece of the city to work, live and play. With high quality entertainment, sport, leisure and services, the legacy plans are poised to turn London's newest postcode into one of its best.



ESSENTIAL NEW HOMES

On top of the conversion of the Olympic Village, a total of five new neighbourhoods will be established around the Park, helping to integrate the development into the surrounding London boroughs.

It will create a housing legacy of up to 11,000 new flats and townhouses, with more than a third of them affordable housing, and 40 per cent of them suitable for families. All homes will be easily adaptable for older and disabled people, and 10 per cent will be appropriate for wheelchair users.

OUTSTANDING PUBLIC SERVICES

Chobham Academy, the new educational campus currently being built on the Olympic Park, is just one example of investment in local public services to support the long-term development of the area.

Opening in September 2013, the academy will provide 1,800 places for students aged three to 19 in nursery, primary and secondary schools, as well as learning facilities for adults through a further education college.

Close by, a state-of-the-art polyclinic will serve local communities and new residents, and commuters will find outstanding transport links, with 30 per cent of London's stations reachable with a direct connection.

INSPIRING ATTRACTIONS

The 114-metre Orbit symbolises the extraordinary attractions that the new Park will offer beyond 2012. An iconic landmark for this new part of the capital, the Orbit will look down on a wealth of leisure opportunities on offer.

As well as some of the finest community sports facilities in the world, Queen Elizabeth Olympic Park will be a magnet for the arts and culture, with a world-class programme of events and festivals planned from the summer of 2013.

Situated on the southern edge of the Lee Valley Regional Park, the area will also be within touching distance of a 26-mile stretch of outstanding countryside and nature reserves.

“ Queen Elizabeth Olympic Park will become a place unlike any other in Europe. A new area that brings together the best elements of London; beautiful open spaces, iconic architecture, innovation, quality and creativity - all driven by a sense of fun and the energy of East London. ”

Andrew Altman

Chief Executive, Olympic Park Legacy Company



E20

the new postcode serving the five neighbourhoods being created across Queen Elizabeth Olympic Park

11

schools and nurseries and three health centres to serve local communities across the Park

10,000

jobs are expected to be created on the Olympic Park alone - all of them within an inviting parkland setting



SOUTH PLAZA

Anchored by the Stadium, the Aquatics Centre and the Orbit, the south of the Park will focus on sport, urban entertainment, events and new visitor attractions. A dynamic open space with fountains, spectacular lighting, impressive gardens and temporary installations, the South Plaza will be a stage for an exciting range of cultural, sporting and community events.



NORTH PARK

Centred around waterways and landscaped parklands, the North Park will be active but calmer than the south, hosting exhibitions, regular cultural events, sport and outdoor activities. Home to Chobham Manor, the park's first neighbourhood, it will have a new business campus based around the broadcast and press centres. Visitors can use the Velodrome, outdoor road circuit and off-road trails at the Lee Valley VeloPark, or play tennis or hockey at the Lee Valley Hockey and Tennis Centres.



Hot property: the Olympic Village will be converted into more than 2,800 homes after 2012, adding to the 8,000 new homes that will be built across the Olympic Park over the next 20 years.

AMBITION

AIMING HIGH FOR THE FUTURE



SET A GENERATION ON THE PATH TO SPORT FOR LIFE

"London 2012 will be a summer of sport and celebration like no other. But it will only be the start of the journey. Millions of young people, here and overseas, will witness the achievements of the finest sportspeople on the planet and be inspired to take up sport for themselves.

"It is vital to make sure not an ounce of that inspiration goes to waste. From the start, our ambition was for the long term: to inspire young people to choose sport and to turn that inspiration in to a deep and sustained increase in sporting participation now and into their futures.

"Every day I see young people taking part in activities that would simply not be happening without the Games. But there is plenty more to do. The foundations have been laid, but I want to look back on 2012 in 5, 10 and 20 years time and say this was the moment we captured the imaginations of our young people, and set them firmly on the path to sport for life."

Lord Seb Coe
Chair, LOCOG



CREATE JOBS AND WIN CONTRACTS FOR BRITISH BUSINESSES

"London 2012 is a once-in-a-generation opportunity to showcase everything that makes Britain great. The winning, planning, delivery and legacy of the Olympic and Paralympic Games have called upon all the qualities that make the UK stand out in the global economy.

"It has been a journey that has touched on each of the UK's priority sectors: the innovation and energy our creative industries brought to London's bid; the skill our advanced engineering and infrastructure specialists have used to transform Stratford, East London; and the know-how and vision which are helping us stage the first truly green Games.

"The London 2012 Olympic and Paralympic Games will showcase the best of British business expertise. Through our extensive programme of business legacy activity, UK Trade & Investment is making sure that we take that expertise to the world."

Nick Baird
Chief Executive Officer,
UK Trade & Investment



ATTRACT AN EXTRA FOUR MILLION PEOPLE TO THE UK

"We are determined to make 2012 a transformative year for British tourism. Already tourism is the country's third largest earner of foreign exchange, but it has the potential to be one of the five fastest growing sectors of the UK economy in the years ahead - meaning new jobs and more growth right across the country.

"Together with the Diamond Jubilee, London 2012 offers us a unique opportunity to enhance Britain's global image and inspire the world to choose us for their next holiday. That's why we have developed an ambitious marketing strategy; one designed to highlight the very best that Britain has to offer and make the most of the unprecedented exposure that the Games will bring.

"By launching the largest marketing and image campaigns in our history, we are taking the GREAT Britain brand into some of the most dynamic and economically important cities across the world. Our goal is to create a long-term tourism legacy from 2012 - generating £1 billion worth of PR, attracting over 4.6 million extra visitors, and securing an additional £2.3 billion in visitor spend in the years ahead."

Sandie Dawe
Chief Executive, VisitBritain



CREATE ONE OF THE CAPITAL'S MOST EXCITING PLACES TO LIVE

"Already London's legacy planning is more advanced than any previous host city. With the vision for the park in place, planning application submitted, and tenants and operators for the venues either already appointed or on track to be appointed before the Games begin, there is real passion and momentum behind our plans.

"But this is only part of the story. Ours is a 20-year project and it is essential that we take our time and get it right. What we build in the park must be woven closely into the communities that surround it so that local people feel a real sense of ownership and belonging. For the Games to be remembered as a powerful and profound catalyst for change, local communities must be able to reap the full social and economic benefits of the project.

"Only then will we have fully realised our legacy vision - when the Queen Elizabeth Olympic Park has both created and connected local communities, stitching a new piece of the city back into the fabric of East London and making the new E20 postcode one of the most exciting and inclusive in the capital."

Baroness Margaret Ford
Chair, Olympic Park Legacy Company



MAKE SURE ALL DISABLED CHILDREN GET A SPORTING CHANCE

"I believe that London 2012 will be the best Paralympic Games we have ever seen - 11 days that will capture the imagination of the nation, inspire disabled kids everywhere to have a go at something new, and help thousands to see disability sport in a whole new light.

"But if this is all that we achieve, then we will have missed out on a priceless opportunity. Our responsibility in the years ahead is to ensure that we make the very most of the Games to help society become more open-minded, not just about disability sport, but about disability in general.

"Sports clubs must make sure that no young disabled athlete comes to the door only to be turned away. Teachers must ensure that everyone, non-disabled or disabled, gets exactly the same opportunity. Hotels, tourist attractions and transport providers must ensure that the same quality of life is equally accessible to all.

"London 2012 has the potential to leave a life-changing legacy for all - and if we can get all disabled children getting the chance to try sport in schools, then it will mean real progress towards a better future for all disabled people in our society."

Dame Tanni Grey-Thompson
Paralympic Champion and
International Inspiration Ambassador



MAKE SURE LONDON 2012 VOLUNTEERS GO ON TO SUPPORT THEIR COMMUNITIES

"The summer of 2012 will live long in the memory as the moment when communities all around the country came together to celebrate and be part of the Games.

"Already millions of people of all ages have been involved - from attending community events, taking part in local projects inspired by 2012, learning about the Olympic and Paralympic values in school or competing in the School Games.

"Now thousands of Local Leaders and Games Makers will play vital roles in making London 2012 happen, while millions of people will be getting together to celebrate success at venues and live sites around the country.

"But real legacy must be about more than just a few weeks of celebration. Through the 'Join In' programme, we want to use the excitement and passion generated by the Games to help turn community engagement into a national pastime.

"Those volunteering at London 2012 will leave their mark on the event - what's important is that they make a commitment to volunteer beyond 2012, so we can leave a mark on communities for years to come."

Sir Charles Allen
Chair, Nations and Regions Group,
LOCOG

THANK YOU

To every organisation, agency, sponsor and individual working to deliver a lasting legacy for the UK beyond 2012.

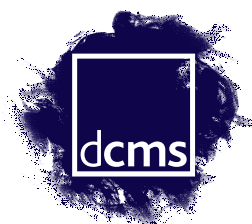
DCMS can also provide documents to meet specific requirements of people with disabilities.

Please call 020 7211 6200
or email enquiries@culture.gov.uk

Department for Culture, Media & Sport

2-4 Cockspur Street
London
SW1Y 5DH

©Crown Copyright
March 2012



department for
**culture, media
and sport**

Design: Kino Design

Photography: All images kindly supplied by the ODA, LOCOG, VisitBritain, VisitEngland, Youth Sport Trust and Sport England plus:

Page 5: Deborah Stevenson
Photographer: George Popescu

Page 18: Europa Gym
Photographer: Philip Durrant

Page 36: London 2012 Olympic Stadium
Photographer: Morley von Sternberg

Page 54: Peace One Day
with Jeremy Gilley and Jude Law
Photographer: Lorcan Doherty

Page 54: Les Commandos Percu,
Lake Windermere
Photographer: Daniel Saint Legér

Page 55: The Flow project, Newcastle
Photographer: Jill Tate

Page 70: Aerial of King's Cross
Photographer: John Sturrock



GREAT

BRITAIN & NORTHERN IRELAND

