

The logo for the Department for Culture, Media and Sport (dcms), consisting of the lowercase letters 'dcms' in a white sans-serif font inside a white square, which is set against a circular, glowing white particle effect on a pink background.

department for  
culture, media  
and sport

# Our Promise for 2012

How the UK will benefit from the  
Olympic Games and Paralympic Games



improving  
the quality  
of life for all

DCMS's aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

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

We are committed to ensuring that this legacy – the imprint that the 2012 Games make on the UK – begins to take shape now and lasts until well after 2012.

Staging the Games has meant different things for different host cities – for Barcelona the driving force was regeneration, for Sydney it was about putting itself on the map as a global destination, for Athens it was about redefining itself as a modern European city.

Our ambition for 2012 is different again. We will not only regenerate one of the most deprived areas in the UK but we will also seek to spread the magic of 2012 outside the Olympic Park so that all communities in the UK feel the benefits of hosting the London Games.

'Legacy' means the benefits brought by building and hosting the Games in 2012, as well as all the wider sporting, cultural, community, environment and enterprise initiatives that will take place across the UK as a result of the Games before, during and after 2012.

Over the past 12 months, we have been talking to the devolved administrations of Scotland, Wales and Northern Ireland and the nine English regions about what they want to achieve from the 2012 Games. That work has provided the building blocks of this document, which sets out the legacy that the UK Government is committed to delivering with the help of the Olympic Family.

Our mission for 2012 is to inspire people to get involved, try new activities and change the way they live their lives. We want to motivate everyone in the UK, especially young people, to take part in new activities, learn new skills and discover new links with the people around us, whether they live across the street or on the other side of the globe.

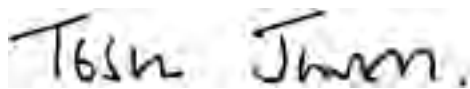
If everyone joins in and takes part, we can make the following happen:

1. Make the UK a world-leading sporting nation
2. Transform the heart of East London
3. Inspire a generation of young people to take part in local volunteering, cultural and physical activity
4. Make the Olympic Park a blueprint for sustainable living
5. Demonstrate the UK is a creative, inclusive and welcoming place to live in, visit, and for business

These are ambitious aims. Government alone cannot deliver them – we need a proper balance between individuals, communities and government to achieve them.

Already, in every Nation and region, communities are being inspired and getting involved, but we think the UK can be even more ambitious and more successful. We have highlighted just a few examples of excellent projects that are up and running, but with everyone working together there is no limit to what we can achieve. This is our opportunity to make a tangible difference to everyday life through the 2012 Games. The 2012 programmes that deliver these promises will embody the Olympic ideals and represent the achievement of ambition at the highest level.

This document is therefore a call to action – we have five years to make these commitments a reality, but only your imagination, commitment and involvement can make it happen.



Tessa Jowell  
Olympics Minister

## What happens next?

Later this year we will publish a detailed Action Plan setting out how we will deliver these commitments. In London, the Mayor is responsible for delivering a sustainable legacy. In parallel, every English region is already working hard on equivalent plans and each Nation will also have its own strategies for achieving these aims and getting people involved.

### Get involved

Visit [www.london2012.com/nrg](http://www.london2012.com/nrg) for more information on activities in your area and UK-wide.

### Tell us what you think

If you have any comments on this document then go to [www.culture.gov.uk/global/ContactUs](http://www.culture.gov.uk/global/ContactUs)