



September 2014
7th Edition

Welcome to the seventh 'Inspired by 2012' newsletter. In this edition we take a look back over a fantastic summer, which included the second anniversary of London 2012. We marked the milestone by publishing our second annual report on the legacy from London 2012 - a big thank you to everyone who contributed to the report.

If you're involved with a project you think people should hear about either through this newsletter or next year's report please get in touch.

Andrew Honeyman, Editor

Headline News

Two years on from London 2012

To mark two years on from London 2012, the Government and Mayor of London published its [second annual report on the legacy from the Games](#). The report captured the wide range of legacy activities that took place across the country over the past year, including the re-opening of Queen Elizabeth Olympic Park and news that economic trade and investment benefits related to the Games exceeded £14bn.

Once again, sporting heroes from the Games returned to the capital to relive the London 2012 experience at the [Sainsbury's Anniversary Games](#), held this year on Horse Guard's Parade and The Mall. Highlights included a range of track and field events on Horse Guard's Parade, victory for David Weir in the men's T53/54 wheelchair mile, and a "fun run" in The Mall involving children from schools participating in Sainsbury's Active Kids scheme.



Memories of the London 2012 Paralympics were again rekindled by **National Paralympic Day**, held in London, Birmingham and Liverpool on 30 August (more on this below).

Inspired by 2012

Welcome and congratulations to recent licensees for the ‘**inspired by 2012**’ brand:

[Community Sport Network](#), [The Sporting Promise](#), [Outdoor Industries Association](#) and [Folk in Motion](#).



Spotlight – Spirit of 2012

Spirit of 2012 is a new charity established by the Big Lottery Fund with funds from the sale of the Olympic and Paralympic Village, which invests projects all over the UK that embody the spirit of that summer of 2012.

Spirit's founding principle is that events can act as platforms to inspire and change lives through sport, arts and culture, and volunteering. As examples of this, it has invested in National Paralympic Day and the Unlimited Impact programme to help build on the change in perceptions of disability that was such a fundamental part of the story of London 2012.

On 30th August 2014 around 30,000 people visited Queen Elizabeth Olympic Park for **National Paralympic Day 2014**, organised by the British Paralympic Association and supported by Spirit. Spectators saw ParalympicsGB take on the rest of the world in swimming, boccia, goalball and wheelchair basketball, with many of the stars of 2012 competing alongside up-and-coming athletes. Events also took place in Birmingham and Liverpool, and provided the opportunity for members of the public to try out Paralympic sports and meet inspirational Paralympians. In London, the sporting action was



complemented by the Mayor of London's Liberty Festival, showcasing stunning art and performance from world-class Deaf and disabled artists.

Spirit is also funding a continuation of Unlimited, the highly regarded London 2012 Cultural Olympiad programme for Deaf and disabled artists. “**Unlimited Impact**” aims to enable more young disabled artists across England and Scotland to experience art and performance as creators, participants, reporters and activists.

Following on from the fantastic Glasgow 2014 Commonwealth Games, national sports charity **StreetGames** is working in collaboration with Spirit creating 200 “Pop Up Clubs” to enable

disadvantaged young people to take part in their very own Games. The aim is to enable 10,000 young people to get active and participate in sport by bringing activities to people's doorsteps – community halls, leisure centres and parks – meaning that sport can be accessed by all.

For more about Spirit, visit www.spiritof2012trust.org.uk

News

Ulster Sports Outreach (USO) celebrated a successful year with its first ever Student Volunteer Awards ceremony on the Jordanstown Campus in April 2014.

USO works with students from the University of Ulster to deliver a series of programmes in schools around Northern Ireland. By training student volunteers, USO uses the energy, abilities and enthusiasm of the future sport and physical activity professionals of Northern Ireland to reach

young people in schools and communities at greatest disadvantage.



During 2013/14 USO delivered 14 programmes reaching over 20,000 children across Northern Ireland. Over 200 student volunteers are registered, with 19 students receiving the prestigious Volunteer Goldmark Award of Excellence in sport volunteering in March 2014. Read more at www.ulstersportsoutreach.com



Earlier in the year, inspired by 2012 project **Together! 2012** celebrated its first birthday. Together! 2012 began in September 2012 as a free Disability Arts and Human rights festival in the London Borough of Newham to mark the Paralympic Games, and was organised by the UK Disabled People's Council. In March 2013 it was founded as a social enterprise.

Its aim is to turn Newham, which currently has the lowest level of arts engagement in the UK, into an international centre of excellence for Disability Arts. It runs regular arts activities for disabled people and their families, carers, support workers and allies, as well as stage an annual festival in Disability History Month.



Over the past year Together! 2012 has set up a range of new arts clubs, staged its annual exhibition of disability arts and worked across the disability arts sector to share knowledge and build capacity, amongst many other achievements. Find out more at www.together2012.org.uk

The **Sainsbury's School Games Finals 2014** took place in Manchester between 4-7 September, marking the culmination of months of competition at school and regional levels.



Ahead of the Games, Sainsbury's Active Kids ambassadors David Beckham and Jonnie Peacock took time to

inspire young athletes heading to the finals, with the Olympic and Paralympic cauldron as a backdrop at the Museum of London.



Tony Marshall/PA Wire. PA
Archive/Press Association Images

The sporting icons shared invaluable advice and support to prepare the athletes for the event, which took place at various sporting venues across Manchester and involved 1,600 young people aged 11-17 years old.

On 4 June London Youth's sports programme **Getting Ready** was awarded the Community Sport Project of the Year at the London Sports Awards - great recognition for the programme which was first launched in 2009. Since then it has worked with over 7,000 young people across London, with over 40% of those participants having previously been inactive. In the last year alone the programme has worked with over 1,200 young people and supported training for 130 sports coaches.



Zoe Mellis, Head of Sports Development at London Youth, said:

"We're absolutely delighted to have been awarded the Community Sport Project of the Year. It is really great that youth clubs are being recognised as a place where high quality structured sport can take place; and where young people who wouldn't normally be active can have fun playing sport."

Find out more at www.londonyouth.org

We are happy to receive any legacy news stories or features to be considered for inclusion into the next edition and/or promoted via our Facebook and Twitter feeds. Please submit contributions including links to: olympiclegacy@culture.gsi.gov.uk

If you wish to be added/removed from the mailing list please email: olympiclegacy@culture.gsi.gov.uk
