



June 2014  
6<sup>th</sup> Edition

Welcome to the sixth 'Inspired by 2012' newsletter. We've had a few changes here in the Legacy Unit - we've moved a couple of doors down the road and are now based in the Department for Culture, Media and Sport. The core team is also now smaller, two people in fact - myself and colleague Heather Sinclair. You can contact us via our new email address - [olympiclegacy@culture.gsi.gov.uk](mailto:olympiclegacy@culture.gsi.gov.uk).

It's been really great to see all the activities and events still happening across the country inspired by the Games. We're almost two years on from London 2012 now but you would hardly know it at times. If you're involved with a project you think people should hear about please get in touch and you could be mentioned in a future version of this newsletter.

Andrew Honeyman, Editor

## Headline News

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### **Queen Elizabeth Olympic Park re-opens to the public**

The weekend of 5-6 April saw over 50,000 visitors take part in a weekend of festivities, kicked off by Prince Harry, as the south of Queen Elizabeth Olympic Park opened to the public for the first time since the London 2012 Olympic and Paralympic Games.



Over 500,000 visitors have now come to the Park since it re-opened and to ensure the crowds keep coming the Legacy Corporation will be running a full programme of activity, from community open air arts shows to large scale sporting events.

### **London Aquatics Centre and Lee Valley VeloPark open to the public**

55,000 people visited Lee Valley VeloPark in the first month since its opening to the public at the end of March.



For the first time ever, four Olympic cycling disciplines are in one place – track

cycling, road cycling, BMX and mountain biking. Coaching sessions are available for first time riders, along with a fully accessible programme, local club activities and international competitions. Prices start from £4 a head.



Also re-opening in March, the London Aquatics Centre boasts two 50m pools, a 25m diving pool, dry diving zone, gym and crèche, and is the home of the Tom Daley Diving Academy. A wide-ranging programme of activities are available, from fun and family sessions, lane swimming, diving, swimming lessons, diving lessons, community swim sessions and other aquatic

disciplines. The venue hosted the FINA/NVC Diving World Series at the end of April, the first international competition at the venue since London 2012.

More information about both venues can be found on the [Queen Elizabeth Olympic Park website](#).

## Activity Commission

In April, the All-Party Commission on Physical Activity published a report outlining its recommendations for tackling the UK's low levels of physical activity. The report was the result of six months of evidence-gathering, which included written and verbal evidence from a wide range of organisations and individuals. [Tackling Physical Inactivity – A Coordinated Approach](#) sets out five areas the Commission believes focus is needed, including more effective communication to the public, proving success and building activity into everyday life.

The report complements the “inspired by 2012” publication “Moving More, Living More” published in February 2014, which set out a joint government and Mayor of London approach to reducing physical inactivity as part of the legacy from London 2012. Government is working with the Commission as work on reducing physical inactivity progresses.

## Inspired by 2012

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

[ukactive](#) are a not-for-profit body of members and partners from across the UK active lifestyle sector. Their aim is to get “more people, more active, more often”.



[Weymouth Business Improvement District](#) is building on the legacy of hosting the London 2012 sailing events with plans to recruit volunteer ‘Weyfarers’ to ‘meet and greet’, give directions and generally support visitors to the town centre and seafront areas. The concept is based upon the 2012 Olympic & Paralympic Games Ambassador programme which was such a success in Weymouth & Portland.

## **Spotlight: London 2012 gym equipment gives Wigan youngsters chance to train in the footsteps of sporting heroes**

For less than the price of a bar of chocolate, young people in Wigan can use the same treadmill as Olympic legend Usain Bolt or power through a session on the same dumbbells as Paralympic star David Weir, thanks to a unique project funded by sports business tycoon and chairman of Wigan Athletic, Dave Whelan.

Youngsters aged from eight to 25 are getting inspired to become more active at the Wigan Youth Zone, following a partnership between official gym equipment supplier at London 2012, Technogym, and the Wigan Boys and Girls Club charity.



The unique partnership has seen Technogym donate equipment from the official London 2012 Athletes' Village to the Wigan Youth Zone facility, which was opened in June last year. The facility has become a hub for young people in Wigan and the surrounding areas.

If you know of any initiatives or projects inspired by the Games that might like to use the brand then contact Andrew Honeyman at [andrew.honeyman@culture.gsi.gov.uk](mailto:andrew.honeyman@culture.gsi.gov.uk) (note the new email address).

## **News**

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### **Broxbourne youngsters enjoy White Water Easter action**

Over 120 Broxbourne residents enjoyed rafting, canoeing and tackling the water wipe-out obstacle course at Lee Valley White Water Centre during a special Easter Activity Day on Monday April 14, the second year the event has been run.



Since opening, Lee Valley White Water Centre has attracted around 330,000 visitors with 60,000 people having rafted and over 30,000 participants having tried canoeing or kayaking. For full information about Lee Valley White Water Centre visit [www.gowhitewater.co.uk](http://www.gowhitewater.co.uk).

### **GB Mountain Bike Squad helps Hadleigh legacy live on**

Members of the GB Mountain Bike squad returned to Hadleigh Farm, home of the London 2012 Olympic mountain biking competition, to inspire local young people with a coaching and Q&A session.

The GB squad including Annie Last, Grant Ferguson, Kenta Gallagher and Iain Paton, took valuable time out of their schedule to ensure the Olympic dream lives on





by giving a coaching lesson to keen cyclists. The bike course is currently closed to the public until spring 2015, while legacy transformation works continue.

Chairman of the Hadleigh Mountain Bike Club Chris Hyde said: "Days like this epitomise the legacy of London 2012, British Olympic athletes giving up their precious time to coach the next

generation. It's truly inspirational and I'm proud to be a part of it". Read more about Hadleigh Farm on the [Essex Legacy](#) website.

### National School Sport Week

The Youth Sport Trust is encouraging all young people to take part in at least five hours of PE and sport during National School Sport Week this summer.



The week, which will take place from 23-27 June, is a celebration of school sport and is open to all schools across the country. This year schools are being urged to devote a full week to using sporting themes and activities across all their subject areas.

Since 2009 9.6 million young people and 22,000 schools have taken part in National School Sport Week. Schools signing up can receive free resources, toolkits and ideas to help run exciting events and activities that will inspire all pupils. For more information, visit the [Youth Sport Trust](#) website.

### Sainsbury's 2014 School Games Finals

Manchester will host 1,600 of the most talented young athletes from across the country when the Sainsbury's 2014 School Games Finals take place from 4-7 September.

The Games, a major multi-sport event supported by National Lottery funding from Sport England and delivered by the Youth Sport Trust, give a true taste of high-level competition to the UK's best school-aged competitors. The Games include an athletes' village, anti-doping education, plus opening and closing ceremonies and will see some of the country's rising sports stars compete in 12 sports in venues across Manchester.



More than 10,000 spectators are expected and this year there will be over 400 volunteers supporting the venues, many of whom will be young people. Local school pupils will have the chance to spectate at the event for free, and a team of budding young reporters will be there to report on the sporting action.

The Games have provided a springboard for many of today's biggest names in sport. Previous competitors include Paralympic gold medallists Ellie Simmonds, Hannah Cockcroft and Jonnie Peacock along with GB sprinter Adam Gemili, heptathlete Katrina Johnson-Thompson, and Olympic bronze medallist gymnasts, Max Whitlock and Sam Oldham.

The School Games Finals are the culmination of months of competitive sport across the country, following intra- and inter-school competitions, and county finals.

### **New funding for Getting Ready**

The London Youth sports development programme, [\*Getting Ready\*](#), has received new support to fund its work in three London boroughs.



The funding from Heathrow Communities for Youth will support *Getting Ready's* expansion into west London, also funded by the GLA Mayor's Participation Fund, and allow London Youth to work with 15 youth clubs in the boroughs of Hillingdon, Ealing and Hounslow. The work will provide sports provisions for at least 375 young people, including 40% who were previously inactive.

Since *Getting Ready* launched in 2009 it has worked with over 7000 young Londoners with 40% of those having been previously inactive - 90% of them were still playing sport a year later. Another 107 have gained paid coaching experience as a result of training they received through *Getting Ready*, helping them progress into sports careers and providing sporting role models in their communities.

### **Legacy programme helping children get active**

The British Heart Foundation's programme to get children physically active, "[\*The Flames: Lighting the way\*](#)" is going from strength to strength, and is now even easier to access.

The 2012 inspired initiative, which focusses on the coaching of young leaders to deliver physical activity to primary school-aged children, has so far helped to get over 200,000 children on the move. The British Heart Foundation has announced further funding for Flames until March 2015.



It's now easier for colleges, clubs and uniform groups to get involved. The supporting resources can be ordered free of charge from the Flames website and optional training is also available.

## Kids Marathon

An Olympic Legacy initiative, "[Kids Marathon](#)" aims to make running accessible and friendly to children. Children run a total distance equivalent to a marathon, rather than running the marathon all at once, and instead of needing to go to a running track, kids can run in the school playground in their lunch break. If and when they complete their kid's marathon, they get the chance to run the last half mile of a real marathon at Coombe Abbey, Coventry.



The "Kids Marathon" initiative is already being trialled in nine primary schools in the Midlands and is open to kids between the ages of 4 and 12. Kids Run Free, who organise the initiative, plans to expand it to 20 schools in the next school year.

Find out more on the [Kids Marathon](#) website.

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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](mailto:olympiclegacy@culture.gsi.gov.uk)

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

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