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**MAYOR OF LONDON**

# Inspired by 2012: The legacy from the Olympic and Paralympic Games

Third annual report – Summer 2015

A joint UK Government and Mayor of London report

August 2015

**inspired  
by 2012**



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# Foreword

## by David Cameron



Rt Hon David Cameron  
Prime Minister

Three years on from the London Games, the spirit of London 2012 is still going strong. As we start to look ahead to next summer's sporting action at the Olympic and Paralympic Games in Rio 2016, this report reflects on the lasting benefits that the London 2012 Games continues to provide.

Over the past year, we have built on the extraordinary economic benefits that London 2012 brought to the UK by securing contracts with other major events around the world. We have strengthened our links with the next two host countries of the summer Olympics and Paralympics – Brazil and Japan – through trade, cultural programmes and knowledge sharing. And we have continued to work with developing countries to demonstrate the power that sport can have in bringing about positive change.

Back here in the UK, it is wonderful to see the range of positive impacts that London 2012 continues to have all across the country. Communities are coming together to celebrate sporting events and culture like never before – just think of the fantastic way

that Glasgow embraced the Commonwealth Games and welcomed athletes from around the world to our shores once again. And who can forget the incredible scenes last summer, when the world's top cyclists rode through the towns and villages of Yorkshire and the East of England, before converging on the capital. We've since learned that the Tour de France inspired 4.8 million people to come out and watch the race, and generated £128 million for local economies – testament to the passion we have in this country for sport.

Over the next year we can look forward to seeing sport return to the stadium in Queen Elizabeth Olympic Park and our elite athletes preparing for the challenges of Rio 2016. We still have a long way to go on our journey, but we remain on track to deliver a very powerful legacy from London 2012.

A handwritten signature in black ink that reads "David Cameron".

# Foreword

## by Boris Johnson



**Boris Johnson**  
Mayor of London

With the Rio Games only a year away and the memory of the fantastic 2012 Olympic and Paralympic Games still strong, our aspirations for legacy have only become stronger. Three years on and London continues to capitalise from hosting the Games. More Londoners are volunteering and participating in sport and physical activity. London has topped polls for the third consecutive year running as the world's favourite visitor destination, and major investment projects are taking shape right across the city, from the Royal Docks, to Greenwich Peninsula, Croydon to Vauxhall/ Nine Elms.

And nowhere is the pace of change greater than in east London which continues to be transformed to create a new part of the city contributing to the capital's sustained growth and economic vigour.

Queen Elizabeth Olympic Park is rapidly becoming one of the city's go-to destinations, welcoming almost 5 million people since it re-opened, to enjoy a diverse range of attractions, community projects, and high profile events, including the Great

British Carnival, Tour de France, National Paralympic Day, and Swimming and Diving Championships. Plans for a new slide on the ArcelorMittal Orbit will attract even more visitors.

Work has continued to transform the stadium into a year round, multi-use venue, ready to host Diamond League Athletics and five Rugby World Cup matches, before opening permanently next year as the national centre for British Athletics in summer, and home to West Ham United Football Club in winter. Over 10,000 people have been employed in construction and other jobs on the Park and in the venues, and 54 new apprenticeships have been created by employers on the Park, 90 per cent of whom were local.

The property market in east London is buoyant and demand for homes has been huge. East Village, the former Olympic Village, is now almost fully occupied. The first homes are on sale at Chobham Manor, the first new neighbourhood on the Park, and will be occupied later this year. The second phase of housing on the East Wick



and Sweetwater neighbourhoods will be delivered six years ahead of the original masterplan, providing new homes for Londoners.

And just as the homes are now being built, so too, are the new business districts, creating tens of thousands of jobs on and around the Park. Here East, the former press and broadcast centres, will alone create 5,300 jobs. Loughborough University will open its first postgraduate campus in London this September, joining existing tenants BT Sport. The International Quarter has begun work on the first of its office blocks that will eventually provide a home for 25,000 jobs on the edge of the Park.

The Olympicopolis project to create a world-class culture and education district on the Park took a great stride forward with the announcement by the Chancellor of the Exchequer of £141m of funding for the scheme. Work continues at pace with partners including the Victoria and Albert Museum, University College London, University of the Arts London and Sadler's Wells, and with the prospect of the Smithsonian Institution opening its first permanent museum outside the United States. An architectural team and master planners have been appointed to deliver this iconic scheme, and a new charity, the Foundation for FutureLondon, is now established to help realise the full potential of the project.

The scheme encapsulates the very essence of our Olympic legacy ideals: it is highly ambitious in its scope and objectives, it will secure a lasting impact for local communities, and it will cement the creation of a new part of the capital as the area around Queen Elizabeth Olympic Park continues to be transformed – creating £2.8bn of economic benefit, 3,000 new jobs, driving more than 1.5m additional visitors to the Park each year, and delivering many new homes.

We have achieved a great deal, but we must push on to deliver a truly lasting legacy from the 2012 Games that will provide the blueprint for many years to come.



# Executive Summary

## Sport and Healthy Living

- £165m invested in over 2,400 community sports facilities by Sport England since 2011
- “Everybody Active, Every Day” launched following extensive consultation, a national framework for physical activity interventions
- £5.4m awarded to 16 physical activity projects aimed at the least active, through the 2015 funding round of Sport England’s “Get Healthy, Get Active” fund
- Wide range of major events staged in the UK including the Commonwealth Games
- “Gold Framework” published by DCMS and UK Sport, setting out support available for organisers of major sporting events
- 106 community facilities upgraded and 400,000 Londoners participating in grassroots sport and physical activities through the Mayor of London’s sports legacy programme

## Regeneration of East London

- Nearly 5 million visitors to Queen Elizabeth Olympic Park since fully reopening to the public in April 2014 with hugely popular world class sporting venues on the Park
- Work continuing on the Stadium to convert it into a world-class multi-sport venue, capable of hosting concerts, exhibitions and a whole host of sports alongside regular football and athletics fixtures
- Over 40% of space let in Here East, the former Press and Broadcast Centres, which is being transformed into a digital quarter, with high-profile tenants including BT Sport, Loughborough University, and Wayne McGregor | Random Dance
- First homes went on sale at Chobham Manor, the first new neighbourhood on Queen Elizabeth Olympic Park. More than 4,500 people are now living in East Village, the former Athletes’ Village
- £141m committed by the Chancellor to ‘Olympicopolis’: the cultural and educational complex in Queen Elizabeth Olympic Park. Lease agreed with University College London (UCL), an architectural team and masterplanners appointed for the Stratford Waterfront site and masterplanners for the UCL site

## Economic Growth

- 3.48 million additional tourist visits to the UK as a result of Games-related promotion activity since 2011/12, resulting in £2.1bn in additional spending
- Sports-focussed trade missions have been taken to Brazil, Russia, Japan and Qatar
- Memoranda of Understanding signed between the UK and Japan, to formally establish a framework for sharing lessons from London 2012 and other major events
- Over £60m in contracts won by British businesses for Rio 2016, involving more than 20 companies
- Nearly £290m of business wins achieved by UK companies from High Value Opportunity global sports projects taking place between 2015 and 2022

## Bringing Communities Together

- Launch of funds supporting disabled arts and culture, and community physical activity projects funded by Spirit of 2012
- Launch of Get Set's Road to Rio, encouraging physical activity in schoolchildren ahead of the 2016 Olympic and Paralympic Games
- Value of sports volunteering highlighted through the publication of Join In's Hidden Diamonds research and ongoing activities
- The Mayor's volunteering programme for schools, Team London Young Ambassadors, has now engaged over 180,000 young people from 1,000 schools in social action

## The Legacy from the Paralympics

- 30,000 people attended National Paralympic Day 2014 on Queen Elizabeth Olympic Park, with events also held in Birmingham, Liverpool and Glasgow
- Mandeville Place opened on Queen Elizabeth Olympic Park to commemorate the London 2012 Paralympics and the Paralympic Movement
- 15 professional institutions supporting the Built Environment Professional Education project to improve inclusive environment skills and awareness

# Chapter 1:

## Introduction

In summer 2013 government and the Mayor of London published the first annual report about progress towards delivering legacy benefits from the London 2012 Olympic and Paralympic Games. In summer 2014 the second such report was published. This third report captures the legacy activities that took place between summer 2014 and summer 2015.

### Definition of legacy

1. For the purposes of this report, legacy means positive benefits related to the London 2012 Olympic and Paralympic Games. These benefits fall into five broad areas, which form the subsequent chapters of this report:
  - Sport and Healthy Living;
  - Regeneration of East London;
  - Economic Growth;
  - Bringing Communities Together; and
  - The Legacy from the Paralympics.
2. In February 2014, the government and the Mayor of London published the long-term legacy vision for 2022<sup>1</sup>. The relevant aims are shown at the start of each chapter of the report. A glossary of key terms and acronyms can be found at the end of the report.

### Legacy governance

3. The government and Mayor of London continue to work together on legacy commitments, alongside local authorities, business, arm's length bodies and regional partners. Most work on legacy initiatives is now taken forward as 'business as usual' by the organisations responsible, rather than as separate projects.

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<sup>1</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

4. Until the general election in May 2015, oversight of legacy was provided by the Olympic and Paralympic Legacy Cabinet Committee, chaired by the Prime Minister and attended by relevant government ministers, Lord Coe and the Mayor of London. Since May 2015 legacy has fallen within the remit of the Home Affairs Cabinet Committee. Lord Coe acted as the Prime Minister's Olympic and Paralympic Legacy Ambassador from August 2012 until February 2015.
5. The Secretary of State for Culture, Media and Sport is the lead government minister for legacy, and is accountable to Parliament for its overall coordination and delivery. Accountability for individual elements of the programme rests with the relevant minister or the Mayor.
6. The Olympic and Paralympic Legacy Unit, based in the Department for Culture, Media and Sport, coordinates the government legacy programme and supports the Secretary of State for Culture, Media and Sport in his role as lead minister.

# Chapter 2:

## Sport and Healthy Living

### Long-term aims

- 1 At the heart of our Olympic and Paralympic legacy ambitions is the long-term aim to use the inspirational power of the Games and future major sporting events to help deliver lasting change in sport and physical activity.
- 2 As set out in the long term vision for the legacy of the London 2012 Olympic and Paralympic Games<sup>2</sup>, the aspiration is that by 2022:
  - Britain continues to be one of the leading nations in the world in Olympic and Paralympic sport
  - The UK is one of the best places in the world to stage major sporting events, with each one delivering its own lasting economic and social legacy
  - Britain is amongst the most physically active countries in the developed world
  - Health services harness physical activity for prevention, treatment and management of long term conditions
  - The built environment and our transport infrastructure will be transformed to drive high levels of walking and cycling
  - Every man, woman and child can find a sport they enjoy and in which they are able to get involved easily, regardless of their ability or disability
  - Every child and young person enjoys high quality sporting opportunities on well-maintained and accessible sports facilities and playing pitches
  - Everyone inspired by our hosting the Games to take up sport has stayed connected with it for life
  - The big sports participation gender gap in Britain that existed in 2012 has closed.

### Overview

- 3 The Sport and Healthy Living area of legacy covers a wide range of projects and programmes related to inspiring people to get involved in sport and physical activity, capitalising on the event management experience gained by hosting London 2012, and ensuring the permanent Games venues are well used by communities and elite athletes.

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<sup>2</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

## Headline achievements over the last year

- £165m invested in over 2,400 community sports facilities by Sport England since 2011
- Wide range of major events staged in the UK including the Commonwealth Games
- “Everybody Active, Every Day” launched following extensive consultation, a national framework for physical activity interventions
- £5.4m awarded to 16 physical activity projects aimed at the least active, through the 2015 funding round of Sport England’s “Get Healthy, Get Active” fund
- “Gold Framework” published, setting out support available for organisers of major sporting events
- 106 community facilities upgraded and 400,000 Londoners participating in grassroots sport and physical activities through the Mayor of London’s sports legacy programme

## Major sporting events

- 4 London 2012 helped to cement the UK’s reputation for successfully hosting major sporting events. Over the past year the UK, through UK Sport, has continued to support bids for and host some of the world’s biggest sporting events.
- 5 In 2014 UK Sport’s Major Events programme invested £11.5m of National Lottery and Exchequer money. The events UK Sport have helped to fund generated £134m of economic benefits to their local host economies with over 4.9m people attending events. The Grand Départ of the Tour de France in Yorkshire, East of England and London, which took place in July 2014, saw 4.8 million people attend and generated £128m for local economies<sup>3</sup> (see chapter 4 for more information).
- 6 2014 also saw the government support two successful UK bids to host matches in the 2020 UEFA European Football Championships, including group games in Glasgow and the semi-final and final at Wembley. Overall the UK has already won the rights to host 88 World, European Championships and top-level World Series events until 2023.
- 7 2014 saw London play host to a stellar programme of high-profile sporting events in addition to the finish of the third stage of the 2014 Tour de France, including the FINA World Series diving, Track Cycling World Cup, ITU World Series Triathlon, the ATP World Tour Finals in tennis and the inaugural Invictus Games. The forthcoming period promises an equally exciting portfolio of world class events in London: matches in the 2015 Rugby Union World Cup; the 2016 World Track Cycling Championships; the 2016 European Swimming Championships; the 2017 IAAF and IPC Athletics World Championships; and the 2018 Women’s Hockey World Cup, to name but a few.
- 8 Looking ahead to preparations for the Rio 2016 Olympic and Paralympic Games, UK Sport launched the #EveryRoadtoRio series. This will see over 30 Olympic and Paralympic qualification and preparation events held in the UK in the build up to the Rio 2016 Games (see next page for more information).

<sup>3</sup> <http://letour.yorkshire.com/impact>

## Case Study: Every Road to Rio

The UK Sport #EveryRoadtoRio campaign has seen UK Sport help secure the right to host over 30 Olympic and Paralympic events – key qualification and preparation opportunities for the Rio 2016 Games. As the host nation in 2012, Team GB and ParalympicsGB received many competition places automatically, but in 2016 UK athletes will need to fulfil qualification criteria. #EveryRoadtoRio seeks to give athletes the benefit of home advantage in their preparations and qualification attempts for the Rio 2016 Games.

The events will take place across the UK, from European Eventing Championships at Blair Castle in Scotland, to the European Modern Pentathlon Championships in Bath, and the World Track Cycling Championships on Queen Elizabeth Olympic Park in London. Sports are working together to encourage as many people as possible to attend events across the #EveryRoadtoRio series, reconnecting people with the opportunity to support their favourite athletes from across the range of Olympic and Paralympic sports.

The #EveryRoadtoRio series is helping deliver a key part of the legacy from both London 2012 and Glasgow 2014 – the sustained after use of the venues built for both Games to host world-class sporting action. On Queen Elizabeth Olympic Park in East London, the crowds will be returning to fill the Lee Valley Hockey and Tennis Centre, the London Aquatics Centre, the Lee Valley VeloPark, the Stadium and Copper Box.

Key Glasgow 2014 venues will also host major events including the SSE Hydro Arena and Tollcross International Swimming Centre in Glasgow.



For more details visit [www.uk sport.gov.uk/every-road-to-rio](http://www.uk sport.gov.uk/every-road-to-rio)



## Major event expertise

- 9 Between them, UK Sport and the Department for Culture, Media and Sport have amassed extensive experience of supporting bids and preparations for major sporting events. The two organisations published the “Gold Framework” in March 2015<sup>4</sup>, setting out the collaborative partnerships in place across the UK to secure and deliver such events and reinforcing the UK’s desire to host the world’s top sporting events. The document also sets out how major events can embed legacy into their planning.
- 10 In London, the Mayor’s Office published “London: Home of World Class Sport”, a new strategic framework setting out the capital’s approach to bidding for, and supporting major sporting events, establishing the Mayor’s Office as London’s strategic lead for all major sporting events, and the first port of call for anyone looking to bring their event to London.
- 11 The framework ensures that alongside economic investment and international coverage, every event seeking the support of the Mayor and other London stakeholders will have to demonstrate how their event will benefit Londoners through increased opportunities to participate in sport, volunteer, and see the event. To support this ambition, the Mayor has set aside £750,000 and pooled resources with Sport England to fund community legacy programmes that will run before, during, and after any major event coming to the capital with Mayoral backing.

## Elite sport

- 12 Over the past year UK Sport announced a £2.3m funding boost for sports on the Road to Rio. The annual investment review saw seven sports receive funding increases, of which five were Paralympic sports. Wheelchair fencing has also re-joined the World Class Performance Programme, taking the total number of summer sports receiving UK Sport funding up to 38.
- 13 The Glasgow 2014 Commonwealth Games saw England, Scotland and Wales register record medal hauls. Of the athletes to win gold medals for the home nations, 77% were members of the UK Sport World Class Programme.
- 14 In 2014/15 athletes from Great Britain won over 250 medals at World, European and Commonwealth level in Summer and Winter, Olympic and Paralympic sports.

### Case Study: Athlete Inspiration Days

In December 2014, Britain’s Olympic and Paralympic athletes, backed by UK Sport’s National Lottery-funded World Class Programme, celebrated giving back over 10,000 days to schools and communities since London 2012 in a bid to inspire the next generation through sport.

While balancing their demanding training schedules on the road to Rio and PyeongChang (host city for the 2018 Winter Games), 1,477 athletes have worked with children and young people right across the nation, from Elgin, Scotland to Belfast, Northern Ireland, Llawhaden, Wales and Truro, England.

<sup>4</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/417679/K4094\\_Major\\_Events\\_Strategy\\_Doc\\_v7.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/417679/K4094_Major_Events_Strategy_Doc_v7.pdf)

Activities have ranged from supporting sport development programmes, such as Sky Ride and Sportivate, to volunteering with charities, like the Youth Sport Trust and Dame Kelly Holmes Trust, and mentoring young people in deprived communities or in primary schools. Some athletes have also coached or mentored talented young athletes in local or academy clubs within their sports.

GB Hockey's London 2012 Olympic bronze medallist, Alex Danson, said: "Ask any sports person how or why they got into sport and most people can name someone special that inspired them, often a volunteer. For me it was my PE teacher and club captain, and having been lucky enough to have this, I feel it's both our privilege and mission to try and do the same for the next generation."

The athlete inspiration days are part of a promise made by UK Sport to encourage all its funded athletes to give up to five days a year to inspire children and young people through sport. This promise was made following the announcement in August 2012 by Prime Minister David Cameron of continued government funding for elite sport beyond the lifetime of the then current Parliament.

UK Sport's most recent survey of this activity, completed in April 2015, revealed that athletes had given more than 12,000 days to community and school sport since London 2012.

## World-class facilities

- 15 London 2012 left the UK with a range of state-of-the-art sporting facilities for community and elite use, in Queen Elizabeth Olympic Park and around the country. This section looks at how these facilities are being used.

### Building on Hadleigh's Olympic legacy

In August 2012 Hadleigh Park hosted the London 2012 Olympic mountain bike events, with over 40,000 spectators flocking to the farm over two days. Since the Games, the Active Essex teams at Essex County Council have been working closely with the local community to preserve this sporting legacy.

Hadleigh Park officially opened on 29 April 2015 and is the only Olympic mountain bike facility in the world open to the public. The Olympic mountain bike course remains, with the approach to the difficult features altered to inform riders of the severity of what is coming up and to allow less experienced riders the option of bypassing these sections if needed. The system used to grade the course is similar to skiing, with Green, Blue, Red and Black routes all progressing in technical difficulty.

The financial support of Sport England, EU Interreg, British Cycling and Veolia allowed Essex County Council to develop:

- 6 business units, which will be leased to local businesses
- A café, which will be operated by the Salvation Army
- A bike shop, operated by Bike Art



- A 400 space car park ensuring easy access for visitors
- An outdoor children's play area with seating

In 2015 Hadleigh Park will host its fourth British Cycling National Youth Championships, its second British Cycling Senior National event and will invite elite riders from professional team Novus OMX, who now train there, and the GB team to hold training sessions prior to major events.

Hadleigh Park is a great example of partnership working: Sport England, Salvation Army, British Cycling and the Active Essex team at Essex County Council all working together to deliver a legacy for Hadleigh Park.

For more information visit [www.hadleigh-park.co.uk](http://www.hadleigh-park.co.uk), follow @Hadleigh\_Park on Twitter and search for Hadleigh Park on Facebook.

## The London Aquatics Centre

The London Aquatics Centre has hosted a range of events in the last year including: British Swimming Championships, Sport Relief, Invictus Games, FINA Diving and a number of community galas. Next year, the venue will look forward to hosting the European Aquatics Championships.



Greenwich Leisure Limited operates both the Copper Box Arena and London Aquatics Centre and run extensive community engagement programmes. For example around 53 schools use the London Aquatics Centre for lessons, with some 300 pupils a day and 1,500 pupils swimming each week.

## Copper Box Arena

Copper Box Arena continues to thrive as a venue for both community and elite sports and more than 430,000 visitors flocked through its doors in 2014.



The venue has played host to events such as Sport Relief, Invictus Games, international basketball, National Paralympic Day events, Frank Warren Boxing matches, international netball, the FA Futsal Cup final and has a number of resident clubs including London Lions Basketball Team, Leyton Netball Club and Great Danes Handball Club.

## Lee Valley White Water Centre

Lee Valley White Water Centre was uniquely the only new London 2012 venue the public could enjoy before the Games, and made history reopening just six weeks after them – the fastest an Olympic venue has opened to the public in modern times.

It was constructed for the canoe slalom events at London 2012 in which Team GB took Gold and Silver in a sensational final day of competition.

Lee Valley White Water Centre, just north of the M25, is now a well-established destination providing community canoeing and rafting opportunities, a commercial and corporate rafting programme and is home to the British Canoe Slalom squad.

It hosts a variety of regional, national and international events including, last June, the 2014 ICF Canoe Slalom World Cup and it is the chosen venue for the 2015 ICF Canoe Slalom World Championships, bringing these Championships back to British waters for the first time in 20 years.



Lee Valley White Water Centre during the School Festival

Business and interest has built since Lee Valley White Water Centre opened in March 2011 and 2014/15 was its strongest year for income and visitors. Of nearly 300,000 visitors last year, more than 60,000 took part in rafting, kayaking and canoeing activities, tipping the overall visitor number to over 630,000 since launch.

Membership of the newly established Lee Valley Paddlesport Club has grown from eight to 239 in just over a year, providing opportunities for first timers through to established canoeists to take to the rapids.

Locally, community engagement continues successfully. A teenager from the housing estate within a stone's throw of the venue is now on the Team GB Talent identification programme after being introduced to paddlesports through a regular Anti-Social Behaviour diversionary project run in partnership with Broxbourne Council and local housing association B3 Living.

New products to encourage repeat visitors, a new barbecue area, music nights and increased catering are all helping to boost engagement and visitor numbers, and turn the venue into a local, regional and national destination.

## Lee Valley VeloPark

The velodrome hosted the London 2012 Track Cycling event where Great Britain's Olympic and Paralympic cyclists won an unprecedented 24 medals in some of the most exciting and eagerly watched events at the Games.

It reopened as Lee Valley VeloPark in March 2014 and is the finest cycling hub in the world with the iconic velodrome at its heart. It is the only place in the world to offer the four Olympic cycling disciplines: track in the velodrome, BMX on a modified version of the Olympic track, road on a new one mile circuit and mountain biking on challenging new trails.

In its first three months, Lee Valley VeloPark attracted 150,000 visitors while more than 60 schools and clubs from across London cycled there.

Over 600,000 people visited the venue last year, drawn by a string of major sell-out cycling events bringing the world's best riders to Lee Valley, participation activities and some 300 corporate track day events. A total of 138,000 people took part in cycling or watched an event. Many thousands came to admire the multi-award winning building or see the stunning track – entry to the building is free.



UCI Track Cycling World Cup, December 2014  
(Photo: Simon Wilkinson/SWpix.com)



BMX at Lee Valley VeloPark

Successful schools engagement programmes have attracted more than 3,500 pupils alongside a free Schools Festival where children from across London, Essex and Hertfordshire enjoyed all four cycling disciplines for free. Disability cycling projects are growing in popularity with sessions for visually impaired riders on the track and road proving popular, as well as sessions for people with mobility difficulties. Lee Valley VeloPark is one of the UK's few recognised all ability cycling hubs.

The venue is now a busy, vibrant cycling hub with sessions starting from £3 for juniors and £5 for adults. Lee Valley VeloPark is home to leagues (including a junior track league attracting 80 riders weekly and one of Britain's few women's track leagues), women only sessions, education activities, exhibitions and special events, breakfast clubs, duathlon and triathlon training, youth and skills sessions, training programmes and a series of major international events, including, next year, the UCI Track Cycling World Championships.

New VeloBalance sessions for toddler and young children and the VeloStudio for fitness and training have just been launched.

## Lee Valley Hockey and Tennis Centre

The only purpose-built London 2012 Paralympic Games venue hosted the Wheelchair Tennis events, with nine competition courts, including a 5,000-capacity Centre Court and was known as Eton Manor during the Games.

Transformation work to create Lee Valley Hockey and Tennis Centre began after the end of the Paralympics with the venue opening to the public in June 2014, now with four indoor and six outdoor tennis courts and two of the best hockey pitches in the country.

65,000 people have visited the centre to April 2015 with 53,000 taking part in hockey or tennis or watching an event.

The lively programme includes tailored tennis sessions for toddlers, children, women, groups and older people, "pay and play" court hire and programmes for people with learning disabilities, visual impairments or who use wheelchairs.



Lee Valley Hockey and Tennis Centre schools festival

There is extensive hockey club use with four local clubs and four universities regularly training and playing at the venue plus extensive school use and weekly rush hockey



programmes for novice and recreational players, and a series of open days for the local community.

The venue has run two successful Schools Festivals where 1,000 children from London and further afield enjoyed expert coaching in both sports for free and a Disability Tennis Schools Festival in November 2014 which attracted almost 100 young people with a disability from across London who participated in a range of tennis activities.

More than 9,000 tickets were sold for the Investec London Cup where England took on Scotland, South Africa, Wales and Ireland in hockey in June 2014. This was the largest of a packed programme of school, university, regional, national and international hockey events. The world's first ever sell-out Wheelchair Tennis session took place on the final day of the NEC Wheelchair Tennis Masters in November, with the event returning in 2015 and 2016, along with the 10 day Unibet EuroHockey Championships in August 2015.

## Youth and community sport

### Participation levels

- 16 The latest Active People Survey results for March 2015 showed that 15.5 million people are playing sport at least once a week<sup>5</sup>. This represents an increase of 1.4 million compared with 2005 when London won the bid to host the Games. The results showed that 55% of 16-25 year olds (3.8 million) played sport regularly, an increase of 119,300 since 2005.
- 17 However, the figures also showed that 222,000 fewer people are playing sport compared to October 2014, due in large part to reductions in the numbers of people taking part in swimming and gym. The Minister for Sport and Tourism, Tracey Crouch MP, said the results were “very disappointing.” Government is bringing forward plans to consult over summer 2015 on a range of issues including new approaches to increasing sports participation, ahead of a new sport strategy later in the year.

### Community sports facilities

- 18 Since 2011 Sport England has invested £165m in over 2,400 local sports facilities to get more people playing sport as part of the London 2012 legacy programme. Its investment to support grassroots facilities at the heart of the community has included £101m to renovate and modernise over 1900 local sports clubs, £21m in over 400 projects to protect and improve over 1,100 pitches and £42m in over 120 medium-scale projects to enhance the quality and experience of sport in the local area.

<sup>5</sup> <https://www.sportengland.org/research/who-plays-sport/>

## Case Study: Sport England's Inspired Facilities Fund

In October 2014, Bishop Auckland Canoe and Kayaking Club was awarded £54,865 from Sport England's Inspired Facilities fund, which will allow the club to move to a new location and set up a permanent home. The refurbished facility will include a new disability hoist, ceilings, windows, lighting, electrics and changing facilities. The new home will allow greater hours for the club in terms of pool time and better facilities for the school.

John Holmes, Secretary of Bishop Auckland Canoe and Kayak Club, said: "This grant is fantastic news. We are working with St John's School and Sixth Form College – a Catholic Academy – to help the club grow and improve community use of the pool. The grant will ensure the future of the club for many years to come, offering an updated energy-efficient facility. This will include a new viewing area, cubicles, lockers, pool plant refurbishment and full disabled access to enable the club and the school to offer canoeing and kayaking to all. We are all very excited about these developments which would not be possible without the grant."

- 19 Sport England's Iconic and Strategic Facilities funds have invested £48m in large-scale, innovative sport centres. This investment is based on insight and evidence to show that these sports centres will provide the right facilities in the right places. Leveraging £439m of partnership funding, the funds direct capital investment into a number of key local authority projects that are identified through a strategic needs assessment and have maximum impact on growing and maintaining the number of people playing sport.
- 20 There are now 12 Iconic Facilities open, including East Manchester Leisure Centre, part of the Beswick Community Hub. Sport England invested £2m into the new facility, which includes a new community pool with a moveable boom, allowing the pool to be split in two separate areas, as well as a moveable floor that allows for a range of depths to accommodate a range of swimming abilities and programmes. The leisure centre also includes a new health and fitness suite and a dance studio.



East Manchester Leisure Centre's pool, supported by Sport England

## Case Study: Sport England's Improvement Fund

In February 2015, Hadley Wood Sports Trust was awarded £200,000 from Sport England's Improvement fund to build a new floodlit 3G artificial grass pitch (AGP) and changing rooms at Old Stationers Recreation Ground in Barnet. The new AGP will complement a new grass pitch currently being developed, and will complete the transformation of the ground from a derelict site into a vibrant centre for grassroots sport in the heart of Barnet.

Cara Demetriades, Project Manager on behalf of Hadley Wood Sports Trust, said: "The funding from Sport England's Improvement Fund will have a big impact on community sport in Barnet and will enable the charitable trust to provide an excellent new community facility giving local children and young adults in particular opportunities to get involved in grassroots sport."

## Satellite Clubs

- 21 Satellite Clubs is Sport England's £49m programme that brings community sports clubs into schools and colleges. There are currently over 5,000 clubs up and running, meaning the programme has already achieved its 2017 target two years ahead of schedule.

## Case Study: Oona Ju-Jitsu Satellite Club

Oona Ju-Jitsu Satellite Club based at the Zara Sports Centre in Bradford has brought ju-jitsu into the heart of Bradford since November 2013. The club, which is adjacent to Belle Vue Girls School, has been successful in getting more girls into ju-jitsu. The club's coach, Mumtaz Khan shared her experiences of growing up being constantly inactive and the cultural barriers she faced. This resonated with the experiences of the girls, making them feel at ease and encouraging them to get involved.

Oona Ju-Jitsu coach Mumtaz Khan said: "I used to be one of the kids who would leave their PE kit at home in the hope of avoiding PE sessions. I had low self-esteem, confidence and anger management issues, but then I came across ju-jitsu and it turned my life completely around. For the first time in my life I enjoyed a physical activity and found something I was good at. Given the various issues our society faces today I feel that self-defence skills should be taught to all school children and women to help keep them safe and healthy".

## Sportivate

- 22 Sportivate is Sport England's £56m National Lottery funded London 2012 legacy programme which, since June 2011, has reached over half a million 11-25 year olds and introduced them to sport through a six-to-eight week coaching course. Sampling of the young people who have taken part has found that 80% of young people who complete their coaching session are still playing sport three months later.
- 23 Lancaster Youth Challenge used the eight week Sportivate programme to challenge a group of young people to train to complete a cycle ride from Lancaster to Edinburgh. Ten young people took three days to complete the ride, raising money for Unique Kids & Co.

## Club Matters

- 24 In February 2015 Sport England launched Club Matters<sup>6</sup>, its £3.6m programme which offers community sports clubs a range of online resources, a one-stop-shop of support for sports club administrators and volunteers, the people who make sport happen in their community.
- 25 Clubs who register for Club Matters can get access to seminars, eLearning, and mentoring from business professionals. They can also use a new social network tool to talk to their members and take part in discovering where the club is in its development. All the tools and support are free, and quick and easy to access.

## Sports Legacy in London

- 26 In London, the Mayor's community and grassroots sports legacy investment programme continues to go from strength to strength. Phase 2 of the programme is fully up and running, and since 2009 £22.5m has been pledged by the Mayor and more than £31m match funding leveraged – resulting in a total investment pot of over £53m to strengthen, nurture, and support community sports providers and local deliverers across every London borough.
- 27 Over the past twelve months, the programme has included:
  - investment to support the building, refurbishing, or upgrading of a total of 106 community sports facilities across London – ranging from state-of-the-art multi-sport gyms to the addition of floodlights to boost the usability of existing facilities belonging to community sports clubs. This investment has resulted in an average of more than 60,000 new users per week;
  - significant investment in an innovative capacity building and club development programme that will work with at least 300 sports clubs and other community organisations wishing to become sustainable and provide an improved offer for Londoners – this initiative is designed to build on the achievements of the skills fund which saw more than 13,000 Londoners trained up as sports coaches or officials;
  - hundreds of grassroots participation projects have been supported, giving 400,000 Londoners the chance to take part in local sporting and physical activity opportunities to date;
  - the Mayor's FreeSport small grants scheme has been expanded in scope and reach due to a sponsorship deal with a major third party funder – and over the last 12 months more than 300 grants were allocated to projects that engaged 15,000 Londoners;
  - the 'Make a Splash' mobile pools programme has had another successful year – since its inception more than 32,000 Londoners who live or go to school in areas lacking swimming facilities across 27 London boroughs have learned to swim.

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<sup>6</sup> <http://www.sportenglandclubmatters.com/>

## PE and school sport

### Primary PE and Sport Premium

- 28 Primary headteachers have now received two years' worth of ring-fenced funding via the Primary PE and Sport Premium. The Premium was introduced in 2013 to help primary schools improve the quality of the PE and sport activities they offer their pupils, and equates to over £450m of funding over the three academic years from September 2013. The Prime Minister has announced the government's intention to continue to fund the Premium for the duration of the 2015-2020 Parliament. A cross-government Ministerial Board made up of Department for Education, Department of Health and Department for Culture, Media and Sport, together with key external partners, oversees and monitors the progression and impact of the Premium.
- 29 Schools are using the funding to employ specialist coaches to work alongside teachers, to provide Continuing Professional Development for staff, to purchase equipment and to provide a wider range of activities and more competitive opportunities for their pupils.
- 30 An independent evaluation of the Premium's impact is being carried out by social research company NatCen, with the final report due to be published in autumn 2015. Interim findings have found that of the 586 schools surveyed 96% reported improvements in pupils' physical fitness, 91% observed an increase in the quality of PE teaching and 93% thought that the funding had led to improved behaviour and confidence across the curriculum. 67% of schools surveyed had increased the number of sports offered during lessons with 77% increasing the number of sports on offer after school.

## Case Studies – the Primary PE and Sport Premium in Action

### Delamere Church of England Academy, Cheshire

Delamere CoE Academy has used its Primary Premium funding to build on existing excellence in PE and Sport. The school has appointed a specialist PE teacher to ensure all children benefit from two hours of high quality PE a week and take part in competitive physical activity. The school now offers a range of traditional and non-traditional activities – including yoga, boxing and ju-jitsu – every day of the week. Delamere has used part of its funding to buy into the Tarporley High School and Chester School Sports Partnerships – increasing the range of inter-school competitions and staff INSET opportunities it is able to offer. It has so far entered at least one team into every inter-school competition within both partnerships including football, tag-rugby, cross-country, hockey and handball.



Delamere CoE Academy,  
Cheshire

The head teacher, Steve Docking, is passionate about swimming and all pupils now swim every week with lane swimming for the more able swimmers. The school also recently won the Cheshire West and Chester Sports School of the Year award in recognition of its commitment to physical education and extra-curricular activities and the positive impact it has had on pupils' participation and health.

### **Berrymede Junior School, Acton, London**

Berrymede Junior School received £9,825 in Primary PE and Sport Premium funding in 2014/15 and has used it to develop Outdoor Adventurous Activities (OAA) and healthy break times to combat levels of obesity. It is working with the School of Korean Martial Arts to offer Whitagu (a sport that uses rackets in both hands and is a cross between table tennis and badminton) to all year 3 children and run a club for children in years 5 and 6. Hapkido (a martial art) is offered as an after school club and the school is hosting the first local inter-school competition.

Having established links with Westway Climbing centre and the British Mountaineering Council, Berrymede has trained four members of staff to become rock climbing instructors and incorporated bouldering and rock climbing into the PE curriculum. As well as weekly sessions at Westway, children are able to use the traverse walls at break times and are now competing in the local bouldering competition and the National Youth Climbing Series. Last summer the school sent a group of children away for two nights in Wales to take part in outdoor climbing, mountaineering and abseiling. The children conquered Mount Snowdon, the highest mountain in Wales.

## Studying and teaching physical education

- 31 In December 2014 the government published the content to be studied for new physical education (PE) GCSEs and A levels – to be taught from September 2016. The new, more demanding qualifications have more theoretical and scientific content. Students will need to understand how anatomy and physiology, psychology, movement analysis and socio-cultural influences impact performance. At GCSE, students will now be assessed in three activities rather than two, including at least one team and one individual sport or activity. The revised content reflects the sector's desire for PE qualifications that are valued by employers and higher education institutions – ensuring that PE is not seen as a soft option but a subject that offers rigour and progression.
- 32 Further investment has been made in the Specialist Primary PE Initial Teacher Training (ITT) programme. The programme, which is the first of its kind, was designed to produce specialist PE and sport primary teachers who will share their subject expertise and lead the improvement of PE and sport both within their school and in the wider local area. After the success of the two-year pilot – all 120 trainees from the first cohort have secured teaching posts – the programme will now be rolled out from September 2015 with 199 places allocated across 11 training providers.

### **Sainsbury's Active Kids for All**

As part of their Paralympic legacy, Sainsbury's created *Active Kids for All* Inclusive PE Training to support teachers and school staff in the provision of high quality inclusive PE to young disabled people within mainstream primary and secondary schools across the UK. The programme will benefit over 500,000 young disabled people by the end of 2016. So far the programme has trained over 4,500 teachers and school staff, benefitting more than 106,000 young people with special educational needs and disabilities.

It has been developed in partnership with the British Paralympic Association and is delivered by Disability Sports Northern Ireland (DSNI), Disability Sport Wales (DSW), Scottish Disability Sport (SDS), the English Federation of Disability Sport (EFDS) with the Youth Sport Trust (YST) in England.

Tom, PE teacher (England): *“I didn’t have much training at university around making PE lessons inclusive, which meant I was worried about my lack of experience when I first started teaching. The training has really opened my eyes to how easy it can be to adapt activity to suit all children without changing it completely or excluding students”*



Paralympian Ellie Simmonds – Sainsbury’s Active Kids Ambassador

*Sainsbury’s Inclusive Community Training* has been created for those directly supporting disabled people of all ages. The training aims to boost knowledge, competence and confidence so that support networks can introduce physical activity and sport to disabled people.

Launched in September 2013, supported by a National Lottery investment through Sport England and delivered through the English Federation of Disability Sport and sports coach UK, the project provides low-cost training to 10,000 support workers, parents, carers, health care professionals, volunteers, community organisations and groups by October 2016. To date over 1,700 participants have been involved.

*“The training will help me to go on and promote healthy living and daily activities with my service users.”* David, carer

## School Games

- 33 The School Games<sup>7</sup> is a national programme established in the run-up to London 2012 that aims to motivate and inspire millions of young people across the country to take part in competitive sport. The School Games gives primary and secondary students the chance to compete at school and regional levels, with the most talented competing at a national level. The competition is open to all and encourages young people to get involved in competitive sport across all levels of ability and experience, with sports for disabled people included at every level of the competition. The Games have been a launch pad for many elite athletes – for example, 150 of the competitors at the 2014 Commonwealth Games in Glasgow had previously taken part in the School Games.
- 34 The School Games also gives more competitive sports opportunities to young people with special educational needs and disabilities through Project Ability<sup>8</sup>. Run by the Youth Sport Trust, the project is working with 50 schools to improve sport for disabled pupils through training, local sports opportunities and school club activities. More about this project can be found in Chapter 6.
- 35 The 2014 School Games National Finals were held in Manchester between 4 – 7 September 2014. A total of 1,600 athletes competed in 12 sports in venues across the city. With more than 20,000 spectators and over 400 volunteers, the event provided an opportunity to highlight the importance of youth sport.



Wheelchair basketball at the 2014 School Games Finals in Manchester

- 36 The 2015 School Games National Finals will be held once again in Manchester between 3 – 6 September 2015 and are expected to exceed last year's successes.
- 37 In March 2015, the Department for Education announced a £392,000 grant extension for the ongoing recruitment and training of School Games volunteers. The money is distributed through Sport England to county sports partnerships, with each receiving

<sup>7</sup> <http://www.yourschoolgames.com/>

<sup>8</sup> <http://www.youthsporttrust.org/how-we-can-help/programmes/project-ability.aspx>



£8,000 to recruit, train and deploy 20 volunteer leaders and coaches to support the games. A total of 1,470 volunteer leaders and coaches take part across the country, with the majority of these being young people between the ages of 16 and 25.

## Primary Spaces

Sport England has invested £18m in multi-use games areas at 601 primary schools with little or no outside space. Schools were awarded grants up to £30,000 and children at approximately 220 schools are now enjoying their enhanced outdoor facilities with the remaining projects planned for later in 2015.

The new facilities at Woodhill Primary (built in summer 2014) include a traversing bouldering wall, a net and hoop, and new surfacing and court markings, and have been a massive boost to PE and physical activity at the school, allowing the school to increase PE curriculum time.

Woodhill Primary Head of School, Kate O'Connor, said: "At Woodhill we are committed to giving our children the best. This is why we have collaborated with Sport England to create this outstanding facility, which will improve the quality of teaching and learning, and create wider opportunities for participation, competition and community sport.

"We are passionate about bringing PE into the heart of the school and using it to give our children opportunities to be successful and learn skills for life. It will help us to not only provide opportunities for our children, but for their families and the wider community."



New outdoor facilities at Woodhill Primary School, London

## Disability sport legacy

- 38 Sport England is investing over £170m to get more disabled people playing sport. In October 2014 Sport England invested £2.1m of National Lottery money in seven national disability sport organisations to help increase the number of disabled people playing sport.

## Physical activity – “Moving More, Living More”

- 39 Government and the Mayor of London launched “Moving More, Living More”<sup>9</sup> in February 2014, setting out the ambition for a physical activity legacy from London 2012. Over the course of the past twelve months, government and London have continued to work together on the issue, with oversight provided by cross-government meetings of government ministers and the Mayor of London.

## Everybody Active, Every Day

- 40 In October 2014 Public Health England launched the national physical activity framework “Everybody Active Every Day”<sup>10</sup>. Based on international evidence of ‘what works’, the framework provides an evidence-based approach to increasing physical activity and reducing inactivity in local communities in England.
- 41 Development of the framework was initiated in the lead up to publication of “Moving More, Living More” and All-Party Commission on Physical Activity recommendations in early 2014. It acted as a single cohesive discussion on physical activity across sectors at local and national levels. Over 1,000 local and national stakeholders were engaged to coproduce the approach, including through:
- Cross-sector launch workshop (attended by 250 people)
  - Nine expert roundtables (with over 200 cross-sector experts)
  - Five regional fora (attended by 650 individuals)
  - Sector-specific presentations and workshops
  - Public consultation on draft documents
- 42 Reception to the framework has been favourable with it referred to in the press as a “landmark report” and “paradigm shift”. Most importantly it has been embraced by local and national stakeholders, who are using it as the basis for collaboration and action.

## Moving More, Living More Regional Fora

- 43 Around 1,300 stakeholders attended the ten regional Moving More, Living More Fora held over the last twelve months. Nationally resourced but locally led, these events brought together cross-sector stakeholders to prioritise, collaborate and innovate to increase physical activity in communities across England.
- 44 Public Health England, ukactive, the Local Government Association (LGA) and the County Sports Partnership Network developed the national partnership, which included Living Streets, Macmillan Cancer Support, Street Games, the Lawn Tennis Association,

<sup>9</sup> <https://www.gov.uk/government/publications/moving-more-living-more-olympic-and-paralympic-games-legacy>

<sup>10</sup> <https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life>

England Athletics, The Dame Kelly Holmes Trust and the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA).

- 45 Fora were held across five cities in July 2014 and March 2015, enabling attendees to contribute to and discuss development and implementation respectively of the national physical activity framework, “Everybody Active Every Day”. These also enabled:
- strategic discussion to support local prioritisation of physical activity
  - delivery of the national commitment to a physical activity legacy from the 2012 Games
  - sharing local and national innovations
  - collaboration on local delivery.

### Change4Life

- 46 During the summer of 2014, Public Health England partnered with Disney for the Change4Life “C4L Disney 10 Minute Shake Up” campaign, aimed to encourage children to be more active by doing extra 10 minute bursts of activity throughout the day.
- 47 As a result:
- More than 300,000 families (over 450,000 children) signed up
  - A further 7% of families took part in 10 Minute Shake Up without signing up (over 111,000)
  - For the 5-11 year olds who did take part they added at least 5½ extra minutes of activity per day over the summer
  - Two thirds were still doing 10 Minute Shake Up after the end of the summer holidays
  - Overall 104 million additional minutes of physical activity were seen among those taking part

### National Centre for Sports and Exercise Medicine

- 48 Established through a £30m capital grant as part of the London 2012 legacy, the National Centre for Sports and Exercise Medicine (NCSEM) consists of three hubs in the East Midlands, London and Sheffield. Following the opening of the London building in 2013, the past year has seen significant moves towards the centre realising its original vision to integrate research, education and clinical services to improve the health and well-being of the population through sport and physical activity.



- 49 2014/15 saw the remaining two sites using their £10m shares of the capital grant to create unique buildings in accordance with their area of specialism. In the East Midlands, an NCSEM building was opened on the University of Loughborough campus to provide facilities that enable sports and clinical medicine experts to work side by side. It is also enabling co-location with other national organisations such as the British Heart Foundation National Centre for Physical Activity & Health, and Peter Harrison Disability Sport Centre. The year also saw Sheffield unveil the first of their three community-based sites to enable research findings to be tested in real world community settings. (In addition, the Advanced Wellbeing Research Centre (AWRC), based a couple of

miles outside Sheffield, is planned to be a private-public incubator for physical activity technologies. It is to be the research hub for the NCSEM and has the backing of the city's two universities, the local NHS, city council and Chamber of Commerce. The AWRC was awarded £14m by the Chancellor in the budget in March 2015.)



NCSEM East Midlands

- 50 International recognition of the growing importance of the Centre was demonstrated by its designation by the International Olympic Committee (IOC) as a Research Centre for Prevention of Injury and Protection of Athlete Health – one of just nine around the world. Over the next four years, as part of its role as an IOC Centre, the NCSEM will be tasked with researching, developing and implementing effective preventive and treatment strategies for sports-related injuries and illnesses. It will receive financial support from the IOC and join an international network of expert scientists and clinicians in sports-injury and diseases-prevention research.
- 51 With the support of Public Health England, the NCSEM has also used the year to continue to develop as a self-sustaining, expanding ‘virtual’ centre of excellence that supports collaboration and innovation across sports and exercise medicine across England. Plans are already in train to bring in new hubs and run a series of national seminars of translating the latest international evidence into local practice.

### Get Healthy, Get Active

- 52 Get Healthy, Get Active is a Sport England National Lottery-funded programme focussing on people who are currently inactive, where sport and physical activity can make a significant contribution to reducing health inequalities and produce the greatest potential health benefit.
- 53 In March 2013 Sport England invested £6.3m into 15 Get Healthy, Get Active projects which focused on getting more inactive people playing sport once a week for at least 30 minutes. This investment was matched by £5.3m in funding from local authorities, charities and Clinical Commissioning Groups. In May 2015 Sport England announced the projects benefitting from the second round of the fund, which is investing £5.4m into 16 projects.

### Case Study: Fun and Fit

In March 2013 Sport England invested £450,000 in *Fun and Fit* to get more people active in Norfolk. Run by Active Norfolk, *Fun and Fit* is a ten week course of activities that have been designed to get inactive people active. Taking place in all seven local authority areas of Norfolk, the programme has been adopted by the National Institute of Health Research and coordinated by the Primary Care Research Network. GPs and pharmacists are paid £13.33 per person by the Network for every successful recruit, incentivising them to promote the programme. Since its launch in October 2013, *Fun and Fit* has so far got 1,781 people playing sport in Norfolk, of whom 50% were previously inactive.

### Other activity

- 54 In March 2015 the Department for Education awarded £250,000 to the Youth Sport Trust to launch a new peer-mentoring scheme to increase the physical activity levels of young people in school. ‘Young ambassadors – Peer Leaders’ will build on the existing Young Ambassadors framework – training and supporting young people to act as leaders within their schools to encourage physical activity among their peers. In 2014-15 over 3,000 primary aged young ambassadors were trained locally to increase participation in PE and sport and promote healthy lifestyles in their school.
- 55 Government has also been taking steps to support the promotion of cycling and walking. A further £114m was announced for the extension of the Cycling Ambition Cities Programme in November 2014, following the programme’s launch in August 2013. All eight cities (Manchester, Leeds, Birmingham, Newcastle, Bristol, Cambridge, Oxford, Norwich) have set ambitious targets to increase cycling over the next ten years.

### Case Study: Walking Cities

The Walking Cities programme, funded by the Department of Health, drew to a close during 2014/15. Birmingham, Leeds/Bradford, Manchester, Norwich and Cambridge shared £1.2m to increase walking by making the most of cycling infrastructure and tackling barriers to walking.

An interim evaluation report found that since delivery began in Norwich, Leeds/Bradford, and Birmingham, almost 9,000 people were reached by the campaign, and 5,000 actively participated in led walks or other walking based activities. The programme in Cambridge managed to strengthen the relationship with residents in deprived wards through GP surgeries. Manchester is now delivering a walking programme with new partners such as the Canal and Rivers Trust. They have also set up the Greater Manchester Walking Festival, an opportunity for every walking group, provider and organiser in Greater Manchester to promote their walks.

The cities will report in September 2015 about which initiatives have worked and which will be able to sustain their promising progress after this period.

- 56 In December 2014, the Department for Transport announced £100m to improve the conditions for cyclists and walkers travelling alongside and crossing Britain's most important and busiest roads – the Strategic Road Network. The new Highways England agency will manage this investment.
- 57 The past year also saw announcements from government about investing in cycling and walking infrastructure at railway stations, Bikeability training and projects to encourage cycling and walking for transport through the Local Sustainable Transport Fund. In addition, the government introduced a duty on the Secretary of State for Transport to develop a Cycling and Walking Investment Strategy into the Infrastructure Act 2015. The first step to delivering on this commitment will be to commence regulations to activate this duty.
- 58 Cycling is an important part of travel in London. Since 2001, the number of cycling journeys on the capital's main roads has more than tripled, and it is expected that by 2020 more than one million journeys a day will be made by bike.
- 59 Following London 2012 and the success of the British cycling teams, Transport for London has entered into a formal partnership with British Cycling. The partnership builds on the progress made over the last few years and uses the inspiration from the Games to deliver joint initiatives to help build people's confidence on the roads and promote enjoyable, safe and responsible cycling. In addition, the Mayor's Cycle Hire scheme will be extended to serve Queen Elizabeth Olympic Park in 2016.

### Case Study: Being active in Weymouth and Portland

The 'Natural Choices' programme supports physical and mental wellbeing through access to the natural environment, especially for those who would not otherwise access the environment in this way. The programme was awarded a grant from the Dorset 2012 Legacy Fund and is run by Dorset Coast Forum and Natural Weymouth & Portland Partnership. Referrals with GPs are planned with the aim of reaching 2,000 people via 280 different sessions.



The Olympic Rings at Weymouth (Photo: Signpost Cycling)

The successful sports arenas hosted on the beach at Weymouth during the 2012 Games attracted over 100,000 people to have a go at beach and water sports. The Weymouth Beach Sports Event, organised by the local authorities and Active Dorset, has built on this with a successful follow-up event in 2014. A further Health & Well-Being summer festival is planned for July 2015 with opportunities for local people and visitors to try beach sports, water sports, health activities and workshops. The festival will also feature Dorset special schools adults and disability sports.

Adult cycle training is being provided and through Dorset County Council – there are now 24 miles of cycleways within Weymouth & Portland, compared with just 8 miles before the Games.

Supporting the activity tourism market, Signpost Cycling & Jurassic Cycle Hire is a Games-inspired business that uses the cycleway network available within Weymouth & Portland, to provide cycling and walking holiday packages. International tourism promoters from Denmark and Holland, drawn to the area because of its Olympic connections, were particular highlights this past year.

### Case Study: Building on the Legacy in Buckinghamshire

One of the pillars of the Buckinghamshire Legacy Programme was to attract and develop new national and international sporting events into the county, in particular to the Olympic and Paralympic venue at Dorney Lake and to Stoke Mandeville, the birthplace of the Paralympic Movement.

2015 looks set to be a bumper year for new events in emerging Paralympic sports – Stoke Mandeville Stadium will host the World Para-Badminton Championships between 8-15 September 2015, the first global event since the sport was granted Paralympic status, and Dorney Lake will be the venue for the world's first mass participation and fully inclusive para-triathlon on 9 August 2015.

The sporting facilities at Dorney Lake continue to evolve, with the opening in March 2015 of a new training base for Great Britain's Olympic and Paralympic sprint-canoeing squads in time to help with their preparations for Rio 2016. Plans for a major enhancement at Stoke Mandeville Stadium, complemented by new facilities elsewhere in Aylesbury, are high on the priority list for a Buckinghamshire consortium including stadium owners WheelPower, local authorities, the Local Enterprise Partnership and County Sports Partnership.

On the back of the continued support for an Olympic and Paralympic Legacy in Buckinghamshire, the county's sports participation figures continue to be amongst the highest in the country and with the inspiration of regular international events linked to local participation campaigns, such as the final stage of the Women's Tour of Britain, it's hoped that those figures continue to grow.

For a selection of the current sporting opportunities in Buckinghamshire visit [www.leapwithus.org.uk](http://www.leapwithus.org.uk).

# Chapter 3:

## Regeneration of East London

### Long-term aims

- 1 The Games will support the regeneration of east London, whilst also securing social and economic benefits for the whole city. As set out in the government and Mayor of London's long-term aims<sup>11</sup>, the aspiration is that by 2022:
  - East London has become one of the most sought after places to live, work, visit and invest in the UK, and the ambition of “convergence” between east London and the rest of the capital is on track to be achieved by 2030
  - Queen Elizabeth Olympic Park is the centrepiece of an integrated, inclusive and accessible district of London including a new higher education and cultural quarter
  - London continues to benefit from economic, tourism and cultural benefits derived from its position as one of the most diverse and dynamic capital cities in the world
  - Londoners continue to benefit from the significant sporting, health and volunteering initiatives developed for the Games and sustained in legacy
  - The Paralympic legacy has ensured that high quality opportunities are available for disabled Londoners, including improved access to transport, work and leisure.

### Overview

- 2 The London 2012 Games aimed to revitalise east London. The main catalyst for this was the creation of Queen Elizabeth Olympic Park after London 2012, with newly landscaped parklands and visitor facilities surrounding the world-class sporting venues available to the public to enjoy. The long-term vision for the Park and surrounding area included the creation of housing, through the conversion of the Athletes' Village to residential housing and new developments, as well as employment and cultural opportunities, and improved transport links. The regeneration of east London is underpinned by the goal of “convergence” – bringing socio-economic indicators in east London up to a par with the rest of London. This chapter examines progress over the last year in each of these areas.

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<sup>11</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>



## Headline achievements over the past year

- Nearly 5 million visitors to Queen Elizabeth Olympic Park since fully reopening to the public in April 2014 with hugely popular world class sporting venues on the Park.
- Work continuing on the Stadium to convert it into a world-class multi-sport venue, capable of hosting concerts, exhibitions and a whole host of sports alongside regular football and athletics fixtures.
- Over 40% of space let in Here East, the former Press and Broadcast Centres, which is being transformed into a digital quarter, with high-profile tenants including BT Sport, Loughborough University, and Wayne McGregor | Random Dance.
- First homes went on sale at Chobham Manor, the first new neighbourhood on Queen Elizabeth Olympic Park. More than 4,500 people are now living in East Village, the former Athletes' Village.
- £141m committed by the Chancellor to 'Olympicopolis': the cultural and educational complex in Queen Elizabeth Olympic Park. Lease agreed with University College London (UCL), an architectural team and masterplanners appointed for the Stratford Waterfront site and masterplanners for the UCL site. Formal talks opened with the Smithsonian Institution, the world's largest museum, to become a part of the project.
- 54 new apprenticeships created in the last year within the Stadium, Here East, Chobham Manor and the Park's venues. 88% of the apprentices who worked on the Park were local.

## Queen Elizabeth Olympic Park

- 3 It's now just over one year since Queen Elizabeth Olympic Park fully re-opened to the public with millions of people from the local communities and beyond flocking to the Park. Lee Valley VeloPark, Lee Valley Hockey and Tennis Centre, London Aquatics Centre and Copper Box Arena are world-class sporting venues open for regular community use alongside hosting international sporting events.
- 4 The ArcelorMittal Orbit now provides a unique visitor attraction in east London – providing both spectacular views and a number of extremely popular events, including a Lego exhibition, yoga and abseiling, with the latter selling out.
- 5 At the end of last year, work finished on the Canal Park, turning the towpath along the Lee Navigation Canal on the west of the Park into a beautiful new natural space and an active waterfront for local residents and visitors to enjoy.
- 6 The Park played host to a number of spectacular events over the last year, including the inaugural Invictus Games, which drew more than 65,000 visitors, the Great British Carnival, a superb parade to mark the second anniversary of the 2012 Olympic and Paralympic Games, the Queen's Baton Relay ahead of the Commonwealth Games in Glasgow, Tour de France, Prudential Ride London and the UCI Track Cycling World Cup.
- 7 The transformation of the Stadium is on track to host five Rugby World Cup matches in the autumn and Diamond League events, before re-opening in 2016 as a vibrant, multi-use arena, the home of West Ham United Football Club and the national competition centre for UK Athletics. Vinci has been appointed as operator of the Stadium and south of the Park, and will run a whole variety of events around existing football and athletics fixtures.



Queen Elizabeth Olympic Park (Photo: LLDC)

## Olympicopolis

- 8 'Olympicopolis' will bring together outstanding organisations to showcase education, art, dance, history, craft, science, technology, and cutting edge design in the heart of Queen Elizabeth Olympic Park. University College London (UCL) and University of the Arts London (UAL) will create two new university campuses and the Victoria and Albert Museum (V&A) and Sadler's Wells will form part of the new cultural and educational complex on Stratford Waterfront along with UAL. The London Legacy Development Corporation expect 'Olympicopolis' to deliver 3,000 jobs, 1.5 million additional visitors and £2.8bn of economic value to Stratford and the surrounding area. Government funding of £141m for the project was announced in December 2014 as part of the National Infrastructure Plan.
- 9 A new charity, Foundation for FutureLondon, was created to help realise the potential of Olympicopolis and Queen Elizabeth Olympic Park. The charity is chaired by Sir Bill Castell, currently also chair of the Wellcome Trust and Chichester Festival Theatre.
- 10 The charity aims to ensure, through the promotion of arts, culture, science and education, that the arrival of new world class institutions can successfully raise aspirations and provide new opportunities for people in east London. It has merged with the Legacy List, the Queen Elizabeth Olympic Park charity set up in 2011.
- 11 The Foundation for FutureLondon will work closely with the partners of the 'Olympicopolis' project on Stratford Waterfront and with University College London on its new campus to the south of the ArcelorMittal Orbit.

## Here East

- 12 Construction on Here East started in October 2014 to transform the former Press and Broadcast Centres into a huge digital campus bringing together business, technology, media, education and data. Here East will deliver over 7,500 jobs, including 5,300 directly on-site and a further 2,200 in the local community.
- 13 Here East is over 40% let and BT Sport is already operating from the venue. Tenants including Loughborough University, Hackney Community College and Infinity SDC will move on to the site from September 2015 and Here East will open fully in spring 2016.

## The Olympic Delivery Authority

The Olympic Delivery Authority (ODA) closed in December 2014, having been established after the International Olympic Committee's 2005 vote to award the 2012 Olympic and Paralympic Games to London.

The ODA was the public body responsible for the construction of the venues and facilities for London 2012, including the Olympic Park and infrastructure such as bridges and roads. The ODA also devised a transport plan to get spectators to events and was charged with enforcing legislation about advertising and trading during the Games.

The ODA's construction activity was accomplished on schedule and well within the original budget given to the organisation, with £1.2 billion of savings and a commitment to achieving value for money and a lasting legacy. The ODA also took on more work than first anticipated, because of the decision to publicly fund the Olympic Village after the economic crisis in 2007-08, as well as responsibility for some Games-time operations on the Olympic Park.

After 2012, its focus switched to the transformation of the former Olympic and Paralympic Village into new housing for London. Final tasks included closing out the last of more than 2,500 commercial contracts with a combined value in excess of £6 billion, and preparing for an ordered closure of the organisation.

Details of the ODA's achievements can be found at:

<https://www.gov.uk/government/organisations/olympic-delivery-authority>

## Housing in and around the Park

- 14 The former Athletes' Village, now called East Village, comprises some 2,818 homes made up of 1,439 private rental homes and 1,379 affordable homes. All 675 social rental homes in East Village are occupied and all of the 704 intermediate affordable homes have now been rented or bought. More than 4,500 people reside in East Village, which is also home to Chobham Academy and the Sir Ludwig Guttmann Health and Wellbeing Centre.
- 15 Construction continues on Chobham Manor, the first new neighbourhood on the Park. Of the 828 homes on Chobham Manor, 28% will be affordable and 75% will be family housing. The first batch of homes for private sale was released in May 2014, followed by another batch in January 2015. The first residents will move in at the end of 2015.

- 16 In March 2015, Balfour Beatty and Places for People were appointed as the development partner for East Wick and Sweetwater neighbourhoods, which will see 1,500 homes built on the Park, six years earlier than originally planned, including 30% affordable housing and 500 homes for private rent.
- 17 East Wick will create up to 850 new homes and is located in the north west of the Park next to Hackney Wick and the digital quarter at Here East. It will include townhouses, mews, studios and flats, a new primary school and two new nurseries. Sweetwater will provide up to 650 new homes and is located in the south west of the Park near Old Ford and the Copper Box Arena. It includes studios, apartments and family homes with private gardens, a new primary school, two new nurseries and a health centre.

## Jobs and apprenticeships

- 18 The London Legacy Development Corporation continues to support the creation of jobs, training and apprenticeship opportunities for local residents, particularly for young people and under-represented groups. Last year, 54 apprenticeships were created and apprentices worked within the Stadium, Here East, Chobham Manor and in the Park's venues. This brings the total number of apprentices who have worked on the Park following the Olympic and Paralympic Games up to 124, with 88% coming from the local area.
- 19 The Park is a catalyst for job creation elsewhere and it is expected that 15,000 jobs will be created on the Park by 2025. The Legacy Corporation is raising awareness of these opportunities by working with current and future employers on the Park to deliver career workshops and skill taster sessions to young people and in March 2015 engaged nearly a thousand young people from 26 local schools and colleges.
- 20 The Legacy Corporation will continue to ensure that local residents are equipped with the necessary skills to take advantage of the job opportunities created. Last year more than 600 local residents received specialist construction training as part of the wider construction programme taking place on the Park.
- 21 The Legacy Corporation secures commitments from employers to create opportunities for under-represented groups, including for Black, Asian and Minority Ethnic (BAME), disabled people and women. The Park construction workforce in November 2014 exceeded targets across all groups, with 31% of workforce from local boroughs, 63% from BAME groups, 5% of the workforce made up of disabled people and 7% women (versus a construction industry standard of 2%).
- 22 At the time of the Park opening in April 2014, more than 65% of the workforce across the venues, and in estates and facilities management, were local residents. This has been maintained, and in September 2014 66% of the workforce were local residents.

## Sporting legacy on Queen Elizabeth Olympic Park

- 23 Alongside a whole range of community sports, the Park offers a number of world class venues which continue to attract international events. Over the coming years, the Park will host Rugby World Cup 2015 matches and the IAAF and IPC 2017 World Athletics Championships in the Stadium, the European Swimming Championships 2016 in the London Aquatics Centre, the UCI World Track Cycling Championships 2016 in the Lee Valley VeloPark, the Women's Hockey World Cup 2018 in the Lee Valley Hockey and Tennis Centre and international basketball matches in Copper Box Arena.



London Lions at the Copper Box (Photo: LLDC)

- 24 Community programmes continue to offer opportunities for local people to get more active. 'Active People, Active Park' is the London Legacy Development Corporation's flagship programme in partnership with Sport England and local and national sports delivery partners to promote physical activity on Queen Elizabeth Olympic Park. Last year, in its first year of delivery, over 40,000 people took part in sporting activities as a result of the programme. In 2015 it will continue to deliver free sporting opportunities on and around the Park to local communities and Park visitors.
- 25 'Motivate East' is a programme run by the London Legacy Development Corporation in partnership with Sport England and other local partners to provide disability sport opportunities in east London; last year more than 26,000 inclusive sporting opportunities were delivered.
- 26 National Paralympic Day took place on 30 August 2014 and in London an estimated 30,000 visitors descended upon Queen Elizabeth Olympic Park to try out disability sports, meet Paralympians and take part in the Mayor of London's Liberty Festival – the hugely popular showcase for deaf and disabled artists (see Chapter 6 for more details).

## Beyond the Park

- 27 The transformation is not confined to the Park. One of the main goals of the regeneration work was to see the impact of the Games spill across the Park boundary.
- 28 Westfield Stratford City is the largest urban shopping mall in northern Europe attracting more than 40 million visitors each year to its 1.9 million square feet of retail space and 3 hotels. Future plans include 1.1 million square feet of office space.

- 29 The International Quarter borders the edge of the park with 4 million square feet of workspace, 330 new homes, a new hotel and over 50,000 square feet of shops and restaurants. It will create space for 25,000 jobs with Transport for London and the Financial Conduct Authority already committed to moving there by 2018.
- 30 Glasshouse Gardens, to the south of the Park, is under construction with luxury apartments due to be occupied from 2016, with completion in 2017.
- 31 Chobham Farm is creating 1,200 new homes in a mixed development to the east of the Park.
- 32 The London Legacy Development Corporation's wider area will see 24,000 new homes built by 2031.

## Convergence

- 33 The Greater London Authority (GLA), Legacy Corporation and Transport for London (the 'GLA family') have continued to work with the east London boroughs that hosted the Games (the 'Growth Boroughs') towards the convergence ambition, that "within 20 years the communities who host the 2012 Games will have the same social and economic chances as their neighbours across London"<sup>12</sup>.
- 34 The Convergence Action Plan aimed to ensure that the scale of disadvantage experienced by Growth Borough residents is greatly reduced through:
  - Higher educational attainment
  - Achievement of greater skills qualifications
  - Increases in the number of economically active adults
  - Reduction in child poverty
  - Increase in life expectancy
  - Reduction in housing overcrowding
  - Reduction in violent and gang crime
- 35 There have been immense demographic changes in the six boroughs in the period since the 2011-2015 Convergence Action Plan was published. The population has grown by over 97,000 and the working age population has grown by over 60,000<sup>13</sup>. Statistics against a range of convergence targets have fluctuated year on year with the overall position being one of improvement, especially against education targets where the convergence gap has narrowed impressively. In relation to the employment rate the picture is more complex. 2012 itself saw the convergence gap at its lowest. However since then the position has deteriorated back to 2009 levels. 2013/14 also saw the unemployment rate convergence gap, and the gap for the working-age population in the Growth Boroughs qualified to at least Level 4, widen. The convergence gap for median earnings, whilst reducing, will also need to reduce further if it is to be on track to achieve convergence by 2030.

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<sup>12</sup> The six east London Growth Boroughs are Barking and Dagenham, Hackney, Greenwich, Newham, Tower Hamlets, and Waltham Forest.

<sup>13</sup> Figures reflect ONS mid-year estimates 2010-2013

- 36 With the aim of reducing these convergence gaps further, the six east London Growth Boroughs, in partnership with the Mayor of London and other partners, have developed a **new Convergence Strategy and Action Plan covering 2015-18**. This has a dedicated focus on employment and skills, and transport as the levers most likely to enable local residents to access increased economic opportunities and achieve parity in outcomes with their London neighbours, in a context where the east London Growth Boroughs are predicted to make up the UK's strongest potential growth area, with new job creation projected to exceed any other UK city to 2022.
- 37 Working with local and regional partners, including colleges, higher education institutions, the London Legacy Development Corporation, GLA, as well as employment sector partners such as the NHS, Westfield and city corporations, the east London Growth Boroughs will prioritise five key employment sectors:
- Health and social care
  - Creative and digital industries
  - Construction and facilities management
  - Retail and hospitality
  - Finance and business services
- 38 The new strategy also identifies key transport infrastructure priorities to catalyse job creation and housing development. Alongside this, the east London Growth Boroughs have developed proposals to bid for European Structural Funding and other resources to deliver many of the actions outlined in the action plan accompanying the new strategy.
- 39 Building on the success to date of the regeneration of Stratford and Queen Elizabeth Olympic Park, Transport for London (TfL) is working closely with GLA and the east London Growth Boroughs to enable other London growth areas to regenerate and address deprivation. These include the Royal Docks, Greenwich Peninsula and London Riverside (including Barking Riverside).
- 40 To support this, TfL has worked with the east London Growth Boroughs and other partners to prepare the sub-regional transport plan and associated updates. The sub-regional plan contains short, medium and long-term priorities for the wider sub-region to 2031, and together with "Travel in London" will act as the conduit by which TfL will measure and report progress against the Olympic and Paralympic Transport Legacy Action Plan.

# Chapter 4:

## Economic Growth

### Long-term aims

- 1 The UK aims to fully exploit the opportunities for economic growth offered by delivering a successful Games with a focus on trade, investment and tourism. Over the next decade the aspiration is that by 2022:
  - UK expertise continues to capitalise on the successful delivery of 2012, and subsequent events, to win supply opportunities in major international projects including major sporting events
  - UK capability continues to be showcased to fellow hosting and bid nations and supply chain opportunities for UK companies
  - Delivering successful UK major events continues to enhance the UK's reputation and act as a showcase for UK expertise
  - SMEs continue to see an increase in capability and confidence. The Games was a great example of UK business at its best. SMEs were a key part of this and consistent with the theme of inspiring a new generation
  - The successful delivery of 2012, and subsequent events, continues to enhance the UK as an investment destination
  - An improved perception of Britain overseas as an inspirational, innovative and relevant destination
  - The economic benefits of tourism continue to be maximized across the UK with an aim by 2020 of 40 million overseas visitors a year, spending £31.3bn a year (in real terms)



## Headline achievements

- 3.48 million additional tourist visits to the UK as a result of Games-related promotion activity since 2011/12, resulting in £2.1bn in additional spending
- Sports-focussed trade missions have been taken to Brazil, Russia, Japan and Qatar
- Memoranda of Understanding signed between the UK and Japan, to formally establish a framework for sharing lessons from London 2012 and other major events
- Over £60m in contracts won by British businesses for Rio 2016, involving more than 20 companies
- Nearly £290m of business wins achieved by UK companies from High Value Opportunity global sports projects taking place between 2015 and 2022

## Trade and investment

- 2 As reported last year, trade and investment benefits from London 2012 had exceeded the four year target of £11bn, reaching £14.2bn just two years after the Games.
- 3 A key element in continuing to maximise the economic benefits of hosting the London 2012 Olympic and Paralympic Games, and more recently the Glasgow 2014 Commonwealth Games, has been supporting British companies to target the future hosts of the major sporting events held around the world. Although UK companies have successfully supplied major sports events since Sydney 2000, the hosting of London 2012 boosted the UK's reputation for delivery of large-scale projects. The UK's ability to deliver the most sustainable, accessible, secure and connected summer Olympics and Paralympics, on time and budget, created an enduring platform to present the UK as the partner of choice for future host cities and other events wishing to emulate this success. This has been further built on by the success of the Glasgow 2014 Commonwealth Games and, with the 2015 Rugby World Cup and 2017 World Athletics Championships still to be held, the UK has a number of further opportunities to showcase its capabilities and experience.
- 4 London 2012 also acted as a catalyst for a greater number of UK companies to gain sports event experience and, post-Games, to the creation of a number of new consultancy firms who have gone on to secure work with future hosts. London 2012 expertise has remained in demand with, for example, 195 British experts who were involved in preparations for London 2012 working to make the inaugural European Games in Baku in 2015 a success.
- 5 Over the last year UK Trade and Investment (UKTI), as part of its High Value Opportunities Programme, has continued to work with these and other UK firms to actively target the hosts of major sports events. Sports-focussed trade missions have been taken to Brazil, Russia, Japan and Qatar, and visits to the UK facilitated for senior delegations from Turkmenistan (hosts of 2017 Asian Indoor & Martial Arts Games) and the Tokyo 2020 Olympic & Paralympic Games. UKTI also ensured a strong UK company presence at the key SportAccord Convention World Sport & Business Summit held in April 2015 in Sochi, and ran their own sports conference in London in February 2015. This attracted over 100 companies for a series of workshops and presentations aimed at briefing UK companies on the opportunities and practicalities of undertaking business with all the key future hosts of major sporting events between now and 2022.

- 6 July 2014 saw UKTI run a British Business House in Glasgow during the Commonwealth Games. Preceded by a Commonwealth Games Business Conference, the Business House provided a focal point for UKTI's business activity, supporting government business priorities and offering a forum for business leaders from the UK and the Commonwealth to meet, strengthen relationships and explore business opportunities. As part of two days of events, UKTI's Global Sports Projects Team organised a presentation by the Supply Chain Director of the Rio 2016 Organising Committee on their future procurement plans, and a seminar focussing on sharing the UK's knowledge and experience in bidding for and delivering a legacy from hosting sporting events.
- 7 The special relationship that exists between countries that host back-to-back Olympic and Paralympic Games has been built on through a yearly UK-Brazil Dialogue which has taken place since 2012 – this year's dialogue had three parts culminating in late March 2015 with a delegation to Rio of UK experts. UKTI and the Foreign and Commonwealth Office have helped British businesses win in excess of £60m in contracts for Rio 2016, involving more than 20 companies. As 2015 is the peak procurement year for the Rio 2016 Organising Committee, forthcoming tenders could generate an additional £100m in business for the UK.
- 8 During 2014/15 UKTI supported UK companies to achieve £289.46m of business wins from High Value Opportunity global sports projects taking place between 2015 and 2022.

### Case study: Trivandi Major Project Consultants

Trivandi Ltd was co-founded after the London 2012 Games by the senior team from the Venues and Infrastructure department of LOCOG. Trivandi is an international consultancy that provides delivery and operational advice in the sport, leisure and events sectors. Since their formation in May 2013 they have worked on six major events including:

- Qatar 2022 FIFA World Cup
- Tokyo 2020 Olympic and Paralympic Games
- Rio 2016 Olympic and Paralympic Games
- Glasgow 2014 Commonwealth Games
- Grand Depart, Tour de France 2014
- Summer Events 2013, Queen Elizabeth Olympic Park

Trivandi was appointed by the IOC to provide technical guidance to future Olympic and Paralympic Games Organising Committees. They were also appointed with Mace to support the legacy transformation of Queen Elizabeth Olympic Park, they are working for Queens Park Rangers Football Club on new stadium plans and working with three major leisure brands in the UK in the roll out of major new sport and cultural visitor attractions in the UK and internationally.

Benefitting from the track record of London 2012, in just two years, Trivandi have built a business that is now recognised as a leading specialist consultancy in delivering and operating world class venues and events. On-going support has been provided by UKTI, enabling Trivandi to win international assignments, create brand awareness and establish

new opportunities. In just two years, the company has won over £3m of new business and employed 21 staff from the UK.

James Bulley, Trivandi Ltd's CEO, explained: "London 2012 provided us the platform to launch the business. The reputation gained from London delivering a hugely successful Games has opened doors to international markets that would not otherwise have been available to us. The UK is now competing alongside seasoned international event planners and operators from Australia and the US. UKTI and the GREAT campaign have been instrumental in placing UK expertise as world-leading off the back of the success of London 2012."

## GREAT Britain campaign

- 9 A key tool in the generation of economic benefit during and after the Games is the GREAT Britain campaign, launched in 2012 to capitalise on the global attention around the Olympics and Paralympics and make the most of economic opportunities.
- 10 The campaign unites the UK's international promotion efforts under one brand to showcase the very best Britain has to offer in order to encourage the world to visit, study and do business here.
- 11 Since its launch in 2012 the campaign has delivered a direct return to the UK economy of £1.2bn. The campaign focuses on 14 priority markets: US, China, India, Brazil, France, Germany, Mexico, Turkey, Japan, Indonesia, South Korea, Hong Kong, the Gulf and Poland/emerging Europe. Active in 144 countries, GREAT generates proven high quality return on investment and maintains Britain's strong profile around the world.



The GREAT Clipper Yacht, San Francisco Bay

- 12 The impacts to date of the campaign on inward tourism to the UK are encouraging. VisitBritain reported that GREAT activities in 2012/13 and 2013/14 generated over £360m of incremental tourism expenditure. VisitEngland reported total incremental economic returns of over £500m from its highly successful *'Holidays at Home are GREAT'* campaigns in 2012, 2013 and 2014. UK Trade & Investment and the Foreign and Commonwealth Office reported that approximately 4,000 new service deliveries for UK companies were generated in 2013/14 from GREAT-funded activities. According to UKTI analysis, these generated £268m of 'total additional profit' (based on 1,680 individual firms being supported through GREAT-funded activities). British Council's GREAT-funded international higher education promotional activities in 2013/14 generated £32.9m, with a further £4.5m from the *'Jubilee Scholarship'* programme held in 2012.



Prince Harry's visit during the World Cup to Belo Horizonte in Brazil, where Team GB and ParalympicsGB will be training ahead of the Rio 2016 Games

- 13 GREAT has attracted the active endorsement of over 300 private sector partners and high profile individuals. These endorsements are currently estimated to be worth over £68m to the GREAT Campaign.
- 14 Since its launch, the GREAT brand has made a major impact globally – an independent assessment of the GREAT brand itself in 2014 by external valuation experts has shown that the brand has a current value of approximately £158m, with the potential to be worth £1.7bn over the next five years (and be ranked within the UK's top 50 brands).

## Economic benefits in London

- 15 To ensure that London's reputation is maintained and built across the world the Mayor funds London & Partners – London's promotional agency – to lead promotional efforts, attracting foreign direct investment, international students and tourists to the capital. London & Partners has created 3,380 jobs from the Games-time hospitality programme, with 1,142 more in the pipeline. On the back of the programme, London has won 38 inward investment projects, with 29 investor companies active.

## International legacy

- 16 The Foreign and Commonwealth Office (FCO) continues to look for opportunities to promote UK legacy values via Embassies and High Commissions.
- 17 In May 2014, Japan's Prime Minister Shinzo Abe witnessed the signing of a Japan Global Sports Host-2-Host Memorandum of Understanding (MOU) at Queen Elizabeth Olympic Park during his official visit to the UK. This set out a range of areas for increased bilateral cooperation between the UK and Japan ahead of both the Tokyo 2020 Olympic and Paralympic Games and the 2019 Rugby World Cup in Japan, helping to position the UK as Japan's partner of choice in the run up to these events.
- 18 As the first major deliverable under this agreement, the British Embassy in Tokyo and UKTI hosted an Olympic Cooperation Week in Tokyo in June 2014. Headed by then FCO Minister with responsibility for Games Legacy, Hugh Robertson, the UK delegation delivered presentations and workshops on a range of issues requested by a Japanese audience comprising a broad spectrum of Tokyo Games stakeholders. The week also provided opportunities for bilateral meetings, including with Japan's Olympics Minister, and to introduce UK companies key to the success of London 2012 to Tokyo stakeholders.
- 19 The government has built on this success with a series of outward ministerial visits to cement the government-to-government relationship, including by then trade minister Lord Livingston in October 2014 and the then Culture Secretary Sajid Javid in November 2014, when he set out London's legacy to Tokyo Games organisers and British businesses. In February 2015 Lord Deighton, the then Commercial Secretary to the Treasury and former Chief Executive of the London Organising Committee of the Olympic and Paralympic Games (LOCOG), visited Japan to promote Games cooperation between Tokyo Games and Japan Rugby World Cup stakeholders, including the Governor of Tokyo and the President of the Tokyo Organising Committee for the Olympic Games (TOCOG). The UK government has also hosted a number of inward visits focused on Tokyo 2020, including by Tokyo Governor Masuzoe and various representatives from TOCOG.
- 20 Following Japan's general election in December 2014 the UK government conducted a cross-Whitehall refresh of its Japan policy, with Tokyo Games cooperation prominent in future engagement. Home Office colleagues have since concluded a government-to-government Statement of Intent to enhance security cooperation ahead of Tokyo 2020. The agreement provides a fee-paying framework for the UK and Japan to exchange information and experience in the security sector.
- 21 Other opportunities range from incorporating legacy activity into ministerial travel plans, to embassies' involvement at local sporting events, and global sports projects. The FCO works closely with Whitehall partners such as UKTI and the Department for Culture, Media and Sport on legacy activities, with the aim of attaining commercial or soft power benefits to the UK.

- 22 One example of this was the visit of then FCO Minister of State responsible for Legacy, Hugo Swire, to Malta in May 2014 for the Queen’s Baton relay ahead of the Glasgow 2014 Commonwealth Games, where he greeted the baton and gave a speech at a reception hosted by the High Commission. Government officials worked in close partnership with the Malta Paralympic Movement and used the occasion to give Maltese disability sport a much-needed boost.
- 23 In Lima the UK Embassy worked in close collaboration with the Instituto Peruano del Deporte (IPD) to put on a live screening of the friendly football match between England and Peru at the National Stadium. The match, played in Wembley Stadium on 30 May 2014, was the first time the two teams had played in over 50 years and the screening was watched by 500 British and Peruvian guests. The Embassy used the opportunity to support the UK’s local campaign to help British businesses secure contracts associated with the Pan American Games (in Lima in 2019).

### Case Study: Making Boccia Accessible



Learning to measure: “Making Boccia Accessible” in Johannesburg, March 2015

The British government is working with the Boccia International Sports Federation (BISFed) to explore ways to increase international accessibility and participation in this Paralympic sport. During 2015, it is supporting BISFed to distribute over 400 sets of boccia balls free to 20 countries around the world, with the aim of introducing boccia to 10,000 new players. 18 countries from Africa, Asia, Central America and the Caribbean have been chosen to take part in the first phase of the project.

The launch took place at the Hope School for physically disabled learners in Johannesburg in March 2015, where seven countries attended a training workshop. This saw ‘Boccia Ambassadors’ learn how to play and coach the game so that they, in turn,

can teach others in their countries. The participating countries were South Africa, Kenya, Madagascar, Namibia, Rwanda, Uganda and Zimbabwe.

The British High Commission in South Africa engages in the wider promotion of Paralympic sport across Africa, and this is likely to continue through the South African Sports Association for Physically Disabled delivering the London 2012/Glasgow 2014 legacy to the Commonwealth Games in 2022.

## Sharing Legacy across Brazil

The Brazil Network continues to deepen cooperation with Brazil through the prism of London 2012 legacy. During 2014/15 over 50 legacy activities were delivered through a year-long GREAT Legacy Campaign, several Bilateral Prosperity projects during the Brazil World Cup 2014, and media communications.

One of the year's highlights was the delivery of the third edition of the Olympic and Paralympic Dialogue. Funded by GREAT and hosted by partners in the Rio State Government, twelve experts from London 2012 shared their knowledge with over 250 Rio 2016 organisers, delivering under the Memorandum of Understanding signed on Olympic and Paralympic cooperation in 2012. Relationship building by consulate staff with Games organizers helped enable the donation of the original Newcastle Olympic rings to Rio, where they will be displayed throughout 2016.



Newcastle's Olympic Rings in Rio (Photo: J. P. Engelbrecht/ Official Photographer / Mayor of Rio's Office)

Other areas of UK knowledge transfer were covered through projects on waste management, travel demand management and energy resilience. The UK featured as a main reference on how to effectively innovate waste management strategies for major events in a report shared with the World Cup host cities. Transport for London representatives took part in workshops for over 100 decision makers from Municipal, State, and Federal governments nationwide. The Brazilian Power Grid Operator (ONS) applied UK best practices during the World Cup to avoid electricity shortages and the lessons learnt will form the Rio 2016 Grid Operation Plan.

During the FIFA 2014 World Cup the British Network in Brazil delivered twenty events at GREAT Britain Houses in Sao Paulo, Belo Horizonte, Rio and Manaus. 753 services were provided to UK companies, and over 2,300 business guests and 40 inward investors attended. The events generated 110 pieces of positive press coverage, reaching some 19 million Brazilians. Images of Prince Harry's visit reached 110 million Brazilians and said more than any words about UK's role in Brazil's continuing social transformation.

The ongoing communications plan to promote the positive impacts of 2012 Legacy and its benefits to Brazil achieved an estimated Advertising Value Equivalent of £621,300 in total in 2014/15, with 95 pieces of positive coverage, including 2 minutes in Brazil's main evening news, which reached 25 million Brazilians. British spokespeople such as Lord Coe, the London 2012 Games Makers and Team GB athletes disseminated messages about the legacy of London 2012. The Brazil Network also used the City of Rio's 450th anniversary in 2015 to further promote positive perceptions of the UK by creating a 'UK version' of the official Rio450 anniversary logo.



Rio Carnival street artists referred to the Newcastle Olympic rings handover to Rio 2016 in their performance



## International development – International Inspiration

- 24 International Inspiration (IN), the international legacy programme of the London 2012 Games, inspired over 25 million people around the world to choose sport. The programme ended its contract of services with government agency UK Sport in 2014 and transitioned into an independent charity with core support from the Department of International Development (DfID).
- 25 Embedding London's promise to inspire children worldwide through sport and instilling the Olympic and Paralympic values in all areas of its work, IN brings together expertise of programme delivery and advocacy to take the lead in mainstreaming of sport into international development practice. IN's programmes contribute to the United Nations' Sustainable Development Goals in education, gender and inclusion, peace and reconciliation, health and global partnerships, leading to long-term and positive social change in some of the world's poorest countries. Through sport, IN engages more children and young people in education; promotes the rights, status and voice of women and girls in their communities; provides opportunities for children with disabilities to join in social and sporting activities; and improves young people's understanding of communicable diseases.
- 26 Now working in ten low-income countries across Asia, Africa and the Caribbean, IN works in partnership with organisations using sport to achieve development outcomes. The Access and Empowerment Programme is a good example of IN's approach. Funded by Comic Relief, the programme works in Bangladesh, Ghana and Jamaica giving young people, however marginalised, a chance in life.

### Case studies: International Inspiration (IN)

Under the Access and Empowerment programme in Bangladesh, Ghana and Jamaica young people now have better access to education, employment and training.



adapting sport activities for people of all disabilities.

**Bangladesh:** IN provided access to adapted sports equipment for children with disabilities and provided adaptive aids to ensure they have better access to education. Working in partnership with the Centre for Rehabilitation and Paralysis, IN helped young disabled people enjoy daily sports sessions led by trained practitioners



sales skills. The footballs are sold to local schools and charities to ensure that local economies also benefit from sport. (Photo: Live & Kicking)

**Ghana:** IN provided community sport activities through trained sports leaders and access to locally owned, ethically made, quality sport equipment. IN worked in partnership with Alive and Kicking, the football manufacturer, to provide livelihoods for local people through work in factories or through vocational training to develop



well as providing Career Preparedness and Study Preparedness Workshops and a full time coach to increase their life chances for this hard to engage group.

**Jamaica:** working in partnership with Development Options, the programme connects young people not in education, employment, or training with local businesses creating mentor/mentee relationships that create opportunities and key skills (e.g. entrepreneurship, vocational training and entry into education), as

## Tourism

### UK tourism

- 27 The benefits to tourism for both the UK and London remain a key legacy objective. The aim over four years is to generate an extra 4.7 million visitors to the UK and raise an extra £2.3bn of tourism spend from international tourist visitors. VisitBritain remain on track to meet these targets, with an additional 3.48 million visits as a result of their activity in the first three years (2011/12 to 2013/14), resulting in £2.1bn in spend. In the longer term, VisitBritain's strategy is aiming for 40 million overseas visitors by 2020, spending £31.5bn and supporting an additional 200,000 jobs across the country.

### Current national picture

- 28 During 2014 VisitBritain reported a 5% increase in international visits, up to 34.38 million, and a 3% increase in visitor spend compared to 2013, up to £21.85bn. Inbound tourism is delivering economic benefits right across Britain – the value of inbound tourism grew by 10% to Scotland in 2014 compared to 2013, with visits up 11%, while Wales saw a 5% increase in spend with visits up 7%. In the regions of England, there was a 1% increase in spend, with visits up 5%, in comparison to an increase of 3% in visitor spend in London, where a 4% rise in visits was seen.
- 29 For 2015, VisitBritain forecast that there will be a 2.5% increase in inbound visits to the UK to 35.1 million visits, with a 4.5% increase in spend to £22.2bn. Following on from a record year, 2015 provisional figures up to and including March show a 1% increase in visits compared to the same period in 2014, but a 10% drop in spend.
- 30 Hosting the London 2012 Olympic and Paralympic Games changed the world's perceptions of Britain. Britain's image as measured by the Anholt-GfK Nation Brands Index 2014 remains positive, with a rank of 3rd overall out of 50 nations (level with 2013), and tourism rising to a rank of 3rd (up from 4th in 2013). There is, however, no room for complacency, as Britain's ranking for the welcome given to visitors from overseas has returned to its pre-Games ranking of 13th out of 50 (down from 10th in 2013.) This demonstrates the 'global race' that Britain finds itself in, as although the overall 'score' for 'welcome' was comparable to 2013, Britain fell three places in the league table due to improvements in the perception of 'welcome' offered by competitor destinations.
- 31 The regional picture across England and the rest of the UK is variable, and work continues to maximise the opportunities for the whole of the UK through proposals including Tourism in the North of England, and Tourism in the South West, which were developed to encourage a joined-up approach to attracting international visitors to these regions.

### England

- 32 VisitEngland is now undertaking a fourth wave of GREAT Britain promotions. VisitEngland's Holidays at Home are GREAT campaigns have been running since 2012, supported by Government investment of £10m. The first three campaigns have generated more than £520m in extra spend alone.
- 33 VisitEngland's Growing Tourism Locally three-year programme, supported by £19.8m from the Regional Growth Fund, has generated £659m additional tourism spend and created 12,256 additional jobs for the sector.

## Case Study: Welcome in Weymouth

The Weymouth Business Improvement District has established a major new tourist initiative – ‘WE WELCOME’ – aimed at attracting new visitors, with a strong emphasis on outdoor activities. In addition, their ‘*Weymouth Weyfarer*’ programme, based upon the 2012 Volunteer Ambassadors that were so successful in Weymouth in Games time, is being developed with training provided by former 2012 Local Operations staff. The Weyfarers provide a warm welcome to ‘meet and greet’ local people and visitors, notably the many international visitors that arrive by cruise ships into Portland Harbour.

### Scotland

- 34 During 2014 Scotland staged the 2014 Ryder Cup, the XX Commonwealth Games and the second year of Homecoming: a year-long, coordinated programme of events designed to welcome visitors from around the world. The success of the XX Commonwealth Games, which saw over 6,500 athletes and team officials, representing 71 nations and territories, come to Glasgow in the summer of 2014 was reflected by the Commonwealth Games Federation’s Coordination Commission calling it a blueprint for future Games.
- 35 For Homecoming, more than two million people attended a record breaking 1049 events throughout the year across Scotland – more than double the initial target. Following this success, further Themed Years will be undertaken, including the Year of Food and Drink in 2015 to inspire the people of Scotland and its visitors to celebrate Scotland’s outstanding natural larder and further develop Scotland’s reputation as a Land of Food and Drink.
- 36 In 2015, three World Championships (Gymnastics, Orienteering, Swimming) and one European (Eventing) Championship will take place in Scotland, alongside the return of golf’s Open Championship and the Women’s British Open. The Turner Prize will also be presented in Scotland for the first time. Scotland has also recently been named by UEFA as a host for four matches during Euro 2020.

### Wales

- 37 Wales continues to leverage the legacy arising out of its successful hosting of an important element of the 2012 London Olympic and Paralympic Games by bidding for, and winning, high profile international sporting events – as well as continuing to build upon its reputation as a wider major event destination. Since 2012, Wales has won the rights to host the 2016 IAAF World Half Marathon Championships and successfully delivered the 2014 UEFA Super Cup – a challenging international football fixture that helped to cement a productive and on-going relationship with UEFA that promises to yield further positive outputs in the years to come.
- 38 Wales continues to operate confidently on the global events stage: it has recently hosted a second Ashes Test, and is preparing to host a number of fixtures of the 2015 Rugby World Cup in the autumn and the only UK stopover in the prestigious Volvo Ocean Race 2017-8 series.
- 39 Wales also successfully hosted the 2014 NATO summit at the Celtic Manor Resort in September 2014, achieving high levels of international media profile on a scale not previously enjoyed by the nation, and which resulted in a follow-up Investment Seminar attracting over 200 international delegates to the country.

## GREAT Britain campaign and tourism

- 40 VisitBritain's GREAT campaign activity is succeeding in shifting perceptions of Britain and has measurably increased the intention to visit the UK, with 588,000 visits resulting from the GREAT campaign, and potentially delivering at least an additional £305m spend, corresponding to a return on investment of approximately 9:1 (2012/13 – 2013/2014).
- 41 VisitEngland's strategic objectives for GREAT in 2015/16 are to increase the number of domestic vacations taken by UK residents, leading to an estimated additional spend of £80m and resulting in over one million overnight stays.

### Case Study: Tour de France Grand Départ

The 2014 Grand Départ of the Tour de France across Yorkshire, Cambridge and London showed the impact a major sporting event can have on local economies, tourism and people's attitude to sport.

The impact report published in December 2014 showed that over three days 4.8 million people lined the streets to watch some of the world's greatest riders in the opening three stages of the world's biggest bike race. As a result of the event:

- £128m was generated for local economies, £102m of that impact generated in Yorkshire alone
- 52% of people living in host areas of the country were inspired to cycle more regularly
- 75% of people visiting Yorkshire for the Grand Départ said that they were more likely to visit Yorkshire in the future.



The Tour de France passes over Grinston Moor, Yorkshire Dales  
(Photo: Shaun Flannery/SWPix.com/Welcome to Yorkshire)

# Chapter 5:

## Bringing Communities Together

### Long-term aims

- 1 The Games provided an opportunity to bring communities together. As set out in the Government and Mayor of London's long-term aims<sup>14</sup>, the aspiration is that by 2022:
  - The long-term increase in volunteer numbers has continued
  - A culture of volunteering has been energised by the Games and is firmly embedded within communities across the country
  - The Games, and subsequent major events, have helped reconnect communities across the UK with a sense of spirit and national pride
  - The Games have helped drive forward aspects of social change such as gender and disability equality and sustainability
  - The cultural sector has grasped opportunities arising from the increased attention on the UK's outstanding cultural expression
  - Olympic and Paralympic values are embedded in education of young people in England
  - Transport investment has been bolstered through Crossrail and other infrastructure, as well as lessons learnt from the Games, embedded in London-wide transport delivery

### Headline achievements

- Launch of Get Set's Road to Rio, encouraging physical activity in schoolchildren ahead of the 2016 Olympic and Paralympic Games
- Launch of funds supporting disabled arts and culture, and community physical activity projects funded by Spirit of 2012
- Value of sports volunteering highlighted through the publication of Join In's Hidden Diamonds research and ongoing activities

<sup>14</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

- The Mayor’s volunteering programme for schools, Team London Young Ambassadors, has now engaged over 180,000 young people from 1,000 schools in social action
- Nine new Unlimited commissions showcased at the Unlimited Festival 2014, with a second round of funding for 2016 in progress
- An estimated 15,300 people took part in community musical activities as part of “Our Big Gig”, inspired by the Cultural Olympiad

## Spirit of 2012

- 2 Spirit of 2012 (Spirit) is an independent trust established with a £47m endowment from the Big Lottery Fund in December 2013. Spirit’s founding premise is that supporting projects and events that embody and recreate the values and cohesion of the Games can create a lasting legacy for communities across the country.
- 3 The first programme supported by the trust was the Spirit of Glasgow: a £4.5m investment across five grant holders to bring the magic of the 2014 Commonwealth Games to the communities of the host city and beyond. The legacy is being sustained through the three year “Fourteen” project, which has awarded 14 communities across the UK £250,000 each to increase local participation in a range of activities designed to improve individual and community wellbeing.
- 4 Other highlights include:
  - Do it for Real: an innovative partnership between Spirit, UnLtd and Comic Relief that uses Red Nose Day and Sport Relief as inspirational catalysts to empower budding young social entrepreneurs
  - A partnership with Wales Council for Voluntary Action (WCVA) for Volunteering Spirit Wales/Ysbryd Gwirfoddoli Cymru, which aims to widen access to event volunteering, improve standards in the involvement of volunteers at events, and build networks of support for organisations to learn from each other’s experiences of managing event volunteers
  - Team London Young Ambassadors: a London-wide project to inspire school children to get involved in social action, delivered by the Mayor of London’s office and Free the Children (see below for more on Team London)



Team London Youth Summit at City Hall, November 2014.

- National Paralympic Day: an annual event held by the British Paralympic Association in London and other UK locations, that celebrates and showcases the very best in disability sport (see Chapter 6)
- Sporting Memories Uniting Generations: older and younger people talk about their treasured memories of Olympics and Paralympics and other sporting occasions, forming connections across the generations and overcoming isolation
- Spirit of Rugby: a project to involve young people across England in designing youth-led activities centred on the sport in all its forms, and promoting the notion of the rugby club as a community connector. The project will run for two years to celebrate the admission of Rugby 7s as an Olympic sport at Rio 2016
- Get Set's Road to Rio: the programme to get schoolchildren more active in the build-up to Rio 2016 (see later in this chapter for more details)
- Unlimited Impact, an extension of the Unlimited initiative delivered by Shape and Artsadmin (more details later in the chapter). Unlimited Impact seeks to inspire the next generation of young disabled people to make change happen through the arts, by supporting venues across the country to programme ambitious and high quality work with and for disabled artists and audiences



Youth Sport Trust Inclusive Future: supported by Spirit of 2012 (Photo courtesy of Youth Sport Trust)

- 5 In early 2015 Spirit launched its first Challenge Fund, open to all organisations using arts and culture to engage and empower disabled people. There were 225 applications for grants of between £100,000 and £250,000, and three applications were selected for funding in June 2015. They were Beacon Hill Arts in Newcastle, Oasis Children's Venture in south London (working in partnership with Battersea Arts Centre and South London Gallery) and Stockton Arts Centre. Spirit's Achievement Panel also awarded a development grant to Streetwise Community Circus in Northern Ireland.
- 6 Spirit looks forward to another year of extending the spirit and opportunities of the London 2012 Games to even more communities. Over the next 12 months, a flagship

project will be Get Out Get Active: a £4.5m grant to get the least active people more active in locations across the UK.

## Volunteering

### Join In

- 7 Join In, the charity established in the run-up to London 2012 to promote sport volunteering, continues to support the legacy of London 2012. Over the course of 2014/15 Join In has worked with commercial partners to reach new audiences, continued to grow its network Local Leaders, and highlighted the value of volunteering with new research, “Hidden Diamonds”.
- 8 In summer 2014 Join In joined up with ITV to launch “ITV Local Heroes” – a campaign to bring sport to the heart of local communities and inspire the nation to volunteer. The campaign kicked off with ITV Fever Pitch, an interactive football fan park in Manchester. Throughout the World Cup, Join In ran a community programme and welcomed volunteer-led clubs, local schools and community football projects to play on the beach soccer pitch. As part of the collaboration, Join In recruited a team of 250 dedicated volunteers who helped welcome visitors and bring the spirit of Brazil to life.



ITV Fever Pitch, 2014

- 9 As Yorkshire prepared for the Grand Départ, the cast of Coronation Street and Emmerdale dusted off their bikes for the Tour de ITV, a 60 mile bike ride from the Rovers Return to the Woolpack. Just like the thousands of Tour Makers, Join In volunteers were there to set up stop points, drive support vehicles and give the riders some all-important motivation to keep them pedalling.



- 10 Once again Join In spent the summer promoting community sport volunteering, travelling across the UK to grassroots clubs in need. Famous faces, such as Rebecca Adlington, Dame Kelly Holmes, Josh Lewsey, Dean Macey, Liz McColgan, Louis Smith and Chrissie Wellington joined in at local clubs to underline the importance of volunteers in encouraging people to get involved in community sport.



Rebecca Adlington at Manchester Handball Club during the 2014 Join In Summer Relay

- 11 Join In also continued recruiting Local Leaders in 2014 – “super-volunteers” who can be mobilised to help community grassroots sport and activity grow. With support from the Big Lottery Fund and commercial partner BT, there are now over 250 across the UK.
- 12 Join In is continuing to expand this network with help from partner, Intersport. Each Intersport store will be matched with their Local Leader and together they will use their local sports knowledge to create in-store community hubs for grassroots sports groups.

## Case study: Local Leaders in action

Daisy is one of Join In's Local Leaders in Hampshire. After volunteering at London 2012 she refused to "hang up her hat" and instead set up a local legacy group, contacting Games Makers and other volunteers to support local initiatives. Daisy uses her experience to recruit volunteers to support clubs through Join In.

In 2014 she organised the Eastleigh Community Games, giving local sports clubs a platform and encouraging the local community to try a new sport. She says that being a Local Leader allows her to bring together her passion for the London 2012 legacy and her experience in recruiting volunteers and organising activities.



Join In Local Leaders outside the Copper Box, Queen Elizabeth Olympic Park

## Hidden Diamonds

- 13 In October 2014 Join In released "Hidden Diamonds", ground-breaking research into the hidden value of sport volunteers, going beyond cost to measure the true value they create – through participation, wellbeing, trust and community.
- 14 Join In used the latest valuation techniques in the economics of wellbeing to reveal that one volunteer in sport creates wellbeing worth £16,032, for themselves and for those they help play sport.
- 15 With 3.2 million volunteers across the country, volunteering in sport is the biggest single sector (approximately 20%). Using their new valuations Join In estimated that this makes sport volunteering worth £53bn – one of the most valuable sectors in the UK, on a par with the energy sector and four times bigger than agriculture.
- 16 With the Chief Economist at the Bank of England valuing volunteering as a whole at approximately £200bn, this would put sport volunteering at around £40bn. It seems clear that Join In's valuation figure of £53bn is broadly consistent – especially when factoring in all the people who benefit from playing sport as a result of the volunteers who give their time.

## Case study: The Games Maker Choir

The Games Maker Choir is made up of volunteers from London 2012, who meet up regularly and have performed at some of the country's biggest sporting occasions. Liz Stainthorpe, a marketing consultant who worked in Accreditation at Heathrow during the Games, now manages the choir which has over 150 members. She has seen it grow and develop from a group of keen amateurs to a semi-professional choir with some amazing engagements and performances under its belt.

Liz says “Legacy is a word that can mean so many different things and to my mind only becomes relevant when time has passed and things develop naturally and take shape. The choir is a true social legacy from London 2012 as it has created a community of people that would otherwise have gone their separate ways. Creating a reason to stay together has meant that the indefinable spirit of the Olympic volunteers can be channelled into other pursuits – in this case, singing. And singing so well that we are now asked to perform at international sporting events where we can tell our story. This in turn promotes the positive aspects of volunteering to the people who see us perform and just goes to show that you never know what’s around the corner!”



The Games Maker Choir at Twickenham, November 2014

With an established musical director, regular rehearsals and some serious hard work, the choir gets many requests to perform around the country. The choir also has a new look this year as the 2012 uniform had finally started to show signs of wear and tear...

“The choir has changed many people’s lives, but its most important purpose is to surprise and delight with its performances supporting the best of British sport. As we enter another Olympic year, we expect to be very busy as people remind themselves of London 2012” Liz concludes.

The choir is open to Games Makers of all ages and abilities to join, so if you’d like to find out more visit [www.gamesmakerchoir.org.uk](http://www.gamesmakerchoir.org.uk).

## London volunteering

- 17 The Mayor's volunteering programme for London, Team London, has continued to work to maintain the momentum from the 2012 Games, to make volunteering quicker and easier, to build the next generation of volunteers to help them develop the skills they need to find work, and to support the third sector.
- 18 Team London's website has grown substantially and now brokers opportunities from over 1,250 charities for the 350,000 people who have now used the website. Over 85,000 people have opted to register as a volunteer with Team London, ensuring the programme is well on its way to meeting its 100,000 target by 2016.
- 19 2015 saw the launch of Team London's new Speed Volunteering platform to make it even easier for busy Londoners to volunteer. The platform offers bite-sized volunteering opportunities, which are one-off in nature and have limited barriers to entry. It is particularly focussed on supporting young people to build their skills through volunteering, offering the opportunity to receive a signed Mayoral volunteering CV and to search by the skill they want to develop. Later this year the platform will offer a jobs board and Team London will launch an app to make volunteering even more accessible.
- 20 The 2012 legacy has continued with Team London Ambassadors taking to the streets to welcome the world to London at Christmas and during the summer. Over 650 volunteers delivered over 15,000 hours and received high praise from tourists with 96% finding their advice and information helpful and 91% more likely to recommend London as a place to visit. Team London recruited 100 new Ambassadors to join the programme and supported a number of unemployed young people to build their skills and confidence through volunteering with the programme. Volunteers have also continued to offer their time to over 20 major sporting and cultural events in the last year including the London Marathon, the Tour de France and poppy planting at the Tower of London.
- 21 With the support of Spirit of 2012 and Unilever, the Team London Young Ambassadors programme continues to grow, inspiring young people in primary and secondary schools across the capital to take social action for causes about which they are passionate. Over 180,000 young people have been engaged from 1,000 schools since the launch in September 2013. Team London aims to engage a further 1,000 schools in the programme in the next year, ensuring all young people get a chance to lead projects in their schools and local communities.
- 22 Team London's 18-24 year old programme has supported over 200 young unemployed people to volunteer at major events, with over 100 going on to employment, education or training as a result of the skills they gained and support they received. A further 120 young people are being supported during summer 2015 and it is hoped the programme will be expanded from January 2016.
- 23 Team London continues to work with students to raise awareness of volunteering as a route to work, building a database of over 50,000 people, running a communications and marketing campaign, and supporting the London Student Volunteering Network to run events like London Student Volunteering Fortnight. As a result of Team London's involvement, students from across the capital's universities volunteered together for the first time.
- 24 Team London have supported third sector organisations to increase innovation in volunteering through a small grants programme which delivered over 4,500 volunteers for local impact projects across London. As a result of the success of this programme a further £300,000 has been offered in grants to increase innovation and build capacity in the third sector.

## Culture

- 25 The Cultural Olympiad was a key part of the success of the London 2012 Olympic and Paralympic Games and paved the way for a legacy within arts and culture.
- 26 As last year's report noted, Arts Council England's ten year strategy (October 2013) focuses on the work of disabled artists and the digital arena.

## Unlimited

- 27 The Unlimited programme, initially established as part of the Cultural Olympiad in the run-up to London 2012, supports Deaf and disabled artists through a programme of commissions and mentoring between 2013 and 2016.
- 28 In 2014 Arts Council England's Unlimited delivery partners (Shape, Artsadmin and Senior Producer, Jo Verrent) commissioned nine new works by Deaf and disabled artists which were successfully showcased at the Southbank Centre's Unlimited Festival 2014. Alongside the commissioned programme 17 additional Deaf and disabled artists received financial and mentoring support to explore new work in development, sowing the seeds for potential future commissions.



“Edmund the Learned Pig”: supported by Unlimited (Photo: Joel Fildes)

- 29 Additional elements for the Unlimited Festival 2014 included a wrap-around schedule of free panel talks and debates, artists' talks, work-in-progress sharings and “Unlimited on Screen”, a series of filmed works. The British Council facilitated the presence of international delegates at the Festival, helping to further raise the profile of UK Deaf and disabled artists. This partnership has also resulted in a number of Unlimited supported artists being programmed in the 2015 biennial British Council showcase in Edinburgh.
- 30 The second application round for new Unlimited commissions (to feature in the 2016 Festival) closed in February 2015 and drew over 160 applications from Deaf and

disabled artists. This was a significant increase from the previous round, demonstrating both the demand and potential for Deaf and disabled artists to create high quality and ambitious work. Amongst the nine commissions (six English, two Scottish, one Welsh) are *Cherophobia* by Noëmi Lakmaier, a durational 48-hour live installation; *Assisted Suicide the Musical* by Liz Carr, a theatrical provocation; and *TV Classics part 1* by Cameron Morgan, a series of public artworks that celebrate learning disability culture.

- 31 In addition to support from Arts Council England, the Unlimited programme received funding from Creative Scotland and Arts Council of Wales. A separate programme strand, Unlimited Impact, is funded by Spirit of 2012 Trust and has a focus on expanding geographic reach, engaging the next generation of emerging talent and deepening the debate of work by disabled artists.
- 32 Unlimited's partnership with the British Council provides invaluable networking and showcasing opportunities for disabled artists, and the company also work closely with Disability Arts Online to review, critique and promote all Unlimited and Unlimited Impact activity. The Unlimited team has established a significant network of Unlimited Allies committed to showcasing Unlimited and Unlimited Impact work including DaDa Fest (Liverpool), Southbank Centre (London), and the Tramway (Glasgow).

## The Space

- 33 Following a successful pilot designed to capture activity around the Cultural Olympiad in 2012, The Space<sup>15</sup>, the online digital arts project created jointly by Arts Council England and the BBC, re-launched in June 2014 with a Hack the Space event at Tate Modern involving major artists such as David Hockney and Ai Weiwei.
- 34 The Space has had just over 450,000 unique users across its 40 co-commissioned art works including those distributed beyond its own website, since its establishment in June 2014. It continues to build on the international ambitions and success of The Space's pilot, attracting over 50% of international audiences every week on average to Space art works.
- 35 The BBC and Arts Council are currently undertaking a strategic review of The Space's activities to identify how it can continue to develop and improve its commissions and audience reach and to benefit from even closer BBC cross-promotion and partnership working.

## National moments

- 36 The Arts Council continued to play its part in supporting national events across the country. It awarded £1m to the inaugural Yorkshire Festival, a cultural festival that ran from March-July 2014 alongside the Tour de France Grand Départ. The Arts Council also awarded grants for a smaller cultural festival running alongside the Tour de Yorkshire (1-4 May 2015). *Welcome to Yorkshire* has also received £1m from the Treasury to support the 2016 Tour de Yorkshire Festival.
- 37 The Arts Council awarded a grant to photographer Michelle Sanks to create an archival photographic record of the Rugby World Cup games taking place in Exeter between August and October 2015. There will be a six-month documentation of the preparation and build up to these events and the collected images will be shown in a solo exhibition at the Royal Albert Memorial Museum in Exeter.

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<sup>15</sup> <http://www.thespace.org/>

## Working with the British Council

- 38 UK/Transform is a programme to build partnerships between UK and Brazilian arts organisations between 2012/13 and 2015/16, supported by investment of £1m from Arts Council England. In 2014/15, UK/Transform helped to:
- Provide opportunities to showcase English arts, particularly through the legacy of the Cultural Olympiad and through specific commissions or collaborations, including Unlimited Brazil, an ongoing platform for knowledge exchange and showcasing of disability arts
  - Support new and emerging artists to develop their practice through collaborating with international partners in Brazil – for example, through Tim Crouch’s Shakespeare project at the FLIP literary festival and the UK 2 Brazil Hip Hop cultural exchange programme
  - Support arts and cultural leaders to develop expertise in working internationally and build the capacity/sustainability of their organisations – for example, through the Orchestra Leadership Programme
  - Share and develop good practice in engaging marginalised communities in the arts and culture – for example, through the With One Voice homelessness and opera project
  - Explore and develop new models for distributing art internationally – particularly through use of creative media – for example, the Sage Gateshead Exchange with organisations in Sao Paulo
  - Raise the standard of art being produced for, with and by children and young people – for example, through a programme of music education residencies and reader development work.

## New partnerships

- 39 Quest Southwest was formed in response to the Cultural Olympiad and acted as a vehicle for the delivery of Battle for the Winds, the unique theatrical event marking the opening of the Olympic and Paralympic Games in Weymouth. The huge success of this public outdoor show, which was seen by 8,000 people, and the wide cultural partnerships paved the way for future outdoor work in the area. Quest Southwest is a network and development body and plays a crucial role for the sector.
- 40 Some of the projects that have developed as a direct result of the partnerships formed are:
- Extraordinary Bodies – UK’s first professional integrated circus company – performed at the Battle for the Winds and has gone from strength to strength touring the show and a new show since
  - The Wye River Valley Festival – a number of the partners who met working on Battle for the Winds now run an outdoor arts festival working with partners Wye Valley – Area of Outstanding Natural Beauty
  - Partnership work between Arts University Bournemouth (AUB) and Cirque Bijou – Students at AUB worked with Cirque Bijou to design the costumes for Battle for the Winds and have since made further work together including costume making for the launch of Bristol European Green Capital 2015
  - Inspiring South West Outdoor Arts – Quest Southwest’s current project will develop and strengthen the outdoor arts sector in south west England. As part of this programme Quest Southwest is piloting New Paths to enable artists to create new links and work

with specific non-arts organisations who have expressed an interest in the project, in order to research and develop new ideas for outdoor work, including outdoor arts partnerships with wider cultural partners such as Stonehenge and Avebury

- 41 B-side, an arts and cultural initiative focusing on engaging 18-25 year olds with contemporary art within Dorset, continues to be successful. This project was part of the 'Maritime Mix' Cultural Olympiad by the Sea programme for the London 2012 Olympic and Paralympic sailing events, and is continuing with the benefit of significant Arts Council funding until 2018.

## Unlimited – supporting disabled artists

### Sue Austin

Following the successful Unlimited commission “Creating the Spectacle!”, which initiated an on-going narrative of the underwater wheelchair, multimedia performance and installation artist Sue Austin is creating new work commissioned by The Space and Unlimited to produce the second stage in this journey by taking the wheelchair to the skies. This will build on the existing digital media visual aesthetic developed during “Creating the Spectacle!” through the production of sumptuous footage of an NHS wheelchair flying through the air.

“Flying Free” is a visually captivating digital artwork that aims to create stunning imagery of a wheelchair soaring high in the air, flying through dramatic scenery in a graceful, triumphant expression of freedom and adventure.

Over 24 million people worldwide have seen “Creating The Spectacle!” through broadcast and digital media.

### Owen Lowery

Owen Lowery received Unlimited funding for a reading tour. A talented judo competitor, Owen had won the National Youth Championship, the British Under-21 championship and the Men’s British Closed title by the age of eighteen but a spinal injury left him paralysed from the shoulders down. He is now a poet & published by Carcanet Press (an ACE National portfolio organisation).



Sketch of Owen Lowery

### Paul Cummins

Derbyshire artist Paul Cummins was funded by Arts Council England during the Cultural Olympiad as an Unlimited artist to create a quintessentially English Flower Garden. His next project was the monumental installation Blood Swept Lands and Seas of Red at the Tower of London, which commemorated British and Colonial losses in the First World War with 888,246 ceramic poppies. Cummins produced the flowers together with a number of assistants in Derbyshire, while the setting of the work was designed by theatre designer Tom Piper. In recognition of the success of the work, Paul was awarded an MBE in the 2015 New Year Honours list ‘for services to art and First World War commemorations.’ The work truly demonstrated the transformational power of the arts to capture the hearts and minds of a nation, as well as internationally, while commemorating an historical event.



## Supporting East London

- 42 In 2014, the Arts Council invited Wayne McGregor | Random Dance to enter Stage 2 of their capital programme for investment in Random Spaces – a new production space and creative education centre for the company and a base from which the company will create and distribute world class art locally, nationally and internationally.
- 43 Random Spaces will create a place where Wayne McGregor | Random Dance can work intensively with young people and associate artists and with new and existing local communities, with whom they have significant existing relationships.
- 44 The project will form part of the Here East development – the re-development of the former Press and Broadcast Centre for the London 2012 Games, mentioned in Chapter 3. Random Spaces will benefit from the connectivity and facilities created for the Press and Broadcast Centre and build on this to offer the most advanced, digitally enabled dance spaces in the country. The Random Spaces scheme is due for completion in 2016.

## Our Big Gig

- 45 Our Big Gig, a free open access musical festival inspired by the Cultural Olympiad's Bandstand Marathon, enjoyed its third summer of community-led celebrations, showcasing local talent, and inspiring people to get involved in music on an ongoing basis. In 2014, over 180,000 people attended Our Big Gig events across the country involving 5,578 performers and 2,875 volunteers. An estimated 15,300 people took part in musical activities on the day such as workshops, open mic sessions, singing with a choir, and making and playing instruments.
- 46 In 2015, nearly 60 Our Big Gig events took place across England, half of which were crowd-funded by the local community and half of which took place without funding but with support from Superact, a not for profit arts organisation, to make them happen. The aim of changing the model this year is to show how the event can become sustainable without government funding.

### Our Big Gig in Lincoln Arboretum

Our Big Gig in the Arboretum is an event that was born out of a big idea in early 2013, by two 15-year old girls Sophie Fleming and Eleni Taylor (now aged 17).

Eleni first found out about Our Big Gig at a community meeting, where she talked about the lack of interesting things to do for people her age and how she would love to see something music related in the park. A few months later in June 2013 after a lot of hard work together with SoundLincs and other local residents, Sophie and Eleni were watching their big idea come to life, with over 400 people around them enjoying it too.

Following on from the 2013 success, Sophie and Eleni set out to plan an even bigger gig in 2014 which would attract many local people to socialise, mix, and enjoy an array of local bands. Our Big Gig 2014 in the Arboretum was a resounding success with 1,000 people attending. Families, friends, music enthusiasts and even steampunkers all flocked to the Arboretum setting up picnics, barbeques, tents and deckchairs to enjoy an array of local music talent and attractions. Many of those attending commented they had never seen so many people on the Arboretum before – a testament to how effectively the event

had united local people together. Several members of the Polish community performed at the event and commented on how the event had made them feel finally welcome in the community.

Eleni and Sophie went on to form an action group ‘Action LN2’ to discuss and explore how they can ensure the event continues to go from strength to strength, and help cement its place as a regular feature within the community calendar.

Our Big Gig events around the country highlight how powerful music can be in uniting people of different ages, cultures, and backgrounds and music’s role in strengthening community spirit.

<https://www.facebook.com/OurBigGigInTheArboretum?ref=hl>

## Culture in London

- 47 Cultural tourism contributes £3.2bn year in economic impact for London and supports 80,000 jobs. The Mayor launched a Cultural Tourism Vision for London in March 2015, outlining plans to promote an expanded cultural offer to visitors – of whom 4 out of 5 say culture is the reason they choose to visit the capital.
- 48 The Mayor’s annual programme of events continues to develop and promote London as a destination and gateway for the UK, as well as promoting social development in London. A particular highlight of the Mayor’s ongoing collaborations with the London Legacy Development Corporation was the National Paralympic Day in Queen Elizabeth Olympic Park, which included the Liberty Festival, featuring the work of Deaf and disabled artists.
- 49 Jeremy Deller’s life-size bouncy castle of Stonehenge, part of the London 2012 Festival, has continued on its international tour with the number of people bouncing on it reaching 500,000.
- 50 Big Dance 2014, the biennial national dance festival first established as part of the Cultural Olympiad, took place against the backdrop of the Commonwealth Games through the Mayor of London’s partnership with People Dancing and the Big Dance Hub partners across the UK. Scottish Ballet led the Big Dance Pledge 2014 with nearly 70,000 people simultaneously dancing in schools, community settings and public spaces across 24 nations made possible through partnership with the British Council. The Commonwealth Games inspired commission, titled Beats for Peace, was created by world renowned choreographer Rafael Bonachela, Artistic Director of Sydney Dance Company. The dance was performed through a live link up between London Trafalgar Square, Glasgow town centre and the Pacific Quay alongside Sydney Opera House with over 3,000 people taking part.



Big Dance Beats for Peace in Trafalgar Square  
(Photo: Nice One Film)

- 51 The Big Dance Bus toured 17 stops across the capital involving 3,745 participants from 3-86 years old. Over 100 workshops engaged with over 90,000 Londoners reaching an audience of 500,000. A second series of films – The Big Dance Shorts – was commissioned and broadcast in addition to many international screenings in partnership with Channel 4 and the British Council. Legacy planning for dance development is in train as Big Dance 2016 will be the final festival.



Big Dance Bus (Photo: Qianya Liu)

- 52 Plans for “Olympicopolis” the major new culture and higher education district on Queen Elizabeth Olympic Park, have continued to develop over the year, with funding secured from government (see chapter 3 for more details).

## Education

- 53 Originally created as the official London 2012 education programme, Get Set is the British Olympic Association and British Paralympic Association’s youth engagement programme. Over the last year it has continued to focus on providing inspiring opportunities for young people to lead healthy active lifestyles, to understand and live the Olympic and Paralympic Values and share the excitement of Team GB and ParalympicsGB in the run up to the Rio 2016 Games. Get Set materials are being used in over 23,000 primary, secondary and other schools across the UK.
- 54 The newly redesigned and mobile-friendly Get Set website<sup>16</sup> sits at the heart of the programme and provides a wide range of resources which can be used in the classroom, in the playground and in the community. A community space has been created to showcase best practice, news and social media posts.

<sup>16</sup> [www.getset.co.uk](http://www.getset.co.uk)

- 55 86% of Get Set schools said that they wanted to do more in the build up to the Rio 2016 Olympic and Paralympic Games, so Get Set created Get Set's Road to Rio, partly funded by Spirit of 2012. A range of opportunities will connect young people to the magic and excitement of Team GB, ParalympicsGB and the action which will unfold in Brazil.
- 56 The initiative launched in January 2015 with an event at Queen Elizabeth Olympic Park where young people from local schools joined Olympian Max Whitlock, Paralympian Olivia Breen, BPA Vice-Chair Annamarie Phelps and BOA Chairman, Lord Coe. They took part in Olympic and Paralympic sports and demonstrated the new Road to Rio app, which challenges young people to travel the equivalent distance from London to Rio by converting their physical activity into kilometres. There are also supporting resources to help teachers make the most of the challenge.



Olivia Breen, Lord Coe and Max Whitlock at the launch of Get Set's Road to Rio in the London Aquatics Centre

- 57 Also as part of Get Set's Road to Rio, a new series of Google Hangouts is underway, focusing on Olympic and Paralympic Values and relevant curriculum areas. These allow schools to connect directly to athletes and other role models as they take part in on-air video broadcasts. In the first Hangout, Olympian Richard Hounslow and Paralympian Ali Jawad were quizzed about how they got into sport and their preparations for the Rio 2016 Games.
- 58 Get Set has also formed a number of significant collaboration opportunities with relevant organisations in the sector to enrich the experience for the schools and young people who use the programme.
- 59 Designed to empower pupils to become journalists, Get Set to be a Paralympic Champion<sup>17</sup> encourages 5-19 year olds to capture, create, and share stories which shine a spotlight on the Paralympic Movement and bring to life the messages of National Paralympic Day. Launched in February 2015, the campaign provides a wealth of resources and activity ideas for teachers to help their pupils research and debate disability issues and then either write, film or record engaging stories. Between now

<sup>17</sup> [www.getset.co.uk/resources/campaign/get-set-to-be-a-paralympic-champion](http://www.getset.co.uk/resources/campaign/get-set-to-be-a-paralympic-champion)

and July 2016, schools have the opportunity to submit these stories as showcases on the Get Set website to win one of seven film workshops either in-school or at sporting events, including an athlete visit on the day.

- 60 Funded by the Big Lottery Fund, Get Set to Make a Change<sup>18</sup> is a community volunteering programme for 14-19 year olds. Through the initiative, young people – known as Legacy Leaders – make a pledge and then deliver projects and events which aim to make their communities healthier, more active places to live. The programme has been running since October 2013 and this phase came to a close in May 2015. The programme has inspired over 8,000 Legacy Leaders to make a real difference to their communities, and to their own lives by developing valuable life skills. Through using the Olympic and Paralympic Values, Get Set to Make a Change has continued to inspire a generation of young people, build understanding and promote positive images of disability.
- 61 Get Set to Play, sponsored by P&G, is a programme designed to help primary schools make playtimes more active and more positive, and is now in its second year. A brand new set of resources called ‘My body: B-Active’ has been added to the programme website<sup>19</sup>. Inspired by the Olympic Values of friendship, excellence and respect, these resources aim to get pupils having fun, working together and being more active during indoor play. Get Set to Play has enjoyed a significant increase in registrants this year, increasing its impact across primary schools in the UK.

## Integration through Sport

- 62 Launched in November 2013, Integration through Sport, funded by the Department for Communities and Local Government and run in partnership with Sport England, supports projects that use sport and sporting activities to foster integration and strengthen community relations. Community groups in four areas, identified as high priority for both integration and sporting need, won a total of £364,000 over two years. Between them they will reach over 25,000 participants.

## Sustainability

### Sustainable events

- 63 ISO 20121 is a sustainable event management standard developed in the run-up to London 2012. The Department for Environment, Food and Rural Affairs (Defra) is currently working with the British Standards Institute Group in the production of a free guide, funded by the Department for Business, Innovation and Skills, relating to ISO 20121 accreditation, due to be available during 2015.
- 64 UK Trade & Investment (UKTI), in partnership with the Brazilian Institute of Architects of Brazil (IAB-RJ) in Rio de Janeiro and the Royal Institute of British Architects (RIBA), delivered the ‘London and Rio de Janeiro – Olympic Metropolis in Transformation’ workshop in February 2015. This was a chance for architects, urban planners and public management specialists to reflect on the London 2012 legacy and innovative trends for public policies and urban projects. Arup, John McAslan + Partners and AECOM shared their experiences from London 2012 with Brazilian authorities and Rio’s urban planners in discussions covering urban mobility for sporting events, waterfront regeneration and social housing.

<sup>18</sup> [www.makeachange.org.uk](http://www.makeachange.org.uk)

<sup>19</sup> [www.getsettoplay.co.uk](http://www.getsettoplay.co.uk)

- 65 UKTI Brazil also organised the visit of a high-level Brazilian delegation to London in March 2015 to learn about water management. This included a tour of the Old Ford Water Recycling Plant in Queen Elizabeth Olympic Park, which recycles black-water into non-potable water to facilities across the Park and ‘Pinky and Perky’, the foul drainage pumping station.

### WRAP (Waste and Resources Action Programme)

- 66 WRAP (Waste and Resources Action Programme) continues to be Defra’s delivery body for resource efficiency measures. Their zero waste events vision<sup>20</sup> was launched off the back of the London 2012 Olympic and Paralympic Games, challenging all events to send no waste to landfill by 2020. WRAP’s support of Zero Waste Scotland for the Glasgow 2014 Commonwealth Games helped Glasgow 2014 achieve a recycling rate of 49% with 47% of this being organic (food waste). This was consistent with the London 2012 percentage of 52% recycling rate and 44% food waste. Overall Glasgow 2014 diverted 86% of waste from landfill.
- 67 The Ryder Cup Green Drive was a sustainability initiative co-ordinated by Ryder Cup Europe (RCE) and the Golf Environment Organisation (GEO) by using tools and guidance generated through WRAP at London 2012. This has contributed to a lasting sustainability for European golf by incorporating the principles in future European tour events including through the European Institute of Golf Course Architects (EIGCA) sustainability module produced by WRAP.
- 68 WRAP has also shared its expertise overseas – continuing to engage with the Organising Committee of the Rio 2016 Olympic and Paralympic Games in particular to reduce the waste arising from the event food caterers at the Games. In March 2015, a waste management workshop was delivered to Rio 2016 stakeholders, including the Rio Mayor’s Office, Rio de Janeiro Environment Agency and the Organising Committee, on behalf of the UK’s Foreign and Commonwealth Office. This work built on the successful UK Hospitality and Food Services (HAFS) Agreement<sup>21</sup> that WRAP developed with the catering and events sector. A food waste management workshop was delivered to the Rio 2016 Organising Committee in March 2015.

### The Plan for Public Procurement: Food and Catering Services

- 69 The Plan<sup>22</sup> was launched on 21 July 2014, developed by Dr Peter Bonfield OBE, FrEng, Chief Executive of the BRE Group, who previously advised the Olympic Delivery Authority on sustainable construction and procurement. The Plan introduces a Balanced Scorecard approach to simplify public sector food procurement through a clear and consistent set of criteria, which include standards for environmental and resource efficiency.

### Natural environment legacy in Weymouth and Portland

- 70 London 2012 Olympic and Paralympic Games’ sailing host venue Weymouth and Portland continues to benefit from the sustainability of the Games, with a wealth of projects securing wildlife interests and increasing people’s contact with wildlife. The following projects and achievements are just some of those to have benefited from their association with the Games, securing over £2.5m of environmental investment in the area.

<sup>20</sup> <http://www.wrap.org.uk/content/zero-waste-events>

<sup>21</sup> <http://www.wrap.org.uk/content/hospitality-and-food-service-agreement-3>

<sup>22</sup> <https://www.gov.uk/government/publications/a-plan-for-public-procurement-food-and-catering>

- 71 **Portland in Peril Living Landscape Project** – In the run up to London 2012, an £850,000 grant was awarded to the Dorset Wildlife Trust by the Viridor Credits Environmental Company to allow the Dorset Wildlife Trust and partners to complete the restoration of over 200 hectares of nationally important limestone grassland on the Isle of Portland through the treatment and removal of invasive species. The three year programme of works was completed in April 2015 and resulted in the treatment, and/or removal, of over 90% of the invasive cotoneaster, safeguarding the long term future of Portland's limestone grassland habitats. Over 1,000 volunteer days contributed to the effort, and contracts let by the project helped create valuable local jobs. The project has also been instrumental in establishing the Portland Quarries Nature Park, due to be officially launched in August 2015.
- 72 The success of the Portland in Peril Project enabled the establishment of the follow-up **Portland Living Landscape Project**. This new £228,000 two year project, also supported by Viridor Credits Environmental Company, will allow the Dorset Wildlife Trust and partners to secure an additional 90 hectares of targeted habitat restoration, reintroduce grazing to key sites on the island and continue the promotion of public access and interpretation of the Portland Quarries Nature Park.
- 73 **The refurbishment and extension of the Chesil Beach Visitor Centre** – The new Fine Foundation Chesil Beach Centre was formally opened in 2013 by Lord Coe and provides a hub for promoting and interpreting marine conservation and the internationally important Chesil Beach and Fleet Lagoon. The Centre also acts as the base for the ongoing volunteer efforts, led by the RSPB (Royal Society for the Protection of Birds) and supported by the Dorset Wildlife Trust, to protect the nesting colony of little terns on Chesil Beach. Little tern are a Schedule 1 species and the second rarest breeding seabird in the country – in 2008 the Chesil Beach little tern colony had declined to only 10 pairs, none of which managed to fledge young. Since the Olympic and Paralympic Games renewed wardening efforts have led to a dramatic recovery with 25 pairs fledging 30 young in 2013, rising to 33 pairs fledging a record-breaking 60 young in 2014. Provided the necessary resources are secured to maintain the ongoing levels of wardening the future of this important seabird colony now seems more assured.
- 74 **England Coast Path** – The first 30 km stretch of the England Coast Path, from Rufus Castle on Portland to Lulworth Cove, was approved by the Secretary of State for Environment, Food and Rural Affairs in January 2012 and opened to the public in time for the 2012 Games. This stretch of the path is an ongoing legacy, providing permanent access rights to the path and associated coastal land for people to walk, picnic and enjoy the beautiful coastline. The lessons learnt in the opening of this first stretch has facilitated the ongoing programme of coastal access works elsewhere on the English coast.
- 75 **Weymouth and Portland Legacy Trail** – London 2012 inspired the creation of the Legacy Trail which links Weymouth and Portland's outstanding wildlife sites from the Lorton Valley Nature Park through Radipole Lake Nature Reserve to Chesil Beach and on to Portland Bill. Each of the eight linked sites has been provided with natural stone carved waypoints that tell the stories of people, geology and wildlife that have created this unique landscape. The completion of the Legacy Trail and its associated interpretation and circular walks has helped improve access and interpretation of the area's outstanding wildlife, landscape and history, helping Weymouth promote its outstanding environment assets.



Church Ope Cove Legacy Trail Waypoint

- 76 The creation of the Legacy Trail was supported by the Big Lottery Fund's Wild about Weymouth and Portland Access to Nature Project.

### Biodiversity on Queen Elizabeth Olympic Park

- 77 The London Legacy Development Corporation adopted the Queen Elizabeth Olympic Park Biodiversity Action Plan (BAP) in 2014. With habitats now beginning to mature, a variety of interesting and unusual species have been sighted on the Park in 2014, including a number of endangered invertebrate species such as *Brachinus sclopeta* (the streaked bombardier beetle) and *Bembecia ichneumoniformis* (six belted clearwing – a rare moth).
- 78 The open Park has enabled greater engagement of local communities with the biodiversity on the Park and this year volunteer conservation days were delivered alongside a series of educational events for local schools including the construction of two insect hotels (now located in the Great British Garden) and wildflower surveys.

### Transport Legacy in London

- 79 Transport for London (TfL) continues to monitor achievement of the transport legacy, focusing on transport outcomes and conditions 'on the ground'. The "Travel in London Report 7" and its associated documents reflected the key transport features of the 2012 Games and the subsequent period. It reported on a range of indicators being used to track progress with the transport legacy, focusing on improving the evidence base for health and transport.



- 80 As well as updating progress against these indicators in “Travel in London Report 8”, to be published in late 2015, TfL will be developing wider studies that, over the longer term, attempt to identify the role of transport in facilitating overall change in the east London Growth Boroughs.
- 81 Lessons learnt from the Games’ Travel Demand Management programme have been applied to a variety of large events, other major periods of upgrade works and day-to-day hotspots where demand regularly exceeds capacity, such as the third stage of the Tour de France and the Tower of London poppy installation in 2014. The development of a range of communication methods to notify users of congested parts of the transport network enabled passengers to make more efficient journey choices. For more about cycling in London, see Chapter 2.

### Case Study: Managing travel demand for the Tour de France in London

The widespread road closures required for most of the working day on Monday 7 July 2014 for the Tour de France’s Stage 3 required a concerted Travel Demand Management response. This was achieved by coordination between a TfL integrated marketing team, train operators, host boroughs, the Highways Agency, the event organiser and Essex, Cambridgeshire and Cambridge City councils.

The programme was successful in reducing traffic flows by 4 per cent in Greater London, with the effects focussed in central targeted areas, where 15-25 per cent reductions in flow were observed. This resulted in a significant reduction in the congestion that would have otherwise taken place and resulted in improved journey times for customers.



The Tour de France in London, July 2014 (© ASO/B.Bade)

## Inspired by 2012

- 82 The 'Inspired by 2012' brand has been developed by government to bring together legacy projects inspired by the Games under a single brand. This brand enables projects to promote themselves, and be recognised by the public, as legacy projects.
- 83 The brand is now used by organisations and projects inspired by the events of 2012 across public, private and third sectors, including Sustrans, Community Games, Asda, Dorset County Sports Partnership, Deutsche Bank and Buckinghamshire Disability Service. The brand is now also being promoted to companies which have signed up to physical activity pledges under Department of Health's Responsibility Deal and which have initiatives which may be inspired by the Games and their legacy.
- 84 The brand is also used in government's social media activity to promote the Games' legacy: on Facebook at [www.facebook.com/inspiredby2012](http://www.facebook.com/inspiredby2012) and Twitter at @2012govuk.



The inspired by 2012 brand at the StreetGames Summer Festival in the Copper Box

# Chapter 6:

## The Legacy from the Paralympics

### Long-term aims

- 1 London 2012 provided an opportunity to drive forward the cause of disability equality by changing attitudes, improving access and opening up new possibilities across sport, culture and business. As set out in the Government and Mayor of London's long-term aims<sup>23</sup>, the aspiration is that by 2022:
  - More disabled people can take part in sport and physical activity and the difference in participation rates of disabled and non-disabled people is reduced
  - Attitudes towards and perceptions of disabled people have improved
  - The gap in employment rates between disabled and non-disabled people is reduced
  - The proportion of disabled people who are able to use public transport without difficulty has increased
  - The built environment is more inclusive and accessible for disabled people
  - Disabled people report fewer problems with accessing goods and services

### Headline achievements

- National Paralympic Day 2014 held on Queen Elizabeth Olympic Park, with events also held in Birmingham, Liverpool and Glasgow
- Mandeville Place opened on Queen Elizabeth Olympic Park to commemorate the London 2012 Paralympics and the Paralympic Movement
- 15 professional institutions supporting the Built Environment Professional Education project to improve inclusive environment skills and awareness

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<sup>23</sup> <https://www.gov.uk/government/publications/london-2012-olympic-paralympic-games-long-term-legacy-vision>

## A note about this chapter

- 2 Paralympic legacy runs throughout the different chapters of this report. This chapter aims to provide further information on those activities and to highlight other activities that have not previously been captured.

## National Paralympic Day – 30 August, 2014

- 3 National Paralympic Day is designed to celebrate the Paralympic movement and athletes and recapture the wonder of the London 2012 Paralympic Games through a powerful combination of elite sport and participatory activity.
- 4 A wider programme of activity was delivered in 2014 compared to the inaugural event in 2013, aiming to raise the profile of the event and its core messages and to expand its reach beyond London and across the UK.
- 5 For 2014 this included a bigger celebration event in Queen Elizabeth Olympic Park (QEOP) with elite sport in two of the Park's venues, the London Aquatics Centre and the Copper Box Arena, an expanded 'come & try' programme incorporating the British Paralympic Association's (BPA) Sports Fest, working alongside the London Legacy Development Corporation's Motivate East programme, and a series of bespoke events in Birmingham, Liverpool and Glasgow.
- 6 A particular success for 2014 was securing the commitment of a national broadcaster, Channel 4, to producing a one hour highlights package of the day, which was broadcast one week after the event. This ensured that viewers of the programme could engage with National Paralympic Day 2014 even if they could not attend one of the events.



National Paralympic Day 2014: swimming in the London Aquatics Centre

- 7 In QEOP, Britain's Paralympic swimmers competed against the best of Europe in the first elite international swimming event held in the venue since 2012. The Copper Box saw Paralympic teams compete in boccia against Greece, wheelchair basketball versus the Netherlands, and goalball returning to its 2012 home where Great Britain faced Belgium.

- 8 30,000 people attended the park throughout the day, including the BPA's patron, HRH the Earl of Wessex, his wife the Countess of Wessex and their two children. They cheered on the elite sport in both venues and tried some of the many Paralympic sports on offer.



National Paralympic Day 2014: "have-a-go" wheelchair basketball

- 9 In Birmingham's Centenary Square and Liverpool's Chavasse Park thousands of people attended bespoke 'pop-up events', where they were able to test their skills against those of Paralympic athletes in wheelchair fencing, hand cycling and blind football. They also had the opportunity to meet their local Paralympic heroes as ParalympicsGB medallists from the local area acted as regional ambassadors for the event.
- 10 In Glasgow on Sunday 1 September 2014, as part of National Paralympic Day and in celebration of fantastic ParalympicsGB performances in Sochi at the 2014 Paralympic Winter Games, the Braehead arena opened its doors to those wanting to try wheelchair curling and adaptive skiing.

### National Paralympic Day 2014 in numbers

- 79% of those who attended NPD events outside of London said it was their first experience of live disability sport
- #NPD2014 trended on Twitter
- Over 4,000 people tried a new sport
- 60% say NPD has given them a more positive view of disabled people

## Case study: Chesil Sailability

Inspired by the hosting of the Paralympic Games sailing events, Chesil Sailability has expanded its activities this past year with over 50 disabled sailors now sailing, most for the first time, but with some also competing in national competitions and events.



Run entirely by volunteers, in summer 2014 Chesil Sailability hosted a full regatta for the Hansa class, and plans the National Championships at Portland in 2015 with aspirations to host the Euro Cup on the 'Paralympic waters'. Chesil Sailability has benefitted from a generous bequest as well as the Dorset 2012 Legacy Fund, which will help provide sailing outreach activities for disabled people elsewhere in the wider locality.

## Sports Fest 2015

- 11 Since the BPA started its Sports Fest events in autumn 2012, more than 2,500 people across the UK have attended one of these free, multi-sport festivals of Paralympic sport.
- 12 Sports Fest aims to capture the enthusiasm and excitement sparked by the London 2012 Paralympic Games and the record-breaking success of British Paralympians at Sochi 2014. Promising attendees the opportunity to 'meet the medallists, try the sports, get inspired', Sports Fest offers people a unique opportunity to discover more about disability sport and invites disabled people to try it for themselves.
- 13 The North East edition was the fifth event in the series and took place on 5 March 2015 at Durham University, the first time Sports Fest has come to the region. The event was backed by Baroness Tanni Grey-Thompson and attended by Paralympic heroes Stephen Miller, Jade Jones and Gemma Collis.
- 14 The Baroness said of the event: "At Sports Fest, you can try out lots of Paralympic sports and find out what you enjoy, regardless of whatever sporting talent you may or may not have. It's about having fun and making the most of this opportunity so that you can reap the benefits of a healthier lifestyle, get an idea of what Paralympic sport is all about and understand how much it has to offer."
- 15 Sports Fest North East was a great success, with over 550 people attending. Following this Sports Fest was held in London on National Paralympic Day on 26 July 2015.

## Deloitte Parasport

- 16 Deloitte Parasport<sup>24</sup> is an online signposting website designed to provide more information to disabled people who want to take up sport, either at a recreational or competitive level, and serves as a directory of disability sport opportunities. Importantly the site is free to use – as it has been since its launch in 2007 – and is accessible to everyone.
- 17 Building on the success of London 2012, which saw huge growth in traffic to the site, Deloitte and the BPA continue to work together on Parasport, with the ambition to build an even more active disability sport community.
- 18 Since 2012, Deloitte Parasport has gone from strength to strength. It has now amassed over 6,000 followers on Twitter and regularly sees over 5,000 unique visitors on the website each month. The number of individual enquiries to clubs so far in 2015 is already a 24% increase in comparison to the same period last year, highly encouraging for a non-Games year. There are over 2,500 clubs registered on the site and over 25 para-sports represented.
- 19 Deloitte Parasport works with a range of National Governing Bodies, County Sports Partnerships, local authorities, charities and sports agencies to enable them to use Parasport features and information on their own websites. With the next summer Paralympic Games approaching, Deloitte and the BPA continue to engage with an ever-wider group of stakeholders to ensure Parasport remains an important source of information for those wanting to find out more about disability sport.

## Project Ability

- 20 The government continues to fund the Youth Sport Trust to deliver Project Ability – a network of 50 schools which act as county hubs for inclusive school sport and support disabled students' participation in the School Games (see chapter 2). Over the last year the Project has focused particularly on reaching children with Special Educational Needs and Disabilities (SEND) in mainstream schools and supporting children with emotional and behavioural difficulties (EBD) and profound and multiple learning difficulties (PMLD).
- 21 During 2014/2015, Project Ability schools have coordinated 389 inclusive practice events involving over 4,000 attendees from across the schools workforce. Youth Sport Trust Changing Lives Athlete Mentors, many of whom are Paralympians, supported 50 school visits reaching over 1,000 young people with SEND. In partnership with the English Federation of Disability Sport and School Games Organisers, Project Ability also launched the 'Inclusive Health Check' – an online resource to help schools and School Games Organisers review their inclusive practice for children with SEND and build local capacity to increase the quantity and quality of sporting opportunities for these pupils.

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<sup>24</sup> <http://parasport.org.uk/>

## Case Study: Project Ability

Brandon has chronic lung disease and requires 24 hour oxygen; he had previously attended a mainstream school but lacked confidence and was starting to fall behind due to his serious medical needs. He had played a little bit of sport but his teachers' anxieties meant that more often he watched from the sidelines.

Brandon joined Woodlands – a Project Ability hub school – in September 2014. Woodlands is a local authority-maintained school in Devon, offering education for 75 children between the ages of 2 and 19 years with complex physical and sensory difficulties. Brandon was soon taking part in Boccia, Sitting Volleyball, Polybat, Tag Rugby and Archery and, despite initial reluctance, Hydrotherapy.

Project Ability at Woodlands has given Brandon the opportunity to access more sport and more competition and given him confidence in his ability to perform, despite his life-limiting illness. Brandon now considers himself 'sporty'; he has represented Woodlands at the Ability Games and will be attending the National Wheelpower Games at Stoke Mandeville in September 2015.

Having Project Ability status and funding has enabled Woodlands to significantly increase the provision of Disability and Inclusion sports in Plymouth and surrounding areas. As well as a Project Ability Tennis Academy, Woodlands has introduced an eclectic range of new activities including sailing, climbing, water polo and boxing.

As part of a wide programme of year-round events, the school holds an annual SEND Water Sports Regatta for other local schools using Hawk 20 sailing boats, canoe rafts, bell boats, gigs and wheelchair-accessible boats. It works closely with the Sport Development Unit at Plymouth City Council to enable more young people with Special Educational Needs and Disabilities (SEND) to take part in sports and runs inclusive continuing professional development (for over 400 staff last year) with National Disability Coaches.

Crucially, Plymouth and the surrounding area now have more children improving their health and raising their self-confidence through participation in sport; disability, illness and Special Educational Needs are no longer a barrier.



Woodlands – Project Ability



## Mandeville Place

- 22 Mandeville Place – a dedicated area of Queen Elizabeth Olympic Park recognising the values and people that made the London 2012 Paralympic Games such a success – opened in May 2015. It includes an orchard growing a brand new variety of apple called Paradise Gold, named following a national schools competition. Apples were used heavily in the Opening Ceremony of the London 2012 Paralympic Games to represent the contribution of science to the Paralympic movement.



The Mayor of London and Jessica-Jane Applegate plant the final tree at Mandeville Place, May 2015

- 23 The naming competition was launched on 21 October 2014, National Apple Day, and ran until the International Day of People with Disability on 3 December 2014 with the name being unveiled on 10 December 2014, the United Nations Human Rights Day.
- 24 The name Paradise Gold was submitted by three separate schools showing its strength as a name that represented the legacy of the 2012 Paralympic Games, the values of the Paralympic movement and the tranquility of Mandeville Place. Heatherside Junior School from Fleet in Hampshire, Catshill Middle School from Bromsgrove, Worcestershire and Helme CE Junior and Infant School from Holmfirth, West Yorkshire all submitted the name “Paradice” which combines the word Paralympic with the first letter of each of the Paralympic values; Determination, Inspiration, Courage and Equality. The name is also designed to conjure up a feeling of relaxation which is inspired by the design of the orchard. The judging panel added ‘Gold’ to reflect the success of the Paralympians at the Games.

## Paralympic Legacy Advisory Group

- 25 The Paralympic Legacy Advisory Group, established in December 2012 by government and the GLA, has continued to challenge and help shape Paralympic legacy plans. They have reviewed and provided significant input to a range of areas including accessible tourism, sport and physical activity, sports club access and the Spirit of 2012 Trust.
- 26 Two important areas of work inspired by London 2012 and the Paralympic Legacy Advisory Group have seen significant progress over 2014/15: the Built Environment Education Project and the Accessible Stadia Project Consultation.

## Built Environment Professional Education

- 27 The Built Environment Professional Education project (BEPE), launched in December 2013, aims to make sure built environment professionals have the knowledge, skills and attitude to deliver inclusive environments. The project is working with professional built environment institutions and the higher education sector to embed inclusive design into the required professional training, education and qualifications of architects, planners, surveyors, engineers and facilities managers.
- 28 The project made good progress over the course of 2014-2015, with 15 built environment professional institutions and industry bodies now supporting the project. Two institutions have changed their professional standards to incorporate inclusive design: the Chartered Institute of Architectural Technologists (CIAT) and the British Institute of Facilities Management (BIFM).
- 29 CIAT worked with the Quality Assurance Agency (QAA) to incorporate inclusive design into the Subject Benchmark Statement (SBS) for Architectural Technology, and have subsequently changed their Professional Standards Framework to include inclusive design. This means that all new members of CIAT will in future have to demonstrate their knowledge and skills in inclusive design. The QAA plans to review the SBS for Construction, Property and Surveying, along with a number of other built environment benchmark statements, later this year and have been asked to incorporate inclusive design in a similar way.
- 30 BIFM has introduced inclusive design into their Professional Standards Framework (which sets out the competences necessary to be a practitioner) and into their Level 3 and Level 4 qualifications, a move welcomed by both the then Minister for Disabled People and the Mayor of London<sup>25</sup>. Facilities managers play a key role in enabling disabled people to easily use and enjoy buildings so the introduction of a separate functional component, called “Managing Accessibility and Inclusion,” will help facilities managers acquire inclusive design skills and knowledge, as well as the confidence to make access and inclusion the norm.
- 31 The Royal Institution of Chartered Surveyors (RICS) is currently reviewing their Assessment of Professional Competency process, providing another excellent opportunity to embed inclusive design into the route to membership for new surveyors.
- 32 The BEPE project team is also supporting cross-government initiatives for improving the delivery of an inclusive environment. The Minister for Disabled People supported the Minister for Communities in the launch of the Construction Industry Inclusive Environment Action Plan<sup>26</sup> in February 2015, and the BEPE project is involved in work

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<sup>25</sup> <http://www.bifm.org.uk/bifm/news/7262>

<sup>26</sup> <https://www.gov.uk/government/news/creating-inclusive-buildings-and-design>

being undertaken by the Design Council CABE Inclusive Design Hub<sup>27</sup>, sponsored by the Department for Communities and Local Government, which brings key technical and best practice guidance about inclusive design into one place.

- 33 The project celebrated its first successful year with a reception in City Hall in December 2014 where a short film by the London Legacy Development Corporation was shown, highlighting the benefits that a knowledge of inclusive design principles and processes has made to Queen Elizabeth Olympic Park<sup>28</sup>. Leaders of professional institutions spoke about what their organisations are doing to support the project and embed inclusive design into their professions.
- 34 The BEPE project board, chaired by Paul Morrell (the Government's Chief Construction Adviser from November 2009 to November 2012), and management team continue to work with the professional institutions to help them strengthen their professional accreditation criteria in regard to awareness and knowledge of inclusive design. The team is also starting to work with a small number of key educational institutions to support them in their endeavours to develop an exemplary approach to inclusive design education throughout their organisations.
- 35 The challenge for 2015 is to make the project self sustaining in future years so that progress continues when direct government support for the project ceases after March 2016.

## Inclusive events

- 36 The Olympic and Paralympic venues for London 2012 were designed to be inclusive and accessible. Although it would be unrealistic to expect all spectator sporting venues in the UK to achieve international standards of access and inclusion, anecdotal evidence suggests that a large proportion of spectator sporting venues do not even achieve minimum standards. Over the course of 2014/15 the Department for Culture, Media and Sport (DCMS) and the Department for Work and Pensions (DWP) have been working together on a range of measures to address this inequality.
- 37 In autumn 2014 DCMS and DWP launched a survey of disabled sports fans and spectator sports clubs to provide evidence for understanding the barriers to attending sporting events for disabled spectators and the challenges faced by different spectator sports in providing access to sporting venues. The findings of the survey, due to be published later in 2015, will inform the next steps of the project and provide an evidence base for further work. The project has already identified that greater awareness of the needs of disabled supporters is vital to clubs improving the match day experience for disabled spectators.

## Transport accessibility

- 38 The 2012 Accessibility Action Plan is the Department for Transport's (DfT) contribution to the legacy of the Olympic and Paralympic Games and it continues to work with partners to deliver the commitments. In January 2015, DfT published its second annual progress update<sup>29</sup> setting out progress made in promoting accessibility and an inclusive transport system.

<sup>27</sup> <http://www.designcouncil.org.uk/projects/inclusive-environments>

<sup>28</sup> <https://www.gov.uk/government/news/support-for-the-built-environment-professional-education-project-on-its-first-anniversary>

<sup>29</sup> <https://www.gov.uk/government/publications/accessibility-and-equality-action-plans-progress-update-2014>

- 39 Delivery of the current Access for All programme, which provides station accessibility enhancements at national rail stations across the country, is progressing well. More than 150 stations will have an accessible route for passengers by the end of 2015. DfT has made an additional £160m available to extend the programme from 2015 until 2019 and deliver improvements at 68 more stations.
- 40 Although the national journey planner service, Transport Direct, closed in September 2014, Traveline continues to provide the capability for users to plan accessible journeys. This can currently be found in the Traveline South East and Anglia, Traveline East Midlands, and Traveline South West journey planners. DfT continues to maintain the data needed to support accessible journey planning<sup>30</sup>, and this is available to use under the Open Government Licence. DfT is working with Traveline and local authorities to further expand the coverage of this data.
- 41 In 2014, DfT undertook a review of the uptake and effectiveness of disability awareness training courses currently offered to bus and coach drivers. Bus operators, disability stakeholders and charities with an interest in disability awareness training all provided input on this issue and a summary of their responses was published on the government's website in January 2015<sup>31</sup>. The responses to this review indicated differences of opinion between various stakeholders over the level of training offered to drivers and its impact on the travel experience of disabled passengers using buses or coaches as part of their journey.
- 42 As a result of the review's findings, DfT officials are now in discussions with the Disabled Persons Transport Advisory Committee about undertaking a research project. The project will further evaluate existing disability awareness training packages to identify ways in which the training can be improved and cover a greater range of disabilities.
- 43 The Law Commission published its report into legislation governing taxis and private hire vehicles (PHVs) and a draft bill in May 2014. The Commission's recommendations include compliance with the Equality Act 2010 for all taxi/PHV drivers as a condition of licence, a duty for drivers to stop for all passengers when hailed and mandatory disability awareness training for drivers. The government is considering its response to the Law Commission report and will respond in due course.

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<sup>30</sup> <http://data.gov.uk/dataset/transport-accessibility-data>

<sup>31</sup> <https://www.gov.uk/government/publications/bus-and-coach-drivers-summary-of-disability-awareness-training-review>

# Glossary

BEPE	Built Environment Professional Education, a Paralympic-inspired project
BOA	British Olympic Association
BPA	British Paralympic Association
DCLG	Department for Communities and Local Government
DCMS	Department for Culture, Media and Sport
DEFRA	Department for the Environment, Food and Rural Affairs
DfE	Department for Education
DfID	Department for International Development
DfT	Department for Transport
DH	Department of Health
DWP	Department for Work and Pensions
East Village	The former Athletes' Village, located next to Queen Elizabeth Olympic Park in east London
FCO	Foreign and Commonwealth Office
GCSE	General Certificate of Secondary Education
GLA	Greater London Authority
Here East	The former Press and Broadcast Centres, located on Queen Elizabeth Olympic Park
HMRC	Her Majesty's Revenue and Customs
IAAF	International Association of Athletics Federations
IN	International Inspiration
IOC	International Olympic Committee
IPC	International Paralympic Committee
ITT	Initial Teacher Training
LLDC	London Legacy Development Corporation

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LOCOG	London Organising Committee of the Olympic and Paralympic Games
LVRPA	Lee Valley Regional Park Authority
MOU	Memorandum of Understanding
NCSEM	National Centre for Sports and Exercise Medicine
NPD	National Paralympic Day
ODA	Olympic Delivery Authority
PE	Physical Education
PHE	Public Health England
QEOP	Queen Elizabeth Olympic Park
Sport England	The government body responsible for grassroots sports participation
TfL	Transport for London
TOCOG	Tokyo Organising Committee of the Olympic and Paralympic Games
UK Sport	The government body responsible for elite (Olympic and Paralympic) sport
UKTI	UK Trade and Investment
WRAP	Waste and Resources Action Programme

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