



The Legacy Action Plan: Before, During and After: making the most of the London 2012 Games

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2012 Aim

“To host an inspirational, safe and inclusive Olympic and Paralympic Games and leave a sustainable legacy for London and the UK”



Why?

“The prize is the greatest in a generation – the chance to turn the rhetoric of Olympic Legacy into fact. Faster progress towards a healthy nation, Higher aspirations for young people in their work and play. A stronger community, bound by self belief and the knowledge that Britain has hosted the greatest ever Games.”

Rt Hon Tessa Jowell MP

Minister for the Olympic Games and Paralympic Games in London



The Olympic PSA

PSA 22

“Deliver a successful Olympic Games and Paralympic Games with a sustainable legacy and get more children and young people taking part in high quality PE and Sport”



The 2012 Legacy Strands

1. To make the UK a world leading sporting nation.
2. To transform the heart of East London.
3. To inspire a new generation of young people to take part in local volunteering, cultural and physical activity
4. To make the Olympic park a blueprint for sustainable living
5. To demonstrate that the UK is a creative, inclusive and welcoming place to live in, visit, and for business

To make the UK a world leading sporting nation.

The Key Physical Activity Targets within the plan include;

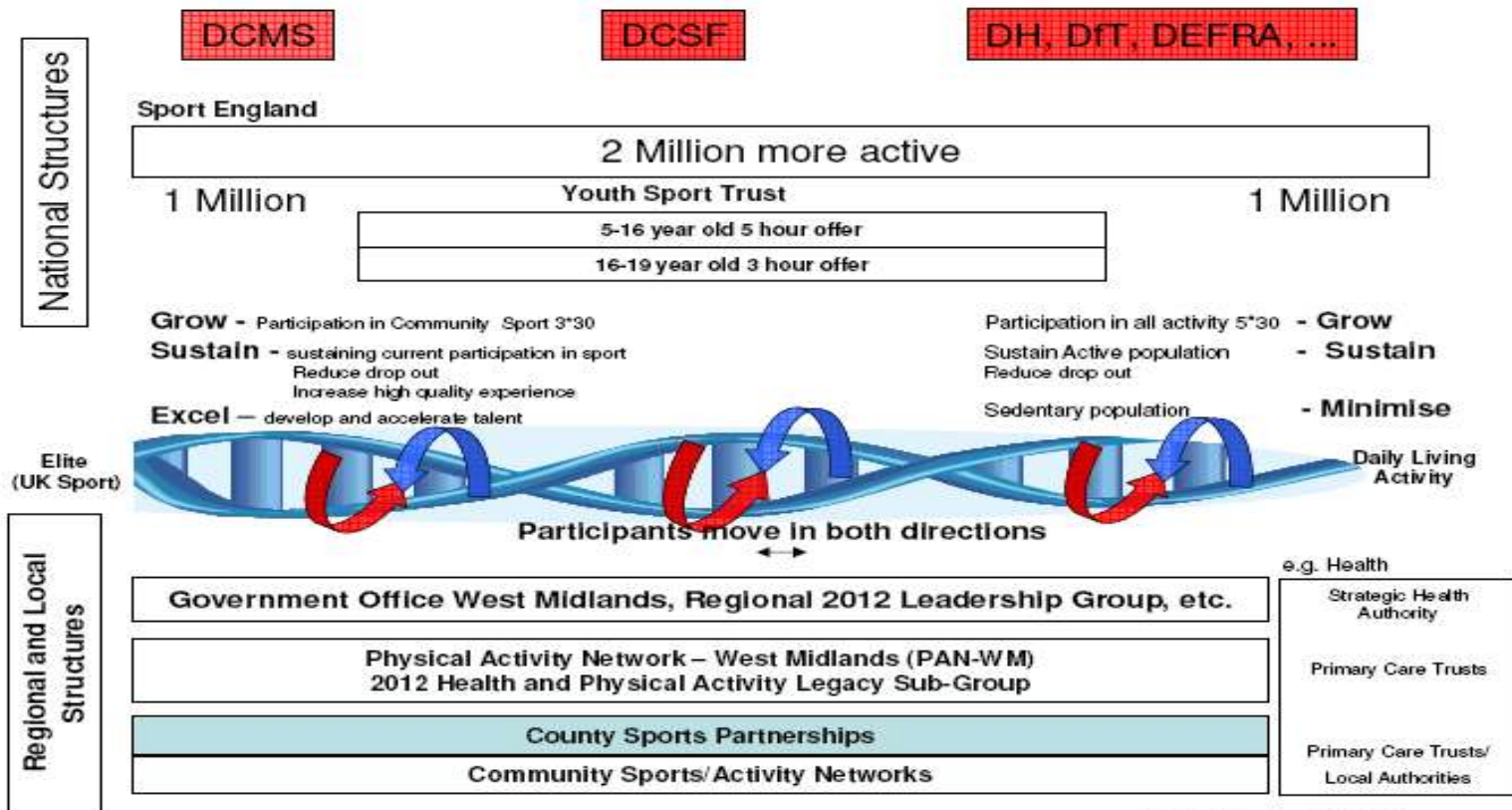
- A commitment to get 2 million people more active by 2012
- Offer all 5 – 16 year olds 5 hours of high quality sport a week by 2012
- Offer all 16 – 19 year olds 3 hours of high quality sport a week by 2012

Headline areas of work relating to Physical Activity are;

- World leading community sport
- Healthier families
- Targeting the least active
- Removing barriers and creating incentives to be more active
- Creating a better environment for physical activity
- Better co-ordination with Primary Care Trusts



Physical Activity & Sport – A continuum



DRAFT ONLY

Key Programmes

- Sport England Strategy
- PESSYP Strategy
- Healthy Weight, Healthy Lives
- Free Swimming
- Fit for the Future
- Walking Programmes
- Cycle Demonstration Towns
- Healthy Communities Fund
- The Cultural Olympiad
- The Legacy Trust Regional Programmes



To inspire a new generation of young people

- **Giving time and expanding horizons**
 - Volunteering; Personal Best programme
- **Cultural Activities**
 - National Flagship programmes (Young Futures Festival, Sounds, Film & Video Nation, Extraordinary Ability), Big Creative Week & Legacy Trust programmes (People Dancing & Community Olympics)
- **Engaging and Learning**
 - Domestic Education Programme; Get Set programme
- **Going Global**
 - International Education Programme & International Inspiration

Regional 2012 Legacy Priorities

Emphasis on;

1. Enabling and inspiring young people to achieve their potential, with an emphasis on those who need the greatest support.
2. Encouraging everyone in the region to embrace the spirit of the Games and to commit to a healthy active lifestyle including participation in sport and cultural activities
3. Promoting the West Midlands, nationally and internationally, as a world class region to visit and in which to live, work, study and do business – including staging international sporting and cultural events.

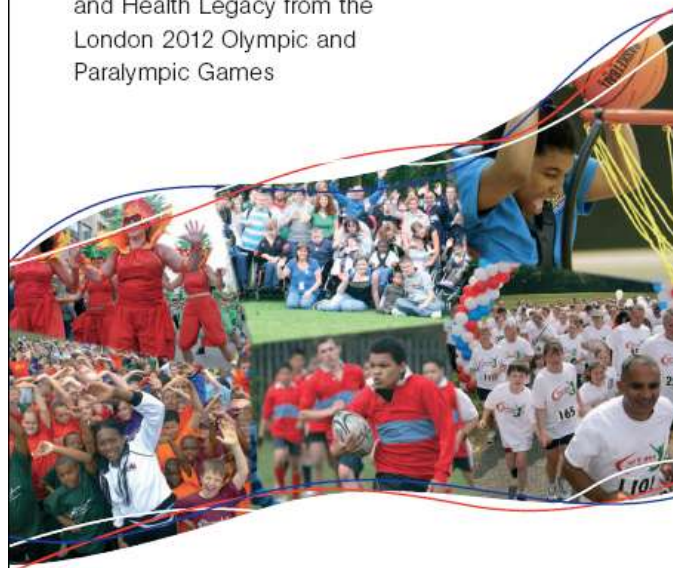
Regional 2012 Legacy Priorities

cont.

4. Building on our rich cultural diversity, and the heritage of William Penny Brookes and the Much Wenlock Olympian Society to use the Games as an opportunity to foster and celebrate community cohesion.
5. Using 2012 as a catalyst for promoting sustainable development.

The Evidence Base

A Systematic Review of the
Evidence Base for
Developing a Physical Activity
and Health Legacy from the
London 2012 Olympic and
Paralympic Games



SPEAR
SPORT, PHYSICAL EDUCATION
& ACTIVITY RESEARCH



http://www.pan-wm.org.uk/panlist.aspx?id=PAN_2012



Opportunities

- People Dancing
- Community Olympics
- Inspire Mark
- Volunteering programmes
- National Flagship programmes
- Creation of a world class delivery system for sport and physical activity



Further Information

Before, During and After: making the most of the London 2012 Games

http://www.culture.gov.uk/reference_library/publications/5161.aspx

LOCOG

<http://www.london-2012.co.uk/LOCOG/>

LOCOG – West Midlands pages

<http://www.london2012.com/about/the-people-delivering-the-games/the-nations-and-regions-group/west-midlands.php>