



October 2013
2nd Edition

“I am delighted that this second edition of the ‘inspired by 2012’ legacy newsletter shines a light on physical activity. Above all the other elements of the great legacy story that is developing, this is the one that I think has the biggest long-term impact for our nation’s health. As a sportsman physical activity comes as second nature to me, but I know that for many it does not, so we all have to think creatively so that it becomes a reality for all. There are some great examples out there, just a few of which are featured in this newsletter.”

SEBASTIAN COE CH KBE

Latest news/what’s been happening

Sainsbury’s 2013 School Games took place in Sheffield from 12 – 15 September. Around 1,600 young sports stars took place in 12 current and future Olympic and Paralympic sports. Click [HERE](#) for more information.

15,000 people have now registered for the Take12 Challenge - a healthy living challenge that was designed to build on the momentum and inspiration of the London 2012 Olympic and Paralympic Games.

[‘Take12’ Challenge](#) is taking place in the 2012 Games Host Boroughs. The challenge is to undertake 12km or 12 hours of physical activity and aimed at all ages and abilities to have fun, get fit and explore their local area.

TAKE12⁺
CHALLENGE



[Coca-Cola StreetGames](#) Festival was held in August at the Copper Box on Queen Elizabeth Olympic Park. This was a huge multi-games festival for over 2,000 children from all over the South East. The festivals are part of Coca-Cola’s 365 legacy mission to bring sport to the doorstep of 1.6m young people from disadvantaged communities and are part of a three-year partnership with Street Games.

Great news for British Cycling: It has recently been announced that London will host the 2016 Track World Championships. The velodrome, where Great Britain picked up nine Olympic medals and 22 Paralympic medals in 2012, will be the venue for the annual event. Click [HERE](#) for full announcement.

This summer **Asda Active** Sports Leaders delivered 320 summer sports days nationwide, all carrying the 'inspired by 2012' brand, under the banner of 'Asda Active Sports Days - Powered by Sports Leaders'. 52,000 primary school children, 7,000 sports leaders and over 1100 primary schools were involved in a range of activity days. From mini Olympics and football world cup tournaments to traditional school sports days thousands of young people harnessed the legacy spirit by getting active. For more information about Asda Active Sports Leaders visit the [website](#)

More than a year on from London 2012, the **Community Games programme** continues to bring communities together right across the country. Since January 2012, a total of 3,291 local communities have staged their own Community Games, celebrating what's good about their area and stimulating local interest and involvement in community activities. Almost 74,000 people have got involved as volunteers, almost a quarter of whom had never volunteered before, and together they have enabled almost 2,500,000 people to enjoy their local Community Games. And the participants have been impressed, with 91% saying they thought the event they attended was well organised, and 96% of them enjoying themselves. Click [HERE](#) for more details

Trafford Council announced the launch of a new sports and physical activity partnership for the borough. The partnership will involve more than 100 organisations in Trafford from the public, private and voluntary sectors. The aim behind the new partnership will be to build on the success of the 2012 Olympic and Paralympic Games and to have the most active population in Greater Manchester by 2021. To read the full press announcement and details click [HERE](#) .

The latest **Taking Part** results covering the period July 2012 – June 2013 have been published. Not surprisingly support for the Games is at its highest ever and the % of people doing sport or exercise who say they were motivated to do more by the Games is also at its highest level. To read the full report click [HERE](#).

Join In produced a video to say Thank you to people who have volunteered over the Summer. To view click [HERE](#). The Join In summer of over 10,000 events came to a close on 9 September, with a spectacular weekend seeing Dave Moorcroft trying his hand at wheelchair dancing in Manchester! More can be read [HERE](#).

For the past three months, residents in Caversham, North Reading, have been taking part in a remarkable new initiative designed to help people get active. **Beat the Street** is a real-world walking game which uses electronic checkpoints positioned around the area on which people tap a smartcard or key fob to register their walk to school, work, to the shops or just for fun. Caversham residents were challenged to walk the equivalent of 50,000 miles, twice around the world to trigger a donation of £6000 for books for local schools and the local library. More than 6000 people ditched their cars and walked, scooted, cycled and ran their way to fitness. Every schoolchild was issued a key fob through their school and GPs in the area distributed smartcards to their patients. Local businesses donated 'spot prizes' every week and helped galvanise the whole community to get involved. Click [HERE](#)



Welcome and congratulations to recent licensees for the 'inspired by 2012' brand, including Kids Run Free, Weymouth and Southcoast Charters and Signpost Cycling, Together!2012, Techno Gym, Deutsche Bank, Buckinghamshire Disability Service, Dorset County Sports Partnership and Jurassic Coast World Heritage Team. These new licensees show the breadth of the legacy and the extent to which organisations and people across the country have been inspired by the Games. Please encourage others to talk to us about using the brand for projects and initiatives inspired by the Games. It's easy to get and use the brand – read more here or contact Andrew Honeyman (andrew.honeyman@cabinet-office.gsi.gov.uk).

Look ahead

The Secretary of State for Culture, Media and Sport, Maria Miller will be giving evidence to the **House of Lords Select Committee on Olympic and Paralympic Legacy** on 9th October 2013. The Select Committee is considering the strategic issues for regeneration and sporting legacy from the London 2012 Olympic and Paralympic Games. You can watch on 9/10/13 live on tv using the [link](#) here.



October is **International Walk to School Month**. Primary School children in the UK will join with 40 other countries. There is a pack for schools to download to obtain classroom packs and helpful aids to present in class and join in the Challenge. Click here for more [Information](#). This year there is a Striders World Championship challenge for schools to take part in aimed at encouraging children to walk to school at least once a week.

The **British Heart Foundation** National Centre for Physical Activity and Health is holding a conference entitled Time to Change – Understanding and Changing Physical Activity Behaviour on Thursday 21 November at Wokefield Park, Reading. This conference will take a fresh look at the latest behaviour change research, theory and practice and explore how this can be applied to physical activity. For further details of the Conference and how to book a place click [HERE](#)



Govtoday and Health and Social Care Reform are hosting the 2nd National Public Health Conference and Exhibition for 2013 – The redesigned health service – to be held at the Brewery Conference Centre, London, on Friday 11th October. For details please Click [Here](#)

From 6th October **Tesco** in partnership with **Diabetes UK** are highlighting those that may be at risk of Type 2 Diabetes. This is part of a number of initiatives being funded by Diabetes UK's National Charity Partnership with Tesco to help hundreds of thousands of people take action to reduce their risk of Type 2 diabetes. To check your risk score click [Diabetes UK](#)

A reminder that Britain's Personal Best is offering a chance for all of us to re-ignite the spirit of the London 2012 Olympic and Paralympic Games in a mass participation event to set and achieve personal bests over the coming weekend of 4-6 October 2013. To sign up Click [HERE](#)

Legacy Media Coverage

A truly positive article on East London Legacy Read [Here](#)

Interesting article in the Global News about 'Beijing should learn from London for Olympic legacy planning' For the full article read [Here](#)

Paralympic News – In the US, NBC and USOC announce that they have bought media rights to Sochi 2014 and Rio 2016. For full details please click [HERE](#)

We are happy to receive any legacy news stories/activities or features to be considered for inclusion into the next edition and/or placed via Facebook and Twitter. Please submit contributions to us including links to: olympiclegacy@cabinet-office.gsi.gov.uk

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