



November 2013
3rd Edition

In this edition we have included updates on some of the exciting things happening at some of the 2012 Games venues outside London. Our grateful thanks to those who have provided us with contributions to this edition. Do contact us with content or ideas for themes.

Andrew Honeyman, Editor

Latest news/what's been happening



Cabinet Office

A Ministerial Reshuffle took place on 7th October.

There were a number of changes in the recent reshuffle affecting Ministers working on legacy. Hugh Robertson, whose involvement with the Games and their legacy stretches back to his days in opposition, has moved to the Foreign and Commonwealth Office, where he retains an interest in the international legacy. Helen Grant MP is the new Minister for Sport and Equalities. Other new Ministers with an interest in legacy include Jane Ellison (Public Health), Mike Penning (Disabled People) and Robert Goodwill (Transport).

The Secretary of State for Culture, Media and Sport, Maria Miller gave 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 2012 Games. You can watch Maria's evidence using this [link](#). The Mayor of London also gave evidence on 22 October. The committee is expected to report later this month.

The International Passenger Survey tourism figures for August provided some excellent news on the tourism legacy, including:

- Visits up 16% on last August
- Spend down just 1% (against the record, 2012 Games-spending August 2012)
- In terms of 2013 so far visits are up by 6% and spend by 11% on the same period last year.

A record 7.9 million tourists visited London in the first six months of 2013, the

best ever first half year tourism numbers in history. Check out the [IPS figures](#) .



Welcome and congratulations to recent licensees for the 'inspired by 2012' brand, including Nova, the Lawn Tennis Association, Active Sefton, King Alfred's Academy, Dorchester Area School Partnership, Intelligent Health, Leicestershire and Rutland Sport and EMpowered.

Thank you to all existing licensees who gave us really useful feedback on the brand in September. There was strong support for continued use of the brand, and some challenges for us too in terms of increasing the value of the brand by, for example, providing opportunities to share good practice and by bringing together a number of licensees in publicity campaigns. There is a challenge too for us in increasing use of the brand. 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 – contact Andrew Honeyman (andrew.honeyman@cabinet-office.gsi.gov.uk).

Out of London Venues

Weymouth and Portland



The 'Summer to Remember' Sports Festival was held on Weymouth beach over this summer, replicating on a smaller scale what happened in 2012, including events for disabled people and held on the anniversary of the start of the Games. This event, organised by Weymouth & Portland BC, Active Dorset and

Dorset CC, was attended by over 10,000 people of all ages, engaged in a wide range of sports, including rowing, kayaking, golf, football, rugby, table tennis. It was supported by over 40 Games-time Ambassador Volunteers; with other volunteer staff all wearing 'Inspired by 2012' Polo Shirts.



A new Weymouth & Portland '[Sailability](#)' project was set up for disabled people who can now have access to specialist boats. This was inspired by the Paralympic Games and started in summer 2013. It has had a good take up with 10 or more disabled sailors at each session, some of whom have been winched into boats using the specialist hoists at the National Sailing Academy. An anonymous donor has provided funds to buy a

special 'Access' boat and the retailer Henri Lloyd was inspired to provide buoyancy aids to the group. This project is also officially 'Inspired by 2012'.



The Sail for a Fiver project is going from strength to strength, giving local young people the opportunity to try out the sport. A new promotional/fund raising leaflet has been produced for 2013/14, branded with the 'Inspired by 2012' logo. See details for the [Chesil Trust](#).

Other progress on Weymouth & Portland Dorset Legacy Action Plan:

- Success in securing a £450,000 Lottery Grant to provide a wide range of sporting activities over 3 years, with many based at the National Sailing Academy
- Establishing 4 new inclusive Sport Hub Clubs for disabled people at leisure centres across Dorset
- A local schools partnership has appointed 3 new staff to take forward post-Games sporting legacy projects and to continue to 'Inspire a Generation'
- STOP PRESS: public spaces used during the 2012 Games will now be managed as community assets by national charity the Land Trust. The Homes and Communities Agency (HCA) has transferred to the Land Trust 8.5 hectares of land at Osprey Quay, which was host to the main sailing events and athletes' village. The deal includes a £1.2m endowment from the HCA for the maintenance of flood defences.

Lee Valley White Water Centre



A £6 million legacy development programme at Lee Valley White Water Centre, where Team GB won Gold and Silver in the London 2012 Canoe Slalom event, will be completed in the New Year, further strengthening the venue's Olympic legacy. The new facilities include new offices, storage and an athlete gym for GB Canoeing, who will be based there, as well as expanded catering, parking and other visitor facilities. A new cafe and outdoor classroom was opened in July by Maria Miller during the third annual Lee Valley White Water Centre Schools Festival, which offered hundreds of young people from every London borough, Essex and Hertfordshire the chance to raft the same rapids as Team GB's successful Olympians. For more information contact [Lee Valley](#) or call 08456 770 606.

Hadleigh Farm

Essex County Council and partners are now preparing to start development works at the venue ensuring it can be accessed and enjoyed by many more people. These include retaining and adapting the Olympic Mountain Bike course for use by the public, as well as expanding and enhancing Hadleigh Country Park, providing opportunities for people to more fully access, enjoy and appreciate the area's natural historic environment. The plans also include a Visitors' Centre, café, bike hire shop and network of multi user walking and cycling tracks. Check for information on [Hadleigh](#) .

Eton Dorney

Eton Dorney has been playing a part in the rowing legacy from the Games. Back in June it played host to 1,500 schoolchildren from around the country. Many of these children were there thanks to a legacy-inspired sponsorship scheme and Team GB stars were in attendance. Check out [British Rowing website](#) for more information.

Other News

The ParalympicsGB Sports Fest takes place on Sunday November 24th and Monday November 25th at the University of Worcester Arena. See [Sports Fest website](#) for more details.



A free Disability Art, Culture and Human Rights festival will be taking place in the London Borough of Newham to celebrate Disability History Month (22 November-19 December 2013). Together! 2013 features art, film, music, performance, poetry and workshops and is funded by Arts Council England, People's Health Trust and the Community First Foundation.

Check out details of the festival programme [Together 2012](#) .

The Big Lottery Fund and Spirit of 2012 Trust has just announced that they are awarding almost £500k to **Big Big Sing**, one of the highlights of the Glasgow 2014 Cultural Programme, to inspire thousands of people across the UK to take up singing in the lead up to and during the Glasgow 2014 Commonwealth Games. Click [Big Big Sing](#) for more information.

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