



HM Government

MAYOR OF LONDON

The long term vision for the legacy of the London 2012 Olympic & Paralympic Games

February 2014

**inspired
by 2012**

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Foreword

by Maria Miller and Boris Johnson



Maria Miller
Secretary of State for Culture
Media and Sport

A lasting legacy from the London 2012 Olympic & Paralympic Games has always been a long term goal. Just as the Games took ten years to win, plan and deliver, so legacy must be seen as a ten-year project to realise lasting change.

In July 2013 the Government and the Mayor of London published a report: 'Inspired by 2012'. This captured the wide range of impressive legacy benefits from London 2012 that have been delivered one year after the Games. That is just the start and we will keep the momentum going.

Since that report, we have seen more progress across the breadth of the legacy programme. The UK has met a four year target to raise £11 billion worth of economic benefit from the London Olympic and Paralympic Games in just over one year.

There has been a whole host of further investment which indicates how firmly the legacy remains at the forefront of government thinking.

- Sport England will launch an £18 million Lottery-funded Primary School Sports Facilities Fund from 2014 to improve sports facilities in primary schools, to benefit both school children and the wider community;
- The school sport premium will continue into the academic year 2015-16, meaning primary schools will be able to put in place longer-term plans to improve their PE and sport provision;
- The Government will continue to fund the GREAT campaign in 2014-15 and 2015-16 and funding will be increased by 50% to £45 million in each year; and
- The Government will support the London Legacy Development Corporation and Mayor of London in developing their plans for Queen Elizabeth Olympic Park. This includes plans for a new higher education and cultural quarter on the Park, in partnership with University College London and the Victoria and Albert Museum.

- On International Day of Disabled People a Paralympic Games inspired project to make accessibility a requirement of all built environment courses at universities and colleges was launched. The project is funded by Government and the Greater London Authority with support from leading professional institutions.

The Diamond Jubilee and the Olympic and Paralympic Games showed how major events and anniversaries can provide shared national moments which bring the whole country together. They provide the opportunity as a nation to unite people and celebrate excellence.

The Legacy of the Games also aims to set the standards for how the legacy from subsequent major sporting events, both domestically and internationally, should incrementally add to

attaining these long term aims and refresh the vision by adding their own distinct legacy achievements.

Building on the success to date, this document sets out a long term vision to use the inspirational power of 2012, and future major sporting events, to help deliver lasting change.

We all have a role to play in helping to secure a lasting legacy from London 2012 and future major events; this is by no means a unique task for government – whether local or national. This vision reflects the fact there is enormous enthusiasm to provide more opportunities to foster the sense of community spirit and national pride that future major sporting events, at home and overseas, can inspire.



Boris Johnson
Mayor of London

By common consent, the London Olympic and Paralympic Games of 2012 were among the best ever held. It is demonstrably true, moreover, that the legacy from holding the Games – historically an elusive commodity – has been better secured in London than in any previous Olympic city.

From the Stadium to the Aquatic Centre, from the Copper Box Arena to the ArcelorMittal Orbit to the Velodrome – all the Games-time venues have long-term private sector-led futures. We are pressing ahead with the development of five new neighbourhoods delivering thousands of new homes. The public will shortly be able to enjoy one of the largest new green parks in the whole of Europe – accessible by multiple transport routes including the Stratford railway hub, the best connected in the country.

Post-games transformation works are creating vibrant new centres of enterprise and employment. We have iCITY – what was once the international press and broadcast centre, which already hosts BT Sport, the largest TV studios in the country. Soon Loughborough University will also be arriving here, bringing not just student athletes who will inspire young people to take up sport in local schools and communities, but also the prospect of spin-off companies generated by Loughborough's faculties in sports science, engineering and other disciplines.

We have also recently announced plans to exploit the Stratford site still further as a catalyst for the industries and technologies in which London now leads the world. The aim

to establish at least two world class institutions taking as inspiration the achievement of Prince Albert, who took the proceeds of that 1851 Great Exhibition and used them to create the 86 acre constellation of museums, universities, artistic, scientific and cultural institutions in South Kensington. Now is the time for a 21st century variant that is no less ambitious and we already have the commitment from the Victoria and Albert Museum and UCL to take forward this vision.

Whilst there is much hard work still to be done, I believe the cumulative effect of all this is unbeatable. We already have a beautiful new urban environment, with a vast new green park, extraordinary sporting amenities and superb communications. We then add fantastic technology, cultural and higher education institutions, and we believe we will trigger extraordinary growth along with tens of thousands of jobs.

This is all working to achieve the long term goal of convergence in life chances and prosperity between east and west London, and to bring the city and its communities together, while boosting the whole UK economy. We believe they represent a fitting and lasting legacy from a great Olympic and Paralympic Games.

A handwritten signature in black ink, appearing to read 'Boris Johnson', written in a cursive style.



Lord Coe
the Prime Minister's Olympic &
Paralympic Legacy Ambassador

This long term vision will ensure we remain ambitious and provide a challenge to us all. We've already seen a range of impacts from the Games, beyond sport and beyond East London, as people across the country have been inspired in their local communities and in their schools. Future major sporting events, coming both at home and overseas, will provide further opportunities to build on the success of London 2012 and support the legacy of the Games. The goals described here are challenging, and it is right they should be, but continuing with the spirit, enthusiasm and hard work shown by everyone involved so far, we should aim to achieve great things.

A handwritten signature in black ink that reads "Lord Coe".

Sport and Healthy Living

During the next decade, create a tangible sporting legacy from the 2012 London Olympics and Paralympics.



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.



- By the end of the decade 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 10 years ago has closed.

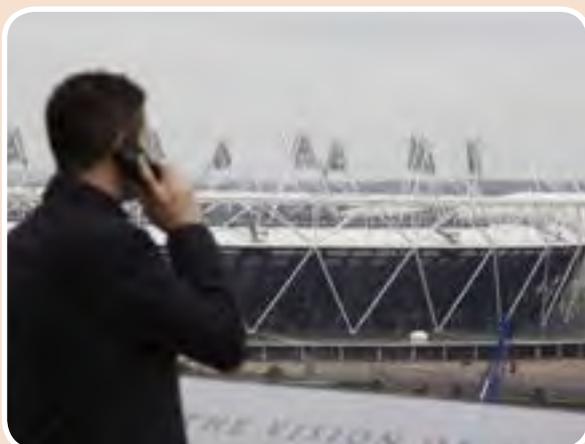
Economic Growth

During the next decade, fully exploit the opportunities for economic growth offered by delivering successful Games with a focus on trade and investment and tourism.



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.
- SME's 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 £31.3 billion a year (in real terms).



Bringing communities together

During the next decade the London 2012 Games, and subsequent major sporting events, will have brought people together in different ways to help improve society and their communities.



By 2022:

- 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 embedded in education of young people in England.

London

During the next decade, the Games will support the regeneration of East London, whilst also securing social and economic benefits for the whole city.



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 and west 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.



- Transport investment has been bolstered through Crossrail and other infrastructure, as well as lessons learnt from the Games, embedded in city wide transport delivery.
- The Paralympic legacy has ensured that high quality opportunities are available for disabled Londoners with disabilities, including improved access to transport, work and leisure.

The Legacy from the Paralympics

Working in partnership with disabled people and their organisations, during the next decade, the impact of London 2012 will help enable disabled people to fulfil their potential, have opportunities to participate in society, and to ensure communities are more inclusive.



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.