



February 2014  
5<sup>th</sup> Edition

Welcome to the first “inspired by 2012” newsletter of 2014. We may be 18 months on from the end of the 2012 Games, but work on legacy continues all over the country. This edition focusses on physical activity – a key area of legacy that Government and the Mayor of London are working on – as well as news about the long-term vision for legacy and updates from local projects around the UK.

As always, we love to hear about your projects so do let us know if you'd like us to include anything in a future newsletter.

Andrew Honeyman, Editor

## What's been happening

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### **Moving More, Living More**

The Government, Mayor of London and Lord Coe, the Prime Minister's Legacy Ambassador, have launched a team effort to promote physical activity across the country - ensuring it is a lasting legacy of London 2012 and part of a long term vision for a fitter nation.

[‘Moving More, Living More’](#) builds on learning from the world's most active countries, that action on physical activity needs to be a long term effort and is best tackled through a team approach across government and all sectors.

The Prime Minister lent his support, saying: “The country was captured by the spirit of the 2012 Games, inspired by our sporting heroes and their many achievements. We now need to build on this, creating a nation that's physically active and improving their health for the long term.

We need to provide communities with the encouragement to come together and realise the physical and social benefits of being more active. Government, Local Government, business and community groups must now join together to help make this ambition a reality.”



The launch took place at Daubeney School in Hackney, who are currently hosting a portable swimming pool, funded by the Mayor's "Make a Splash" scheme and arranged by the Amateur Swimming Association (ASA). It was great to have cross-Government and cross-sector representation at the

launch, including Lord Coe, Government Ministers Jane Ellison and Edward Timpson, Sir Merrick Cockell and Cllr Flick Rea from the Local Government Association, Jennie Price (Sport England), and David Sparkes and Duncan Goodhew (ASA). Read more about the initiative in the [press release](#) that accompanied the launch.

### **Long-term vision for legacy**

Legacy has always been about achieving lasting benefits, and now Government and the Mayor of London have set out the joint [long-term vision for legacy](#). The document sets out the aims across all areas of legacy – social, economic, East London, sport and healthy living, and Paralympic – to say how the inspirational power of 2012, and future major sporting events, will help deliver lasting change.

### **Government and the Mayor respond to the House of Lords**

Earlier this month the Government and Mayor published a [joint response to the report by the House of Lords Select Committee on Olympic and Paralympic Legacy](#). The response considers each of the 41 recommendations made by the Committee.



Welcome and congratulations to recent licensees for the 'inspired by 2012' brand, including Social Purpose and Time (SPAT), OTC Windsurf, Spirit of 2012 Trust, Ulster Sports Outreach, Sweet Spot and Swim2Win GB.

**Spotlight: The Legacy Games** The Legacy Games, devised and delivered by Everyone Active and Fit For Sport, was inspired by the 2012 Olympic and Paralympic Games and is driven by a joint pledge to build a sustainable activity and health legacy in communities around the country. The organisers are committed to bridging the gap between schools, experts, communities and operators. Their aim is to have 500,000 under 16s engaged and active, inspiring and motivating people to become active for their health, not just for competitive sport. The project received some great coverage recently from [The Telegraph](#).

If you know of any initiatives or projects inspired by the Games which might wish to use the brand then contact Andrew Honeyman at [andrew.honeyman@cabinet-office.gsi.gov.uk](mailto:andrew.honeyman@cabinet-office.gsi.gov.uk)

## Queen Elizabeth Olympic Park opening

From 5 April 2014, people will be able to explore more of Queen Elizabeth Olympic Park as the newly landscaped south of the Park opens to the public for the first time since the London 2012 Olympic and Paralympic Games. Visitors will be able to enjoy beautiful parklands, fountains and waterways, world-class sporting venues, arts and events and children's play areas. Visitors to the Park can also breathtaking views from the ArcelorMittal Orbit – the UK's tallest sculpture offering a totally new perspective of London.

From 1 March the iconic Aquatics Centre will open its doors for the first time since the Games, hosting a series of events, galas and public swimming and diving sessions. The public will be able to swim in the pool used for the Olympic and Paralympic swimming events for just £3.50.



In the north of the Park visitors will be able to enjoy Lee Valley VeloPark and Lee Valley Hockey and Tennis Centre. Opening in March 2014, Lee Valley VeloPark will be home to road, track, BMX and mountain biking: the first time these four disciplines of cycling have ever met in one venue anywhere in the world. The Lee Valley VeloPark will feature everything from learn to ride programmes to major championships.

Double Olympic gold medallist Laura Trott OBE and Paralympic champion Mark Colbourne MBE, ambassadors for Lee Valley VeloPark, will formally open the venue on 12 March 2014. Public cycling sessions will begin on 31 March with two major events taking place before then - the Revolution Series grand finale on 14 and 15 March (Britain's top track cycling competition) and Sport Relief on 21 and 23 March.

## Primary Spaces fund - applications open

Sport England has established the Primary Spaces fund to help primary schools who have little or no outside space. The funding will help more schools provide outdoor multi-sport areas which can be used both within the curriculum and out of school hours. Schools can receive up to £30,000 to spend on a range of specially created packages which can be tailored to meet their needs. As well as helping provide sports facilities, staff and volunteers, the school will receive information on how best to use the new facilities and equipment to help children get active.



Priority will be given to those primary schools which currently have little or no outside space for PE and sports sessions. Applications will be open for four weeks and will close on 24 March. Visit [Sport England's website](#) for details.

## Other News

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### **StreetGames awarded further £6 million to expand Doorstep Sports Programme**



StreetGames, recipient of the 'Inspired by 2012' brand, announced it has been awarded £6 million of National Lottery funding from Sport England to extend the success of its pioneering '[Doorstep Sport Clubs](#)' programme across 2014. The programme engages 14-25 year olds from disadvantaged areas to encourage them to develop a sporting habit for life.

StreetGames has already developed over 300 Doorstep Sport Clubs for young people living in some of England's most disadvantaged communities. Sport England Active People Survey data shows that 70% of disadvantaged young people want to take part in more sport and Doorstep Sports Clubs directly fulfil that demand.

### **British tennis launches Road to Westminster schools tennis competition**

British tennis has announced an exciting digital competition, aimed at young people, that gives them an opportunity to talk about, and celebrate, the tennis they play in their school.

Primary, special, and secondary schools are being invited to create a short video showcasing ways in which their pupils are taking part in tennis, not just by playing but in other ways across the curriculum that engages the whole school community. Ten lucky schools will win a once-in-a-lifetime opportunity to play tennis under Big Ben at the Houses of Parliament in London with some of the stars of British tennis. [View details on how to enter and a video of Baroness Grey-Thompson launching the competition here.](#)

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We are happy to receive any legacy news stories or features to be considered for inclusion into the next edition and/or promoted via our Facebook and Twitter feeds. Please submit contributions including links to: [olympiclegacy@cabinet-office.gsi.gov.uk](mailto:olympiclegacy@cabinet-office.gsi.gov.uk)

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