

Welcome to the eighth 'Inspired by 2012' newsletter. Apologies for the slight hiatus between editions 7 and 8 – rest assured, we are still here and still want to hear about your news! In this edition we give a round-up of some of the milestones over the past couple of months.

If you're involved with a legacy project you think people should hear about please get in touch – our contact details are at the end.

Andrew Honeyman, Editor

## Highlights

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Public Health England (PHE) published "[Everybody Active, Every Day](#)" in October 2014, a framework to embed physical activity into everyday life. It provides evidence-based information and guidance for local authorities and other organisations to help people to become more active, and is a major part of the work under the physical activity legacy banner of "Moving More, Living More".



Sport England made £5m of new funding available through its [Get Healthy, Get Active](#) fund to help inactive people get involved in local activity. Announcements about the successful applications are due in the spring.



Sport England launched the "This Girl Can" campaign in January 2015 to encourage more girls and women to get active. [Watch the advert on YouTube](#) and find out more at the [This Girl Can website](#).

Sports volunteering charity Join In published their "[Hidden Diamonds](#)" research, which put the social value generated by each sports volunteer at over £16,000. And to give something back, comedian and Join In patron Eddie Izzard led the nation's biggest ever thank you to sport volunteers at the BBC Sports Personality of the Year show in December. Live from the pre-show red carpet, Eddie and some of the UK's favourite sporting stars surprised remarkable volunteers with [thank you phone calls from a golden phone box](#).



The Paralympic-inspired Built Environment Professional Education project celebrated its first year in December 2014. The project aims to improve the attitudes, knowledge and skills of built environment professionals by making learning about inclusive design a mandatory part of their training, and great progress has been made already. [Read about what the project has achieved in its first year.](#)

Work on cycling and walking was bolstered by [a new duty placed on government in the Infrastructure Act](#), which became law on 12 February 2015, paving the way for a cycling and walking investment strategy.



The Olympic Delivery Authority (ODA) closed in December 2014. The ODA was responsible for the construction of sports venues and infrastructure for the London 2012 Games, as well as planning and funding Games transport, and transforming the Olympic and Paralympic Village into more than

2,800 new homes following 2012. You can [read about the ODA's achievements, and access case studies and images from this page on GOV.UK.](#)

## Inspired by 2012

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Welcome and congratulations to recent licensees for the 'inspired by 2012' brand: [Kandu Arts for Sustainable Development](#), and [Attitude is Everything](#), improving disabled people's access to live music.

## Spotlight: Shining Lights

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Community Games was launched to encourage communities to come together and take part in sports and arts activities. Delivered by the County Sports Partnership Network (CSPN) and the YMCA, more than 4,000 Community Games have taken place since 2012, inspiring over 2.9million people to engage in sporting activities thanks to the hard work and dedication of over 86,000 volunteers.



Shaida Akbar

One of those volunteers, Shaida Akbar, was chosen by an esteemed panel of judges, including former Olympic athlete David Moorcroft, for special recognition, and was invited to visit the Commonwealth Games action in Glasgow.

Community Games is an on-going legacy programme operating throughout England, and is looking for commercial partners (contact Nikki Enoch [nikki@vagaassociates.com](mailto:nikki@vagaassociates.com)). For anyone looking to organise an event in their local community, information on the support and resources available can be found at [www.communitygames.org.uk](http://www.communitygames.org.uk).

## Updates

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### **Golden white water season**

A new season will get underway at [Lee Valley White Water Centre](#) on 28 February 2015, marking the start of what promises to be golden year. The venue will stage its most important event since the London 2012 Canoe Slalom competition when the ICF Canoe Slalom World Championship takes place from 16 to 20 September 2015. Britain's leading paddlers will battle for squad inclusion at the GB Canoe Slalom Selection event in April. In addition to watching the world's best in action water sport enthusiasts of all abilities will also be able to sample the venue for themselves by participating in white water rafting and other paddling activities.

### **London 2012 schools hockey legacy**

In November 2014, more than 300 children took part in the first of a series of schools initiatives to provide them with a taste of hockey at [Lee Valley Hockey and Tennis Centre](#). The primary school aged pupils from the London boroughs of Waltham Forest, Newham and Tower Hamlets received expert coaching and took part in a number of hockey-based activities. Schools from other London boroughs, Essex and Hertfordshire will participate in similar events over the coming year.



The scheme is being organised in addition to Lee Valley Schools Festival, which takes place each year giving hundreds of pupils from across London, Essex and Hertfordshire the chance to sample sport at all three of the Authority's London 2012 venues; Lee Valley Hockey and Tennis Centre; Lee Valley VeloPark and Lee Valley White Water Centre.

### **Our Big Gig unites communities across the country with 180,000 attending**

2014 was another successful year for the Inspired by 2012 community music project, Our Big Gig, as over 180,000 people in communities across England and Scotland attended 190 events from 11-13 July 2014.

Organised by arts organisation, [Superact](#), with funding from the Department of Communities and Local Government, over 9,000 volunteers helped run a myriad of weird and wonderful gigs that brought communities closer together, with 70% of attendees meeting new people and 63% looking to volunteer in the community as a result.



For 2015, Superact is looking for new partners to support the project – get in touch with them if you'd like to discuss.

**Community Sport Network** launched on 12th August 2013 - the first anniversary of the London 2012 Olympic Closing Ceremony - and has since grown into an important and established information base in the community sport sector.



In its first year, Community Sport Network received over three million hits and was viewed in over 250 countries, with the UK, USA and China proving its three most popular markets so far. The Network now has over 5,000 subscribers to its newsletter with a retention rate in excess of 99%, demonstrating the real value of the service.

In addition to interviews with well-known figures from the sporting world, Community Sport Network now features a free Jobs Board for employers to advertise their community sport vacancies, and a National Planner listing major conferences and events.

Find out more and subscribe: [www.communitysportnetwork.co.uk](http://www.communitysportnetwork.co.uk)

### **Take 12 – getting active in Queen Elizabeth Olympic Park**

Take 12 in the Park is the free healthy living challenge that aims to inspire people to get physically active whilst exploring Queen Elizabeth Olympic Park. It is the follow-up to the highly successful 'Take 12 Challenge', which attracted over 15,000 participants in the year after London 2012.



The challenge is simple; complete a minimum of 12 hours or 12 kilometres of physical activity in 12 weeks. The hours and kilometres must be undertaken in (or on routes into) Queen Elizabeth

Olympic Park and participants are encouraged to access the iconic facilities, open spaces and Active People Active Park programme activities.

To find out more visit [www.take12.org](http://www.take12.org). If you're running any programmes that you think Take12 may be able to help inspire your participants or complement the work you're doing, get in touch by emailing [Sophie.Hoseason@goldchallenge.org](mailto:Sophie.Hoseason@goldchallenge.org)

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Please get in touch if you have any legacy news stories or features you'd like us to consider for a future edition, and/or would like us to help promote via our Facebook and Twitter feeds. Please submit contributions (with photos if possible) to [olympiclegacy@culture.gov.uk](mailto:olympiclegacy@culture.gov.uk). Also use this address if you'd like to be added or removed from the mailing list.