

## The London 2012 Games – Local Government’s Role in Delivering An Incredible Games and a Lasting Legacy

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### Once in a lifetime

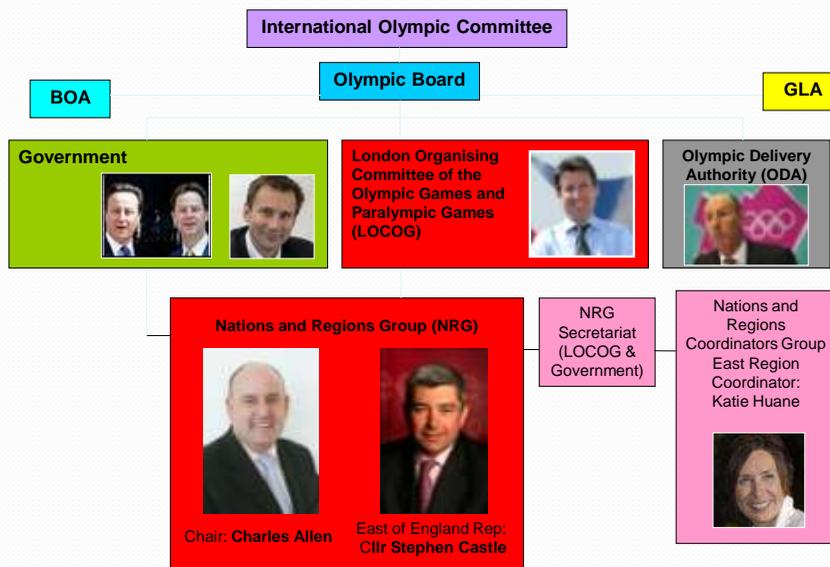
2012 was an opportunity for local government to deliver our ambitions through the focus, excitement and inspiration of the Olympic and Paralympic Games



## Stages on the Journey for Local Govt

1. Bid phase – 2003/2005
2. Initial planning post bid - 2005
3. Legacy and Venues, Maintaining Momentum – 2005/2010
4. Testing, Operationalising and Delivery – 2011/12
5. Post Games – 2012 onwards

## Regional 2012 Structure



# Nations and Regions and Essex



## Regional 2012 Structure



## The Regional Mission

The East of England will Rise to the Challenge by creating a sustainable legacy that extends far beyond the sporting landscape, including:

- Economic Development and regeneration
- Skills and employment
- Education
- Tourism
- Culture
- Health and wellbeing



## The Essex County Council Timeline to 2010



- |      |   |
|------|---|
| 2003 | Worked with British Olympic Assn on initial Bid   |
| 2004 | Essex 2012 working group established<br>Eastern leader in 'Back the Bid' campaign<br>Early representation on NRG<br>Secured Mountain Bike Venue |
| 2006 | Staff seconded to LOCOG<br>Essex Strategic Board established to drive legacy<br>Essex Action Plan for a Legacy                                  |
| 2007 | Full ECC Legacy team in place   |
| 2008 | Secured Hadleigh Farm for Mountain Bike Venue<br>Delivery Plan Established  |
| 2009 | 'Sharpening Focus'<br>Beacon Status   |
| 2010 | Rolling out Programmes and Events   |



Beacon Authority  
2009-2010  
Strategic Delivery and Programme - Shared Agency

## The Region's Venues

### The Mountain Biking The Journey

#### Mountain Biking, Hadleigh Farm

- Significant benefit to local area – inward investment, long term regeneration and renewal
- Legacy expectation – improve sports participation, enhance tourism, culture and education



### The White Water The Journey

#### Lee Valley White Water Canoe Centre

- Only new Olympic venue open to the Public before the Games
- 70,000 rafters and canoeists a year in legacy
- Catalyst to wider regeneration in Herts and Essex

## Observation in Beijing



## Pre Games Training Camps Bidding

- Part of the promise during Back the Bid!
- Nations and Regions presentation in Beijing
- Number of regions saw this as their key opportunity to deliver the games in their part of the country.
- Essex presented in India and the Caribbean
- Attracted the Japanese swim team and Canadian and Chinese Mountain Bike teams.
- Lot of energy and money expended by some regions and local authorities



## Key Legacy Lessons

- Regional Coordination
- Local Delivery
- National Initiatives
- Catalyst to Achieve
- New Collaborations
- Go Bold!

## Spreading The Games – National Schemes Delivered Locally

- Get Set Education Programme
- Open Weekends
- Cultural Olympiad Events
- Compete 4
- Pins!!
- Inspire mark



## The Essex Legacy

Physical Activity and Sports

Cultural Olympiad

Maximising Economic Impact

Pre-Games Training Camps

Learning and Development

Volunteering

Hadleigh Farm Venue

Beacon Authority

[www.essexlegacy.org](http://www.essexlegacy.org)



Beacon Authority  
2008-2012  
Physical, Cultural and Psychological Wellbeing Agency

## Essex Ambassadors



Grant Aid to potential Olympians and Paralympians

Ambassadorial role

School Sports Days

Blog on Essex Legacy website

## Journey to the Podium

Athletes linked to an artist

Inspire Marked Cultural Olympiad project



Beacon Authority  
2008-2012  
Olympic Games and Paralympic Games Legacy



## Essex Carrying the Flame

Utilising the Energy of the Games to:

- Improve Life Chances
- Instil Confidence
- Better Attitudes
- Increase Learning

Through a Variety of Activities:

- Increased PE and Sport
- Cultural Events
- Games-related Cross Curricular activity
- Promoting health and well-being
- Extra-Curricular activities



Beacon Authority  
2008-2012  
Olympic Games and Paralympic Games Legacy

## The LGA Journey to 2010

Took time to recognise opportunity and impact

Local authorities focussed on other issues

Members and officers network established in 2007

Conflict between regional and local agenda

Sceptical about cost/benefits

Those local authorities who got “it” and those who didn’t – sharing best practice – Beacon status

Host Boroughs – London Regional Government

Growing realisation this was happening and scale of impact.



## A Legacy Of Mass Participation

• LGA Publication - “Putting the People Back into Participation” – June 2010

- Majority of sports participation happens in council owned and community sports facilities
- Up until recently, councils spend 5 times as much on sport as central government
- Local Government central to a team approach to increasing participation in sport



## Once in a lifetime opportunity

### The Challenge:

- No other host nation has increased sports or cultural participation off the back of the Games
- LOCOG focus is on delivery of the Games
- Local Government is facing most difficult financial environment in living memory



### The Opportunity:

- Public Health White Paper
- Shifting power to local government and communities
- New Responsibility Deal
- Unparalleled investment in elite sport
- Big Society

