



SELECT COMMITTEE ON OLYMPIC AND PARALYMPIC LEGACY

Oral and written evidence

Contents

Active in Time Ltd—Written evidence	3
Association for Physical Education (afPE)—Written evidence	8
Big Lottery Fund—Written evidence	16
BioRegional—Written evidence	21
Boff, Andrew—Written evidence	24
Boggis, Emma—Written evidence.....	35
British Gliding Association (BGA)—Written evidence	49
British Standards Institution (BSI)—Written evidence.....	51
British Swimming and the Amateur Swimming Association—Written evidence	55
British Paralympic Association (BPA)—Written evidence	64
Community Safety Social Inclusion Scrutiny Commission—Written evidence	70
Dorset County Council—Written evidence	72
English Federation of Disability Sport—Written evidence.....	79
English Handball Association—Written evidence	86
Essex County Council—Written evidence.....	88
Field Studies Council—Written evidence	93
Football Association—Written evidence	96
Hackney Council—Written evidence	103
Harrison-Croft, Bryony —Written evidence	107
HM Government and London—Written evidence.....	110
iCITY—Written evidence.....	150
International Inspiration—Written evidence.....	156
The Lawn Tennis Association and the Tennis Foundation—Written evidence	162
The Lawn Tennis Association and the Tennis Foundation—Supplementary written evidence	168
Lee Valley Regional Park Authority—Written evidence.....	170
Lend Lease—Written evidence	183
Level Playing Field —Written evidence	185
London Assembly Labour Group—Written evidence	191
London Borough of Newham—Written evidence.....	197
London Chamber of Commerce and Industry—Written evidence.....	210
London First—Written evidence	215

Contents

London Funders Olympics and Paralympics Group—Written evidence..... 222

London Policy Unit of the Federation of Small Businesses—Written evidence..... 226

London Sustainable Development Commission—Written evidence..... 230

Metropolitan Police—Written evidence 232

New College Leicester—Written evidence 234

Nike, Inc.—Written evidence 248

PLASA—Written evidence..... 256

Raco, Professor Mike—Written evidence 260

Royal College of Physicians—Written evidence..... 266

Royal Yachting Association (RYA)—Written evidence 267

Sport England—Written evidence 271

Sport Music for Peace—Written evidence 277

Sport and Recreation Alliance—Written evidence..... 283

STEPS—Written evidence 288

Stonewall—Written evidence 297

StreetGames—Written evidence..... 298

Stubbs, David—Written evidence..... 306

Sumray, Richard—Written evidence..... 310

Sustainable Events Ltd and Positive Impact—Written evidence..... 315

UK Sport—Written evidence 322

United Nations Association Westminster Branch—Written evidence 328

University of East London—Written evidence 333

VisitBritain—Written evidence..... 343

Waltham Forest Council—Written evidence 357

Waltham Forest Council—Supplementary written evidence 364

Westfield Stratford City—Written evidence 367

Weymouth and Portland Host Boroughs—Written evidence..... 369

Weymouth and Portland National Sailing Academy—Written evidence 375

Whizz-Kidz—Written evidence 382

Women’s Sport and Fitness Foundation—Written evidence..... 388

Youth Charter—Written evidence 392

Youth Sport Trust —Written evidence 425

Active in Time Ltd—Written evidence

1. Introduction

Speedo and Active in Time (AiT) welcome this opportunity to address the Committee about the Olympic legacy. In particular we want to tell the committee about the importance of technology in helping to increase and sustain sports participation and how British IT entrepreneurs, in partnership with expert data managers and a British global sport brand can work together to deliver economic growth by using the momentum created by the Olympics.

2. Speedo

Speedo is the world's leading swimwear brand and since its inception in 1928, Speedo has consistently supported swimming from grass-roots through to elite level. Based and owned in the UK, Speedo now distributes its products to over 177 countries worldwide.

Speedo has an unrivalled heritage in pioneering every major swimwear innovation within the sport and first made history in the 1920s with the Speedo Racerback; the world's first non-wool suit. Since then, Speedo has continually introduced new swimwear design and technologies including the introduction of nylon, nylon elastane and Endurance (chlorine resistant) swimwear. In 2012 Speedo unveiled another world first with the Fastskin Racing System - a cap, goggle and suit designed to work together as one.

Through its global research and development team, Aqualab, based in Nottingham, UK, Speedo has been at the forefront of researching how the human body and materials behave together in water, with the goal of developing the world's best swimwear and equipment. Testimony to this is the fact that more swimming world records have been broken by swimmers wearing Speedo than any other brand and 61% of medals across the last eight Olympics have been won by athletes wearing Speedo.

3. Active In Time

Active in Time Ltd (AiT) is a Tech City start-up company based in the TechHub @ Google Campus in Old Street in the City of London. Founded in his bedroom by Dan Morgan, who sought to understand why there was no information app for swimming pool users, he joined up with The Leisure Database Company (TLDC), a leading global authority on sport & leisure data, who provide data for the Government's own *Active Places* website, to provide a solution. With funding from 4iP (Channel 4) the Splashpath iPhone app was released in 2010. In 2012, following the success of Splashpath, AiT also released GymJam (<http://goo.gl/zXIsV>), a mobile health & fitness application helping people find their local gym classes. As well as a growing British entrepreneurial tech success, the company has made a direct contribution to public policy objectives as an early example of private sector enterprise developed in line with the Government's Open Data Initiative.

4. Context - Using Technology to Deliver a 2012 Sporting Legacy

The London Olympics was the most digitally watched and commented on Olympics ever held. Many social network records were broken: Twitter reported that 150 million Olympic related tweets had been posted during the 16 days of the Games, including 80,000 tweets per minute when Usain Bolt won the 200m final, and 57,000+ per minute when Andy Murray won the tennis gold. Instagram reported 650,000+ photos carrying the hashtag #olympics and the

number of people following or liking various high profile athletes also leapt to new highs: Jessica Ennis had 150,000 followers on Twitter pre-Olympics and 790,000 after winning gold. Furthermore, the BBC confirmed that London 2012 did reach ‘customers anytime, anywhere, any-platform’ when it received 106 million requests for BBC Olympic video content across all online platforms, including 9.2 million from UK mobile browsers.

According to experts, the London Olympics has helped to define the growing tendency on the part of consumers to manage their lifestyles more closely and also to share real-time records of where they are and what they are doing. Research by the Future Foundation has shown that the many interactive ways in which live events such as the Games are consumed highlight the value and enjoyment of real-time viewing and sharing, without the need or desire to participate, unless it is presented in the right way, at the right time.

This is particularly true for young people who have grown up with the mobile Internet and take sharing for granted. Teenagers clock up to 4,000 tweets and texts every month. Many of them have stopped using Facebook: it can be clunky, slow and much of the content is no longer relevant. It is widely expected that niche-based social networks will rise as users tire of social networks that fail to offer what is relevant. Young people expect mobility and speed, something the Internet and email does not give them but apps, smart mobiles and tablets do.

We agree with the Young Foundation’s report *Move It: Increasing Young People’s Participation in Sport* when it states that “...sports policy should be rooted in an understanding of the motivations, interests and needs & lifestyles of young people”¹ To achieve this we believe that the legacy should ‘better use digital platforms to change passive consumption into active participation’². As the Young Foundation report suggests, we know that social media is shifting young people’s consumption of sport. Mobile phone applications allow people to monitor activity and progress as well as allowing them to compare their activity with friends and peers, while helping them sustain and increase their physical activity. This is true not just amongst young people but also adults.

According to Google, currently 51% of the population are using smartphones (up from 30% in 2011) and we are increasingly reliant on these devices for everyday communication, information and entertainment. Combined with the use of mobile devices, applications or ‘apps’ have become synonymous with unlocking local data, using GPS technology, and data rich content, as content becomes more relevant to the individual and less to the masses. Apps can put the consumer at the centre of very specific searches – the nearest lane swimming *now*, the nearest circuit class *now* – and changing the manner in which we consume information about sports and fitness activities.

Some companies are already successfully adapting and stimulating a much needed transformation in the sector. For example apps are making a big impact on the traditional membership of sports and leisure clubs: the pay-as-you-go options have been responsible, in part, for the highest number of gym memberships ever recorded - 7.6m. These increases went right across the sector, including 4.5m private members, a 2.2% increase, and almost 3.1m public members, an impressive 5.4% increase.

¹ *Move It: Increasing Young People’s Participation in Sport*, Lauren Kahn and Will Norman, The Young Foundation, published in 2012, p14

² *Move It: Increasing Young People’s Participation in Sport*, Lauren Kahn and Will Norman, The Young Foundation, published in 2012, p15

Successful apps are by nature customer-facing, mobile and relevant, and enhance an organisation's ability actively to communicate with their members and customers by meeting them *where they are*. We were struck that during the most connected Olympic Games of all times there was a distinct lack of sports participation apps to encourage, help or assist the public, inspired by the Olympics, to find how to get involved in their sport.

5. **Speedo Fit app**

Speedo Fit was developed in 2010 (as Splashpath) by AiT - (http://www.speedo.co.uk/getspeedofit_1/getspeedofit_2/getspeedofitapp/gsfaplandingpage.html) - as a relevant customer and operator focused iPhone application for swimmers. Basically, it allows users to locate a local swimming pool and provides up to date facility and live timetable information. A third of all users aggregate, organise and personalise information so that relevant news is only 'two clicks' away: from the availability of a swimming lane to the time of a mother and toddler session. The app also provides the user with the ability to record and track their progress through the week and complete challenges such as 'virtually' swimming the Thames or the Channel. It also provides an instant online community nationally or locally through social media.

The success of the original Speedo Fit (Splashpath) was rapid. It was chosen by Apple as 'Best Health + Fitness App 2011' and AiT app registered users have quickly grown to over 100,000. During the Olympics, it was receiving around 400 new registrations every day.

In using public data that had previously been left under-analysed and under-used, AiT created an innovative and successful consumer-focused product that enhanced the public's ability to access, participate and sustain their swimming.

In February 2013, AiT and Speedo International agreed a partnership. Speedo understood the opportunity to partner with a successful tech start-up to take their product to the global marketplace. In addition to its leading position in competitive swimming, Speedo is committed to all types of swimming, whether for health, fitness or fun.

6. **Speedo**

As it marks its 85th anniversary in 2013, Speedo's continued passion for inspiring people to swim has seen the launch of a new campaign aimed at reinforcing the fitness benefits of swimming, and encouraging people to 'Get Speedo Fit'.

Swimming's cardiovascular properties are well known... it is beneficial to your heart, lungs and muscles, and builds stamina, posture and flexibility, making it the perfect all round exercise to make you look and feel good. Taking to the pool is also an increasingly popular way to lose weight. It is relevant to any age group and is particularly known for its low impact on the joints.

Recent research commissioned by Speedo* has shown that 86% of those surveyed believe swimming provides a better work out and 71% feel physically fitter as a result of swimming compared to any other form of exercise.

Active in Time Ltd—Written evidence

A recent global survey** also showed that 78% of swimmers feel that swimming helps to relieve tension and stress, demonstrating how swimming is the ideal exercise for a healthy body and mind, particularly with the busy lives we now lead.

The 'Get Speedo Fit' campaign aims to provide help, support and guidance to help swimmers achieve their optimum fitness. The work with AiT Splashpath enables Speedo to work together with another innovative British company to inspire and engage with our consumers through the digital medium.

*Source: Vision Critical survey 2013

**Source: Ipsos Mori 2012

Above all, swimming is also a vital life-skill. According to the ASA's (Amateur Swimming Association) 2013 Swimming Census, drowning is the third most common cause of accidental death among children in the UK, with the number of deaths continuing to increase each year. This alarming statistic is further compounded by a statistic from the same report, which indicates that 51% of children in the UK aged 7-11 are unable to swim 25m unaided.

Speedo is committed to tackling this problem through 'Learn to Swim', a programme developed by Speedo for infants and parents which delivers a comprehensive range of swimwear, accessories, toys and teaching aids designed to provide children with a gentle and fun introduction to the water. This helps to improve safety, tackle child obesity, and deliver Olympic legacy goals to ensure that more and more children are active and taking part in sport on a regular basis.

The exhilaration of swimming is where the Speedo story begins and where it will always return. Speedo understands the needs of swimmers like nobody else, and constantly strives to develop products and initiatives which help to make swimming even more enjoyable and accessible. Everything Speedo does is geared towards encouraging more people to swim, and reap the benefits of the sport that we love.

We believe a healthy nation is a successful nation.

7. Conclusion

It is our view that current and emerging technology can make a significant contribution to the Government's Olympic legacy agenda but that little has been done to encourage or support this. We believe that government should ensure more data is made available to companies like AiT under their Open Data initiative to develop more apps like Speedo Fit. Apps like Speedo Fit help busy and connected people participate in sport by providing real-time, accurate information and a supportive, often competitive, online swimming community. Not only does the app make life more convenient for the consumer but also they are changing the way sports and leisure operators manage their facilities and communicate with their users, breaking down barriers to participation.

Active in Time Ltd—Written evidence

The full potential of ‘apps’ as a tool to help deliver public policy more efficiently is only just being understood. They can provide policy makers with a wide range of information, tools and mechanisms to help understand, drive and maintain participation.

Furthermore, the partnership between AiT and Speedo is a British success story, driven in part by the success of the Olympic Games but rooted in customer focused product development by the private sector. By encouraging and supporting such developments, the UK will enhance and grow its all-important creative and technology sector and using the boost of the Olympics we will be able to sell these innovations abroad, creating much needed growth to the economy.

31 July 2013

Association for Physical Education (afPE)—Written evidence

A. Sporting Legacy

i) General public participation

Is it likely that London 2012 will lead to increased levels of sports participation amongst the general public?

There has been some enthusiasm from schools in September 2012. However this has been difficult to sustain without major input from NGB's. SGO work is continuing to encourage increased participation.

It depends on schools – those that have a dynamic and high quality physical education programme which acts as one of the main drivers in school improvement and they have maintained their enthusiasm. However it is probably right to say that the enthusiasm was already there before 2012.

The attitude and drive from the leadership is crucial.

Are some demographic groups (age, disability, ethnicity, gender) participating more than others?

Undoubtedly primary age children have been exposed to a wider range of opportunities within school and in their community. Schools in social priority areas given equal access to the range of opportunities that were initially generated by the exposure and publicity created at the time of the Olympic events.

So much depends on the opportunities that are developed which in turn are dependent on personnel – for example some very socially deprived areas provide wide ranging opportunities and this provision is not necessarily dependent on external funding – that which is generated from within is far more sustainable and effective.

There is no doubt that the Olympics and Paralympics raised the profile of disability and developed more of a 'can do' culture.

How has the level of sporting engagement with, or participation by, previously under-represented groups or those subject to social exclusion been affected by the Games? Is any increase in participation likely to be sustained in the long-term?

Unlikely to see increased participation unless funding targeted in schools to encouraging primary age children to improve their basic movement skills and primary school staff to increase their subject knowledge. Coaches working in schools need greater understanding of stresses and strains on the primary age curriculum in schools.

The best people to ensure any sort of sustainability are primary teachers and it is for this reason they should have access to professional learning in order to develop their competence and ultimately their confidence to teach PE. Coaches working alongside primary teachers would help to develop subject knowledge.

Are current initiatives and policies seeking to increase sporting participation being delivered in an appropriate and effective way?

See comments made in Education section.

This can't be a top down initiative – these do not work over long term. They might have a short term impact but not a sustainable one – surely we have learnt from the PESSYP strategy – the funding went and so too did the impact. Those partnerships which worked from within and gave ownership to the strategy have survived albeit in a different format.

Mass participation is not the answer – high quality teaching which impacts on learning will inspire young people to get involved – simply providing the opportunity is not the answer.....it must be change from within.

Can they be improved? Is the funding allocated to delivering a sporting legacy being distributed and targeted? In what way which is likely to maximize long-term positive impacts?

Throwing money at something is not the answer – we must work at changing mind sets by demonstrating the long term impact such as social inclusion, better health, less crime.

How effective are the relationships between the different organizations involved in delivering a sports participation legacy? Are those charged with delivering increased sporting participation working well together? How do the sports policy objectives and spending plans from before the 2012 Games compare to those in place following the hosting of the Games?

We believe that the answer is a multi agency facilitative role not one organisation driving an initiative. A strategic corporate alliance and cross governmental departmental approach is required. We need to look forward and not back but learn from the lessons of PESSCL and PESSYP.

ii) Paralympic sports participation

What is the likely long-term legacy of Paralympic hosting, and Team GB success, on levels of sports participation by disabled people? Are appropriate resources and plans in place to maximise the legacy of London 2012 for Paralympic sport? To what extent did London 2012 change attitudes to the Paralympics and to disability sport? What are the long-term benefits of any such change in attitudes and approach? -Is London 2012 likely to result in increased sponsorship and media profile for disability sport in the long term?

Many more schools are now doing such activities as boccia or goal ball as a direct result of the Paralympics. Profile has increased but there were not enough disabled children taking part and there has to be significantly more effort to make sure they have opportunities across the country

Has there been any acceptance that the provision of spectator accommodation at major sporting venues should be more accessible for disabled people?

Association for Physical Education (afPE)—Written evidence

Yes but lack of funding does prevent this being put into practice

iii) Education and school sport

Is there a legacy from London 2012 for school sport?

Students and staff have been inspired by the occasion and the ethos of the Olympics. Olympic values have become imbedded in schools throughout the age range. Initial enthusiasm showed an uptake in sport and particular new sports in schools such as Handball.

Many schools have built on the Olympic values which have impacted right across the school – not just in physical education but as a whole school approach

What has been the impact of 2012 Games on the School Games initiative?

The programme is struggling to sustain levels of participation as funding and staffing has been cut and or deteriorated. SGO's will struggle to increase participation unless there are colleagues to support them in school. Primary School PE and Sports Premium will help this and if used wisely will work across both primary and secondary age ranges.

There will always be schools that don't value these and will not put any money into sustaining the games once the funding is discontinued

How will this programme deliver long-term benefits to school sport?

Inter school sport for most schools is the main opportunity for students to engage with students from different backgrounds and experiences and will be their only opportunity to participate in competitive sport. Schools with strong traditions in this area will continue to do so. Those that don't have a tradition will continue to need additional support. The culture emanates from a high quality physical education programme, parental support and school and club links. There are excellent examples of good practice but these are not consistent across the country. Where there is high quality PE, school sport links and community support participation is exceptional

Will the Youth Sport Strategy encourage a greater number of young people to take up sport?

The strategy is sound but needs a multi agency approach to be effective it could be perceived as short term unless sustainability is built in to any legacy

What arrangements are in place to implement the strategy and are they appropriate? Is the current proportionate division of financial resources between primary and secondary schools for school sports appropriate or should it be modified?

The funding for Primary schools is, on the surface the place it is needed most. If it is used effectively it will create a sound base for physical education and school Sport. However we cannot ignore the older sector and we need to look at supporting secondary PE teachers to cater for increased participation. Most secondary teachers are juggling teaching, examination preparation and extra curricular sport with the latter the first to be dropped when pressure

points in the year are reached.

There is a focus on developing subject knowledge in primary teachers - Their pedagogical knowledge is usually outstanding but we are not convinced all is well in secondary schools – subject knowledge may be better but many pupils are turned off PE because the teaching is not good enough. See the ofsted long report. PE at key stage 3 needs to be more inclusive with sport specific specialisms at key stage 4 as per the proposals in the new national curriculum programmes of study

There is also a need to look at facility improvement throughout the age ranges. Some primary schools have little or no meaningful space with secondary school facilities in need of updating and maintenance in line with the modern requirements for PE and Sport.

It is nice to have good facilities but it is the teaching which is important – good facilities do not necessarily produce high achievement – it is the quality of teaching and learning

Which measures have proven most effective in improving access to sport across the school system in general, and with regard to high performance sport in particular?

The combined approach by school staff coupled with external experts have shown that when they work together they can produce an all rounded vision of what high quality PE and Sport is for our young people. This means working together to maximise opportunities.

When key groups such as, Teachers coaches and Head teachers realise that there are many benefits beyond sport such as personal, social and emotional benefits, then we will see more opportunities to participate within the school system

Is the infrastructure to promote competitive sports between schools adequate?

The present system is adequate but the take-up needs to improve. There are still too many obstacles for schools to "buy in" to the overall package. In general schools and teachers understand that competition for young people, when managed appropriately is necessary as part of child development. The practicalities of fitting events and external competitions into a curriculum that's dominated by literacy and numeracy subjects at primary school level and examinations at secondary level becomes increasing difficult.

Good schools provide numerous opportunities for competition but unfortunately the PESSYP strategy created a culture of 'paying' someone else to do it!

iv) High Performance Sports: both Olympic and non-Olympic

To what extent will London 2012 help to improve the long-term level of high performance UK sport? What were the reasons for the successful UK performances of Beijing 2008 and London 2012 and how can they be sustained in the long-term? How important is financial support in delivering improved performance? Are the current mechanisms for delivering financial support appropriate and effective? Are current levels of support affordable in the long-term? Did London 2012 result in 'winners and losers' amongst different UK sports? Are any sports likely to see a negative impact, at the elite level, from London 2012? Do some of the UK sports which underperformed at London 2012 need strategic investment? What lessons have been learned in relation to

Paralympic sporting success, for example in terms of talent identification and the management of elite teams?

Will there continue to be Team GB association football teams at future Games?

We believe other organisations are better placed to respond to this area.

v) Sports facilities legacy / future UK hosting

To what extent are the legacy uses anticipated for the Olympic sports venues sustainable? Will the legacy uses deliver a positive return on investment? Are the legacy uses for Olympic sports venues likely to have an impact (positive or negative) on other London or UK sports venues? What is your assessment of the proposed future use of the Olympic Stadium as the home ground of West Ham United FC? Will London 2012 lead to UK success in securing further international sporting competitions?

As above.

B. Regeneration Legacy

i) Olympic Park Legacy

Are current plans for the ongoing development of the Olympic Park area likely to deliver a positive regeneration legacy? Is the potential legacy impact of hosting the Olympics being fully maximized, or have some opportunities been missed? How much additional long-term employment will be generated by the regeneration of the Olympic Park area? How successful have schemes intended to secure additional employment opportunities for local residents been? How is the Olympic Park being marketed to investors? What efforts are being made to secure further private investment into development of the site and surrounding area? Are the new housing neighborhoods anticipated for the Olympic Park deliverable in the current financial climate? What proportion is likely to be accessible and affordable for local residents? Does the planned housing development represent the most effective approach to housing delivery on this site? To what extent is the combination of different uses anticipated for the Olympic Park sustainable in the long-term? Will the Olympic Park be a blueprint for sustainable living?

As above.

ii) Supporting infrastructure legacy

What is the likely long-term impact of the major transport investment made in Stratford and the surrounding area? Are economic development initiatives and legacy plans for the area making best use of this investment? Are there (potential) legacy impacts from other elements of the supporting infrastructure investment made for the Games? What is the strength of other infrastructure legacies such as security, telecommunications, public transport co-ordination or water re-use? Are potential benefits from these, and similar, investments being maximised?

As above.

iii) Host Borough legacy

Is the aim of ‘convergence’ for the Host Boroughs appropriate and achievable? Are the necessary mechanisms and resources in place; and to what extent are key partners working towards meeting this aim? Will the Olympic Park and supporting infrastructure legacies be a sufficient catalyst to achieve convergence for the Host Boroughs? Will housing and employment development on the Olympic Park be fully integrated with the wider surrounding area? How well does the development planning work of the London Legacy Development Corporation cohere with that of the Host Boroughs? What potential impact will development on the Park have on local people and businesses?

As above.

iv) UK legacy outside London

Will the 2012 Games deliver any economic or regeneration legacy for the rest of the UK, outside London? Are there likely to be positive impacts for tourism, outside London, as a result of the Games? Are post-2012 efforts to promote tourism in the UK being delivered effectively and appropriately? Will business opportunities or business investment result from having hosted the games, and will this be of benefit to the rest of the UK, beyond London? Do examples already exist of economic benefits, investments or business successes, outside London, which result, wholly or partly, from hosting the Olympic and Paralympic Games?

As above.

v) Related regeneration issues

What is the legacy of the cultural Olympiad? How does this relate to economic development, tourism and regeneration? What has been the legacy of the ‘Games Makers’ initiative? Have efforts been made to sustain the interest in volunteering and, if so, are they proving successful? Could anything further be done?

As above.

C. The International Legacy

i) Trade and industry

How effectively are UKTI and others utilizing the success of London 2012 to promote British business overseas? Has the largely successful delivery of the games resulted in any recognised changes to the perception of UK business capabilities or capacity for delivery?

ii) International development and diplomacy

How effectively are partners working to deliver the International Inspiration programme? Can the initiative be sustained beyond 2014? How effective was the

public diplomacy work of the Foreign and Commonwealth Office in promoting the UK before and during the Games? What is the legacy of the London 2012 United Nations Olympic truce declaration ‘Building a peaceful and better world through sport and the Olympic ideal’? How are the specific pledges made at the Downing Street ‘Hunger Summit’ going to be met by the 2016 Games in Rio de Janeiro?

D. Further Strategic Issues

i) Governance

How effective are the governance arrangements for overall delivery of an Olympic and Paralympic Legacy? How effective are relationships between the Olympic and Paralympic Legacy Unit, DCMS, the London Legacy Development Corporation, British Olympic Association, British Paralympic Association and the Mayor of London? How are the views and needs of the Host Boroughs, and of landowners in and around the Olympic Park, incorporated into the decision making process?

ii) Adaptability, finances and national impacts

How resilient are current legacy plans to further economic shocks, or to a changing political context? How have changed economic circumstances since 2008 impacted upon legacy plans? To what extent should public finances continue to support the delivery of a legacy? Is further substantial public investment still required?

Investment in Education needs to continue and be increased to develop the whole age range. Funding from the key Government departments has been positive and the concept of Education, Health and Sport all combining looks like a good model to continue. However this needs to be managed across appropriate organisations to ensure a multi agency approach to ensure a maximum impact and sustainable legacy.

Where should future financial support come from?

See above plus private investment. Major ethical businesses can benefit from connecting with young people through sport. There are many examples of national sponsorship/funding programmes that have enabled schools to improve their resources and facilities.

What are the potential benefits beyond East London?

The Health agenda needs to be mentioned as a beneficiary and that the continued concern over the numbers of children identified as obese or overweight will need to be addressed with increased physical activity a key factor in reducing the rise. Many are aware of health issue but we have failed to exemplify the need to engage in physical activity. Most parents know and understand the need to eat five fruit and vegetables a day but do not seem to have understood the need to engage in physical activity. We are living in an ICT world, this is not going to go away and children and young people must be educated to understand that using play stations and x boxes is acceptable but what they eat and drink must be balanced against engagement in physical activity. We have to move with the times and businesses should

Association for Physical Education (afPE)—Written evidence

support this culture. Is it revolutionary to ask PlayStation and X box to send a message telling children and young people how long they have been playing and what they need to do to burn off the calories? This may appear a crude strategy but it could be very effective and not cost a great deal.

5 July 2013

Big Lottery Fund—Written evidence

1. EXECUTIVE SUMMARY

- 1.1. The Big Lottery Fund (the Fund) is the largest Lottery distributor, responsible for distributing 40% of funds raised for 'good causes' from The National Lottery. Since June 2004, we have awarded over £6bn to projects supporting health, education, environment and charitable purposes. In 2012/2013 92% of our funding went directly to the voluntary and community sector (VCS).
- 1.2. The Fund has made a substantial financial contribution to the planning and delivery of the 2012 London Olympic Games and it continues to invest in Olympic and Paralympic legacy. In September 2012 the Fund announced that it would establish a trust to deliver an Olympic and Paralympic legacy for communities across the UK, the 'Spirit of 2012 Trust'. The Trust will receive between £30-40 million from the funding we receive from the sale of the Olympic Village.
- 1.3. To maintain momentum during the set up of the Spirit of 2012 Trust, the Fund is making an additional £13m investment in legacy-related projects. The first four, totalling £5.3m, were announced on the 1 May this year.
- 1.4. Beyond the £638 million transferred from the Fund to the Olympic Infrastructure in advance of the London 2012 Games, the Fund contributed £29 million to the Legacy Trust UK. The Legacy Trust UK provided £6 million to the UK School Games, which replicate the feel of major multi-sport events such as the Olympic Games and seek to encourage more young people to take part and succeed in sport.
- 1.5. The Fund also has a long history of delivering effective funding for community and school sports through a range of organisations, such as Local Authorities, schools, the Voluntary and Community sector and in partnership with other Lottery Distributors. In total the Fund and its predecessor bodies have committed over £1 billion to community sport across the UK.
- 1.6. This submission seeks to make a contribution to the evidence review of issues related to the Sporting Legacy, specifically the questions related to general public participation (Ai), disability (Aii) and school sport (Aiii), as well as sustaining interest in volunteering (Bv).
- 1.7. Big Lottery funding is required to be additional to that provided by government and we are keen to share learning from our investments about the ways that National Lottery income can complement Exchequer funded initiatives.

2. INVESTING IN A LASTING CULTURAL AND SPORTING LEGACY

- 2.1. The Legacy Trust UK was set up in 2007 with a £29 million Big Lottery Fund investment and contributions from the Department for Culture Media and Sport (£6 million) and Arts Council England (£5 million). The Trust aimed to create a lasting cultural and sporting legacy from the London 2012 Olympic and Paralympic Games' with a focus on partnership and community engagement. It sought to unite culture, sport and education, in line with the values and vision of the Olympics.

- 2.2. The Legacy Trust UK was the primary funder of the 2012 Cultural Olympiad.
- 2.3. There is strong evidence that the Trust has been successful in creating a lasting cultural and sporting legacy from the London 2012 Olympic and Paralympic Games for individuals, organisations and at a strategic level.

The following findings are of relevance to questions related to general public participation in sport and increasing sporting engagement with previously under-represented groups (Ai):

- The Trust's programmes engaged over 1 million children and young people, as well as many disabled and hard to reach individuals
- It has contributed to community-based sporting activity and introduced an innovative approach, including building links between sports and arts
- Trust funding has contributed to establishing sporting activity, including major sporting events in the East of England, the national roll-out of Community Games and the further establishment of the UK School Games, now the Sainsbury's School Games

The Legacy Trust final evaluation report can be viewed here:

http://www.legacytrustuk.org/themes/legacytrust/downloads/Legacy_TrustUK_Final_Evaluation_Report.pdf

3. INVESTING IN GRASSROOTS SPORT LEGACY

- 3.1. The Fund announced in September 2012 that we would establish an independent trust to deliver an Olympic and Paralympic legacy for communities across the UK. **The aims of the Spirit of 2012 Trust are directly relevant to questions about disabled sports (Aii) and the volunteering legacy (Bv):**
- 3.2. The mission of the Trust is to inspire the next generation by developing and delivering targeted programmes in communities and by maximizing the potential of major and local events across the UK.
- 3.3. More specifically it will:
 - *harness* the energy, commitment and organisation of the volunteering legacy of the 2012 Games for community benefit
 - *build* on the energy, creativity and positive spirit inspired by the 2012 Games which went beyond sport to galvanise and inspire groups of people into social action of benefit to the wider community
 - *use* local and national events as a catalyst for the creation of partnerships which will develop community activities and wider social actions in order to encourage full and active participation from all community members

Big Lottery Fund—Written evidence

- *enhance* the post-2012 Paralympics understanding of the issues facing disabled people in order to achieve a step-change in positive attitudes to disability
 - *inspire* new and fresh ideas which look beyond the 2012 Games
 - *disseminate* the learning gained from these priority areas for activity to help the organisation of future UK events.
- 2.2. The Fund hopes that the Spirit of 2012 will attract funding from other sources with a view of at least doubling the amount that it has to spend in communities. To this end the Fund is keen to collaborate with partners across the Lottery, within government, charities and the private sector.
- 2.3. The Spirit of 2012 Trustees have been appointed because of their standing and commitment to securing a legacy from the London 2012 Games. They include: Dugald Mackie (Chair of the Legacy Trust UK); Baroness Sue Campbell, recently Chair of UK Sport and Chair of the Youth Sport Trust; Paralympian and cross bench peer Baroness Tanni Grey-Thompson; Sir Nicholas Kenyon (MD of the Barbican); Sir Harry Burns (Scotland's Chief Medical Officer); and Jan Paterson (CEO, British Olympic Foundation and Deputy Chef de Mission London 2012 Games). The Trustees are charged with overseeing the development of the new Trust and ensuring it delivers a sustainable legacy from the London 2012 Games for communities across the UK.
- 2.4. The Trust will take a long term view and ensure that effective links are established with activity related to the 2012 Legacy and plans to build and sustain community related activities in the run up to and after the Glasgow Commonwealth Games 2014 and other sporting (and cultural) events in future years.
- 2.5. Recently the Fund announced a further £5.3 million investment that seeks to support nationally significant community-related activities that embody the spirit of 2012. These investments will sustain essential momentum and build on existing successes while the Trust itself gets established. The first four awards were:
- **Sustrans Limited** was awarded £359,950 to deliver the Great British Bike Ride using the National Cycling Network. Starting in the south of England, the stages will be completed consecutively over a total of 23 days from the 16 August 2013 and ending in Glasgow with a grand celebration.
 - The **Join in Trust Ltd** was awarded £1,498,805 to capitalise on the one off opportunity to get the recognised 2012 Olympic Volunteers, such as Games Makers, London Ambassadors, Ceremony volunteers and City Ambassadors volunteering in their local communities.
 - **British Olympic Foundation** was awarded £2,499,955 - **in partnership with the British Paralympic Association it will deliver 'Get Set to Make a Change' Project.** Get Set will create a network of young individuals who are inspired by the Olympic and Paralympic values to deliver projects that will help their community become a better place to live. Young people across the UK will be encouraged to become more active within their communities through the use

of promotional roadshows, social media activity and a website providing learning resources to support school engagement, case studies and workshops.

- **Society Network Foundation** was awarded £997,960 to deliver the Britain's Personal Best (BPB) project. The first **Britain's Personal Best** weekend takes place on 4-6 October 2013 and is supported by a wide range of civil society organisations including the Association of Chief Executives of Voluntary Organisations, CSV, Groundwork UK, NAVCA and many more.
- 2.6. The Fund is currently running an £8m funding programme for further Olympic Legacy related projects. The Fund intends to make further announcements on these investments and the endowment of the Spirit of 2012 Trust in early Autumn 2013.
- 2.7. **The 2014 Communities Scotland programme** is investing £6.8 million in building a legacy of well-being and volunteering before **and** beyond the 2014 Commonwealth Games in Glasgow. It aims to encourage more people to take part and volunteer in physical activity with a specific focus on those people who are less active. Now in its third year, the programme offers grants of up to £2,000 to local voluntary and community groups, sports clubs and schools.
- 2.8. In partnership with other Lottery distributors in April 2013 the Big Lottery Fund announced a £4m programme, 'Celebrate', to fund local projects that will bring communities together around the Glasgow 2014 Commonwealth Games through sport, culture, heritage and local celebrations,
- 2.9. The Fund continues to invest in a wide range of out of school hours sport activities through our open funding programmes – **Awards for All** and **Reaching Communities**. These ongoing programmes can be accessed by schools to support projects that use sport as a motivator for broader community outcomes. Often the projects funded through these programmes support schools and communities to come together to achieve a wider goal. Activities must not be part of the school curriculum and core hours.

In 2013 the Barassie Primary School in South Ayrshire in Scotland received **£1,905 to develop an Olympic Legacy sports programme**, which would support more children to take part in sport and physical activity. The project offers a variety of new sports, which will also feature at the 2014 Commonwealth Games. The programme has been integrated into the existing extracurricular programme and is delivered at lunch times and after school.

Ounsdale High School in Wombourne brought the community together with their very own Olympic games attracting over 1,500 attendees. The school received **£9,689** in funding through the Fund's Awards for All programme which they used to put on a series of activities, competitions and events for the local community, held only two weeks prior to the actual 2012 Olympic Games. The day started with a parade featuring one of the actual Olympic torches followed by various track events. Competitors ranged in ages with the youngest being just one and the oldest being over 90 years old!

Big Lottery Fund—Written evidence

- 2.10. As we gather learning through our legacy investments we would be happy to share our findings with the Committee.

23 July 2013

BioRegional—Written evidence

1. BioRegional welcomes the chance to submit evidence to the committee's inquiry. We had a strong interest in securing a lasting legacy for the London 2012 Olympic and Paralympic Games even before the UK's capital had won its bid to host them.
2. In 2005, BioRegional worked with the London 2012 bid company to write the sustainability strategy for the London Olympic bid, which was endorsed by WWF-UK. Our aim was for these Games to be "the most sustainable Olympic and Paralympic Games of modern times". The Strategy was summarised in a short document, *Towards a One Planet Olympics*, and it was centred on our One Planet Living approach and ten principles. The Strategy was backed by a memorandum of understanding signed by the three organisations, which formed a coherent foundation for the huge amount of planning and operational work related to sustainability which was done by ODA, LOCOG and hundreds of public and private sector organisations involved in the Games over the next seven years.
3. The 'One Planet Olympics' ambition was one of key strengths that persuaded the International Olympic Committee chose London for 2012's XXXth Olympiad.
4. We feel that London 2012's contribution to sustainable development is one of the most important elements of these games' legacy. There were some shortcomings and disappointments, and several more Olympic Games will have passed before a real judgement can be made on London 2012's contribution to sustainable development – but, overall, this promises to be a success story.
5. In considering legacy, sustainable development should rank equally alongside regeneration, sporting legacy, economic growth and increased volunteering. It is closely linked to all of these – for example, increased participation in sport could secure important gains in health and wellbeing which are part of the social progress pillar of sustainable development.
6. We feel this call for evidence, with its single mention of "sustainable living", somewhat neglects sustainability, and would hope the Committee would give sustainable development more weight in its inquiry and report.
7. We would like to address two of the questions in the Committee's call for evidence.
 - 1) **To what extent is the combination of different uses anticipated for the Olympic Park sustainable in the long-term? Will the Olympic Park be a blueprint for sustainable living?**
 - i. In order for the legacy use of the Olympic Park to become a blueprint for sustainable living, the London Legacy Development Corporation (LLDFC) or another appropriate body will need to remain pro-active and vigilant in both enforcing the design and construction commitments already made, but more importantly on seeing through the longer-term commitments around facilitating sustainable lifestyles and engaging the incoming residents and businesses. It is only through supporting awareness and ultimately a cultural shift that the benefits from well-designed sustainable 'hardware' will actually come to fruition.
 - ii. It for this reason that it is so important to have a high profile and central visitor/information centre at the Olympics Park to 'tell the sustainability story' and provide guidance and

inspiration to the wide range of people who will live, work and visit the Park. Whilst there is a publicly stated commitment to make this happen at the Energy Centre by 2014, and BioRegional have been supporting Cofely and LLDC to make this happen, we feel there is a need for additional funding and support to make sure this is a world class physical centre and hub from which to champion the sustainable lifestyles and behaviour that are so essential to delivering the ambition of a sustainable legacy.

- iii. We would also like to see bolder ambition from the first housing development on the park in Chobham Manor, such as a greater emphasis towards car-free development in a location so well served by public transport and next to the Velodrome. This first development could set the bar higher, and by doing so inspire greater performance and innovation by the many more developments to come.

2) What messages should host cities for future Olympic and Paralympic Games be taking away from London 2012, particularly when looking to plan for legacy?

- i. Sustainability should feature strongly in the bid of the city chosen for the Games by the International Olympic Committee, with credible targets for reducing the environmental impacts of the Games themselves and for ensuring a legacy of social, environmental and economic gains for the city. The IOC should look for convincing engagement with a range of sustainability stakeholders in preparing the bid.
- ii. Early commitments to sustainability by senior political leaders at national and city level, followed by strong and early commitments by the leadership of the host city delivery bodies, is essential. And this needs to be maintained throughout the seven years leading up to the Games, then beyond as the legacy unfolds.
- iii. A credible and adequately resourced sustainability review body for the Games should be created soon after the city wins its bid, as was the case with the Commission for a Sustainable London 2012. It must have independence, expertise and access to information from the delivery bodies.
- iv. Sustainability should be part of the communications and key messages from the Games. In the case of London 2012, the organisers and several of the companies selling products and services on site had strong stories to tell about reducing environmental harm, boosting recycling and conserving natural resources. Against that background, more could have been done to ask the hundreds of thousands of visitors and spectators coming to the Games to understand the issues and adopt pro-sustainability behaviours.
- v. Games sponsors should contribute convincingly towards sustainability. We regretted LOCOG's choice of some of the commercial sponsors of London 2012, and particularly some of the chosen 'sustainability partners' whose main business activity seems fundamentally opposed to progress towards environmental sustainability; for example, oil and gas exploration and production in the case of BP. Seeking and securing sponsors under this newly created category may have brought in £15m of sponsorship revenue, but it laid the Games open to accusations of 'greenwashing'. This was a high profile mistake and a missed opportunity to identify sponsors with more compelling, convincing stories to tell on sustainability.

BioRegional—Written evidence

31 July 2013

Boff, Andrew—Written evidence

1. This evidence focusses on section D of the Committee's call for evidence - Regeneration Legacy - and more specifically on the Olympic Park housing Legacy and the five new neighbourhoods that are going to be built across the Park over the coming years. The evidence is based on a report that I wrote on the subject – *Radically Normal* – last year.

Summary of evidence

2. London is in the midst of a housing crisis, with demand having outpaced supply for too many years. London's homes are also overcrowded. Building more, larger, family sized homes is one way in which we can begin to solve this crisis. We also need to build quality homes, designed to high environmental standards, in order that London plays its part in mitigating climate change. This needn't occur at the expense of the public purse. In fact, the opposite is true: significant value can be created from designing and building homes to the highest environmental standards. The 8000+ homes to be built on the Olympic Park over the next two decades represent a generation-defining opportunity to build high-quality family homes and help regenerate this historically neglected part of the city. Done well, the project has the ability to re-define regeneration in London.
3. The Legacy Communities Scheme – the London Legacy Development Corporation's (LLDC) outline planning application for the Park – is the document that will guide the construction of the new homes and new neighbourhoods. It promotes the future of the Park as one of predominantly family orientated neighbourhoods. Chobham Manor, the first neighbourhood to be built on the park, embodies this vision well: 70 per cent of the homes will be family sized. However across the park, family housing will make up less than half of the total homes. Furthermore, the LLDC's definition of a family home – 3+ bedrooms – means that even the biggest homes – likely 3 bedrooms - will be unsuitable for many of the larger families that make up a sizable portion of the community in the surrounding areas. A number of the neighbourhoods - Marshgate Wharf in particular, with its tall towers on dense podium blocks - do not fit at all with this promotional vision of family accommodation. Given that the master plan has got the basics of the typologies right on a number of the neighbourhoods, it is disappointing that the bulk of the housing will still be delivered in apartments.
4. The minute detail of construction methods and building emissions are not the most important lesson to learn from examples such as BedZED. It is the vision displayed by the schemes and the desire to create a world-beating development based on strong principles. The courage to design houses that look "very, very normal", as demonstrated by the Swindon Triangle development – a radically normal approach – is one that should be emulated across the Olympic Park. Developments on the Olympic Park should be pushing boundaries, not simply conforming to what will be normal industry standards. Everyone wants the Olympic Park to be a success, not least because we have all paid for it. We should work hard to make it the best it can be.

Evidence: Introduction

5. The London Legacy Development Corporation (LLDC) received the keys to the Olympic Park late last year, along with the responsibility for creating "a new quarter of the city in east London."³ The London plan states that the Olympic Park and its surroundings is "London's single most important regeneration project for the next 25 years."⁴ The validity of this declaration cannot be overstated. But should the LLDC be aiming higher? Not only is it London's single most important regeneration project, but it could be the project that redefines regeneration in London. With such a large and high-profile piece of London the Mayor must use the opportunity to create a microcosm of the London that his statutory strategies seek to create.
6. A major part of this transformation includes the building of over 8,000 new homes, on which this evidence will focus. Building the right type of housing is one of, if not the key factor in ensuring the successful development of the park and the convergence of this historically neglected part of the city. However the plans for the Park's housing, as they currently stand, are not ambitious enough.

London's Housing Crisis

7. London is in the midst of an acute housing crisis. As the Mayor's revised Housing Strategy rightly points out, "housing supply in London has failed to keep pace with demand for several decades."⁵ Politicians from across the political spectrum agree that London's housing market is in crisis, yet the solutions offered by many - introducing yet more costly legislation to establish rent controls or a public sector letting agency - are flawed. These would more likely have the unintended effect of reducing supply. As Professor Henry Overman from the LSE has commented, "schemes that restrict the ways in which we can use housing tend not to be beneficial to the poor."⁶ Instead, the solution should address the root of the problem: supply. There is a chronic lack of supply in the housing market, which is driving prices up. We must therefore build more homes. The thousands of homes to be constructed in the Olympic Park are therefore an important part of the solution.
8. Lack of supply contributes to a number of problems, not least the exponentially rising property prices, but also to overcrowding. Research published by Shelter last year found that 18 per cent of all rented homes in London are overcrowded. In the social housing sector, this figure is 43 per cent, a figure that has risen by a third over the last decade.⁷ Two years ago, I published a report looking at overcrowding in London's social rented housing sector for the London Assembly's Planning and Housing Committee. The report tested the hypothesis that increasing the supply of larger family homes (with four, five or six bedrooms) would be an effective tool in tackling overcrowding.⁸ The research found that building just one new six bedroom house can remove 36 other individuals from overcrowded accommodation, by creating a chain of families moving into bigger

³ 'About us' <http://www.londonlegacy.co.uk/about-us/> (accessed 26/7/2012)

⁴ Mayor of London, *The London Plan: Spatial Development Strategy for Greater London*. London: Greater London Authority, 2011.

⁵ Mayor of London, *The revised London Housing Strategy*. London: Greater London Authority, 2011

⁶ The Economist, Bagehot: Scourge of slums. *The Economist*, 14 July 2012.

⁷ McCann, K, 'Overcrowding up 43% in London's social housing sector', *The Guardian*, 14 July 2011

⁸ London Assembly Planning and Housing Committee, *Crowded houses: Overcrowding in London's social rented housing*. London: Greater London Authority, 2011.

properties. Experts consulted during the investigation agreed that building more, larger homes, is one solution to help tackle overcrowding.⁹

9. Government figures show that in 2011, there were 56,835 households in London on a waiting list for a property with three bedrooms – 15 per cent of the total waiting list – and over 18,000 households waiting for a 4 bedroom or more property – just over five per cent of the total.¹⁰ In Newham, over 5,647 of the households on the waiting list in 2011 required a property with three bedrooms – 18 per cent of the total waiting list. Almost 2,000 required a property with four or more bedrooms, representing 6 per cent of the waiting list. In neighbouring Tower Hamlets, the figures are very similar: 7,000 households requiring a 3-bed property and just less than 1,800 requiring a four or more bedroom property.¹¹
10. In order to combat overcrowding, the Mayor’s housing strategy states that: “The Mayor is committed to increasing the supply of family-sized affordable homes, with a long term aim for half of all new affordable homes to have three bedrooms or more.”¹² Whilst this is a strong ambition, there remain issues around definitions of family housing and the size of houses required in London. The Mayor defines family sized housing as ‘three or more bedrooms’. However as identified above, there remains a strong demand for homes with four or more bedrooms. Furthermore, the evidence that the Mayor bases this target on, the Strategic Housing Market Assessment makes a recommendation that the Mayor should establish a target for around 40 per cent of new social housing to have four bedrooms or more, rather than the definition of three bedrooms or more the Mayor has adopted.¹³
11. Whilst adopting the goals of increasing the supply of family housing and the specific targets represents a step in the right direction, using the definition of 3+ is likely to limit the number of houses built with more than three bedrooms as developers and policy makers can hit the targets, but make higher returns by only including three bedroom properties as the largest size in their developments. It is unlikely, for example, that any of the 1,838 households on Newham Council’s waiting list that require a home with four or more bedrooms will be re-housed on the Olympic Park under its current proposals. Furthermore, decades of not building enough larger homes, and the four or so years since the last Strategic Housing Market Assessment, make the requirement for large family homes even more pressing.
12. Despite this recognition and commitment from the Mayor, the first neighbourhood into which residents will move into on the Park, the Athletes’ Village (now renamed *East Village*), embodies much that is amiss with property development and regeneration. The blocks of flats demonstrate that both the planners, architects and developers who built the village have learned nothing from London’s post war housing disaster. Just ten years ago, for example, the Hornbeam and Redwood tower blocks were demolished, less than two miles north of where the Olympic Village has been built. The problems of high-rise, high density housing, especially for families, are well understood and the scars of such developments still remain across much of the capital. Low-rise, high density family housing

⁹ The experts also recognising that a complex set of other factors influence overcrowding, including money, stock management and housing priorities

¹⁰ Department for Communities and Local Government, *Housing Strategy Statistical Appendix (HSSA) – Data returns for 2010/11*.

¹¹ Department for Communities and Local Government, *Housing Strategy Statistical Appendix (HSSA) – Data returns for 2010/11*.

¹² Mayor of London, *The Revised London Housing Strategy*. London: Greater London Authority, 2011.

¹³ Mayor of London, *Greater London Strategic Housing Market Assessment 2008*.

however, offers many of the intended benefits of high rise – such as privacy, good maintenance and shared facilities - whilst negating the well-known problems.¹⁴ The Olympic Village demonstrated that housing supply should not be the only consideration, despite its importance. It is critical to consider what type of housing is required.

Why we need high quality homes

13. The Mayor is committed to helping London play its part in limiting climate change by reducing the city's carbon emissions. The Mayor's climate change mitigation and energy strategy recognises this need and commits London to an emissions reduction target of 60 per cent of 1990 levels by 2025.¹⁵ Buildings are one of our largest consumers of resources and users of energy. The Mayor's Housing Strategy also recognises this, stating that "investment in new homes should contribute to reducing London's carbon emissions."¹⁶ Building quality homes to last for centuries, using materials and construction methods that have a small environmental footprint must therefore be a priority.
14. The LLDC has stated that all homes on the Park will be designed to a minimum of Code for Sustainable Homes Level 4 and that they will meet the Government's 2016 Zero Carbon Homes definition. In the development of the Olympic Park we have a real opportunity to set a new standard for a large-scale, state-led development. London has shown leadership in this area in the past. The One Gallions development in the Royal Docks, which was supported by the now defunct London Development Agency, was designed as a demonstration project to test the feasibility of a zero-carbon development.¹⁷ One Gallions was designed to reach Code for Sustainable Homes Level 6 for energy – far in excess of the plans for the developments on the Olympic Park.
15. However BioRegional Quintain, one of the key development partners pulled out of the One Gallions project last year and has now ceased trading. The development agreement was subsequently terminated by the LDA meaning that One Gallions will not be built. This leaves open the opportunity for a new flagship development to pick-up where the One Gallions scheme left off. The profile of the Olympic Park and the far superior connectivity of Stratford are likely to give the development significantly better prospects than One Gallions had.¹⁸

The Legacy Communities Scheme: a new blueprint for regeneration?

16. The plans for new housing on the Park inherited by the Olympic Park Legacy Company when it was set up in 2009 left much to be desired. They were similar to that of the Athletes Village: repetitive blocks of high rise flats. However a re-evaluation of the plans was conducted by former Chair, Baroness Margaret Ford, and former Chief Executive, Andrew Altman, following recognition of many of the problems already identified.¹⁹ Speaking about the re-designed master plan, Baroness Ford stated that, "London is crying

¹⁴ Cooper Marcus, C and Sarkissian, W, *Housing as if people mattered*. Berkley: University of California Press. 1986.

¹⁵ Mayor of London, *Delivering London's Energy Future: The Mayor's Climate Change Mitigation and Energy Strategy*. London: Greater London Authority, 2011.

¹⁶ Mayor of London, *The revised London Housing Strategy*. London: Greater London Authority, 2011.

¹⁷ 'One Gallions Zero Carbon Development' Available at: http://www.less-en.org/assets/client/files/1216-20090629_One_Gallions.pdf

¹⁸ Gardiner, J, 'BioRegional Quintain to be wound up' Guardian, 11 November 2011.

¹⁹ ECS Committee, 21 October 2009. Available at:

<http://www.london.gov.uk/moderngov/Data/Economic%20Development.%20Culture.%20Sport%20and%20Tourism%20Committee/20091021/Minutes/Transcript%20PDF.pdf>

out for decent-quality family housing both to rent and to buy and, given the assets here, this is destined to be a park for London families.”²⁰

17. The Legacy Communities Scheme, the LLDC’s re-designed master plan for the Olympic Park, was granted outline planning permission in 2012. It contains plans for up to 6,870 residential units across five neighbourhoods, to be built out over the next two decades. 35 per cent of the housing will be affordable with a 30:30:40 ratio of social rented/affordable rented/intermediate split.²¹ Across the whole park, the LLDC will seek to build 42 per cent of the houses with three bedrooms or more. As previously stated, the Legacy Communities Scheme master plan differs significantly from the plans inherited when the LLDC was initially formed and represents a marked improvement. However a number of important criticisms have been made (not least that the definition of family housing that this target is based on is 3+ bedrooms, not 4+ bedrooms, as previously discussed).
18. In their response to the planning application, the Design Council state that, whilst supporting the planning application, it lacks “clear strategic principals to guide the planning application through two decades of delivery...the larger vision of the proposal is not immediately apparent.”²² They have suggested that one principle could include “a presumption in favour of family housing blocks against apartments.”²³
19. The LLDC have promoted their outline plans for the park as one of predominantly family neighbourhoods, designed to – in their own words again - “rekindle the heritage of east London life.”²⁴ But in reality the family housing will make up less than half of the homes and even the biggest homes will be unsuitable for many of the larger families that make up a sizable portion of the community in the surrounding areas. A number of the neighbourhoods, Marshgate Wharf in particular, do not fit at all with this promotional vision. Again, the Design Council commented on this point, arguing that the suggested typologies for Marshgate Wharf - tall towers on dense podium blocks – are “inappropriate for family accommodation, for the parkland location and for the setting of the Aquatics Centre.”²⁵
20. Another concern identified in the consultation stages of the Legacy Communities Scheme is the percentage of family units that will be wholly on upper level floors. LLDC have stated in response that this will be addressed at the detailed design stage of the individual planning applications. It is important that these detailed plans are available for public scrutiny, as the Legacy Communities scheme was. It is dishonest to promote the Park as a family-led development only to end up with three bedroom penthouses at the top of tower blocks, where most parents would not choose to bring up their children.

²⁰ ‘How the Olympic Park will look in 2030’, Evening Standard, available at: <http://www.standard.co.uk/news/how-the-olympic-park-will-look-in-2030-6521997.html>

²¹ Olympic Delivery Authority, *Legacy Communities Scheme Planning Application Volume 1 – Executive Summary of Main Committee Report*. London: Olympic Delivery Authority, 2012.

²² Design Council, *Response to Olympic Park Legacy Communities Scheme, Hackney, Newham, Tower Hamlets and Waltham Forrest*. Available at: <http://www.designcouncil.org.uk/our-work/cabe/services/review/2012-projects/olympic-park-legacy-communities-scheme-hackney-newham-tower-hamlets-and-waltham-forrest/>

²³ Design Council, *Response to Olympic Park Legacy Communities Scheme, Hackney, Newham, Tower Hamlets and Waltham Forrest*.

²⁴ London Legacy Development Corporation, ‘The Park: Live.’ Available at: <http://www.londonlegacy.co.uk/the-park/live/>

²⁵ Design Council, *Response to Olympic Park Legacy Communities Scheme, Hackney, Newham, Tower Hamlets and Waltham Forrest*.

21. As previously stated, it is clear that some effort is being made to limit the environmental impacts of the development. Yet building to Code for Sustainable Homes Level 4 is increasingly standard practice and soon to be mandatory for developers, with the zero carbon homes legislation coming into force in 2016. The designs are not pushing boundaries with regard to their environmental performance. If this development is to achieve its full potential, more innovative thinking and design will be required.
22. The five neighbourhoods have differing characteristics and will be built in phases. Chobham Manor will be a family focussed development of around 800 homes. East Wick's 900 homes will be predominantly low-rise family housing with the master plan indicating terraced houses edging onto park land. Sweetwater too will consist over around 650 family homes, but arranged around courtyards. Pudding Mill Lane, another large development will also contain a large number of taller apartment blocks, mixed in with family homes, totalling 1700 units. Given that the master plan has got the basics of the typologies right on a number of the neighbourhoods, it is disappointing that the bulk of the housing will still be delivered in apartments. Furthermore, the strong criticism of the courtyard design of the Athletes Village appears to have gone unnoticed in the courtyard-based proposals for Sweetwater. The Olympic Delivery Authority were unable to provide evidence of successful mixed tenure courtyard developments in London, when challenged by the London Assembly during the design and build process.²⁶
23. Research conducted by Design for Homes a number of years ago looked into the experiences of living in a range of housing typologies and different locations of the public realm. The research found that Georgian London square model of amenity space, rather than the courtyard model is much more successful and desirable for residents for three key reasons: firstly, inner courtyard's, where the majority of bedroom windows are located, are not noisy at night; secondly, sharing space in front of, rather than behind buildings creates a more relaxed environment and the space is used more; thirdly, this has the effect of making the space safer and helping build a stronger community.²⁷ Just as the ODA were challenged to demonstrate successful examples of courtyard typologies, the LLDC should demonstrate how they foresee courtyard blocks – with public space located within the confines of the courtyard, rather than in front of the buildings - will work on the Olympic Park.
24. *Chobham Manor* – Chobham Manor will be the first neighbourhood to be built on the park. It will be a “traditional family neighbourhood of terraced and mews houses, set within tree-lined avenues.” This vision is set out in the design codes and parameters laid out in the Legacy Communities Scheme. Taylor Wimpey, the developer, is currently drawing up the detailed planning application for the site.²⁸ There are however questions to be asked about the environmental credentials of such large developers and the extent to which they can build effectively to high environmental standards. The LLDC should consider encouraging truly sustainable developers to come forward to bid to build the neighbourhoods, rather than established large companies who are more likely to attempt to bolt on sustainability to their already existing practices. One way in which this can be done is to further split the development of the different neighbourhoods so that smaller

²⁶ Warning of "mistakes of past" at Olympic site. Press release available at:

http://www.london.gov.uk/media/press_releases_assembly_member/news-andrew-boff-warning-mistakes-past-olympic-site

²⁷ Mullholland, H, *Perceptions of Privacy and Density in Housing*. London: Design for Homes Popular Housing Research, 2004.

²⁸ Gardiner, J, *Taylor Wimpey to submit new Olympic planning application*. Building Magazine, 9 August, 2012

firms can more confidently bid for manageable contracts; 200 homes, rather than 800 homes, for example.

25. It is the forthcoming plan from Taylor Wimpey that will be the one to watch, as this will contain detailed proposals and architectural drawings for the units. Within reason, the developer has the opportunity to put their particular slant on the design. It is obviously in the developer's interest, commercially, to maximise the number of units they build in order to maximise the sales value of the development. However the LLDC must use their position as both development partner and planning authority to avoid the developer from straying too far from their stated vision for Chobham Manor. The proposed maximum heights for a number of the blocks will be telling. Again, the Design Council pointed to the potential problems, noting that in the outline planning application, for Chobham Manor, "the minimum and maximum height parameters are too broad to ensure that only terraced family housing can be delivered; it appears that there is also scope for apartment blocks to come forward on this site." There are some indications that the plans will include blocks of seven or eight stories: hardly a return to the "London Vernacular" that the LLDC promised.²⁹
26. The LLDC hopes that 40 per cent of the homes in Chobham Manor will have gardens and this is an important goal. However it is imperative that this focus is not just on the first development, that will inevitably attract much attention, but also for the four or more neighbourhoods that will follow Chobham Manor. Building homes with gardens need not come at the expense of density, and therefore affect the commercial viability of the scheme.
27. In summary, the outline plans for the development of the park over the next two decades represent an improvement on those proposed when the Legacy Company was formed. However they do not push boundaries to the extent to which this generation-defining opportunity should be looking to do. Both in London and across the country there are a range of examples that demonstrate how visionary, liveable developments can be constructed economically and in a manner that does not harm the environment. These are the type of developments that are worth studying and drawing inspiration for in order to better guide the development of the Olympic Park. A number of inspirational examples are discussed in the boxes below.
28. *Bed Zed* - The Beddington Zero Energy Development (BedZED), is the UK's largest "mixed-use sustainable community" located in Sutton, south London.³⁰ Led by The Peabody Trust and architects ZEDfactory, it is a high-density scheme with 99 homes and 2,500m² of office space.³¹ Despite being completed in 2002 and much discussed, it remains one of the best examples of a truly visionary housing development in London. BedZED sought to offer its occupants a carbon-neutral lifestyle, both in construction and occupancy. The developers worked hard to limit the environmental impact of the construction. Heavy building materials were sourced from within 55km of the site. Recycled steel and reclaimed timber was used in the construction.³² Utility demands of

²⁹ Gardiner, J, *Taylor Wimpey to submit new Olympic planning application*. Building Magazine, 9 August, 2012.

³⁰ Chance, T, 'Towards sustainable residential communities; the Beddington Zero Energy Development (BedZED) and beyond.' *Environment and Urbanisation* 21: 527 – 544, 2009

³¹ Chance, T, 'Towards sustainable residential communities; the Beddington Zero Energy Development (BedZED) and beyond.' *Environment and Urbanisation* 21: 527 – 544, 2009

³² Twin, C, *BedZED*. *Arup Journal*, 1/2003.

the housing are well below average: the energy demand for heating, cooling and ventilation in a residential unit is 90 per cent lower than the average UK home.³³ The provision of outdoor space is key feature of the development, reconciling high-density living with amenities that positively impact on quality of life. Every private home has a private garden and those managed by Peabody share a number of communal gardens, thus every dwelling has either a sky garden or terrace.³⁴ Traditionally a development at this density would only accommodate units with a small balcony. BedZED has received some criticism for the CHP biomass system initially employed, which used existing local waste – urban tree waste – as a raw material to generate electricity. Problems beset the nascent technology meaning that since 2005, BedZED has not been ‘zero carbon’, as it was initially conceived.³⁵

29. Compared to comparable conventional developments, the upfront cost of the BedZED design was fairly substantial. Figures from 2003 estimated the overall added build cost of a 6 plot-terrace at just over £350,000 (£58,000 per property).³⁶ However the added value from the design of the development has been considerable. The sunlight, outdoor areas and overall spacious feel of the properties are particularly attractive. Savills have estimated that these features add around 20 per cent to the value of the development.³⁷ BedZED property values have continually kept-pace with rising house prices in south London and continue to outperform comparable properties in the nearby area. BowZED, a smaller Zed Factory development also displays this trend. The four flats, built to ZedStandards – thus requiring no central heating – were built at a 15 per cent premium compared to a standard design. However the sale prices achieved by the developer were much better than expected and well above local comparable property, demonstrating a healthy appetite for this type of development in this area of east London, close to the Olympic Park.³⁸
30. *Officers Field, Dorset* – Officer’s Field in Portland, Dorset, is an award winning³⁹ 77 home development on the Dorset coast. Led by Zero C, a leading sustainable development practice, Officer’s Field represents a “modern take on traditional family homes”, and contains a variety of typologies including terraced, semi and detached properties and coach-houses. Built to Code for Sustainable Homes Level 4, it contains biomass district heating, wood pellet stoves and rainwater harvesting technology. Yet the green features are not in-your-face: to the casual observer, there is little indication of the high environmental standards within.⁴⁰ More importantly, the design focused on the social sustainability of the development. Family homes with gardens dominate the development.⁴¹ Importantly, 35 of the 77 homes have four bedrooms, exceeding the standard 3+ family homes definition.⁴² Whilst high-quality developments often have higher than standard build costs, the message from Officers Field is the low build costs achieved by the developer. Build costs were around two-thirds of what would traditionally have

³³ Twin, C, BedZED. *Arup Journal*, 1/2003.

³⁴ ‘BedZED’, available at: http://www.zedfactory.com/projects_mixeduse_bedzed.html

³⁵ Chance, T, ‘Towards sustainable residential communities; the Beddington Zero Energy Development (BedZED) and beyond.’ *Environment and Urbanisation* 21: 527 – 544, 2009

³⁶ Lazarus, N, *BedZED: Toolkit Part II*. London: Bioregional, 2009.

³⁷ Lazarus, N, *BedZED: Toolkit Part II*. London: Bioregional, 2009.

³⁸ ‘BowZED’ Available at: http://www.zedfactory.com/projects_housing_bowzed.html

³⁹ Supreme Winner of the Graham Pye Award and Richard Feilden Award at the 2012 Housing Design Awards

⁴⁰ ZeroC Holdings, *Officers Field, Osprey Quay*. Available at: <http://www.officersfield.com/brochures/Officers-Field-Brochure.pdf>

⁴¹ Lane, T, ‘Quality Streets’ In *Building*: 25, 38 – 41 (2012)

⁴² ZeroC Holdings, *Officers Field, Osprey Quay*. Available at: <http://www.officersfield.com/brochures/Officers-Field-Brochure.pdf>

been expected from a local authority-led housing scheme: approximately £1000 per square meter, compared to an industry average of between £1,400 and £1,800.⁴³ Given the quality of the materials used, especially the local Portland Stone, this is even more remarkable. What Officers Field shows is that good design can add value, despite the difficulties the construction industry was facing at the time.

31. *Greengate, Salford* - The residential portion of the regeneration of the Greengate area of Salford, Manchester, is another visionary example of how to design and build affordable and environmentally sustainable family houses in the heart of a city. The scheme, designed by White Arkitekter, takes its inspiration from Scandinavian family apartments with a range of innovatively designed private and shared gardens. Two issues are relevant for the housing on the Olympic Park. Firstly, the housing types will range from one to five bedroom flats, two-storey terraces and two / three-story townhouses. Not only will this make for a visually diverse development, but it also responds to the need for larger family homes, above the standard 3+ bedroom definition.⁴⁴ Secondly, the development incorporates a number of sports related features. Phase one includes a running track, phase two a grass tennis court amongst an orchard and phase three, an area on top of the car park that actively encourages ball games.⁴⁵ The “no-ball games allowed” sign is all too familiar in many developments across London. What better way to develop a sporting legacy for the future residents on the Olympic Park than some innovative sporting-inspired architecture?
32. *Swindon Triangle* – The Swindon Triangle has been a much talked about - and criticised⁴⁶ – environmentally sustainable housing development. Leaving the construction problems aside, inspiration can be taken from the vision and aims of the project. The 44 homes are arranged in terraces and located around village greens. As one critic has noted, “it is striking, with all this ingenuity in the design, how very plain-looking the houses are.”⁴⁷ The architect, Glenn Howells has explained how it took some nerve to do something “very, very normal...The idea of the terrace started a long time ago and it will go on for another 500 or 600 years. It is such a good form. Those to die for streets of Islington...are all repetitive.”⁴⁸ This radically normal approach is one that should be emulated across the Olympic Park.

Visionary development: it needn't cost the earth

33. As the case studies above have shown, ground-breaking, high-quality and environmentally sustainable developments cost more up front to build. However the added value of a top-quality development, in the now world renowned Olympic Park, with strong environmental credentials is likely to attract significant interest, with added sales value to match. A series of such developments on the Olympic Park would have even more chance of breaking new ground with the interest the area has received. The LLDC should not dismiss schemes that might have higher upfront costs on the grounds of value for money in construction, since their profit sharing business model means that they will easily make the money back in the longer-term.

⁴³ Interview with Kim Slowe. Film available at: <http://www.gdhta.co.uk/2012/06/23/officers-field-weymouth-wins-awards/>

⁴⁴ Mara, F, 'Greengate residential development, Salford, by White Arkitekter' Available at:

<http://www.architectsjournal.co.uk/buildings/residential/greengate-residential-development-salford-by-white-arkitekter/8625865.article>

⁴⁵ Mara, F, 'Greengate residential development, Salford, by White Arkitekter'

⁴⁶ See Fulcher, M, Kevin McCloud defends architect in Swindon housing storm. *Architect's Journal*, 27 June 2012.

⁴⁷ Moore, R, “Kevin McCloud's grand design for the great British housing problem.” *The Observer*, 19 November 2011.

⁴⁸ Moore, R, “Kevin McCloud's grand design for the great British housing problem.” *The Observer*, 19 November 2011.

34. Zero-Carbon Hub have also recently commented on the cost issue: “these costs are becoming more predictable and not as high as originally anticipated when the zero carbon definition was set at the Code for Sustainable Homes Level 6 standard. Then the additional cost of reaching zero carbon was being estimated at around £30,000 extra per unit. However the revised definition of zero carbon (70% Carbon Compliance plus Allowable Solutions) will mean build cost figures in the region of [£20,000].”⁴⁹ The recession and its impact on the construction industry must be viewed as an opportunity, not a barrier. The LLDC are in a very good position to negotiate for high quality housing that need not impact on the returns that they receive. Furthermore, their negotiating hand is significantly boosted by the fact that much of the infrastructure in the park that the houses will require – such as electricity, internet and water – is already in place, significantly reducing the overall costs to the developers.

Radicalising the plans: conclusions and recommendations

35. London needs more, high quality, large family homes, in order to combat overcrowding. These homes should be built to the highest environmental standards, in order that London plays its part in limiting the impacts of climate change. The development of the Olympic Park represents an unparalleled opportunity to build these types of homes and in doing so, re-define our conception of regeneration. As they stand, the LLDC’s plans for the homes on the Olympic Park are not up to scratch. For example, whilst the fundamentals of the design of Chobham Manor are sound, improvements could still be, and should be made to make the scheme more radical. More four and five bedroom properties should be included in response to London’s housing need.

36. The LLDC have mooted the idea of splitting the development of some of the five neighbourhoods into smaller parcels, thus allowing smaller, more innovative developers to bid for smaller contracts. This is a good policy and once that the LLDC should pursue. Where the prospect of 800+ homes is too great, building 200 homes would be more manageable. This will demonstrate the LLDC’s commitment to boosting the local economy and supporting small and medium sized businesses

37. Whilst many of the environmental features of developments such as BedZED will soon be formalised through the Zero Carbon Homes initiative, the minute detail of construction methods and building emissions is not the most important lesson to take away. It is the vision displayed by the schemes and the desire to create a world-beating development based on strong principles. Developments on the Olympic Park should be pushing boundaries, not simply conforming to what will be normal industry standards. As the Design Council have pointed out, the plans lack a clear set of principles to guide the development over its long future. Everyone wants the Olympic Park to be a success, not least because we have all paid for it. We should work hard to make it the best it can be. Based on these conclusions, this report makes a number of recommendations to both the Mayor and the LLDC for how this can be done.

38. *Vision for the Olympic Park and its neighbourhoods*

⁴⁹ Zero Carbon Hub, *Marketing tomorrow’s new Homes: raising Consumer demand For Low &Zero Carbon Living*. Available at: http://www.zerocarbonhub.org/resourcefiles/ZCH_Marketing_Tomorrows_New_Homes_Report_Final.pdf

The LLDC should:

- Publish a clear set of principles outlining their vision for the park, which is easily digestible by those outside of the building industry.
- Update their definition of family housing to mean homes with four bedrooms or more. They should also have a separate target for five per cent of homes to have five bedrooms or more.
- Work with the chosen developers to ensure that family homes are not located above the fourth floor of a building
- Re-think their plans for the Marshgate Wharf neighbourhood as the current proposals do not fit with the overall ambitions of the Legacy Communities Scheme.
- Redesign those neighbourhoods that are currently based on a range of housing typologies arranged around courtyards – e.g. the Sweetwater neighbourhood - in light of ongoing criticisms of the Athletes' Village
- Look to incorporate sporting infrastructure into neighbourhood design - as demonstrated by Salford's Greengate development - to provide a link to the sporting context of the wider Olympic Park.

39. Housing Design & environmental performance

The LLDC should:

- Re-appraise the headline environmental standards for construction and consider a target of building to Code for Sustainable Homes Level 5, or higher.
- Hold a design competition, specifically inviting submissions from visionary, environmentally sustainable architects & developers to re-design Marshgate Wharf, moving away from the current design of flats in tall towers
- Push ahead with proposals to split some future developments into multiple smaller phases, allowing smaller, more innovative developers to bid for smaller contracts.
- Designate one, or part of one, of the developments as a zero carbon demonstration development, to re-establish the ambitions that were embodied in the now defunct One Gallions scheme.

31 July 2013

Boggis, Emma—Written evidence

ANNEX A - AIDE MEMOIRE OF OLYMPIC AND PARALYMPIC COSTS AND FUNDING

The Public Sector Funding Package

1. The £9.3 billion Public Sector Funding Package (PSFP) was established in 2007 to meet the major additional costs falling on the public sector to deliver the London 2012 Olympic and Paralympic Games. The forecast cost of venues, infrastructure and security accounted for the majority of the initial budget although there was also provision for other items such as elite and community sport, the “Look” programme to enhance the look and feel of the Games both around London Olympic venues and around venues outside London, and a contribution towards the running costs of the Paralympic Games. In 2010 we broadened the scope of the PSFP to fund some necessary operational requirements from savings generated elsewhere in the programme.

2. At end September 2012 the PSFP was £9,298 million, a reduction of £27 million from the package announced in March 2007. The estimated outturn was £8,921 million – a saving of £377 million against the £9,298 million. These figures and the figures below were published in the DCMS Quarterly Report on the Games in October 2012 and in the NAO’s report : “The London 2012 Olympic Games and Paralympic Games : post –Games review” published on 5th December 2012.

Table 1 Public Sector Funding Package, Estimated AFC and Savings

Public Sector Funding Package for the London 2012 Olympic and Paralympic Games :

£9,298 million

Anticipated Final Cost estimated at October 2012*:

£8,921 million

Saving against PSFP estimated at October 2012 :

£377 million

*Since October 2012 there has been a further reduction in Anticipated Final Costs due to the settlement of the G4S issue, and to further savings in security and other costs. We shall be publishing further details towards the end of June 2013.

The Olympic Delivery Authority ODA

3. The ODA delivered the venues and infrastructure for the Games on time and within budget. By end September 2012 ODA envisaged a total spend of £6,714 million, £381 million less than forecast in November 2007, despite having to absorb the construction costs of the Village and IBC/MPC.

Table 2 Evolution of ODA Costs November 2007 – 30 September 2012 (£ms)

	Nov 2007 Baseline budget	30
September 2012 forecast		
Site preparation and infrastructure	2,095	
1,084		
Venues	1,038	
1,053		
Venues Operations	17	
55		

Transport 848	897
Parkwide Projects 882	868
Media Centre 297	220
Village 961*	272
Programme Delivery 725	647
Taxation and Interest (4)	73
Contingency 73	968
Total 6,714	7,095

*Public sector(ODA) takes on vertical build of Olympic Village

4. The anticipated final cost of policing and providing security outside the venues was £455 million at end September 2012, against a provision of £838 million, but the cost of in-venues security, for which no specific provision was made in March 2007, was expected to be £514 million. Since then the cost of in-venues security has come down significantly following the settlement with G4S. Both costs are funded from within the PSFP.

Table 3 : Breakdown of Anticipated Final Cost (estimated at end September 2012) £ms

Olympic Delivery Authority (Buildings, Infrastructure, Transport Ops and post-Games conversion of the Olympic Village) 6,714
LLDC Post-Games Park Transformation (transferred from ODA) 296
Wider Security 514
Paralympics 111
LOCOG 254
LOCOG Park Operations 78
Elite and Community Sport 290
Operational Provisions 137
“Look” of London and wider UK 32
City Operations 23
Domestic and International Tourism Campaigns

4
GLA Olympic and Paralympic Programmes
13

Total Anticipated Final Cost (estimated at October 2012)

8,921

PSFP contingency and other savings remaining

377

Total PSFP

9,298

5. As operational planning for the Games developed, the delivery bodies identified work and additional costs that had not previously been covered by the PSFP. DCMS agreed that LOCOG, as the body responsible for staging the Games, was best placed to deliver much of this additional work, as well as some work originally in the ODA's scope.

6. At end September 2012 it was estimated that LOCOG would receive some £989 million from the PSFP, including £444 million for venues security, included in the £514 million above, £224 million to pay for additional work on venues and facilities in the Olympic Park, including £41 million to enable LOCOG to deliver the Government's ambition for the opening and closing ceremonies; £132 million for operational provisions in the run up to and during the Games, £78 million for Park Operations, relating to the security and operation of the Olympic Park; and £111 million for the public sector's commitment to pay for 50% of the additional cost of the Paralympic Games. Since then there has been a reduction in the contribution required.

7. Together these expenditures account for £8,228 million of the £8,921 expected to be used at end September 2012. Of the remaining £693 million, £290 million was committed to elite and community sport, £296 million to Olympic Park transformation post-Games; £32 million to "Look " programmes ; £30 million to LOCOG contingency post-Games, £23 million to City Operations during the Games, £13 million to support GLA Olympic and Paralympic programmes and £4 million to support domestic and international tourist campaigns

8. We expect to announce further reductions in expenditure before the end of June 2013 and a resulting increase in the £377 million underspend estimated at end September 2012. However the final position against the £9,298 million PSFP will not be known until 2014, when the post Games retrofit of the Olympic Village is completed.

9. On completion of the sale of the Village in 2014, following its conversion for residential use , the National Lottery is expected to receive £71 million of the receipts from the sale of the private units to Qatari Diar Delancey and the GLA is expected to receive £30 million. The balance of the receipts will go to Government as required by the Public Sector Funding Package.

10. In, addition, there is a legal agreement between the Government and the GLA which provides for the net proceeds from the sale of land in the Olympic Park to be shared between the GLA and the National Lottery Distributors in the phasing and in the proportions set out in the agreement. The agreement provides that the first £223 million of net proceeds will go to the GLA. Of the next £900 million raised 75% of the net proceeds from each transaction are to go to the National Lottery Distributors via DCMS and 25% to the GLA. The National Lottery has an entitlement under this agreement to receive £675 million of the net proceeds. Of any further net proceeds 50% would go to the GLA or LLDC and 50% to HM Treasury.

11. This agreement recognises that the timing of land sales in the Olympic Park is a matter for the London Legacy Development Corporation (LLDC) and that the key to delivering receipts and achieving regeneration objectives is getting the best possible value for money outcome from its development programme. It also recognises that the LLDC will weigh up a number of regeneration objectives and government policy drivers such as housing need, the creation of balanced communities, the regeneration benefits to be delivered in Stratford and the wider east end of London, the percentage of affordable housing, the creation of jobs, and the stimulation of growth, all of which can affect the pace and volume of receipts. The government's expectation is that receipts from these land sales will start to flow to the National Lottery in the mid-2020s.

Expenditures beyond the PSFP

12. When we established the PSFP, we were very clear on what was in it, what was not and why. This was set out in the former Government Olympic Executive's Report in January 2008 and the NAO Report on the budget for the Games in July 2007 and covered again in NAO's December 2012 report :

- The PSFP does not include the acquisition by the former London Development Agency (LDA) of the Olympic Park land at a cost of £766 million. This has never been part of the PSFP because the intention has always been that this cost will be recouped from post-Games developments on the Park and will therefore result in no net cost to the taxpayer. This intention was made explicit to Parliament as early as 2003.

- The PSFP does not include provision for wider legacy programmes associated with the Games (beyond a contribution to the post-Games transformation of the Olympic Park). The NAO has estimated, based on information provided by the Government Olympic Executive, that the cost of delivering the wider aspects of the Olympic and Paralympic legacy programme was £826 million. This included a number of publicly funded legacy programmes:
 - The School Games – An annual sport competition open to every school in England;
 - Places People Play – A programme to enhance local sports facilities and support mass participation in Sport in England
 - International Inspiration – A programme to inspire young people around the world to choose sport
 - Olympic Park Legacy – A programme to make the Olympic Park a focal point for London's growth and a catalyst for regeneration (additional to PSFP funding)
 - Tourism marketing campaigns by Visit Britain and Visit England
 - Employment and skills programmes
 - Business and economic legacy programmes
 - Cultural Olympiad – A series of events to showcase the UK's arts and culture.

These programmes represent largely “business as usual” expenditure aligned with projects that sought to make the most of the unique opportunity presented by the Games. Had we not been hosting the Games, public bodies would still have sought to achieve the same broad objectives of, for instance, encouraging participation in sport, attracting visitors to the UK, or regenerating East London.

- The PSFP does not include certain costs that fell to Government departments and agencies to meet in order to provide services in support of the Games and deliver

Boggis, Emma—Written evidence

Government guarantees eg medical services, accreditation services at ports of arrival; and sufficient broadcasting spectrum. These amounted to £86 million.

- The PSFP does not include the £52 million lifetime costs of the Government Olympic Executive which co-ordinated the public sector effort and managed the PSFP.
- The Homes and Communities Agency (HCA) made a £110 million grant to Triathlon Homes as a contribution to the £268 million purchase of 1,379 residential units in the Athletes' Village. In doing so, the Agency was discharging its remit to finance affordable housing. The fact that it did so by funding affordable housing in the Olympic Village rather than elsewhere, did not constitute additional spending. Rather, this was a choice taken by the Agency to distribute its existing funds.

13. In summary, the vast majority of the wider costs associated with the Games (outside the PSFP) were either :

- Existing business as usual activities which used the unique opportunity presented by the Games in order to deliver against existing broad objectives
- Costs that are fully expected to be recouped (as in the case of the cost of acquiring the Olympic Park).

14. In terms of the service and staffing costs falling to GOE and other Government organisations, if all were added to the cost falling to the PSFP the overall cost to the PSFP would still be well below the total provision.

Documentation

15. The items funded from the PSFP have been transparent in the Quarterly Reports we have published, from January 2008 to October 2012 and in the National Audit Office's (NAO) own reports on the programme.

ANNEX B - ACQUISITION OF THE OLYMPIC VILLAGE AND THE OLYMPIC PARK

Acquisition of the Olympic Village

1. The original expectation was that the Olympic Village would be built by the Private Sector. However with the economic downturn in 2007-08 and increasing difficulty in accessing private funds it became clear that this would not be possible. The Village was therefore taken into public ownership to effect the construction. On completion it would be let on a short term basis to LOCOG to provide accommodation for athletes during the London 2012 Olympic and Paralympic Games and then passed back to the Olympic Delivery Authority to convert the accommodation for residential use.

2. The UK's Olympic bid envisaged that up to 50% of the new housing resulting from the post-Games Village conversion was to be in the form of affordable homes for rent and sale, with the balance of housing for sale. The bid envisaged the creation of a high quality mixed community.

3. Prior to completion the Village was sold to two purchasers. Of the 2,818 residential units 1,379 (49%) were sold for £286 million to the Triathlon Housing Association, (a consortium of Housing Associations and a private developer, First Base) to provide affordable housing. Of the Triathlon units 675 will be social rented units, 348 shared ownership and 356 intermediate rented. Many of the social rented units have already been pre-allocated to local tenants. The remaining 1,439 (51%) units, together with associated development land, were

sold for c£557 million to Qatari Diar Delancey (QDD) which will provide housing for private rental, rather than for sale.

4. The ODA is currently working on the conversion of the Village properties to residential use. It is making good progress and expects to start the handover of the converted blocks to the purchasers at the end of July 2013 and to complete the handover process by 31st March 2014. The payments from Triathlon have been phased over several years and have helped to offset the ODA's grant requirement. The payment from QDD will be made as a lump sum by 31st March 2014. It will be used, as planned, to offset in part the use of Government grant to fund the Olympic construction and to ensure that the final cost stays within the envelope of the Public Sector Funding Package for the Games. £71 million will be returned to the Lottery and £30 million to the Mayor of London. Some will be used to fund DCMS's capital programme .

5. We are therefore confident that the affordable housing and legacy of mixed housing envisaged in the bid will be delivered, albeit that the private housing element will now be for rent rather than for sale.

6. At one point there was an approach by the Wellcome Trust, with a view to purchasing the entire Park, including the Village. This was weighed against the alternative Village-only purchase proposals, which were judged, subsequently, to offer better value for money than the whole –Park purchase proposal.

Acquisition of the Olympic Park

7. The land in the Olympic Park was assembled and owned initially by the London Development Agency (LDA). During the construction of the Olympic Venues and Infrastructure it was licensed to the ODA for the construction by the ODA of the Olympic Venues and Infrastructure. The Olympic Park land is now owned by the London Legacy Development Corporation (LLDC), a Mayoral Development Corporation established under the Localism Act. The LLDC has now found users for all of the remaining facilities.

8. The key tenancies or operators of the remaining venues on the Park will be as follows :

Main Stadium : West Ham United Football Club

Aquatics Centre : Greenwich Leisure Limited

Multi-use Arena : Greenwich Leisure Limited

Velopark : Lee Valley Regional Park Authority

Lee Valley Hockey and Tennis Centre : Lee Valley Regional Park Authority

Arcelor Mittal Orbit : Balfour Beatty Workplace

Broadcasting and Press Centre : iCity with BT Sport

Energy Centre : Cofely

ANNEX C- Further information on Sport and Healthy Living

BMI

- ***Information about measurement of public health and how this links into sports participation including how much reliance is placed on BMI***

1. BMI is the World Health Organisation (WHO) standard for measuring the link between being overweight and obesity.
2. It is widely agreed that body mass index is the best available method for assessing a child's weight. It is recommended by both NICE and the WHO and is used routinely by healthcare professionals around the world.

3. BMI is not the only measure that is considered when assessing an individual's health risk – clinicians also look at factors like waist or hip circumference, body fat ratio or skin fold thickness. They also take in to account an individual's ethnicity, as for some ethnic minority groups the health risks of a raised BMI can occur at a lower level than in white populations.
4. BMI measures can be skewed by very high muscle mass – but it is unlikely that most people who have a very high BMI will also be very fit and muscular.

DISABLED PARTICIPATION

- ***Follow up on whether focus re disabled people sport participation has shifted to low level rather than profound impairment, in order to meet targets***

Information from Sport England indicates that it is not the case that the focus has shifted to a lower level to meet targets.

Sport England's Inclusive Sport (disability) Programme

1. Inclusive Sport recognises that potential disabled participants are not one homogenous group, but people with different ages, attitudes and abilities. Its main focus is participation by disabled people, across all ages and abilities and it was important that the £10.2m investment offered a mix of inclusive and dedicated sporting opportunities, meeting the needs of a wide range of interests and impairments.
2. SE is confident that within the Inclusive Sport portfolio there are several projects that will be providing specifically to those people with severe and multiple impairments.

Example of projects

3. Lambeth Family Link's 'Sporting Project for Disabled Young People' which after in depth consultation identified a gap in local provision to this impairment group and will provide a three year programme of weekly football and swimming lessons for young people who are severely disabled and have high support needs.
4. There are also a number of projects that will be delivering in partnership with statutory services in order to create 'care pathways' and referrals between the NHS, medical practitioners and local sport services. As a result of this approach people with more severe needs, who by the nature of their impairment may have more contact with NHS services, have equal and continued awareness of local sport activities.
5. Some projects, such as Cambridgeshire County Council's 'Stepping Stone' project, is a multi-agency project focused directly on the needs of a disabled person. It is an entirely new approach to the engagement in sport of disabled people by working directly with the disabled person. A group of experts will meet the disabled person and their support worker if necessary, ascertain what sport they want to do, deconstruct the potential barriers to participation, support progression and assist with access into appropriate sports clubs or organisations.

6. The Mayor's Sports Participation Fund is required to adopt '*Inclusive and Active 2*' and deliver an agreed action plan setting out how it will support disabled people into sport. '*Inclusive and Active 2*' was developed by the GLA, NHS London and Interactive (the lead body in London for sport for disabled people) and was launched in September 2010 by Baroness Tanni Grey-Thompson.
7. Over 80 organisations across London have now adopted '*Inclusive and Active 2*', including those not in receipt of funding but who nevertheless acknowledge the benefit that the approach provides in helping more disabled people into sport.

SCHOOL GAMES

1. At all levels of the School Games there are increased opportunities for young people with disabilities, including those with profound and multiple disabilities, to compete on a local, regional and national level. There are more opportunities by:
 - Enabling participation in regular competitive activity at each level of the School Games
 - Developing meaningful competitive opportunities as part of the school sport pathway
 - Raising confidence levels
 - Changing perceptions and enhancing understanding of disabled people to provide inclusive opportunities to compete alongside non-disabled athletes.
2. Competitions in schools include a range of team and individual sports and a variety of competition formats.
3. Competitions are targeted at a cohort of young people, for example, those with profound and multiple disabilities.
4. These include specific formats in disability sports such as table cricket and boccia. All National Governing Body of Sport (NGB) competition formats are inclusive in design and provide advice/guidance on how to adapt activities and integrate young disabled people in teams alongside non-disabled youngsters, as well as impairment-specific formats.
5. To further ensure that competitions within the School Games are as inclusive as possible, a bespoke project within the School Games, called **Project Ability**, has been designed to help drive and increase opportunities for young disabled people. Through a range of interventions and activities, Project Ability supports schools to improve and extend their provision for young disabled pupils to take part in competitive sport

ACTIVE PEOPLE SURVEY

- **What methodology do Sport England use in reaching the conclusions they have that you have announced, through the Active People Survey?**

1. Active People is a 161,000 sample size telephone survey but is in the process of modernising to include on-line, face to face and mobile telephone methods of collection.
2. DCMS and Sport England consulted during 2012 on proposed changes to the way we measure sport in Active People (APS) and Taking Part (TP) to
 - Address quality/coverage concerns
 - Create a single measure for sport
 - Assess the potential to bring the surveys closer together.

Over 200 people responded, comprising Local Authorities, sport governing bodies, County Sport Partnerships, central government departments, academics and charities.

3. The main findings from the consultation were: (% in brackets shows percentage of respondents who considered this essential or important)
 - Support for the proposal of having a **single measure for sport** (70%);
 - Strong demand for continued provision of **sport specific results** (71%), used for NGB performance management and **Local Authority** estimates for sport (88%);
 - Support for lowering the **age range** of APS to 14+ (87%);
 - Concern that we retain **consistency** and continuity with previous APS results, to enable stakeholders to see trends over time (76%);
 - High interest in using new and mixed **methods** to survey people, to reduce our reliance on landline interviews (38%), to have more face to face (34%) and to explore digital data collection (75%);
 - Preference for **six monthly sport result** (46%) and results in same or similar format as currently (37%), supported by tools (78%);
 - Need to continue to measure the Olympic effect (59%) and to provide cross cultural analysis (29%) through Taking Part.
4. Sport England are implementing online and mobile phone pilots to allow them to consider producing a fully mixed-mode survey. Their work has been informed by technical advice from the Methodology Advisory Service and the Government Statistical Service Methodological Advisory Committee within the Office of National Statistics and the survey contractors TNS BMRB.
5. Using this advice and the findings from the consultation, DCMS will to continue to ask sport participation questions in Taking Part Survey, but on behalf of Sport England. This means that sport participation data will not be analysed and reported on by DCMS or in the Taking Part publications. This approach allows for the inclusion of face-to-face data within Active People over time, so that Active People can become a fully mixed-mode survey. In the shorter term the data will be used to validate the landline estimates.

6. The latest Active People release was on 13 June and attached to this note are two fact sheets and the Sport England Press release for information.

SCHOOL SPORT

- **Information on London School Sport participation**

The Mayor's Sports Legacy Programme: School Sport and PE

1. The Mayor's Sports Legacy Programme is a £22.5m grassroots sports investment programme. Since the programme began in 2009, the Mayor has invested £16.5m into projects in every London borough, including funding for schools. With an additional £25m match funding, over £40m has been invested to date. The programme caters for Londoners of all ages and provides access to a broad range of sports across the capital. Funding has been channeled towards three broad areas: i) sports **facilities**; ii) **skills** development; and iii) **sports participation** projects.

Facilities

2. The Sports Legacy Fund has invested in the development of **77 new or refurbished sports facilities** across London, including in schools. To date, this has created extra capacity of more than 51,000 additional users per week to date. Investment in schools is provided on the condition that the facility is opened up for wider community use

Skills

3. **Over 13,000 sports coaches and officials** have been trained. This has brought a commitment to provide over 200,000 hours of volunteering in sport in the local community, including in schools.

Sports participation projects

4. The Sports Legacy Fund has invested in hundreds of sports projects, in a range of different sports, across **35 individual participation programmes**. Some projects focus on pure participation; others use sport as a means of helping tackle specific social issues. To date, almost 250,000 people have participated, with more than 10% of these previously having been considered 'inactive'.

Examples of projects fund with schools/for school children:

- the **'Make a Splash'** project has seen mobile swimming pools deployed at locations across the city, usually for a school term. To date, 19 venues have hosted swimming pools (mostly in schools) and 19,000 people have learnt to swim;
- the **'Freesport'** programme provides a minimum of six hours of coaching in a range of different sports (with a qualified coach) for people of all ages, including school children. The programme provides a pathway into regular participation;
- The **'Greenhouse Schools'** project has set up sports programmes in schools in East London, providing young people with access to full time Olympic sports programmes in the most disadvantaged areas. Greenhouse's coaches coach and mentor young people, seeking to improve their health and well-being and develop their wider education;

- **‘Cricket for Change’** provides cricket coaching and competitions for disabled young people of school age in local sports clubs;
- **‘Sport for Social Change Networks’** operate in six London boroughs. The network runs outreach programmes (including for school children) in the community, often on local estates. The programme offers a range of activities and support events, including structured coaching sessions; competitive sporting opportunities; community club development; volunteering, mentoring, and education and training opportunities;
- **‘London Youth’** helps build capacity in youth clubs providing sports coaching, sports equipment, ‘taster’ sessions and sports development programmes.

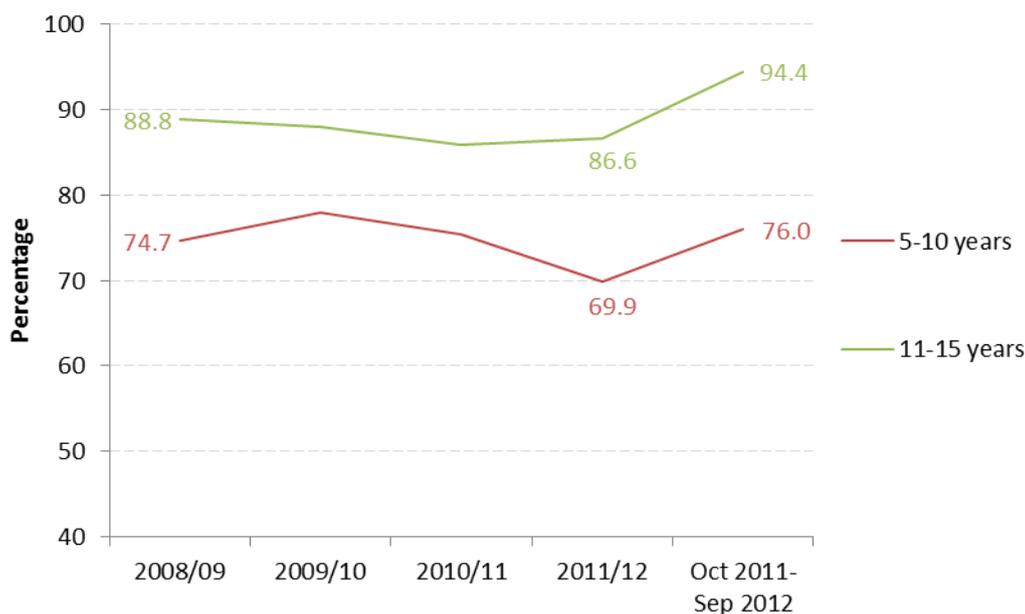
TAKING PART CHILD PARTICIPATION

- **A request for a note on the national statistics on participation in school sports.**

Taking Part, which is a National Statistic shows:

- **Significant increases over the last 6 months for both 5-10 year olds (up by 220 thousand) and 11-15 year olds (up by 320 thousand) using the sport in the last week measure.**
- **Significant increase in tennis since 2010/11 for 5-10 year old children using the sport in the last 4 weeks measure**
- **Significant increases in participation in football, rounders, tennis, rugby, cricket, table tennis, and athletics, track and field events, running races or jumping for 11-15 year old children using the sport in the last 4 weeks measure**

Figure 1: Percentage of children who did sport in the last week, 2008/09 to Oct 2011-Sept 2012



Note:

- (1) Confidence intervals range between +/-1.7 and +/-6.5 from 2008/09 onwards.
- (2) Data for 5-10 year olds relates to out of school activities only. Data for 11-15 years olds relates to activities undertaken both in and out of school.

Table I: Sport participation in the last week – significant increases:

	2011/12		Oct - 2011 - Sep 2012		Change	
	Rounded number	%	Rounded number	%	Rounded number	%
5-10	2,430,000	69.9	2,650,000	76.0	220,000	6.1
11-15	2,620,000	86.6	2,940,000	94.4	320,000	7.8

Detail:

The latest **Oct 2011-Sept 2012** Taking Part child data show, 76.0 per cent of 5-10 year olds did sport outside school and 94.4 per cent of 11-15 year olds did sport in or outside school, in the **last week**.

To note: Data for 5-10 year olds relates to out of school activities only. Data for 11-15 years olds relates to activities undertaken both in and out of school.

Since 2008/09

There was no significant difference since 2008/09 for 5-10 year olds, but there was a **significant increase since 2008/09 for 11-15 year olds**, from 88.8 per cent.

Since 2011/12 (6 months ago)

There have been significant increases since 2011/12 for 5-10 year olds (from 69.9%) and 11-15 year olds (from 86.6%) (Figure 1).

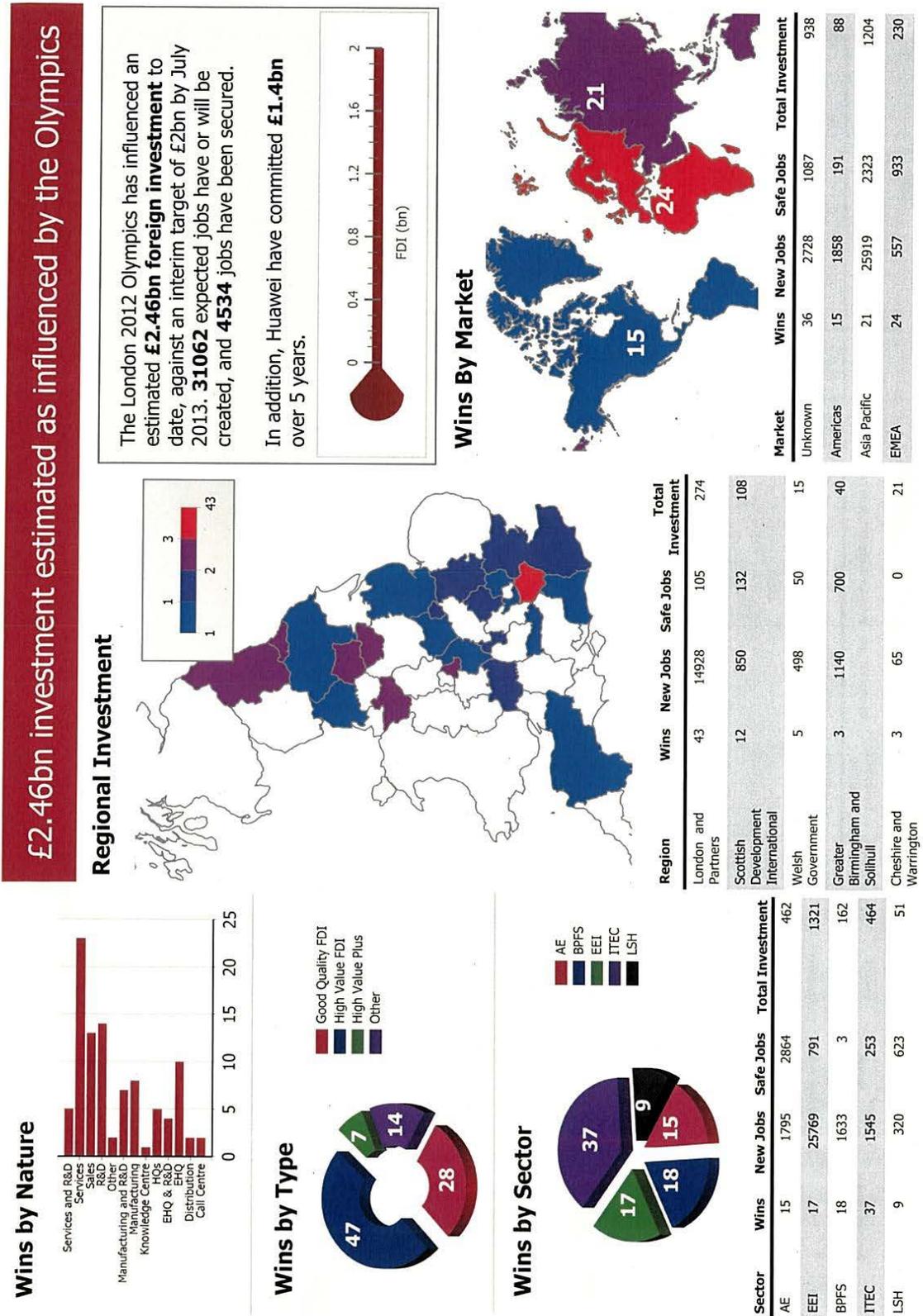
Individual sports – changes since 2010/11

The latest for **5-10 year old** children using the sport in the **last 4 weeks** measure show:

- There were significant decreases in participation in walking or hiking, rounders, and angling or fishing compared to 2010/11, and a **significant increase in tennis** (Figure 2).

The latest for **11-15 year old** children using the sport in the **last 4 weeks** measure show:

- Since 2010/11 there have been **significant increases in participation in football, rounders, tennis, rugby, cricket, table tennis, and athletics, track and field events, running races or jumping**. Only walking or hiking has seen a significant decrease since 2010/11 (Figure 3).



Annex D2 - GIC announcement re £2.5Bn Inward investment

The 2012 Olympics were a once in a generation opportunity to showcase the UK's compelling investment offer. At the GIC on 9 May the Prime Minister announced that Britain's successful "Summer of Sport" had delivered an initial £2.5bn boost in FDI over the past year bringing with it 31,000 jobs.

UKTI have developed a methodology to track Games related investment based on projects that were announced or had landed during or post Games times. £2.5 billion figure and associated jobs is the outcome of that work.

Regional breakdown (period up to the end Mar 2013)

Investment into nations and regions of the UK as set out below:

East Midlands	£3.86m
London	£1006m
North East	£19.43m
North West	£30m
Scotland	£115m
Wales	£21.54m
South East	£81m
South West	£716m
West Midlands	£410m
Yorkshire	£59.34m

Additional jobs by nation and regions resulting from the £2.5bn in foreign direct investment into the UK as a result of the Games (period up to end Mar 2013)

East Midlands	51
London	14928
North East	7
North West	315
Scotland	850
Wales	498
South East	553
South West	12550
West Midlands	1160
Yorkshire	150

The devolved administrations and the UK Government have concurrent powers to promote international trade and inward investment. UKTI has lead UK responsibility for the provision of support and assistance to new and existing exporters of goods and services and outward investors both at home and overseas and for promoting the UK and all its constituent parts to foreign investors. The devolved administrations, through their trade and investment organisations are responsible for devising and implementing additional programmes to meet the particular needs of companies in Northern Ireland, Scotland and Wales and for promoting their respective nations to foreign investors. They, rather than UKTI, deliver trade services and advice to companies in their nations. UKTI and the devolved administrations consult each regularly on policy developments and activities to avoid duplication of effort, including double funding of activities, and to avoid contradictory actions.

13 June 2013

British Gliding Association (BGA)—Written evidence

The Legacy Issue

The promise of increased participation was the defining feature of the bid presented to the International Olympic Committee in 2005. This 'soft' legacy is clearly identified by the DCMS as a priority. The BGA would like to bring evidence to the Select Committee that demonstrates that UK Sport investment principles are counter-productive.

Evidence

Gliding has been an established competitive sport for some 70 or so years. Gliding is a fundamentally volunteer managed community club based sporting activity led by the British Gliding Association (BGA) as the national governing body (NGB). As a physically and mentally challenging sport, gliding provides most of the usual social and economic benefits to sporting participants and the wider community. Gliding also provides outstanding personal development opportunities. There are some 82 sport gliding clubs in the UK, all of which are self-funded and many of which hold and rely for their well-being on Community Amateur Sports Club (CASC) status*. A large proportion of the clubs hold BGA Junior Gliding Centre status, thus demonstrating their active commitment to appropriate governance and direct support to young participants. Participants or potential participants in gliding are no different from the wider population in that they are influenced and motivated by sporting success.

As is the case with most sports, the BGA as the NGB for gliding supports a team that represents the UK at all International championships. All International sport participation results in costs that are significantly higher than taking part 'at home'. Successful International participation requires training and coaching investment. Even within the volunteer sector, the costs are significant.

As a self-funded NGB, the BGA has with £40K pa of UK Sport funding supported Gliding Team GB's world class performance programme through years of extremely successful participation in International championships. This modest level of funding enabled squad members to receive additional training, coaching and support that had previously been unaffordable. It also enabled teams to be selected on the basis of talent and results rather than on the basis of an athlete's ability to afford the costs of international competition. The results in World and European championships were impressive and sustained. Gliding Team GB was for many years ranked in first place by the sports' World governing body, the Federation Aeronautique Internationale (FAI). The International medal tally has been impressive, with some 10 Gold, 10 Silver and 8 Bronze World or European podium places during the 6 years leading up to funding changes influenced by the successful London Olympic and Paralympic bid. Just as we hope Olympic and Paralympic successes by the UK's athletes have inspired people to take up the particular sports that those individuals excel in, the Gliding Team GB performance has been an inspiration to grassroots participants in gliding and has consistently demonstrated to a worldwide audience the very best of sporting achievement in the UK.

However, during the years leading up to 2012, UK Sport developed new investment principles resulting in an increasingly large number of sports that were either non-Olympic or unlikely to achieve Olympic medals in 2012 being excluded from financial support. Gliding was included very early in the exclusion process. It was indicated in 2010 by UK Sport that non-

Olympic sports might in future be eligible for UK Sport investment and also that all sports (non-Olympic as well as Olympic) would be consulted in the process of reviewing the allocation of post-2012 funding. However, without any consultation involving non-Olympic sports, further statements by UK Sport have identified that following the success of the Olympic Games in 2012, UK Sport has decided for the budget period from 2013-2017 that they will continue to invest resources in 'an ambitious goal of being the first nation in recent history to be more successful in the Olympic and Paralympic Games post hosting'.

It is reasonable to conclude that post-Olympic Games 2012 euphoria, which has diverted UK Sports' focus from a statement made in 2010 that 'everyone who wants to be the best should have the chance' to a rather more egoistic ambition that will result in increasing on-going funding support for a number of already well-funded Olympic sports. This will further diminish the International performance of those sports left behind and will thereby continue to damage what was previously a significant motivator and encouragement to new participants in the sport. It will also tend to reduce the range of opportunities for young people coming into sport, with the rich variety of sport which has traditionally been the hallmark of British sport being reduced to a relatively small number of major, publicly funded activities, while other, non-funded, activities become the preserve of the well-off and the few who are able to seek them out. This will be to the disadvantage of many young people, who are not naturally talented or inclined to conventional sports, but find their niche in less obvious areas of sport.

*CASC footnote

In addition to the impact of the withdrawal of funding for excellence, the sport is currently facing threats to its grassroots, following the recent publication of a consultation document on the future of Community Amateur Sports Clubs (CASCs). Some 40% of UK gliding clubs are registered CASCs, with a further 10% in the process of applying for registration. The financial benefits accessible through the CASC scheme include 80% rate relief, gift aid on donations and other valuable opportunities. These benefits enable the registered clubs to provide gliding to their members and local communities at lower rates than would otherwise be necessary, which makes the sport accessible to a wider range of people. The proposals outlined in the consultation document fail to recognise the nature of sports such as gliding which require substantial areas of land to operate and also relatively expensive equipment. If these proposals become law, it could become more difficult for gliding clubs to qualify as CASCs. In that situation, some clubs are likely to close down and others would find it necessary to raise their prices, making the sport less accessible to people on modest incomes. The long term impact on all levels of the sport would be to reduce the number of participants and the pool of talent available for future British teams.

14 June 2013

British Standards Institution (BSI)—Written evidence

Summary

1. London 2012 established a pioneering approach to sustainability, demonstrating that it is possible to deliver sustainability at scale as well as at isolated smaller events in the lead up to the Games. The environmental and sustainability management systems implemented by the Olympic Delivery Authority (ODA) and the London 2012 Organising Committee (LOCOG) were a significant element in achieving the demonstrable outcomes, attaining a higher level of sustainability than would have otherwise been possible.
2. BSI proposes the use of environmental management systems standards, (BS ISO 14001), event sustainability standards (BS ISO 20121), standards guidance for sustainable procurement (BS 8903) and standards guidance for sustainable communities (BS 8904) in order to embed sustainability for the legacy of the Games, at the Olympic Park and more generally across the UK events and tourism sectors.

Introduction: Background on BSI

3. BSI is the UK's National Standards Body, incorporated by Royal Charter and responsible independently for preparing British Standards and related publications. BSI has 112 years of experience in serving the interest of a wide range of stakeholders including government, business and society. BSI presents the UK view on standards in Europe (to CEN and CENELEC) and internationally (to ISO and IEC). BSI has a globally recognized reputation for independence, integrity and innovation ensuring standards are useful, relevant and authoritative.
4. A BSI (as well as CEN/CENELEC, ISO/IEC) standard is a document defining best practice, established by consensus. Each standard is kept current through a process of maintenance and reviewed whereby it is updated, revised or withdrawn as necessary. Standards are designed to set out clear and unambiguous provisions and objectives. Although standards are voluntary and separate from legal and regulatory systems, they can be used to support or complement legislation. Standards are developed when there is a defined market need through consultation with stakeholders and a rigorous development process. National committee members represent their communities in order to develop standards and related documents. They include representatives from a range of bodies, including government, business, consumers, academic institutions, social interests, regulators and trade unions.
5. BSI is submitting evidence to the House of Lords Select Committee on Olympic and Paralympic Legacy based on its experience on working with LOCOG and other industry leaders in developing and monitoring the use of sustainability standards.
6. Sustainability is a cross-cutting theme in this call for evidence and is indirectly discussed in many of the questions posed. BSI is responding, in part, to the following questions:

A. Sporting Legacy

v) Sports facilities legacy / future UK hosting

- To what extent are the legacy uses anticipated for the Olympic sports venues sustainable? Will the legacy uses deliver a positive return on investment?

B. Regeneration Legacy

Olympic Park Legacy

- Are current plans for the ongoing development of the Olympic Park area likely to deliver a positive regeneration legacy? Is the potential legacy impact of hosting the Olympics being fully maximised, or have some opportunities been missed?
- To what extent is the combination of different uses anticipated for the Olympic Park sustainable in the long-term? Will the Olympic Park be a blueprint for sustainable living?

UK legacy outside London

- Will the 2012 Games deliver any economic or regeneration legacy for the rest of the UK, outside London?

Related regeneration issues

- What is the legacy of the cultural Olympiad? How does this relate to economic development, tourism and regeneration?

C. The International Legacy

Trade and industry

- How effectively are UKTI and others utilizing the success of London 2012 to promote British business overseas?
- Has the largely successful delivery of the games resulted in any recognised changes to the perception of UK business capabilities or capacity for delivery?

D. Further Strategic Issues

Future Olympic and Paralympic Games

- What messages should host cities for future Olympic and Paralympic Games be taking away from London 2012, particularly when looking to plan for legacy?

Sporting Legacy

7. Sustainability was embedded across the whole of the London 2012 programme, including the operations of the London 2012 Games venues, resulting in cost savings. For example, the sailing venue in Weymouth has already achieved 15 cost savings from implementing the sustainability management system standard for events, BS ISO

20121. BSI believes that other legacy venues can also achieve similar reductions in operating costs, and thus a greater return on investment, by implementing BS ISO 20121.

Regeneration

8. ODA set extremely high sustainability standards in creating the Olympic Park as did the LOCOG in delivering the events; the implementation of relevant standards was crucial in this regard.
9. We understand that the post-Games Olympic Park developments aim to be a 'blueprint for sustainable living'. The London Legacy Development Corporation (LLDC) has committed to implementing environmental (BS ISO 14001) and sustainability (BS ISO 20121) management system standards. A lack of progress towards these targets may damage the extent to which sustainability is being embedded within the legacy operations on the Olympic Park. We believe that the British Standards guidance for sustainable procurement (BS 8903) and guidance for sustainable communities (BS 8904) would also support this aim.
10. Across the UK a number of projects that formed the cultural Olympiad took steps towards implementing more sustainable events, including in the tourism industry. This was in part due to the requests of LOCOG for projects that formed part of the cultural Olympiad, London 2012 Festival and London 2012 Inspire Programme to take steps to deliver more sustainable events using the London 2012 Sustainability Guidelines for Events and where practical implement BS ISO 20121. We believe LOCOG encouragement was key to achieving some of the sustainability outcomes and continued encouragement will help deliver a more sustainable events/tourism industry across the UK.

International Legacy

11. Sustainability management standards BS ISO 20121 and its British forerunner, BS 8901, were inspired by the London 2012 Olympic and Paralympic Games organizers. BS 8901 was developed in response to the need for a standardized approach to sustainable event management. Following its publication in 2007, BS 8901 was so well received by the industry and other event organizers across the globe it was further developed and adopted as an international standard in 2012 – BS ISO 20121.
12. The development of these standards has demonstrated UK global thought leadership in the sustainability field. Organizers of the FIFA World cup, the Rio 2016 Games as well as other countries such as Denmark, South Korea, and Australia are now using this standard. We suggest that the Olympic Park and other major UK events could demonstrate their commitment to sustainability in the same way while building on the UK's leadership position.

Further Strategic Issues

13. BSI believes that host cities for future Games should follow the lead of the London 2012 Olympic and Paralympic Games in terms of building in sustainability, both to the Games themselves and to legacy operations. We in UK should not lose sight of the

British Standards Institution (BSI)—Written evidence

potential benefits of using standards to deliver our sustainability goals as part of the legacy of the Games.

25 July 2013

British Swimming and the Amateur Swimming Association—Written evidence

Note to the submission - For the purpose of the submission, 'swimming' is used as a generic term representing swimming, diving, water polo, synchronised swimming and open water swimming. Whilst this submission represents British Swimming and the Amateur Swimming Association's views, for the purpose of brevity we used the expression 'ASA' as a term for both organisations.

Executive summary

The ASA provides detailed responses to the questions posed by the Select Committee beneath. We have limited these comments to areas where we have a clear expertise. This is a summary of the key points that the ASA would like to make in the debate:

- Overall, we feel that there has been a considerable legacy from the 2012 Games. This legacy has not necessarily manifested itself through participation figures but in many other ways that have contributed to the sport
- As evidenced later in this paper, the Olympic Games were successful in building the perception that sport and healthy living are linked
- We now feel that we have a more robust talent development programme
- The ASA has great concerns over school swimming. According to the 2013 School Swimming Census, 51% of children aged 7-11 years cannot swim 25 metres unaided. In addition 1 in 3 11 year olds children now leave primary school without this life saving skill. This figure underlines both the dangers to our younger generation in and around water and the likely impact on the number of people swimming in the future
- Closely aligned to this is the ASA's concern that school pools, particularly those that are too small to be recorded by national agencies, are closing at an ever increasing rate. We have lost approximately 50% of our school pool stock over the last 10 years. The loss of a school pool impacts not only on the school itself but also on other local schools that use that pool
- The *Games Makers 2012* and other volunteering programmes have led to a more robust volunteer workforce. Many people who are now involved in swimming volunteered to help with the 2012 Games. The ASA is seeking to encourage this culture of volunteering in communities and it is particularly relevant to the ever growing number of community enterprise run swimming pools
- The Games have encouraged more technical officials to come forward and we now see more British officials on pool side at international events. The raised profile emanating from the Games has meant that Britain has a representative as Secretary of the European Swimming Federation as well as representatives on all but two of its technical committees.
- It has been easier to attract quality personnel to the Boards of both British Swimming and the ASA and this has helped us to strengthen the governance of the sport
- We have also noticed a considerable increase in our fan base and, whilst we would like to see more coverage for the sport on television, the performances of Tom Daley, both in the 2012 Olympics and on ITV's *The Splash*, have brought a surge in diving interest
- British Swimming's involvement with the Games and the lead up period to the Games has raised our technical expertise in terms of event management. It has made other countries and international organisations aware of what British Swimming has to offer.

We have managed to attract the 2014 Commonwealth Games. We also have a possible European Swimming Championships at the London Aquatic Centre under discussion for 2016 and the current bid underway for the Youth Olympic Games. Our expertise will contribute greatly to these events

- Swimming was one of the early sports to truly embrace competition for disability swimming. As an early adopter, we had considerable success in winning swimming medals. This success has continued but, in order to remain among the top nations, we have to become 'smarter' at identifying talent early and ensuring there is clear sign posting for young people that forms part of the swimmer pathway
- There are some areas where a more coordinated approach could make the legacy even stronger. We need a greater commitment from government to driving up standards in school swimming. The present situation results in part of the legacy benefit being nullified. We could make the early experiences of swimming for primary school children much more enriching
- To get the best out of swimming, we also need greater coordination between government departments. The approach to the *free swimming* programme during the pre-Olympic period, organised by five departments, was curtailed after 15 months and sent mixed messages to the public about swimming
- The ASA would also like to work much more closely with the Department of Health in building on the platform provided by the 2012 Olympics
- Legacy opportunities are available for swimming but these opportunities need to be taken and should not be constrained
- In the lead up period to the Olympics, in 2011, an estimated £111.31m was spent on new pools or major refurbishment. Approximately 600 full time jobs were required to build these pools generating salaries of an estimated £88.9m and a tax take of £16.5m. When the people employed in running the pools, architects and designers, the equipment and swimwear manufacturers are taken into consideration, the economic stimulus is considerable. It is the ASA's view that much of the driver for this economic stimulus was the 2012 Olympics. The event did have a considerable impact on areas outside of East London and, in swimming, this manifested itself not only in the people using existing pools but in its contribution to economic growth in swimming through new or improved buildings
- The building of new pools is integral to the ASA's success. Our own research has shown the doubling of pool visits to new facilities which are a direct replacement for old pools. Moreover, this increase is maintained for approximately the first five years of a new pool's life

Introduction

The Amateur Swimming Association (ASA), formed in 1869, is the oldest swimming organisation in the world and has a desire to ensure that the millions of people who swim have the best possible experience. The organisation has 1,109 affiliated clubs and 170, 509 registered members. We also have a responsibility for encouraging the best possible outcomes for the millions of people who take part in swimming each year. The ASA's association with the Department of Health began in the 1920's and current health initiatives designed to increase participation include Swimfit, Active Workplaces and SwimBritain.

Our involvement with young and old is considerable and we are unique in this respect. For example, 47.6% of young people aged 5-10 years stated they had taken part in swimming in the preceding four weeks (*Taking Part Survey, DCMS, April 2013*), the largest percentage of any

sport. 26.5% of the 11-15 year olds also swam, making it the fourth highest percentage in this age group. At the opposite end of the spectrum, over 300,000 people across the country, who are 65 years or older, swim each week.

Together with British Swimming, the ASA's objective is to get more people swimming more often and to see this country winning more medals at major international competitions. In encouraging more people to swim more often, British Swimming and the ASA find that they are at the matrix of three of our population's needs - to be safer near and around water; to be healthier and swimming is considered by a number of government departments and agencies to be key to this outcome; and, to provide enjoyment and relaxation. Without the latter, it is almost certain that the first two needs will not be achieved. None of this can be successful unless we are able to encourage more people to participate. In trying to encourage greater participation, the ASA is faced with a complex environment with a lack of joined up governmental policies and barriers to participation.

Sporting Legacy

i) General public participation

1. According to *Active People 7*, Sport England's survey of sports participation, swimming is England's most popular participation sport with 6.65% of the population having taken part in *once a week swimming*. The next largest is that of football, 4.50%, meaning that swimming has nearly 1 million more regular participants than any other sport. In the period immediately following the Olympics, *Active People* recorded that participation in swimming had increased from 2,809,300 (6.6%) to 2,933,100 (6.81%) in the period from October 2011-2012. The participation increase was nearly 2% higher than any other sport and, after a period of decline in swimming participation, the sport experienced some benefit from the Olympics.

2. A survey conducted among its members by the Local Government Association in February 2013 found that 48% has experienced an increase in swimming in the third quarter of 2012 compared to the same quarter a year previously (*5th highest sport and the highest of the large sports*).

3. *Active People* figures announced in June 2013 for the period April 2012-April 2013 showed that swimming, along with all other sports, had declined in the period to 2,892,200. This figure was still higher than the pre-Olympic period, April 2012-April 2013, where the number of participants was 2,807,200 but represented a decline on the immediate preceding survey. Estimates from the Scottish Household Survey indicate that there are a further, estimated 738,052 people who swim once a week in Scotland and across the UK, 8.9 million swam at least once in 2012.

4. The ASA also tracks the actual number of visits to swimming pools in England in an independently conducted survey. In February 2012, prior to the Olympic Games, the mean monthly attendance figure at 228 pools (not including swimming clubs and schools) was 6,233 visits. Of these 6,233 visits, the mean of adult paying visits was 2,947; 1,341, juniors and 1,945, other individuals.

The impact of the Olympics can be seen in the mean monthly attendance in the corresponding month in February 2013 which was 9,190 visits to 200 pools. A breakdown of these 9,190 visits consisted of a mean of 3,888 adult paying visits; 1,669, juniors and 3,633, other individuals. Whilst *Active People* measures the number of participants and the ASA, the

number of visits, these figures follow a broadly similar pattern. The number of visits is likely to have declined a little since.

5. The conclusion of these three surveys is that there was an increase in participation in the period immediately following the Olympics but that this increase has slowed. The poor weather in 2013 and the difficult economic climate may have been contributory factors to this outcome.

6. Demographically the Olympics has had some immediate impact. *Active People* has enabled us to compare the two periods April 2011-April 2012 and April 2012-April 2013. The level of participation has increased in each case - from 7.81% to 8.35% in the 16-19 years group; from 6.78% to 8.17% in people between 26-39 years; from 8.04% to 8.39% amongst people between the ages of 30 and 34 years; and from 8.43% to 8.69% in people between the ages of 35 and 44 years. It is unlikely, however, that this is part of a paradigm shift. There have not been any significant movements among other demographic groups, although it should be noted that, in the same period, non-white participants slipped slightly so as to be below 4% of the population for the first time.

7. The ASA believes that the impact of the Olympic legacy on swimming participation is likely to be modulated in the long term. Our view is that there are many other considerations which are likely to have a greater impact on participation over a period of time. These factors being economic, any further changes to strategic pool stock, the way in which pools are programmed, any further tightening of health and safety in swimming pools, the quality of future pool operators and, above all, the worrying decrease in the amount of school swimming on offer.

8. Current initiatives and policies are both far from cohesive and are unlikely to deliver swimming participation in the best possible way. Here, we will quote just two examples from the first part of a swimmer pathway. School swimming has been delivered in England and Wales since 1904 when swimming was first introduced as part of the *Newark Precedent*. School swimming is now being provided by less schools and this situation has steadily depreciated since the *Local Management of Schools* was introduced in the Schools Reform Act, 1988. 39% of children have no school swimming lessons and 40% of children leave primary school unable to swim (*Learning the lesson: The Future of School Swimming, the 2013 School Swimming Census, the Institute of Youth Sport, Loughborough University*). 51% of children aged 7-11 years cannot achieve the Key Stage 2 standard of 25 metres. This means that 1.1 million children are unsafe in and around water. It is little wonder that 47 children and young people drowned in the UK. Despite the fact that drowning is one of the most common cause of accidental death of children and that swimming is specifically mentioned as part of the National Curriculum, less school swimming is being delivered each year. This is a ticking time bomb on two fronts - first, the increased risk to children and young people who are unable to swim; and secondly, the loss of health benefit because less young people will swim because they do not know how to do so.

9. The Local Government Act 1988 and introduction of compulsory competition to the management of swimming pools and the 1989 Competition in sports and leisure facilities order led to local authorities laying open their leisure facilities to competitive tender. Whilst this situation has continued since that time, the landscape is rapidly changing and more and more private organisations are running pools. Generally, our national operators make a good job of this task. Swimming pools require constant energy and are expensive to run. In an

attempt to minimise costs, more and more local authorities are appointing external leisure operators to run facilities. Fewer of these organisations receive ratepayer subsidies, increasing the pressure on them to make the facilities pay. While the average price of admission is between £3 and £4, the ‘real’ cost of swimming is closer to £8 to £10 per head. Inevitably, swimming clubs are being charged more for hiring pools and some clubs are folding. This means lower levels of participation. These two cases underline that, whilst money is being targeted at young people aged 16-25 years by Sport England and the ASA is making great efforts to increase rates of participation, current policies have increased the likelihood of this situation not being sustainable.

10. At local level, 27 new publically accessible swimming pools were built in 2012-13 (*Active Places, Sport England*). This was 10 more than the previous year. The Olympics did have the effect of stimulating the building of new pools but other pools have closed. Managing the national pool stock is a complex task but the decline in the number of school pools has not been arrested by the Olympics and continues to harm the legacy. There is now half the number of pools than existed just over 10 years ago. In 2002, there were more than 3,000 school pools in England. Sport England (*Active Places*) listed 927 school pools in 2012 and, including very small school pools, the total number is now thought to be approximately 1,500. When a school pool closes, it not only affects that school pool but also other local schools that use that pool.

11. At the moment, there is no key funding specifically directed towards delivering a sporting legacy for swimming with long-term positive impacts.

12. The main organisations in swimming charged with the responsibility of delivering a legacy are the 3 national federations and the national pool operators. England, Scotland and Wales come together under the umbrella, British Swimming but all three have clear targets sets out in their individual strategies. The major delivery chain is that of the six national pool operators who run approximately 500 of the 1700 swimming pools in England. The ASA organises a National Pool Operators Forum which meets every six months and has recently introduced a six monthly additional meeting with the Chief Executives. The ASA’s role is to shape policy for the operators so that the different interests are coordinated and in order to ensure a nationally coordinated approach towards swimming programmes.

ii) Paralympic sports participation

1. Britain was faced with increased competition in Paralympic Swimming at the 2012 Olympics. Despite this, the British team finished 7th in the medals table with 39 medals, including seven gold medals.

2. The legacy of Paralympic hosting and ParalympicsGB success is more difficult to assess. Many pools do have facilities for the disabled but there are equally some which do not. The legacy can only become a reality if many more pools have disabled facilities, many more reduce barriers to participation for the disabled and as many pools as possible have a dedicated club or group running and led by a qualified coach. The ASA has been active in encouraging improved pathways to competition through programmes such as ‘From playground to podium’ and by encouraging its clubs to offer training to disability swimmers in the same sessions as those for the able bodied.

3. Britain enjoyed considerable success in 2012 and the sport was well covered by Channel 4 television. The Local Government Association survey reported a 14% increase in its members delivering disability swimming (3rd highest of all disability sports) in the period following the Olympics. The creation a long term legacy will be dependent on the quality of water time and the facilities made available. These facilities need to be widely available and barriers to participation constantly considered. The long term legacy is likely to be more pools with appropriate facilities but the challenge will be to ensure that these facilities are fully utilised.

4. Resources and plans are in place to take advantage of the legacy of London 2012. Much of this legacy is directed towards performance outcomes and building momentum around this. The *Target Rio Squad* has replaced the *National Squad*. Much of this is focused on developing a world class daily training environment and is split into three key strands- the high performance centres in Manchester and Swansea, supported club programmes in clubs where there are opportunities for those with disabilities, and individual athlete support. A key element of the last two are home programme visits. In addition, a group of talented athletes from the *World Class Potential Programme* have been brought together to form a *Fast Track Programme*. The overall thrust has been to use the London 2012 legacy to bring more people into competitive Paralympic swimming and to streamline processes.

5. Swimming is a sport that disabled people find beneficial. Changing perceptions about disability swimming is germane to creating long- term benefits. The ASA understands that from work carried out by the BPA that one in three people agreed that the London 2012 Paralympics changed attitudes and 80% felt that the Games had demonstrated athletes' abilities ahead of their disabilities. In order to maximise the legacy and these attitudes, the challenge for the ASA s to encourage more pools to have disability clubs and to have the right facilities.

iii) Education and school sport

1. As mentioned above, the closure of many school swimming pools, generally on the grounds of age of the pool stock and the likely cost of both refurbishment and operating pools, as well as a decrease in the extent of school swimming, makes it unlikely that swimming will feel the benefits of the Olympics at school level.

2. The School Games are a great opportunity for young swimmers to get a feel of a major event, particularly those with disabilities. The dislocation of pathways is now so great that schools do not form part of the main ASA talent development pathway. The ASA's talent development pathway sits outside of this. We do not see this as an Olympic legacy initiative.

3. Kellogg's Swim Active programme has helped to support areas where school funding is low but 44% of schools state that a lack of budget and the high cost of lesson provision presented barriers (*Learning the lesson, See above*). In the case of 23% of schools, travel costs and the cost of travel were also quoted as barriers. Unless a school has a pool of its own, secondary schools in the state sector do not now offer swimming lessons. There is, therefore, no true apportioning of funding between primary and secondary schools.

4. Further barriers to school swimming (*Learning the lesson, See above*) include the fact that 16% of teachers felt they needed more training to improve confidence and knowledge and that this acted as a barrier. 17% of teachers stated that a lack of available support, both from unpaid volunteers and paid swimming teachers is having a negative impact. It is also felt that a

lack of monitoring by Ofsted of school swimming is having a negative impact with one in five schools not keeping records of child swimming attainment levels.

5. The Youth Sport Strategy refers to creating a sporting habit for life and of improving links between schools and community clubs but this pathway is quite dysfunctional. If not addressed, over a period of time, the lack of school swimming will erode participation numbers and operate as a counterweight to the Olympic legacy benefits. Furthermore, annual primary swimming galas are held in many local authority areas and the English Schools Swimming Association hold area and national championships but these are normally only available to those pupils that have had the opportunity of first learning to swim.

iv) High Performance Sports: both Olympic and non-Olympics

1. The successes of the UK performances at the 2008 and 2012 Olympics were driven by stronger focus and a high level of financial support. With the exception of football and athletics, more countries take part in competitive swimming than any other Olympic sport and the competition is intense. In 2008, British Swimming experienced its most successful Olympics since 1908 finishing as the third best country at the Games. This was followed in 2012 by a much less successful outcome. Although, we were limited to one silver and two bronze swimming medals, Britain had the second highest number of finalists and the cyclical nature of swimming performance may mean that Britain peaked in 2008 and is now moving through a new cycle that will produce similar levels of success in 2016 or 2020.

2. A performance related reduction in funding for the current Olympic cycle has meant that British Swimming has had to close one of its national performance centres. The reduction in elite funding has caused British Swimming to reduce its investment in Swansea and Stirling and to expand into the London Aquatics Centre which will now house elite swimming and diving programmes. It takes years to develop Olympic athletes and the sudden reduction of financial support can be a hindrance rather than a spur to better performances. We would prefer to see this factor taken into account and for performance related reductions to reflect performances over a previous eight year cycle including World and European Championships. Achieving sustainable rather than instant success can only come through continuous funding at a similar level over a period of years.

3. Until the most recent local authority cut backs, most of our cities employed swimming coaches. Some cities have been unable to afford to continue to do this. Coaches have had to find work elsewhere. If we want to enjoy the success experienced in Beijing, swimming needs to be capable of assisting in the funding of as many professional set ups as possible. We also need to promote as many professional coaching environments as possible and our current funding means that as a funding round 'loser', as the question defines it, we are unable to help our coaching centres. This will place increased pressure on our long term competitive structure. Britain was at its least successful in the period from 1988-96 when there was little funding for swimming and there is no research to support the view that pursuing a policy of funding reduction is more likely to lead to success.

v) Sport facilities legacy/future UK hosting

1. Swimming pools require energy 24 hours a day and all public swimming pools run at a loss. Traditionally, they have been supported from the public purse. Whilst 50 metre swimming pools deliver a tremendous amount of public benefit and play a part in the Government's

health agenda, the London Aquatics Centre is unlikely to deliver a positive return on investment. GLL, as the operator, will seek to manage the impact on public finance and to maintain the pool in a way which reduces life cycle costs towards the end of the pool's life. The 1948 Olympic Pool at Wembley was closed after only 13 years on the grounds of operating cost and the aim should be for the 2012 Aquatics Centre to experience a considerably longer life.

2. British Swimming has already been in discussion with regard to European Championships at the pool and, whilst there are no immediate plans for a World Championships at the Aquatics Centre, there is every sign that the pool will be a continued attraction for international events.

D. Further Strategic Issues

i) Governance

1. Governance arrangements do impact on swimming. Unlike many other sports, swimming is a finite sport. There are a finite number of pools and a finite amount of water space and water time available. Balancing the various interests in that finite space does lead to decisions being made at local level which do not always support the Olympic legacy in the most economic and purposeful manner.

2. The ability of the ASA to deliver on the Olympic legacy is not just subject to the nature of this finite resource. Governance issues also make it an extremely challenging environment. The Government's free swimming project demonstrated that a number of government departments could work together to promote swimming as a healthy exercise. Whilst free swimming is not the solution to participation in swimming, the ASA would like to see government departments supporting the ASA in a similarly coordinated way.

ii) Adaptability, finances and national impacts

1. In some places, swimming pools are being closed because local councils cannot afford to continue to pay for them and this is having some impact on the legacy at local level. Many swimming pools are heated by gas fired boilers and so the price on non-domestic gas is critical to operators. Gas prices are some 13% higher than in 2006. Electricity is needed to power the heating, ventilation and air conditioning systems in leisure facilities. Electricity prices are now some 30% higher than in 2006. With some swimming pools in leisure centres using up 70% of the centre's energy consumption, the overall position can at best be described as challenging.

2. Looking to the future, the rising cost of energy will be reflected in prices to pool customers and we are already seeing increases in the cost of pool hire for swimming clubs. This means that they often have to decrease their water time to stay within budget. Successful swimming is dependent on there being sufficient water time available.

3. Increasingly local authorities are divesting their assets and either pools are being operated by trusts or private operating companies. Over 500 pools are run by just six organisations and greater consolidation in the pool operating market is likely to come about. While some of these operating companies are investing in the construction of new pools and this investment is welcome, the onus on pool building should remain with local authorities. Private

health clubs and hotels are also financing new pools but access to these facilities is often restricted.

4. We feel that, ultimately, new slimmed down local authorities will move towards strategic commissioning and there will be less weight placed on the management of services. The new thinking in local authorities is that they will assume greater responsibility for driving economic impact and enabling communities to be healthier. Our observation is that local authorities are beginning to reconsider their whole business model for swimming pools so that the authorities approaches are focused on the needs of the community. This is beginning to manifest itself in pools that encourage communities to be more active and healthier with closer links to the community health delivery system.

5. The ASA estimates that every new swimmer who joins the sport for fitness and health represents £239.74 in economic value to organisations involved with the sport (*Economy of Swimming, ASA*). Work carried out by the Faculty of Health, University of East Anglia Medical School, estimated that concluded that moderate regular swimming of around a half an hour per week over a year can reduce coronary heart disease, stroke and Type-2 diabetes by about 500 cases in 100,000 people. This would equate to an overall UK saving of around £1bn and a ROI on public swimming pools of around £1.5 for every £1 spent.

6. The potential benefits for swimming are, therefore, two fold - first, through its contribution to the overall economy, and secondly, in its ability to help to reduce National Health costs. Every new swimmer that can be tempted to the pool as a result of the Olympics will generate a return on investment on London- although not all of the ROI would be solely attributable to the Olympics.

iii) Future Olympic and Paralympic Games

1. The messages for future Olympic and Paralympic Games for swimming are to engage with future swimmers on an individual level and to tailor this engagement before the Games and for a period of two years after the event. This will help to minimise attrition over the first six months following the Games.

2. Able bodied and Paralympic swimmers are closely integrated. Many swimmers with disabilities take part in open club and our national Beacon Programme sessions and are members of the same clubs. Government policies in recent years have been to encourage opportunities for those with disabilities to swim at the same time as other members of the public in local authority pools. We see the two sets of swimmers as being so closely linked that planning for future legacies should embrace both sets of swimmers.

3. The principal factors behind the success of the London Paralympics were the British team performance, pre-event coverage on Channel 4 television and the British attitude towards attendance at major events. Many of the people who could not get tickets for the Olympic themselves were still keen to visit the Olympic Park and saw the Paralympics as a way of being involved in the whole Olympic experience.

22 July 2013

British Paralympic Association (BPA)—Written evidence

Introduction

1. This document has been produced as part of the House of Lords Committee on Olympic and Paralympic Legacy, relating to their inquiry aiming “to consider the strategic issues for regeneration and sporting legacy from the Olympic and Paralympic Games”. This document has been produced in addition to the oral evidence provided by Tim Hollingsworth to the Select Committee on June 19, 2013.

About the BPA

2. The British Paralympic Association is the National Paralympic Committee for the UK, responsible for the promotion of the Paralympic movement in Great Britain and selecting, entering and funding the Great Britain and Northern Ireland Paralympic team.

About Paralympics GB

3. ParalympicsGB is the name for the Great Britain and Northern Ireland Paralympic Team that competes at the summer and winter Paralympic Games. The Team is selected and managed by the British Paralympic Association, in conjunction with the national governing bodies, and is made up of the best sportsmen and women who compete in the 22 summer and four winter sports on the Paralympic Programme.

The BPA’s Ambition for London 2012

4. The Home Games of London 2012 provided an invaluable opportunity to showcase Paralympic sport. The BPA’s prime strategic priority for London was to ensure that our athletes were best prepared to succeed as part of ParalympicsGB, but we were also aware that, through their performance, there was an opportunity to influence and effect shifts and changes in several crucial areas. These included an opportunity to shift public perceptions of disability and an opportunity to support the development of grassroots participation in disability sport.
5. The written evidence below mostly pertains to Section A, sub-section ii of the questions tabled by the Committee, as these are specific to the Paralympic Games.

Targeted responses

A.ii) What is the likely long-term legacy of Paralympic hosting, and ParalympicsGB success, on levels of sports participation by disabled people?

6. The BPA fully believes that the legacy of a home Games, supported by a strong performance from the home nation, should be that more people are inspired to take up sport, be it with the ambition to become an elite athlete or be it just to lead a healthier and more active lifestyle. The encouragement of physical activity at all levels is just as important and appropriate for disabled people as it is for non-disabled people.
7. One of the primary ways in which the BPA measures increases in interest in disability sport is through monitoring traffic to the BPA’s grass-roots signposting tool Deloitte Parasport. Essentially the ‘Yellow Pages’ for disability sport, Parasport is a web-based programme run in partnership between the BPA and Deloitte. The site includes a self-assessment function, known as a ‘wizard’, to help people find out which sports suit their abilities, and a Club Finder, which helps them to find a disability-friendly sports club in their area.

8. During London 2012, there was a huge surge in traffic to Deloitte Parasport. There was a 402% increase in the number of people using the Club Finder compared to activity in the same period the previous year, and there was a 725% increase in people using the self-assessment wizard on the site to explore the different sports. The Games also led to 800 clubs adding their details to the site. This demonstrates that clubs recognised the site as an important sign-posting tool for people who wanted to locate opportunities to participate in disability sport.
9. Eight months on from the Paralympic Games, Parasport is still demonstrating a 145% increase in visitors compared to the same period from October 2011 – June 2012. This indicates that there is a sustained increase in appetite for getting involved in Paralympic sports.
10. Another way in which the BPA is looking at drive interest is through the ParalympicsGB Sports Fest. The BPA hosted its first Sports Fest in Guildford, Surrey in December 2012 and followed it up with another in Sheffield in April 2013. More are planned in 2013 and beyond.
11. The two-day event provides an opportunity for disabled people who had been inspired by London 2012 to ‘try the sports, meet the medallists and get inspired’. The aim of Sports Fest is to be inclusive and encourage all impairment groups to attend, not just those who are eligible to compete at the Games and is not designed specifically to spot future Paralympians, rather to ignite a general desire to get active.
12. The two Sports Fests have generated a high level of national media coverage and attracted the support of many of the Paralympic stars of London 2012. The Guildford event was attended by 1,000 people, with the one in Sheffield attracting over 600. This represents a significantly higher turn-out compared to similar events that were hosted following the 2008 Beijing Paralympic Games.
13. There are further positive indicators that the Games has led to increased levels of participation in sports amongst the general public. Examples from Paralympic sports include: a 25% increase in people playing Wheelchair Basketball; and two new clubs set up in Wheelchair Rugby, both in areas of the UK where no clubs for that sport had existed previously.
14. The evidence that the BPA has access to through its membership and through its programmes and events all indicates that London 2012 has helped to inspire disabled people to consider taking up sport.
15. The increased interest that the BPA has seen is also reflected in Sport England’s most recent Active People survey, which showed:
 - a. Although there is still an unacceptable gap between the number of disabled people and non-disabled people playing sport, the figures for disabled people have been rising steadily since 2005.
 - b. The latest figures show an increase of 46,600 over the past year with Paralympic sports like equestrianism and athletics growing in popularity.

16. Through events such as Sports Fest, the BPA is working hard to ensure that the momentum generated by London 2012 continues in the long-term and that disabled people continue to have opportunities to participate in sport at whatever level they choose.

A.ii) Are appropriate resources and plans in place to maximise the legacy of London 2012 for Paralympic sport?

17. There are numerous plans in place across the disability sport landscape which will contribute to maximising the momentum generated by London 2012.
18. Some of the BPA's plans have already been outlined, and the BPA has already secured nine commercial partnerships for the four year cycle through to Rio (of which only five have currently been publicly announced). The BPA relies on commercial and fundraising revenue for approximately 80% of its income so these commercial partnerships will enable the BPA to deliver some of the plans and events that are crucial to the legacy.
19. In addition, the BPA is grateful for ongoing support from UK Sport and the National Lottery which is for the Paralympic Preparation programme, which prepares aspiring Paralympians for the unique multi sport environment of the Games, established athletes for the particular challenges that await them in Sochi and Rio and staff to ensure that are equipped to world class support to athletes on the biggest stage.
20. UK Sport has significantly increased its funding to Paralympic sport as a whole, which is reflective of its support for Paralympic sport and understanding that competition is getting increasingly tough with each Games. The funding for the London cycle was £49 million, and this has been increased to £71 million for the 2013/17 period through to the Rio Paralympic Games.
21. In addition, the National Governing Bodies must all incorporate a disability sport section in their Whole Sport Plans when they apply for funding to Sport England to support their grass-roots programmes.
22. At school level, the BPA recognises that more can be done to support disability sport in schools. The Sainsbury's Active Kids programme, which provided sports equipment for both disabled and non-disabled sports activities to schools, has been very successful.
23. The BPA has also helped to develop a scheme between Sainsbury's and the Home Country Disability Sports Organisations (Disability Sports Northern Ireland (DSNI), Disability Sport Wales (DSW), Scottish Disability Sport (SDS), the English Federation of Disability Sport (EFDS)). This scheme is called Sainsbury's Active Kids For All and is an Inclusive PE Training Program to support teachers within schools to develop the skills and confidence to teach and include disabled children in PE and school sport. The program is delivered by the Home Nation Organisations in partnership with organisations like the Youth Sport Trust (YST), and is supported by the British Paralympic Association (BPA). Sainsbury's are investing nearly £1 million over four years in these Sainsbury's Active Kids For All training courses that will ensure over 500,000 disabled and Special Educational Needs children will lead healthier and more active lifestyles
24. Furthermore some good work has been done to support clubs to open their doors to disabled people. For example, the English Federation of Disability Sport has developed a Club

Toolkit which helps clubs to assess how ‘disability sport friendly’ they are and to provide more information on how clubs can include disabled people in their activities.

25. Some National Governing Bodies have been very creative in order to be more inclusive and support interest from disabled people, for example Wheelchair Basketball has developed competitions where non-disabled and disabled players can play together
26. The BPA is clear that although much has been achieved in the last year, there is still much to do and much that can be achieved in the coming years. Wider social issues are being incorporated into legacy by other organisations, which is an important development and the BPA is pleased to be a member of the Cabinet Office Paralympic Legacy Advisory Group.

A.ii) To what extent did London 2012 change attitudes to the Paralympics and to disability sport? What are the long-term benefits of any such change in attitudes and approach?

27. Before London 2012, the BPA recognised that the Paralympic Games is the most visible, most positive representation of disabled people and that the British team had the opportunity, through the inspirational performance of athletes on the field of play, to change perceptions of disability.
28. Since the Games, a wealth of statistics have emerged which demonstrates that a significant shift in perceptions has occurred.
29. According to LOCOG and BBC Comm/Res research:
 - 91% of viewers said the coverage of the games had demonstrated what disabled people can achieve, that disabled athletes are as talented as non-disabled athletes.
 - 68% of people said that it had a favourable impact on their perceptions of disability sport.
 - Approximately 75% of Britons feel more positive about the role of disabled people in society following the Paralympic Games.
 - 2 out of 3 London 2012 research respondents agreed that the Games will lead to a ‘greater acceptance of disabled people’.
30. Additionally, C4 and EFDS research has found that:
 - 8 out of 10 disabled people are considering taking up sport following the Games.
 - 70% of disabled people agree that the London 2012 Paralympic Games was inspirational for them.
31. The long-term benefits of this change in attitudes and approach should be that disabled athletes are recognised for their talent, dedication and hard work in the same way that their Olympic counterparts are and that will see this reflected in increased visibility of disabled athletes in media, sponsor activities, events and other areas.
32. A shift in attitudes towards disabled people will also signal a growing understanding, acceptance and engagement in disability across society as a whole.

A.ii) Is London 2012 likely to result in increased sponsorship and media profile for disability sport in the long term?

33. London 2012 saw significant media coverage of the Paralympics, including front and back pages of all major daily and Sunday papers. There was also an unprecedented level of TV coverage, including 500 hours on TV with 39.9m people watching and an average of 14.6m viewers per day. The level of media coverage during the Games undoubtedly meant that there was a sharp rise in the profile of Paralympians and Paralympic sport.
34. In addition to media profile, London 2012 saw Paralympians integrated into many commercial activities. These included, for example, Shelly Woods appearing in one of the BA poster campaigns and Richard Whitehead and other Paralympians included in many BP posters. BT included a number of Paralympians in their posters and TV advertising and several other major brands also integrated Paralympic athletes into their work. This contributed hugely to the presence of British Paralympians in the public consciousness and ensured that the British public recognised a number of athletes before they had even reached the start line at London 2012. In the build-up to London we also saw a number of athletes sign up personal sponsors, which was a substantial shift from previous cycles.
35. In terms of the impact of London 2012 on sponsorship, the BPA has been delighted to announce renewed contracts with four of their LOCOG partners from the London cycle (BT, Sainsbury's, Deloitte and EDF Energy), in addition to announcing Nissan as a commercial partner. A further four partners are in the final stages of negotiation before public announcement, three of whom are also London 2012 sponsors. All of our partners demonstrate a true understanding of our values and vision as an organisation and we believe that their support shows a wider long-term commitment to disability sport.
36. All sports have reported a substantial increase in media interest. A good example of this is the way that Paralympians have transitioned into mainstream media and primetime TV in the same way that high profile Olympians have, for example Ellie Simmonds appearing on Question of Sport and Great Comic Relief Bake Off. Many sports have commented to the BPA that the media now show equal interest in speaking with a Paralympic gold medallist as they will an Olympic gold medallist, and invitations for appearances and events have also increased significantly.
37. A key example of the increased recognition and popularity of Paralympic athletes in the public eye can be demonstrated by the BBC Sports Personality of the Year 2012. The BPA were delighted to acknowledge that Paralympians represented three of the 12 nominees on the shortlist at the end of an exceptional year in British sport. It was the first time since Baroness Tanni Grey-Thompson was nominated in 2000 that a Paralympian made the shortlist.
38. Two of these athletes finished in the top six of the public vote, while two of the three athletes on the shortlist for the BBC Young Sports Personality of the Year were also Paralympic gold medallists. On the night, it was Paralympic Josef Craig who was awarded the title, while Sitting Volleyball player Martine Wright also won the Helen Rollason award. Finally, ParalympicsGB shared the Team of the Year award alongside their Olympic counterparts in Team GB.
39. Both the BPA and Channel 4 have won a number of major industry awards, which further demonstrate that there has been a breakthrough in recognition of the Paralympics within the media and sporting industries. Good examples are that the BPA/ParalympicsGB won the highly prestigious Sports Industry Awards Outstanding Contribution to British Sport, while

British Paralympic Association (BPA)—Written evidence

Channel 4 has won BAFTAs and Campaign Magazine's Campaign of the Year for their coverage of London 2012.

40. This recognition in the media reflects and demonstrates the hugely positive impact that London 2012 had on perceptions of Paralympic sport in the public consciousness.

16 July 2013

Community Safety Social Inclusion Scrutiny Commission—Written evidence

The information below is a snap shot of the findings to date from our brief review into the accessibility of venues on the Queen Elizabeth Olympic Park for local residents. Our review has focused on the legacy ambition of maximising the benefits of the Park for local residents; making it inclusive for all. The Commission has sought assurance that the Park will genuinely permeate into Hackney's communities and that the facilities will be accessible to local people living in close proximity to the Park.

In this review we have not looked at the economic regeneration aspects of the Olympic legacy. The legacy in terms of sports venues is largely agreed and therefore the Commission has sought to identify and ensure the facilities will be accessible to our diverse range of communities in this part of the Capital.

Key Findings

Communication regarding the developments

Community enthusiasm has been significant and scores of people in Hackney signed up as volunteers during the 2012 Olympic Games. The Commission has seen little evidence of that enthusiasm being harnessed to keep local people living in close proximity to the Park engaged with the Olympic legacy development.

The Commission was told that information is cascaded to local businesses and LLDC used existing communication channels to contact local people within the MDC area (1 mile radius outside the park). The Commission would seriously question whether the style delivery or the communication channels being used are attracting or engaging the interest of the local communities (specifically the residents of Hackney).

If residents living in close proximity to the park are neither engaged nor enthused about using these world class facilities, sporting participation is unlikely to increase.

Community engagement

The Commission received information about various outreach programmes for sports participation. However it was apparent that there has been little identification or understanding of communities and groups that would benefit from targeted engagement for increased sports participation besides gender, youth and disability groups. Members of the Commission were unaware of the outreach programmes for sports participation which led us to question how engaged the residents of Hackney are in the programmes.

Presented was little visual evidence to assure the Commission the lead authorities were knowledgeable or have identified the communities / groups in Hackney (over and above the national analysis) that should be targeted for increased sports participation. An understanding the Commission believes is necessary to have confidence that the communication and methods of communication being used are effective and will yield the desired outcomes - increased sports participation over the long term.

The key to increasing sports participation especially for the hard to reach groups is through effective communication and information about the facilities and sports. Everyone we have spoken to thus far has recognised the importance of community engagement and highlighted

the work they carried out to engage with residents in Hackney. The Commission is not convinced that there has been a broad enough distribution of information. As a consequence residents across the borough and in the Hackney Wick area remain unaware of the facilities and sporting opportunities available to them in the park. The Commission expressed strongly the need for community engagement and the importance of this activity being ongoing for a few years and not just a one time activity to enable increased sports participation to all.

Accessibility of the Queen Elizabeth Olympic Park and Facilities

Accessibility of the Park from Hackney Wick has been highlighted as a growing concern. The residents of Hackney Wick are within walking distance of the Copper Box (the first venue to open) and the North Park. It would be disappointing if opportunities to increase sports participation were hampered by the inability of Hackney residents to access the facilities.

For many residents in Hackney access to sports can be determined by financial resources. The Commission has expressed to the Council, LLDC and venue operators one possible way to successfully increase sports participation is to encourage club sports to go out into the community and schools to give taster sessions. This will require funding to support such initiatives.

One barrier the Commission believes could hinder this is the drive to deliver against targets that are focused exclusively on financial sustainability. This Commission would urge the LLDC to strike a balance in setting targets and goals that can deliver both a viable business model whilst opening up opportunities for all community groups to experience sports they might not otherwise have considered.

31 July 2013

Dorset County Council—Written evidence

Introduction

Dorset County Council welcomes this opportunity to respond to the Select Committee on Olympic and Paralympic Legacy. Weymouth and Portland was the Host Borough for the London 2012 Sailing. This brought significant benefits to Dorset. There is also a significant Olympic and Paralympic Legacy, especially in relation to capital investment in roads, housing and infrastructure. However, there is some fragility in the ongoing budget and resources to sustain this in terms of sports and culture.

A. Sporting Legacy

i) General Public Participation

Is it likely that London 2012 will lead to increased levels of sports participation amongst the general public?

Clearly there are national statistics produced for participation in sport generally and for participation. The view from Dorset is that London 2012 will assist in achieving increased levels of sports participation but that actually achieving this goal will require additional sustained local effort and will require ongoing budget and resources.

The sporting legacy of the Games in Dorset has been enhanced by the award of funding from the Sport England Activation Fund to Dorset County Council, in association with a number of local partners, including the National Sailing Academy.

The award is for a three year project entitled 'Life's an Adventure' to give local children and adults a chance at adventure activities and sports. The bid was for a total of £225,000 of Lottery funding against a total project cost of £493,000. The bid was one of 32 successful projects, awarded a total of £5.1 million to support grassroots sports activity across the country and build a lasting legacy from the Games.

Locally, the programme includes:

- Establishing weekend adventure clubs at the National Sailing Academy, delivered by Weymouth College, including sports such as sailing, kayaking, windsurfing, climbing and mountain biking. Saturday mornings will be younger people, afternoons 14+ and adults, Sunday mornings – families, afternoon disabled people and supported groups. The sessions commenced on 1st June, and each is of 5 weeks duration.
- Extending the 'Sail for a Fiver' programme to include 14+ age group, this will be delivered at the Sailing Academy by SailLaser and at the Weymouth Outdoor Education Centre.
- Providing positive activities for young people working with STEPS (a local youth organisation).
- Skateboard/BMX mobile provision across 10 community areas.
- Supporting the Bike It programme and cycling promotion.

The intention is to provide opportunities for 8,000 participants to have a go at adventure activities over the three years of the programme providing 13,000 opportunities.

‘Sail for a Fiver’ referred to above is a very successful programme, running at the National Sailing Academy and at Weymouth Outdoor Education Centre since 2003/04, which enables primary school children to have a half day introduction to sailing, for which each child pays £5. These courses cost approximately £17 per child to provide and the remaining cost is met by the Chesil Trust, a locally based charity. To the end of 2012 over 10,000 children had benefited from this programme and been introduced to sailing for the first time and the programme currently provides opportunities for 1,500 children each year. The children who show enthusiasm or aptitude are encouraged then to take RYA qualification courses to bring them up to a standard where they can sail on a regular basis. There are examples of children who were introduced to the sport through the early years of this programme who have progressed to being sailing instructors themselves. Sir Ben Ainslie CBE is a director of the Academy and he has been very interested and supportive of the ‘Sail for a Fiver’ programme introducing young people to sailing, similarly Lord Coe has also visited the Academy during ‘Sail for a Fiver’ sessions and given encouragement and inspiration to the young sailors.

Clearly, outdoor and adventure sports, is benefiting from the Sport England Activation Fund and the local award is considered to be a good example of how that funding is being used in a way which is likely to provide long term positive impacts. Weymouth and Portland, in common with many other coastal towns, do have their fair share of disadvantage. These programmes will enable people to enjoy the natural landscape and coastal features to their best advantage and show them that outdoor pursuits do not necessarily have to be costly or exclusive.

Dorset is managing the delivery of 37 community games building on last years total of 24 games. Inspired by the 2012 games communities are coming together across Dorset to celebrate local sport and creative opportunities.

Summer to remember- building on last years sports arena which attracted 100,000 visitors a smaller scale event is being organised from 27th July to 4th Aug, which will bring together a number of partners and events sharing facilities and costs to sustain the legacy opportunity. Activities will include sports tasters, health activities, watersports, volleyball and sports events.

Sports volunteering- all the above events would not run without the continued and growing support of sports volunteers, over the summer thousands of volunteers will be required to support and run events. London 2012 gave an important boost to volunteering and this has encouraged volunteers to continue their work this year – a valuable and positive legacy.

ii) Paralympic sports participation

Are appropriate resources and plans in place to maximise the legacy of London 2012 for Paralympic Sport?

Inclusive bid - Dorset received £105K from Sport England towards a £120k project to provide disability sports hubs across Dorset, Bournemouth and Poole. These hubs and satellite centres will be sites of excellence for a range of sports opportunities for the disabled 14 years plus.

This initiative building on the Paralympics, will provide increased opportunities for local disabled 14 years plus to access sport at key leisure centres. Satellite centres will be single sport clubs who will be expert on specific sports for disabled participants, providing a focus for best practice in delivery. A disability Sports Forum has been established to promote and help sustain and develop new opportunities.

Last year we had a week of a special Paralympic sports arena attracting 10,000 participants, which proved very successful for both disabled and non disabled experiencing activities for themselves and inspiring all to be engaged.

Two beach festivals for both disabled children and adults will take place in July in Weymouth again celebrating the Paralympic legacy, providing inspirational opportunities for local disabled people.

In summary the plans are in place but they are enabled by additional external funding. Working to ensure that the resources continue to be in place remains a challenge.

iii) Education and school sport

Is there a legacy from London 2012 for school sport? What has been the impact of 2012 Games on the School Games initiative? How will this programme deliver long-term benefits to school sport?

Dorset County Council supports the Dorset School Games, which includes multiple events across Dorset at the Level 3 stage at which winning schools from district or hub events are invited to compete with other winning schools.

This information we do not routinely gather. In the pressure to perform well in core subjects sport distinctly takes a back seat in schools, so data is hard to come by.

Will the Youth Sport Strategy encourage a greater number of young people to take up sport? What arrangements are in place to implement the strategy and are they appropriate?

Not known.

Is the current proportionate division of financial resources between primary and secondary schools for school sports appropriate or should it be modified?

The view is that Primary Schools will argue no, but Secondary Schools yes. The withdrawal of the Schools' Sport Partnerships funding from Secondary Schools has caused some issues between schools as Primary Schools will not necessarily buy back into what the secondaries want to provide. This was always going to happen in some school pyramids.

Which measures have proven most effective in improving access to sport across the school system in general, and with regard to high performance sport in particular?

We have no idea without sending out a questionnaire to schools. Sport does not feature on the Ofsted radar so this sort of question is rarely considered.

Is the infrastructure to promote competitive sports between schools adequate?

Anecdotally, probably not. Again, we would have to investigate in more depth to be able to reply fully.

In general terms this suggests that reduced resources available locally for school sport, together with reductions in the County Council's Learning and Inspection budget and capacity and no national overview from Ofsted inspection data, means there is a question mark over whether it will be possible to achieve long-term benefits for school sport and evidence it. This is not to say that the impact of London 2012 and the School Games initiative has not been positive – it has been.

iv) High performance sports; both Olympic and non-Olympic

No comments to make.

v) Sports facilities legacy/future UK hosting

No comments to make.

B. Regeneration Legacy

iii) Supporting infrastructure legacy

- Improved CCTV and new digital radio systems. These will carry on improving communications and community safety at future events.
- More housing. The athlete's accommodation is now new housing for people on Portland. A quarter will be affordable housing.
- Dorset is now better prepared to cope with emergencies. Public sector staff have been trained to work together and provide a multi-agency response to any crisis.

iv) UK Legacy outside London

Will the 2012 Games deliver any economic or regeneration legacy for the rest of the UK, outside London?

Are there likely to be any positive impacts for tourism, outside London, as a result of the Games? Are post-2012 efforts to promote tourism in the UK being delivered effectively and appropriately?

We believe that in Weymouth and Portland we have the potential for a very significant regeneration legacy. Investment from the former South West Regional Development Agency in the Osprey Quay area on Portland is already generating significant benefits with new companies moving into the area. In addition the British Business Pavilion in Dorset which was operating during the 2012 Games brought together a very large number of businesses and potential inward investors and the leads from this activity are still being pursued.

The wonderful images beamed around the World from the 2012 Olympic sailing events are having an impact on tourist numbers and visitor bookings within the South Dorset area generally. The activities of Visit Britain in relation to this appear to be effective in attracting more tourists, although others in the local authority and tourism organisations will have more firm data on these aspects.

Business quickly realised the value of events such as the Sports Arena which attracted

100,000 visitors who impacted significantly on the economy of Weymouth, in terms of tourism, attracting businesses through quality of life issues and on spend per head in the area.

Commentary is provided below in relation to the following areas:

- Roads and public transport.
- Improvements for cyclists and walkers.
- The boost for jobs, business, infrastructure and investment.
- Sailing facilities and harbours.
- Tourism.

Roads and public transport, we gained:

- The new £89 million Weymouth Relief Road
- The £16 million Weymouth Transport Package
- A £4 million investment in new bus services, bus stops and real time bus and car park information
- A £300,000 investment in the Dorset Traffic Control Centre, so it can provide first class traffic management systems
- Improvements to the Travel Dorset website which offers comprehensive advice to the public on all forms of travel
- A £2.409 million grant from the Department for Transport's Local Sustainable Transport Fund to support economic growth and reduce carbon emissions by investing in and promoting sustainable travel in the Weymouth to Dorchester corridor.
- More than £50,000 worth of railway station improvements in Weymouth. These include refurbished toilets, a wheelchair accessible toilet, a new waiting room and cycle parking shelter, a new shop and a resurfaced car park with levelled access to the station

Improvements for cyclists and walkers include:

- A total investment of £20,000 to improve bike parking. New cycle racks have been installed throughout Dorset
- A £160,000 investment in new walking and cycling routes in Weymouth. A new artist-designed footbridge has been installed at Newton Road, Weymouth
- A new £900,000 pedestrian and cycle bridge has been built, completing a gap in the Rodwell Trail at Newstead Road
- Weymouth Seafront becoming a pedestrian area during summer weekends. This proved successful during the Olympics (Check with county that this is happening?)
- Lottery funded projects to promote walking in Weymouth and Portland. This includes 'Wild about Weymouth' which aims to improve access to wildlife sites. Details here: www.dorsetwildlifetrust.org.uk/wawap.html

The boost for jobs, business, infrastructure and investment include:

- An £80 million investment at Osprey Quay, site of the Olympic sailing competition. It is now an attractive place to do business. An engineering firm has snapped up an acre of land and there is significant interest in the other plots
- Improved chances for investment in Dorset after more than 500 business people visited the Dorset Local Enterprise Partnership and UKTI (UK Trade and Investment)

sponsored Business Pavilion during the Games. These have been followed up and dozens of businesses confirmed they made contacts that led to contracts

- The promotion of other sites across Dorset including Poundbury, Mount Pleasant, Winfrith, Bournemouth Airport, Poole regeneration sites and Bournemouth town centre sites
- £34 million investment in improving broadband across Dorset.
- The removal of the former MoD oil tank farm. This has created more employment land and improved the entrance to Portland
- Better working relationships between the private and public sector. During the Olympics businesses, councils and chambers of commerce worked closely together. These relationships helped create the new Weymouth BID (Business Improvement District) in May 2013

Sailing facilities and harbours, we gained:

- Worldwide coverage of the Olympics and Paralympics. This put Weymouth and Portland on the map as the world's leading sailing centre.
- The expansion of the Weymouth and Portland National Sailing Academy. This makes it an even more attractive place to host elite sailing competitions. The Royal Yachting Association's Sail for Gold contest was held here in June 2013. The National Sailing Academy is also used by the local community, which benefits from having first class facilities on its doorstep.
- A new sailing school and windsurfing training centre at the academy.
- A new Royal Yachting Association training centre at Osprey Quay.
- A new £25m Marina and Marine Workshops, built partly to serve Olympic preparations and services.
- Improvements to Weymouth Harbour including new pontoons, marine equipment, new showers and a better harbour reception.

The tourism boost, included:

- A £3.5 million regeneration that transformed Weymouth Seafront, recapturing its golden heyday. It included larger pavements to create sitting out areas, the restoration of Victorian shelters and lamps, new toilets, palm trees, recycling points, a new sand sculpture shelter and the repainting of the Jubilee Clock. More than £1 million was invested by the Arts Council and English Heritage.
- Weymouth and Portland being showcased to a potential TV audience of four billion during Games time. Outstanding images of our World Heritage Jurassic Coast were beamed across the world to people who may never have heard of Dorset.
- A £1.1 million expansion of the Chesil Beach Centre, thanks to a £550,000 Heritage Lottery Grant.
- A €460,000 European fund award to promote south west England and north west France as a destination for cycle tourism. This project is called 'the Grand and Petit Tour de Manche' and details are online here: www.dorsetforyou.com/cyclewest .
- A £3 million private sector investment to the Riviera Hotel at Bowleaze Cove.
- Marine and coastal access improvements along the coast path from Portland to Lulworth.
- The creation of new nature parks at Lorton Valley, Chesil Beach, Radipole Lake and Portland Quarries. More details available from Natural England here: <http://publications.naturalengland.org.uk/category/49002>.

The sporting, arts and cultural legacy, includes:

- The ‘Dorset Festival of Sport’. This will be held (as part of the Summer to Remember Festival) to promote sport across Dorset. It follows the huge success of the free sports arena on Weymouth Beach, which welcomed 100,000 people during Games time. People will again get the chance to try a range of sport on Weymouth Beach and at leisure centres across Dorset. The festival includes a day of paralympic sport.
- A £150,000 activity centre at Redlands Sport Centre.
- Look and feel banners, which created such a festival atmosphere at the Olympics, will be available for community events.
- The Maritime Mix – Cultural Olympiad by the Sea programme brought together a number of organisations to build a programme of over 80 events across Dorset and specifically in Weymouth & Portland. This programme
 - Generated 52 (temporary) FTE jobs
 - Increased GVA in Dorset by £2.5 million
 - Increased the economic output of businesses in Bournemouth, Dorset & Poole by £5.75 million
 - Generated £13 million for the tourism economy
 - Saw 132,000 visitors to Maritime Mix events.
-
- It is difficult to estimate at this early stage what the long term legacy of this programme will be but there is now an increasing recognition of the part played by arts and culture in the tourism agenda and a continued programme of collaborative work amongst local and regional organisations to be able to mark occasions of many types with a high quality cultural programme.

v) Related regeneration issues

What is the legacy of the cultural Olympiad? How does this relate to economic development, tourism and regeneration?

- A 2013 ‘Summer to Remember Festival’ inspired by the Games. Sports, arts, culture and other fun activities will be on offer from 27 July to 4 August 2013

What has been the legacy of the Games Makers’ initiative? Have efforts been made to sustain the interest in volunteering and, if so, are they proving successful? Could anything further be done?

- More people across Dorset have tried voluntary work thanks to the highly successful Weymouth and Portland Ambassador Programme. This has introduced many people to volunteering.
- We have a positive legacy from both the Games Makers and the local ambassador volunteer programmes and we are using a number of those volunteers on a continuing basis.

31 July 2013

English Federation of Disability Sport—Written evidence

Introductory Comments

The English Federation of Disability Sport (EFDS) is delighted to take the opportunity to submit formal evidence to the House of Lords Committee. This should be considered alongside the transcript of the oral evidence provided by our Chair, Charles Reed, when he attended the Committee alongside Jennie Price (CEO, Sport England) on Wednesday 3 July 2013.

EFDS is the strategic lead in sport and physical activity for disabled people in England. In addition to being a funded National Partner of Sport England, EFDS, as a Federation, provides a platform for collaborative working across England and across the main impairment groups. Our Full Members include National Disability Sport Organisations and Regional Federations. As a Federation, EFDS seeks to be more than the sum of its parts, bringing together the energy and expertise which exists within our Member organisations and partners across the whole of England, embracing all impairment groups and all sports. This unique position in England enables us to be the authoritative voice for disabled people in sport and physical activity. I attach at Appendix I a short summary of EFDS and its work.

EFDS has a clear focus on increasing the participation of disabled people in sport and physical activity. Our comments therefore focus principally on the legacy of the Paralympics (and where appropriate, Olympics) for disabled people in England.

Our comments are set out below and are grouped under each main section of your Call for Evidence. I have mainly confined our responses to Section A of your consultation which focuses on the sporting legacy of the Games. Where possible we provide links to our studies and further information.

Summary of Key Points

EFDS welcomes the positive contribution that the 2012 Paralympic Games have made. We believe that there is the potential for a step change in the level of disabled people's participation in sport and that the clear strategic priority and increased financial investment made by Sport England could facilitate that change.

It will be important to take into account the broad range of comments made within this submission if we are to build on what works whilst challenging some historic approaches where they need to change. Throughout the submission we set out examples of interventions which can help deliver increased participation as well as research and insight which is needed to help better understand what will trigger significantly increased activity amongst disabled people.

We highlight the importance of broadening the understanding of and commitment to disability sport well beyond the impairment groups and sports covered by the Paralympics.

In relation to education and school sport, we highlight initiatives which will contribute strongly to the ambition to “inspire and generation” but question whether there remains a strategic leadership gap in the sporting landscape in relation to school sport and sport for under 14 year olds.

Sporting Legacy Consultation (Section A)

General public participation

The Sport England Active People Survey 7 shows that 1.7 million disabled people are now playing sport once a week, an increase of over 350,000 from the 2005/06 base. This increase is very encouraging but EFDS has an aspiration to see a significant further increase in disabled people's participation which closes the gap with non-disabled people. EFDS welcomes the clear strategic priority and increased financial investment made by Sport England to facilitate a further increase in disabled people's participation. For the first time, National Governing Bodies of sport have been expected to set out how they will contribute to increasing disabled people's participation through to 2017. If there is to be a step change in participation through the funded NGBs, it is essential that Sport England and all stakeholders both support and hold NGBs to account against their delivery targets.

With continued commitment and leadership it is possible that the London Games will be a key catalyst in securing long term and sustainable participation growth amongst disabled people. However, it will be important to take into account the points raised in this response.

Sustained participation requires an inclusive offer from sport providers. We are working with NGBs on this, although we are aware that there is still a huge amount to do in order for sport to have the necessary insight and understanding into how they can make their sports "inclusive" or accessible for disabled people. For example, the EFDS Inclusion Club Hub (www.inclusion-club-hub.co.uk) was launched to support clubs with their development to become more inclusive.

London 2012 has increased levels of sport participation as well as raised levels of awareness of sports programmes. However, it is important to define "sport" and also when to use other terms like "recreation" and "physical activity". The general public, including disabled people, will rarely go directly into sporting clubs or competition without accessing unstructured, recreational and informal activity first. NGB programmes such as No Strings Badminton, Run England and Skyride have been key programmes that can offer an informal approach.

The Inclusive Sport Local Community programme funded by Sport England has supported seven National Disability Sports Organisations (NDSOs) to grow participation within their impairment groups within NGB participation programmes. During and after the Games, all NDSOs had increased information requests from their membership or wanting to know about local sports clubs to access. An example of this can be seen with WheelPower's contacts with third sector organisations as their membership continues to expand and increases in attendance at their Junior Sports Camps was 76% in 2013.

Through the Inclusive Sport Programme, EFDS has supported NDSOs in developing strong partnerships with Disabled People's Organisations in order to increase their membership and offer new routes to market for NGBs. As an example, Wheelpower has formed stronger working relationships with Aparalysed, Spinal Injuries Association, and Limbless Society and can engage with over 50,000 physically disabled people. Altogether the seven NDSOs have formed strong partnerships with several disability sector organisations and can potentially reach over 700,000 disabled people.

Historically, organisations have sometimes provided programmes with a multi-impairment (or commonly called pan-disability) approach to try and increase participation and this has often lead to non-sustainable fun days and multi-sport days. NGBs and other providers need to work with impairment specific organisations and groups to adapt their sporting product offer to these impairment specific groups. A good example is within Powerchair Football – the Wheelchair Football Association and the FA have worked with physical impairment groups such as Muscular Dystrophy, Spina Bifida, and Cerebral Palsy to adapt the game of football with specific equipment, rules, guidelines and training. They have then used this adapted form of the game to promote these changes to these specific impairment groups within participation programmes (mainstream and dedicated) and club development. This approach has been so successful that there are now 44 affiliated Powerchair clubs with over 700 members playing on a regular basis.

Leisure operators can play a big role in helping disabled people to become active. EFDS is responsible for the Inclusive Fitness Initiative (IFI), where over 400 accredited facilities ensure that they are more inclusive to disabled people. It is worth recognising this scheme could help put the right infrastructure in place in terms of facilities and staff awareness. If every public and private facility took on board the aims and objectives of a scheme like IFI, then disabled people would know they are most welcome.

Whilst national funding for disability sport is positive, one of the biggest threats to sustained participation growth at the local level is funding reductions. Local Authority spending reductions (amongst others) are resulting in the closure of sports facilities as well as a contraction of the workforce with sports development skills. Participation ultimately happens on the ground and without continued funding for sport and leisure at a local authority level there is a risk that delivery may be damaged.

EFDS has worked closely with other sports equality bodies to develop a toolkit to help sports bodies. www.diversitychallenge.co.uk tests how effectively NGBs and others providers focus on under-represented groups. Equality partners work well together but there is still potential to work more successfully to increase the participation of mixed under-represented groups, for example, disabled women and disabled black and minority ethnic (BME) people. Whilst disabled people have similar barriers to participation as other under-represented groups, there are known additional physical, logistical and psychological barriers which exclude disabled people from enjoying all opportunities.

Research shows⁵⁰ 7 in 10 disabled people would like to do more sport or physical activity, indicating that there is a significant latent demand. To encourage disabled people to take part in sport, the offers and opportunities provided must be suitable, relevant and appealing to them.

Research conducted by EFDS⁵¹ (to be released in September 2013) indicates that for general participation, the majority of disabled people prefer to take part in opportunities with family and friends, in mixed settings, with disabled and non-disabled people taking part together. Not all disabled people seek the same opportunities, with age and gender playing a significant role in what people find appealing. There is also a noticeable difference between people with

⁵⁰ Leonard Cheshire, Exercise Your Right 2012

⁵¹ EFDS Disabled People's Lifestyle Survey 2013

congenital impairments and those who become disabled after birth. In order to have the greatest impact, time must be spent determining the key target audience for interventions, choosing the relevant language to describe the opportunity and ensuring the most suitable methods of marketing are used to promote and advertise the offer.

Shortly after the Games, EFDS undertook a legacy survey, which revealed eight out of ten disabled people considered doing sport after London 2012. Other research has shown that interest from disabled people, without a doubt, boosted traffic to opportunity search tools, as well as sports themselves noting more enquiries. The real challenge it seems is turning interest into participation.

Research has shown that if people have had a bad PE experience at school, then they are less likely to pursue activities post 16 years old. If disabled people have generally a limited experience during education, we can assume their interest later on in life is limited.

To reach a mass market of uninterested non-active disabled people would take a lot more joint partnerships including for example through health campaigns. This would depend on funding being available to reach the audience through mass media and information.

Volunteers are the life blood of sport. Disabled people can require volunteer support (through activity buddy schemes for example) to take part at every level and without volunteers sporting opportunities for some disabled people would not exist. This includes officials where numbers nationally are decreasing across many sports. Although London 2012 inspired more people (especially younger age groups) to give up their time and energy to sport, there needs to be more inspiring local opportunities for volunteers to dedicate their time. Where London 2012 drew in crowds, excitement and public recognition, smaller local opportunities cannot offer the same atmosphere, even though they can offer more rewarding experiences.

Paralympic sports participation

The tremendous success of the Paralympics is rightly celebrated and should be used as a springboard to give all disabled people the opportunity to be the best they can be in sport. However, most disabled people would be excluded from competing in the Paralympics because of the nature of their impairment and/or their chosen sport rather than any inability to succeed at an elite level.

It is also important to think beyond the Paralympics when considering disabled people's elite sport. This year we have the World Dwarf Games with over 80 athletes representing GB in Michigan, USA from 3-10 August and we also had a presence at the Deaflympics in Bulgaria during July 2013 where the support of Sport England means we are starting to see a recognition of elite disability sport outside of the Paralympics but this approach needs to be applied to all impairment groups. For example, INAS European and World Championship level programmes leading to the INAS Global Games for people with learning disability (intellectual disability), (Paralympic and non-Paralympic events) through UK Sports Association for People with Learning Disability is unfunded.

In addition, CP Sport is planning to host the 2015 World CP Games and SOGB are hosting the Special Olympics National Games in Bath in August this year. All these activities should

be celebrated and shared by the media so that the public is aware of life beyond the Paralympics.

Even within the Paralympic movement it will be important to ensure that the competition remains as inclusive as possible for people with a broad range of impairments. There is evidence (in swimming for example) that there is a narrowing of eligibility which means fewer opportunities for more athletes with more severe impairments. Clearly, funding decisions for Paralympic competition will be driven by the potential for elite success but the funded inclusion of some sports could create a more powerful participation legacy. For example, it is good to see the inclusion of visually impaired football in the run up to Rio 2016. It is a shame that the success criteria has meant that an important inclusive sport – Sitting Volleyball, will not be funded and this could impact adversely on the wider participation legacy of the Games.

Extensive media coverage by Channel 4 and BBC Radio of the Paralympics played a significant role in improved perceptions among the general public. Whilst Channel 4 and BBC Radio have committed to on-going coverage, other broadcasters have not been as positive. The media coverage has reduced and there is some feeling that the positive reactions are fading.

During the Games, there was an obvious improvement in transport for disabled people. There was also a larger presence of staff support to assist disabled travellers. The accessible transport was praised in Stratford, but we need to ensure that this customer friendly approach to accessibility is sustained and expanded across the country. For many disabled people, travelling involves a lot of planning and assistance. Access to sporting venues and facilities can require even greater planning to ensure the nearest station or laid-on transport is accessible. The general need is not just providing lifts or pre-booked assistance, but the staffing to support a possible non-planned journey. Workforce attitude changes must be backed by a willingness to help disabled people if they are to even want to travel. There is also a need for accessible signage (including appropriate symbols to increase accessibility for people with a visual impairment or a learning disability).

Whilst the Games have enhanced the perception of disability sport there are still accessibility issues for disabled people as spectators e.g. Level Playing Field found “only 14 of 92 professional football clubs provide the recommended allocated space for wheelchair users and in the Premier League, a third of clubs do not provide any space for disabled away fans with their own supporters.”

The Paralympics Games London 2012 showed how disability sport could capture the public’s appetite for sport and that stadiums could be filled without “shipping in” spectators to provide a positive experience for both the public and athletes. Future Games need to build from this positive experience.

Whilst the whole culture of London 2012 focused on inclusion, whether participant, workforce or spectator, it will be vital for future organising bodies to work more closely with the relevant organisations who work within grassroots participation. Selling the message of Paralympian success may not be relevant to all disabled people so there is a need to look at how messaging and presentation connects to all disabled people.

Education and school sports

According to Whizz-Kidz ‘Generation Inspired?’ consultation (completed between September 2012 and January 2013):

66% of young disabled people said that the Paralympics had inspired them to get involved in sport.

The poll revealed this enthusiasm to get active is tempered by a lack of opportunity. More than two thirds of parents surveyed said their children’s schools do not play any of the Paralympic sports. So, while the Whizz-Kidz Ambassadors may want to take up boccia, wheelchair basketball, archery, wheelchair tennis and other Paralympic sports, opportunities to do so at school are limited.

9% of parents feel like the media generally presents a balanced view of disability, compared to 36% who felt like the media coverage during the Paralympics presented a balanced view of disability.

EFDS welcomes the youth sports strategy published by Sport England and the associated investment. However, there still appears to be a strategic leadership gap in the sporting landscape in relation school (and pre-school) sport and sport for under 14 year olds.

Within that context, there are both positive initiatives which are helping to support a legacy for school sport and challenges which remain, including:

Active Kids for All Inclusive PE (AK4A IPE) Paralympic legacy initiative developed to improve the quality of PE provision for young disabled people attending mainstream schools. The training has been designed to increase both the competence and confidence of the teaching network, to support the development of outstanding teachers by ensuring all pupils are engaged and make good progress within PE.

Projectability has done much to improve opportunities for young disabled people in the School Games. If anything, the Games have increased this momentum and have perhaps challenged the perceptions of providers and young disabled people themselves in their access and abilities.

Despite the effective practice in some areas, there are still challenges in some County Sports Partnership (CSP) areas to provide the minimum offer of five inclusive sport formats for young disabled people to engage. EFDS is working with Youth Sport Trust (YST) to see how as organisations together we can ensure that the inclusion agenda remains a focus and that more young disabled people can access this opportunity.

It should be taken into consideration that a number of young disabled people would not have previously accessed PE, so going straight into competitive sport will provide challenges without the base of fundamental skills developed. Therefore from an EFDS perspective, the greatest impact that we can have on school sport for young disabled people is the investment into teacher training to provide the network with the competencies and confidence they need to provide high quality PE. This requires a long term commitment with strong backing from Government and Higher Education teacher training providers.

APPENDIX I

EFDS was established in September 1998 as the umbrella body for disabled people in sport and physical activity throughout England. **Our vision is that disabled people are active for life.** EFDS champions opportunities for disabled people to enjoy sport, supporting the sport and physical activity sectors to be more inclusive.

EFDS works to increase opportunities for disabled people in sport and physical activity. By supporting the sport sector and engaging with disability organisations, we are in the best position to support participation at every level.

We want sport and physical activity to be a meaningful experience, whatever level disabled people choose. Our partnerships across different sectors (sport, disability, fitness and health) mean that we can use our knowledge and expertise to help sport deliver more inclusive programmes

Working with a number of focus National Governing Bodies (NGBs) of sport, we can ensure they maximise their own programme for disabled people. We support NGBs with our own insight on disabled people, sports development expertise, local engagement and marketing knowledge.

In addition EFDS works in close partnership with the National Disability Sports Organisations (NDSOs) to deliver opportunities for disabled people with specific impairments. The NDSOs are British Blind Sport, Cerebral Palsy Sport, Dwarf Sports Association UK, Mencap Sport, Special Olympics GB, UK Deaf Sport and Wheelpower.

EFDS's Inclusive Fitness Initiative (IFI) programme has been established for over ten years, with a national coverage of 400 IFI Mark accredited gym facilities. Now managed in house by EFDS, the IFI Mark remains crucial in addressing inequality in physical activity to reach inactive populations, raise awareness of the benefits of exercise and create demand. Part of this programme is supported by the Department of Health until 2014. The programme also works with equipment suppliers to improve and provide a wider choice of accessible equipment in gyms.

In 2012, alongside the other Home Country Disability Sport Organisations, EFDS has partnered Sainsbury's in a Paralympic legacy initiative developed to improve the quality of PE provision for young disabled people attending mainstream schools. Through the Active Kids for All initiative inclusive PE training and resources will be provided to 23,655 teachers, trainee teachers and learning support assistants throughout the UK over a four year period from 2012 to 2016.

Disability Sport Events is another successful EFDS programme. The team delivers regional, national and international sports events for disabled people. EFDS's aim through DSE is to increase participation opportunities at every level, providing disabled people with a range of activities to choose from. These can vary from high participation sports like swimming and athletics, to local festivals.

More detail on EFDS, including our forward strategy and our 2012/13 Annual Report, can be found on our website: www.efds.co.uk

31 July 2013

English Handball Association—Written evidence

How does funding for grassroots participation have an impact on performance at the elite level? What is the nature of the relationship within your sport? Is funding to support talent development being allocated and used appropriately?

The major correlation between the two is the fact that by increasing grassroots participation we are able to grow the potential number of talented players that may progress into a performance programme. We currently receive a small amount of talent related funding from Sport England which helps with the delivery of our England Talent Pathway activities, specifically our Talent Identification programme. This is supplemented by funding that we receive for delivering the Advanced Apprenticeship in Sporting Excellence which helps our talented young players between the ages of 16 and 18.

Obviously the problem we have in handball is that with no funding for the GB Senior teams, there is no outlet for talented players once they leave our age group teams at the age of 20. That may have a detrimental impact in the future in trying to attract players in to the sport or retain those that start out at a younger age.

To what extent has your sport engaged with Sport England initiatives such as the Places People Play programme or Sportivate? Are these initiatives cost effective?

Handball has certainly benefited from the Sportivate programme as this has been a great way of introducing people to the sport through some simple coaching activities. Whilst this has been relatively cost effective from an initial delivery perspective, the key is to try and extend the duration of the sessions or enable them to continue beyond the end of the funding period so that they become self-sustaining.

We have engaged with parts of the PPP programme, specifically Gold Challenge again, as a means of introducing people to the sport. As we have no capital funding or facility development plans we did not have need to make use of the Places part of the programme although handball did form part of a number of the sports hall bids.

How did the Games change attitudes to Paralympic sport amongst the general public and the media? What efforts are your sports making to maximise the legacy of London 2012 for Paralympic sport?

Attitudes were changed immensely by the Paralympics especially in the media presentation of the sports and athletes. The Channel 4 promotion based around 'the real superhumans' was fantastic and the fact that more disability sport is being featured on TV and in other forms of media is a direct result of the London Games.

It is very early stages in terms of the development of handball for people with a disability. We have been investigating the potential for some Wheelchair Handball activities with a local club in Liverpool but this has proved time consuming. We have not, as yet, looked at activities for any other types of disability.

How much resource and effort should be given to winning the right to host future international sports events in the UK? Does the hosting of future events increase the chances of delivering a sports participation legacy? Which types of event are likely to have the most impact on enhancing participation in your sport?

It certainly helps in terms of raising the profile of the sport. For handball, the London Games was the first time that a majority of people in Britain had ever seen elite level teams. Being able to bring regular international events to this country would help greatly in keeping this profile high and attracting people into the sport.

A mixture of good quality national events as well as European and World events helps to provide a full range of the standard of the sport. Giving young beginners something to aspire to is always helpful in terms of attracting them to take up the sport.

To what extent has the experience of the Games, and operating with a British team, had an impact on the relationship between Home Nations governing bodies and the national governing body for Great Britain in your sport?

The loss of UK Sport funding for British Handball makes this a challenging time for the sport at an elite level. Both England and Scotland are working hard with what remains of the British programme to try and keep things moving forward. However, this is totally reliant on players self-funding their participation, supplemented by any private funding that can be raised.

This has served to test the relationship between the three main bodies, but we are committed to finding a positive outcome.

18 July 2013

Essex County Council—Written evidence

Introduction – Essex County Council's role in delivering London 2012

Essex County Council played a vital role in the successful delivery of the London Games. As the only local authority to fund and build an Olympic venue for the 2012 Games we created 'Hadleigh Farm', host to the Olympic mountain biking events on 11th & 12th August. Essex County Council was responsible for delivering this venue from conception to completion, working closely with partners in the Salvation Army, Castle Point Borough Council and LOCOG.

Due to its proximity to London, Essex also formed an important 'gateway' to the Olympic park in Stratford. In addition to delivering Hadleigh Farm and the infrastructure around the canoe slalom events at Lee Valley White Water Centre, the County Council also led the County's broader Games-time operations, co-ordinating partners such as Emergency Planning and Essex Police to ensure smooth operations throughout the Torch Relay, Olympic and Paralympic periods.

Securing a legacy for Essex

Securing a long-term Essex legacy from the London 2012 Games is a goal that has been hardwired into Essex County Council work since well before the Games. A dedicated work programme has focussed on the key themes of business, volunteering, education, culture and sport. These priorities have been shaped by an Action and Delivery Plan developed by the Essex Strategic Board for a Legacy from the 2012 Games in 2008, which led to the formation of a series of task and finish groups to drive these agendas forward in partnership with relevant local partners.

From 2008 onwards progress against these priorities listed below have been monitored and measured in a series of reviews:

- Sport and Health - Increasing physical activity and sports participation levels;
- Pre-Games Training Camps - Leveraging Essex's existing infrastructure;
- Culture - Delivering a successful Cultural Olympiad;
- Business – Maximising the Economic Impact of the 2012 Games in Essex;
- Volunteering – Supporting volunteers;
- Learning and Development – Supporting Learning and Development.

Sporting Legacy

There are positive signs in Essex as to the impact of London 2012 and Essex's status as a host venue on participation across the county.

Essex County Council seized the opportunity of London 2012 to review and create a more sustainable landscape for sport, physical activity and London 2012 legacy. After consultation with partners the county council created the sport & physical activity partnership called Active Essex. This body hosted by the county council has the mandate to lead on securing a legacy from London 2012 for Essex and acts as the strategic lead for sport and physical activity encompassing the County Sports Partnership (CSP) function supported by Sport England. By doing this there has been greater clarity in Essex on the vision to create a more physically active and sporting environment for all people to enable everyone to participate in the activity of their chosen level. Active Essex has created networks of local agencies committed to working together to increase the number of people taking part in sport and physical activity by utilising resources including Sport England programmes such as Sportivate and Sport Makers that have had a positive impact on Essex.

Sport England invests Core Funding into Active Essex (CSPs) to provide a consistent set of services for National Governing Bodies who are charged by Sport England to increase participation in their sport. This makes it very clear for Essex and enables Essex to foster strong relationships to encourage NGBs to invest and work in Essex.

Engagement of young people in both culture and physical activity was critical in Essex as part of the overarching promise to inspire a new generation of young people. Over 5000 pupils across the county have competed at Level 3 School Games over the last 2 years. In addition Essex engaged and promoted the LOCOG “Get Set” programme which has seen 94% of schools sign up to the programme in Essex.

Critical to ensuring a legacy, ECC created its own unique brand titled “Essex Carrying the Flame” which was a cross curriculum resource pack for schools, utilising the Olympic & Paralympic values. Over 35,000 young people engaged with this programme.

Of course, sport and physical activity are at the heart of this work and sport has also been seized upon as a means for engaging hard to reach groups through the excitement of the summer of 2012 and inspiring them to become positively involved. For example, the SX Urban Games, an alternative sports days based around skate parks in Essex, was designed to reach disaffected young people across the County, this programme is still running today. Throughout 2011 and 2012 the team delivered 22 free events, one in every district, borough and unitary authority involving over 3000 participants and 60 volunteers. The main aim of the Urban Games was to involve those who do not usually participate in mainstream sport to be more active and to divert local young people from crime and anti-social behaviour in the process.

We are determined that a sporting legacy for Essex is fostered by Essex County Council at elite athlete level as well as at school and community participant level. Since 2008, 27 elite Essex-based athletes have been supported through ECC and Southend-on-Sea Borough Council awards which have been instrumental in funding their preparations for Olympic and Paralympic Success at the Games. The project was awarded the London 2012 Inspire Mark for the positive impact of the athletes’ ambassadorial duties and the commitment they showed to supporting Essex.

On 10th July 2013 Essex County Council launched the legacy of its existing Grant Aid programme called ‘Inspired Athletes’ which is the new grant aid programme to support Essex athletes on the journey to Rio 2016. Essex County Council believes the success of our athletes has been the opportunity for them to receiving financial support so they can focus on their sporting career.

We believe medal winning athletes such as Saskia Clark (Sailing) and Chloe Rogers (Hockey) would have found it even more difficult if it was not for Essex County Council’s financial support that allowed them to focus on their sport and give it the time and dedication elite sports men and women need to perform at a world class level. In return for ECC financial support the funded athletes will act as Sport Ambassadors in communities across Essex raising the profile of sport and acting as role models for all. This is why we are proud to be able to continue to support Essex elite athletes.

Twenty-one Inspired Facilities were created as part of a programme of funding that saw ECC grant aid £2 million which was able to lever in £8 million of partner funding to ensure a physical legacy was secured in Essex. These facilities included the creation of Braintree BMX facility; a purpose built regional indoor trampoline facility in Brentwood; a new university fitness facility and a number of football association multi-purpose facilities. These facilities were all inspired by London 2012 to deliver a positive return on investment and demonstrate a tangible physical legacy for the County.

In the process of the build-up to London 2012, world class facilities were also created in Essex, including Basildon Sporting Village, a sports facility which includes a 50m competition pool and a state-of-the-art gymnastics centre. A new purpose built Diving Facility in Southend on Sea was created and was home to Team GB Diving team.

The County Council's own Olympic Mountain bike facility will see the creation of a world class MTB venue as well as the creation of the opportunity for the development and participation of community sport. These facilities and others are geared up to host international sporting events but also helps us fulfil our shared aim of increasing sport and physical activity opportunities across Essex. All of these world class venues have raised awareness not only nationally of Essex as a County for sport but internationally as well. These facilities will allow Essex County Council to produce stars of the future.

Building upon the success of hosting a Games, Essex is confident this will contribute to the success of future world class events as the World Canoe Salmon in 2015 at Lee Valley White Water Centre or future World Class Mountain Biking events at Hadleigh Farm.

Regeneration Legacy

Volunteering Over 40,000 individuals from the East of England expressed an interest in volunteering, illustrating the great interest in volunteering as a result of the 2012 Games. Out of the 12 regions involved in the UK wide volunteering programme for the Olympics, the East of England had the third greatest number of applicants. For the Essex Ambassadors scheme alone we generated 270 new volunteers with 80 % of these expressing an interest in continuing to volunteer. The Sport Makers scheme has seen in excess of 1300 people completing 10 hours of volunteering as a consequence of the programme and further adds to the volunteering legacy in Essex.

As a result of the Essex Ambassadors programme alone, Essex knows that £127,218.00 economic value has been created, with over 7000 volunteering hours contributed by the Ambassadors. The Essex Ambassadors also received publicity worth an advertising value equivalent of £79,917.00, of which 100% was favourable. The scheme in addition was awarded a Queen's Diamond Jubilee award in December 2012 in recognition of its contribution to volunteering.

More recently Essex County Council has partnered with a third sector organisation who will deliver the legacy of this programme by recruiting, retaining and deploying volunteers across sport and cultural events across Essex.

Culture Olympiad The team has also had a vital role to play in bringing art and culture to all communities across Essex. The 'Sparks Will Fly' festival was a truly innovative cultural festival. The artistic extravaganza was part of the prestigious Festival 2012 and was highly original in its county-wide reach which saw the stilted performers 'Boreas' and Marina' visiting 16 communities across the whole of Essex. Each performance was unique, drawing from local talent and reflecting the cultural diversity of the individual areas. Participants in the parade ranged from the Thaxted Morris Men and the Saffron Walden skate club, to the Harlow Steel Band and the 300-strong 'Make a Move' dance club, which was made up of dancers of all ages and abilities. Around 75,000 people have been engaged in Sparks Will Fly.

Increased community engagement and cultural impact - 100,000 people participated in Sparks Will Fly activities right across Essex, of those 91.1% of respondents were proud that their

community had created this event, illustrating a sense of community spirit and pride. Over the four years of the Cultural Olympiad 2.5 million people in the East of England got involved in 101 different projects which received investment of £10.7 million.

Team members have often 'gone the extra mile' to ensure that residents have had a positive experience of the Games, for example, co-ordinating a Torch Relay 'Communities on Route' group to ensure that all levels of local infrastructure were engaged in the process of preparing for the Torch and that every resident in Essex would have an equally positive experience of the Torch.

Business - As part of a focus on developing a 2012 business legacy, Essex County Council has played a pivotal role in promoting the innovative 'CompeteFor' procurement tool in Essex. The *CompeteFor* portal was established to allow businesses to compete for contract opportunities linked to the London 2012 Games in a way which would minimise burden and bureaucracy for interested bidders. Consequently, *CompeteFor*, which will continue to be used for a range of public sector contracts post-Games (including Cross Rail), has succeeded in opening up these supply chains to greater diversity, innovation and competition. For example, 75% of awards to *CompeteFor* suppliers have gone to SMEs and approximately 62% to businesses outside of London.

In Essex, officers from the 2012 Legacy team have taken a lead in raising local awareness of and interest in *CompeteFor* through business workshops and breakfasts designed to promote and publicise the website. These were delivered in conjunction with BIS, regional bodies, the Federation of Small Business, the Chambers of Commerce and other local networks. As a result of this hard work across the region, over 200 *CompeteFor* contracts were awarded to Essex-based companies with an estimated value of £55m.

Economic and social return from sports and physical activity projects – the County Council has delivered an array of interventions that have contributed to a positive economic return. She Has Energy in Essex (SHE) is an exciting programme aiming to help existing community groups to provide sport or physical activity to their users by providing funding to help overcome the existing barriers. To date this project has generated around £19,840.00 worth of 'economic activity' and £212,104 total 'social return'. Mud Sweat and Gears is the Counties' participation Mountain bike series of events which has generated around £28,253 worth of 'economic activity' and £85,779 total 'social return'. That's an impressive £48,093 economic and phenomenal £297,883 social return across just two projects. According to a recent economic impact report on the 2012 Colchester Tour Series bike race, the expenditure associated with the race has led to an estimated GVA impact of £164,218 and has supported an estimated 4.2 full time equivalent jobs. Colchester recently delivered a 2013 Tour series demonstrating legacy beyond 2012. These projects and many more are positive examples of a Legacy post games that have all seen an increase in participation.

Increased tourism - a selection of Essex based visitor attractions had reported an 8.8% increase in visitor numbers on 2011 figures. It is estimated that in the Eastern region as a whole the London 2012 Olympic and Paralympic Games will lead to a 2-3% increase in business tourists which would contribute £30 million to the region by 2012, with a cumulative impact by 2016 of £150 million. A similar increase in international tourists would see an impact of £100 million by 2016.

Further strategic issues

It is very unclear as to governance arrangements for overall delivery of a post games legacy. Essex as a host County who have invested a lot of time and resources do feel that everything appears to be London centric. As an owner of a venue Essex County Council feel we have a commitment to

Essex County Council—Written evidence

deliver a venue legacy but don't feel that this commitment is shared with central government in what are very difficult financial times for local authorities. Essex would like to see clearer engagement with other areas outside London as they are all part of the story of what not only made London 2012 great but part of the story as why post games it can be part of history as one of the games that truly did deliver a legacy.

Essex County Council are grateful for the opportunity to offer the Committee evidence from Essex on London 2012 legacy and am happy to further assist the Committee in whichever way it sees fit as the enquiry progresses.

Response prepared by: Jason Fergus – Head of Sports Delivery & 2012 Legacy

31 July 2013

Field Studies Council—Written evidence

Executive Summary

1. The Field Studies Council welcomes this inquiry into the Legacy of the Olympic and Paralympic Games. Our submission focuses on the regeneration legacy, in particular the Olympic Park Legacy and education through outdoor learning and fieldwork, and highlights the potential for the Olympic Park to become the site for the world's first inner-city residential field centre.

Introduction

2. The Field Studies Council (FSC) is an education charity committed to bringing environmental understanding to all. We currently welcome 145,000 visitors every year on courses to our national network of 17 Field Centres. These include groups from nearly 3,000 schools, colleges and universities. Established in 1943, FSC has become internationally respected for our national network of education centres and is the UK's leading provider of curriculum focused field courses.
3. FSC provides informative and enjoyable opportunities for people of all ages and abilities to discover, explore, be inspired by, and understand the natural and built environment. We believe that the more we know about the environment, the more we can appreciate its needs and protect its diversity and beauty for future generations. We feel that fieldwork should be a vital element of an imaginative and contemporary education.

Information

4. FSC welcomes the committee's inquiry into 'the strategic issues for regeneration and sporting legacy from the Olympic and Paralympic Games'.
5. FSC has been working with secondary schools in 'Host Boroughs' since 2003 to deliver urban and environmental outdoor learning and fieldwork using parks, open spaces and built environment. A key objective of this endeavour is to help schools better engage with their local surroundings and stem the decline in outdoor learning experiences that are available to students, especially within an urban setting.
6. As part of this work, FSC has a close alliance with Poplar Harca (previously Leaside Regeneration) through the ViewTube Learn partnership. The ViewTube, located on the Greenway of the Olympic Park, has provided an excellent venue where schools have been able to engage with the Games and the Olympic Park through a range of school subjects (such as urban geography, science, physical education, design technology and engineering), and regeneration issues. Since 2010, FSC has worked with 18,267 secondary students from 222 schools (including 92 schools from the London boroughs) to provide these fieldwork and outdoor learning opportunities.
7. FSC's work in urban areas throughout the UK has consistently shown that primary schools are much more likely to use local parks, open spaces and resource centres for fieldwork compared to secondary schools. There is a precipitous decline in these active learning experiences between upper primary (KS2) and lower secondary (KS3).
8. Surveys carried out during the FSC's *London Outdoor Science* and *Schools in the Parks* projects, which aimed to develop use of inner London parks and open spaces by

science teachers in local secondary schools, showed that only a minority of secondary science departments in inner London schools use local parks and open spaces for science fieldwork, with fewer than 20% of schools carrying out GCSE science fieldwork locally (Glackin, 2007).

9. The main barriers and issues raised by 47 secondary teachers in the FSC's *London Outdoor Science* and *Schools in the Parks* projects were (in diminishing order): 1) disruption to classes and other teachers, 2) staff cover, 3) health and safety, 4) lack of access to suitable site, 5) perceived lack of usefulness regarding the curriculum (Glackin 2007, Glackin and Jones 2012).
10. The link between outdoor teaching of academic subjects such as science and geography and a sporting legacy might not seem obvious. However, there is substantial evidence that even moderate levels of outdoor activity will boost the health and wellbeing of young people. Furthermore, teaching in local sites raises awareness amongst young people of opportunities for activity, and FSC's own evidence in other locations shows that they will return to previously unexplored parks and open spaces with families and friends.
11. To counteract these barriers (which are particularly acute for 11-18 year olds) there is a strong and urgent need for a viable field centre which specialises in active and outdoor built environment education. The University of East London carried out a feasibility study in May 2008 for such a London Education Centre to be run by the Field Studies Council and based at the Olympic Park. It found that:
 - a. There is a real need for educational field centres, particularly ones that can work with secondary schools and can use the urban environment to inspire their young people. The proposed centre would be the first of its kind in London, the UK and possibly, worldwide.
 - b. The London Education Centre would encompass FSC's charitable objectives by providing outdoor education experiences that would cover a wide variety of curricula and make the links between education, regeneration and sustainable development to build capacity within local communities, whilst also ensuring social inclusion.
 - c. FSC has been operating field centres since 1943; its operations are currently financially sound.
 - d. The proposal to build a London Education Centre in the Olympic Park has received overwhelming support from London schools, teachers and stakeholders.
 - e. The viability of a Centre arises from its potential for multiple use as an education and residential centre for the local community, as well as visitors from around the country and abroad.
 - f. FSC utilises the environment in which it is located as the subject of study and has developed an educational offering immediately and uniquely relevant to the exploration of several of the themes identified by government, LOCOG and other 2012 stakeholders in promoting a sustainable legacy for 2012.
 - g. The Centre would add real and long-lasting value to the Olympic legacy proposition.

12. FSC currently has a Memorandum of Understanding with London Legacy Development Corporation (LLDC) to develop the world's first inner-city residential field centre, creating a world-leading outdoor learning facility as part of the development of education activities in the Olympic Park post-Games.

Recommendations:

- The Select Committee endorses FSC's proposal to develop a residential field centre in the Olympic Park as part of the London 2012 education legacy.

References:

- Field Studies Council, (2007). *London Outdoor Science – SGP Evaluation Summary Report*. Internal publication.
- Field Studies Council, (2008). *The London Education Centre – A local legacy with a global impact*.
- Field Studies Council, (2009). *New Views: Lessons learned from the London Challenge residential courses*.
- Glackin, M. (2007). "Using urban green space to teach science" in *School Science Review* 89.
- Glackin, M and Jones, B (2012). "Park and learn: improving opportunities for learning in local open spaces" in *School Science Review* 93.

29 July 2013

Football Association—Written evidence

Introduction

The Football Association is the national governing body responsible for football in England. The FA's remit covers grassroots football, regulation of the professional game (alongside the leagues in which clubs compete) and running the 24 national teams (which include, men's, women's, youth and disability teams).

Football is called England's national game with good reason. Men's football is the most played sport in the country, women's football the third most played and disability football the seventh. In fact ten times as many people in England play football week in week out than the second most popular sport, cricket. In total over two million people (aged 16+) play football every week and about 7 million players of all ages regularly play. In total there are 110,000 teams and over 33,000 clubs, supported by a network of 33,500 grass pitches, 1,500 sand or water based artificial pitches and nearly 500 next-generation 3G artificial pitches. All of this is serviced by some 400,000 volunteers who strive week-in, week-out to ensure the grassroots game thrives.

Sporting Legacy

i) General public participation

The FA does not have evidence yet to suggest the impact of the Olympic on participation. With regards to men's football, however, it would be fair to say that the Olympics does not represent the pinnacle of the game and therefore the opportunity for the Olympics to act as a stimulus for participation therefore is less.

This, however, is not the case for the women's game. Here, the coverage provided by the Olympics has proved to be very important. Some 80,203 spectators watched the USA beat Japan in the Olympic final, with 70,584 watching Team GB beat Brazil earlier in the competition. A peak of 3.9m viewers watched this game on television.

Following on from the Olympics, broadcasters have strongly committed to covering the women's game. The BBC has shown the Euro 2013 competition in its entirety this summer and both BT Vision and the BBC have regular highlights programmes and live games- 24 programmes are scheduled in the 12 weeks preceding the women's teams World Cup qualifiers in October.

However, television coverage alone is not enough to stimulate interest in the women's game. The Olympics has been helpful, but the spike in interest has complemented The FA's 5 year "Game Changer Plan" for women's football, not solely driven the change. As part of this plan The FA will deliver a new Elite Performance Unit, a new commercial strategy, a second tier to support The FA Women's Super League, growth in participation and growth of the fan-base. The FA has committed to a further £3.5m investment into women's football in the next 5 years. We believe that this is a good example of the type of pro-active plans National Governing Bodies will require in order to turn the excitement of the Olympics into long term, sustainable participation.

Football Association—Written evidence

This approach has proved successful over the 20 years The FA has been running the women's game. In this time the sport has grown to be the third largest team sport in England and from around 100 teams nationwide in 1992 to over 6,000 today.

ii) Paralympic sports participation

The FA also runs disability football in England. However, the growth in disability football in recent years has been quite a success story. According to Sport England figures, disability football is now the seventh most played team sport in England. It seems evident that there has been a change of attitude in the British public following the Paralympics. One year on from the Olympics, the extensive interest in the IPC Athletics World Championships in July 2013 goes to show the change in perception towards disabled sport. While The FA believes that the Paralympics has delivered a better understanding of disability football and an appreciation of the high level to which it is played, this is most likely also the case for the other Paralympic disciplines too. The FA has new ambassadors and role models following the games and, from a purely practical point, the equipment used at the Games (goals, balls, blindfolds, etc.) have gone into our centres of excellence.

As with women's football, The FA has in place a strategy to develop the game which has benefitted from the increased Paralympic exposure. Next year there will be eight blind player development centres and eight centre of excellence for Cerebral Palsy players and The FA has specific elite impairment specific pathways in place. The FA is also investing £1.5m in our Disability Football Development Fund which sees 27 project officers throughout England promoting disability football and joining up the elite pathways with the grassroots game. In terms of participation, we can also highlight positive growth in the Olympic year, with the number of disability teams in England going up by over 5% from 1,285 to 1,355 teams in the last year.

iii) Education and school sport

The FA supports the Government's focus on making changes to the resourcing and provision of sport in the primary sector. The FA believes that this is the right area of focus and that specifically the physical literacy of school children at an early age needs to be improved. Central to meeting this challenge is addressing the deficiency in sport and physical education experience amongst teaching staff in the primary sector and the access to high quality PE provision for boys and girls under the age of 11.

However, The FA also strongly believes in the principle "that whatever gets measured gets done". That is why it is welcome that the Government has further announced that there will be a formal Ofsted measurement of sporting provision by Primary Schools and that schools will be required to publicly report on how they invest their school sport funding.

Empowering head-teachers with resources to deliver school sport, and formally assessing their delivery, requires a 'supply' of quality provision to meet this 'demand'. The FA's Tesco Skills Programme for 5-11 year old boys and girls is, we believe, an example of how sport can develop high quality coaching, PE engagement, teacher training, resources and development to meet this demand.

To date the programme has been delivered over 4.2 million places to 5-11 year olds in primary school (since 2007). The FA has specially trained coaches- trained to meet

educational as well as football targets- who deliver in-class sessions. The sessions are designed not only to meet educational and deliver physical literacy (not just football) targets, but also to up-skill teachers to give them the confidence and knowledge to continue the sessions in the future. The programme has so far been delivered in 7,500 schools in conjunction with over 21,000 teachers and is the first National Governing Body programme to receive afPE accreditation. The Skills programme is a scalable model which, as of June 2013, has national coverage.

While programmes like The FA's will help increase physical literacy, increasing the number of primary teachers with a sporting interest, and training and up-skilling those to deliver quality PE would provide sustainable provision. The FA, aligned to its Skills Programme, has already produced afPE accredited teacher resource materials which are available to all current and aspiring teachers. In addition we are shortly to finalise an offer to all teacher training outlets to provide FA/afPE accredited training to any aspiring teacher who wants the opportunity to take it. These courses could potentially be offered free of charge on an annual basis as part of the ongoing support structures to the roll out of the Skills Programme.

iv) High Performance Sports: both Olympic and non-Olympic

All our elite player pathways have recently been reviewed. The women's and disability football pathways have been outlined in previous questions, but it is also worth noting that the men's Elite Player Pathway is also currently under review and this new pathway will work in conjunction with St. George's Park, our new coaching centre of excellence and home to our 24 England teams.

Most pertinent to The FA with regards to high performance Olympic sport is the question of Team GB in football. As previously stated, the Olympic Games is not the elite football tournament in the men's game. Furthermore due to the devolved nature of Home Nation football there is no intention to create a men's Team GB for future tournaments. However, we believe that the women's tournament can provide additional and exceptional experience to our female players and therefore The FA is committed to discussing the possibility of a future women's Team GB with the other home nations should one of the home nation teams achieve the qualifying standard for the Olympics in Rio.

v) Sports facilities legacy / future UK hosting

A Government report in July 2013 revealed that the UK economy has benefitted to the tune of £9.9bn from hosting the Olympics. The UK- and sports organisations specifically- have the ability to deliver great international sporting events- and they are profitable too. A study by RSM Tenom in 2010 revealed the Treasury income alone for a major sporting event such as the ATP World Finals or the Ryder Cup is in excess of £8m. A single full house at Wembley might see VAT on tickets and hospitality alone reach £2m. These figures don't take into account any supplementary spending by visitors, but what is clear is that major sporting events not only provide enjoyment to the nation, but a financial pick-me-up too. However, other countries are realising the value of major sporting events and the UK Government does not lead the way in creating an environment which encourages sporting events. The FA and sports movement in general would strongly recommend the introduction of Major Event Legislation in order to ensure event organisers have the necessary support (e.g. addressing ambush marketing, ticket touting, merchandising, etc.) to bring their events to the UK safe in the knowledge that they are receiving the best possible support for their event.

With regards to sports facilities legacy, the football stadia used at the Olympics were not fundamentally changed in order to host the matches and therefore the question of facility legacy here is not relevant.

The International Legacy

i) Trade and industry

Wembley Stadium is a venue known throughout the World. It is, of course, most widely associated with the specific sport of football rather than the Olympics, however the international exposure of London and the success of the Olympics will no doubt have helped cement the stadium's position on the world stage.

It is also well worth noting that there is indeed an international trade and industry element to Wembley Stadium. In recent years Wembley Stadium Consultancy (WSC) has grown into a World leading consultancy on stadium management for major sporting and cultural events. Wembley's iconic status and reputation in the sports industry has resulted in high demand for our expertise, which has risen significantly in recent years following the demolition of the old Stadium and the opening of the new Stadium in 2007.

WSC advises on matters such as construction, design, commercialisation and operational matters, including ticketing, event and traffic management. More recently, we have incorporated 'the Centre of Excellence' into the Consultancy, providing a range of event, safety, security and medical courses in a live setting at the Stadium.

Our unique product is helping breaking down barriers and promoting UK Plc across the globe and we have seen significant growth in demand for our product from overseas. Recently we have also seen increased value in strategic alliances and have benefited from the value and opportunities these partnerships bring- notably with global brands such as IMG, Populous, Vanguardia and Fortress.

ii) International development and diplomacy

Wembley Stadium is an iconic venue in its own right and, as outlined in the previous section, this status allows The FA Group to utilise this to aid its international trade work. With regards to international diplomacy, The FA works through the FIFA confederations to provide international projects, but these are not related to the Olympic movement.

Further strategic issues

i) Governance

The FA supports the work of DCMS and Sport England in focusing on participation in order to deliver a lasting Olympic legacy. The FA has agreed a new Whole Sport Plan with Sport England and specific additional support for the FA Tesco Skills programme (highlighted previously in the paper). The FA would welcome political stability in both participation and school sport policy in order to deliver what has been agreed; changing structures, targets and measures ultimately impacts our ability to deliver.

ii) Adaptability, finances and national impacts

Sport has benefitted recently from stability of funding through UK Sport and Sport England. However, the footballing network is a very large one- The FA supports 110,000 teams playing on 33,500 grass pitches. The bill to service a football pitch for a year (line marking, nets, posts, grass cutting, etc.) is, on average, around £2,000- so simply to allow the current stock to be playable equates to a cost of some £67m per year. As more than 80% of football is played on publically owned and managed facilities, 52% of which being in education facilities (and a further 31% in local authority facilities), there is a huge threat to grassroots football from any change to local authorities' and schools' abilities to invest in grassroots sport.

Supplementary questions

Following The FA's appearance to give oral evidence to the committee, the following supplementary questions were sent for answer:

8. How does funding for grassroots participation have an impact on performance at the elite level? What is the nature of the relationship within your sport? Is funding to support talent development being allocated and used appropriately?

The FA, working with other footballing priorities, has developed specific elite pathways to promote talent development. The funding structure in football is likely to differ from most Olympic sports and is a mixture of FA, commercial and public funding.

Talent development starts with healthy grassroots, with both the volume of participation at and the quality of provision/ coaching having a huge effect on the standard of sportmen and women at the elite level.

In 2010 we conducted a Youth Development Review to assess the state of youth football. The results are aimed at breaking the mould in English football and developing more skilful players for elite pathways and more enjoyable football to aid retention of players.

From the 2013/4 season we will have a specific set of criteria for youth football. Some of the feedback from children we received was that they come to play football to be involved by touching the ball. Putting them on full-size pitches at the age of 10 was not what they wanted or enjoyed. They found it impossible to defend a goal the same size as those used in the Premier League.

We therefore now have pitch and player criteria from 5 v 5 at U7 moving to 11 v 11 only at U12 (or U13 from the 2014/5 season).

The aims are specifically:

- Have more touches of the ball to develop technique
- Have more dribbling opportunities and 1v1s
- Have more shots and score more goals
- Have more involvement in the game

In short, more involvement means more enjoyment through playing football. The new approach to youth football will phase out the one 'season-long competition' for young players and bring in a mixture of learning opportunities. This will provide youth leagues

with the ownership to run different approaches to competition that capture the attention of young players in modern way.

This means that league tables will not be published up to U11 and the reported competition element will come through Trophy Events instead. This doesn't mean matches will not be competitive, all matches between two teams are- they both want to win- but the emphasis is on skills, touches and fun.

Everyone is very keen to see more skilful young England players and we expect that the evidence based research which has led to the findings of the Youth Development Review will be the basis of more children playing football for longer and more skilful junior players coming through the ranks.

Once junior players have learned the basics of football, they will then enter elite player pathways. Through this, football has created a clear strategy in order to give our brightest youngsters the best possible opportunities to develop. The FA supports an elite pathway for boys through professional clubs (the recently established Elite Player Performance Plan) and the FA England Teams. For the national sides we have representative teams from U16s to U21s all of which are based at St. George's Park. The professional clubs provide the feeder system for these teams and the new EPPP, which has extensive interaction with schools, will provide players for our future squads. The funding for this pathway is split between The FA and the Clubs.

The elite pathway for girls is part of our 5 year "Game Changer" plan for women's football which will create an Elite Performance Unit. This consists of 29 new Player Development Centres, 31 Girls' Centres of Excellence and 3 Elite Performance Camps to provide an effective link between emerging talent and international football.

For disability players we have a distinct pathway too. Here, the pathway comprises of Disability Player Development Centres (PDCs), Regional Impairment Specific Centres of Excellence and England Impairment Specific Development Squads.

9. To what extent has your sport engaged with Sport England initiatives such as the Places People Play programme or Sportivate? Are these initiatives cost effective?

The FA engages with Sport England on all its initiatives. The FA has a Whole Sport Plan which is submitted to Sport England and outlines our grassroots sports plan for a four year period. Specifically, Places People Play has been an important tool for Sport England to deliver a facility, volunteer and facility legacy and football clubs have benefitted from this programme.

10. How did the Games change attitudes to Paralympic sport amongst the general public and the media? What efforts are your sports making to maximise the legacy of London 2012 for Paralympic sport?

This question has been answered in the original consultation response.

11. How much resource and effort should be given to winning the right to host future international sports events in the UK? Does the hosting of future events increase the chances of delivering a sports participation legacy? Which types of event are likely to have the most impact on enhancing participation in your sport?

Football Association—Written evidence

This question has been answered in the original consultation response.

12. To what extent has the experience of the Games, and operating with a British team, had an impact on the relationship between Home Nations governing bodies and the national governing body for Great Britain in your sport?

This question has been answered in the original consultation response.

Supp. “You stated that no decision had been taken on the question of sending a GB soccer team to the Rio Olympics, 2016. You also acknowledged the position of the Welsh FA and Scottish FA on this issue. Would you concur that, for a GB Soccer team to go to Rio, there would need to be a categorical assurance from FIFA that the participation of a GB team would not affect the position of the Home Nations in regard to participating in their own right in international soccer; and if no such assurance is forthcoming, that there should be no GB soccer team in the Rio Olympics?”

This question has been answered in part in the original consultation response, however, with regards to FIFA assurances, it would be reasonable to say that an assurance from the World governing body around Home Nation independence would be required before we committed to considering the possibility of any team competing in future Olympics.

31 July 2013

Hackney Council—Written evidence

On the back of London's successful bid, Hackney set out clear priorities for securing a lasting legacy for the borough from hosting the 2012 Olympic & Paralympic Games. These priorities included improved facilities for sport and leisure; a healthy, active borough; a boost for culture and the arts; promoting Hackney as a great place for living, working, visiting and investing; better public transport; a better environment; jobs, skills and training for local people; and work for local businesses and enterprises.

I am proud of the role Hackney played in hosting the Games and the progress we have made against the Council's original priorities. Hackney has produced a document which summarises the Council's achievements in securing lasting benefits for Hackney residents and businesses in the run up to, and during the Games - *Hackney: A Legacy from 2012*. A copy of this document can be found at www.hackney.gov.uk/Assets/Documents/Hackney-2012-Legacy.pdf.

However, in many ways this is only the beginning. The work is ongoing and in the ten months since the Games, we have made positive progress in the following areas:

Economic Growth, Investment and Increased Employment

- iCITY (a joint venture between Infinity SDC and Delancey) has signed an agreement to lease the retained Press and Broadcast Centres on the Queen Elizabeth Olympic Park, ensuring the Council's vision for a digital technology and creative hub will be delivered, creating thousands of new job opportunities.
- BT Sport, a major tenant of the buildings, is already working with the Council to secure employment for local people in its studios.
- Hackney Community College and Loughborough University are both committed to having a presence in iCITY. The College will be running its digital apprenticeship programme through the site, and Loughborough will be bringing 1,000 postgraduate students, alongside research and enterprise projects to the borough.
- On the back of the success of Hackney House, the Council's showcase and investment venue during the Games, we have signed business friendship agreements with Austin, Texas and are looking to agree similar agreements with Barcelona and New York City. The Austin agreement has led to reciprocal business trade missions, with the Council taking 25 of the borough's leading businesses to Hackney House Austin as part of the 2013 SXSW Festival, generating £8m in new business opportunities for these companies.
- The Council has also established a series of services to assist business growth, as well as promote the borough and its businesses. These include the Invest in Hackney service and online resource, and Destination Hackney, which promotes businesses, neighbourhoods and events.

Events and Local Engagement

- The Council is keen that residents make the most of the new facilities on their doorstep. The Queen Elizabeth Olympic Park will open to the public in July, following

Hackney Council—Written evidence

a series of high profile music, cultural and sporting events. The Council has secured approximately 2,000 free tickets, as well as priority booking periods, for Hackney residents to attend these events. This follows hundreds of residents visiting the Park on free tours since the closing ceremony of the Paralympic Games.

- During the Games, the Council recruited 300 volunteers to its Hackney Host programme, with volunteers contributing to major events such as the Radio 1 Hackney Weekend and One Hackney Festival. The Council's volunteering programmes have continued with events such as the Council's Make Hackney Sparkle Christmas campaign. The programme is structured to link volunteers seeking work with the Council's Ways into Work team.

New Park and Venues

- The north of the Queen Elizabeth Olympic Park in Hackney will be the first area to permanently open in July, returning public open space used for the Games back to the Council's ownership.
- The Copper Box in Hackney will be the first venue to open, also in July, providing a high-profile community sports and cultural venue. It will also be home to the London Lions basketball team, and host international competitions such as the World Badminton Grand Prix in October.
- The Council is working closely with the operators of the Copper Box, Aquatics Centre, Velopark and Eton Manor to maximise use of, and access to events in the venues by local residents, community groups and schools.
- A series of new connections between Hackney Wick, Hackney Marshes and Queen Elizabeth Olympic Park will begin to open up this year, providing direct links to and across the Park.
- Alongside this, the important recreational space at East Marsh is being reinstated and will return to use this year. Investment in Hackney Marshes continues, with a further all weather pitch and an additional changing room facility in the pipeline.

New Developments

- The Council has submitted a bid to the Department for Education to fast track the development of a new three-form entry primary school in the Hackney part of the Queen Elizabeth Olympic Park. This will meet existing demand as well as that of people who move into development planned for the area.
- The Council is also working closely with the London Legacy Development Corporation on plans for Hackney Wick, including the redevelopment of the Overground station. The Council's adopted Area Action Plan (which can be viewed at www.hackney.gov.uk/hackney-wick-aap.htm) remains a key piece of guidance in the area, establishing that new development should contribute to economic growth, particularly with regard to the area's cultural and creative industries.

Partnership

- Hackney played a significant role as one of the Host Boroughs, and this continues post-Games with the Growth Boroughs sub-regional partnership, promoting east London and attracting significant investment in the area. This partnership is important to fulfilling the objectives established in the Strategic Regeneration Framework (2009), which set convergence targets to bring the sub-region in line with the London average for a range of socio-economic indicators over a 25-year period.
- The Council is keenly aware that challenges remain, including reducing school leavers on benefits, levels of child obesity, overcrowding resulting from high density housing and lower levels of male life expectancy. However, Hackney is already making strong progress against the original convergence targets, including:
 - Employment rate surpassing the London average
 - Unemployment rate that is the lowest in east London
 - Highest median earnings for full-time workers in east London
 - Percentage of pupils achieving level 3-5 qualifications are at, or above, the London average
 - Significant reduction in violent crime
 - Award-winning performance in street and environmental cleanliness
 - High levels of resident satisfaction recorded in a new MORI survey

The progress since the Games has been hugely encouraging, but there is plenty more to do. Working closely with the London Legacy Development Corporation, the other Growth Boroughs and the Greater London Authority, we need to continue to secure public and private sector investment in the area, and the related benefits for our residents and businesses. This includes continuing investment in significant transport infrastructure, from the re-development of Hackney Wick station and delivery of the Hackney Central-Downs interchange, to looking as far ahead as the development and delivery of Crossrail 2 and improved links throughout the London-Stansted-Cambridge corridor.

Hackney's overall objectives remain the further stimulation of economic growth, strengthening the borough's substantial small business base, raising our resident's aspirations and skills, and creating a range of employment opportunities. We need to secure new business investment, utilising the borough's existing commercial space and creating new space for business growth. This would complement significant propositions, such as iCITY's, which have succeeded by focusing on the area's strengths and growth potential. Similarly we need to establish the area as a focus for higher education, research and development, building on existing higher education commitments and encouraging major British and overseas universities to focus their resources and capabilities on the area. This could both re-balance provision in London and provide an additional focus for the London-Stansted -Cambridge corridor.

I trust this letter, and the Council's achievements document, provide you with a useful overview and a submission that will be of interest to the Select Committee. I understand that Cllr Guy Nicholson, Cabinet Member for Regeneration, has attended one of your evidence sessions, but please do not hesitate to contact me if you or members of the Select Committee have any further questions.

17 July 2013

Harrison-Croft, Bryony —Written evidence

1. This report is submitted in an individual capacity. The information contained in this report was gathered by Bryony Harrison-Croft (second year undergraduate student, supervised by Dr Kathy Boxall) through a summer research project at the University of Sheffield entitled: 'Pride Against Prejudice: The 'legacy' of the 2012 London Paralympics for disabled Sportspeople in Sheffield'. The inspiration for the title and the project stemmed from the book *Pride Against Prejudice: Transforming attitudes to disability* by Jenny Morris (1991) and the amazing sense of pride that many disabled and non-disabled people experienced when watching Team GB's outstanding performance at the London 2012 Paralympic Games. This study has received ethical approval from the Department of Sociological Studies at the University of Sheffield. All individuals who have contributed to the findings of this study have been kept anonymous through the use of pseudonyms. However, with consent, the names of the sports clubs which participated in this research have been included.
2. Members, or parents of members from the *Sheffield Steelers Wheelchair Basketball Club* (<http://www.sheffield-steelers.co.uk/>), the *Sheffield Otters Swimming Club* and the *Lynx Basketball Club* (all of which cater for a range of people with either a physical or learning disability were interviewed in groups of 2 to 6 people. A total of 19 people, from the age of 10 were interviewed during July 2013. Data was analysed and the following key themes identified:
 - Funding and delivering a sporting legacy
 - Changing attitudes
 - Media profile

A brief indication of findings is included under each of these headings below.

Funding and delivering a sporting legacy

3. Funding was the most commonly raised issue when discussing barriers that disabled people faced when accessing sport in Sheffield. Members of all of the clubs reported that there had been no change in funding since the Paralympics and that no initiatives had been presented to the club. The *Sheffield Steelers* do not currently charge for their training sessions, but recently have had to reorganise the structure of their reimbursement payments for travel expenses to and from away matches and tournaments in order to continue providing free and inclusive wheelchair basketball sessions for all members. The purchase of the specialised wheelchairs, for the *Sheffield Steelers* in particular, and other equipment regularly used, means that all of the clubs face considerable disability-related expenses.
4. Participants acknowledged that there had been an increase in funding for Paralympic athletes, but there was a general consensus that at a grassroots level, in the Sheffield area, there was very little funding available to disabled sports clubs.
5. When asked whether a legacy had been created in Sheffield the responses were mostly negative. Many referred to the closure of Stocksbridge Leisure Centre and Don Valley Stadium due to the £50 million cutbacks by Sheffield City Council (BBC, 2013; James Vincent, 2013).

A parent of an Otters member commented:

“The legacy has gone by the by really because they have closed Don Valley Stadium down. How ridiculous is that so soon after the Olympics? Leisure centres are under pressure too”.

Changing attitudes

6. One of the most positive findings of the study was the noticeable change in attitudes towards disabled sports and disabled people in general. Amongst the various points that were raised, the following were most prominent:

- The Paralympics had contributed to an increase in interest towards disability issues
- Increase in positivity towards disabled people and disabled sports

7. Sally commented that since the 2012 Games, *“When they see Megan in her [wheel]chair there is a positive feeling about it”*. Other participants also commented on how they believe the 2012 Paralympics has challenged people’s stereotypes of disabled people being *“lazy... and don’t achieve anything in their lives”*.

8. Parents, Julie and Kate, from the Otters club also felt that there had been a change in attitudes towards disabled people. Kate commented:

“It’s more acceptable. I think people just had this preconceived idea that if you were disabled you can’t do anything, and I think it has opened their eyes to the fact that they can do an awful lot”. Julie said:

“People think disabled means in a wheelchair, ours [children] are disabled but mentally and I think that has come across”.

9. Karen seemed to be less convinced by a change in attitudes, although still remained hopeful and stated:

“I am kind of hopeful that there is more acceptance and understanding, that there are people with disabilities and they have a competitive nature and they are not just somebody sat in a wheelchair doing nothing, they are actually capable and physically able to a real extreme”

Media profile

10. None of the individuals interviewed had observed an increase in media attention or focus on disability sports since the concluding weeks of the Paralympic Games. Peter a parent of a Steelers member said:

“It’s not in the mainstream. I mean you can find things on the internet that are quite interesting and inspiring to do with disabled people and young people. But mainstream no.”

Sarah, a parent of a Lynx member also commented:

“You have to go out and look for it [disabled sportspeople in the media]. There are no adverts, no posters. There are no huge Jessica Ennis signs showing disabled athletes”

11. Most other individuals simply responded, *“No”* when asked whether there had been an increase in media attention since the 2012 Games. One member of the Steelers said that even Sheffield newspapers do not report on the successes of the *Sheffield Steelers*.

12. Thomas who is associated with the *Lynx Basketball Club* spoke of friends who had participated at previous Paralympic games: “*They spoke of how brilliant it was with big crowds and media coverage that they don’t normally get*”. This suggests that although media attention was very high during the period of the Paralympics, this level of media interest is not maintained at times between Paralympic games.

13. However, Julie and Kate, felt there had been an increase in media attention.

“There are photos of people around and in the press that you wouldn’t have seen before of Paralympians. You always have the Olympians but didn’t used to get the Paralympians”.

This suggests that disabled sports clubs do not feel a part of anything larger than their own club and tournaments between clubs with similar characteristics. Many of the children from the Sheffield Steelers also had similar feelings. Megan commented:

“I feel that we should just be a part of here [the Sheffield Steelers] and as basketball players and get together as a basketball team and make new friends and stay together”.

14. The findings of this report suggest that for the disabled sportspeople of Sheffield who were interviewed, a tangible legacy has not been created, and there are very few visible changes since the 2012 Games. However, the interviews did reveal that a legacy may have been created in the general public’s changing attitudes towards, and perceptions of, disabled people and the sports that some of them play. This is regardless of whether this is a physical disability or a learning disability.

References

BBC (2013) *Stocksbridge Leisure Centre taken over by community*, on the internet, BBC. Available from: <http://www.bbc.co.uk/news/uk-england-south-yorkshire-22812113> (accessed 25/07/2013)

Morris, J (1991) *Pride against Prejudice*, London, The Women’s Press Ltd.

Vincent, J (2013) *Don Valley closure date set*, on the internet, BBC. Available from: <http://www.bbc.co.uk/news/uk-england-south-yorkshire-22009124> (accessed 25/07/2013)

29 July 2013

HM Government and London—Written evidence

A. Sporting Legacy

i) General public participation

Additional information about sport in London provided by the GLA and LLDC:

The promise to increase participation in sport from the 2012 Games was an ambitious pledge given that this had never been achieved from any previous Games.

There is no doubt that the Games were a huge success and renewed and refreshed the nation's appetite for sport. Maximising the chances of increasing participation however, and enabling those who have been inspired by the Games to participate in sport, means having the right policies in place to capture that demand.

To this end, in 2009 the Mayor published 'A Sporting Future for London', which set out what we believe to be the key principles required in order to achieve a sustained increase in participation. In short, this means addressing supply and demand side issues. For the supply side, this means providing:

- i. sporting facilities;
- ii. people (coaches, officials, volunteers etc.);
- iii. information: so that people know where they can play and the services on offer.

In respect of the demand side, it means reducing the barriers to participation. These can be numerous and include cost, time, motivation, access, body image, transport, family/carer responsibilities etc.

The main point is that policies designed to increase participation need to take account of these factors together, rather than focussing solely on one aspect. For example, whilst there was substantial investment in sports facilities when national lottery money came on stream in the late 1990s, it had a negligible impact on the sports participation figures.

There were two further important factors that shaped the approach set out in 'A Sporting Future for London'. First, was the need to address the high levels of obesity and inactivity in London. Research showed that almost half of London's population do no physical activity at all (i.e. have done less than 30 minutes moderate intensity activity in the past 4 weeks). Addressing inactivity is fundamental to increasing levels of participation, yet there has never previously been a specific targeting of inactive people. Secondly, was the need to address sport for disabled people - less than 10 per cent of Londoners participate regularly in sport.

Accordingly, the Mayor's Sports Legacy Programme (MSLP) was designed with these issues in mind. Investment started in 2009, well ahead of the Games, with the explicit intention of ensuring: i) the right infrastructure (facilities) and people (coaches etc) were in place to meet the expected increase in demand; and ii) that sports projects funded took account of the barriers to participation.

A total of £15.5 million was initially invested into grassroots sport by the Mayor during Phase I of his Sports Legacy Programme. To date, that investment has funded:

HM Government and London—Written evidence

- 77 sports facilities (new, upgraded or refurbished), with at least one facility funded in each London Borough. Investment goes to projects that can show significant increase in weekly capacity usage;
- the training of over 13,000 sports coaches and officials, resulting in approximately 200,000 volunteer hours pledged to community sports in London; and
- 35 sports participation programmes, which in turn support many further sports projects.

The sports facilities and coaches address the supply side issue. The 35 sports participation programmes offer a wide range of different sports to cater for all demands and tastes and over 250,000 people will benefit from them. They are aimed at stimulating demand in sport and address the barriers mentioned above. For example, our 'Freesport' programme offers a minimum of six hours free coaching in a range of sports and signposts people into regular participation in clubs. Over 12,000 people each year benefit from this programme. Our Mobile Pools programme has helped over 19,000 people to swim. Pools are usually sited in a school for a whole term but are also open out of schools hours so that they can be used by parents and others in the local community. They have provided sessions open to certain demographic and other 'groups', such as women only, adults and toddlers; and Muslim women.

In order to address the issue of inactivity, it is a funding condition that a minimum of 10 per cent of people on a programme are classified as 'inactive'. Progress to date on this shows that the number is likely to be much higher than this figure. In our next round of funding (see below) we will require this figure to be a minimum of 20 per cent.

In similar vein, it is also a funding condition that organisations in receipt of our funding directly address the issue of sport for disabled people, and increasing opportunities for disabled people to participate in all sport and physical activity by adopting 'Inclusive and Active 2' and agree a bespoke action plan that shows how their planned activities will be inclusive. 'Inclusive and Active 2' was published by the Mayor, NHS London and Interactive (the lead body in London on sport for disabled people). It was launched in 2010 by Baroness Tanni Grey-Thompson in City Hall. For more information see: <http://www.interactive.uk.net/page.asp?section=000100010005>.

By making these two key issues conditions of funding, it has forced organisations to address them directly and to take seriously the steps they put in place. Projects are monitored on these issues as part of the general monitoring process.

It is worth adding that, whilst sport was the primary focus of the programmes we have funded, some have outcomes that are wider than solely sports participation and are focused on wider social outcomes such as improving health, educational attainment, social cohesion or tackling crime. It is important to stress that such programmes require additional interventions and involve people with specialist skills in the relevant areas, rather than people focussed solely on sport alone, eg coaches.

Following the Games, the Mayor announced a further £7 million to continue investment in the Sports Legacy Programme over the next three years. This will bring the total investment to £22.5 million. This money will fund similar sports programmes over that period.

We have set out above the Mayor's contribution to delivering on the promise made to increase participation from the 2012 Games. It is important to stress that the Mayor has no statutory function in respect of sport and can only do so much, not least as the overwhelming majority of funding for grassroots sport is channelled via Sport England and the Local Authorities. However, in an attempt to coordinate better the various sporting stakeholders in London, the Mayor established the London Community Sports Board in 2009, chaired by his Sports Commissioner, Kate Hoey MP. The Board has made some progress in its aim and is working with Sport England and London Boroughs to establish a new organisation that will strengthen this further through re-organisation of the five London Pro-actives (County Sport Partnerships equivalent) into a new single organisation.

In addition to the London-wide initiatives described above, London Legacy Development Corporation (LLDC) – a Mayoral development corporation established in 2012 – is working with partners on a range of schemes based in and around Queen Elizabeth Olympic Park: Pre-Games the LLDC delivered the Growth Borough Swimming Competition in the Aquatics Centre and One Movement, a sports festival in the Copper Box, with 1,300 young people participating.

- Take 12 Challenge – The Take 12 Challenge sets participants in the Growth Boroughs the goal of travelling 12km or undertaking 12 hours of physical activity, completed over a 12 week period, individually or as part of a team. The first year of the challenge will provide a bridge between local activity and the reopening of the Park. To date 12,000 people have registered to take part. Over 50 per cent of Take 12 participants completed the challenge and are moving into new activities.
- Barry McGuigan Boxing Academy – an outreach programme in the four boroughs closest to the Park to encourage inactive and younger people to take exercise and eat healthily. The project has delivered eight health initiative day sessions to encourage inactive residents into structured exercise. Over 2300 people have taken part in the BMBA sessions and are keen to do more activities; the project has proved especially popular with women and girls.
- Happy Hearts Schools programme – This innovative course is designed to provide an educational platform for children to learn about health and fitness through physical activity. The project is complete, having delivered a 6-week fitness education course to over 1,000 8-11 year olds across six primary schools in Newham, Tower Hamlets, Hackney and Waltham Forest. The schools involved have retained all the sporting equipment used in the project for future use.
- The Make A Splash programme (in collaboration with the GLA) to reach 1,000 children through a residency at The Score Centre, Leyton exceeded targets with over 1,200 participants taught to swim in the 12-week programme.
- All Ride – A three-year disability cycling scheme launched on the Greenway on 6 April 2013. The scheme will offer free cycle instruction and information on disability sport opportunities. The aim is to introduce 600 disabled people to cycling over the three-year duration of the project. Bike Works, a community-based organisation is also working with a group of 30 young disabled people from Hackney Ark.
- The Good Gym unlocks volunteering potential by providing people with meaningful ways to exercise. The project connects people who want to get fit with physical tasks that need to be

done, and which benefit the community. LLDC has supported the social enterprise to expand its operations from Tower Hamlets across the rest of the Growth Boroughs, with over 1,000 members to date.

- Delivery has commenced on 'Active People, Active Park', a pilot programme of sport and physical activity opportunities targeting those that are the least active capturing the interest generated by the Games, enriching the lives of local communities and of Queen Elizabeth Olympic Park. It will form the basis of the future Park programme, and has had over 2,000 participants to date.
- The National Lottery Anniversary Run was held on 21st July 2013 in partnership with the London Borough of Newham. The 5 mile course led the 15,000 runners through the Park to finish on the track inside the Stadium. There was also a shorter distance Family Run where children participated accompanied by an adult.

ii) Paralympic sports participation

Are appropriate resources and plans in place to maximise the legacy of London 2012 for Paralympic sport?

As previously mentioned, Paralympic legacy considerations are integrated into the Mayor's Sports Legacy Programme through 'Inclusive and Active 2'.

Additionally, the London Legacy Development Corporation (LLDC) has established a £3m Paralympic Legacy Programme, which will include an annual Festival of Disability Sport in Queen Elizabeth Olympic Park. The LLDC in partnership with the six Growth (formerly Olympic Host) Boroughs, the University of East London, Pro Active East London, Wheelpower, the Bromley-by-Bow Centre, Greenwich Leisure Limited, Lea Valley Regional Park Authority and The Rabbit Agency will deliver 'Motivate East' - a £1.5m community disability sport programme which includes funding of £500,000 secured from Sport England. 'Motivate East' will deliver more than 26,000 inclusive sporting opportunities over three years in East London, train over 60 peer mentors who will between them reach 600 peers, and provide over 250 locations in each of the six Growth Boroughs with the equipment and mobile throw-down surface necessary to play inclusive sport.

The LLDC, working with the British Paralympic Association and GLA, will be hosting the first National Paralympic Day in Queen Elizabeth Olympic Park on 7 September, the anniversary weekend of the closing ceremony of the Paralympic Games. It will be a free family festival with a community focus, including elite Paralympic sport, a televised element, and incorporating the Mayor's Liberty Festival, itself a well-established annual event that showcases the talents of deaf and disabled artists. The aspiration is that the festival grows year-on-year culminating in the Festival of Athletics in 2017.

London 2012 was an extraordinary year for disabled communities. Huge investment was made in commissioning ground breaking new artistic work by over 800 Deaf & disabled artists for the London 2012 Festival through the Unlimited programme. A great number of Deaf & disabled artists participated in the brilliantly produced Paralympic Opening Ceremony challenging people's thinking about what Deaf and disabled artists can do. The access needs of disabled audiences were core to the creative event planning and delivery of the Mayor's major outdoor events programme across the capital, acclaimed as the largest and most accessible outdoor festival ever produced by a local authority. The Paralympic Games

brought increased media attention and the feel good factor of being the host city transforming attitudes, with 79% agreeing that perceptions had improved.

London has secured the 2014-16 ITF NEC Wheelchair Tennis Masters Singles which will be held in the Eton Manor hockey and tennis centre in Queen Elizabeth Olympic Park and the IPC Athletics World Championships, which will be held in the Stadium in QEOP in July 2017.

To what extent did London 2012 change attitudes to the Paralympics and to disability sport? What are the long-term benefits of such change in attitudes and approach?

Research commissioned from Live Tourism by the GLA to assess how well London welcomed disabled visitors in 2012 confirms that London has become a more accessible city across almost all aspects of the visitor experience and that wider perceptions of disability have improved dramatically. The global success of the visitor welcome has created an expectation of what London can deliver in the future.

Is London 2012 likely to result in increased sponsorship and media profile for disability sport in the long-term?

It is difficult to say what will be the long-term impact of hosting the 2012 Paralympics, however there is no doubt that the popularity of the 2012 Paralympics Games has raised the profile and status of Paralympic and disability sport, and Paralympians have now become household names. One year on from the Games, the Para-Athletics Challenge held in the Olympic Stadium on 28 July as part of the Sainsbury Anniversary Games was sold out, and Channel 4 provided media coverage of the event.

Has there been any acceptance that the provision of spectator accommodation at major sporting venues should be more accessible for disabled people?

Measures supported by the Mayor and associated with the Paralympic (and Olympic) Games, mean that London as a whole, not just the Olympic and Paralympic venues in Queen Elizabeth Olympic Park, will be more accessible to disabled visitors and spectators. The accessibility legacy from the Games in London, includes:

- permanent improvements to the South Bank;
- improved customer service in the hospitality sector, thanks to Destination

London - a free online training course to assist staff in hospitality, retail and other customer facing organisations to gain a better understanding of how better to meet the needs of those with access requirements;

- improved visitor information for disabled people, thanks to Inclusive London, an online repository of information on accessible restaurants, attractions and other places;
- outstanding accessible facilities for sport and leisure in the remaining Olympic and Paralympic venues in Queen Elizabeth Olympic Park.

Additionally, to open up more areas to those who find it difficult to get about, the GLA has purchased 74 mobility scooters used during the Games and distributed these to ShopMobility Schemes across the city.

Accessibility and inclusion is also embedded in LLDC's work, which has adopted and extended the inclusive design approach used by the ODA and LOCOG, meaning the legacy development will deliver even higher standards of accessibility in the venues and Park. The LLDC has been a full partner in developing a new design of swimming pool lift commissioned specially for the Aquatics Centre and due to be installed prior to its reopening. The Legacy Corporation has also continued to convene the Built Environment Access Panel (BEAP), established by the ODA, to support its work. It is establishing a Park mobility service that will be available to support major events in the Park.

iii) Education and school sport

INTRODUCTION

1.1. The Department for Education (DfE) is pleased to provide written evidence to support the House of Lords' Select Committee on the Olympic and Paralympic Legacy. This submission covers the evidence underpinning the Government's policy on school sport and summarises current activity by the Department for Education, as well as new proposals for physical education (PE) and sport in schools announced by the Prime Minister on 16 March 2013.

1.2. The Government's starting point for improving school sport and securing a sustainable legacy from Olympic and Paralympic Games was to acquire a better understanding of the issues and problems, and to identify and build on the examples of existing high quality practice across both primary and secondary schools.

1.3. A significant part of the approach to improving school sport is to encourage all schools to take inspiration from the example of the best, and to use the freedoms available to them to provide a first class sport and PE offer.

1.4. Outstanding heads of outstanding schools in both state and independent sectors do not neglect sport at the expense of providing a good academic curriculum. They actively pursue and maintain partnerships, they have high expectations of pupils' achievement in sport, and they look for and find innovative ways to overcome barriers. They recognise that provision of high quality school sport complements pupils' academic achievement.

1.5. The policy development process that culminated in the Prime Minister's announcement on 16 March drew upon extensive consultation with a wide range of interested parties. These interested parties included some of those outstanding schools, sports organisations and national governing bodies, as well as focus groups of headteachers, teachers and pupils. The Department also hosted a roundtable discussion, attended by the Secretaries of State for Education and for Culture, Media and Sport with leading representatives of these groups.

1.6. From these consultations it became clear that there was a widespread consensus that, although there is much good practice in schools, the key issues to be addressed are a lack of expertise in teaching sport, and of capacity. It was also agreed that both those issues particularly affected primary schools. The expertise of specialist secondary school PE teachers could be drawn upon to improve the quality and range of activities in primary schools if the necessary funding was made available.

2. EXECUTIVE SUMMARY

2.1. While the policies of the previous Government were successful in helping schools to raise participation levels in targeted areas, the number of young people participating in competitive sport regularly remained disappointingly low⁵². Spending did not ensure sustainability and created a culture of dependency upon continued funding. Unnecessary burdens were placed on schools through data collection exercises.

2.2. We considered that the programmes of study for PE in the current National Curriculum were too prescriptive and did not place sufficient emphasis on competitive sport. The new draft programme of study, published for consultation in July, exemplifies a range of competitive team and individual sports and other activities, including dance, to appeal to a broad range of pupils. The sports referred to are examples only and teachers can teach whichever sport or activity meets the stated requirements. The draft programmes of study have been included at section 12.

2.3 Following our consultation with interested parties, as outlined in paragraphs 1.5 and 1.6 above, the following key principles were identified as being crucial to encouraging the take up of organized school sport:

- Good schools focus on excellence in PE and sport because they know it is important;
- Providing targeted funding for PE and sport is one way to encourage schools to prioritise sport;
- The Government should trust school leaders and teachers to know what is best for their pupils, rather than attempting to prescribe a “one size fits all” model for every school;
- A funding commitment over a pre-determined period enables schools to plan sensibly to develop their provision in sustainable way and embed it within their core offer; and
- DfE-led programmes need to align with and complement activity from other Government Departments.

2.4. To implement these principles the Prime Minister announced in March 2013 a new programme of additional ring-fenced funding of £150 million per annum for academic years 2013/14 and 2014/15 to support provision of PE and sport in primary schools in England. This funding includes £80 million per annum from DfE along with substantial contributions from the Departments for Health (£60 million per annum) and for Culture, Media and Sport (£10 million per annum)

2.5. This money will be provided directly to primary school headteachers and must be spent on improving sport and PE. However, within this broad requirement, headteachers will be free to decide how the money might most effectively be spent to address the needs of their pupils.

2.6. The use of this funding follows on from the Department’s approach for academic years 2011/12 and 2012/13 in which secondary schools received additional funding of £7,600 per annum to cover the release of specialist PE teachers for one day each week to support provision of PE and sport in local primary schools. Targeted grants were also used to focus on demographics that are traditionally underrepresented and DfE supported the Department

⁵² PE and Sport Survey 2009/10, DfE (TNS-BMRB), 2010

of Culture Media and Sport in introducing the School Games programme which provides schools with further opportunities to take part in competitive sport.

2.7. In addition to the £150 million per annum for 2013/14 and 2014/15, DfE will extend its grant programmes supporting provision of PE and sport in schools for a further year. (Further details are given in paragraphs 3.2 – 3.4.)

2.8 The National College of Teaching and Leadership has launched an Initial Teacher Training (ITT) pilot programme to produce a cadre of up to 120 primary teachers with a particular specialism in teach PE. Work on this programme will begin in August 2013, with the first teachers beginning work in schools in September 2013.

3. EXISTING POLICY AND EXPENDITURE ON SCHOOL SPORT

3.1. PE is compulsory within the current National Curriculum and will remain so when the new national curriculum comes into force in September 2014. Consequently, schools are funded through their mainstream funding to ensure that it can be taught to all pupils.

3.2. DfE has provided grant funding to Sport England since 2011/12 to support work to improve participation in sport for children with disabilities. This funding has been extended for financial year 2013-14. The grant agreement is for £300,000 per annum, and identifies four areas of development:

- increasing provision and access to inclusive PE and school sport;
- extending and nurturing expertise in schools;
- raising confidence and aspirations in young disabled people; and
- developing school club links with experts in the area of PE and sport for disabled children.

Examples of work being delivered by Sport England this year include:

- 50 new Project Ability school ‘peer teachers’ trained
- Around 2500 young disabled people given access to an athlete mentor to raise aspirations
- Approximately 10,000 young people involved in inclusion awareness sessions delivered by Paralympians.
- ‘Top Sportsability’ – 3,600 schools equipped to provide inclusive intra-school competition
- 450 School Games Organisers trained to co-ordinate and plan inclusive competitions

3.3. Through a separate grant agreement, the Department will provide funding of £650,000 to Sport England during financial year 2013-14 to work with the national governing bodies (NGBs) of individual sports to place more volunteer leaders and coaches in schools to encourage wider pupil participation in sport. Working through County Sports Partnerships (CSPs) and School Games Organisers, Sport England aims to recruit 1350 new volunteers and support 1000 existing coaches and leaders, with a thorough and rigorous training and development programme, CRB checks and induction into the School Games. The programme also worked in partnership with LOCOG to encourage volunteer Olympic and Paralympic ‘Games Makers’ to continue working and encouraging young people as part of the Olympic legacy.

3.4. A further grant from the Department for £250,000 for financial year 2013-14 will enable the Youth Sport Trust to deliver the Young Ambassadors programme. This identifies

and trains young people in schools to act as ambassadors to encourage their peers to take part in school sport and promote healthy lifestyles. They are selected on their sporting talent and commitment and ability as young leaders. There are currently 10,000 ambassadors, who will remain in their role as long as they are in school or college. The role of the Young Ambassadors includes:

- increasing participation in school sport and promoting healthy lifestyles;
- leading and organising sport for primary school children;
- organising and driving intra-school competition as part of the School Games;
- acting as sporting advocates in their schools and local communities by inspiring other young people to take part in sport and physical activity, promoting citizenship and encouraging others into leadership in sport; and
- increasing the number of disabled young people engaging in sport.

3.5. DfE is working with DCMS, Sport England, DH, the British Paralympic Association and the Youth Sport Trust (YST) to deliver the School Games. The School Games programme, which is led by the DCMS, is a school sport competition, using the inspiration of the London 2012 Olympic and Paralympic Games to help transform competitive sport in schools and get more young people playing sport. The programme provides a range of competitive sporting opportunities for participating schools, starting with competitive sport within and between schools, moving on to county or district annual festivals of sport, and culminating in a national competition to showcase our best sporting talent.

3.6. Just over half of all English schools signed up for the 2012 School Games, including around 90 per cent of secondary schools and half of primary schools. As at 3 June 2013, 17,126 schools (i.e. over 70%) had registered with the School Games.

3.8. DCMS estimated the average public sector cost to be £13.20 per eligible student at schools participating in the School Games. Funding for the School Games in the first three years to March 2015 will be around £75 million from DCMS/Sport England and the Department for Health. Further support of £10 million has been secured through commercial sponsorship.

4. RECENT ANALYSES OF CHILDREN'S EXPERIENCE OF PE AND SPORT

4.1. Ofsted conducted a survey⁵³ into the quality of PE and sport over the period 2008-2012. This concluded that the teaching of PE and sport had generally maintained the high standards reported in the previous such survey for the period 2005-2008.

4.2. The Taking Part survey 2012⁵⁴, commissioned by the Department for Culture, Media and Sport, found that the overall proportion of children aged 5-15 who reported that they had participated in any sport during the preceding four weeks was 88.9%, consistent with the corresponding level for 2010/11. Within this figure, the proportion of children aged 5-10 who reported participating in sport was lower (82.7%) than for children aged 11-15 (96.1%).

⁵³ "Beyond 2012 - outstanding physical education for all" Ofsted report on PE and school sport 2008-2012, Ofsted, 2013

⁵⁴ <https://www.gov.uk/government/organisations/departments-for-culture-media-and-sport/series/taking-part>

- 4.3.** Over three-quarters of those surveyed (77%) had taken part in competitive sport in school, whilst 37% had taken part in competitive sport outside school. For 11-15 year olds, playing sport against others in PE and games lessons (74.6%) was the most common way of participating in competitive sport, whilst being a member of a sports club (32.6%) was the least common. Around 25% of 5-15 year olds were inspired to participate in sport more frequently following the London 2012 Olympic and Paralympic Games.
- 4.4.** While many schools do focus on competitive sport, the 2009/10 PE and Sport Survey⁵⁵ revealed that only 21% pupils played competitive sport regularly⁵⁶ against other schools; and 39% regularly⁵⁷ participated in competition within school (excluding annual sports days).
- 4.5.** Across Years 1-11, 86% of pupils participated in at least 120 minutes of curriculum PE each week. Across Years 1-13, 82% of pupils participated in at least 120 minutes of curriculum PE each week. Across the primary years (Years 1-6), the majority of children participated in at least 120 minutes of curriculum PE (93% of pupils in Years 1-2 and 95% of pupils in Years 3-6).
- 4.6.** Young people have been inspired by the London 2012 Olympic and Paralympic Games, as demonstrated by the large increases in enquires received by sports associations and clubs. Research by the Local Government Association (LGA) also suggests that that more people are taking part in locally organised sports⁵⁸.
- 4.7** The declining number of young people children doing sport regularly, in particular girls and young women, remains a concern. The Active People Survey, June 2012, showed that over 15.3 million people aged 16 and over play sport regularly.⁵⁹ However, although women account for over 51% of adults, they account for only 43% of regular sports participants (6.6 million). Whilst the number of women playing sport has increased over the past six years, the proportion has decreased over this period.

5. ADDITIONAL MEASURES AND EXPENDITURE

- 5.1.** The London 2012 Olympic and Paralympic Games were significant highlights in what was a tremendous year for sport in Britain. As the Government's legacy statements have made clear, improving opportunities for all children and young people to lead healthy active lifestyles and take part in competitive school sport has always been a key part of our plans to ensure a lasting legacy from the London 2012 Olympic and Paralympic Games.
- 5.2** The London 2012 Games proved how important sport is to the nation, whether as participants, coaches, officials, volunteers or spectators. If we induce a habit of participation in sport while young people are at school, then they are more likely to continue with it into adulthood. This is an important further element towards ensuring that children have the opportunity to participate in sport from the very start of education.

⁵⁵ PE and Sport Survey 2009/10, DfE (TNS-BMRB), 2010

⁵⁶ Regularly means at least 3 times a year at Key Stage 2 and 9 times a year at KS3 and 4

⁵⁷ Regularly means at least 3 times a year at Key Stage 2 and 12 times a year at KS3 and 4

⁵⁸http://www.local.gov.uk/web/guest/media/-/releases/journal_content/56/10171/3708318/NEWS-TEMPLATE, Local Government Association, 10 September 2012

⁵⁹ Regular sports participation is defined as playing moderate intensity sport at least once a week for 30 minutes or longer (the 1 x 30 indicator)

5.3 Through the Cabinet Committee on Olympic and Paralympic Legacy, all Government Departments are working together to deliver a tangible and lasting legacy from London 2012. Sport is at the heart of that. The three Departments delivering the latest sports policy have worked develop a cohesive package to bring together education, sport and health benefits.

Additional Funding for School Sport

5.4. There is a shared consensus among schools, teachers and sporting bodies that the area where sporting activity needs most support is in primary schools. This is partly a consequence of the lack of specialist PE teachers within the primary sector but also reflects the cumulative benefits deriving from an early interest in PE. We also know that the primary school years are crucial to tackling the challenges we face from increased instances of obesity and physical inactivity. That is where the Government is focusing its resources.

5.5. The Government announced on Saturday 16 March substantial funding for primary school sport for the next two years, funded by the DfE, DH and DCMS. It will see funds go directly into the hands of primary school headteachers for them to spend on improving the quality of sport and PE for all pupils. Uniquely, this funding will be ring-fenced so that it can only be spent improving sport and PE provision.

5.6. The Government is making a significant investment in every primary school that can ensure that all children have the opportunity to take part in sport and PE, particularly those who are least active. Increasing opportunities in school sport for young people will make a significant contribution to helping to drive down rates of childhood obesity and instilling in young people an appetite for sport that will last them a lifetime.

5.7. Every state-funded primary school in the country will qualify for the additional ring-fenced funding to support provision of PE and sport. For schools with seventeen or more primary-aged pupils, as reported to the Department in the 2013 school census, the funding will consist of a lump sum of £8,000, with a top-up of £5 per pupil. This will include state-maintained schools, academies, middle schools, special schools (including non-maintained special schools); and pupil referral units. Schools with fewer than 16 pupils will receive £500 for every eligible pupil.

5.8. A typical school of 250 pupils will receive around £9,250 per year. The table below shows how much funding schools of different sizes will receive.

16 pupils	25 pupils	50 pupils	100 pupils	250 pupils	500 pupils
£8,000	£8,125	£8,250	£8,500	£9,250	£10,500

5.9. This additional funding will be provided for the two academic years 2013/14 and 2014/15 during which schools will be expected to embed this work sustainably within their core provision.

5.10. The funding for 2013/14 and 2014/15 for maintained schools will be included in the Additional Grant for Schools (AGS), to be distributed to local authorities in late September or early October each year. These payments will cover the total funding for the academic years.

5.11. Academies will receive their AGS directly from the Education Funding Agency. Eligible special schools will receive their funding directly from the Department's Special Education Needs and Disability Division.

5.12. Within the broad requirement that they use it to improve their provision of PE and sport, primary schools can use this new funding as they see fit. This could include buying in help from secondary schools if they feel this is right for them. They will be held accountable for their spending through arrangement outlined in section 6.

5.13. Alternative options for the use of the additional ring-fenced funding might include:

- Hiring specialist PE teachers, PE advanced skills teachers, or qualified sports coaches to work alongside primary teachers when teaching PE;
- New or additional Change4Life sport clubs;
- Paying for professional development opportunities in PE/sport;
- Providing cover to release primary teachers for professional development in PE/sport;
- Running sporting competitions, or increasing participation in the School Games;
- Purchasing quality assured professional development modules or materials for PE/sport;
- Providing places for pupils on after school sport clubs and holiday clubs.

5.14. On 28 June the Department placed on its website a substantial amount of material designed to support primary school headteachers in making effective decisions on the use of their funding. This material (which can be accessed via the following link: <https://www.education.gov.uk/schools/adminandfinance/financialmanagement/primary>)

includes a wide selection of case studies from schools with a known track record of delivering high quality PE and sport for their pupils, research material identifying best practice (from both domestic and international sources) and links to the websites of leading sports organisations such as Sport England, the Youth Sport Trust and the Association for Physical Education (afPE). The website also offers links to the educational support programmes of the national governing bodies of individual sports.

5.15. The Department will continue to add new material to the website to ensure that the widest possible range of support and advice is available to headteachers. Ministers from the three Departments wrote to the headteachers of every state-funded primary school to remind them of the forthcoming funding and to draw their attention to the material that had been placed on the website. The Department also used a social media campaign to widen headteachers' awareness of the material.

5.16. The Parliamentary Under Secretary for Children and Families chairs a regular joint Ministerial Group to monitor and oversee the successful delivery of the primary school PE and sport funding. Membership of this Group includes the Minister of State for Sport and Tourism (DCMS) and the Parliamentary Under Secretary for Public Health (DH), together with the Prime Minister's Olympic and Paralympic Legacy Ambassador (Cabinet Office) and senior representatives from Sport England, Youth Sport Trust and the Association for Physical Education. The Group has already met twice and will continue to meet regularly throughout the life of the ring-fenced funding.

6. OFSTED AND ACCOUNTABILITY

6.1. Schools will be held to account for how they spend their additional funding. The Department has agreed with Her Majesty's Chief Inspector, Sir Michael Wilshaw, that Ofsted will strengthen its coverage of sport and PE within the Inspectors' Handbook and supporting guidance, so that schools and inspectors are clear about how sport and PE will be assessed in future as part of the overall provision offered by the school.

6.2. A revised version of the handbook⁶⁰ will be published for use in whole school inspections from September 2013. The handbook is followed by all inspectors and these changes will ensure that sport is a high priority for inspectors.

6.3. The revised handbook will ask inspectors to consider: *“How well the school uses its Sport Premium top improve the quality and breadth of its PE and sporting provision, including increasing participation in PE and sport so that all pupils develop healthy lifestyles and reach the performances levels they are capable of.”*

6.4. Ofsted will undertake three separate surveys. The first of these will be a brief survey of schools practice in autumn 2013 to see how schools are spending their funding, to report by the end of the year. Ofsted will also draw together effective practice from inspection reports from autumn 2013 and spring 2014 to report in summer 2014. This will support schools' continued effective decisions in use of their funding and complement the material placed on the DfE website. The final survey will be will review how schools have utilised their additional funding in summer 2014 and report in the autumn of that year.

6.5. We will also require schools to include details about their sporting provision on their school website, alongside their curriculum. This will enable parents to compare sporting provision across and between local schools, both within and beyond the school day.

6.6. Data from the Taking Part and Active People surveys will show participation trends in young people's sporting habits over time. We will monitor progress on this front by extending the measurements of sports participation to include children in the 11 to 14 age range.

7. GRANTS

7.1. In addition to the additional funding for primary schools, the Department will continue to fund a number of smaller, targeted programmes which are already helping to improve PE and sporting provision for young people. These include: work on sport for young people with a disability; volunteer coaches and leaders; and the Young Ambassador programme as detailed in paragraphs 3.2, 3.3 and 3.4 above.

7.2. Sport England is also investing an additional £1.5 million a year of lottery funding through the County Sport Partnerships to help primary schools link up with local sports coaches, clubs and sports governing bodies. This will help schools put the strongest possible sport offer on for their pupils.

7.3. Sport England will extend the age-range of their satellite community clubs and Sportivate programmes from 14-25 to 11-25, giving all secondary school pupils more opportunities to engage in community sport.

⁶⁰(Current Version) <http://www.ofsted.gov.uk/resources/school-inspection-handbook>

8. NATIONAL CURRICULUM

8.1. PE is currently compulsory in the National Curriculum at all four Key Stages and will remain so after the current review. A draft programme of study for PE was published for consultation in February 2013.

8.2. This draft programme of study places a greater emphasis on competitive sport than was previously the case, whilst ensuring that schools continue to provide physical activities for their pupils which are suited to their needs. We have attached the draft Programme of Study at section 12.

8.3. It also retains the requirement that all primary pupils should be taught to swim as part of the National Curriculum. By the end of key stage 2 (age 11), pupils should be taught to swim unaided for a sustained period of time over a distance of at least 25 metres, and use a range of recognised strokes and personal survival skills. Schools should not use funding provided as part of this programme to support National Curriculum teaching, for which they are already funded.

9. INITIAL TEACHER TRAINING (ITT) and CONTINUING PROFESSIONAL DEVELOPMENT (CPD) FOR PRIMARY PE TEACHERS

Initial Teacher training (ITT)

9.1. One of the key issues impacting upon provision of high quality physical education in primary schools has been a lack of appropriate expertise for the teaching of sport among non-specialist primary teachers. To address this specific issue, the National College of Teaching and Leadership is running a pilot programme in initial teacher training for primary teachers. This will produce a cadre of 120 primary teachers with a particular specialism in teach PE. Work on this programme began in summer 2013, with the first teachers beginning work in schools in September 2013. These teachers will be able to:

- support generalist ITT trainees with enhanced PE input;
- support established teachers to develop their skills in delivering PE and school sport;
- and lead on regional sports initiatives to improve primary PE and sport in a collaborative approach.

9.2. This pilot is aimed at securing improvements in the capacity of primary teachers entering the profession to teach PE, as well as enabling schools to invest in their existing workforce. It will create a more sustainable future for PE and sport in primary schools.

9.3. A consortium of primary schools will work with a lead teaching school, accredited ITT provider and an outstanding university sports provider develop a school led route to train primary specialist physical education teachers. The schools will recruit, monitor, feedback and evaluate the plan.

9.4. As part of the route to Qualified Teacher Status (QTS) a training body (a Teaching School, that was formerly a Sports Specialist School and still manages PE/SPORTS activities across the sector) will run a “summer school” (July 2013) and subsequent knowledge training in partnership with recognised sports bodies (e.g. Lawn Tennis Association, Rugby Football

Union, Rugby Football League, Football Association, England & Wales Cricket Board and similar bodies for dance, netball, rounders, swimming and gymnastics).

9.5. A four week summer school will enhance the trainees’ current sporting skills. They will be required to enhance their skills and access a range of sports at the same time as developing an understanding of the delivery of sport in primary schools.

9.6. In 2013-14 there will be an initial implementation of a hundred and twenty trainees in three Teaching School Alliances with forty trainees in each alliance. All training will take place across the alliance, the training provider’s institution and within the sports’ governing bodies

9.7. Trainees will have demonstrable skills in a particular sport or sports and will demonstrate sporting excellence at a high level such as training for high class competitions, membership of a 1st team in a particular sport. They must have an interest in sporting activities and have a sports background. Trainees must also have a good degree (Grade 1, 2.1, 2.2) in any national curriculum subject or an honours degree with significant sport content.

9.8. The content of the training will be 50% primary generalist training and 50% specialist PE training over the course of a year. The content will be developed by the schools within the alliance, in consultation with the ITT providers and sports specialist universities. All partners will work together to produce a bespoke ITT route to ensure that the teaching regulations are covered.

9.9. The implementation in 2013-2014 will be based on the principles of School Direct but will allow for more flexibility around expectations of employment as distinct from the School Direct route.

9.10. The £2000 bursary per trainee will align with the bursary for primary mathematics specialist teachers. The cost for the summer school is a best estimate based on historical evidence.

Budget	Per trainee	Total of 120 trainees
Bursary	£2000	£240,000
Summer School	£4000	£480,000
Total	£6000	£720,000
Budget	Set up costs per Teaching School	3 Teaching Schools
Total	£10,000	£30,000
Grand total	£750,000	

Continuing Professional Development (CPD)

9.11. The additional ring-fenced funding for primary schools will provide more opportunities for teachers to develop their skills and acquire the necessary coaching skills as part of their CPD.

9.12. Schools can use the sports premium for CPD training days and supply cover. Schools also have their own CPD budgets which they can use to buy in this training.

9.13. There is a wide range of high quality PE and sport training materials and resources available to schools. We have asked afPE to signpost schools to resources and materials which best meet their needs.

10. OTHER GOVERNMENT DEPARTMENTS

10.1. On top of the Department for Culture, Media & Sport's (DCMS) contribution to funding primary school sport, Sport England is also investing £1.5 million a year of Lottery funding through the County Sport Partnerships to help Primary Schools link up with local sports coaches, clubs and sports governing bodies. This will help schools put the strongest possible sport offer on for their pupils.

10.2. This complements the existing commitments to deliver a lasting sporting legacy, including DCMS's £1 billion youth and community sport strategy that is increasing opportunities for secondary school age children to play more sport.

10.3. At secondary level sport provision is being further enhanced by sports governing bodies. With funding from Sport England they will provide a multi-sport satellite club in every secondary school. These will be available to every secondary school pupil on top of the sport and PE offer they receive as part of the curriculum.

10.4. DCMS has also agreed that Sport England will expand its Sportivate programme making it available for those aged 11 upwards. It was previously available to those aged 14 years and above. This gives schoolchildren expert coaching in the sport of their choice and encourages them to participate in sport beyond school and at local community sports clubs.

10.5. The Government will monitor progress on this front by measuring for the first time the impact of these programmes on sports participation by 11 to 14 year olds.

11. DISABILITY

11.1. The annual *Taking Part Survey*, commissioned by DCMS, asks children (or for 5-10 year olds the parents/carers of children) to report whether they have a limiting disability and maps this against participation in sport in and out of school. In 2001/12 81.4 per cent of children with a limiting disability reported having done some sport in the last 4 weeks, compared to 89.6 per cent for children with no disabilities.

11.2. We want to ensure that all children have the chance to lead a healthy active lifestyle, enjoy sport in school, to compete against their peers and we want to promote and celebrate sporting excellence at a young age.

11.3. The National Curriculum requires teachers to give due regard to three principles of inclusion, which also relate to their delivery of physical education:

1. Setting suitable learning challenges;
2. Responding to pupils' diverse learning needs;
3. Overcoming potential barriers to learning and assessment for individuals and groups of pupils.

11.4. Through the School Games, schools are giving disabled children the chance to play competitive sport. The schools involved in the 'School Games' will offer competitive sporting opportunities to young disabled people at every level of the programme.

11.5. Project Ability is a bespoke project within the School Games designed to help drive and increase competitive opportunities for young disabled people. Over 5,000 young disabled people have so far benefited from Project Ability. It is delivered through a network of 50 lead Project Ability schools, and helps schools in England to improve the quality, and extend the provision of sport for disabled pupils by:

- Providing disability-specific training for School Games Organisers
- Establishing even more local competitive opportunities for young disabled people
- Working with sports to design inclusive sports formats
- Including disability sport across all levels of the School Games
- Sustaining young people's participation through the development of school club activities.

11.6. The Department supports the work of Sport England's Disability Sports programme which:

- Builds capacity in the system (school workforce, National Governing Body's coaches and community clubs)
- Creates a step change in NGB formats through innovation and the adaptation of rules, equipment and team structure.
- Exemplifies clear and accessible pathways in a number of areas of the country which provide models of effective practice.

11.7. The existing School Games programme will continue to provide competitive sporting opportunities to all schoolchildren, no matter their ability or disability, Change4Life Clubs offer the Paralympic sports boccia and basketball as part of the 'menu' of opportunities for participating schools.

12. DRAFT NATIONAL CURRICULUM PROGRAMME OF STUDY FOR PE (CURRENTLY UNDER PUBLIC CONSULTATION)

Physical education

Programmes of Study for Key Stages 1-4

July 2013

Physical education

Purpose of study

A high-quality physical education curriculum inspires all pupils to succeed and excel in competitive sport and other physically-demanding activities. It should provide opportunities for pupils to become physically confident in a way which supports their health and fitness. Opportunities to compete in sport and other activities build character and help to embed values such as fairness and respect.

Aims

The national curriculum for physical education aims to ensure that all pupils:

- develop competence to excel in a broad range of physical activities;
- are physically active for sustained periods of time;
- engage in competitive sports and activities; and
- lead healthy, active lives.

Attainment targets

By the end of each key stage, pupils are expected to know, apply and understand the matters, skills and processes specified in the relevant programme of study.

Subject content

Key stage 1

Pupils should develop fundamental movement skills, become increasingly competent and confident and access a broad range of opportunities to extend their agility, balance and coordination, individually and with others. They should be able to engage in competitive (both against self and against others) and co-operative physical activities, in a range of increasingly challenging situations.

Pupils should be taught to:

- master basic movements including running, jumping, throwing and catching, as well as developing balance, agility and co-ordination, and begin to apply these in a range of activities;
- participate in team games, developing simple tactics for attacking and defending, and
- perform dances using simple movement patterns.

Key stage 2

Pupils should continue to apply and develop a broader range of skills, learning how to use them in different ways and to link them to make actions and sequences of movement. They should enjoy communicating, collaborating and competing with each other. They should develop an understanding of how to improve in different physical activities and sports and learn how to evaluate and recognise their own success.

Pupils should be taught to:

- use running, jumping, throwing and catching in isolation and in combination;
- play competitive games, modified where appropriate, such as badminton, basketball, cricket, football, hockey, netball, rounders and tennis, and apply basic principles suitable for attacking and defending;
- develop flexibility, strength, technique, control and balance, for example through athletics and gymnastics;
- perform dances using a range of movement patterns;
- take part in outdoor and adventurous activity challenges both individually and within a team; and
- compare their performances with previous ones and demonstrate improvement to achieve their personal best.

Swimming and water safety

All schools must provide swimming instruction either in key stage 1 or key stage 2. In particular, pupils should be taught to:

- swim competently, confidently and proficiently over a distance of at least 25 metres;
- use a range of strokes effectively such as front crawl, backstroke and breaststroke; and
- perform safe self-rescue in different water-based situations.

Key stage 3

Pupils should build on and embed the physical development and skills learned in key stages 1 and 2, become more competent, confident and expert in their techniques, and apply them across different sports and physical activities. They should understand what makes a performance effective and how to apply these principles to their own and others' work. They should develop the confidence and interest to get involved in exercise, sports and activities out of school and in later life, and understand and apply the long-term health benefits of physical activity.

Pupils should be taught to:

- use a range of tactics and strategies to overcome opponents in direct competition through team and individual games such as badminton, basketball, cricket, football, hockey, netball, rounders, rugby and tennis;
- develop their technique and improve their performance in other competitive sports such as athletics and gymnastics;
- perform dances using advanced dance techniques within a range of dance styles and forms;
- take part in outdoor and adventurous activities which present intellectual and physical challenges and be encouraged to work in a team, building on trust and developing skills to solve problems, either individually or as a group;
- analyse their performances compared to previous ones and demonstrate improvement to achieve their personal best; and
- take part in competitive sports and activities outside school through community links or sports clubs.

Key stage 4

Pupils should tackle complex and demanding physical activities. They should get involved in a range of activities that develops personal fitness and promotes an active, healthy lifestyle.

Pupils should be taught to:

- use and develop a variety of tactics and strategies to overcome opponents in team and individual games such as badminton, basketball, cricket, football, hockey, netball, rounders, rugby and tennis;
- develop their technique and improve their performance in other competitive sports such as athletics and gymnastics, or other physical activities such as dance;
- take part in further outdoor and adventurous activities in a range of environments which present intellectual and physical challenges and which encourage pupils to work in a team, building on trust and developing skills to solve problems, either individually or as a group;
- evaluate their performances compared to previous ones and demonstrate improvement across a range of physical activities to achieve their personal best; and
- continue to take part regularly in competitive sports and activities outside school through community links or sports clubs.

Sporting Legacy continued –

v) Sports facilities legacy / future UK hosting

Information provided by the GLA

What is your assessment of the proposed future use of the Olympic Stadium as the home ground of West Ham United FC?

The Stadium will be a multi-use sports and events venue hosting athletics, as well as West Ham United's matches, and concerts that will ensure that it has a commercially viable mix of uses that will enable it to have a sustainable future over the long-term. The Stadium will host five Rugby World Cup matches in 2015, and the IAAF and IPC World Athletics Championships in 2017.

Will London 2012 lead to UK success in securing further international sporting competitions?

London is already preparing to host a number of major sports events over the coming ten years, including the 2013 ITU World Championship Series Triathlon Grand Final, and the Tour de France Stage 3 in 2014. In addition a major programme of events will take place in Queen Elizabeth Olympic Park:

2013

- 26-28 July Sainsbury's London Anniversary Games with 60,000 spectators per day
- 27 July Copper Box re-opening including the Community Games Shining Lights relay event
- 4 August Prudential RideLondon-Surrey 100 ride will start in the Park then follow a 100-mile route on closed roads through the capital and into Surrey, finishing on the Mall. The elite Prudential RideLondon-Surrey Classic will also start in the Park on 4 August 2013, and will see around 150 of the world's top cyclists competing.
- 14 August London Lions versus Iowa University international basketball match. The London Lions British Basketball League team will be based in the Copper Box from the 2013/14 season and the venue will host at least 21 basketball games per year. The franchise has partnered with the Reach & Teach Sports Network who will work to grow and develop the game at the grassroots level and support clubs throughout London to help increase the number of people playing the sport, spectating and coaching.
- 7 September National Paralympic Day in Queen Elizabeth Olympic Park
- 21 September British Middleweight Boxing Title fight between Billy Joe Saunders and John Ryder, Copper Box, part of a multi-fight programme
- 1-6 October Badminton World Federation - London Grand Prix in the Copper Box.

2014

- 15 March Revolution Series Finale held at the Lee Valley VeloPark
- April Aquatics Centre re-opening. Bids are in progress for three international aquatic events to be delivered with British Swimming in 2014, 2015 and 2016 in the Aquatic Centre.
- 2014 2016 NEC Wheelchair Tennis Masters, Lee Valley Hockey and Tennis Centre

2015

- 5 Rugby World Cup matches in Stadium
- European Hockey Championships, Lee Valley Hockey and Tennis Centre
- World Canoe Slalom Championships, Lee Valley White Water Centre

2016

- World Track Cycling Championships bid at Lee Valley VeloPark
- European Swimming Championships at Aquatics Centre

2017

- IPC and IAAF World Athletics Championships – Stadium

In addition, LLDC is working closely with Sport England to assess interest from National Governing Bodies (NGBs) in using Queen Elizabeth Olympic Park and venues, and discussions are ongoing with British Swimming and other NGBs for high performance squads to use the Aquatics Centre and Copper Box. LLDC will be hosting an event in September at the Copper Box for the NGBs including Canoe England, British Rowing, and the English Table Tennis Association.

These major events will bring significant economic benefits, not only to London's economy, but to the UK economy as a whole. They also generate a sense of pride and 'feel good factor' which is no less important. The GLA is now looking at ways in which these events can also do more to bring about a sustained increase in sports participation across all sports. For example, the GLA would like to see strong community engagement programmes that link with such events and would like to work with sports governing bodies, sports federations and others to achieve this aim.

As underwriters to the IPC World Athletics Championships in 2017 the GLA has already shown some leadership in this area by building in, at the planning stage, this clear commitment with a designated budget.

The GLA believes that the wider social benefits of increasing participation are crucial and should be an important and integral part of hosting future sporting events.

B. Regeneration Legacy

Information provided by the GLA/LLDC

i) Olympic Park Legacy

1. Are current plans for the on-going development of the Olympic Park area likely to deliver a positive regeneration legacy? Is the potential legacy impact of hosting the Olympics being fully maximised, or have some opportunities been missed?

Yes, Queen Elizabeth Olympic Park (QEOP)'s legacy will offer a mix of employment, housing and leisure uses, and the London Legacy Development Corporation (LLDC) is working with partners to ensure that their regeneration impact is maximised, to deliver tangible benefits for the communities of East London.

London 2012 was a game-changer in terms of national and international perceptions of the potential of East London, and LLDC is continually seeking to explore new opportunities to make the most of the incredible boost offered by London 2012 and the opportunities that QEOP will provide.

2. How much additional long-term employment will be generated by the regeneration of the Olympic Park area? How successful have schemes intended to secure additional employment opportunities for local residents been?

- Current plans create capacity for 8,000 new jobs on the Park (of which 4,500 will be created through the iCity deal for the Press and Broadcast Centres), with 2,000 additional jobs generated through knock-on effects.
- 10,000 jobs have also been created in Westfield Stratford City, and there is capacity for another 15,000 in The International Quarter.

- LLDC's Local employment scheme is performing well: at the end of June 2013, 36% of construction phase jobs are being carried out by local people (against a target of 25%), and 90% of apprentices are local. In terms of permanent jobs, the first indications are very positive: the Copper Box Arena, which is the first venue to open, has created 52 new jobs with more than 90% of those recruited living in one of the six host Olympic Boroughs. In addition, 12 apprenticeship positions have been created to help individuals enter employment and build a career within the leisure industry. Other venues promise higher employment figures.

3. How Is the Olympic Park being marketed to investors? What efforts are being made to secure further private investment into development of the site and surrounding area?

LLDC has focused on marketing specific opportunities (e.g. development partners for Chobham Manor, tenancy of the Press and Broadcast Centres), and on developing the Queen Elizabeth Olympic Park brand, including through the national and international profile generated by events. Investor interest in the area is intense and LLDC is in active discussions with a number of potential investors about major developments in, and around, the site. LLDC will continue to work with London and Partners, and others, to secure private investment in events, in new development, and in boosting growth in East London

4. Are the new housing neighbourhoods anticipated for the Olympic Park deliverable in the current financial climate? What proportion is likely to be accessible and affordable for local residents? Does the planned housing development represent the most effective approach to housing delivery on this site?

11,000 homes will be created on and around the Park including 6,800 homes in five new neighbourhoods on the Park. There has been a very positive response to the first phase of housing (which will be available for residents in Chobham Manor, to the north of East Village from 2015), and a lot of interest in building the next phase. London demand remains strong. The target is for 35% to be affordable across the Legacy Communities Scheme, subject to a viability review mechanism, and specific allocations will be in place for local people. LLDC continue to look at different models of housing (e.g. sale, private sector rental, community ownership, custom build) and means of delivery (e.g. land sale, joint venture, direct delivery), and will adapt their approach phase by phase to reflect market appetite and other factors. The Mayor and the LLDC recently announced plans to accelerate by six years the development of 1,600 homes within two new neighbourhoods on Queen Elizabeth Olympic Park. The LLDC will now speed up the creation of East Wick and Sweetwater neighbourhoods in the west of the Park, to include 1,600 homes completed and fully occupied by 2023 rather than 2029 as originally planned. Homes in the East Wick neighbourhood would be ready first with residents moving in from 2016.

5. To what extent is the combination of different uses anticipated for the Olympic Park sustainable in the long-term? Will the Olympic Park be a blueprint for sustainable living?

- Economically – the aim is for a balance of income and capital generating uses (e.g. housing, commercial attractions etc), and amenities (eg, sports venues and public space) that require funding support.
- Socially – we are providing a mix of tenures, so that people can move on in the Park as their needs change, supported by amenities and social infrastructure that will help make QEOP a place that supports existing as well as new communities, with workspaces that actively seek

to provide employment opportunities to local people. Promoting inclusion and engagement for all communities runs through LLDC's work, including the Paralympic Legacy programme.

- Environmentally – new housing will be built to the highest environmental standards, and the Park has been engineered with the highest standards of energy and water efficiency, including through local CCHP power generation. The restored parkland and wetland also offers excellent habitat.

ii) Supporting infrastructure legacy

What is the likely impact of the major transport investment made in Stratford and the surrounding area? Are economic development initiatives and legacy plans for the area making the best use of this investment?

The £6.5 billion investment in transport infrastructure for the Games has delivered a significant physical transport legacy in East London which is already having a positive impact on Stratford and the surrounding area. Stratford is now one of the best-connected transport hubs in the country, supporting the local population and employment growth. Upgrades of the Tube, DLR and London Overground have also delivered greater capacity, service frequency and reliability. In addition, around 75km of cycle paths to, and around, the Olympic Park have been enhanced in order to encourage cycling. 2012 also saw the opening of the Emirates Air Line, the UK's first urban cable car, and a much needed river crossing connecting the Greenwich Peninsula with the Royal Docks.

The Mayor wants to see investment in transport infrastructure maintained in order to secure legacy benefits right across East London and unlock future development. TfL has worked closely with the six Growth Boroughs (formerly the Olympic Host Boroughs) to agree priorities for new transport infrastructure, which are set out in the Mayor's Olympic and Paralympic Transport Legacy Action Plan. To underline this, TfL's Business Plan sets out further investment priorities over the next 10 years in the Upper Lee Valley, particularly around Tottenham Hale and Meridian Water, as well as Lower Lea Valley, that will in turn unlock thousands of jobs and new homes.

Regeneration is already accelerating in surrounding areas: Westfield Stratford City attracted more than 50 million visits in its first year of opening, providing 10,000 permanent jobs for local people. Alongside Westfield, the International Quarter will offer more than four million square feet of flexible workplace. Plans for the Strand East development on the Sugar House Lane site south of the Park will deliver a further 1,200 homes. And University Square Stratford, a joint campus established by Birkbeck, University of London, and the University of East London, will admit its first students in autumn 2013. The GLA is working with the LLDC, government colleagues and local partners to develop a programme of activity which will support local people to take full advantage of the changing area by extending their knowledge of new opportunities and developing their skills.

Success in, and around, Stratford and Queen Elizabeth Olympic Park is unlocking opportunity right across the Lower Lee Valley Opportunity Area, which will deliver 40,000 new homes and 60,000 new jobs over the next 20 years; at the Royal Albert Dock ABP China (Holding) cited the Games as the principle reason for bringing a £1 bn. 3.2 million square foot Asian business port to London; and a £1.5bn. deal with the Silvertown Partnership will transform Silvertown Quays in London's Royal Docks into a new innovation quarter and destination for global brands. Earlier this year, the Mayor also announced a £1.1 billion pound regeneration scheme in Croydon between Westfield and Hamerson.

Are there (potential) legacy impacts from other elements of the supporting infrastructure investment made for the Games? What is the strength of other infrastructure legacies such as security, telecommunications, public transport co-ordination or water re-use? Are potential benefits from these, and similar, investments being maximised?

Yes. Examples of where both hard and soft infrastructure developed for the Games will have a longer-term legacy include:

Event Management:

During Games time, City Operations were coordinated from a London Operations Centre (LOC), which acted as an operations interface for London local authorities and the GLA to maintain situational awareness of various aspects of city operations, including issues related to delivery of public services, non-Olympic branded scheduled events, and Team London Ambassadors. The LOC was a core component of the overall City Operations Command, Coordination and Communication (C3) workstream within the London 2012 City Operations Programme, which aimed to provide effective co-ordination of all City related operations, to ensure that all relevant information was shared appropriately on a timely basis, and to facilitate decisions making at the most appropriate level. Aspects of this coordinated approach between the relevant agencies are being retained for use for other major events in the capital.

Tower Bridge Lighting:

The 'Dazzle project' formed part of the overall 'Look and Feel' project within the London 2012 City Operations Programme delivered by the GLA. It comprised of lighting the bridges between Westminster Bridge and Tower Bridge in a distinctive and highly visual way to bring life and colour to some of London's most iconic features around the River Thames during the Games. As part of this project, Tower Bridge was completely relight with new energy efficient lighting, with the aim of bringing out the character and architecture of the bridge, and providing colour and flexibility in terms of creating lighting displays both in 2012 and the future. It will provide a lasting lighting legacy for the bridge for 25 years.

Public Transport Co-ordination:

As well as the physical transport legacy from the Games, TfL is taking forward a number of other initiatives and lessons from the Games. These include but are not limited to:

- Operational Volunteers are being deployed at major events and at peak periods like Christmas and New Year;
- TfL is using the infrastructure put in place for the UK's first national Transport Coordination Centre, established for the Games, to manage future major transport operations better. The Strategic Coordination Unit will ensure there is always a co-ordinated strategic overview of 'business as usual' operations and a co-ordinated response to major incidents and events;
- Changes to maintenance procedures as a result of the Games, for instance the retention of police medical officers to support passengers taken ill on trains and joint patrolling of British Transport Police (BTP) officers and Network Incident Response managers. This, together with the location of 'grab bags', which contain essential spare components at key locations on the network, is helping to reduce overall response times, and deliver network reliability improvement;
- The new Freight Delivery Unit has been established to coordinate and manage demand; and
- TfL is retaining the manual boarding ramps installed at 16 Tube stations – which bridge the gap between platform and train – with plans to introduce them at an additional 19 stations during 2013. This is in addition to having provided step free access at key interchanges across London, for example Southfields and Green Park.

Team London Ambassadors:

The Mayor is making the most of Team London Ambassadors and the volunteering infrastructure created for the Games. In the few months since the Games, Ambassadors have been out and about supporting major events such as New Year's Eve, Remembrance Sunday and the UEFA Champions League Final. And there is a busy programme in place for this year and beyond, including Live Nation concerts at Queen Elizabeth Olympic Park this summer. This is only a small part of Team London. With an additional investment of £1.5m in the Team London Programme, the Mayor is extending the reach of volunteers so that they can help do something great for their community in other ways. He is also putting Ambassadors into London's schools.

Business Development – CompeteFor:

The Mayor worked with the English regions to develop CompeteFor - a web-based brokerage service to enable businesses, and especially SMEs, to access Games-related contract opportunities. With a strong user base – there are about 167,000 businesses registered, including 50,000 in London – CompeteFor continues to enjoy strong support from the private sector. It now forms part of the procurement processes of many major public and private sector buying organisations and their supply chains. The Mayor is committed to strengthening the CompeteFor service so that it continues to deliver easy access to contract opportunities across the GLA Group, and beyond, for small and medium-sized businesses.

In addition to “Inspired by 2012: The Legacy from the London 2012 Olympic and Paralympic Games”, supporting information can be found in:

- “London 2012 Olympic and Paralympic Games: The transport legacy - one year on” – a report published by Transport for London on 19 July 2013 setting out the work undertaken after transport played a key role in the successful delivery of the London 2012 Games.
- Learning Legacy website – a repository of the lessons learned from the construction of the Olympic Park and preparing and staging the Games, to help raise the bar within construction and event sectors, and act as a showcase for the UK.
- London 2012 Olympic and Paralympic Games – The Legacy: Sustainable Procurement for Construction Projects – a new guide published by DEFRA on 18 July 2013 to bring together London 2012's learning on sustainable procurement of construction projects to inspire and assist those procuring construction projects of every scale to achieve immediate cost savings combined with longer term social, economic and environmental benefits.

iii) Host Borough legacy

**Is the aim of ‘convergence’ for the Host Boroughs appropriate and achievable?
Are the necessary mechanisms and resources in place; and to what extent are key players working towards meeting this aim?**

Following development of the Strategic Regeneration Framework (SRF) by the five Olympic Host Boroughs, with the overall ambition of Convergence – to ensure that “within 20 years the residents of the Boroughs that host the Olympic and Paralympic Games will have the same social and economic chances as their neighbours across London”, the Mayor worked with the five Host Boroughs, now joined by a sixth – Barking and Dagenham, alongside other partners such as London Thames Gateway Development Corporation (LTGDC) and NHS London, to develop and jointly publish a Convergence Action Plan 2011-15. It provided a clear statement and a set of actions of how the partners would work together to address Convergence.

Whilst Convergence is certainly an ambitious goal, it is more than simply a set of metrics, it is also an organising framework for coordinating the activities of the Boroughs and partners in support of comprehensive regeneration of East London. There is also a strong business case for Convergence as elucidated by Oxford Economics in their Host Borough Economic Model, which predicted that by improving job and other economic opportunities through capitalising on planned major developments in the area, and improving the labour market potential of local residents through a skills uplift, net additional GVA of £6-7bn. per annum could be generated by 2030, along with a £4.5-5bn improvement in the UK's public finances.

In his London Plan, at policy 2.4, the Mayor has committed the GLA Group to delivering a viable and sustainable Olympic and Paralympic legacy, and to reduce the deprivation gap between the Olympic Host Boroughs and the rest of London - describing it as London's top regeneration priority for the next 25 years. He has also embedded Convergence in his Olympic Legacy Supplementary Planning Guidance (OLSPG), his Olympic and Paralympic Transport Legacy Action Plan, and in the strategic objectives of the Olympic Park Legacy Company (OPLC), and subsequently the London Legacy Development Corporation (LLDC).

Will the Olympic Park and supporting infrastructure legacies be a sufficient catalyst to achieve convergence for the Host Boroughs?

They will play an important role, both in themselves and in their catalytic effect, but convergence will require a much broader programme of action.

Will housing and employment development on the Olympic Park be fully integrated with the wider surrounding area? How well does the development planning work of the London Legacy Development Corporation cohere with that of the Host Boroughs?

LLDC's boundary was drawn wider than QEOP specifically to support integration of the Park with wider communities. Additionally, local employment initiatives, local housing allocations and siting of social infrastructure are all designed to foster integration, and the Legacy Corporation is delivering a range of regeneration and community programmes that support Convergence. LLDC is also working with partners to bring forward plans for areas outside QEOP (Hackney Wick/Fish Island, Bromley-by-Bow, Carpenters Estate) to ensure that regeneration in these areas works hand-in-hand with the Park, and makes the most of the regeneration potential of this area.

Town planning is also an important tool of integration. LLDC operates a regular planning policy forum with the neighbouring boroughs, is using their plans as the basis for decisions while it prepares its own, and will use these as the basis for its own plan. In addition, boroughs are consulted on significant planning applications, and five borough members sit on the Planning Committee.

What potential impact will the development on the Park have on local people and businesses?

LLDC hope that the development on the Park will have a highly significant impact on local people and businesses, not just through employment and supply chain opportunities, but also through the extra visitors, and extra investment, secured for East London, through events, visitor attractions, and the higher profile of the area.

More information can be found at:

- [London's Growth Boroughs](#) website – setting out the Growth Boroughs' work with the Mayor and other partners to achieve Convergence and realise the economic potential of the area for the benefit of the UK economy
- [Olympic Legacy Supplementary Planning Guidance](#) – planning guidance setting out the Mayor's planning priorities for Queen Elizabeth Olympic Park and the surrounding area
- [London Legacy Development Corporation](#) website – sets out the work of the Mayoral development corporation to deliver a regeneration legacy from the 2012 Games in Queen Elizabeth Olympic Park and the surrounding area.

iv) UK legacy outside London

Overview

Hosting the Olympic and Paralympic Games provided an unprecedented opportunity to put Britain centre stage and highlight the whole country as an attractive place to visit. From the moment the bid was won, the Government has worked to ensure the maximum tourism legacy for the whole of the UK, by making full use of the opportunities to promote Britain before, during and after Games-time to reach new customers in emerging markets and to refresh Britain's appeal in established markets. For example:

- Between 2011 and 2015 the Government is investing £50 million (with a further £50 million match-funded by the private sector) into a tactical campaign via VisitBritain, so it can work with the industry to market what the UK has to offer.
- To date around £37 million has been invested into the tourism sector of the GREAT campaign. £14 million of this was added by the Chancellor in his Autumn Statement of December 2012, so the Government is clearly committed to supporting tourism in the UK.
- Between 2011 and 2015 the tactical campaign and GREAT are expected to deliver 4.7 million extra visitors from overseas and £2.3 billion in extra visitor spend and over 60,000 job opportunities.
- Visit England's '*Holiday at Home are GREAT*' is the biggest ever domestic tourism campaign aimed at boosting tourism throughout the UK. £6m has been spent on national TV and cinema advertising. It is expected to deliver £500m in extra spend.
- In the first eight months of this campaign (April to end-October 2012) it delivered £300m additional spend, which is the equivalent to an extra 4.5million nights away.
- A £4 million follow-up campaign (£2 million from GREAT, the rest from match-funding) was launched in May (see below under post-Games effort for more detail).

VisitBritain commissioned a Post-Games wave of the GfK Anholt Nations Brand Index survey. The results indicate that Britain's image improved as a result of hosting the Games:

- Our welcome ranking improved by three places, to place us 9th – our highest ever rank. This chimes with results from the CAA passenger survey which shows that 99% of departing visitors during July-September 2012 said they had felt welcome in Britain. Five out of six visitors (83%) 'very' or 'extremely' welcome (a statistically significant increase on Q3 2011). How welcome visitors feel is critical – 90% of those who feel very or extremely welcome are extremely or very likely to recommend visiting Britain for a holiday to their friends or family.
- Britain moved up one place to be ranked fourth of 50 major countries for overall brand.
- Britain's ranking for culture (especially sport) and natural scenic beauty also improved.
- 63% of those who saw Games coverage agreed that it had increased their interest in visiting for a holiday (and this was notably higher in emerging markets).

This is supported by a number of surveys. For example, the British Council commissioned Ipsos MORI to conduct research to measure the impact of last year's big events – including the Games and the Diamond Jubilee - on Britain's reputation overseas. Results include:

- More than 1 in 3 said the 2012 Games have made them more likely to visit the UK and that Games have made the UK more attractive to them as a place to do business or study. Less than 1 in 5 (18%) said the Olympics have not made them any more likely to want to visit, study or do business in the UK.
- 52% said that they thought more positively about how friendly people in Britain were following the Games.

Some facts

- There were 31.1 million visits from overseas making 2012 the best year for inbound tourism since 2008 but not a record.
- This was a 1% increase in visits on 2011 slightly surpassing VisitBritain's forecast for 0% growth in 2012.
- There was a 4% increase in spend by overseas visitors to £18.6 billion (from £18 billion in 2011), a record high in nominal terms. Average spend per visit remains very high at £600.
- The overall tally of holiday visits was almost identical to in 2011, but shows that visitors came at different times. There was a strong beginning to the year, a dip during the Games period, and recovery post-Games in November and December.
- Total tourism to London increased by 5% to (15.5 million overseas; 12.2 million domestic). These were accompanied by a corresponding increase in spend 9% (£10.1 billion overseas; £2.8 billion domestic). This is an excellent outcome for the Olympics year both internationally and domestically, and suggests that London avoided the kind of post-Olympics hangover that some other host cities have experienced.
- The latest International Passenger Survey statistics show that a record number of tourists from overseas visited London in the first quarter of 2013, equating to 3.4 million visitors in the first three months of this year, a 4.2% boost on the same period last year. Expenditure over the same period reached £2.1 billion, a significant 11.5% increase compared with the first quarter of last year. This means that London has experienced increased expenditure from overseas visitors for last seven quarters

More information on tourism figures for London can be found at:

<http://www.londonandpartners.com/media-centre/press-releases/2013/130711-mayor-welcomes-record-tourism-figures-for-london>

Domestic tourism

- There were 126.019 million overnight trips taken in GB, a 0.49% decrease compared with 2011.
- However, there was a 5.8% increase in spend to £23.976bn compared with 2011.

Positive impacts for tourism outside London

- While nearly half of all overseas visits to the UK in 2012 were to London (up 1% on 2011), visits to the rest of the UK also increased slightly compared to 2011 (0.7%):
 - London 15.5 million (15.461m)
 - Rest of the UK 15.6 million (15.623m)
- VisitBritain commissioned a Post-Games wave of the GfK Anholt Nations Brand Index survey. The results indicate that Britain's image improved as a result of hosting the Games. Specifically covering the rest of the UK:

- Britain's ranking for culture (especially sport) and natural scenic beauty also improved.
- 75% of those who saw coverage of the Britain hosting the Games agreed it made them think Britain has plenty of interesting places to visit outside London.
- All those who saw coverage of the Games were more positive about Britain than those who had not. Almost two thirds of US respondents for example agreed that the coverage had increased their interest in visiting Britain, and in Germany (where outdoor activities are important when choosing a holiday) Britain's ranking for natural beauty improved by 8 places.

How full were hotels in 2012?

- Chain hotel occupancy in London stood at **81.1% in 2012**, marginally down from 81.4% in 2011 but total revenue per **available room increased by 3.8% to £154.09**.
- Outside of London chain hotel occupancy increased from 69.7% in 2011 to **70.3% in 2012** and total revenue per **available room rose by 0.9% to £93.49**.

Source: TRI Hospitality Consulting

Are post-2012 efforts to promote tourism in the UK being delivered effectively and appropriately?

- With Britain's image and reputation riding high around the world after the Games, VisitBritain seized the moment to turn viewers into visitors. They launched a £13.5 million marketing push offering special deals the day after the Games ended and re-launched the GREAT image campaign overseas.
- Using London 2012 as a springboard, VisitBritain's ambition is to attract 40 million overseas visitors and earn £31.5 billion (in real terms) from inbound tourism by 2020. Achieving this represents a significant increase in tourism to Britain compared with current levels:
 - 9 million additional visits a year in 2020;
 - £8.7 billion additional visitor spend annually;
 - Support for 200,000 additional jobs across the UK per annum.
- VisitBritain's growth forecast for 2013 anticipates a 3% increase in overseas visit to the UK, with the amount spent by these visitors increasing by 2.5% in nominal terms. This will deliver around one million more visits and half a billion pounds of spend, taking the annual tally to 32.1 million, and visitor spending of £19.2bn.
- In the first four months of 2013, there were 9,270,000 inbound visitors to the UK, which represents a 1% increase on the January–April 2012 figure.
- Over the same period, there was an inbound visitor spend of £5.21 billion in the UK, which represents a 12% increase on the January–April 2012 figure.
- Over the 12 months to April 2013 there has been a record spend (in nominal terms) of £19.19 billion, which represents a 5% increase in spend on the previous 12 months to April 2012.

Domestically

- A £4 million follow-up Holidays at Home are GREAT campaign (£2 million from GREAT, the rest from match-funding) was launched in May. In order to convey these messages and guarantee cut-through, VisitEngland has teamed up with the famous (and quintessentially British) Wallace & Gromit, who will be the stars of a national integrated campaign.
- The campaign aims to raise £80 million (RoI 20:1) in additional tourism spend and over a million overnight stays.
- VisitEngland received £19.8m from BISs' Regional Growth Fund for its 'Growing Tourism Locally' programme. Delivered over three years by VisitEngland and local partners, and supported by private sector funding, it aims to inspire Britons to take more holidays at home,

boosting local economies through growth in visitor spend, resulting in the creation of 9,100 indirect jobs.

More information can be found in the Visit Britain publication “Shifting the Dial”:
http://www.visitbritain.org/Images/VisitBritain_Shifting_the_Dial_0413_tcm29-37981.pdf

v) Related regeneration issues

1. What is the legacy of the Cultural Olympiad? How does this relate to economic development, tourism and regeneration?

Overview

As a result of the Cultural Olympiad, the UK’s international position as a cultural powerhouse and major visitor destination was bolstered, with a conservative estimate valuing the PR generated at £44 million. London's position on the National Brand Index increased to 4 on culture. Public participation in arts and culture over this period was unprecedented. Over 19 million people took part in London 2012 Festival, the culmination of the 4 year Cultural Olympiad. The economic impact of the Mayor’s 2012 cultural programme was significant generating 20,000+days of employment and stimulating an estimated additional audience spend of over £2-3m across the 7 weeks of the Games.

2012 was also unparalleled in the way that stakeholders in the capital worked together, with the Mayor taking a central coordinating role across the city. Working closely across the Culture Sector and Creative Industries, the Mayor will develop a Cultural Legacy Plan that will ensure that the capital is positioned to deliver an inspiring, tangible and powerful cultural offer that builds on the unrivalled ambition, scale and achievements of the London 2012 Festival in order to firmly secure London’s position as a world-class city for culture on the international stage in the future.

In addition, the GLA will produce a plan for boosting cultural tourism to the UK and develop a series of tactical campaigns with Visit Britain and London & Partners with The Culture Diary as a key tool.

Following 2012, a world tour has begun of Turner prize-winner Jeremy Deller’s life size inflatable Stonehenge, one of the hits of the Cultural Olympiad - reaching 80,000 people. As part of the GREAT campaign it will tour to key territories, markets confirmed so far include USA, Brazil and India.

In order to capitalise on the successful model of public/private sector partnership working enabled by the Games, the GLA Culture Team is strengthening its work to focus on high streets, local neighbourhood development with town teams, business improvement districts (bids), enterprise zones and local councils to further build culture into the on-going development and revitalisation of streets and districts. A ‘Culture On the High Street Guide’ was launched early this month.

Further information about the legacy of the Cultural Olympiad can be found in a number of additional existing publications and websites:

- [University of Liverpool evaluation](#)
- [Arts Council Reflections on the Cultural Olympiad and London 2012 Festival](#)
- [Independent Evaluations of London 2012 Festival](#)
- [Arts Council England/VisitEngland partnership](#) (see also partnership statement – Priority 5)

- Legacy Trust UK – Providing funding through their Transitions programme to 6 major projects across the UK
- Unlimited: “Unlimited”, the hugely successful programme for deaf and disabled artists, is continuing. Many of the Unlimited commissions and artists from the London 2012 Festival took part in the Arts and Disability Festival in Qatar in March 2013, presented by the British Council as part of the UK/Qatar Year of Culture. Unlimited II will shortly be launched by Arts Council England with major commissions from Deaf and disabled artists, alongside a mentoring programme.
- Create London
- Creative Employment Programme:
- Derry/Londonderry – UK City of Culture

2. What has been the legacy of the 'Games Makers' initiative? Have efforts been made to sustain the interest in volunteering and, if so, are they proving successful? Could anything further be done?

The GLA is ensuring a volunteering legacy through the Mayor of London’s volunteering plan. The plan looks to:

- I. Make volunteering easier – through the launch of the new Team London website designed to enable tens of thousands of Londoners to be able to volunteer in their local community. Projects range from greening and cleaning through to mentoring of young people.
- II. Maintain the volunteering momentum of the Games – Team London volunteers have supported a large proportion of the major events in London from the UEFA Champions League through to the Chelsea Flower Show. Team London Ambassadors will again be on the streets of London providing a visitor welcome this summer.
- III. Use the positive example of the Games time volunteering to inspire the next generation of volunteers – placing Team London Ambassadors in schools to enable a greater proportion of younger people to volunteer.

C. The International Legacy

ii) International development and diplomacy

I. How effectively are partners working to deliver the International Inspiration programme? Can the initiative be sustained beyond 2014?

Prior to London 2012 the Foreign and Commonwealth Office (FCO) worked alongside UK Sport, the British Council and other partners to promote the International Inspiration (II) programme overseas. Events included the British Embassy in Cairo hosting the Egyptian Olympic Football Team, who played five-a-side games with children from the II programme.

The FCO continues to work with partners to promote the achievements of the programme through activities at Posts. In March 2013, the FCO organised a visit programme for Lord Coe visited Brazil. We worked with the British Council to allow him to see how Rio 2016 is influencing education policy. A young leader from the II programme, Luan Celi, spoke about community and sport education and received his London 2012 torch-bearer certificate from Lord Coe. Alongside this the British Council ran a workshop on youth engagement through sport, and are working in partnership with Rio city and Rio 2016 organising committee to ensure a legacy from II.

To ensure the sustainability of the programme, and other similar initiatives which use sport as a tool for human and social development overseas, the initiative is governed by a charity, also called **International Inspiration**, which is chaired by Lord Coe and for which UK Sport provides the executive functions. The FCO has been in contact with UK Sport to identify

opportunities for further engagement. Several Posts are planning to work again with young leaders and schools from the II programme this summer, when celebrating the anniversary and the legacy. The charity is in the process of determining the extent of its programmes beyond 2014 and developing a strategy to secure the resource necessary to fund its continuing activity. As and when it does so, the FCO will be happy to consider overseas opportunities for promotion.

2. How effective was the public diplomacy work of the Foreign and Commonwealth Office in promoting the UK before and during the Games?

The FCO worked on two closely-linked campaigns relating to the Olympic and Paralympic Games: the London 2012 public diplomacy campaign and the GREAT campaign. The former was devised and led by the FCO and partly pre-dates GREAT; the latter was developed in partnership with No 10, UKTI and DCMS, along with other government departments.

The London 2012 campaign

We set four objectives at the start of the campaign, and have assessed progress:

1. **National Interest:** To contribute to UK foreign policy goals by using the profile of the Olympics to promote British culture and values at home and abroad. To cement Britain's reputation as a valuable bilateral partner and a vibrant, open and modern society, a global hub in a networked world and to seek opportunities to use the London 2012 story for the promotion of environmental good practice and green growth.

Achieved. The majority of posts agreed that the campaign had helped to cement Britain's reputation as a valuable bilateral partner and promote Britain as a global hub in a networked world. More still agreed that the campaign had somewhat or significantly helped to strengthen Britain's image as a vibrant, open and modern society.

In July 2013, this continues to hold. Many posts report that their contacts – old and new – continue to speak warmly of the UK and want to know more about our Games. The Games have opened new strands of Games-linked work with governments around the world, including in Colombia, Thailand, Turkmenistan and Vietnam. Our long-established Games-linked work with future hosts such as Brazil and Russia and Qatar has continued.

The Games continue to prove a popular hook for public diplomacy activity – over 40 posts will hold an anniversary event highlighting the Games' legacy this summer.

2. **Prosperity:** To bolster the UK economy, increase commercial opportunities for British business in target countries, and secure high value inward investment.

Achieved. UKTI's legacy report gives full details of progress against the target to realise £5.3bn of benefit to the UK economy by July 2013. Two important achievements are £120m of contracts for British companies for the Brazil FIFA World Cup and 2016 Games and over 60 contracts for British companies linked to Sochi 2014 and the Russia FIFA World Cup.

During the campaign posts worked with UKTI partners to target the right audiences and networks, promoting the expertise of British companies through screenings of the FCO documentaries (Going for Green and Game Changer) and sponsored media visits to the Olympic Park and companies involved in the build, as well as projecting the sustainability agenda through participation in local climate change and sustainability conferences and seminars. We assess that messages about UK capability in delivering major infrastructure projects reached an audience of 120 million through the sponsored media visits and a further

597 million through screenings of 'Going for Green'. Journalists who attended the media visits almost unanimously agreed that as a result they had now have a more positive opinion about the UK, seeing it as modern and innovative and providing an example in sustainability, urban regeneration and green technology.

This part of the campaign in particular was closely linked to the GREAT campaign, on which more detail is provided below.

3. Security: To enhance our security by harnessing the global appeal of the Olympics, particularly among the young, to reinforce values of tolerance, moderation and openness.

Achieved, although this objective was relevant to certain audiences only. All Posts were however able to carry out activities which engaged young people and reinforced these values, including under the mantle of the Olympic Truce. The Consulate General in Jerusalem used the hook of 100 Days to Go to the Paralympics, for example, to bring Palestinian Paralympians from Gaza to Jerusalem, which sent a very powerful message to local and international audiences. Our short film on Ramadan and the Olympic Games was viewed over 9,500 times on the FCO YouTube channel. A joint documentary project with RICU to delegitimize the Games as a target for terrorist action, delivered across relevant international TV and radio platforms, reached an estimated audience of 1 million in the UK and over 30 million globally. Impact testing via focus groups and with stakeholders demonstrated positive engagement with the product and evidence that it achieved its objectives.

4. Cross Government: To work seamlessly with other government departments and partners, mobilising the powerful asset of the FCO's unique network of Posts to deliver the greatest international impact for our strategy.

Achieved. The FCO hosted monthly meetings of Public Diplomacy partners to co-ordinate plans and share material. At Posts, FCO staff delivered events in collaboration with partners, most frequently UKTI, but also British Council and UKBA. 75% of Posts who responded to our survey delivered events to mark One Year to Go in conjunction with partners. When surveyed, over 95% of PD partners valued events run by FCO Posts, believing them to have contributed towards delivery of their own objectives.

Key facts and figures about the campaign:

- Creative public diplomacy events over the 3 year campaign including digital engagement, sports events, youth workshops and film screenings
- Over 1,500 events took place across the FCO network from early 2010 to the end of 2012, reaching thousands of key influencers and a media audience of millions
- On 100 Days to Go to the Olympics over 100 posts hosted 100 metre races in a range of sports, from running, swimming and cycling to kayaking
- On 100 Days to Go to the Paralympics posts delivered campaign messages on disability rights to a global audience of over 300 million
- The total estimated global audience for the campaign was over 2 billion people
- Of 119 posts, over 70% agreed or strongly agreed that their campaign activities had helped to update their target audience's perceptions of the UK
- Results from a Anholt GfK Nation Brands Index, collected in November 2012 specifically to assess the impact of the Games on the UK's reputation, show that Britain's ranking for 'overall nation brand' and 'culture' moved up a place from 5th to 4th, and for the first time Britain is in the top ten for the welcome provided to visitors

HM Government and London—Written evidence

- The campaign raised our profile on digital and social media channels, in some cases with audiences increasing by 1000% or more.
- The FCO spent around £190,000 on the London 2012 campaign
- The FCO London 2012 Campaign Team was shortlisted for the Guardian Public Service Awards 2012 in the Communications Project category
- The 'neutral' subject of sport has given the FCO access to new audiences, including in countries where engagement is particularly difficult

The GREAT campaign

The GREAT Britain campaign is the Government's most ambitious international marketing campaign ever. It showcases the very best of what Britain has to offer in order to encourage the world to visit, study and do business with the UK. It supports the Prime Minister's 'global race for growth' and the Olympic Legacy programme.

Unifying the international growth promotion efforts of UK Trade & Investment, VisitBritain, British Council and FCO, GREAT aims to deliver significant and long term increases in trade, tourism, education and inward investment in support of HMG's prosperity and growth agenda.

Where appropriate, the GREAT campaign was used in the FCO's London 2012 public diplomacy campaign.

Results so far

GREAT launched worldwide in February 2012. The FCO delivered nine high impact launch events, including that attended by Prince Harry in Rio de Janeiro which received global coverage. An independent evaluation has recognised the FCO's critical role in the delivery of the campaign and GREAT is now used by over 180 of our diplomatic missions in 86 countries.

Detailed evaluation shows that the campaign is delivering a clear economic return and has real potential to become a long term and significant driver for UK prosperity, growth and jobs:

- VisitEngland's 'Holidays at Home are GREAT' campaign in 2012 has generated £300m of incremental expenditure for the UK economy
- VisitBritain has generated £200m from the first phase of its tourism campaign.
- UK Trade & Investment estimates that approximately 30 inward investment leads were generated from its initial phase, resulting in a potential £70m of investment into the UK over the next two years.
- British Council report a strong increase in the pipeline of international students considering a UK education.
- GREAT has made a major impact globally, generating at least 5.7bn 'opportunities to see', £85m of 'advertising value equivalent' and over £5.5m of free advertising.
- The campaign has attracted the active endorsement of private sector partners and world-renowned UK celebrities (estimated to be worth £12m in 2012). Current plans indicate this will substantially increase in 2013.
- GREAT has won a number of international awards, most recently a SABRE Gold award in the Government campaigns category.

Future GREAT

The Government has committed a further £30m to continue the campaign in 2013/14. This will be used to focus on driving the campaign forward in key markets where GREAT is performing well (China, India, US and Brazil). In addition, we will maintain tourism activity in

France, Germany and extend it to the Gulf and, for trade and investment, target a number of new emerging markets where GREAT can help the UK gain a competitive advantage for the future (Russia, South Korea, Mexico, Turkey, Indonesia and Emerging Europe).

3. What is the legacy of the London 2012 United Nations Olympic truce declaration ‘Building a peaceful and better world through sport and the Olympic ideal’?

The UK-led 2011 UN General Assembly resolution on the Olympic Truce entitled ‘Building a peaceful and better world through sport and the Olympic ideal’ was co-sponsored by all 193 UN Member States, demonstrating that the Olympic Truce is more relevant to more member states than ever. It went beyond calling for truces and ceasefires around Games time and emphasised the ideals of conflict prevention and peace, encouraging different communities and groups to come together at a local level through sport, culture, education and participation.

The FCO developed a global programme of activities to show how easy it was to mobilize the words of the Resolution and the power of the Olympic Truce concept – something no other Games host has done. We delivered a programme of over 80 Olympic Truce activities in the UK and overseas, including:

- In the Caribbean, we worked with the National Olympic Association and local NGOs to organise football tournaments for rival gangs. Bringing former adversaries together through their shared love of football highlighted their similarity.
- Our embassy in Sarajevo brought together students from different communities and backgrounds to film and produce short documentaries, gaining valuable and practical skills, increasing employment possibilities. A film specifically on the Olympic Truce was played during the Sarajevo Film Festival in July.
- Our Embassy in Khartoum brought together young people from different communities from Sudan and South Sudan, specifically refugees and residents from Darfur, to play in a football tournament, building on on-going work to create a youth football league.
- In Sri Lanka we hosted a Paralympic style sports day for disabled soldiers, disabled ex-LTTE combatants and disabled civilians. Sport acted as a “quiet diplomat”, bringing together former adversaries to understand each others’ perspectives, embracing diversity and encouraging inclusivity.

Additionally, we worked in close partnership with a national contact group formed of NGOs, OGDs and Parliament. Each was responsible for driving forward their own Olympic Truce activities adding to the strength of the UK’s national and international approach. These activities included:

- The London Boroughs Faiths Network established a broad-based Peace Network in London, which brought together local religious communities, multi-faith and secular grassroots groups to bridge divisions and promote non-violent responses to conflict.
- Manchester-based NGO Peace Unlimited’s “We Are Human First” campaign took inspiration from the Olympic Truce to run workshops in art, film-making, music, radio broadcasting and writing to engage young people across Greater Manchester in what peace means to them and how conflict resolution can lead to community cohesion and peace.
- The United Nations Association of the UK held a debate involving over 200 students from schools across the UK to debate a resolution on the Olympic Truce.

- Lord Bates walked from Olympia to the House of Lords to raise awareness of the Olympic Truce. He met with Pope Benedict XVI, the UN Secretary General, Government Ministers and Olympians.

On the eve of London 2012 the Foreign Secretary and the UN Secretary General, Ban Ki Moon, spoke at a joint Press Conference where the UNSG commended the UK for giving life to the Olympic Truce with social and development projects at home and abroad that have benefitted thousands, and encouraged the future Olympic hosts to take up the challenge and match the UK's initiatives. This recognition has helped the UK to raise aspirations with the International Olympic Committee, within the UN and with future Games hosts for the future international implementation of Olympic Truce Resolutions.

The final part of the UK's Olympic Truce legacy has been to build on our own international success to encourage others to follow our lead. We held a joint Olympic Truce legacy forum on 25 March with the International Olympic Committee and UN to share our experiences of practical delivery of international Olympic Truce activities with future host nations. Guests included the Sochi Organising Committee and the Russian Ministry of Foreign Affairs, and representatives from Brazil and Korea. This Legacy Forum was the first of its kind. At the Forum the UN Special Adviser on Sport for Development and Peace said 'the UK established a best practice for the practical application of the Olympic Truce and I encourage future Olympic hosts to follow suit'

The Olympic Truce baton has been passed to Russia ahead of Sochi 2014. In 2012 the Foreign Secretary signed a joint declaration with Russian Foreign Minister Sergey Lavrov to promote the ideals of the Olympic Truce. The next Olympic Truce resolution is due to be tabled this autumn by Russia and we are working in partnership to further raise international ambitions on the Truce.

A joint UK-Brazil MOU on wider Olympic cooperation includes knowledge sharing on the Olympic Truce and we have also discussed the Truce with the Republic of Korea, as hosts of the 2018 Winter Games. Our diplomatic missions in Moscow, Brasilia and Seoul will continue to engage with their hosts on the Olympic Truce, and to act as a liaison point for UK-based partner NGOs.

The UK's work was highlighted in UN Secretary General's 2012 report on Sport for Development and Peace and acknowledged in the accompanying UNGA Resolution. Hugh Robertson MP attended the International Forum on Sport for Development and Peace in New York in June, where he delivered an address on the UK's Olympic Truce success. The UK's Report on the Olympic Truce at London 2012 will be published in the autumn and is designed as a practical resource for future hosts.

4. How are the specific pledges made at the Downing Street 'Hunger Summit' going to be met by the 2016 Games in Rio de Janeiro?

2012 Hunger Summit and Commitments

At the Downing Street Hunger Summit in August 2012, the UK and Brazilian governments used the spotlight of the Olympics to build political commitment to tackling undernutrition. The UK made commitments in three broad areas, science and innovation, private sector liaison and accountability.

The Government committed to provide £120 million over 3 years to the CGIAR, the international research network, to create drought resistant and vitamin enriched crops which

could help feed millions of people. In October 2012 the Secretary of State approved £30 million to support the rollout of nutrition rich seeds and tubers to 3 million people in Africa and India.

Some leading UK companies including Unilever, Syngenta and GlaxoSmithKline agreed to work to find ways to make nutritious food available to poor families at prices they can afford. This commitment was taken forwards into a scoping study for a Business Platform for Nutrition Research developed by GAIN, and this was announced at the Nutrition for Growth event in June 2013 (see point 4 in ‘Commitments’ below).

The UK also agreed to support new schemes to improve government accountability in developing countries. DFID is supporting a review of information on communication technology (ICT) and nutrition surveillance in Kenya and the design of a pilot on use of text messaging to provide early warnings on nutrition supplies. We built further on this work by providing funding for GSMA’s commitment at the Nutrition for Growth event to reach 3 million people in 14 countries in the next 5 years with mobile nutrition and agriculture advisory services.

The Secretary of State for International Development is responsible for implementation of the UK government commitments. DFID is also tracking progress on announcements made by other governments and international institutions but many did not have a fixed timescale. The Downing Street Hunger Summit was a first step towards concerted global action between the London 2012 Olympics and Rio 2016 Olympics to significantly reduce stunting, working towards achieving the World Health Assembly targets on stunting by 2025. Following the event, Brazil agreed to host a follow-up event around the time of the 2016 Rio Olympics and the Prime Minister announced he would host a high level nutrition event before the G8 Summit.

2013 Nutrition for Growth: beating hunger through business and science

On 8 June 2013, the UK and Brazil with the Children’s Investment Fund Foundation (CIFF) built significantly on the outcomes of the Hunger Summit, co-hosting ‘Nutrition for Growth: beating hunger through business and science’, a high level international event. The aim was to secure an ambitious range of new policy and financial commitments to accelerate progress on tackling under nutrition but also to secure global political agreement that nutrition is a top development priority.

A ‘Global Nutrition for Growth Compact’, a high level declaration, was endorsed by more than 90 governments, multilaterals, companies, CSOs and others and commits to reduce the number of children under five who are stunted by at least 20 million and save the lives of at least 1.7 million children by 2020. These targets are in line with those set by the World Health Assembly for 2025.

Commitments:

1. In total we secured up to an additional £2.7 billion to support direct nutrition programmes between now and 2020. An estimated total of £12.5 billion was committed for programmes in agriculture, sanitation and hygiene, and social safety nets, to deliver more nutrition results over the same period. At the event, the UK made a significant commitment to spend an additional £375 million on direct nutrition interventions between now and 2020, with a further £280 million to be provided as matched funding, and to spend an additional £604 million on investments in relevant sectors that are nutrition sensitive between 2013 and 2020.

2. The European Commission built on its commitment from the 2012 Summit by announcing finances to fund its plan to reduce stunting by 7 million children by 2020. It pledged £290 million (USD 442 million) additional funding for nutrition specific interventions and £2.64 billion (USD 4.03 billion) for nutrition sensitive programmes between 2014 and 2020.
3. Other donors and civil society also made significant financial pledges, contributing to the overall total mentioned above, as well as policy commitments to nutrition.
4. Business and Science commitments included 22 companies which endorsed the Compact and pledged to improve the nutrition of almost a million employees in more than 80 countries.
5. Ten companies (Ajinomoto, Arla Foods, BASF, Britannia, GlaxoSmithKline, Nutriset, Royal DSM, Ruchi Soya Limited, PepsiCo and Unilever) agreed to form a new partnership to research new solutions and scale up effective technologies which include biofortification, improved seeds, high energy foods use of mobile phones for nutrition, and improving water quality, sanitation and hygiene.
6. A Global Panel on Agriculture and Food Systems, co-chaired by former President of Ghana John Kufuor and former UK Chief Scientific Officer Professor Sir John Beddington, was launched to review emerging research on agriculture and food systems.
7. Commitments were made by countries with a high burden of under nutrition to increase domestic resources to scale up their national nutrition plans, many with targets for reductions in stunting.

Delivery of commitments and accountability

All of the commitments made at the Nutrition for Growth event are captured in a document published on the government website⁶¹. This is a tool which stakeholders can use to hold each other to account and is one aspect of the accountability framework.

The Global Nutrition for Growth Compact includes a commitment to hold an annual stocktake meeting at UNGA to track progress and to improve transparency and mutual monitoring and accountability, as well as to introduce a global annual report on nutrition. We are also working with Brazil to set out the key actions which will need to happen between now and the 2016 Olympics.

Discussions are underway with partners to develop these and other aspects of an accountability framework which can be announced at the UN General Assembly in September 2013.

D. Further Strategic Issues

i) Governance

Relationships are highly effective. The Mayor of London (who is also the chair of the LLDC) attends meetings of the Cabinet Committee for legacy, on which the Secretary of State for DCMS sits as lead minister for legacy. The Olympic and Paralympic Legacy Unit (OPLU) includes staff from the Mayor's team. OPLU also has strong working relationships with both

⁶¹ <https://www.gov.uk/government/news/uk-to-host-high-level-meeting-on-global-nutrition-and-growth>

the BOA (of which the Legacy Ambassador is chair) and the BPA (whose Chief Executive sits on the Paralympic Legacy Advisory Group).

New legacy liaison arrangements have been agreed between Growth Borough Leaders and Mayors and the Mayor of London. On a day-to-day basis, GLA officers work closely with Growth Borough Officers and other partners to advance the three strands of the Convergence Action Plan. The GLA also works closely with the Growth Boroughs on delivery of affordable housing, to optimise strategic development sites, and on the planning, development and delivery of major regeneration schemes in East and Southeast London. LLDC operates an extensive programme of community engagement, with roadshows, town hall meetings, a legacy youth panel, a schools programme, newsletters, Park tours by bus and boat for local residents and ad hoc events to hear local people's views on our developing plans. In addition, all four neighbouring authorities are represented through their political leaders sitting on the LLDC Board and the LLDC's Planning Decisions Committee. LLDC's Deputy Chair and Chief Executive have strong relationships with Growth Borough Leaders and Mayors, Chief Executives and Senior Officers who they meet regularly. Regular meetings also take place with neighbouring landowners, including LVRPA, London and Continental Railways, and Qatari Diar Delancey/Triathlon.

ii) Adaptability, finances and national impacts

1. How resilient are current legacy plans to further economic shocks, or to a changing political context? How have changed economic circumstances since 2008 impacted upon legacy plans?

Legacy plans are resilient to further economic shocks. Funding is already in place for key legacy programmes, such as funding for community and elite sport. Eight out of eight venues on the Park have long-term solutions in place and we are already close to meeting four-year targets for trade and investment after one year.

Legacy plans have not been greatly affected by changed economic circumstances since 2008. Legacy is about using the Games to help departments deliver against objectives, ie to help get better value for public money.

2. To what extent should public finances continue to support the delivery of a legacy? Is further substantial public investment still required? Where should future financial support come from?

There has never been a dedicated funding pot for legacy. It has always been for government departments and other public bodies to make decisions on whether to fund legacy programmes on normal value for money criteria. Funding for certain legacy programmes is in place: for example for community and elite sport through Sport England and UK Sport up to the Rio 2016 Games; and £150m per year has been set aside for school sport for the next two years.

The Big Lottery Fund has announced that a new lottery trust, the Spirit of 2012 Trust, is to be established to allocate up to £40m funding from the sale of the Olympic Village. Funding will be allocated to projects that:

- Continue the theme of Inspiring a Generation, with a strong offer to young people and their communities, particularly those most in need.
- Provide opportunities for people to volunteer, in particular under-represented groups and in areas of deprivation
- Develop positive perceptions of disabled people

- Promote and increase participation and accessibility
- Provide a link to future events of national interest, for example the Glasgow 2014 Commonwealth Games
- Reach communities across the UK

iii) Future Olympic and Paralympic Games

1. What messages should host cities for future Olympic and Paralympic Games be taking away from London 2012, particularly when looking to plan for legacy?

It is important to build legacy into plans for the Games from the start.

2. To what extent should planning for, and legacy outcomes from, the Olympic and Paralympic Games be considered together? What were the principal factors behind the success of the 2012 Paralympic Games?

On legacy planning for the two Games, it is important that the legacy from the Paralympics is seen as an integral part of the Games legacy, for example it was natural for the Get Set educational programme to incorporate educational materials based on both the Olympic and the Paralympic values. But it is clear that the Paralympics provide a unique opportunity to change the lives of disabled people for the better. The Government and Mayor of London have established the Paralympic Legacy Advisory Group to help make the most of this opportunity.

31 July 2013

iCITY—Written evidence

Introduction: About iCITY

1. iCITY is a joint venture between Delancey, a specialist real estate investment and advisory company, and Infinity SDC, the UK's leading data centre operator. iCITY will transform the former Press and Broadcast Centres on the Queen Elizabeth Olympic Park into a world-leading cluster to support the UK's flourishing creative and digital industries. The opportunity exists to create a unique community where innovation and investment, large and small corporates, film and broadcast, education and life sciences, commerce and arts, sit comfortably alongside each other, spurring innovation and supporting creativity.
2. iCITY is already over 40% let, including key tenants BT Sport, who will broadcast live from iCITY from August 2013, and Infinity SDC, who will deliver one of the largest and most efficient data centres in Europe. Loughborough University will establish a multi-disciplinary postgraduate teaching, research and enterprise facility, and Hackney Community College will deliver its pioneering digital apprenticeship scheme within a new Tech City Apprenticeship Academy.
3. iCITY is a unique location, consisting of three buildings which amount to over 1 million square feet of useable space. iCITY is special for a number of reasons:
 - Power: over 42MW is available to meet the demands of a tech/creative/digital media campus
 - Connectivity: these are the most connected buildings in the UK if not Europe. Multiple carriers provide fibre to the buildings and the fibre optic routes into iCITY are unprecedented
 - Location: Situated on the iconic Queen Elizabeth Olympic Park alongside London's newest and fastest growing retail and housing developments
 - iCITY is also situated in one of the most deprived boroughs in the country. In Hackney alone more than 2,000 16-24 year olds are unemployed
4. iCITY will create one of the most exciting business campuses in the UK. Exploiting the infrastructure developed to broadcast London 2012 around the world, iCITY will create 6,000 jobs, provide state-of-the-art and unrivalled infrastructure to support the expansion of the UK's creative and digital industries, and deliver a sustainable new global hub to rival the world's leading technology clusters.

B) Regeneration Legacy

i) Olympic Park Legacy: Are current plans for the ongoing development of the Olympic Park area likely to deliver a positive regeneration legacy? Is the potential legacy impact of hosting the Olympics being fully maximised, or have some opportunities been missed?

5. The UK is extremely well placed to build on the success of hosting and delivering London 2012. We have an unparalleled opportunity to kick-start the UK economy; support the creative and digital industries (the fastest growing sectors of the economy); and improve the increasingly dire prospects facing young people and other disadvantaged groups such as the long-term unemployed. iCITY has a significant role to play in realising all three of these opportunities.

6. iCITY won the tender process to develop the former Press and Broadcast Centres in part due to our emphasis on many of the legacy elements which London promised in its Olympic bid.
7. In November 2010, the Prime Minister David Cameron announced his Government's ambition 'to bring together the creativity and energy of Shoreditch and the incredible possibilities of the Olympic Park to help make East London one of the world's great technology centres.' iCITY will exploit the unique infrastructure developed to broadcast the Games around the world to deliver this ambition.
8. The creative and digital industries are of huge strategic importance to the UK economy. They will drive future growth and enable the rebalancing of the UK economy from its historic over-focus on financial services. These industries are widely expected to develop into the backbone of the UK economy over the next twenty years. The number of people employed in the tech and creative sectors continues to rapidly expand. A recent report estimated the technology, media and telecoms (TMT) sector generates eight per cent of GDP each year, with London pinpointed as the "economic engine" contributing £26bn directly, £23bn indirectly.⁶²
9. Plans for the legacy are far better developed than any other previous host nation, but we must not rest on our laurels. We must maintain both cross-party political and public support, and display the same determination and focus in grasping the opportunities and securing a lasting economic and social legacy that was so evident in our delivery of the most successful Games in living memory.

- How much additional long-term employment will be generated by the regeneration of the Olympic Park area? How successful have schemes intended to secure additional employment opportunities for local residents been?

10. iCITY will be the significant generator of employment and economic growth across the Park. DCMS's 'Plans for the Legacy' (2010) outlined the expectation that the Park will support between 8,000 and 10,000 jobs on site. At least half of these will be delivered by iCITY. However we must also provide the opportunities for local people to develop the skills to take advantage of these jobs, as well as ensuring local companies benefit from supplier opportunities.
11. We are pioneering a new form of lease agreement with our tenants to ensure access to employment opportunities for local people. Our anchor tenant BT Sport has already begun working with local catering providers. It is exactly this commitment that will ensure a vibrant legacy with the local community at its heart, and avoid the fate of so many other Olympic host cities that have tragically missed the opportunity to secure economic and social benefits from their investment and the opportunity provided to them by hosting the Games.

⁶² Deloitte Report: London: Enabling a World Leading Digital Hub, July 2013

ii) Supporting infrastructure legacy: Are there (potential) legacy impacts from other elements of the supporting infrastructure investment made for the Games?

12. The vast investment into the infrastructure for London 2012 has provided a huge opportunity to deliver an economic legacy for the UK. The infrastructure of the former Press and Broadcast Centres remains in place. iCITY is a unique set of buildings in an area that is rapidly growing yet remains one of the most deprived boroughs in the UK. We can drive growth, establish fantastic new universities and schools, and attract the best talent from around the world to East London.
13. The digital and creative scene around Shoreditch and Silicon Roundabout is developing at an incredible rate. A conservative recent estimate revealed there are 3,200 firms in East London providing 48,000 jobs.⁶³ But with such rapid growth come challenges. Areas of East London, in particular Shoreditch and around the Old Street Roundabout, are under pressure due to a lack of space, rocketing rents and a chronic lack of power and connectivity. These infrastructure limitations, a deepening skills shortage, and the impact on rental prices of an influx of larger companies have the potential to restrict growth. Ofgem estimate that spare electricity power production capacity could fall by 20% by 2015, increasing the risk of blackouts and disproportionately impacting the creative and digital businesses in East London.
14. At the same time, technological hubs are developing around the world in locations such as Berlin and Israel. This represents the new global race, and the UK has an incredibly strong starting position: it is imperative we build on this competitive advantage. East London is well on its way, but unless we tackle the challenges preventing its growth, this advantage will slip away. That means providing extra capacity for digital and creative companies to expand without significantly increasing their costs. Average commercial rents in Shoreditch have increased nearly 40% since 2008⁶⁴, and 40% of local businesses are worried about being pushed out of the area due to rising rents⁶⁵
15. There is also a sharp lack of studio space in London. In April this year the BBC announced it would close five of its studios following the refurbishment of the BBC Television Centre, and the shortage could get worse if ITV closes its HQ at the Southbank.
16. iCITY will provide the solution to many of these problems. It is not a replacement for Shoreditch, but rather will complement what already exists and deliver what is most needed: increased capacity, cheaper rents and unrivalled access to power and fibre connectivity.
17. The former Press and Broadcast Centres are among the most digitally connected buildings in the world, with advanced telecommunications infrastructure and bandwidth connectivity. 75% of the UK's internet peering points, 15 of 18, are just 2 miles away in Docklands, allowing the occupiers virtually no delay in the delivery and

⁶³ Demos, 'A Tale of Tech City', 2012

⁶⁴ Cushman & Wakefield, 2013

⁶⁵ Demos, 'A Tale of Tech City', 2012

receipt of data. We will provide significantly cheaper rental options for start ups and expanding businesses, alongside London's newest and largest indoor broadcast studio.

iii) Host Borough legacy

- Is the aim of 'convergence' for the Host Boroughs appropriate and achievable? Are the necessary mechanisms and resources in place; and to what extent are key partners working towards meeting this aim?

18. The converge framework developed by the host boroughs in 2009 is achievable, but only through using the Games as a springboard to raise levels of educational attainment, greater skills qualifications, greater employment and better overall living standards. We must provide local people with jobs, education, training and apprenticeship opportunities, as well as supporting local businesses to benefit from the influx of investment into the area.
19. Youth unemployment in the host boroughs is some of the highest in London. In Hackney over 2,000 16 to 24 year olds are currently unemployed. Claimants of jobseeker allowance across these boroughs are also higher than the London average. The Government has rightly prioritised apprenticeships and vocation training opportunities, and we are encouraged by an ongoing commitment to funding apprenticeships and the extension of the traineeship programme to 19-24 year olds. But this is only a start, and if we are to tackle the youth unemployment crisis then we must do more, and at an earlier age. We must involve business in both offering greater apprenticeship opportunities, but also in developing curricula to teach skills that meet the needs of employers. Only then will we convince a very significant number of increasingly disillusioned youngsters that there is value in remaining in education and training.
20. We have encountered an incredible level of support for our plans among the local communities. Independent polling we commissioned in 2012 of Hackney residents showed that the regeneration of East London was considered the most important legacy for the Games, and that the provision of jobs for local people, jobs which pay above the minimum wage, and training and apprenticeships opportunities were the most important features of the legacy. Yet there is also a significant amount of scepticism in Hackney that they will reap the rewards from hosting the Olympics. Hackney had fewer workers on the Olympic development than the four other host boroughs (just 2%), and while there has been significant investment into the area, around 40% of Hackney's households earn less than £15,000 per annum.
21. The other major challenge facing these industries is the ever-growing skills shortage among UK workers. It is particularly galling that while 1 in 5 young people are unemployed, vast numbers of jobs are available in industries that many of these young people would love to work in: video game development, coding, software developers. 77% of companies in and around Shoreditch, Hackney and Stratford state that a lack of access to skilled workers is restricting their growth, and 44% of these see this as their biggest challenge.⁶⁶

⁶⁶ Tech City Futures Report, May 2013

22. We have a huge opportunity to tackle several problems at the same time. We can provide our youngsters with the skills for these jobs, and by doing so further boost the UK's position as a global leader in the creative and digital industries. Hackney Community College's new digital apprenticeship at iCITY will fulfil exactly this role, contributing to a pipeline of talent ready to fill these positions. But this is just a start and must be hugely scaled up if we are to keep pace with the demands of these industries for skilled workers.

- What potential impact will development on the Park have on local people and businesses?

23. From the outset, we have been driven by the need to ensure a genuine social and economic legacy for the local community. We are working with our tenants to ensure local companies have access to supply chain opportunities, as well as providing routes into employment for local people. Money spent in the local economy will benefit that economy and can then be leveraged to support further growth and opportunity.
24. Our anchor tenant, BT Sport, is committed to being a visible partner and working with the local community to provide these opportunities. They have already begun working with local catering providers and this provides a model as to how local companies can benefit from iCITY and the legacy of hosting London 2012.

iv) UK legacy outside London: Will the 2012 Games deliver any economic or regeneration legacy for the rest of the UK, outside London?

25. London is the engine of the UK economy, but there is a significant opportunity to ensure the benefits from the Olympics are spread throughout the UK. iCITY will become the UK's location of choice for key segments of the technology and creative industries, promote growth across the UK, and contribute to community regeneration in the Olympic boroughs. Independent analysis has identified that iCITY will add £450m to national GDP including a £340m boost to the local economy.⁶⁷
26. Through attracting global brands and companies to the Olympic Park we can boost economic growth across the UK. iCITY's anchor tenant, BT Sport, will begin broadcasting live from the Olympic Park from August 2013, and this will facilitate a further 900 jobs through numerous contact centres across the UK. We are working with UKTI and various Government departments to effectively market the UK as an attractive location for inward investment, through which we can ensure greater supply chain opportunities and economic benefits throughout the UK.

C. The International Legacy

i) Trade and industry: How effectively are UKTI and others utilizing the success of London 2012 to promote British business overseas?

27. The creative and digital industries are central to attracting foreign investment into the UK. Throughout the Games, UKTI's British Business Embassy programme worked to demonstrate the UK's attractiveness, and iCITY will help secure a legacy of investment through attracting globally competitive and innovative businesses. iCITY is working

⁶⁷ Oxford Economics Report, 2011

closely with UK Trade & Investment to attract inward investment and company relocation from Europe and other parts of the world, and are a part of the key visits list for UKTI when they have in-bound trade missions to the UK.

28. Yet the scale of investment from venture capitalists is still dwarfed by that in the US. Government initiatives such as the Seed Enterprise Investment Scheme, providing a 50% tax relief for the first £100,000 seed investment, are a good start, but must be extended, and additional mechanisms to deliver finance directly to SMEs are a priority.
29. The pool of investors and expertise supporting tech start-ups remains too narrow. There is a wealth of experience and knowledge relatively untapped in the City of London that can turn innovative SMEs into investable propositions and remove many of the factors inhibiting their growth. In the US the entrepreneurial culture coupled with investment expertise means that such companies are established, grown, sold and the next company established over a much shorter cycle.

D. Further Strategic Issues

i) Governance: How effective are relationships between the Olympic and Paralympic Legacy Unit, DCMS, the London Legacy Development Corporation, British Olympic Association, British Paralympic Association and the Mayor of London?

30. We have worked closely over the last two to three years with the LLDC, the host boroughs, and the Mayor of London. Much of the success in ensuring the most suitable legacy use for the former Press and Broadcast centres was predicated on a broad base of political support, reflected in the fact that at the press conference announcing iCITY's selection, Mayor of London Boris Johnson shared a platform with Labour Mayor of Hackney Jules Pipe. Maintaining this level of cooperation and understanding is essential if we are to build on the excellent progress made since the Olympic Games in delivering a lasting economic and social legacy for London and the UK.

31 July 2013

International Inspiration—Written evidence

ii) International development and diplomacy

- How effectively are partners working to deliver the International Inspiration programme?

Introduction

1. International Inspiration (IIP) is London 2012's international sports legacy programme. The IIP was planned as a 7 year initiative commencing in 2007 and the scheduled to be completed in 2014. The IIP Vision is *"to enrich the lives of 12 million children and young people of all abilities, in schools and communities in 20 countries across the world through the power of high quality & inclusive PE, sport & play"*.

Governance

2. Originally the IIP was a Government responsibility, objective 4.8 within the Olympic and Paralympic Games Delivery Plan. As a result a project board was established by the DCMS with a senior civil servant as SRO and with UK Sport designated as the lead organisation, responsible for delivery in partnership with the British Council and UNICEF UK. Other members of the project Board included the London Organising Committee of the Olympic Games (LOCOG), the British Olympic Association (BOA), the British Paralympic Association (BPA), the Department for International Development (DFID), the Foreign & Commonwealth Office (FCO) and the Greater London Authority (GLA).
3. During 2009 stakeholders agreed that, in order to secure the budget necessary to achieve the IIP's ambitious vision, a charity should assume responsibility for governance of the programme. The II Foundation was established as a charitable foundation guaranteed by its members. There were 6 member organisations, each entitled to nominate a Trustee to the charity Board. They were LOCOG, the BOA, the BPA, UK Sport, UNICEF UK and the British Council. The Member Trustees were supplemented by 5 independently appointed Trustees. These included Sir Keith Mills, who chaired the II Foundation between December 2009 and February 2013.
4. In 2012 it was agreed that, following the Olympic and Paralympic Games, and the termination of the right to use Olympic and Paralympic branding, the II Foundation would merge with IDS (International Development through Sport), whose charitable objects are very similar, to form a single charity and a company limited by guarantee and owned by its individual members, whose vision is "To work in partnership to inspire, empower and transform lives through sport", and which would oversee the final 15 months of the IIP. The merger was effected on 31 January 2013 and Lord Coe is now the chair of the charity named International Inspiration (or **IN**).

International Inspiration programme (IIP) delivery

5. The IIP is, or has been, active in 20 countries overseas since its inception in 2007, with the final 8 country programmes in their final year of delivery and scheduled to complete in 2014 (Pakistan, Turkey, Indonesia, Ghana, Tanzania, Uganda, Ethiopia and Egypt).
6. All IIP programmes are managed in-country by British Council and/or UNICEF country offices, and advised by a national International Inspiration Steering Committee, Task

International Inspiration—Written evidence

Force or equivalent group of key senior stakeholders (such as the country's Ministry of Education or National Olympic/Paralympic Committee).

7. Data are collected on a quarterly basis by British Council country staff, and six-monthly by UNICEF country staff.
8. UK-based programme management is driven by two groups: the Lead Partner Management Group (LPMG) of senior delivery partner officials, which meets six-weekly, and the Technical Working Group (TWG) consisting of delivery partner managers plus representation from associate delivery partner, the Youth Sport Trust, which meets monthly. The TWG liaises with in-country teams to produce the following reports on a quarterly basis using data received from country offices:
 - the overarching IIP Outcomes Matrix
 - 1 in-depth country report per quarter
 - at least 1 country status report per quarter.
9. These reports are quality assured by Ecorys, a European research and consultancy company appointed as the IIP external evaluator until its scheduled end date in 2014. The outcomes of the IIP are assessed in terms of impact in three areas: People, Practice and Policy (the 3 Ps). IIP delivery partners are in regular contact with Ecorys, and meet at least every six months to go through the process of verification of data returns which enable measurement of progress against the '3P' outcomes.

Increased participation in PE, sport and play by children and young people

10. The headline outcome of the IIP, captured in its vision statement, is the number of children and young people reached by the programme. Delivery partner All-Partner numbers reported in March 2013 indicate that 15,668,997 children and young people have been engaged and reached through the IIP. Of these, 7,482,607 have been engaged (i.e. have had the opportunity to participate in sport, Physical Education or play at least once per month or twelve times per year) and 8,186,390 have been reached.

Changed knowledge, behaviours and attitudes resulting from participation in IIP

11. As of March 2013, survey data from 423 children from 8 countries had been analysed. The surveys were completed by in-country partners through discussions with children. The survey asked how each child had developed as a result of taking part in PE/sport. This survey provides important evidence to highlight changes in knowledge and attitudes as a result of taking part in high quality, inclusive PE, sport and play. The survey results from the 8 countries found that, following their involvement in the IIP:
 - 12. 90% reported developing new physical skills
 - 94% reported new knowledge
 - 89% reported improved soft skills
 - 89% reported improved health

Policy impact

13. A core aim of the IIP has been to ensure that successful programme interventions are sustained and, where possible, mainstreamed into national policy and practice. Therefore the IIP Outcomes Matrix includes key performance indicators (KPIs) to

capture the impact on policy-making, policy review and strategic development. One KPI measures the number of policies changed, developed, influenced or operationalised as a result of the IIP. Ecorys has reviewed the data to ensure there is no duplication and to verify the role of IIP in changing, developing or operationalizing the policies listed there. Ecorys can verify that 40 policies have been influenced by the IIP. IIP delivery partners have identified an additional 9 policies which have not yet been verified by Ecorys.

14. Example of the IIP policy impact: In Pakistan the Sindh Government has issued a mandate to schools to state that they must introduce 2 hours of PE a week into their schools. This will be rolled out to all 49,000 primary and secondary schools in Sindh. Each school has approximately 1000 students schools are located in rural and urban areas. The British Council, Pakistan commissioned the Youth Sport Trust to provide demonstration courses to teachers using the TOP model, designed in the UK to equip non-specialist teachers to teach sport and physical education, and the IIP Pakistan team is in the process of finalising local resource materials. Teacher training was scheduled to be complete in May and students will start benefiting from the initiative after the summer vacations i.e. 3rd week of August. The Government of Sindh is also committed to providing play grounds and equipment to enable the sports in each and every school from their own resources. Similar work has also started in Punjab and Islamabad Capital Territory (ICT).

Mutually beneficial relationships

15. Another aim of the IIP was to bring national and international sports federations into closer contact with the education and community sport sectors. There was a KPI that by the end of 2014, at least 60 national sport federations in at least 5 different sports, and at least 5 International Sport and Regional Sport Federations would develop new strategies and/or report new partnerships with education sector and community groups to broad base access to their sports. 44 such partnerships had been established by the end of March 2013, as listed here:

16. International partnerships – the IOC, IPC, IAAF with the **IN** board and with UK Sport as lead delivery partner.

17. Country partnerships

Palau – NOC, Athletics, Volleyball

Azerbaijan – Junior Football Federation, NPC, NOC, Volleyball, Special Olympics, Athletics Federation

India – Special Olympics Bharat

Brazil – Triathlon, Athletics, Wheelchair Basketball, Sailing

Zambia – Athletics, Volleyball, Olympic Youth Development Centre (multisport, part of NOC)

Bangladesh – Swimming, NOC

Ghana - Athletics

Jordan – Swimming, NPC, Basketball, Athletics, Taekwondo, NOC

Mozambique – Athletics, NPC, Volleyball

Nigeria – Athletics

Pakistan – Athletics

South Africa - SASCO, Hockey

International Inspiration—Written evidence

Tanzania - Athletics, Volleyball, Women Football, NOC

Trinidad and Tobago – Volleyball, TTPC

Turkey - NPC

Uganda - Cricket

18. Out of a sample of 118 delivery institutions from 7 countries (Indonesia, Pakistan, Ethiopia, Mozambique, Uganda, Nigeria and Jordan), 96% reported that they have introduced innovations and/or made changes to their curricula, timetables or delivery relating to PE, sport and/or play as a result of the IIP. Out of the total respondents, 76% have made new links to the community, and 73% have introduced new methodology.
19. Out of a sample of 122 delivery institutions from 7 countries (Indonesia, Pakistan, Ethiopia, Mozambique, Uganda, Nigeria and Jordan), 100% responded that they had strengthened their existing structures and approaches to physical education and/or sport, for improved delivery of PE/sport/play, following involvement in the IIP. 71% have made their approaches more child-friendly, 69% have improved their links to the community, and 65% have allocated more time to PE and sport.
20. A target of establishing 60 safe spaces for sport and play across the 20 countries was set at the outset of the IIP. In March 2013, with one year to go before the end of the programme, 187 such spaces had been created. Ecorys has recommended further research into the impact of these spaces, and the characteristics of the most successful ones.
21. The target for the life of the IIP is to link 600 schools across the 20 countries and the UK. Currently there are 594 schools involved in IIP link programmes. 287 schools in the UK are now sharing innovative ideas and best practice in PE and sport with their counterparts in 307 schools in 20 countries. There are plans to create 6 new links between schools in Egypt already linked to the UK and local youth centres.

Sustainable improved delivery

22. 100% of 111 practitioners from 7 countries (Indonesia, Pakistan, Ethiopia, Mozambique, Uganda, Nigeria and Jordan) who took part in a recent survey stated that their capacity had been increased through the IIP. 76% stated they'd learnt new skills, 75% have learnt new activities, and 64% have used new methodologies. As of March 2013, 118 surveys had been completed by practitioners across 7 countries (Indonesia, Pakistan, Ethiopia, Mozambique, Uganda, Jordan and Nigeria). Additional surveys will be administered in 2013 and 2014. The majority of surveys were completed by teachers (54%).

Capacity building

23. 236,192 practitioners (teachers, coaches, community sports leaders), of whom 40,298 are young sports leaders (YSL), have been trained through the IIP.
24. Turkey, Brazil and India have trained the highest number of adults; in the case of Brazil and India, a large proportion of the training has been as a result of the roll-out of training after the IIP has finished, notably training relating to PEC and PYKKA in India, and TOP through Segundo Tempo and Mais Educaçao in Brazil.

International Inspiration—Written evidence

25. Bangladesh has trained the highest number of young people, primarily through their training programmes for Community Swimming Instructors (CSI) and peer leaders (16,432 young people trained), plus some additional school based YSL training.
26. Practitioners were also asked how often they use their new skills gained from the training they received through the IIP. 89% use their skills at least once a month; with 30% using their new skills daily and 35% using their skills once a week. In addition, 76% of practitioners stated that they have a wider repertoire of activities to use in their teaching/coaching, 71% know how to make sure all children can join in and 65% have used new methodologies in activities

Awareness raising

27. There was an aim that by 2014, at least 200 Community based events and 20 advocacy campaigns would have been delivered across all 20 countries. In fact there have been 1002 community based events and 14 advocacy campaigns. Examples include:
28. Indonesia: Six Demonstration Units at sub-district/commissariat/cluster level in Bone, Pasuruan, and Subang have been established as mini models for the governance of sports and PE, modeling effective monitoring and supervision system, as well as documenting good practices that will be used for wider advocacy to secure resource commitments.
29. Ethiopia: In Addis Ababa, parenting skills training was planned for 100 parents/guardians; 89 parents/guardians (62 women) participated. The purpose was to engage communities towards a better understanding of holistic child development and the creation of favourable environments for adolescents and children in sport and play. As a result of the training UNICEF reports that parents are more confident to send their children to play and participate in youth centre activities.
30. Ghana: Advocacy workshop on girls' education for Muslim stakeholders in 2 districts – Afram Plains and KEEA.

IIP Legacy

31. Trustees of the newly formed **IN** charity have agreed to champion a continuing programme to increase the sustainability of IIP projects and initiatives in particular countries as well as to develop new programme ideas in partnership with other organisations. In addition, the IDS portfolio of programmes is now part of the overall **IN** portfolio.
32. **IN** focuses on increasing the opportunities for children and young people in low and middle income countries to access, enjoy and learn from physical education, sport and play. While quality sport will be key to its activities, the Charity will be committed to human and social development, aiming to engage more children and young people in education, promote the rights, status and voice of women and girls in their communities, provide opportunities for children with disabilities to join in social and sporting activities, and improve young people's understanding of communicable diseases, in particular HIV and AIDS and malaria, and access to counseling and medical services. The Charity's programmes will also assist young people to play their role in civil society, developing their leadership potential through sport and widening access to sustainable livelihoods. These activities will be using the medium of high quality and

International Inspiration—Written evidence

inclusive sport to support the Millennium Development Goals (MDGs) and their successors, particularly relating to education, gender and inclusion, health and global partnerships, leading to long-term and positive social change.

31 July 2013

The Lawn Tennis Association and the Tennis Foundation—Written evidence

Executive Summary

1. 2012 was the best year British Tennis has had for many years, and the London 2012 Olympic and Paralympic Games were a key element of that. Not only did our tennis players secure medals (2 Olympic /2 Paralympic) but it was a fantastic platform to showcase our sport and inspire people to pick up a racket.
2. More than 35,000 people tried out tennis at park events and live sites across the country during the Games, and there was increase in traffic to our website over this period by 40%, a four-fold increase in our Facebook page during the Games and 57% increase in Twitter following over that period.
3. Both the LTA and Tennis Foundation undertook preparatory work prior to the 2012 Games to ensure tennis had the programmes and capacity to capture the anticipated increase in demand generated by the Games.
4. Over the twelve month period since the Olympic and Paralympic Games, we have continued our work to deliver increased growth in people playing tennis in three broad areas: education (primary, secondary, further, and higher), communities, and for people with disabilities.
5. A key example of this is taking place this summer and autumn (2013) where British tennis is delivering a series of promotional events to encourage people to try out tennis. We are working with a range of partners from the commercial sector, public sector and through our club network to deliver the right offers to people interested in playing tennis and to encourage them to get involved in our sport.

Contents

6. Our submission will focus on three key areas - schools and education; community, and disability, and the progress that tennis has been made in each area.
7. It will also reference the important work undertaken by our volunteer workforce, and acknowledge some of the wider legacy contributions tennis has made, including the regeneration of the Olympic Park (now the Queen Elizabeth Park) and securing major events post 2012 for the UK.

Introduction

8. The Lawn Tennis Association (LTA) is the national governing body for British Tennis. It invests and supports tennis at all levels – from grass roots to elite.
9. The Tennis Foundation is Great Britain's leading tennis charity. It works closely with the LTA and a wide range of partners to deliver inclusive and accessible community tennis.

10. The 2012 Games was a key milestone for British tennis from both an elite performance perspective, and from a viewpoint of providing a platform to attract more people to our game. Both organisations undertook significant preparatory work in the build-up to the London 2012 Games, and this included the strategic plans outlined in the 2009 – 2013 Whole Sport Plan for tennis. .

Tennis and education

11. The overriding aspiration from the 2012 Games was to “inspire a generation”. British tennis recognised the opportunity the Games would provide to bring new audiences to the sport, especially attracting young people for the first time who had been inspired by the Olympic and Paralympic successes. The structure that British tennis has in place to encourage young people between the age groups of 3 and 21 has done much to drive the success of our work in education.
12. A key element of this has been The Aegon Schools Tennis programme, a programme delivered by the Tennis Foundation in partnership with the LTA. This multi award winning programme provides young people with an early experience of tennis, with the hope that this will be a factor in their progression and retention in the game as they get older. Since its inception in 2009, it has achieved the following:
 - Supported more than 16,300 schools across Great Britain with free teacher training, resources and equipment, with the vast majority being state schools;
 - Provided training to 29,000+ teachers and coaches to help them deliver tennis in schools;
 - Increased the number of children taking part in school team competitions – last year more than 46,000 pupils took part in a schools tennis competition with secondary competition up 14% in last two years alone;
 - Boosted links between schools and clubs and community tennis facilities;
 - We recently undertook our annual YouGov survey of our schools programme, and 95% of schools who took part in the survey (1,300 schools) are drawn from the state sector and the vast majority (95%) agreeing that the programme was helping to make tennis more inclusive and accessible for their pupils.
13. Nearly 2000 new schools have become part of the Aegon Schools programme since September 2012.
14. The LTA and Tennis Foundation also developed a new innovative and inspiring cross curricular resource; ‘Volleys & Values’ for children to learn more about the game of tennis and the values that underpin the Olympic and Paralympic Games. It was written with support of Young Ambassadors from Parkstone Grammar School, Poole. The resource was been granted the prestigious London 2012 Inspire mark, the badge of the London 2012 Inspire programme which recognises exceptional and innovative projects inspired by the 2012 Games.
15. The LTA and Tennis Foundation also directly supported LOCOG with the recruitment and training programmes for the Ball Boys and Girls for the Olympic and Paralympic Games from schools within Merton and Wandsworth (Olympics) and the six host boroughs (Paralympics).

16. In the lead up to London 2012, British tennis launched a new programme to support the delivery of tennis within further education colleges. This new programme, which is now supporting 67 institutions, is focussed around five key themes:

- Curriculum Support
- Enrichment Support
- Workforce Development
- Competition
- Club & Community Links

17. In the case of Higher education, British tennis supports 44 universities through the following three programmes:

- Performance Programme: We provide a small number of universities with a financial grant to support their performance programme. There is an annual application process and this support is available to universities who make a significant contribution to British tennis and have a comprehensive programme in place.
- University Tennis Coordinators: We support a number of universities (23 to date) with a financial grant to support the employment of a University Tennis Coordinator – a part time, master’s student, based at the university with the responsibility of growing the game with students, staff and the local community. The programme also supports employability agenda, by providing training and skills to students, to take the first step into working in the tennis industry.
- Development Awards: All universities are able to apply for an annual Development Award, designed to grow the game with staff and students.

18. Sport England’s Active People Survey 7 mid-year results, covering the period April 2012 – April 2013, showed that the programmes to support tennis within further and higher education are having a positive effect:

- Weekly participation in FE increased by: 65.3%
- Monthly participation in FE increased by: 35.6%
- Weekly participation in HE increased by: 22.1%
- Monthly participation in HE increased by: 12.3%

Community tennis

19. The London 2012 Games saw an increase in people wanting to play tennis. More than 35,000 people tried out tennis during the Games at park events and live sites across the country, and there was increase in traffic to our website over this period by 40%, a four-fold increase in traffic to the British tennis Facebook page during the Games and 57% increase in twitter following over that period. So we believe it had a positive effect in promoting interest in tennis.

20. The challenge for British tennis is to sustain this level of interest in our sport following the highs of 2012, and get more people playing tennis, more often.

21. Whilst recognising that more needs to be done for tennis to deliver greater participation numbers, many of the new initiatives are beginning to bring results.
22. As part of this the LTA, working very closely with the Tennis Foundation is looking at how to try and encourage tennis participation amongst groups that wouldn't necessarily see tennis as a sport for them.
23. Both organisations are running a series of pilots across the country – for example in Tower Hamlets, Birmingham, Liverpool, and Portsmouth amongst others to try out different ways of encouraging people to take up the game. Over the period of the 2013 – 2017 Whole Sport Plan, this number will be increased to include more major towns and cities across the UK including London, Manchester, Sheffield, Newcastle, Cardiff, and Edinburgh.
24. In Birmingham we have worked alongside the council to support a local partner called Tennis Freestyle which has created an urban tennis passport which gives children access to 10 venues across Birmingham for free. They are going into schools doing some tennis tricks and games to promote the passport and encourage children to get on court in the area.
25. We've also launched a "Tennis Activator" programme training people up across all the pilot areas to provide basic training to multi sports coaches and others not from a tennis background to get to new people.
26. We now have about 500 activators and this has led to 157 partnerships of all shapes and sizes. Our new activators programme, coaching apprenticeships and tennis leaders are all examples of programmes that will help diversify the workforce in our sport. Committee members are welcome to come and see any of these programmes in action if you'd like.
27. On the physical legacy British tennis has invested over £25 million over the last 5 years on facilities to extend playing hours by investing in floodlights and indoor facilities. There are now over 20,000 courts in the UK and more than 1,500 are free to use.

Disability tennis

28. The British team were successful in the Paralympic Games, and have provided a great platform to grow disability tennis. This area of work is led the Tennis Foundation with support from the LTA. The vision of full inclusion and accessibility applies across all levels of tennis:
 - at the community level, this means more disabled people playing, coaching and/or volunteering;
 - at the development level, this means more disabled people playing more regularly and the identification of talented players; and
 - at the performance level, this means the on-going development of talented disabled tennis players and supporting their sustained performance at world levels.

29. Tennis already offers a range of opportunities for disabled people, predominantly focusing on four specific impairment groups – wheelchair, deaf, learning disability and visually impaired. However, only 30% of the disabled population of Great Britain are categorised by those impairments. Therefore, an integrated approach to tennis for disabled people is critical, particularly at the community level, so that large numbers of disabled people are not excluded.
30. Research shows that 72% of disabled adults do not play as much sport as they would like. This equates to nearly five million disabled people of working age who want to play more sport. With our home Olympic and Paralympic Games in 2012 still fresh in our minds, there exists a great opportunity to inspire disabled people to play tennis.
31. The core activities through which the Tennis Foundation aims to achieve its mission are through educating, motivating and partnering a range of stakeholders. Some of our many local and national partners include the Down's syndrome Association, English Federation of Disability Sport and Metro Blind Sport.
32. With these partnerships, the Tennis Foundation has been able to Establish 29 lead disability tennis networks across the UK, with a 168 further disability tennis networks planned by 2017. These networks will be provided with the resources, tools (e.g. tennis wheelchairs where needed) and expertise they need to provide appropriate activity and to further their existing links into the local community, including schools, local authorities, County Sport Partnerships (CSPs) and local disability networks.
33. Since the establishment of the Networks, participation in disability tennis has grown from 606 at our Disability Tennis Networks to 1630, this is a 169% increase in just 6 months up to July 2013.

Wider 2012 legacy contributions

34. In addition to the work to increase sporting participation as part of the Olympic and Paralympic Legacy, it is worth noting the contribution that British tennis has made in other areas of the legacy debate.
 - A significant increase in attendance at our major tennis events during 2013, with an increase in attendance at both the Aegon International and Aegon Classic of 10% and 44% respectively.
 - With significant emphasis on the contribution made at London 2012 by the Games Makers, British tennis recognises the important contribution of volunteers to our sport. We have approximately 35,000 – 40,000 volunteers in British tennis, and these people help British tennis run and supports over 8,000 competitions and events at all levels from schools and mini-tennis programmes through to the Aegon Championships at The Queen's Club.
 - British tennis has contributed to the legacy plans for the Queen Elizabeth Park, with the Tennis Foundation investing directly in the Eton Manor facilities to secure a legacy for tennis.

The Lawn Tennis Association and the Tennis Foundation—Written evidence

- This investment and support helped secure the 2014-16 the International Tennis Federation's Wheelchair Tennis Masters for London, one of the first major international sporting events to take place at the Queen Elizabeth Park.

31 July 2013

The Lawn Tennis Association and the Tennis Foundation— Supplementary written evidence

8. How does funding for grassroots participation have an impact on performance at the elite level? What is the nature of the relationship within your sport? Is funding to support talent development being allocated and used appropriately?

Funding at the grass roots participation helps broaden the range of people with access to our sport. Schools are very important here, as are parks and leisure centres.

Part of our Sport England funding supports our talent identification programme and development, and their assessments have rated our talent programme highly. Thanks to investment we leverage from other sources, we invest significant partnership funding in our talent programmes.

Tennis is a globally competitive sport requiring a long term talent ID and development, with support to reduce the costs for talented youngsters. Investment in community facilities alone, for example, will not produce players. It is important to have positive introductions at school, places to play in the community, a high quality of coaching, a talent ID structure, and sufficient support for players.

9. To what extent has your sport engaged with Sport England initiatives such as the Places People Play programme or Sportivate? Are these initiatives cost effective?

We have been proactive in engaging with Sport England initiatives, and Sportivate is a good recent example of engagement between tennis, sport and the County Sport Partnership network

The Places People Play programme has brought welcome investment into community tennis venues – clubs and parks.

We're not in a position to comment on programme cost effectiveness as we don't have the budgetary information to make a judgement.

10. How did the Games change attitudes to Paralympic sport amongst the general public and the media? What efforts are your sports making to maximise the legacy of London 2012 for Paralympic sport?

The shift in perception has been marked and we continue to work hard to maintain the momentum.

Both the LTA and Tennis Foundation are committed to creating a network of disability tennis networks with opportunities for more disabled people to try tennis.

We continue to build awareness of how inclusive tennis can be, and also how you can cater for different groups by adapting the game,

The Lawn Tennis Association and the Tennis Foundation—Supplementary written evidence

We are looking at how we can access established networks to reach more disabled people. For example, we are working with partners such as the Downs Syndrome Association and various football foundations to reach new markets.

The LTA is committed to helping the Tennis Foundation optimise the talent programme for wheelchair tennis – building on the medals in Athens, Beijing and London.

11. How much resource and effort should be given to winning the right to host future international sports events in the UK? Does the hosting of future events increase the chances of delivering a sports participation legacy? Which types of events are likely to have the most impact on enhancing participation in your sport?

We were proud to play a role in supporting the 2012 Olympic and Paralympic Games. As well as the provide it gave our sport, and tennis' contribution to Olympic and Paralympic medal tables, our (funded) partners the Tennis Foundation invested directly in Eton Manor to secure a legacy for tennis.

We are proud to be a supporting partner (with The Championships) in the Barclays ATP World Tour Finals – and supported the work to bring this event to London.

Also from 2014-16 the International Tennis Federation's Wheelchair Tennis Masters will be staged here, one of the first major international sporting events to take place at Queen Elizabeth Park.

12. To what extent has the experience of the Games, and operating with a British team had an impact on the relationship between Home Nations governing bodies and the national governing body for Great Britain in your sport?

As the LTA is the National Governing Body for tennis in Great Britain, this isn't a Games specific or legacy issue; we already have responsibility, including for running the British team and associated Fed Cup, Davis Cup and junior matches.

Input from colleagues in Scotland and Wales is key, so we work in close partnership with our linked bodies Tennis Scotland and Tennis Wales.

30 July 2013

Lee Valley Regional Park Authority—Written evidence

1. Introduction

- 1.1 Lee Valley Regional Park Authority is a statutory body founded by an Act of Parliament in 1966 to transform what was then a woefully neglected corridor of land along the River Lee by developing and preserving leisure, recreation, sport and nature throughout the 26 mile long Regional Park.
- 1.2 We have transformed this area beyond recognition into a wide array of attractions summarised in 2.3. These are designed to attract a regional audience reflecting the Park Authority being a regional and strategic body with funding and Board representation originally from the former GLC (now London Boroughs) and the counties of Essex and Hertfordshire.
- 1.3 Our approach is to be **community focused and commercially driven**, to work with partners to produce an outstanding combination of activities, destinations and experiences.
- 1.4 We have a unique perspective on the London 2012 Games and their legacy. Our involvement pre-dates London even considering hosting the Games. We were then part of the Bid team, before being intimately involved in designing and business planning three Olympic venues, and now delivering legacy.
- 1.5 We had plans for a white water centre, a velodrome and a VeloPark which were developed in partnership with the sports' National Governing Bodies. These plans go back 15 years and formed the genesis of what became Lee Valley White Water Centre, the Olympic Velodrome and BMX Track. Of course, the Games meant that the plans we'd had for these venues were utterly transformed and they are now bigger, better, more inspirational and delivered faster than we had originally hoped. It is worth noting that as part of the London's Olympic Bid, there was a commitment to a VeloPark – with funding secured – regardless of the outcome of the Bid.
- 1.6 The Authority's vision for creating a Zone of Sporting Excellence in the Lee Valley had the good fortune of meeting the opportunity presented by the Bid for the 2012 Games, and the 2012 Games Bid benefitted from having a committed and expert legacy client for three Olympic venues.
- 1.7 Below is background about Lee Valley Regional Park Authority and then responses for all the areas of your Call for Evidence where we are able to provide relevant information.

2. Lee Valley Regional Park Authority

- 2.1 Lee Valley Regional Park attracts approaching 5 million visits a year to a unique mix of award winning sport and leisure venues, heritage sites, gardens, riverside trails, cycling and walking routes, campsites, caravan parks and marinas.

- 2.2 It is 26 miles long and is spread over 10,000 acres from the River Thames, through Queen Elizabeth Olympic Park, east and north London and into Essex and Hertfordshire.
- 2.3 It has:
- nationally and internationally important parklands and open spaces which are managed for the benefit for communities and wildlife
 - eight Sites of Special Scientific Interest
 - Four Special Protection Areas for migrating wetland birds, including one of only two such areas in London
 - Eight Green Flag Awards, given to the best green spaces in the country. Three of these also have Green Heritage Status, which is given to green sites of special historic interest
 - Well-regarded, well used sports venues including
 - **Lee Valley Athletics Centre** where half of Team GB's track and field team trained, but also host to 75 schools sports days each year
 - **Lee Valley Ice Centre**, centre of excellence for South East England
 - **Lee Valley Riding Centre**, specialising in disabled ridingAll three of these have been judged "excellent" in the QUEST accreditation (the sport and leisure venue equivalent of Green Flag) placing them in the top quartile of UK venues
 - Three London 2012 legacy venues (detailed in 3.2 below).
- 2.4 As mentioned above, the Authority was created by an Act of Parliament, specifically to remediate, reclaim and transform London's working river valley which had been scarred by centuries of often polluting industry.
- 2.5 The North of the Valley was heavily affected by gravel extraction, much of which was used to rebuild bomb damaged London. By the 1960's large stretches of the Valley were neglected and almost forgotten.
- 2.6 The 1966 Act set about changing all that – transforming what in many places was just wasteland so that it could be enjoyed by communities right across the region. The park has been called a playground for Londoners and London's "Green Lung".
- 2.7 We derive just under half our £23m annual budget from a levy on all households in London, Essex and Hertfordshire (this base reflecting the regional remit of the park). This is down from 70 per cent five years ago and equates to £1.06 per person per year for the population of London, Essex and Hertfordshire. The rest we raise from sources including admission charges, commercial income and rents.
- 2.8 We already have decades of experience owning and running successful sports venues for London and the surrounding region. Our ethos is to run venues that are **community focused, commercially driven** and that combine grass roots and elite use.
- 2.9 For example, the world class Lee Valley Athletics Centre in Edmonton, north London which opened in 2007, combined being the training base for half the GB Athletics Team ahead of the London 2012 Games with being home to one of Britain's leading athletics clubs and extensive use by a wide range of school and community groups.

- 2.10 The Authority's London 2012 venues will similarly cater for a variety of abilities – from first-timers to elite – and be established as highly valued sporting and community assets.
- 2.11 We have been working closely with the London Legacy Development Corporation and its predecessors, the Host Boroughs, National Governing Bodies, and other key stakeholders to ensure Queen Elizabeth Olympic Park will be a successful and compelling destination.

3. Lee Valley Regional Park Authority London 2012 venues

3.1 Lee Valley Regional Park Authority has been involved in every aspect of its London 2012 venues from concept to design through to construction and operation. We've made sure that legacy was factored into these venues from the outset guaranteeing their ability to deliver a range of sporting, economic and social benefits after London 2012.

3.2 The Authority's London 2012 venues are:

- Lee Valley VeloPark, on Queen Elizabeth Olympic Park. This will be the premier cycling venue in the world and the first to bring together the following four disciplines:
 - Track cycling in the iconic Olympic Velodrome
 - BMX on a modified and floodlit version of the Olympic track
 - a new one mile floodlit road circuit, and
 - 8km of new mountain bike trails.

Due to open in spring 2014. Estimated usage: 600,000 visitors per year. We have just purchased 250 top quality bespoke Condor bikes which will be available for hire, removing a key barrier to entry.

- Lee Valley Hockey and Tennis Centre on Queen Elizabeth Olympic Park. This will provide first class facilities for two key sports in an inspirational venue for an area of London which lacks provision for hockey and tennis. It delivers the Olympic Bid pledge of creating a permanent hockey legacy.

Due to open spring / summer 2014. Estimated usage: 250,000 visitors per year.

- Lee Valley White Water Centre at Waltham Cross, Hertfordshire. The only brand new London 2012 venue to open to the public before the Games and the first to open after them. It has attracted more than 200,000 visitors since launch in April 2011. It embodies the Authority's philosophy of running **community focused, commercially driven** sports venues, blending daily elite use by the British canoe slalom squad with schools events and commercial rafting.

3.3 We, with partners, have secured major events for all our venues (detailed in 9.3) which will bring the world's best athletes back to compete in stunning venues – and we use the attention these events will create to continue to inspire a generation.

3.4 We are working with a range of partners including national government, local authorities, the London Legacy Development Corporation, the Greater London Assembly, sports' National Governing Bodies and community groups to deliver an

enduring legacy from the London 2012 Olympic and Paralympic Games by ensuring that our London 2012 venues are accessible, delivering wide ranging benefits for all abilities and communities from London, the surrounding region and the nation.

4. Response to Call for Evidence

(A) Sporting Legacy (i) General Public Participation

Is it likely that London 2012 will lead to increased levels of sports participation amongst the general public?

- 4.1 We have in place Lottery Funding Agreements with Sport England for Lee Valley White Water Centre and Lee Valley VeloPark. Sport England partly funded both venues through a Lottery Funding Award and our aspirations for the venue will be delivered through our Legacy Development Plans in partnership with British Cycling and the British Canoe Union. These agreements, which chime with our own sporting philosophy, stipulate a range of legacy programmes which we will run at each venue to boost grassroots general public participation.
- 4.2 **To deliver these at Lee Valley White Water Centre we are already running:**
- Targeted learn to paddle programmes engaging with hard to reach communities and low user groups. These include a unique social inclusion project getting vulnerable youngsters who live around the centre involved in kayaking and other activities
 - A programme of coach education courses, club forums and workshops
 - Skill development sessions for all ages and abilities
 - An extensive talent identification programme for young people. This includes coaches visiting schools across the region, running sessions in school swimming pools to identify children with potential talent
 - Targeted schools programme and HE/FE access
 - Access for canoe and kayak clubs across the region.
- 4.3 **The next stages include:**
- Competitions and events in all disciplines of the sport
 - Volunteering and work placement opportunities
 - Support to host a resident paddlesport club.
- 4.4 **At Lee Valley VeloPark these legacy programmes will include:**
- Structured coached cycling sessions in all four disciplines
 - Targeted cycling activity aimed at engaging with hard to reach and low user groups including women and girls, people aged over 50, ethnic minority groups and people on low incomes
 - Being the South East Regional hub for British Cycling's Coach Education programmes
 - Being the regional hub for cyclists with a disability, including access to talent identification and performance programmes and competitions, with a focus on track and road cycling
 - Extensive track and road accreditation system

- A Bikeability cycling proficiency programme engaging thousands of school children each year who want to learn to ride
- Targeted cycling sessions aimed at young people who are in danger of being excluded or may have difficulty of accessing traditional cycling provision
- Reducing barriers to participation with bikes available to hire and adapted bikes
- Targeted schools programme and HE/FE access, including the use of British Cycling ‘Go-Ride’ programme
- Young people talent identification programme
- Health initiatives targeting the least active communities
- Year round calendar of cycling events, competitions and leagues, for all ages and abilities in all disciplines, from local events through to world championships
- Schedule of legacy engagement on the back of major cycling events, to include access for schools, tickets for the community and cycling master classes during competition
- Access time for cycling clubs across the region
- Diverse activity provision to include activities such as cyclo-cross, turbo training, spin classes and indoor BMX skills
- Recreational cycling sessions to meet at Lee Valley VeloPark and out into the Lee Valley Regional Park, including ‘Led Rides’ (led by qualified guides) and ‘Breeze Rides’ (women only rides).

4.5 **Lee Valley Hockey and Tennis Centre**

While there is not a funding agreement in place for this venue, as Sport England was not a funder, a Sports Development Plan will be implemented following the same ethos as the other Lee Valley legacy venues, and the other sports venues we already run – including Lee Valley Athletics Centre which has extensive community use and a thriving club, and Lee Valley Ice Centre which combines community skating with club use and high level coaching. We have worked closely with National Governing Bodies for hockey and tennis to create a programme which will combine community and performance use and create an outstanding centre for first time participants through to those performing at international level, as well as clubs and education groups.

4.5.1 **Tennis**

Programmes are currently being created and, as with all our venues, we have an effective working relationship with the National Governing Body. We are working closely with the Lawn Tennis Association (LTA) and the Tennis Foundation (TF) to establish a strong London hub for community tennis. This focuses on generating participation and programmes in a ‘Clubmark’ centre, the accreditation for high quality coaching programmes. We intend to establish a high quality coaching programme and with the LTA will recruit, train and support coaches.

4.5.2 We expect significant engagement with local schools, youth and community groups, as well as holiday programmes and projects to encourage people to take up and enjoy tennis. To facilitate this process, we will work in partnership with the LTA and TF to recruit and deploy a ‘Tennis Activator’ working across the communities and schools in the surrounding areas.

4.5.3 **Hockey**

We have replicated our tennis development model in hockey, and, by working with England Hockey, will establish a sustainable community hockey programme. The venue will develop a schools hockey coaching network providing top quality coaching and a schools competition programme. In addition, we aim to make the venue available to colleges and universities during the day for training and matches. We will utilise England Hockey's development programmes to establish a hub for hockey, which includes a push on 'Quicksticks' (an adapted version of the game aimed at young people) and 'In2Hockey' for young people wanting to progress from Quicksticks into more progressive activity.

4.5.4 We aim to make the sport of hockey as accessible as possible by introducing adult casual hockey activity such as 'Rush Hockey', making the sport affordable and open to people of all abilities.

4.5.5 The centre has been designed with club usage in mind and will provide a home for numerous hockey clubs across the region. First class changing, social areas and, of course, some of the best hockey playing surfaces in the area will help hockey clubs and their members develop their hockey offer and expand to enable them to take on new members and increase activity within the sport.

5. Response to Call for Evidence

(A) Sporting Legacy (ii) Paralympic sports participation What is the likely long-term legacy of Paralympic hosting, and Team GB success, on levels of sports participation by disabled people?

5.1 Lee Valley Hockey and Tennis Centre

This will be a disability hub for tennis, recognised and endorsed by the Tennis Foundation. Prior to the venue opening, we will create a Disability Tennis Development Plan in partnership with, and signed off by, the TF which will harness the energy and excitement around this venue during the Paralympics – it was the only purpose built Paralympic venue – to offer opportunities for wheelchair tennis and inspire the next generation of Paralympic tennis players in first rate surroundings.

5.2 We were the first venue to secure a major disability event – with the NEC Wheelchair Tennis Masters being held at Lee Valley Hockey and Tennis Centre for three years from November 2014. We aim to use this major international event – which is the wheelchair equivalent of the ATP World Tour Finals held at the O2 each November – to increase the awareness of disability tennis and will work closely to establish a legacy programme surrounding the event, engaging with schools in the area, offering tickets to the event and firmly establishing the venue as a regional hub for disabled tennis.

5.3 Lee Valley VeloPark

British Cycling is keen to have this venue as a thriving disability hub for cycling. We are currently working through the details of this to establish pathways to find the Paralympic elite cyclists of the future. We will focus mostly on track and road cycling as these are most accessible to people with disabilities and we will have a range of adaptive bikes.

- 5.4 This plan is evolving, but we expect to establish an all-ability cycling club at the venue as well as provide access and coaching for clubs across the region.
- 5.5 We intend to run an outreach disability cycling programme to build membership and will look to create a partnership with our existing disability cycling club already established in Haringey.
- 5.6 There will be a strong performance element attached to the disability cycling clubs based at the venue which potentially will act as feeder to the British Paralympic Team – radically boosting the numbers involved.

5.7 Lee Valley White Water Centre

There are already a number of people with disabilities who regularly canoe and kayak at the centre, and children with disabilities have enjoyed all three of the Schools Festivals we have run.

- 5.8 We have adopted a policy of inclusiveness where individual disabled people are assessed to see what adaptations need to be made to regular sessions for them to take part.

6. Response to Call for Evidence

(A) Sporting Legacy (iv) High performance sports: Both Olympic and non-Olympic

To what extent will London 2012 help to improve the long-term level of high performance UK sport?

- 6.1 We are running the world's premier cycling venue and white water centre which offer British athletes an exceptional chance in the run up to Rio and into the future.
- 6.2 The British Canoe Union have told us: "We have a massive opportunity to capitalise on the success of the Games at the best white water centre in the world. With exceptional white water, talented athletes and a state of the art new performance centre we can start to improve our daily training environment. This link with the Lee Valley White Water Centre is a brilliant partnership for the GB Canoeing Lottery funded programme to ensure that we can create a legacy of talent from the area and also continue to develop our elite athletes towards the Rio Olympics and beyond."
- 6.3 Lee Valley VeloPark includes the fastest track in the world, and while British Cycling's national team will remain at the National Cycling Centre in Manchester, we foresee riders who are just outside this team using the centre frequently.
- 6.4 As its reputation continues to grow internationally we also expect to be producing the stars of tomorrow through our own in-house academy which will look to take young riders from all four disciplines from grass roots and club riders right through the pathway to becoming international medallists.
- 6.5 These pathways and an academy system will look to extend to senior elite cyclists as well as women and girls, disability and Paralympic cyclists as well as non-Olympic disciplines.

- 6.6 The strength of our elite programme will be underpinned by our world class team of coaches working full time at the venue. Wherever possible, the academy programme itself and its riders will be used to inspire and feed into community and schools programmes and the pathways for inspired youngsters wanting to progress to the next level will be made clear and accessible.
- 6.7 Lee Valley Hockey and Tennis Centre will host events for England Hockey including Cup Finals, Premiership playoffs, County finals and International Events. The centre will host the 2015 Men and Women EuroHockey Championships – which was the first major international sports event secured for a QEOP Olympic venue. This will bring back many of the world’s best players – part of our strategy of using major events to continue to inspire young people and others to take up sport.
- 6.8 The venue will host the NEC Wheelchair Tennis Masters – one of the leading events for wheelchair tennis which we expect will act as a beacon for wheelchair tennis players and encourage more people to try this sport, as explained in paragraph 5.2

7. Response to Call for Evidence

(A) Sporting Legacy (v) Sports facilities legacy / future UK hosting To what extent are the legacy uses anticipated for the Olympic sports venues sustainable? Will the legacy uses deliver a positive return on investment?

- 7.1 The range of benefits that physical activity brings is well documented and we have explained elsewhere in this submission how we will encourage participation.
- 7.2 In terms of financial return, through our long experience of running sports venues we have developed a business model balancing community access with the goal of ensuring that the venues are financially sustainable in the long term.
- 7.3 This involves a set of trade offs, and while it is rare for sports-specific participation venues to make money, our aim is for Lee Valley White Water Centre and Lee Valley VeloPark to break even within three years of full operation.
- 7.4 **Key elements of our business strategy are:**
- Thoroughly researched and developed pricing policies which encourage the widest possible range of users
 - Capitalising on naming rights and sponsorship opportunities
 - Using commercial revenue to fund wide access. For example, Lee Valley White Water Centre was deliberately designed as a high quality venue, appealing enough to entice blue chip companies to raft as part of team building corporate days out. This market sector has accounted for around a quarter of the venue’s income. This income has allowed the Authority to fund programmes for schools such as the annual Lee Valley White Water Centre Schools’ Festival where children from every London borough, and across Essex and Hertfordshire, get the chance to raft the Olympic course for FREE.
 - At Lee Valley VeloPark, generating commercial income forms a key part of the business plan. Money from a range of corporate uses and major events will be used

to subsidise initiatives aimed at women, minority groups, hard to reach youngsters, schools and colleges

- Continual investment to ensure legacy is active and responds to demand. For example, we are part way through a £6m legacy development project at Lee Valley White Water Centre to better cope with large visitor numbers. Culture Secretary Maria Miller this month opened a new catering outlet which doubles as an outdoor classroom which is the first stage of the project. New changing rooms and car parking follow later this summer with state of the art athlete facilities, a base for the British Canoe Union and landscaping completing the project next January.

8. Response to Call for Evidence

(A) Sporting Legacy (v) Sports facilities legacy / future UK hosting Are the legacy uses for Olympic sports venues likely to have an impact (positive or negative) on other London or UK sports venues?

- 8.1 We are committed to ensuring that the new Lee Valley legacy venues complement and enhance existing centres, boosting participation and bringing other benefits. The work so far on cycling and Lee Valley VeloPark best exemplifies this.
- 8.2 In February 2012 at the UCI Track Cycling World Cup, the test event for the Olympic velodrome, we signed a new agreement to increase Britain's future medal chances and deliver a long term legacy for track cycling with the National Cycling Centre, Manchester, the Sir Chris Hoy Velodrome, Glasgow and British Cycling, the sport's National Governing Body.
- 8.3 The agreement, endorsed by Sports Minister Hugh Robertson, aims to:
- unite the organisations to develop future track cycling champions through programmes to attract a new generation of participants to the sport and discover the stars of tomorrow
 - collaborate to bring high profile international track cycling competitions, events and top riders to the country and develop event programmes across the UK. The popular Revolution series – already a big hit in Manchester, will now be staged at all three velodromes as part of the agreement. This is the first of many new events which will be developed over the next few years
 - work together on a range of national and regional events for all levels of cyclists to enhance cycling as a sport, a recreational activity and means of sustainable transport
 - share best practice between all four organisations and work together on strategy, procurement and profile to ensure the best use of public money.
- 8.4 We have established and chair the South East Cycle Venues Forum which brings together the 11 leading built cycle venues in the region and shares best practice, promotes joint events and initiatives and signposts participants onto different venues and different disciplines.
- 8.5 The Forum will ensure that when Lee Valley VeloPark opens next year the cycling community is well aware of its facilities and, crucially, the centre augments the already substantial cycling offer in the South East, rather than takes away customers from other venues.

9. Response to Call for Evidence

(A) Sporting Legacy (v) Sports facilities legacy / future UK hosting Will London 2012 lead to UK success in securing further international sporting competitions?

9.1 Securing major events is a core part of our business and legacy plans, and something we have been working on with National Governing Bodies, the Mayor's Office and London Legacy Development Corporation for some years – with work starting way before the Games.

9.2 We have no doubt that the success of London 2012 – and the reputation of the venues, infrastructure, transport, enthusiasm of crowds and the UK's increased standing around the world – will help us secure more events. We have already secured the events below and will use them to promote the sports, engage with communities and encourage physical activity.

9.3 Events secured so far are:

2014

The finale to the hugely popular **Revolution** commercial track cycling series at Lee Valley VeloPark.

The event will bring Olympic stars back to the London 2012 Velodrome to compete for the first time since the Games and will give fans the opportunity to witness elite cycling from 150 top riders. This is an example of the benefits of the agreement described in paragraph 8.2, where ourselves, British Cycling, Glasgow and Manchester have worked together to grow a successful race series. We expect to produce other major events across the three venues in the future.

2014-16

NEC Wheelchair Tennis Masters Championship at Lee Valley Hockey and Tennis Centre. The world's eight leading male and female wheelchair tennis players take part in this tournament which has never taken place in London before.

2015

World Canoe Slalom Championships at Lee Valley White Water Centre. This was the first London 2012 venue to secure a major event for after the Games. The Authority backed the winning bid led by the British Canoe Union. Other partners included UK Sport and London & Partners. Last held in the UK in 1995 the event is almost five times bigger than the Olympic competition with 400 athletes taking part.

2015

European Hockey Championships at Lee Valley Hockey and Tennis Centre. The successful bid for men's and women's competition was developed in partnership with England Hockey, London Legacy Development Corporation, London & Partners and UK Sport. It was the first major sporting tournament secured for an Olympic Park venue. The tournament will have added importance as the winner of the men's and women's competition will be guaranteed a place at the 2016 Olympic Games in Rio de Janeiro.

Submitted bids:

2016

UCI Track Cycling World Championships at Lee Valley VeloPark's velodrome. This is the most significant track cycling event ahead of the Rio Games. It is a major event that attracts the world's best cyclists and major sponsors which last took place in Great Britain in 2008. The bid is being supported by British Cycling and Boris Johnson, the Mayor of London.

- 9.4 We are also bidding for the 2015 UCI Track Cycling World Cup and several of our venues are part of the London 2018 Gay Games Bid.

10. Response to Call for Evidence

(B) Regeneration Legacy (v) UK legacy outside London

- 10.1 Lee Valley White Water Centre in the most deprived area of Hertfordshire, at Waltham Cross, is a £31 million investment in a major national sports venue. The Authority led the charge to raise £11 million of this in order to maximise its legacy potential. The bulk of this paid for a second water course at the venue and other facilities that could be used in legacy. The Authority contributed £6 million, creating a funding group with the East of England Development Agency, who contributed £4 million and £1 million respectively.
- 10.2 A further £6 million is now being invested, detailed at 7.4, to establish the venue as a top visitor destination with all the attendant benefits for the local community and economy. For example Lee Valley White Water Centre draws from a pool of 170 individual staff members (a mixture of full time, part time, contract and seasonal staff). 40% come from Hertfordshire, 20% from Essex, 20% from London with the remainder from across the country including Kent, Nottingham, Wales, Northampton, Berkshire, Surrey, Suffolk and Somerset. Around a fifth of the money spent on suppliers is spent locally including fabricators, electrical contractors, alarm, chemical and catering services. This amounted to over £80,000 in the first six months of operation.

11. Response to Call for Evidence

(D) Further Strategic Issues (i) Governance

- 11.1 The delivery of the 2012 Games was a highly complex project which involved a wide range of agencies and organisations within a robust governance regime with responsibilities and accountabilities clearly defined. The delivery of legacy in QEOP over the next 10 to 20 years will be challenging and will also require an effective governance structure.
- 11.2 Lee Valley Regional Park Authority is a major landowner in the QEOP owning around 20% of the land and 35% of the parklands, in addition to two major venues. The Authority clearly has a key role to play in delivering a successful legacy in QEOP and it therefore needs to be well integrated into the governance and management arrangements

- 11.3 The LLDC has put in place a range of working groups covering management areas such as park operations, event coordination and security. The Authority along with other key stakeholders is represented on these groups. This approach is helping to ensure that under the LLDC's leadership there is a coordinated and joined up management of the QEOP.
- 11.4 From the very beginning of the 2012 Olympic project the Authority has worked closely with the Host Boroughs. The Authority was a member of the Legacy Board (chaired by the Mayor) which also had the Host Boroughs alongside the ODA, LOCOG and the BOA. At a practical level the Authority has been involved in developing legacy initiatives with the local Boroughs eg the building of five BMX courses (one in each local Borough) before the Games. In advance of Lee Valley VeloPark and Lee Valley Hockey and Tennis Centre opening in spring 2014, the Authority is working with the local Boroughs to establish programmes that deliver real benefit to local communities.
- 11.5 The Authority has a good working relationship with the Olympic and Paralympic Legacy Unit, Sport England, UK Sport and the many National Governing Bodies we work with.

12. Response to Call for Evidence

(D) Further Strategic Issues (iii) Future Olympic and Paralympic Games

- 12.1 Lee Valley Regional Park Authority is a member of the UK Government's Rio 2016 Advisory Panel and in March this year the chief executive was invited to Rio to provide advice and support on legacy for Rio 2016's venues.
- 12.2 Based on the London 2012 experience and learning from other successful Olympic legacies, such as Sydney and Barcelona, some key learnings for Rio and all future Olympic cities are:
- Design and business planning for venues needs to be legacy led and not Games led. The route should be to design a venue which can effectively meet its long term business and social objectives and then factor in the requirements for the Games. Too often design is Games led which can lead to costly retrofitting and/or sub optimum legacy venues.
 - The structure for delivering an Olympics and Paralympics often leads to the key legacy design decisions being made by the agencies which do not have any long term legacy responsibility. This in turn can lead to design decisions putting Games first and legacy second. Of course, if owners for the venues have not been identified from the outset then the default is that the OCOG and Delivery Authority will drive the design decisions. In the case of London, whilst establishing the OPLC in 2009 was an advance on previous Olympic cities, it could be argued that it should have been in place from 2005. The organisation with the long term legacy responsibility would then have shaped the legacy design for the venues it ultimately inherited.

Lee Valley Regional Park Authority—Written evidence

- Sponsorship and naming rights for legacy venues could be negotiated as part of Games-time sponsorship deals. While we are making good progress with our naming rights process, we feel that this could have been factored in at the start. This would bind the organising committee, sponsors and the legacy operators closer together and give early long term funding for the legacy venues.

31 July 2013

Lend Lease—Written evidence

B. Regeneration Legacy

i) Olympic Park Legacy

Are current plans for the ongoing development of the Olympic Park area likely to deliver a positive regeneration legacy? Is the potential legacy impact of hosting the Olympics being fully maximised, or have some opportunities been missed?

The legacy of the 2012 Olympic and Paralympic Games is the continued benefits for London and the UK, which include the creation of jobs, sporting opportunities, and the regeneration of an area of London into a central residential, retail and commercial hub.

The International Quarter (TIQ), located on the doorstep of the Queen Elizabeth Olympic Park and Westfield, Stratford City is one area where job creation will be maximised through the development of 4 million sq ft of new office space, 320 new homes, a new hotel and convenience retail. This development alone is estimated to provide circa 25,000 new jobs to the area. In addition to this, educational facilities such as the University of East London and Birbeck are expanding their campuses, alongside the opening of Chobham Academy, an independent school which will house 1,838 students, will have an equally positive effect on employment.

The legacy of the press and broadcast centre, now known as iCity, will serve as a new tech hub for London leading the way in technology infrastructure, whilst the sporting facilities will continue to be used for local and global events, as well as by the public.

In keeping with the legacy, all surrounding areas of the Olympic Park have been, or are in the process of being, transformed for long term use by residents of Stratford, businesses, and visitors. In this way, the positive regeneration legacy of the London 2012 Games will be fully maximised.

- How much additional long-term employment will be generated by the regeneration of the Olympic Park area? How successful have schemes intended to secure additional employment opportunities for local residents been?

Once complete the Stratford City development will provide 30,000 jobs for East London, of which up to 25,000 will be based on The International Quarter. Although many of these jobs will be existing jobs within the tenant organisations that move to the TIQ, there will also be many new employment and learning opportunities through the construction programme, and the enhanced employment to the area will stimulate economic growth.

The Stratford City scheme has agreed to provide local employment for up over 6,000 people from East London, including 3,000 from Newham. So far this has been successful with employment provided in the development of the Olympic Park and the Athlete's Village through local businesses in the nearby Westfield and supplementary events held in the interim at The International Quarter, for example the UEFA Champions Festival. These opportunities have placed us in a position to be on track to meet employment targets.

- How is the Olympic Park being marketed to investors? What efforts are being made to secure further private investment into development of the site and surrounding area?

TIQ Stratford City is being marketed as one of Europe's largest mixed use developments, which will provide 4 million square feet of inspiring and flexible workplace, 320 new homes, a new hotel and convenience retail, all set within the magnificent parklands of Queen Elizabeth Olympic Park. With world class shopping, fantastic sporting venues and family style housing

Lend Lease—Written evidence

already in place, TIQ Stratford City will form the commercial centre piece to the legacy for Stratford.

Just 8 minutes from the city, and direct connections to a third of London rail and underground stations, transport connectivity is a major attraction for Stratford. Post Crossrail, 17 million people will be within a 90 minute commute of Stratford – 27% of the UK population.

The recent commitment by Starboard Atlantic Hotels LLP, a joint venture between Starboard Hotels and Union Hanover Securities, to purchase an area of The International Quarter site to build a 400-500 bed 4-star hotel highlights the attractiveness of TIQ as an investment and a destination.

- Are the new housing neighbourhoods anticipated for the Olympic Park deliverable in the current financial climate? What proportion is likely to be accessible and affordable for local residents?

There is a continued demand for housing in London and the Olympic Park provides an opportunity to regenerate a central area of London to cater to this demand.

Outline planning consent has been granted for 300,000 sq ft of residential at TIQ Stratford City resulting in approximately 320 new homes. A detailed planning application will be submitted as early as September this year for the new homes.

iii) Host Borough legacy

- What potential impact will development on the Park have on local people and businesses?

Once complete the Stratford City development is set to provide 30,000 jobs to East London, of which up to 25,000 will be based on The International Quarter. Although many of these jobs will be existing jobs within the tenant organisations that move to the TIQ, there will also be many new employment and learning opportunities. Moreover, the enhanced population in the area will aid existing local businesses.

iv) UK legacy outside London

- Will business opportunities or business investment result from having hosted the games, and will this be of benefit to the rest of the UK, beyond London?

The creation of a new commercial hub will lead to additional business opportunities and investment in the area. Already, Starboard Atlantic Hotels LLP, a joint venture between Starboard Hotels and Union Hanover Securities, has unconditionally exchanged to purchase a site within The International Quarter to build a 275,000 sq ft hotel of up to 500 bedrooms, comprising the design-led Urban Villa extended stay hotel and an upmarket internationally branded hotel.

The move by BT Sport to make iCity and the north end of the former International Broadcast Centre at the Queen Elizabeth Olympic Park its new home is a further important example of business investment in the Olympic Park.

These large-scale investments are beneficial to the UK economy, in addition to demonstrating that London remains at the forefront of business development and planning at a time when the global economy has recently been in turmoil.

Level Playing Field —Written evidence

Sports facilities legacy / future UK hosting

- I. Level Playing Field (LPF) is a registered charity which was established in 1998 to represent disabled football fans in England and Wales. LPF extended its charity objects in 2008 to cover all sports.
- II. LPF works with key stakeholders to improve access to sports stadia and venues and to ensure an inclusive live matchday and / or sporting event experience for disabled sports fans. By using the special influence of football and other sports, LPF also aims to raise awareness more widely whilst encouraging many more disabled people to attend and enjoy live sporting events.
- III. More than 12% of the population is disabled with one in four families having a disabled member. At any given time, more than 40% of the population will require easy access including families with young children, young children, pregnant ladies, senior citizens and people with temporary injuries or ill-health. More than 50% of all disabled people have never participated in leisure or sport activities.
- IV. It is important to recognise the moral, legal and good business cases for providing truly accessible stadiums and other sporting venues. However, it should be noted that service providers have a legal duty to provide accessible facilities and to remove the barriers that may prevent disabled people from using their services (Equality Act 2010).
- V. LPF was a member of the Olympic Delivery Authority Built Environment Access Panel and acted as a Consultant to LOCOG ahead of London 2012.

To what extent are the legacy uses anticipated for the Olympic sports venues sustainable? Will the legacy uses deliver a positive return on investment?

- VI. The annual spending power of the UK disabled community is estimated to be more than £80 billion. Accessible venues are more sustainable and inclusive and accessible facilities and services make good business sense. When disabled people are unable to attend an event or to use a service because of poor access, then most often, nor will their family or friends. Simply put, inaccessible venues lose business and risk their reputation.
- VII. The public were enthralled by the London 2012 Olympics and Paralympic Games with sports fans at each event playing their part and in doing so, showing the British people at their very best. Those fans fortunate to have been at London 2012 will never forget their experiences. The feeling of collective pride and passion in being in a stadium at an iconic sporting moment is not easily described – you have to be there to really understand how it feels – ask any fan.
- VIII. We're a sport loving nation and there are naturally an increasing number of disabled people who also wish to attend live events. London 2012 undoubtedly inspired many disabled people to follow live sports at a national and local level. We have personal testimonies from disabled fans who describe life-changing experiences in attending live sports for the first time, often giving them the confidence to try other new activities, and so by, helping to improve their daily lives.

Level Playing Field —Written evidence

- IX. London 2012 provided us with a great opportunity to improve access for the long-term with the Olympic Park showcasing just what could be achieved with its venues now set to provide a legacy for disabled sports fans but there is still a great deal to be done before disabled sports fans can enjoy the same standards experienced by their non-disabled peers at other arenas. Many of our top level sports venues still have much to do on this front and there is often talk about the difficulties of improving access to existing stadia and venues. When considering some of our wealthiest sports, the case for making adequate access improvements becomes even more compelling.
- X. But for disabled fans that can only happen if our stadia and sporting arenas are truly accessible and inclusive. That means providing equal and fair proportions of accessible seating (wheelchair spaces and easy-access seats alongside fellow fans, family and friends), accessible services (such as audio-description for blind fans), accessible information (websites, easy read, and signage), provisions for assistance dogs, accessible amenities, accessible transport links, drop-off points and parking and so on.

Olympic Park Legacy - Are current plans for the on-going development of the Olympic Park area likely to deliver a positive regeneration legacy? Is the potential legacy impact of hosting the Olympics being fully maximised, or have some opportunities been missed?

- XI. The Olympic Park was built with inclusion in mind with the Olympic Delivery Authority Built Environment Access Panel (BEAP) established to ensure that the International Paralympic Committee minimum standards were met at each new venue (with LPF as a member of the BEAP). This ensured that each new venue was accessible and inclusive for all including disabled fans. This was further supported by LOCOG with the addition of accessible services and temporary overlays.
- XII. It is important that access and inclusion remains at the forefront of the Olympic Park legacy plans and LPF is reassured that the London Legacy Development Corporation exists to help ensure this is the case. LPF is also aware that a new Cabinet Office Olympic and Paralympic Legacy Unit has recently been established to help ensure long-term legacy solutions and having has been asked to provide feedback.
- XIII. Transport links in the Stratford area are excellent for disabled people and this has left an important legacy for local disabled people. However this is not the case in other parts of London and the UK.
- XIV. During London 2012, Gamesmakers and transport assistants provided additional support to disabled passengers with a marked improvement in services at most train stations and transport hubs. However, things seemed to have slipped again post Games and Paralympics which is a shame.
- XV. However there were some notable exceptions with original legacy opportunities to improve facilities and services missed at some venues; included amongst these were some of the most popular football stadiums frequented by local sports fans week-in-and-week-out.
- XVI. In LPF's view, lessons could and should be learnt from London 2012.

Are the legacy uses for Olympic sports venues likely to have an impact (positive or negative) on other London or UK sports venues?

Level Playing Field —Written evidence

- XVII. Whilst, LPF received a few isolated reports from disabled fans that had had problems during the Games and Paralympic Games, the experiences of the majority of disabled people who attended London 2012 were extremely positive with high access standards reported by most attendees to the Olympic Park.
- XVIII. LPF received very positive feedback regarding the number of volunteers - Gamesmakers - around the Olympic Park who were willing to help disabled spectators.
- XIX. Poor sightlines were a serious issue at Eton Dorney and some disabled people experienced problems in locating the accessible parking areas at various venues.
- XX. There were some problems with the ticketing system with wheelchair users unable to purchase tickets online and the ticket hotline often blocked by the sheer volume of users. This put off a number of disabled people from enquiring about tickets and buying them.
- XXI. There were also a number of issues related to limited PA ticket provisions with some disabled spectators having to buy more than one ticket in order for their PA to accompany them to Olympic events. A PA ticket should be provided, when required, as a reasonable adjustment.
- XXII. Many of our most iconic sporting venues still offer comparatively poor facilities for disabled sports fans and work is underway, with the support of LPF, to ensure further improvements ahead of the Rugby World Cup and the Commonwealth Games. However, this situation is perhaps most poignantly considered when reviewing the nation's favourite sport - football.
- XXIII. Some professional football clubs provide excellent facilities and services and LPF is always keen to celebrate good practice solutions, but we believe that many still do not comply with equality legislation and as such are discriminatory to disabled football fans. Many are failing to meet football's own guidance and minimum standards as described within the Accessible Stadia Guide⁶⁸. It is LPF's view that this is unacceptable within an industry that remains collectively wealthy with record-breaking resources including the new Premier League TV broadcasting deal for 2013/14 which is reported to be in excess of £5.5 billion.
- XXIV. There is a substantial shortage of accessible matchday seating within many stadia, such as places for wheelchair users and amenity and easy access seating for fans with limited mobility or who use an assistance or guide dog. Many football clubs are struggling to fill their stadia on matchdays, but still there are insufficient numbers of wheelchair user spaces in particular.
- XXV. It should be noted that the Accessible Stadia Guide's minimum standards (for football) are significantly lower than those set by the Olympic Delivery Authority - Inclusive Design Standards and the International Paralympic Committee⁶⁹.

⁶⁸ **The Accessible Stadia Guide** published by the Football Licensing Authority (FLA) and FSIF in 2004; the Guide to Safety at Sports Grounds 2008; Football Association: Addressing the Requirements of Part III of the DDA 1995 - A Management Guide for Football Clubs 2003; Premier League: Guidance for Clubs on Disabled Fans and Customers; and Football League: Guidance for Clubs on Disabled Supporters and Customers.

⁶⁹ **The Olympic Delivery Authority - Inclusive Design Standards** document provided ODA project teams with guidance on the principles of inclusive design they were expected to adopt and the procedures they were expected to follow in delivering them. The document also provided an overview of the current published inclusive design guidance and standards applicable to specific elements of projects and pointed to the standards the ODA expected its teams to try to meet. **The International Paralympic Committee Technical Manual on Accessibility** seeks to provide information and

Level Playing Field —Written evidence

- XXVI. Yet, according to our latest information, only 14 of the 92 professional football clubs provide the minimum recommended numbers of wheelchair user spaces (according to the Accessible Stadia Guide). Many clubs offer very few away spaces for wheelchair users, some as low as 3. Consequently, many disabled people are unable to gain access to football matches. Whereas, if they were non-disabled fans, and didn't require accessible seating, they would have no problems in purchasing match tickets on a regular basis.
- XXVII. Only 3 Premier League clubs exceed football's own minimum numbers, 4 if we consider Arsenal FC with 96%. 50% of Premier League clubs meet less than 50% of the football industries own minimum standards for disabled seating provisions.
- XXVIII. 33 of the 92 (> 30%) professional English League clubs do not enable disabled away fans to sit with their own supporters; including 6 of the 20 clubs (30%) in the Premier League. The Accessible Stadia Guide states: Designated viewing areas should be provided for both home and away spectators.
- XXIX. Being able to attend a match and sit with your family or friends is taken for granted by most fans. This is frequently denied to disabled fans and they often have to sit in a completely different stand and use a different entrance. Disabled fans with children and families with a disabled child can find this an impossible situation.
- XXX. Accessible parking and other accessible amenities are often limited, of a poor standard or non-existent. Poor sightlines or views within disabled fans seating areas are commonplace with views often completely blocked by stewards, police, players (warming up), match officials and other fans that stand at key moments of the game or persistently stand. Many clubs offer only pitch side accommodation to wheelchair users with no shelter from the rain or ball. At some clubs, especially where seating is pitch side, the roof edge of the stand ends directly above the disabled fans and pours water onto them when it rains. Some clubs offer the loan of plastic macs by way of compensation.
- XXXI. LPF has heard rumours that disabled fans facilities and sightlines (for wheelchair users) may be further compromised by the additional cameras required at some Premier League clubs to accommodate their new TV broadcasting deals. **LPF would urge the Select Committee to seek reassurances that this is not the case.**
- XXXII. Accessible services for blind and partially sighted, hard of hearing and Deaf and learning disabled fans are provided at some clubs but this is an area that needs further attention. Clubs should routinely provide large print and audio match day programmes and accessible club websites with clear information. Hearing (or induction) loops and accessible text phone services should be common place and audio descriptive commentary should be offered at every professional club. It is a relatively low cost access provision - circa £5000 per club - yet 25% of clubs have yet to implement any such service and most only provide a very limited generic radio service rather than offering a dedicated audio-described commentary.

inspiration to the OCOG and the host city authorities, charged with the responsibility of staging the Olympic and Paralympic Games. It provides expert guidance and detailed technical information based on tried and tested best practice, to enable the delivery of truly inclusive Games for all stakeholders.

Level Playing Field —Written evidence

- XXXIII. Disabled fans often face having to sit with home fans as away supporters and many have stopped travelling to away games because the situation is so dreadful. This is completely unacceptable in terms of the football fan experience; it is quite simply miserable to have to sit with the opposing set of football fans. Disabled fans are often asked to hide their team colours, to refrain from celebrating goals and so on.
- XXXIV. However, it can also be an intimidating and hostile experience. LPF received complaints from a number of disabled fans travelling to away matches in 2012/13 who were verbally abused (including extremely offensive language) and threatened by the home fans sat next to them. LPF believes that this may even contravene the Equality Act with respect to harassment related to disability; “This type of harassment occurs when a service provider engages in unwanted conduct which is related to a relevant protected characteristic and which has the purpose or the effect of: violating the service user’s dignity; or creating an intimidating, hostile, degrading, humiliating or offensive environment for the service user.” (from Equality Act - Code of Practice).
- XXXV. A 2012 fans consultation conducted by Kick it Out found that 15% of fans had witnessed discriminatory chanting aimed at disabled fans. 89% of fans say that abuse towards disabled people is seen to be the most important issue to tackle in football.
- XXXVI. 82% of British football fans agree that being around other fans in the atmosphere of the grounds is as important as watching the game itself. 85% of British football fans associate football with friendship and camaraderie. (Football Passions Report 2008.) Disabled fans should not be deprived of this experience.
- XXXVII. Existing stadia and venues can be improved and adapted to remove physical, sensory and intellectual barriers. Several clubs have used smart inclusive, low cost design solutions and implemented good practice to improve access to their stadia. There is an opinion among some people in the game that what we are asking for cannot be achieved because stadia are old and nothing can change until clubs move to new premises. This is simply not true and a myth. Clubs can make reasonable adjustments to existing stadia without incurring prohibitive costs in almost every case.
- XXXVIII. Several clubs stand as good practice examples in showing what can be achieved towards meeting football’s own minimum standards. Derby County FC and Everton FC have proved that elevated disabled fans seating positions can be added to existing stadia. MK Dons has installed flexible disabled seating in its new stadium but this is also possible at many existing stadia.
- XXXIX. Arsenal FC added prefabricated aluminium super-risers to further elevate several wheelchair platforms originally built with obstructed views and we understand that a few clubs are now considering the installation of similar low cost super-risers in wheelchair user areas. We firmly believe that with the will and some careful planning a great deal can be achieved and certainly that which is reasonable.
- XL. LPF has long campaigned for the establishment of a football stadia improvement fund to enable clubs to make the necessary access improvements in line with football’s own standards. This could be easily achieved by setting aside only a very small percentage of the new Premier League TV broadcasting revenue for this purpose.

Level Playing Field —Written evidence

- XLI. The claim is often made that many non-disabled fans can't get tickets to games. Whilst it is true that some clubs sell out for some high profile matches, it is apparent that all clubs now have to be more creative in selling their matchday tickets. Most clubs sell tickets on the gate or through their ticket office on matchdays. Meanwhile, disabled fans are frequently unable to get tickets and we have received complaints from disabled fans who have tried to purchase tickets before a match along with family or friends only to be turned away because there were insufficient wheelchair spaces and yet there were as many as 20,000 empty seats in the stadium at the game. Clubs are literally turning away valuable customers and good business.
- XLII. Some clubs continue to deny disabled fans an equal right to season tickets because they do not provide sufficient disabled seats such as wheelchair spaces – the waiting lists are disproportionately long and the information and process is not always clear or transparent. One club in particular refuses to sell season tickets to its wheelchair users and currently applies a pre-assigned (1 in 3 matches) rota scheme (for a small number of its disabled fans) with no choice of which matches are allocated.
- XLIII. London 2012 has proved what is possible provided there is a commitment to make access and inclusion improvements. Lessons should be learnt from London 2012.
- XLIV. The greatest London 2012 legacy for this sports loving nation would be to ensure a playing field at all our sporting venues so that many more disabled fans could watch live sports each week with all the joy that brings. In turn, perhaps they may feel inspired to play or have-a-go. To accept anything less would be a compromise and the opportunity may be lost for another generation.
- XLV. **What is your assessment of the proposed future use of the Olympic Stadium as the home ground of West Ham United FC?**
- XLVI. Maintaining the integrity of the Olympic Stadium in legacy is critical as it provided a world-class inclusive experience for all. As such, LPF has been extremely concerned to hear rumours that there may losses to the quality and numbers of disabled fans seats (wheelchair user places) in the stadium in reducing it to a 60,000 seater venue for West Ham United FC.
- XLVII. LPF has recently written to the London Legacy Development Corporation to seek reassurances that, in lowering the Olympic Stadium roof and removing the upper seating tiers, there will be no associated reduction in the numbers of disabled spectator viewing areas or the quality of sightlines and choice of locations around the stadium bowl. **LPF would urge the Select Committee to seek reassurances that this is not the case.**

14 July 2013

London Assembly Labour Group—Written evidence

1. The Concept

1A. London's bid for the Olympic Games won on the strength of its vision for Legacy. But the Legacy has always meant many things, ambitious goals set in a number of policy areas:

- Boosting sports participation and physical exercise.
- The economic development and regeneration of a large swathe of post-industrial land in East London, spurred by heavy investment in infrastructure and housing.
- Social development: the 'convergence' of East London's deprived host boroughs with the quality of life indicators experienced elsewhere in London.
- A legacy of volunteering, harnessing the enthusiasm of the Olympic Games to encourage Londoners to volunteer their time towards valuable social goals.

2. The Timing of Scrutiny.

2A. As the London Assembly Labour Group, our role in scrutinizing the Legacy began immediately, an expansion of our constitutional role holding the Mayor of London to account. While one year on from the Games, the impact of some of these legacy promises are visible, the physical legacy, particularly the completion of the Olympic Park as a new neighbourhood in East London is a twenty year long project. With the park barely open and the early members of the envisaged new community beginning to move in, this crucial element of the legacy, placemaking will require ongoing scrutiny as a generation-long project. As memories of the Games fade, this task must not decrease in importance.

2B. But one year on, an evaluation of the start of this project, and the progress of the social, volunteering and sports legacy are prescient. The London Assembly has engaged with the London Legacy Development Corporation through scrutiny work, questioning the London Legacy Development Corporation at a Plenary in November 2012. Further in-depth scrutiny has been led by the Housing Committee, with further work scheduled by the Assembly's new Regeneration Committee in Autumn 2013.

3. The Sporting Legacy

3A. The Games Plan was always ambitious in seeking to boost sports participation by one hundred per cent. Yet the transmission mechanisms from the events to mass participation have always been unclear, making a sustained sporting legacy from the 2012 Olympic Games an ambitious aim.

3B. Evidence from former games suggested a 'trickle down' effect to sports participation is an unlikely outcome. This was known long before the games, indeed the 2002 Games Plan (DCMS/Strategy Unit)⁷⁰ recognised the impact is greatest on those who already participated at existing facilities.

3C. London has certainly benefitted from an array of new permanent facilities reaching the highest standards of excellence. Although the permanent facilities are concentrated in the

⁷⁰ Game Plan: A Strategy for Delivering Government's sport and physical activities objectives DCMS/Strategy Unit (2002) available at: http://www.gamesmonitor.org.uk/files/game_plan_report.pdf [Accessed 10/7/13]

East/Lea Valley, the yearlong closure of the Queen Elizabeth Olympic Park has of course limited their use by Londoners. It is therefore too soon to tell if these excellent facilities will feel open to the non-professional sporting public and boost participation. Nonetheless, the recent planning permission for the expansion of the Lee Valley White Water Centre, which has received double the number of visitors than expected⁷¹ is an encouraging early indicator these state of the art facilities will be well used.

3D. Yet facilities are only half the story in boosting participation. While participation figures in 2012, immediately after the Games were encouraging, Sport England figures for 2013 have shown a decrease in sports participation in the first half of 2013⁷². The bid did not provide for a rapid, permanent increase in community facilities nor invest in the capacity of permanent support systems to transform amateur participation to sporting excellence e.g. coaches, sports psychologists. This represents a lost opportunity to maximise an economic opportunity, the growth of an industry, alongside the chance to secure ongoing sporting success. While the harsh and long winter no doubt dampened enthusiasm, there are some concerns about even the hoped for return and longevity of the positive motivational impact reported in late 2012.

4. The Regeneration Legacy

4A. The Olympic Park masterplan is world class. Although revised in 2006, reducing the number of permanent sporting facilities, the London Assembly Labour Group believe the Olympic Delivery Authority gathered a solid evidence base and an accurate appraisal of the difficulties of this site that needed to be overcome.

4B. Painstaking attention has been paid to urban design, with the ODA and LLDC reaching out to London's considerable young talent in architecture for ideas and suggestions. As such, this open approach to masterplanning has raised innovative solutions to problems that could have been overlooked. We have been particularly impressed by the attention paid to the corners of this difficult site, overlapping as it does four London boroughs. While the Newham gateway to the park is well established in the design of Westfield Stratford, the north-easterly gateway to Waltham Forest, and the south-westerly connections to Tower Hamlets may prove more difficult, as Games time footfall indicated. Attractive accessibility from all neighbouring areas would be our measure of the success of the park's permeability and embedding into the infrastructure of East London, the proclaimed aim of "stitching the fringe"⁷³ and must remain a crucial aim for the LLDC in guaranteeing not only a successful, well used and loved new park, but providing physical permeability to socio-economic opportunity, minimizing any boroughs to employment opportunities for East Londoners in all host boroughs.

4C. The western boundary of the park remains the greatest challenge to this laudable aim. The A13/East Cross Route remains a formidable barrier, while the fatal cycling accident at

⁷¹ Waltham Cross' Lee Valley White Water Centre to Expand *The Hertfordshire Mercury* 31/12/12 available at: <http://www.hertfordshiremercury.co.uk/Cheshunt-and-Waltham/Waltham-Cross-Lee-Valley-White-Water-Centre-to-expand-28122012.htm> [Accessed 10/7/13]

⁷² London Olympics legacy questioned as number of adults playing sport drops following Games *The Telegraph* 13/6/13, available at: <http://www.telegraph.co.uk/sport/olympics/10118018/London-Olympics-legacy-questioned-as-number-of-adults-playing-sport-drops-following-Games.html> [Accessed 10/7/13]

⁷³ London Legacy Development Corporation (2012) *Stitching the Fringe* available at: <http://www.londonlegacy.co.uk/the-park/around-the-park/> [Accessed 11/7/13]

Bow Roundabout illustrates safe sustainable transport remains elusive in parts, threatened by poor design and cost savings. The Labour Group have been lobbying for safety improvements to Cycle Superhighway 2, along the Mile End Road and welcome Transport for London's innovations in this area, particularly the design of segregated cycle lanes within the London Borough of Newham. We would welcome serious attention to the provision of more pedestrian links across the motorway, ensuring the successful linking of the Olympic Park to Fish Island and Hackney Wick.

5. Infrastructure Legacy

5A. Stratford is now one of the best connected hubs in the country following TfL's investment of nearly £6.5bn⁷⁴ in infrastructure for the games. This increased mobility across London should ensure access to opportunities for local communities across London. We particularly welcome the large improvement in accessibility to public transport that has been engendered by this investment, the area now arguably ahead of London as a whole in this respect.

6. Social Convergence

6A. We would commend to you the work done by the five host boroughs on convergence, which has been adopted by most other partners as a valuable narrative for the Single Regeneration Framework (SRF)⁷⁵. There has been considerable anxiety in regard to development around the fringes of the Olympic Park, most notably surrounding Newham's regeneration plans for the Carpenters' Estate. Although a project with University College London has now stalled, we are concerned the rising land values around the park engendered by its development may eventually serve to threaten established communities in East London.

6B. There is a concern social convergence could therefore be achieved by the displacement of existing residents, and we are keen to ensure the affordable housing gains on the park do not happen alongside the loss of affordable housing in neighbouring areas. This issue illustrates the need for sharp scrutiny of the concept of 'convergence'. Nonetheless, the park remains a valuable source of opportunities to raise the living standards of East Londoners if constant attention is paid to this commendable and vital goal.

6C. The Labour Group is particularly keen to ensure 'convergence' is achieved by lowering the long-term unemployment statistics of the host boroughs.

In regard to progress towards this aim, we welcomed the skills and apprenticeship opportunities during construction. Scrutiny of the Mayor of London has revealed triple counting of these roles for apprenticeships and so we Group would hazard the number of East Londoners to benefit from construction is lower than that projected by the Mayor⁷⁶.

6D. But while the framework for convergence was successfully put in place, the Labour Group has been astounded by the lack of leadership and activity from the Mayor of London. Despite his proclamation job creation as a Legacy was "his top priority", the Mayor has been unable to spend moneys allocated to him for this purpose. The 2012 Employment Legacy and

⁷⁴ TfL available at: <http://www.tfl.gov.uk/corporate/projectsandschemes/25869.aspx> [Accessed 12/7/13]

⁷⁵ The Host Boroughs Convergence Framework and Action Plan 2011-15 available at: www.growthboroughs.com/s/Convergence-action-plan-2011-2015.pdf [Accessed 11/7/13]

⁷⁶ The Assembly's Economy Committee has quibbled with the job counting undertaken in the *Olympic Jobs Evaluation Report*, transcript of January 2013 questioning of the Deputy Mayor for Enterprise, Kit Malthouse AM, available here: <http://www.london.gov.uk/moderngov/ieListDocuments.aspx?MIId=4599> [Accessed 27/7/13]

Host Borough Employment Projects were already behind spending agendas by July 2012, but in February 2013, the Employment Legacy Project was cancelled with a £12m underspend. While the targets were ambitious, the GLA's LEP has also achieved a record underspend in its Growing Places Fund for 2012/3. For a project targeted at parts of London with high unemployment but high levels of borough pro-activity on this issue, this underspend and then cancellation confirms apathy and inertia at the highest level of Mayoral responsibility are responsible for missing the key opportunity of the first year of legacy. This work, prior, during and immediately after the Games was crucial to embedding the opportunities the Games raised locally and it is through political lack of will only efforts were not maximized.

6E. We are concerned that the number of training opportunities has decreased as time progresses. The Legacy phase of delivery has naturally seen a massive reduction in skills and training programmes from the build phase overseen by the Olympic Delivery Authority⁷⁷, this problem has arisen through and been compounded by the abolition of the London Development Agency and its considerably larger funds. In this respect, the threat to the success of 'convergence' from the austerity programme pursued by the coalition government is already visible, confirming the Legacy could be threatened by the ongoing stagnant economic recovery of the UK. Convergence needs continued long term attention, scrutiny and ultimately the continued funding to ensure socially sustainable goals.

6F. In this respect, we are concerned construction skills can be overemphasised. In our view, more attention should be paid to progress analysis of, and develop skills needed by the emerging economy of the area. The market for construction jobs itself depends on economic growth, yet there also remains a limit to the number and long term sustainability of local construction jobs as a form of development. We commend the work of organisations such as Create London in providing a wider range of opportunities but we are keen to see public investment, through the LLDC engaged with a wide range of employers and opportunities to maximize the benefits of the park, requiring a through appraisal of the sustainable value of the jobs offer.

6G. Employment is not the only social indicator of deprivation in East London. Health inequality within London remains a vital concern. With first class medical facilities planned, it is also vital the sports infrastructure is not limited to elites but actively seeks participation by local populations at an amateur sporting level. This is an aspiration which must be built into all agreements regarding sporting facilities and we would be keen to see target setting on a long term and continuously reviewed basis. The arrival of new sporting facilities in the park must not be used to justify the closure of local facilities across the host boroughs.

7. The Volunteering Legacy

7A. Within this short one year appraisal window, the progress of the volunteering legacy is encouraging. Dedicated work by both the Legacy Corporation and the staff of the Greater London Authority in continuing 'Team London' should be commended; this opportunity to harness enthusiasm was certainly maximized.

7B. However, we have concerns as to the deployment of 'Team London' and wish to see this programme paying greater attention to the social benefits the donation of individuals' time can engender. Team London volunteers have been deployed to marshal crowds at

commercial events, raising the concern volunteering may be used as a source of free labour at profit-making events. We believe volunteering should be directed to activities with maximum social benefits, including mentoring and skill sharing.

7C. In a time and location of very high youth unemployment, 'Team London' volunteering offers an opportunity to maximize the skills and confidence development of young Londoners. We would urge the Committee to examine the demographics of and benefits experienced by Team London volunteers as we believe more work could be done to capitalise on the connections to employment this experience could produce.

8. Further Strategic Issues

8A. The delivery of the Legacy through a Mayoral Development Corporation ensures linkages between physical, social and economic regeneration are hopefully continually addressed. In theory, the LLDC is a valuable organizational structure, building on the experience and learning from the criticisms of the urban development corporations of the 1980s, of which the London Docklands Development Corporation remains the local exemplar. It is also strongly positioned to work across and mend borough boundaries and we welcome the presence of Olympic Borough leaders on its board alongside the Mayor of London.

8B. Yet there have been concerns this powerful organization, both a developer and planning authority is subject to a democratic deficit. The presence and continued engagement of the boroughs is vital, but we have concerns as to the LLDC's capacity to engage directly with local communities, particularly in terms of actively seeking views. As the development progresses and residents move in, we are particularly concerned the new residential community on the park becomes the exclusive focus of engagement, to the detriment of the already existing communities surrounding the park in whose name 'convergence' is carried out.

8C. Our experiences of scrutiny within the first year have engendered a degree of disillusion among some of our members. The LLDC is excellent at communicating its progress to us, but considerably less co-operative in answering information requests that may engender a negative 'news story'. A Labour Member of the Assembly's Housing Committee was astounded at the difficulty of requesting floor plans for already built affordable units in the Olympic Village. Navin Shah AM was told these did not exist, raising the question as to how these units were designed, built and passed on to social housing providers. Given the large degree of public subsidy devoted to housing on the Olympic Park, the need to act in a transparent manner is of great importance.

8D. This is of particular concern given the enhanced Mayoral power to create Development Corporations and the rollout of this institutional framework to other 'Opportunity Areas' within London. The Labour Group are of the belief the London Assembly is the best placed body to carry out this scrutiny, but a framework of transparency and scrutiny must be finalised before this institutional model is extended.

9. Financial issues

9A. A year on from the Games, the financial situation appears secure but could be an increasing concern. Although the physical investment is significant, investment must continue to secure the objectives of the games. London taxpayers and transport users have already

contributed significant sums, increasing as costs escalated to over £12 billion. We are therefore keen to encourage further funding to be secured from the private sector as far as possible.

9B. Nonetheless, particularly if economic recovery remains weak, a lack of resources could provide a substantial threat to the legacy, particularly the LLDC's 'soft' and invisible objectives of regenerating skills and social development. The profits from land disposal may easily be swallowed up by the costs of physically regenerating the park or the need to generate significant land receipts for third parties. There is also a need to balance ongoing investment with returns to investors, not least the return of £425m to National Lottery funding. While the public will be aware this has been pushed back to the 2020s, these are ultimately social funds awarded to good causes across the UK. We are more concerned by the timetable of return to private investment and the possibility of ongoing public subsidy to sporting venues and other amenities within the park. The unresolved issues around funding and the proceeds from disposing of the park's land ultimately raise the question as to whether the LLDC is expected to function as an investment vehicle and with what expectations of return.

31 July 2013

London Borough of Newham—Written evidence

1) Executive summary

- 1.1 The London 2012 Games was won on the promise to transform the East End and create jobs for local people. With regeneration on a massive scale, we have a once in a lifetime opportunity to establish Newham as an important player on the international stage.
- 1.2 Local government has been instrumental in efforts to secure a legacy from the Games. Decades of planning and investment to deliver essential foundations such as transport infrastructure were what enabled London 2012 to become such a resounding success. It is also the strategic push from the Host Boroughs, chaired by Newham, which has allowed for ambitious plans for regeneration in an area which has suffered from decades of chronic neglect. Thanks to these efforts it is envisaged that by 2025 £22bn will have been invested in the area, creating more than 35,000 new homes and 100,000 new jobs.⁷⁸
- 1.3 The Games were a catalyst for the transformation of East London. However, if we fail to maximise this investment potential, a true and lasting Olympic legacy will not be fully realised and East and South East London will continue to be a drain on the country's resources rather than becoming net contributors to UK GDP.
- 1.4 Our long-term commitment is to a legacy of convergence, where central, regional and local government, related agencies, sports bodies and clubs work together to continue the successes achieved during the Games. Without this continued support and investment there is little hope that our residents will benefit from the same opportunities as those who live in wealthier parts of the Capital.
- 1.5 We believe that the necessary future steps to maximise the Olympic legacy include:
 - International services serving Stratford International station
 - Maximising the business case for HS2 by ensuring a better capacity HS2 to HS1 link, enabling Stratford to become a Thames Gateway hub for domestic and international services
 - Including an Eastern Option in the strategic consultation for Crossrail 2
 - Agreeing to an additional fixed link river crossing-at Gallions Reach between Beckton and Thamesmead – as recommended by TfL
 - Devolving National Minimum Wage investigative powers to enable Councils to be proactive in the identification of breaches
 - Ensuring fairer funding for health services, so that residents have the best quality care and treatment
 - Removing the fiscal and legal constraints so local government can solely or in partnership with others, finance, build, issues a range of tenancies and manage new housing supply to meet the needs of their local population
 - Sustaining investment is essential to ensure growth and safeguard the ambition of convergence.

⁷⁸ The London Borough of Newham, *Destination Newham, A new heart for London*, 2012

- Enabling joint sub-regional interface with employers to deliver effective local job brokerage services
- Allowing the expansion of successful local programmes achieving significantly higher job sustainment rates

2) Host borough legacy

- 2.1 The London Borough of Newham was among the earliest backers of the bid for the 2012 Games. The Mayor and members saw the opportunity to use the Games to enhance the regeneration ambitions and to inspire and engage residents in the area. The Mayor enlisted the neighbouring boroughs - Hackney, Greenwich, Tower Hamlets and Waltham Forest – into a Host Boroughs network in support of the bid.
- 2.2 Following the success of the bid, the Host Boroughs entered into a formal partnership to:
- Coordinate activity to ensure the successful delivery of the 2012 Games; and
 - Ensure that the Games enhanced the long-term regeneration ambitions for the area.
- 2.3 In doing so the Host Boroughs developed a central organising principle of ‘convergence’, and secured the support of all levels of government together with the practical support of private and public agencies active in the area. Convergence can be summarised as follows: “Within 20 years the communities who host the 2012 Games will have the same social and economic chances as their neighbours across London.” The Host Boroughs continue to measure progress against our jointly agreed convergence targets.
- 2.4 Convergence is both appropriate and achievable; although it will take 20 years. It is appropriate as it addresses centuries old social injustice and neglect and it is achievable as we have the land, the people and the opportunities to bring significant new investment and growth into the UK. Research undertaken for us by Oxford Economics indicates that our boroughs are the area with the greatest growth potential in the UK (see para 2.22).
- 2.5 Our key partner, the GLA family (including LLDC and TfL) is fully signed up to the ambition and understand the growth potential. We are already achieving improvements in the areas of qualifications and children’s development, but need to make further improvements in employment rates and wage levels if we are to be successful.
- 2.6 The task now for the Host Boroughs, the Mayor of London and Government is to **ensure that the economic investment and growth in the area fully exploits the Games success, leads to further necessary investment to realise growth and creates new opportunities for our residents** to benefit in terms of training, jobs, housing, health, environment, safety and leisure as this will not be achieved by the development of the park alone.
- 2.7 The Host Boroughs worked hard to ensure the success of the 2012 Games, and the active engagement of residents living locally. This has resulted in:
- High levels of engagement of residents;

London Borough of Newham—Written evidence

- Higher levels of employment;
 - Increased participation in sports, volunteering and culture;
 - Increased levels of investment; and
 - Enhanced reputation for East London.
- 2.8 However, we were all clear that while the 2012 Games were an important milestone in the development of the area, achieving convergence is a long term project, likely to take 20 years. The focus and commitment of all partners needs to be maintained if this long term vision is to be realised. Crucially this commitment must be backed by continuing investment – public and private – if the historical levels of poverty in East and South East London are to be tackled. This is not a purely selfish argument; our economic modelling shows that had growth matched the London average, UK GDP would have been £5.9bn higher and public borrowing £4bn lower in 2010.
- 2.9 With appropriate levels of intervention, the area can be an economic powerhouse for the country. **Continued support for the convergence principle will not only have benefits for the Host Boroughs but would be good for the whole of the UK.**

Creating wealth and reducing poverty

- 2.10 Host Boroughs have made improvements in attainment among primary and secondary school pupils and 19-year-olds. In 2009/10 the gap between Newham’s pupils and the rest of London was 2.2 and this has been reduced to 0.9 in 2012, highlighting that continued work in this area should bring about convergence with the London average by 2014/2015 (see Appendix 2).
- 2.11 Since 2009 and 2012 the gap between Newham’s school pupils and school children in the rest of London achieving 5 GCSE grades A*-C has been narrowed to 3-4%, this was the original goal and has been achieved. From 2009 to 2012 the gap between Newham’s residents of a working age with no qualifications and the rest of London has been reduced from 5.4 to 3.8. The original goal was to narrow the gap to within 3-4% and therefore this goal has been achieved.
- 2.12 However, while the boroughs have seen improvements in employment figures and Level 4 qualifications we are not on track to meet our convergence goals in these areas. Furthermore, the indicator for median earnings is the only one that has become worse since 2009.
- 2.13 To achieve convergence targets under this heading, we believe the key interventions should be:
- Continue good work in schools and colleges to close the qualification gap
 - Provide additional employer focussed training into work schemes and job brokerage
 - Encourage employers to agree to the London Living Wage
 - **Lobby government to devolve National Minimum Wage investigative powers to enable Councils to be proactive in the identification of breaches**
 - Increase number of apprenticeships
 - Address issues of poor health that impact negatively on employment

Supporting healthier lifestyles

- 2.14 Life expectancy drops by a year with every stop you travel west to east on the Jubilee line from Westminster to Canning Town. Addressing ill health and its causes are a crucial element of work to achieve convergence. The burden of poor health in East and South East London acts as a barrier to employment, while getting people into employment and increasing incomes will improve both individual and population health.
- 2.15 The London Borough of Newham welcomes the fact that 2011 Census-based population projections were used to calculate public health allocations. However because of major historic discrepancies in spend and Government's decision to put in place transitional arrangements to target funding, there are wide variations in allocations. Due to the transitional arrangements Newham will not receive the target allocation of £91/head for several years. Given many areas in London will receive substantially more than their target allocations, we believe that it is grossly unfair that all authorities will receive a rise of 2.8% in funding next year.
- 2.16 The additional funding allocated by government to public health should be used to bring authorities nearer to their target allocation to account for historic discrepancies in spend and additional resources should be focused where they are most needed.
- 2.17 The Host Boroughs have been making good progress in relation to health outcomes on a number of our indicators though data for 2012 is not yet available. Of the indicator set for this theme there is one on track, three that are not and four are awaiting data (see Appendix 2).
- 2.18 To achieve convergence targets under this heading, we believe the key interventions should be:
- Continue to support people into employment and address issues of poor health that impact negatively on employment
 - Use the levers and powers afforded to local authorities to tackle underlying causes of obesity including fast food shop proliferation, lack of access to safe, high quality public space, and maximising opportunities for children and adults to be physically active and take part in sport
 - Boroughs and the LLDC working together to draw residents into activity in the Queen Elizabeth Olympic Park and its world class facilities and open space
 - Roll out best practices for health and social care integration across the Host Boroughs to tackle isolation, and support community resilience
 - **Lobby for fair funding for health services, so that residents have the best quality care and treatment**

Developing successful neighbourhoods

- 2.19 Key to businesses and families thriving in our boroughs is our ability to improve our environment and the perceptions of the area. We have already made significant strides here and the Olympics itself helped dispel some of the myths and show what a young and diverse part of the country it is. However, we still need to ensure that crime rates

continue to drop, overcrowding levels begin to reduce and the supply of cheaper affordable housing is dramatically speeded up.

2.20 Of the indicator and target set for this theme there are two on track, one is not and three new ones have been introduced (see Appendix 2). As reported in last year's Convergence Annual Report the Host Boroughs aimed to develop new indicators that would better capture the trend data on the growing East and South East London economy. We also attempted to identify area satisfaction measures using different data sets to the Place Survey data we were using in 2009 and 2010. We have not found a robust alternative to the Place Survey and have instead included a new indicator on recycling rates as a proxy.

2.21 To achieve convergence targets under this heading, we believe the key interventions should be:

- Continue investment to improve the public realm, which also has a positive impact on physical and mental health
- Work with businesses to increase levels of investment and expansion
- Reduce crime levels e.g. through employment support and other concerted work with offenders to reduce reoffending levels
- Increase housing supply
- **Lobby government to remove the fiscal and legal constraints so local government can solely or in partnership with others, finance, build, issues a range of tenancies and manage new housing supply to meet the needs of their local population**

How would this benefit the UK?

2.22 A report by Oxford Economics found that the part of East London dubbed the “golden triangle”, which centres on the Lower Lea Valley and covers 16 wards in the London Boroughs of Newham, Hackney, Tower Hamlets and Greenwich, could generate £21bn of GVA for the London economy. This is providing a long-term commitment is made to regenerating the area by following through on planned investments.⁷⁹

2.23 As it stands the report identified that the “golden triangle” provided one in eight of London's net new jobs between 1991 and 2000, and nearly one job in every four net new jobs created in London over the period 2000 to 2008, concluding that it is important that the opportunities for further growth in the area are understood and maximised.

2.24 The HBs have captured a growing share of the region's employment and GVA and have been among the fastest growing boroughs over the recession in London. In addition, the HBs have experienced among the largest growth in population since 2005, with a significant proportion of the new population well skilled.

⁷⁹ Oxford Economics *Assessing the Economic Potential of the Golden Triangle*, 2011

London Borough of Newham—Written evidence

- 2.25 Nevertheless, despite relative prosperity, unemployment rates are among the highest in the region and resident employment rates are currently 5.5% below the regional average. Without planned investments the sub-region will continue to suffer from high unemployment and benefit dependency.
- 2.26 The 20 major sites with planning permission and private sector partners within the six HBs account for £19bn investment and 1,000 acres of development. These include:
- | | |
|-----------------------------------|-----------------------------|
| Stratford's International Quarter | University Square |
| Royal Albert Dock | Strand East |
| Canning Town/Custom House | Silvertown Quay |
| Wood Wharf | Greenwich Peninsula |
| Business East | Sustainable Industries Park |
| iCity | Olympic Park |
- 2.27 The combined impact of these developments and increased activity in complementary industries would see the Host Boroughs gaining an additional 190,400 jobs, £36bn GVA above baseline levels in 2030. This equates to 15% of London's employment in 2030.
- 2.28 The local impacts are driven largely by the scale and nature of the developments planned within each borough. With all developments considered, Greenwich, Newham and Tower Hamlets are expected to be the largest benefactors at a local level. A combined 169,000 additional jobs or almost 90% of the net total employment growth above base are expected to be across these three Boroughs. This is expected to generate an extra £30bn GVA over the same geography.
- 2.29 London will continue to grow eastwards as the Royal Docks and London Riverside offer the next opportunities for expansion. By 2017, the fiscal deficit in the HBs is forecast to have been reduced to £2.8bn, or 5% of GVA, but is still expected to be in deficit. Following 2017, the rate of increase is expected to plateau, again in line with national expectations. By 2030, the position is forecast to have improved in percentage terms, but the HBs are still projected to cost more than they contribute to the Exchequer, to the tune of £4.5bn.
- 2.30 The important message from the Oxford Economics report is that to realise the full potential of the area sustained investment is essential. Without continued focus and commitment in this area the risk is that East and South East London continue to be a drain on the country's resources rather than becoming net contributors to UK GDP.

Potential barriers to success

- 2.31 The boroughs have benefited from resources and development resulting from the Games however this is offset by:
- All the Host Boroughs have had cuts to income from central government that are disproportionately higher than the average.
 - We have a higher than average proportion of people on benefits so the welfare reforms are hitting our residents profoundly resulting in greater pressure on our services and resources.

- The 2011 Census identified we have 170,000 more residents than the ONS mid-term estimates on which our previous resource levels were based so our funding (including for health services) was significantly lower than it should have been.
- 2.32 To achieve the forecast set in the Oxford Economic model and support the growth of the UK **we do need additional resources over and above that earmarked for the Queen Elizabeth Olympic Park to ensure growth and safeguard the ambition of convergence.**

3) Regeneration legacy

- 3.1 **A transformative legacy will not just happen – it is achieved strategically at the local level.** Newham planned to maximise the benefits of the Games by ensuring opportunities presented by the Games were accessible to residents and by investing ourselves in the things that matter:
- Newham Council's *Let's Get the Party Started* scheme helped bring residents together by offering more than 1,000 grants and support for people wanting to run their own events. More than 187,500 members of the local community have attended parties and other activities organised by their neighbours including around 100 street parties. The scheme has been extended beyond the Olympics because of its success.
 - More than 1,250 Newham Ambassadors worked in the local community throughout the Games
 - A total of 4,364 Newham residents secured Games-time jobs, more than 1,000 residents participated in the opening and closing ceremonies, and there were 38 Young Games Makers
 - Before the Games Newham was ahead of the curve when it came to developing a lasting local legacy. This included having the biggest volunteering programme in the UK with more than 8,000 registered volunteers as well as direct support and partnerships with clubs such as Newham & Essex Beagles Athletics club, West Ham Boxing Club and Newham Swords fencing club. Many of our volunteers have gone on to employment and training as a result of their volunteering
- 3.2 Elite sport stars start at local level and we are supporting our children to grab these opportunities through programmes such as *Every Child a Sportsperson* which, working with the University of East London, is giving young people a golden chance to find a sport they enjoy and are good at. More than 75% of the young people on the programme achieved Personal Bests in 2012. A highlight of the scheme so far has been four young fencers qualifying for the World Youth Fencing Championships. Despite being hit by one of the biggest central government grant cuts suffered by any local authority, we continue to provide free swims for residents under 16 and over 60.
- 3.3 Of the National Governing Bodies of sport, we have the best links with Boxing, Swimming, Hockey, Rugby, Tennis, Handball and Athletics, and the British Paralympic Association. The others are all still slow to recognise the potential in working class areas like Newham and really need to step up if they are to tap into the potential that Newham has to offer.
- 3.4 Alongside massive regeneration, we're ensuring opportunities match up with jobs for our residents through Workplace, the council's jobs brokerage scheme. Workplace

made more than 7,000 submissions for Games time jobs. It used inspiration from the Games to encourage applications from the long term unemployed too. Around 40% of applications to LOCOG jobs were from long term unemployed candidates. Although many of these opportunities were short term they offered vital experience for local people.

- 3.5 Through Workplace last year alone 5,000 residents in Newham found employment half of whom were long term unemployed. We continue to invest £5.5m of Council resources into Workplace per year. Our research has found that 75% of these residents are still in work after a year, compared with the 52% national benchmark established by CESI/Inclusion for 6 month sustainment. However delivering work for local people has only been achieved through a local approach to jobs brokerage. It is at the local level you have the relationship with employers which leads to effective recruitment levels.
- 3.6 This could be through devolving Work Programme underspend, allowing local design and commissioning of provision for Work Programme leavers and the hardest to help, aligning Work Programme and Job Centre Plus (JCP) administrative geographies with sub-regions and aspiring to devolve the Work Programme and JCP functions to sub-regions where local alternative has a proven business case. Our asks of Government are to:
- **Enable joint sub-regional interface with employers to deliver effective local job brokerage services**
 - **Allow the expansion of successful local programmes achieving significantly higher job sustainment rates**
- 3.7 The London Borough of Newham is committed to achieving a real and lasting legacy for our residents. This means securing a true legacy for our residents through jobs, better health outcomes and higher educational attainment. By developing pioneering policies we are working hard to ensure the people of Newham have the same opportunities as those who live in wealthier parts of the Capital.

Appendix I

Answers requested by the committee:

I What is the impact of the Legacy Development Corporation having planning powers for land that falls within your local authority boundaries? Is this the cause of any tensions? What are the costs and benefits for local residents?

I.1 The LLDC will only be an effective organisation if given the funding to operate effectively and by conducting proper consultation with the local authority areas on the Board. Currently the LLDC does not have the resources required to deliver all the infrastructure needs in and around the Olympic Park. It often excludes the relevant local authorities on vitally important investment decisions, such as the allocation of Section 106 or CIL monies. This is the case even though the local authorities will inherit these assets once the LLDC is dissolved.

1.2 Furthermore the LLDC tends to duplicate many of the local authority roles, for example in planning enforcement, which is clearly not efficient.

2 What impact will the future use of the Olympic Stadium by West Ham United FC have on your respective boroughs? Is this the best possible solution for the future of the stadium? Was the decision making process on the future of the stadium handled properly?

2.1 The stadium will be a world class multi-use stadium that will be the envy of the world. It will have state of the art retractable seats, a roof that covers all seats in football and athletics mode and a set up for concerts that means the atmosphere created during the Games can be equalled or even bettered

2.2 Newham's £40m investment will secure:

- A minimum 35% equity share in the Olympic Stadium and island site
- Year round access to the 400m community track
- Ten exclusive mass participation events in Stadium per year for residents
- Millions of tickets to West Ham matches held in the stadium from 2016
- Additional tickets to sports and entertainment events held in the Stadium
- A training and education centre in the Stadium
- A majority of new jobs created on site will be filled by Newham residents.

3 How will the legacy uses anticipated for the other venues and facilities within the park benefit your residents? Do the anticipated uses offer the best possible return on investment?

3.1 The vision which now exists will ensure a real legacy from the re-use of the Olympic venues:

- The stadium, which will host an East London institution, West Ham FC, and provide jobs and access to events for our residents
- The Copperbox will host our local basketball team, other sports finals, and be a multi-use community sports facility
- The Aquatics centre, Velodrome, Eton Manor hockey centre, and the park itself, will all be retained for affordable community use by local residents
- The Queen Elizabeth Olympic Park has already begun to host large scale public events. Over the summer there are planned sport and music events, with ticket offers for local residents.

4 Stratford is now one of the most connected places in London by public transport. In what ways is this already benefitting residents of East London, and how might the transport infrastructure legacy be further leveraged for local communities?

4.1 The impact in our view to increased connectivity is only positive. With Crossrail opening, Stratford will have a total of 10 lines with 200 peak trains per hour. The station hub is now used by approx. 100million passengers a year making it the 6th busiest station in the UK. Stratford International station has received more than £1bn

- of public investment to make it fit for purpose as a high speed stop, including £238m on the new DLR extension, a key purpose of which is to link international passengers more easily with Canary Wharf and the Docklands. Companies had factored this international link into their business cases for investing in the borough.
- 4.2 However, **we still have an international station with no international services** and a Government who wish to link HS2 and HSI by a single track link which is already used by the London transport network. The proposed HSI-HS2 link shares a section of the North London Line in the Camden Road area. TfL have concluded that due to capacity on the Overground and freight operations there would only be up to three trains per hour with the present link design guaranteeing that Euston will have to receive the bulk of HS2 services.
- 4.3 The Government has catered for an additional four platforms at Euston for additional long term growth – only six are required for the projected initial level of services. This is in part due to the unsustainable link between the networks which will not be able to serve any future growth in rail services (inter regional or international). With a greater capacity link Stratford International could play a supportive role in serving additional growth.
- 4.4 **A greater capacity link will enable a whole new array of international and inter-regional services leading to economic growth, which can be served by Stratford, the transport hub for the Thames Gateway.** However the Government continues to disproportionately invest in West London's transport infrastructure where the regeneration potential is lower and even when the congested routes are all East.
- 4.5 **The Mayor of London and TfL should reinstate the Eastern Option from Crossrail 2.** TfL argue that the eastern option would have 5% more benefits and would carry 10% more passengers than the other options but that it would cost 15% more as it would involve a new station under the existing Barking station. However, there has been very little data released on the cost components of the eastern option. TfL have stated that the options they have presented have been assessed against a set of criteria relating to the policies in the Mayor's Transport Strategy and the London Plan. However, the omission of the eastern option goes against the London Plan which focuses about half of the population growth and over 30% of employment growth broadly in east London.
- 4.6 **We also need an additional fixed link river crossing at Gallions Reach to unlock the regeneration of the Royals.** River crossing are essential to maximising the economic growth and employment potential of the Royal Docks and the Greenwich Waterfront. The crossings have received strong support from residents, businesses and motorists

Appendix 2

Performance against convergence targets:

Indicators	Gap 2009	Gap 2012	2014/15 Target	Progress and RAG ⁸⁰ rating
Theme: Creating wealth and reducing poverty				
Employment rate – aged 16-64	5.5%	4.5%	Narrow the gap to 2-3%	Gap reduced slightly -not on track
Unemployment rate 16+	2.3%	2.2%	Narrow the gap to 1-1.5%	Gap reduced slightly -not on track
Median earnings for full time workers living in the area	£30.7	- £38.7	Narrow the gap to £25	Not on track - gap increased
Proportion of children in working age families receiving key benefits	8.4	6.6 (2010)	Narrow the gap to -5-6%	<i>Awaiting data</i>
Pupils achieving at least Level 4 in English & Maths at Key Stage 2	2.2 (2009/10)	0.9	Convergence with London average	On track
Pupils achieving 5 GCSE grades A* - C (including Maths & English)	7.4	- 2.3	Narrow the gap to 3 – 4%	Achieved
19 year olds achieving level 2 threshold (new)	4.4	- 2.4	Narrow the gap to 1-1.5%	On track
19 year olds achieving Level 3 threshold	7.5	- 5.1	Narrow the gap to within 3-4%	On track
Percentage of working age population with no qualifications	5.4	3.8	Narrow the gap to within 3-4%	<i>Achieved</i>
Working age population qualified to at least Level 4	7.5	- 5.8	Narrow the gap to between 3-4%	Gap reducing but not on track

Indicators	Gap 2009	Gap 2012	2014/15 Target	Progress and RAG rating
Theme: Supporting Healthier Lifestyles				
Life expectancy: (male)	2.2 (07/09)		Narrow the gap to 2 years	Data expected in August
(female)	1.7 (07/09)		Narrow the gap to 1.5 years	Data in August
Children achieving a good level of development at age 5 (%)	6.0 (09/10)	1.0 (11/12)	Narrow the gap to 3.2%	Achieved
Obesity levels in school children in yr 6	2.2	3.0 (2011)	Narrow the gap to 1%	Gap increased.

⁸⁰ RAG rating indicates a Red, Amber or Green status for an indicator

Indicators	Gap 2009	Gap 2012	2014/15 Target	Progress and RAG rating
Mortality rates from all circulatory diseases at ages under 75	26.0		Narrow the gap to 25 pts	Data expected in August
Mortality rates from all cancers at ages under 75	19.6		Narrow the gap to 10 pts	Data in August
Recommended Adult Activity (3 times 30 mins per week)	2.6% (08/10)	2.5%	Narrow the gap to 1%	Gap reducing but not on track
No Sport or Activity (0 times 30 mins per week)	5.4% (08/10)	4.4%	Narrow the gap to 2%	Gap reducing but not on track

Indicators	Gap 2009	Gap 2012	2014/15 Target	Progress and RAG rating
Theme: Developing successful neighbourhoods				
Violent crime levels (Violence against the person, per 1,000 population)	6.1 (09/10)	4.3 (11/12)	To narrow the gap to 3-4%	Gap reducing – on track
Overcrowding measure (there is real difficulty tracking this information)				Gap growing- data from the 2011 census shows a deteriorated position form that in 2001

Target - By 2014/15	London Target	HB Target	HB actual to date	Progress
Additional housing units: Total planned Affordable - delivered	150,000 35,000	50,000 12,000	49,000 13,000	Between 2009 and 2013 over 49,000 new homes were planned with over 18,000 completions projected (full data confirmation awaited for private sector schemes) and a confirmed delivery of over 13,000 affordable homes. The target for affordable homes has been achieved.

Appendix 3

Summarising our achievements to date we can say that through joint work between the host boroughs and with other major partners such as the GLA we have ensured:

<p>Games Preparation</p>	<ul style="list-style-type: none"> ❖ Joint delivery of regulatory services for construction and operation of the Olympic Park with £5m funding from ODA ❖ Training for and placement of local people in jobs (8394 local residents); participation by local businesses in Olympic Contracts (£50m) (with the ODA) ❖ Significant additional investment in Public Realm between 2009 and 2012 (£110m) resulting in 35 improvements to public spaces ❖ All state schools joined the London 2012 Get Set network
<p>Games Time</p>	<ul style="list-style-type: none"> ❖ 1.2 million local residents watched the Torch Relays ❖ 40,000 residents participated in Test Events ❖ 4000 residents worked as official volunteers ❖ Participation of local residents filling key vacant seats ❖ 24,332 residents employed by LOCOG and Contractors (of whom 8683 previously workless) ❖ Over 5,000 ‘Games Graduates’ provided with support to find new jobs once the Games were over ❖ Complete continuity of local service provision ❖ Effective games time emergency and operational management in Park and Riverside Olympic Zones (including challenges of local business and resident access and parking) ❖ Securing additional Government funds of £14m to support additional costs of operating local services in games-time
<p>For legacy</p>	<ul style="list-style-type: none"> ❖ Development of the Host Boroughs Strategic Regeneration Framework (SRF) with the organising principle of Convergence ❖ Securing regional and national support for the principle of Convergence as the core of the Olympic Legacy for the Host Boroughs - “within 20 years the residents of the Host Boroughs will enjoy the same life chances as other Londoners” ❖ Inclusion of Convergence in the London Plan, the London Economic Development Plan, HMG Legacy Statement, LLDC strategic objectives and the Mayor’s Olympic & Paralympic Transport Legacy Plan, and local NHS strategic priorities. ❖ Support for 5000 “Games Graduates” to find new work post Games time jobs ❖ Development of rigorous Convergence reporting, review and action planning cycle ❖ Linking of socio/economic Convergence with economic growth with the help of Commissioned Oxford Economics forecasts of economic growth in the Host/Growth Boroughs ❖ The achievement two years early of mid term targets for: <ul style="list-style-type: none"> ○ pupils achieving 5 GCSE’s (A-C) ○ % population with no qualifications ○ number of affordable units built.

26 July 2013

London Chamber of Commerce and Industry—Written evidence

Introduction

1. London Chamber of Commerce and Industry (LCCI) welcomes the opportunity to respond to the call for evidence from the Committee. LCCI is the capital's largest and most representative business organisation with 2,600 member companies from across Greater London. Our membership ranges from small and medium enterprises through to multi-national corporates. Our member companies operate across a variety of sectors, genuinely reflecting the broad business spectrum.

As the voice of London business we seek to promote and enhance the interests of the London business community, through representations to the Government, Parliament, the Mayor of London, the GLA, and the media as well as relevant international audiences.

The business case for the London Games

2. LCCI was a major advocate of the 2012 Olympic and Paralympic Games from the very beginning of the bidding process right through to the magnificent Opening Ceremony, and we remain firmly of the belief that the legacy provides a huge number of opportunities for London businesses and the wider UK economy.
3. The London Games served as an inimitable advert for London that 'sold' the UK economy in a way that few could have realistically hoped for. Most crucially, the successful delivery of the Games has proven that British businesses can deliver major projects on time and on budget to the highest standard. Thousands of businesses were involved in delivering the Games: from the large global companies responsible for the master planning, project management and construction of the venues to the many SMEs who were an intrinsic part of the supply chain. That is a legacy that must now be fully capitalised on to ensure that our economy continues to trade successfully in international markets.
4. Since the closing ceremony of the Olympic and Paralympic Games, the focus of LCCI has been on ensuring the international trade legacy for both SMEs and larger corporates is promoted, so it is on this part of the call for evidence that our response will concentrate first.

The international legacy

5. LCCI has a major international focus in its work. We have long been involved in trade promotion and trade facilitation services form a key part of our annual work programme. We organise various overseas trade missions every year to high growth existing and emerging markets. For example, this year we will have undertaken 14 trade

- missions to a range of countries including Brazil, China, Indonesia, Nigeria, Russia, Turkey and Vietnam.
6. In a joint article in the *Evening Standard* in January this year, the Prime Minister and the Mayor of London stated that “one of the great advantages of the Games is that they have enhanced Britain’s ability to sell to the world”. However, an increase in British exports off the back of the London Games will not happen on its own, and while progress has been made over the last year in promoting this objective LCCI continues to believe a lot more can still be done to maximise opportunity.
 7. In particular, it is vital that Britain positions itself to fully take advantage of opportunities in other countries that are hosting major international events in the future, in order to seek to secure as many new contracts as possible for British businesses. LCCI has seen very little evidence of co-ordinated programmes or targeted initiatives to deliver this aim. Therefore, earlier this year we launched the **LCCI International Business Legacy Roadshow**.
 8. The aim of the LCCI International Business Legacy Roadshow is for businesses to visit the candidate host countries of major global events to showcase the UK companies involved in the successful delivery of the London Games, and also to share the lessons learnt. Ultimately, it is to secure potential international business for UK companies.
 9. We successfully ran a pilot of our Roadshow project in April 2013 in Qatar, specifically aimed at the companies and organisations involved in preparations for the 2022 FIFA World Cup. It is clear from this initial mission that the 2012 London Games have improved international perceptions towards UK businesses and their ability to deliver major projects. A number of the UK businesses that participated on that LCCI trade mission have already secured contracts in Qatar, and their involvement in the London Games was vital to this.
 10. We will be running two further Business Legacy Roadshows in Brazil in October 2013, alongside a planned LCCI Brazilian Trade Mission, which will be led by our President Willie Walsh.
 11. LCCI is playing a productive role in seeking to maximise the international business legacy of the London Games, however it is crucial that UKTI is provided with sufficient resources and strategic direction to continue supporting UK companies looking to win contracts abroad. Without this co-ordinated support at a national government level, UK firms may struggle to gain international contracts. LCCI is keen to work with the Government to maximise the legacy for UK based businesses.

UK’s international competitiveness

- 12.** As well as championing the success of the London Games abroad to ensure British businesses are in pole position to win international contracts in future, it is essential that the Government also maintains a relentless focus on the UK's international competitiveness so that the opportunities created by this unprecedented marketing campaign for London and the UK are not squandered.
- 13.** There are, however, three areas of government policy that LCCI believes currently threaten UK international competitiveness – and could diminish prospects to maximise the London Games legacy - Air Passenger Duty (APD), aviation capacity and the visa system.
- 14.** LCCI were the first business group to highlight the damage that APD is having on the UK's tourism sector, and the wider economy, as it imposes an extra cost on international visitors as they leave the UK. Furthermore, 59 per cent of LCCI members said that increasing APD levels were a 'barrier' to their future exporting activities. Indeed a recent report from PwC⁸¹ on APD found that British businesses, given access to cheaper airfares on departures from UK airports would spend more time with key overseas customers.
- 15.** LCCI believes the high level of APD applied to air travellers flying from UK airports damages Britain's international competitiveness. An assessment must be made by the Government on the benefits and dis-benefits of APD. The merits of a significant reduction in the rate of APD must form part of that assessment along with active consideration of the option to abolish.
- 16.** LCCI has also been vocal in the need for an increase in our aviation capacity to provide the UK with the capacity and connectivity to trade successfully in the global economy. A current lack of routes to key markets around the world, particularly in China, is a major concern of our members. We will continue to work with the Government and the Davies Commission to promote this need.
- 17.** Finally, the complexities of the visa system also damage our competitiveness. The Home Office should always put UK security first, but must appreciate the economic impact of decisions they make. A common complaint when we visit major international markets such as India and China is that the UK's visa system is an onerous barrier to entering the UK. LCCI has been working with the Home Office to ensure changes in policy and culture make the UK more competitive and are happy to discuss these in more detail at the Committee's request.
- 18.** If the three policy areas we have highlighted are not addressed by Government, than the UK will not be in an optimum position to maximise the business opportunities created by the Games.

⁸¹ PwC, The economic impact of Air Passenger Duty, February 2013

A legacy for SMEs

19. Another Olympics project that LCCI played an integral role in was the creation of CompeteFor, the online portal that provided access to the Olympics supply chain for SMEs. While some organisations have bemoaned a lack of supply chain opportunities for SMEs, LCCI is confident that CompeteFor provided unprecedented opportunities for small firms to access contracts for a major international event.
20. More than 172,000 businesses are registered on CompeteFor and over 13,000 contract opportunities have been made available; the total value of contracts awarded is estimated in excess of £2.5bn, with 75 per cent of them going to SMEs.
21. We are delighted that CompeteFor has now been awarded a concession contract by the GLA to be run on a commercial basis for the next four years by BiP Solutions.⁸² CompeteFor is now being used within the supply chain to transform the Queen Elizabeth Olympic Park, as well as being expanded into other major supply chains including Crossrail and TfL.
22. It is crucial that greater opportunities for SMEs to access public sector supply chains becomes part of the Games legacy, and LCCI is confident that CompeteFor provides the best model for this to be achieved. CompeteFor is therefore expanding its scope to include supply-chain opportunities arising from other major capital expenditure projects. We also believe that as the existing contractual arrangements for the Government's Contracts Finder draw to an end, in future, Contracts Finder should be integrated with the highly successful CompeteFor service. We would be happy to discuss the CompeteFor service in greater detail at the Committee's request.
23. It is also important to state, that even firms that did not win direct contracts from the Games were able to benefit from the events of last summer and continue to do so. For example, the Games were a unique opportunity for businesses to build a network of national and international contacts from different sectors and to showcase their work in order to broker deals for the future. There were hundreds of networking events taking place across the Capital attended by thousands of business visitors in the Olympic period covering a number of sectors. An LCCI survey found that a fifth of London firms had attended networking or showcasing events and found them "invaluable" help in "building contacts and securing future business". It

⁸² The London Business Network, of which LCCI is a member, supported BiP Solutions' bid for this contract. The London Business Network represents the interests of the following organisations: LCCI, London First, The Federation of Small Businesses (FSB) and the Confederation of British Industry (CBI) London.

is therefore not possible to calculate the impact of the Games on SMEs simply by the number of direct contracts won.

Conclusion

- 24.** LCCI has been a major advocate for the London Games since the very beginning of the original bidding process. This is because we realised that it represented more than a sporting event and was a unique opportunity to sell the UK and its businesses to the rest of the world.
- 25.** We are confident that the reputation of the UK business sector has been enhanced by the successful delivery of last summer's Games and this has thrust our firms into the consciousness of our international competitors. It is vital that co-ordinated activity is now undertaken by Government to ensure that this legacy is not lost.
- 26.** LCCI is ready and willing to work with government departments and agencies to maximise opportunities from the London 2012 Olympic and Paralympic Legacy

31 July 2013

London First—Written evidence

London First is a business membership organisation with a mission to make London the best city in the world in which to do business. We work with the support of the capital's major businesses in key sectors such as hospitality and retail, finance, professional services, property, ICT and education.

London First supported the bid for the Olympic and Paralympic Games from the outset. We initially backed Tessa Jowell MP in seeking Government support to make a bid, then encouraged companies to sponsor and assist the bid.

The primary reason for supporting the bid was to reinforce London's status as a world city. It is difficult to remember it now, but when London First was set up in the early '90s London felt down at heel and impoverished. The organisation's two initial ambitions were to promote London as a successful city and to provide strategic leadership for transport investment. The former led to the creation of an inward investment agency for London (then called London First Centre, now part of the Mayor's agency, London and Partners). The impetus provided by having to prepare to stage a global event was seen as providing a way of accelerating some of these objectives.

With London having won the bid, London First turned its attention to aspects of legacy. In 2007, we commissioned Arup to create a prospectus on behalf of London's business organisations setting out our legacy aspirations (attached to this submission).

For the purposes of this document, we focus on the following:

1. Sustainable promotion of London as a world city
 - a) Funding promotion and annual events to attract tourists
 - b) The enhancement of London's West End
 - c) Policy barriers: connectivity and borders
2. Embedding Olympic and Paralympic Games innovations
 - a) Transport and traffic management
 - b) Supporting London's supply chain
 - c) Real time security information
3. The regeneration of the East End
 - a) New river crossings
 - b) Improved road network

This list, and our comments below, is intentionally partial (i.e. makes no reference to sporting legacy or the rest of the UK) and comes from the perspective of an organisation which seeks to make London the best city in the world in which to do business. It also does not cover every benefit of legacy that we perceive – raised aspirations in East London, the public sector working constructively together, the opportunity for those who built the Park to promote themselves to future sporting venues etc. It does, however, highlight the outcomes that need to be achieved if a business legacy from the Games is to be secured.

I. Sustainable promotion

- a. Funding promotion and annual events

The Games should be followed by sustained and effective promotion of London and the UK. Hosting the Games was a one-off. London now needs to develop repeat events which attract high-spending tourists and potential future investors. Business tourism is an important aspect of this.

However, there is broad consensus among the capital's business community that London's promotional activities are underfunded, a view supported by international comparisons of competitor cities. In New York, for example, the city's promotional agency has a budget equivalent to £21.5m p.a. for tourism promotion alone.

London & Partners, the Mayor's official promotional agency, was created in 2011 and has to cover a far wider remit encompassing tourism, high education, major events, FDI and trade. It initially received a funding settlement from the Mayor of £14m per year for four years. However, this was significantly less than the combined budgets of the three agencies it replaced. Since then, £2m of the settlement has been clawed back by the GLA, making the agency's annual public sector budget for 2013-4 and 2014-5 – *i.e. the two years immediately following the 2012 Games* - just £12m.

Similarly, the national body for promoting tourism, Visit Britain, had its budget cut by 8% in the recent spending round.

We feel there is potential for national promotional strategy and budget to market London more effectively as the gateway to the rest of the UK. We would encourage the various regional promotional bodies to collaborate more closely in order to achieve this, in order to deliver the Games' tourism legacy.

b. Enhancing the West End

The areas in which the majority of visitors stay need to be continuously improved, both physically and in their management. The West End is a particular focus and, alongside regeneration in East London, we focused on supporting a number of measures to improve the visitor experience in the West End – the success of which we hope can be built upon in legacy.

We worked with local Boroughs and others to improve the public realm. A lot of work was done in the run-up to the Games to make streets of central London look better. The West End improved its welcome for visitors, particularly with enhanced pedestrian signage. Other key revamps, such as Leicester Square and Piccadilly, were implemented in anticipation of the Games. But there is much more to be done to fix traffic management around key areas. Signage on the tube was also extensive, greatly helping visitors find their way around. This sort of signage should be kept in place.

We welcome innovative proposed improvements such as “summer streets” and new traffic and public realm management at locations such as Tottenham Court Road being made ready for when Crossrail opens in 2018. Howard Bernstein's recent report on how to make/keep the West End world class is relevant (attached to this submission).

c. Policy barriers

Finally, London needs to be perceived as “open for business”. From the perspective of tourism revenues, the greatest benefits of hosting the Games are in influencing the worldwide television audiences to think of visiting London and the UK, rather than in generating visitor numbers during the event itself. To convert London 2012 viewers into visitors we need to remove the policy barriers to success as well as promote ourselves effectively on the international stage.

i. Connectivity

It goes without saying that having our major international hub airport operating at the almost 100% utilisation is a serious problem as we look to attract business and leisure visitors. 60% of planes landing at Heathrow are delayed and we are behind competitors in having air links to emerging economies.

Heathrow has fewer weekly flights than its European rivals to half of the emerging market economies, and seven of the eight growth economies identified by the International Monetary Fund. Frankfurt and Paris alone boast over 2,200 more flights every year to mainland China than Heathrow, while there are 26 emerging market destinations with daily flights from other European hubs that are not served daily from Heathrow, including Manila, Lima, and Chennai.

London’s European rivals have risen to the challenge of adding capacity. Frankfurt Airport and Paris Charles de Gaulle Airport have four runways each while Amsterdam Schiphol Airport has six. Since 1992, Heathrow’s capacity has grown 53 per cent, while Frankfurt Airport has grown 84 per cent, Paris Charles de Gaulle 142 per cent and Amsterdam Schiphol 160 per cent.

We must expand the capacity of our airports if we are to attract visitors to the UK. The government must prepare to implement as quickly as possible the recommendations of the Airports Commission when it makes its interim report later this year and its full report in 2015.

ii Border controls and visas

Immigration policy and behaviour likewise needs to welcome those we want at the same time as resisting those we don’t.

Border control needs to be resourced so that the good performance on queuing times achieved during the Games can be maintained, and the handicap of not being part of the Schengen zone needs to be minimised as far as possible when trying to attract high spending tourists.

In recent World Economic Forum rankings, the UK has improved its position from 7th to 5th in terms of its overall competitiveness as a tourist destination, thanks in part to the Games. But we have dropped 24 places in terms of the competitiveness of our visa requirements, slipping from 22nd to 46th.

Competitor destinations are doing better at forging relationships with the new, high value tourism markets, such as China. Paris, for example, is estimated to attract between five and eight times as many Chinese visitors as London. France’s success is due in large part

to its membership of the pan-European Schengen agreement, which enables non-EU tourists to visit 26 countries on a single visa.

A recent report by the UK Chinese Visa Alliance (which is partially funded by London First) noted that many Chinese visitors to Europe may be discouraged by the need to apply for two visas –one for most of Europe and a separate one for the UK only. Only one Chinese visitor in ten applies for both visas, the majority preferring the 26-country option. This is estimated to cost the UK £1.2 billion in lost revenue, and this figure is set to rise to £3.1 billion by 2020 when China is forecast to become the world's largest outbound tourism market.

Strong as the business case might be for joining Schengen, we recognise the wider policy concerns that leads most leading politicians to rule it out. This means, however, that we must find other ways to work as closely as possible with selected European counterparts, streamlining and aligning the two processes so that we encourage more Chinese visitors to include the UK on a wider European itinerary. This is achievable without compromising UK border security.

2. Embedding Olympic and Paralympic innovations

a. Transport & traffic management

In the run up to, and during, the Games we saw a range of initiatives to manage transport differently. We believe that these have the potential to become part of the Olympic and Paralympic legacy.

The night time and flexible freight deliveries which were permitted during the Games need to be considered on a permanent basis. London's economy depends on deliveries arriving at the right place at the right time and we are pleased that Transport for London (TfL) is undertaking feasibility work looking at how this can be achieved.

The tube ran for longer and later. Extension of tube opening hours is a good thing for London's night time economy and for the many people who are out in the evening enjoying London's many attractions. Accepting the need for the system to close nightly for maintenance, Transport for London (TfL) should look at whether it can introduce extended operating hours permanently, at least at weekends.

TfL also ran an innovative information campaign in the run-up to, during and after the Games, urging businesses and the public to think about their travel plans ahead of the Games and to plan their journeys and travel out of peak hours. There was extensive external advertising and an informative website to help people plan their travel arrangements during the Games. TfL should run similar information campaigns around major events in future.

b. Supporting London's supply chain

The Arup prospectus advocated the creation of a "business club" to enable smaller companies to participate in the opportunities created by the Games. This was based on a similar approach at the Manchester Commonwealth Games and in Sydney. We therefore created the London Business Network and within that "Compete For". This website and associated activity enabled smaller companies to bid for second tier Games contracts.

Around 8,000 contracts were awarded and around 100,000 businesses registered. The system continues to be used by Crossrail and the GLA family, and will be used by Thames Tideway. We would urge all the boroughs and major projects in London to get behind this system to help stimulate small business activity (London First has a non-commercial relationship to this activity).

In legacy, we believe that the Government should adopt CompeteFor as its future delivery vehicle for the Contracts Finder service. We are aware that the current contractual arrangements for Contracts Finder are coming to an end and we believe that the proposal to integrate Contracts Finder with the highly successful Competefor.com solution is compelling. Combining both services will present suppliers (particularly SMEs) with a single point of access to both public sector contract and private sector supply-chain opportunities; thereby serving not only the transparency aims of Contract Finder and the government's SME engagement agenda but also the government's desire to promote greater access for SMEs to downstream business opportunities arising from its expansive programme of capital expenditure on infrastructure.

c. Real time security information

Finally, the Cross-sector Safety and Security Communications unit (CSSC) was established for the Games. This is a security network which enables information about incidents to be cascaded as quickly as possible to business so that they know what advice to give their staff (e.g. go home/stay/avoid certain areas). It has its origins in some of the work following the July 2005 bombings as well as attacks in the financial district. The CSSC has now become a charitable foundation and it will seek to continue this work.

3. Regeneration of the East End

For several decades since the closing of the Docks, there has been a national and London focus on the regeneration of the Thames Gateway area. The creation of the Olympic Park transformed the area around Stratford and played a significant part in this long term aspiration. We should maximise the opportunity to use the Park as a catalyst for wider regeneration.

Development opportunities in East London need to be marketed and promoted to foreign investors in order to continue the significant regeneration and investment that the Games has already delivered. Depending on the type of investment, London and Partners and central government should be proactively promoting East London as a place to invest, with the particular selling point – amongst other things - that it has room to accommodate growth, land is comparatively cheap, and it has good – and improving transport connections.

a. New river crossings

The arrival of Crossrail, providing fast train services across the city from west to east, will create opportunity around its stations, but growth and regeneration of East London, on both sides of the Thames, has been hampered by a shortage of river crossings east of Tower Bridge. This reduces the opportunities for interactions between people and businesses to span the river and has been a contributory factor in lower land values. We

therefore offer strong support for the delivery of new river crossings to stimulate economic activity in east London.

TfL is currently considering a package of river crossings, including a tunnel at Silvertown and a new or upgraded ferry service either at Gallions Reach or at the existing Woolwich crossing. We welcome the proposals for the Silvertown tunnel but strongly urge the Mayor to deliver a fixed link crossing at Gallions Reach rather than a ferry. A recent report commissioned by the London Borough of Newham estimates that the GVA generated from a fixed link crossing at Gallions Reach would be £55.7m, ten times higher than comparable estimates from a ferry.

b. Improved road network

We are also keen to see improvements made to the strategic road network in East London. This requires, firstly, increasing or managing more effectively the capacity of the main embankment road, a key route into East London, and, secondly, improving road access to Stratford and the internal flow of traffic in the area.

The Mayor's Road Taskforce recently published its recommendations on improving London's roads and streets. It highlighted an aspiration for more river crossings and tackling East London's congestion hotspots and improving corridors such as the A12 and A13. We agree with this analysis and would like to see TfL work with the private sector to secure the necessary funding to turn this aspiration into a reality. The mayor should move, with the boroughs, to implement the relevant recommendations as quickly as possible.

4. Conclusion

London and the UK ran one of the best ever Olympic and Paralympic Games and we should be rightly proud of ourselves. The legacy has always been an intangible aspiration; it requires many entities to embrace what was learnt from the Games that applies directly to them and then to up their game correspondingly. So long as that happens, as we believe it will, the UK will have benefitted from putting on this spectacular event.

However, this requires the determination and commitment that enabled this massive and multi-faceted project to be delivered on time, to an exceptionally high standard, to be maintained. It would be a huge disappointment to all who made 2012 so special, for London and for Britain, were that drive to turn to drift, as has so often happened in the past.

Annex I – London First legacy asks

Sustainable promotion of London

- Effective promotion of London and the UK with better funding of London and Partners and Visit Britain
- Development of repeat events which attract high-spend tourists and future investors
- Continual improvement of areas where visitors stay and spend their time, particularly in the West End
- Keeping the capital “open for business”, which means fixing the south east's shortage of airport capacity

London First—Written evidence

- Welcoming visitors by improving border controls and ensuring our tourist visa system is not stopping people from visiting the UK.

Embedding Olympic and Paralympic innovations

- Initiatives including co-ordinated road works, night time and flexible freight deliveries, late running of the tube and public information campaigns to change commuter behaviour should all be considered (by TfL and the boroughs) as permanent features
- London First set up the London Business Network for the Games and within that “Compete For”. This website enabled smaller companies to bid for Olympic and Paralympic contracts. The system is still being used and we urge all boroughs and major projects in London to use this system to stimulate small business activity
- Real time security information is vital and the CSSC should continue as an information cascade to business and others

Regeneration of the East End

- Hosting the Games and creating the Olympic Park transformed the area around Stratford, but we must now maximise the opportunity to use the Park as a catalyst for wider regeneration. Specifically, river crossings at Silvertown and a further crossing at Gallions Reach should be progressed as quickly as possible
- The east end is less well developed than the west and so there is a need for a better network of internal roads and access to the west. The Mayor must move to implement the recommendations of his recent Roads Task Force

24 July 2012

London Funders Olympics and Paralympics Group—Written evidence

1 Introduction

- 1.1 This evidence is submitted on behalf of a consortium of charitable trusts and foundations, together with other interested parties, which have investigated the need for a long-term sustainable funding solution, if the community sports legacy is to be maintained in any meaningful sense.
- 1.2 The core members of the consortium are :
- London Funders (www.londonfunders.org.uk)
 - City Bridge Trust (www.citybridgetrust.org.uk)
 - Trust for London (www.trustforlondon.org.uk)
 - Comic Relief (www.comicrelief.com)
 - Community Development Foundation (www.cdf.org.uk)
 - London Youth (www.londonyouth.org.uk)
 - Hunters Solicitors (www.hunters-solicitors.co.uk)

2 Area of interest

- 2.1 We hereby submit evidence in response to the following questions raised by the Committee :

A. Sporting Legacy

i) General public participation

- Is any increase likely to be sustained in the long term?
- Are current initiatives and policies seeking to increase sporting participation being delivered in an appropriate way? Can they be improved?
- Is the funding allocated to delivering a sporting legacy being distributed and targeted way which is likely to maximise long-term positive impacts?

D. Further strategic issues

ii) Adaptability, finances and national impacts

- To what extent should public finances continue to support the delivery of a legacy? Is further substantial public investment still required? Where should future financial support come from?

3 Background

- 3.1 London Funders is the umbrella body for funders of London's voluntary and community sector, uniquely bringing together public sector funders, independent foundations and corporate givers. It brings funders together to share knowledge, develop best practice, improve efficiency and increase leverage of funding. As part of its remit, London Funders co-ordinates a number of 'interest groups' on issues of particular relevance to the capital's vibrant charitable sector. Over the past several years, one of these groups has focused on the Olympics and Paralympics, which drew

a broad representation from across the organisation's membership and considered topics such as employment, disability access issues and local regeneration.

- 3.2 Throughout these discussions, the need to secure a lasting and meaningful legacy from the Games was always paramount in our deliberations. One issue that remained of particular concern was the lack of any real long-term plan to invest funding in community sport, whether for the simple pleasure of participation and competition, or in using sport as a means for wider community development. All known, supposedly long term, funding streams expired by 2017, with nothing planned to fill the void within a funding environment that is fragmented, complex and short term.
- 3.3 From the wider London Funders interest group, there emerged a smaller consortium of organisations prepared to commit time and resources to engage in a feasibility study of establishing a lasting, independent endowed fund that could form the basis of a vehicle to change this landscape.

4 Inspiration

- 4.1 Proof of the potential to deliver a lasting financial legacy for community sport comes in the form of the LA84 Foundation. This was established in the wake of the 1984 Los Angeles Olympic Games, endowed with a \$93m donation from the surplus generated by those Games. Since then, the Foundation has committed more than \$214 million. To date, more than 3 million young people and over 1,100 youth sports organisations throughout Southern California have benefited from the endowment. And critically, because the endowment is permanent, funds will continue to flow long into the future. The LA84 Foundation has been a constant source of encouragement and advice in the development of this project. Their view is that London has the potential to exceed what has been done in Los Angeles.

5 A permanent legacy from London2012

- 5.1 Our comprehensive feasibility study and consultation process has shown that the establishment of an independent, endowed fund for to support community sports development post London2012 is both possible and practical. Indeed, the concept has received considerable support from many quarters – especially in the perceived absence of any other proposal to provide an income stream for community sport in perpetuity.
- 5.2 Central to the establishment of any such fund would need to be a core contribution from Government, most obviously from the capital underspend on London2012, currently estimated to be in excess of £500m.
- 5.3 A donation of an endowment of at least £100m to an independent fund would signify the Government's genuine commitment to the delivery of a legacy that is enduring, deliverable and free from political control. A commitment would be made from within the Fund to seek to raise other income to match this core contribution from philanthropists, corporate sponsorship, trusts and foundations and other fundraising. The Government's lead donation would be the catalyst to achieving something potentially quite remarkable for sport in this country. The over-riding ambition would

be to release funds that complement existing income streams and to support work not funded by others.

6 Practicalities

6.1 The feasibility study undertook a significant amount of planning on how to turn the proposal into reality. All of the work required to create a legal entity has been completed, with draft governance and operating guidelines in place. The intention is that the trustees of the independent endowed fund would be responsible for the generation of income through the investment of funds and other fundraising, together with the setting the strategic priorities. To avoid the creation of more bureaucracy, the function of grant-making, monitoring and evaluation would be apportioned out to existing charitable distributors with the knowledge, skills and experience to ensure that the funds were used to their greatest impact.

7 Support for an independent endowed fund

7.1 The concept of establishing an independent endowed fund, with a core contribution from the capital underspend on the Games, augmented by income from a wide range of other funders, has received widespread support.

7.2 Anita deFranz, IOC vice-president gave her public backing to the proposal at a major event, held immediately prior to London2012, emphasising the importance of legacy in the success of the bid that won the Games for London. That occasion, which received strong media coverage, was attended by well over 100 high level representatives of sports, charity and statutory services, who lined up to support the concept. There was also a recognition that there was no other comparable plan on the table that would achieve what this proposal sets out to do.

7.3 Critically, the Mayor of London, Boris Johnson has also been publically supportive of the proposal – to the extent that he wrote to the Prime Minister expressing his backing for the idea of using a proportion of the capital underspend from the Games to establish an independent endowed legacy fund. However, despite chasing, it is disappointing to report that no reply was ever received from No10 or the Treasury. Lord Coe is aware of the plan, as is the British Olympic Association.

8 Summary

8.1 To the best of our knowledge, this remains the only fully-worked up, widely-supported proposal to secure a long-term financial legacy for community sport in the wake of London2012. It is a once-in-a-lifetime opportunity to develop a Games legacy fund that will last in perpetuity. It will generate funds for the sporting activities that all parties are so keen to ensure flourish, not just in the short term aftermath of the London Olympic and Paralympic Games, but long into the future – a permanent reminder of that unforgettable summer of sport.

8.2 Without the necessary availability of secure funding, community sport, like any other activity can never hope to survive, let alone succeed. This proposal is achievable, practical, cost-effective and has the potential to raise significant levels of new money for sport. But it requires political will and commitment to become a reality. Is the Government serious about delivering a lasting legacy for sport?

9 Conclusion

9.1 This fund would therefore :

- Raise new funds to help build a lasting legacy of transformational change through community sports after the London 2012 Olympic and Paralympic Games;
- Be a lasting, independent endowed fund providing grants to organisations creating positive change and supporting disadvantaged communities through sport across the UK;
- Support community sports programmes by harvesting the Olympic windfall of increased enthusiasm for sport following London 2012;
- Work with other funders to deliver co-ordinated and complementary funding for community sport where it is most needed, not duplicating existing work nor competing with existing funding streams.

9.2 Enclosed with this evidence is a copy of both the full and summary feasibility study demonstrating the case for an independent, endowed Olympic and Paralympic legacy fund.

25 July 2013

London Policy Unit of the Federation of Small Businesses—Written evidence

The Federation of Small Businesses (FSB) welcomes the opportunity to respond to your review. The FSB is the UK's leading business organisation. It exists to protect and promote the interests of the self-employed and all those who run their own business. The FSB is non-party political, and has more than 7,000 members in Greater London and 200,000 UK wide; it is the largest organisation representing small and medium sized businesses in the UK.

Small businesses make up 99.3 per cent of all businesses in the UK, and make a huge contribution to the UK economy. They contribute 51 per cent of the GDP and employ 58 per cent of the private sector workforce.

The FSB produced a report in March 2013 as a result of direct survey work with over 200 businesses. The report shows that the majority of micro and small businesses have not been affected by the Olympics and Paralympics at all, and so will not have benefited from it or expected to see future long-term benefits. The simple truth is that, from 27 July to 9 September 2012 (viewed as the short term), more small businesses experienced a negative, as opposed to a positive, impact on trade. But, on the flip side, the survey identifies an array of businesses that participated in events, workshops and the delivery of Games contracts which could leave a longer-term legacy.

The Prime Minister said he was confident that the Games will generate over £13 billion for the economy. However, the great majority of micro and small businesses, in all sectors, feel that the impact has and will continue to be of minor significance. For the Games to have a genuine legacy there are key areas that the Government must concentrate on.

Boost to tourism

What is of major significance during these difficult economic times is that we support the sectors that rely most on discretionary spending, particularly in the area of tourism, to ensure that the businesses that suffered during the Games can benefit from increased tourism potential.

Beijing, the last city to host the Olympics before London, found in the months after the Games that the slump in tourism continued, with international arrivals down by more than 20 per cent. The forecast is mixed when it comes to whether the London 2012 Games will help boost the economy, with some economists believing they will not have much of an impact. And with 2012 growth (disappointingly) being revised downwards, it is important that we build on the achievements of the Games. Barcelona saw 2.9 per cent growth in GDP and Sydney⁸³ 2.1 per cent when they held their Olympic Games. But the world's economy was in a very different situation then. London must and can build on the reputation and feel-good factor of 2012.

One way of stimulating London's tourism is by focusing on Air Passenger Duty (APD). Current UK APD rates can add more than £170 to the cost of a return flight to the UK, a serious deterrent to increasing inbound tourism. For example, last year a family of four

⁸³ Despite claims the Olympics would spur a big growth in inbound arrivals, the total number of tourists coming to Australia in 2010, a decade after the Games, was 5.7 million – only 16 per cent higher than the 4.93 million in 2000.

visiting from India or China had to pay £568 in APD to fly to the UK compared with just over £200 to visit all 25 countries in the EU's "Schengen zone".⁸⁴

When APD was restructured in 2008, the rationale given was to help reduce CO₂ emissions. However, with the inclusion of the aviation sector in the European Emissions Trading Scheme, a strong case can be made for a significant reduction in, or even the complete removal of, APD.

The FSB was therefore disappointed to see the Chancellor press ahead with an increase in APD, as announced in the 2011 Autumn Statement. Such rates will only serve as a deterrent to international tourists, with negligible environmental benefits.

The FSB view: This policy therefore needs to be re-examined as a matter of urgency and, as a minimum, the level of duty decreased.

Delivery of contracts

The Olympic Delivery Authority (ODA) was responsible for the closing-out of more than £6 billion of commercial contracts.⁸⁵

Over one in ten (12 per cent) of the businesses that responded to our survey⁸⁶ said that they had worked on an official Olympic or Paralympic Games contract. Small businesses within the manufacturing and professional services sectors won more such contracts.

Figure 1 below shows that over half (55 per cent) of small businesses that won Games contracts experienced growth in the overall turnover of their business.

Furthermore, nearly a quarter (24 per cent) employed new staff to fulfil the contract. Hosting the Games also created a boost in employment, with figures indicating that the workforce in the capital increased by 91,000 ahead of the Games. The employment picture among FSB members in the months leading up to the Games showed that 18 per cent had taken on new staff, compared with 13 per cent who saw decreased employment levels. This net balance of +5 compares to a UK net balance of -3.⁸⁷

A fifth (20 per cent) of businesses obtained further work as a result of the contract and only one firm experienced any financial problems within their business.

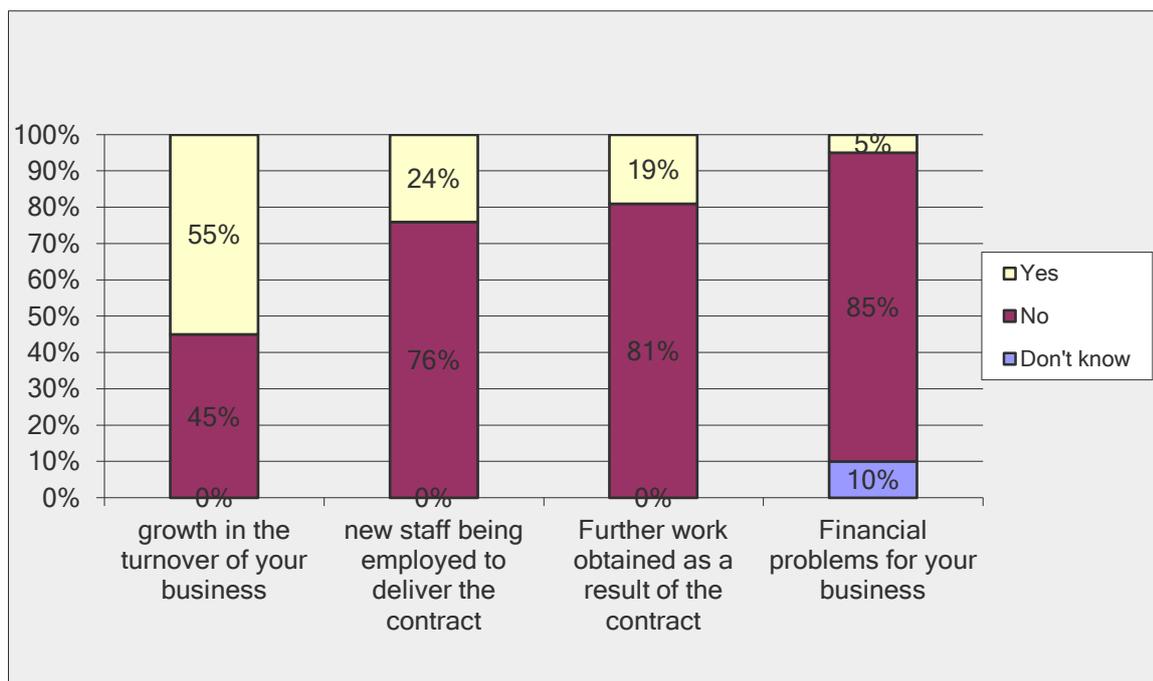
⁸⁴ Tourism Alliance figures

⁸⁵ http://www.culture.gov.uk/what_we_do/2012_olympic_games_and_paralympic_games/6467.aspx

⁸⁶ http://www.fsb.org.uk/policy/rpu/london/assets/passingthebaton_fsb_final.pdf

⁸⁷ [http://www.fsb.org.uk/policy/rpu/london/assets/the%20fsb%20london%20small%20business%20index%20q42012%20\(4\).pdf](http://www.fsb.org.uk/policy/rpu/london/assets/the%20fsb%20london%20small%20business%20index%20q42012%20(4).pdf)

Fig 1. What were the impacts on your business of the delivery of a Games contract?



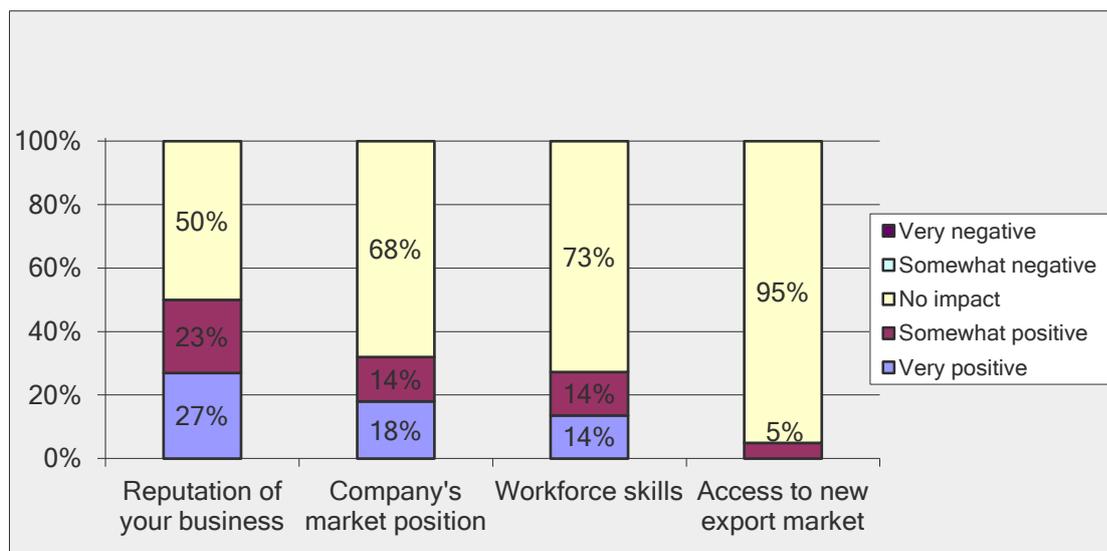
In Figure 2 there is clear evidence of small businesses achieving added value as a result of winning Olympic and Paralympic contracts. One half (50 per cent) of companies felt that their reputation had been boosted by this. Almost a third (32 per cent) have seen the market position of their business improve and 28 per cent have seen a higher level of skills within their business.

Criticism can be directed, however, at the lack of focus on exporting, with 95 per cent of businesses saying that the contracts provided little access to export markets.

Finally, small businesses welcome the relaxation of rules on “advertising” the fact that they delivered a Games contract.⁸⁸ This will allow for further opportunities to advertise during other major events and in their business literature.

⁸⁸ http://www.culture.gov.uk/news/media_releases/9698.aspx

Fig.2 What has been the impact of your company's work on the Olympic and Paralympic Games contract(s) on the following:



The FSB view: The FSB calls for the Mayor to undertake an audit of all public procurement portals and ensure that CompeteFor is made the “one stop shop” for all private and public contracts, with best practice from other portals being amalgamated into a single system.

Furthermore, contracts (both private and public) should not be constructed in a way that automatically reduces the opportunities for small businesses to compete. Aggregation of contracts should be resisted and turnover requirements should be reviewed to ensure that the annual value of a contract is the figure used to assess the financial viability of potential suppliers.

Inward versus outward investment

The “GREAT” Campaign⁸⁹ is designed to use the platform of the Games in 2012 to showcase Britain’s capabilities, to promote and enhance our reputation abroad, and to maximise the economic potential of the Games

At a London-centric level, London & Partners was established to connect international businesses with London, helping them to set up, succeed and grow.

The FSB supports the desire of the Government and the Mayor’s Office to promote inward investment in the capital and across the UK; however, with fewer small businesses capitalising on export opportunities during the Games, it is vital that UKTI, London & Partners and the “GREAT” Campaign work closely together to ensure that imports and exports receive equal attention.

The FSB view: The FSB is keen to work with London & Partners and UKTI on a series of events to promote export opportunities in 2013 and beyond.

16 July 2013

⁸⁹ <http://www.fco.gov.uk/en/about-us/what-we-do/public-diplomacy/great-campaign/>

London Sustainable Development Commission—Written evidence

On balance we believe there is sufficient evidence to conclude that sustainable practices inspired by London 2012 should out-weigh the inevitable negative impacts of the Games over time. We also believe that the Queen Elizabeth Olympic Park has the potential to be a blueprint for sustainable living and that good progress has been made. However, it should be noted that the legacy phase is not subject to the level of transparency and scrutiny through assurance that was applied in the preparation and staging phases.

As early as 2008, the Commission (CSL) recommended that a learning legacy be established to enable London 2012 to make a difference to the sustainability agenda. Despite some difficulties along the way, the Olympic Delivery Authority (ODA) and the London Organising Committee of the Olympic and Paralympic Games (LOCOG) have both produced an excellent suite of learning legacy material. We congratulate them for this achievement.

In the construction sector we can see evidence that some very large projects around the world are adopting similar standards and approaches to the ODA and that London 2012 is recognised globally for best practice in sustainable construction⁹⁰. However, other than the notable exception of the Queen Elizabeth Olympic Park transformation work, there is little evidence of this in small to medium sized projects. Scepticism about the business case, inconsistent approaches to planning, lack of leadership and lack of competence in the supply chain are cited as barriers. We can see some evidence of these issues being tackled but there remains much to do.

The event management sector has two new standards for sustainability management inspired by London 2012 and there is evidence of increasing use of these standards by event organisers and venue owners alike⁹¹. This progress could be accelerated if more clients of events demanded higher standards, particularly the public sector. There is also evidence of the London 2012 Food Vision and waste strategy being adopted although few have set such ambitious targets.

Sustainability is driven by context and Olympic and Paralympic Games taking place in different parts of the world will have a different context and a therefore will have a different approach to sustainability. A good example of this is Rio 2016, the project team has demonstrated that they have learned a lot from London 2012 and will apply those lessons well in the context of their own Games. The culture of North America is more closely aligned to the UK and we are pleased to see the 34th America's Cup event adopting most of LOCOG's standards and in some cases setting even higher goals. The same cannot be said for the Glasgow 2014 Commonwealth Games where targets are less ambitious or less specific. Food, waste and supply chain strategies have yet to be announced and are being left much closer to Games-time than LOCOG, which could render them ineffective.

⁹⁰ <http://www.building.co.uk/home/events/building-events/building-awards-2011-construction-client-of-the-year-olympic-delivery-authority/5016458.article> ;

<http://www.rsaaccreditation.org/index.php/resources/news/197-olympic-delivery-authority-wins-prestigious-environmental-award> ;

<http://www.actionsustainability.com/news/113/ODA-wins-award-for-sustainable-procurement-in-rail-construction-project/>

⁹¹ <http://positiveimpacetevents.co.uk/category/case-studies/>

We have seen various iterations of legacy organisations over time and we are pleased to see that the latest version, the LLDC (London Legacy Development Corporation) has done much better than its predecessors by taking the best practice developed by the ODA and LOCOG and raising the bar even higher. This, coupled with success in developing legacy plans for all the key venues, should help to stimulate a strong social, economic and environmental legacy for East London.

At a national level, the establishment of a Cabinet Office team provides a focus on key issues across the UK. The picture for broader legacy is much more optimistic but there remain issues such as the failure of Government to implement higher standards of sustainability through procurement.

Despite significant efforts by LOCOG, issues of corporate ethics with sponsors and in the supply chain for merchandise were not fully resolved and remain a problem for major events generally. To this end, we welcome the initiative by the Institute of Human Rights and Business to engage a working group to develop some longer term solutions. This group was not formally constituted at the time of writing this report but we wish the initiative well.

The model developed to provide assurance that gave rise to the Commission was also unique and ground-breaking. An independent evaluation of the Commission's work has been broadly positive and key stakeholders agree they received a valuable service. There is some evidence of a similar model being adopted in the private sector by a global corporation and by major projects outside the UK. In the UK public sector we can find no such evidence. The GLA requested that the independent evaluation be undertaken to establish lessons learnt from the Commission's role and in light of it being the first independent sustainability assurance function for an Olympic or Paralympic Games. As part of reviewing the question of whether London could or should have an independent assurance function established for its major projects, the evaluation will provide new insights into what has worked and why. However, at present there are no plans to replicate the model for the Olympic and Paralympic legacy or any other London project or function, the same is true nationally. The Queen Elizabeth Olympic Park has the potential to be a blueprint for sustainable living but it needs to be noted that the Commission for a Sustainable London 2012 has been disbanded and the level of transparency and scrutiny through assurance enjoyed by the preparation and staging phases is not available for legacy.

London 2012 has made a difference to sustainability but there remains plenty of opportunity to further capitalise on the learning legacy from the Games.

31 July 2013

Metropolitan Police—Written evidence

Legacy from the Games for the Police Service comes in four major ways:-

- Infrastructure - while much of the infrastructure that was put in place for the Games was temporary in nature because the requirements were themselves temporary, some of the uplift in the command and control facilities has remained in place with the ongoing revenue costs being funded from core grant. The best example is the Airwave radio system in London where a part of the uplift that was put in place has been retained to cope with the many and varied events that take place in Central London. This permanent uplift means that short term temporary fixes do not need to be put in place and the increased revenue costs associated with maintaining the uplift are offset by savings made in not having to put in place the temporary measures.
- Collaborative working - the Games saw an increase in collaborative working across all police forces. The first example is the Olympic Torch which saw regional command structures being put in place across the country to cope with the complexity of an event that repeatedly crossed force boundaries on a daily basis. The second example comes from the provision of mutual aid. On peak days, about 15,500 officers (including those backfilling for G4S) were deployed on the Games operation, with about 4,000 of them being on mutual aid to the MPS, Dorset, BTP and Surrey. Every police force in the country provided mutual aid on a pro-rata basis that ensured the burden was equally spread across the country. As core policing budgets continue to reduce, collaborative working across forces will further increase and the Games reinforced the value of that style of working.
- The new National Police Coordination Centre (NPoCC), based in the Association of Chief Police Officers offices in Victoria Street, was opened on the 23rd April 2013. Building on the work done in the past by the Police National Information and Coordination Centre (PNICC) and the good practice that was developed by the National Olympic Coordination Centre (NOCC), NPoCC's role is three fold:-
 - To assess national capacity and contribution, and capability in relation to the Strategic Policing Requirement and National Policing Requirements, including developing and maintaining information on the capacity and contribution, and capability of specialist assets;
 - To establish and co-ordinate continuous testing and exercising regimes to ensure effective mobilisation of national assets when required;
 - To facilitate mutual aid in a steady state and provide a fit-for-purpose coordination facility in times of crisis.

NPoCC is making use of the Mercury planning system which was developed for the Games, and updated and used for G8, and a further refresh of this system is currently being undertaken on the basis of feedback from all forces.

Metropolitan Police—Written evidence

- The final area of legacy is harder to quantify but comes out of the thousands of very positive interactions between the police and the general public that took place both during the Torch Relay and the Games themselves. In many ways, large sections of the public ‘re-discovered’ the Police Service and police officers ‘re-discovered’ the public. While it is unrealistic to expect the same level of interaction to happen now the Games are over, not least because of how busy the general public are going about their daily lives, it is hoped there will be some legacy in the way the general public view the police.

Since the conclusion of the Games, the Government has been keen to maximise the opportunities for British security companies abroad and the Police Service is playing its part in delivering presentations that set out the approach that was adopted to make the Games safe and secure.

The Games were a fantastic experience for all of those who were involved and the British Police Service is extremely proud to have played its part in the team that delivered them. As well as the specific legacy items mentioned above, all of those involved have memories that will last a lifetime.

25 June 2013

New College Leicester—Written evidence

A. Sporting Legacy

General public participation

- 1.1 Is it likely that London 2012 will lead to increased levels of sports participation amongst the general public?
- 1.2 From the moment that London secured the right to host the Olympic and Paralympic games the debate started on what would be deemed successful. Part of those conversations included discussions on the success measure that went beyond the running of a successful games. This is where the hotly contested legacy concept was debated and what the legacy from the games would be. Clearly part of the expectation was to see an upsurge in the amount of people participating in sport as a tangible measure of the success of the games.
- 1.3 A key concern since securing the games in 2005 was the ability to deliver on the promise of inspiring a generation and increasing sports participation. This was not helped by a change in political leadership since securing the games, which inevitably brought changes to policies and strategies. There was also the small matter of the comprehensive spending review and the difficult economical climate that we are now faced with.
- 1.4 Despite the economical climate it is great to see a strong commitment to community sport through the large investment made in the Government quango that is Sport England. It is hoped that this will see a considerable improvement in sports participation. Their new strategy creating a sporting habit for life (A new youth sport strategy) is slightly contradicting in that majority of their investment is focussed on the population that is 14 years old or more. I would suggest that habits are installed and created at a much younger age. I would also suggest that it would be less difficult to deliver and more cost effective if the journey to sustained sports participation was connected. At the moment there is clearly a disjoin between the education sport sector, the community sport sector and the elite sport sector.
- 1.5 I am pleased that Sport England has invested a large percentage of their funding in National Governing Bodies of Sport (NGBS) and that that they are now made more accountable for growing participation through their whole sport plans. My main concern regarding this is capacity particularly when it comes to the smaller NGBs and whether they have the ability to deliver at a local level? County Sport partnerships (CSPs) are a useful mechanism and vehicle to assist in this process, but for me they do not provide the total solution to drive forward participation at each and every local authority level.
- 1.6 If there is to be a continued growth in sports participation then a greater focus needs to be had on working with community sport clubs and greater support for local authorities in providing what is not a statutory service. The voluntary sector is what runs sport in the country for the vast majority of people and without a focus on this then we are not likely to see a sustained upsurge in participation that the Olympics and Paralympics will have seen.

- 1.7 Sport England has cleverly adjusted their headline performance measure to be less damaging to their success. Previously the headline performance measure better known as National Indicator 8 (3 x 30 minutes in sport and active recreation) is no longer their preferred headline measurement. They have now decided to showcase one of the other measures through the Active Peoples survey which is the amount of people participating in sport for 30 minutes once a week. The figures published recently by Sport England reveals that 15.3 million people are playing sport once a week, every week. That is 1.4 million more than in 2005 when London won the bid to host the Olympic and Paralympic Games and indicates that most of the increase seen following the Games in 2012 has been retained.
- 1.8 While the above is encouraging the validity of the survey and the measure is questionable. A survey of 500 local residents is a small sample size of a city whose population is 330,000.
- 1.9 The fact that the above growth is promoted as more young people playing sport is misleading in that this data is only applicable to people 16 years old and above.

Conclusion

I have no doubt that sports participation amongst the general public has grown one year on since the Olympic flame was lit. However large scale events have a shelf life in terms of their ability to utilise the enthusiasm of the public. I believe the media have helped enormously in sustaining a high profile for the Olympics and Paralympics post the games and are one of the main contributing factors to encouraging more sports participation. My devil's advocate question would be are Government doing as much as the media and reality television to keep the Olympics and Paralympics alive and encouraging more people to participate in sport

The main concern at the moment is the lack of cross departmental (DCMS, DoH and DfE) commitment to a cohesive sports strategy and legacy. While I sign up to the fact that physical education needs to be embedded within DfE and any education strategy due to the fact that a young person has rights to physical education just the same as literacy and numeracy. I believe the commitment to sport is a shared responsibility and requires a unified system and a less complicated landscape that is riddled with acronyms. The current desert islands that are Sport England, UK Sport and the open debate as to who is leading on school sport are not helpful.

We are a passionate country when it comes to sport and if this can be harnessed in a more joined up way it would clearly make us world leading. It is not about having a world class high performance system or a world leading school sport system or a world leading community sport system. It is about having a World Leading SPORT system that allows all individuals to reach their potential in and through sport.

1.0 Is any increase in participation likely to be sustained in the long-term?

- 1.1 At the moment any sustained increase in sports participation is reliant on Governments continued commitment to sport over the long term.
- 1.2 We currently have Sport England's Strategy 2011 – 2015 and funding within NGBs until 2017. The elite sport funding is in place for the 2016 Olympic cycle and Rio. We also

have the recently announced school sports policy of 2 years through a primary school sports premium 2013 – 2015. This alone is a demonstration that we don't have a unified system. This will in the long term make it difficult to see sustained improvement in all aspects of the sporting landscape and in particular participation.

- 1.3 If we are to see a sustained increase in sports participation then we need long term (10 years) cross political and departmental commitment towards policy and strategy. A review of the funding system is required and an equitable distribution of funding across elite, community and school sport is needed that clearly demonstrate that one area is not superior to the other.
- 1.4 Whether we like it or not sport is currently a political football which seems to be kicked from one political party to the next. No single party seems to have been able to achieve the unification of our sports systems and until this happens the outputs and outcomes will be delivered in silo and used as either a demonstration of success or failure by the various parties.
- 1.5 While current data suggest there has been a sustained increase in sports participation amongst a certain market (16 years plus) since the Olympics and Paralympics. There is no meaningful and quantifiable data that can suggest the same for people under the age of 16.
- 1.6 There is evidence out there that suggest the exact opposite is happening with participation amongst young people below the age of 16 and we are apparently experiencing a decline in the numbers participating in sport. (Smith Institute Report)

Conclusion

Sport by its very nature is competitive and we should be striving to be the best in the world given that sport is so important to so many people for so many different reasons. Being the best at sport requires strong foundations (school sport), building blocks (community sport) and a ceiling that is achievable for those with talent (elite sport). This will create a house of sport concept that will deliver all the desired outputs and outcomes under one roof.

Yes we want to be competing on the world stage as this unites us as a country and will inevitably inspire others. However this privilege is only for a fortunate and select few. Our ultimate goal is to enable all those people (young and old) that want to participate in sport the opportunity to do so and in a sustained way. To do this requires a commitment to creating a robust and cohesive infrastructure where increasing sports participation is a priority for all.

In answer to the question I am fearful for a sustained increase in sports participation

2.0 Are current initiatives and policies seeking to increase sporting participation being delivered in an appropriate and effective way? Can they be improved?

- 2.1 The mandate for increasing participation in sport currently seems to be the responsibility of Sport England through their creating a sporting habit for life strategy. This strategy and huge investment of £1 billion plus is extremely welcome in such a restrictive financial environment.

- 2.2 While I believe the mechanisms created through effective commissioning by Sport England seem to be working I would challenge the level of bureaucracy and the amount of resource that is actually making its way to a local grass roots level. CSPs and NGBs seem to be the main beneficiaries through this investment and I am pleased to see the payment by results approach that Sport England has taken.
- 2.3 The investment in facilities is a welcome return onto the agenda of Sport England. While facilities are only the enabler to sports participation they are an extremely important part of the formula for success.
- 2.4 Time will tell in terms of the investment in NGBs. To measure their impact only 4 months into their whole sport plan strategies is a little premature. The main concern about their ability is their Governance and capacity to deliver an effective service at a local level.
- 2.5 Young people's participation remains the main concern and a risk on the basis that initiatives like the School Games and Sportivate are limited in their reach and will not deliver effectively to all children and young people.
- 2.6 The baton that is school sport seems to have been dropped by Government and there seems to be a number of organisations that are scrambling to pick it up or certainly laying claim to have hold of it.
- 2.7 The primary school sport premium provides a life line for school sport. However the distribution mechanism of giving total autonomy to primary schools is as worrying as an over bureaucratic system. A lack of any Government recognised body for school sport creates a landscape that is proving quite tasty for the private sector whose current behaviour is like vultures circling an injured animal.
- 2.8 National politics alongside inter agency politics currently seem to be destroying school sport and the very foundations of any world class sports system.

Conclusion

While some initiatives are clearly seeing a direct improvement on sports participation I would suggest that the current way of working is not the most appropriate and effective way of driving forward a long term increase in sustained participation. The current political administration seems to be advocating different ways of working for its various departments. While the DfE endorse autonomy with little or no accountability the DCMS through Sport England have been more descriptive in their commissioning of various bodies. I personally believe that with the use of any public sector funding, lottery or exchequer there comes a level of responsibility and accountability. We need to be seen to be making a difference whether that is achieving more medals, growing the numbers that are participating or improving health and wellbeing. Sport is extremely important for a multitude of reasons and until all that is embraced under a particular directorate or body participation will struggle.

4.0 Is the funding allocated to delivering a sporting legacy being distributed and targeted in a way which is likely to maximise long-term positive impacts?

- 4.1 The current level of funding being committed to sport and creating a sporting legacy is something that is most welcome.
- 4.2 The targeted areas for investment within Sport England’s strategy have created a five year 2012 - 2017 commissioning framework that should see long-term impact.
- | | |
|--------------------|--------------|
| ▲ Schools | £150 million |
| ▲ NGBs | £450 million |
| ▲ Facilities | £250 million |
| ▲ Local Investment | £250 million |
- 4.3 On top of this we have the recently targeted primary school sport premium (£150 million per year for 2 years) which again is welcome, but is invested in silo without any criteria to connect to the wider sporting landscape.
- 4.4 Also following the success of team GB in London it is pleasing to see the ongoing commitment to elite sport and the £500 million that will now take us beyond the comprehensive spending review and into the Olympic year of 2016 – 2017. UK Sport have decided how to distribute this funding leading into Rio following discussions with NGBs
- 4.5 It was interesting to see Mr Cameron suggest that the elite funding commitment was made because there was a “direct link” between elite performance and participation, something no previous Games has been able to prove. (The Telegraph 12 August 2012)
- 4.6 Mr Cameron makes these comments despite the lack of connectivity between the bodies that are responsible for the distribution of the funding for elite sport and participation.

Conclusion

I believe the level of funding and the themes it is targeted at gives us an excellent chance to create a sporting legacy.

My main concerns are

- ▲ The distribution mechanism and the inconsistency. Elite and community sport participation is distributed through the expertise that is UK Sport and Sport England. Separate to that the school sport funding by passes all the previously recognised expertise and is devolved directly to schools.
- ▲ The timescales aligned to all the various sports funding is not consistent and perhaps in the future needs bringing back into line.
- ▲ There is no connectivity between all the funding that is made available.

This funding could be made to go so much further through a joined up approach. Working in this way would then enable a longer term commitment resulting in long term positive outcomes.

5.0 How effective are the relationships between the different organisations involved in delivering a sports participation legacy? Are those charged with delivering increased sporting participation working well together?

- 5.1 This is currently the area of most concern when it comes to the sports systems in this country and delivering a sports participation legacy. The fact that I reference them as systems is a clear indication that we don't have a unified delivery mechanism.
- 5.2 While recognising the different expertise that is within UK Sport, Sport England and Youth Sport Trust there clearly needs to be a better working relationship.
- 5.3 Currently with no Government recognised expertise for school sport the so called 3 legged donkey that is the sporting landscape is in danger of falling over at some point in the future.

Conclusion

In my opinion immediate attention needs to be given to the school sport scenario or we run the risk of creating some dodgy foundations that will take time and effort to repair. Not unlike the mandates that UK Sport have for elite sport and Sport England for community sport we need the same for school sport and some recognised expertise.

We must then revisit the so called merger which seems to have been talked about endlessly but never been followed through. This may be due to the fact that UK Sport and Sport England are, to all intents and purposes, Government Quangos, while the Youth Sport Trust holds independent charity status and would make any merger difficult. However there must be ways round this.

While an official merger may not be possible an overarching group may be the sensible solution to streamlining the way sport is managed. A separate ministerial department for sport is probably a bridge too far

The development of sport from grass roots to the very top of the podium should be a continuum, an unbroken chain. Indeed, there is something called 'the Sports Development Continuum' which has been overlooked by Government and its Quangos for too long.

The Sports Development Continuum provides a simple model to ensure sport is catered for at all ages, stages and abilities and if serviced properly, it covers all elements required. Current ways of working have seen little understanding of this basic principle as sport has been lumped into either Elite, Community or School Sport with no flow and no continuum.

This has, in part, been due to the fractured administration of sport where UK Sport looks after their 'lump', Sport England theirs and previously Youth Sport Trust theirs. Although each has their own strategy, this is horizontal integration of strategy where vertical integration is clearly called for.

That vertical integration or golden thread as its known will be further aided when other Government departments, who have a stake in sport, such as Education and Health, find they only need to communicate with one body when coordinating plans.

This is not revolutionary thinking it is a well recognised mechanism that a high percentage of people working in the industry would sign up to. This is an industry that is full of passionate people all working tirelessly to make us world leading in the development and delivery of sport. If this passion can be harnessed in a more joined up way with effective administration

and governance at the very top it would truly make us the envy of the world. A suggested starting point would be the licence from Government for the below group to come together along with the reinstating of the Youth Sport Trust as the lead body for school sport

▲ Lord Coe	Chair
▲ Tim Reddish	British Paralympic Association
▲ Tim Hollingsworth	British Paralympic Association
▲ Nick Bitel	Sport England
▲ Jennie Price	Sport England
▲ Sue Campbell	Youth Sports Trust
▲ John Steele	Youth Sports Trust
▲ Rod Carr	UK Sport
▲ Liz Nicholl	UK Sport
▲ Charles Reed	EFDS
▲ Barry Horne	EFDS

6.0 How do the sports policy objectives and spending plans from before the 2012 Games compare to those in place following the hosting of the Games?

6.1 Sports policy, objectives and spending before the games were not too dissimilar from the current policies, objections and spending plans. This is with the exception that school sport is facilitated in a totally different way to how it was previous to the games and Sport England seem to be playing more of a pivotal role post the games than they did prior to the games

6.2 Before the games we had the following

- ▲ Sport England Grow, Sustain Excel 2008 – 2011 Strategy
(£600,000,000 ?)
- ▲ NGB Whole sport plans 2009 – 2013
(£479,977,914)
- ▲ Physical Education and School Sport for Young People Policy (PESSYP)
(£162,000,000 per year)
- ▲ UK Sport 2012 No Compromise funding strategy 2009 – 2013
(Olympic Sports £264,143,753 / Paralympic Sports £49,254,386)

6.3 Post the hosting of the games we have the

- ▲ Sport England Strategy 2011 – 2015
(£650,000,000)
- ▲ NGB whole sport Plans 2013 – 2017
(£450,000,000)
- ▲ Primary School Sport Premium
(£150,000,000 per year for 2 years)
- ▲ UK Sport 2016 No Compromise Funding Strategy 2013 – 2017
(Olympic Sports £283,600,989 / Paralympic Sports £71,335,617)

6.4 Despite a large proportion of the funding being reinstated since Michael Gove chose to disband the school sport network we still don't have a cohesive and meaningful strategy / policy for school sport post the Olympics.

- 6.5 We currently have a School Games Programme and Sportivate Programme delivered by Sport England alongside a Primary School Sport Premium which is directly devolved to each and every Primary School. All of these initiatives are delivered in isolation with no connectivity to each other creating a patchwork quilt of sports delivery for young people.
- 6.6 While the investment is welcome for such programmes the fractured landscape that is now school sport is confusing at a local level even for those who claim to understand it.

Conclusion

At a time when a nation of young people would have been inspired by Team GB and Paralympic GB performance the school sport landscape was and still is in turmoil. Just when we should have been capitalising on the success of the 2012 games the nation is still coming to terms with the slow death of the school sports partnership network. Despite several turnabouts in policy to keep a network of some description the knife is due to be turned for the final time when the funding for secondary schools to support primary schools with PE and School sport will end. Disbanding the system a bit at a time might have been a clever way of detracting the attention from such a criminal act

- ▲ Withdrawal of funding for Primary Link Teachers
- ▲ Partnership Development Managers being converted into School Games Organiser
- ▲ End of teacher release funding

However for those working on the ground it has been like slow torture.

October 2010 announcements to end ring fenced funding for school sport and school sports partnerships should have been backed up by a robust policy and strategy to replace them with a more effective mechanism. Instead what we had was the misuse of competition data to suggest that a School Games Programme is the answer. This was quickly followed by the suggestion that teacher release funding (Not School Sports Coordinator Funding) would be provided for 2 years for secondary schools to support primary schools with PE and School Sport

Just as it seems the mess that is school sport was about to take its final breath we have an announcement of Primary School Sport Premium Funding 7 months after the Paralympic closing ceremony and 2 ½ years after the announcement to end ring fenced funding for school sport. A lifeline you would think of funding yet again ring fenced for PE and School Sport. What we actually have is an army of Primary Headteachers in an unfamiliar position of being tasked with improving PE and School Sport with little guidance or criteria apart from the threat of Ofsted policing their curriculum more thoroughly.

Time will tell if this latest policy is enough to revive school sport, but my guess would be not within the 2 years that the funding is committed for.

Education and school sport

7.0 Is there a legacy from London 2012 for school sport? What has been the impact of 2012 Games on the School Games initiative? How will this programme deliver long-term benefits to school sport?

- 7.1 Depending on what you perceive the tangible measures to be will indicate whether the Governments plans for a school sports legacy are successful or not. If this is to be judged by the amount of young people participating in PE and school sport then I would suggest at the moment it is going to fall short.
- 7.2 The political debate and stalling was not helpful in creating a meaningful and fit for purpose school sport offer and system that will improve the foundations of any sport system. High profile events have a shelf life in terms of utilising the interest the event generates and turning it into participation. At New College we are fearful that the inspiration that the games created is a missed opportunity in terms of school sport and any school sport legacy is currently on life support.
- 7.3 Improvement in competition within schools was always on the up well before the introduction of the School Games Programme and the 2012 Games. One of the 10 strands of the PESSYP programme was dedicated to competition and a robust network of Competition Managers were working across the country through School Sport Partnerships to improve the calendar of school competition on offer.
- 7.4 All the introduction of the School Games did was rebrand this approach and reshuffle individuals within the school sport system. A number of Partnership Development Managers became the School Games Organisers picking up from the work that the Competition Managers had started.
- 7.5 The Governments emphasis on competition and some realigned funding for dedicated School Games Organisers should hopefully see an improvement in competition within schools. Within Leicester City we have 2 full time posts dedicated to the School Games. This is more than was in place before although the disbanding of the network of individuals within each and every school with a remit for school sport is making it difficult for these individuals to have any impact.
- 7.6 The Local Organising Committee facilitates a successful range of competitions at level 3 and the local School Games Organisers do their best to arrange level 2 based inter school competition to compliment that. However we feel at the moment that the structure is fairly rigid and will only create competition for a select few. The programme needs to have greater flexibility to allow all students the chance to compete at one stage or another.
- 7.7 Competition is extremely important when it comes to sport and life. You can't take competition out of sport but this is not the only factor that makes school sport great.

Conclusion

I have no doubt that many young people will look back on the 2012 Games with a lot of memories and desire to imitate the success of the athletes that made up Team GB and Paralympic GB. However with schools placed under ever increasing pressure to perform academically we are fearful that it is diluting the amount and quality of PE and School Sport being delivered.

If you were to measure the impact of the games only a year on from the opening ceremony

27 July 2013 we believe it would be very difficult even after only a year to demonstrate that there is any tangible school sport legacy. We feel the new announcement regarding primary school sport gives us a chance of legacy, but we have a long way to go to catch the likes of reality TV and the media which seem to be doing more in terms of keeping the Olympics alive than anyone else.

Following the 2012 Games I would suggest with the resource dedicated to the School Games that competition is sustainable. I don't think that on reflection with data from the PESSYP survey that it would have increased dramatically in Leicester City. No dedicated members of staff within the primary sector since the withdrawal of the Primary Link teacher funding leaves a huge gap. Some of those relationships have been sustained but others have soon disappeared when the funding was not there to release teachers to support festivals and inter school competition.

The autonomy provided to secondary schools with regards to teacher release funding has resulted in some schools not supporting the School Games and priorities directed elsewhere with the use of this funding. Teacher release funding disappearing in July 2013 will dilute the system further and we will be left in the City with 2 School Games Organisers responsible for the School Games Programme. These individuals will not have an official system to work with and due to schools having autonomy this will potentially see a decline in competition.

The School Games Programme as a standalone programme will not deliver any long term benefits to school sport. It will provide a mechanism for the sportiest children to compete even more than they probably currently do so.

Competition is an important part of school sport but it is not the only part.

8.0 Will the Youth Sport Strategy encourage a greater number of young people to take up sport? What arrangements are in place to implement the strategy and are they appropriate?

- 8.1 The title Youth Sport Strategy is extremely misleading. The brief given to Sport England seems to be targeted at people aged 14 years upwards.
- 8.2 With a title such as Creating a Sporting Habit for Life I would suggest the brief given to Sport England should have been a cradle to grave approach.
- 8.3 A large proportion (50%) of Sport England funding as commissioned National Governing Bodies of Sport of which 60% is to focus on young people aged 14 – 25. On the basis of this you would expect to see young people within that age bracket participating more in sport. The major issue with this is NGB and CSP capacity and not being able to deliver at a local level.
- 8.4 The headline figure of suggesting each of the 4000 secondary schools in the country will be offered a community sports club on its site complete with a direct link to one or more NGBs is going to be a mountain to climb.
- 8.5 The satellite club initiative needs dedicated people on the ground to make it happen. Sub regional / regional officers will not have the capacity or potentially the knowledge to work with all schools to link them with a community sports club.

- 8.6 The politically backed School Games is a programme that again is floored in its title in that an individual school is not able to make it all the way through to the tier 4 finals that will be held in Sheffield this year. That privilege is for the small amount of individuals that will be selected to take part. The fragmented school sport landscape now creates an almost impossible situation for School Games Organiser and Local Organising Committees to create meaningful level 1, 2 and 3 competitions.
- 8.7 There are certain programmes recognised within the Youth Sports Strategy that are and will see young people taking up sport. The Sportivate programme is delivered exceptionally well via our CSP as they licence each local area to come up with their own plans based on local knowledge. The Door Step Club and Get on Track programmes are again initiatives that are likely to see more young people take up sport. The common ground as to why these programmes are and will be successful is that they are targeted at young people and the resource is made available at a local authority level.

Conclusion

Sport England becoming a commissioning and funding body is a move in the right direction rather than an over bureaucratic organisation. There are certain elements of their commissioning framework that will work well due to the fact that the resource is getting to the heart of the problem at a local level. There are other areas that will need more thought as to how they will actually drive forward participation and in particular participation amongst young people.

Having a recognised lead for community sport should be applauded along with Sport England's efforts to keep afloat a young people's sport offer. However while the strap line of Youth Sports Strategy might be a demonstration of your commitment to young people it does not reflect your ability to deliver to young people. Commissioning expertise that is more familiar with this environment is sensible, but why ministerial departments don't continue to invest directly in that expertise to drive forward PE and Sport for young people is a mystery.

It seems like Sport England have been given the mandate for young people without any real teeth. They seem to have reluctantly taken it on and seem to run to the YST on all things young people related.

9.0 Is the current proportionate division of financial resources between primary and secondary schools for school sports appropriate or should it be modified?

- 9.1 Any financial resource dedicated to improving school sport is welcome and we believe that the target for that needed to be improving primary PE and School Sport.
- 9.2 The fact that like most people across the country we believed that we needed to improve primary PE and School Sport was an indication that something was not right.
- 9.3 The new primary school sport premium is welcome but all it as done is put the resource in the hands of those who generally do not have the expertise, knowledge or capacity to make this resource work effectively.

- 9.4 New College Leicester decided to take the concept of the teacher release funding or previously as it was known the school sports coordinator role and we have created a post dedicated to supporting the primary schools with their PE and School Sport.
- 9.5 A cohort of primary schools welcomed this and they have agreed to part fund this post through the use of their school sports premium. This post will be dedicated to mentoring and up skilling the current primary practitioners.
- 9.6 Secondary schools have dedicated faculties to deliver an effective PE and School Sport offer and there is no reason why additional resource should be made available to improve secondary PE and school sport. If secondary schools are failing in this area then they need to look at their performance management and staff CPD needs
- 9.7 The purpose of the primary school sport premium is appropriate, but the distribution of it is not the most effective way of achieving the purpose.

Conclusion

There is no shame in admitting that you got something wrong. The School Sports Partnerships were effective and made enormous sense in secondary schools supporting their local primary schools in a subject area that they had less expertise in. If anything SSPs did not go far enough and the support offered by the secondary schools should have amounted to more than 2 days per week. Recognising that we are not going to have Physical Education professional in each and every one of our primary schools the next best thing would be to have a full time Primary PE and School Sport specialist working with 5 or 6 primary schools.

The model we have created enables us to work effectively with our partner Primary Schools without monopolising all of their sports premium funding. Our focus will be on assisting primary schools with core curriculum physical education and we will also offer advice and support on school sport and best use of their remaining school sports premium.

If Government believed the SSP network to be over bureaucratic then they should have tackled this as an issue not cut the funding and disband a network that was clearly making a difference. Reinstating some school sport funding is a demonstration that they got it wrong. Not prepared to admit this the funding is now distributed in an ad hoc ill thought out way placing school sport at risk.

The purpose and proportion of funding is accurate and the main issue is that it bypasses all the recognised experience and comes with very loose criteria and guidance.

10.0 Which measures have proven most effective in improving access to sport across the school system in general, and with regard to high performance sport in particular?

- 10.1 We don't have to go back far to recognise the effectiveness of the School Sport Partnerships when we consider data that is applicable to Leicester City.
- 10.2 A network of dedicated staff all working towards the same goal of improving PE and School Sport for all children and young people is something that worked in most cases

New College Leicester—Written evidence

- 10.3 Tasked with the 10 strands of the Physical Education and School Sport for Young People (PESSYP) policy. SSPs were seeing some remarkable improvements in PE and School Sport. This alongside the ambition to see young people participate in 5 hours of PE, Sport and Physical Activity demonstrated a huge commitment to seeing young people be more physically active and healthy.
- 10.4 PESSYP data suggested that Leicester City had moved from 36% of young people aged 5 – 16 year olds participating in 2 hours of Physical Education to 76% by 2010.
- 10.5 PESSYP data also suggested that in Leicester City intra school competition had improved from 37% in October 2006 to 63% in October 2010. Inter school competition had improved from 22% in October 2006 to 32% in October 2010. With data like this that suggest an improvement in competition I was surprised to hear Government had used competition data to suggest a review is needed of how school sport is delivered.
- 10.6 In terms of high performance sport this is not the brief for schools or the Youth Sport Trust who were managing school sport. Obviously schools and the YST were interested in Gifted and Talented young people when it came to PE and school sport and programmes and measurements were taken to start and support those individuals. However the opportunities for those young people to progress in terms of high performance sport we needed the sporting landscape to come together effectively. Community clubs needed to be readily available to provide an exit for the more able young people. NGBs support was needed to identify those young people with potential talent for their performance pathway programmes. Unfortunately this did and does not work as effectively as it should do.

Conclusion

The question of what proved effective in improving access to sport across the school system is a question I believe is answered above. While not perfect I would suggest that school sports partnerships were an effective mechanism for exposing a large number of young people to PE, School Sport and Physical Activity. Recognising the fact that they did not connect effectively to the other areas of the sporting landscape like they should they still provided opportunities for all children and young people.

11.0 Is the infrastructure to promote competitive sports between schools adequate?

- 11.1 Current inter school competition is likely to decline following the disbanding of a network of people dedicated to improving all aspects of PE and school sport.
- 11.2 The School Games initiative will take time for the relevant mechanisms to be put in place to drive forward competitive inter school opportunities. In Leicester City we have 2 School Games Organisers who are frantically planning a diverse menu of competition for primary and secondary schools to opt in to. Previously they would have had a network to work through which unfortunately is now more fragmented and we have pockets of schools that have sustained roles and individuals still with a remit for PE and School sport

Conclusion

Any infrastructure that is created should not have competition as its leading policy objective. Young people should be at the heart of any PE and school sport policy with a view to more of them participating in high quality PE and school sport. Competition should inevitably feature somewhere but not at the expense of encouraging young people in to lifelong participation in sport. The Long Term Athlete Development Concept made an enormous amount of sense

- ▲ Fundamental movement skills (High quality physical education)
- ▲ Learning to train
- ▲ Training to train
- ▲ Training to compete
- ▲ Training to win

This concept was a stage approach and not age specific which made enormous sense.

1 July 2013

Nike, Inc.—Written evidence

1. Executive Summary

In many countries, physical activity is disappearing from daily life. Our physical, emotional and economic well-being has become increasingly compromised as a result. This is a situation that health infrastructures, social services and national economies cannot possibly endure. Physical inactivity is now an epidemic and we must act urgently to break its deadly cycle. If we reach children when they are young enough, before age 10, they can learn to love physical activity and sports for life. They'll reap the rewards and pass them on to the next generation.

We must also find ways to integrate the physical activity we've already lost back into our daily lives. Amongst many things, this relates to the way our cities are designed, schools are run, workplaces are structured, and how community environments are shaped.

No single organisation or institution can fix this alone. It will take global, national, state and local governing bodies, and their leaders, corporations and their employees, civil society, individuals and communities. All of us need to be part of the solution and it is imperative that we focus and align our agendas to move forward quickly. Designed to Move is framework to get everyone headed in the same direction. It focuses the work into one vision and two "asks" that can change the future. Nike, Inc, Sustrans, Young Foundation, British Heart Foundation and many others are pleased to present this Framework for Action on behalf of the many experts and organisations that have uniquely shaped this way forward. With combined expertise, diverse resources and collective commitment, we can create a new way of life for all—one that unleashes our extraordinary human potential. We believe that the Legacy of the 2012 Olympic Games is a unifying factor to help us achieve this momentum and collective action.

2. Introduction

Physical inactivity is quietly threatening the social and economic prosperity of the United Kingdom. Economists estimate the annual combined cost of inactivity-related health problems and lost economic output to be approximately UK £20 billion annually. While this is unsustainable, the human cost is far greater. For example, a study published in the *Lancet* estimates that nine percent of all premature deaths worldwide are attributed to physical inactivity.

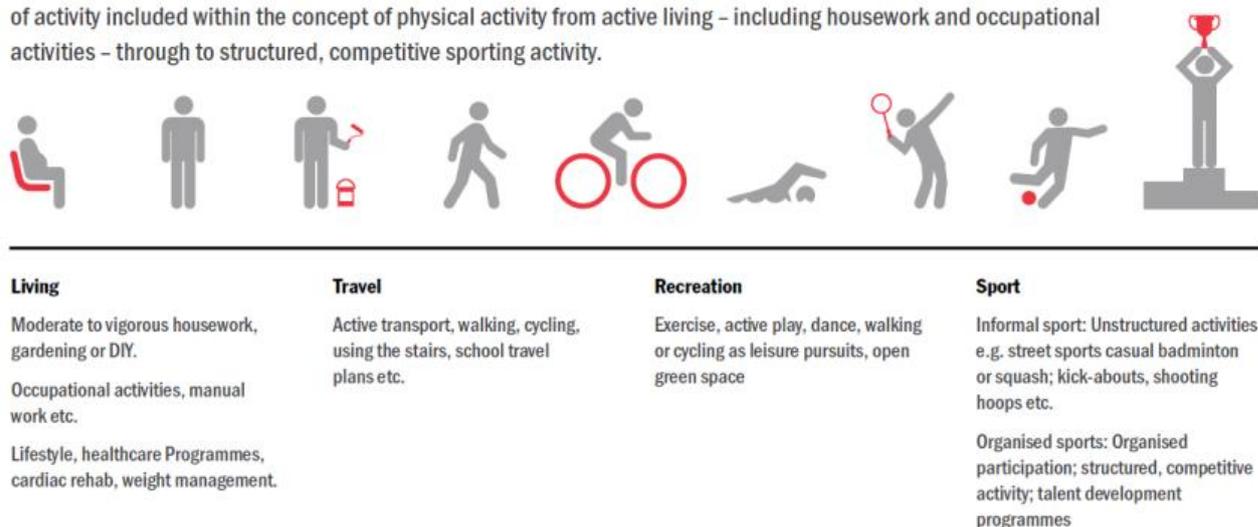
Knowledge of the consequences of physical inactivity has been emerging for years. For example, between 1994 and 2008 in the United Kingdom, the prevalence of obesity increased by 79 percent in men and 47 percent in women. Among British children ages 2-10, obesity increased by 56 percent.

Designed to Move (www.designedtomove.org) is a call-to-action supported by a community of more than 70 public, private and civil sector organizations dedicated to ending the physical inactivity epidemic. It brings together an extensive body of research on the benefits of physical activity, sport and play, and it puts forth a Framework for Action to completely alter the physical activity levels of whole populations.

2012 Move It report (http://youngfoundation.org/wp-content/uploads/2012/10/YOF1716_Nike_report_08_12_web_1.pdf, page 9).

Figure 2. The physical activity spectrum

Physical activity is a broad term to describe 'movement of the body that uses energy'. There is a wide spectrum of activity included within the concept of physical activity from active living – including housework and occupational activities – through to structured, competitive sporting activity.



2012 *Move It* report

(http://youngfoundation.org/wpcontent/uploads/2012/10/YOF1716_Nike_report_08_12_wb_1.pdf, page 9).

The physical inactivity crisis is certainly not unique to Britain—it is taking hold around the world. However, we now know that the epidemic is pervasive here and it is projected to worsen. In fewer than two generations (1961-2005), Britons have reduced their levels of physical activity by 20%. If no action is taken, the drop will be on the order of 35% (from 1961 levels) by 2030. **The time for action is now.**

The research is compelling and frightening. This year, physical inactivity will kill more people than smoking. Today's children are the first generation to have a shorter life expectancy than their parents. On the other hand, a physically active young person is less likely to smoke, become pregnant or use drugs. And their prospects for future income and educational attainment can improve dramatically. Something needs to change – and quickly.

At this point, the issue of physical inactivity is so deeply entrenched in our daily lives that no one entity will be able to fix it alone. The issue will require cross-party support and transcend politics. Everyone—from government and civil society to corporations and individuals—has a vested interest in solving this problem. As such, everyone has a role to play. It will require multi-sector collaboration including new public-private approaches that deliver the right incentives in the system to create real change.

With its framework that transcends departmental and political barriers, the opportunity to work within the Olympic and Paralympic Legacy effort is critical to solving this issue.

Designed to Move's goal is to create a world where physical activity, play, and sports are both highly valued and an expected part of life. Our efforts are focused on creating positive experiences for children, so they can learn to love sport in way that enables them to realize their full potential as they grow older. The Framework for Action provides a best roadmap to inspire and motivate children toward a better, brighter future. Because everyone needs to move more to lead healthier, happier lives, the Framework is equally focused on

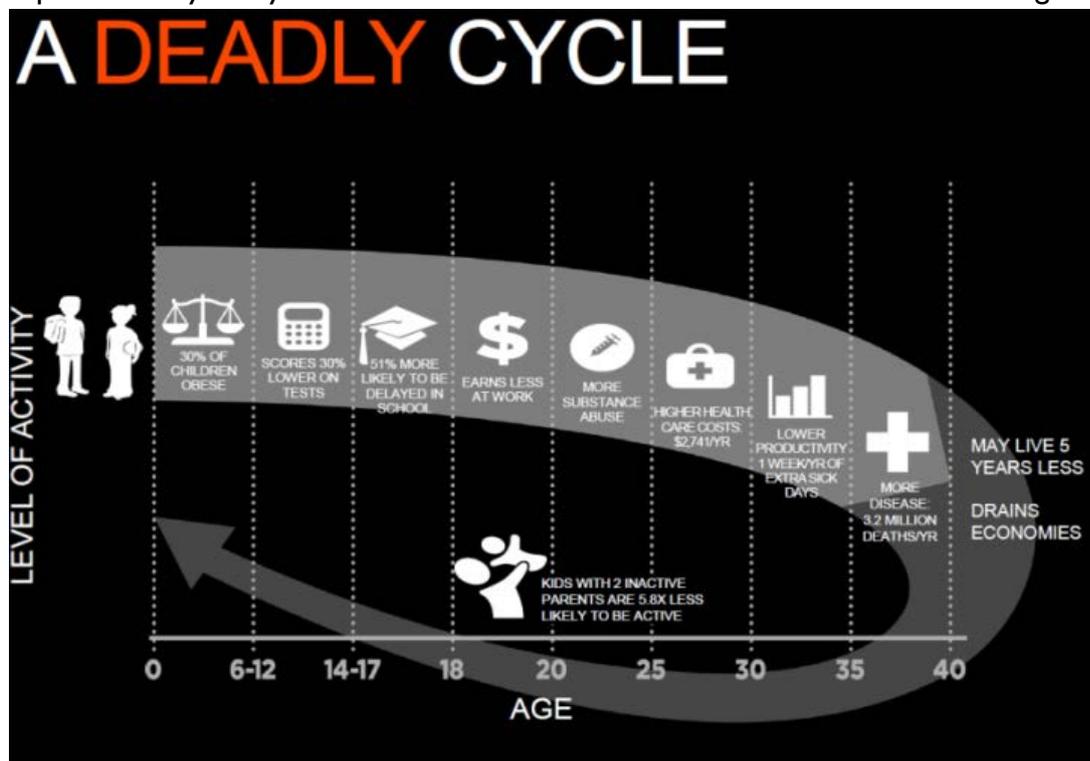
opportunities to integrate physical activity into daily life—wherever we live, work, move and play.

Nike, the Premier League, ICSSPE, British Heart Foundation, Young Foundation, Sustrans, and others are working together to drive these efforts forward.

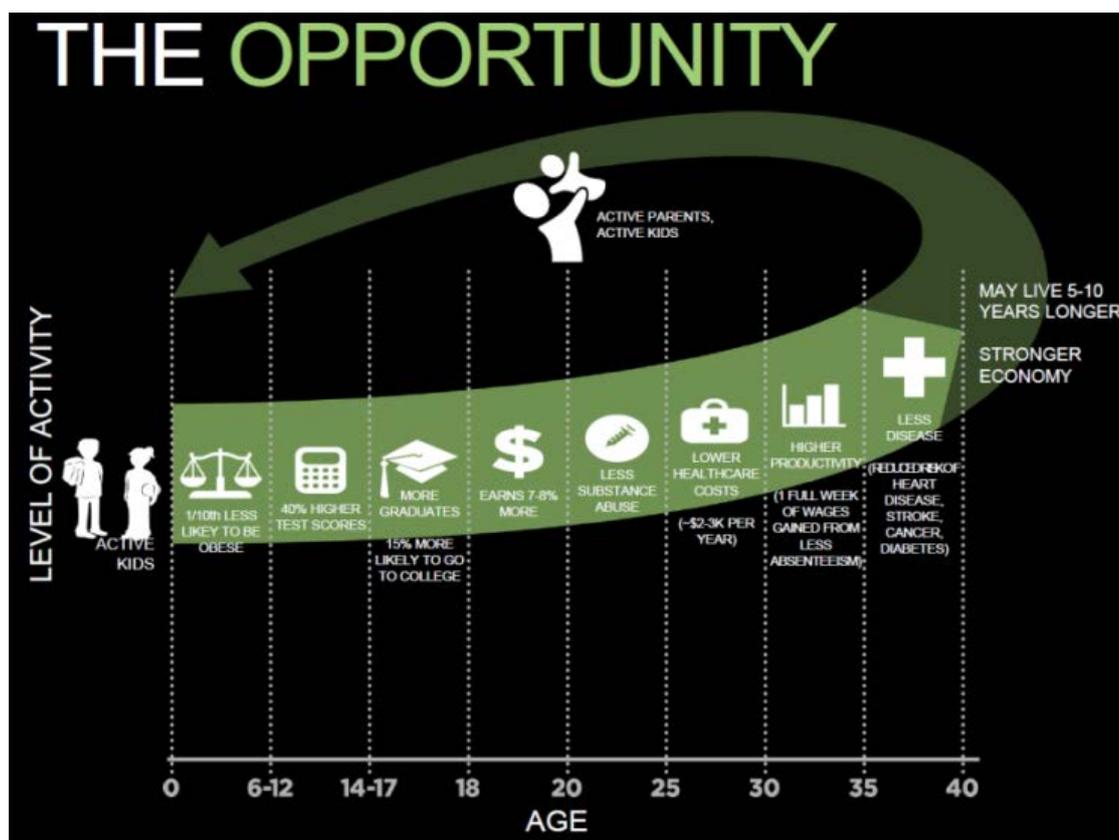
3. A Critical Intervention: The First Ten Years of Life

The first 10 years of life provide a critical window for creating a lifelong commitment to physical activity. This represents a period in life during which a child’s preferences and motivations—for physical activity or anything else they are engaged in—are hardwired for life. The tail-end of this phase is also when children in the UK are becoming more sedentary. For example, we already know that by age 15, European children are 50% less active than they were at age 9. By age 12, 71% of boys and 81% of girls in the UK do not meet minimum physical activity guidelines.

If current trends continue, we can expect the furtherance of a downward trajectory that will impact virtually every dimension of our collective social and economic wellbeing.

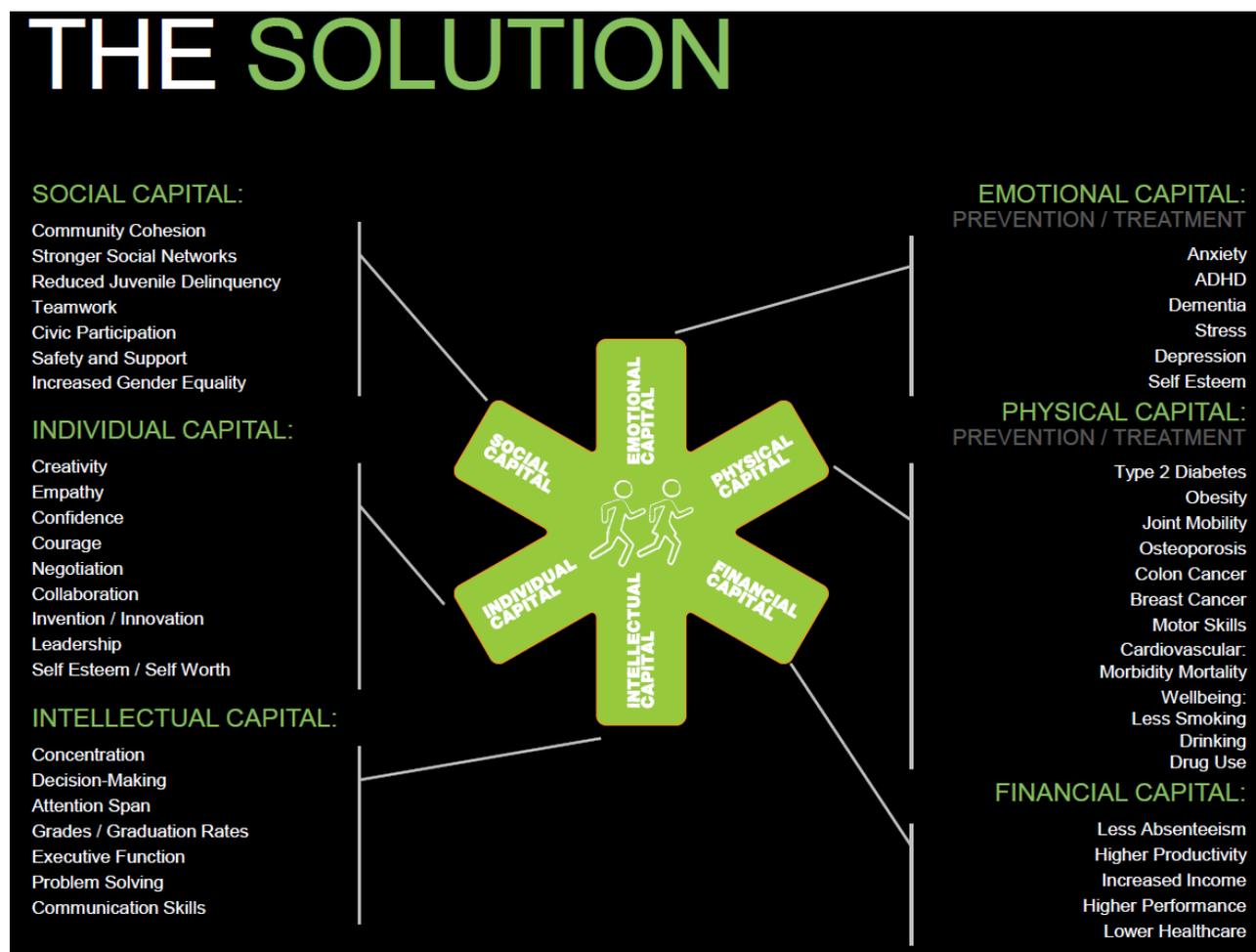


Fortunately, the news is not all bad. Younger children have the power to break the negative cycle. When they learn to love physical activity, they’ll adopt it for life and they’ll grow into active adults with hard-playing children of their own. A new generation of sport-loving children will completely transform the world for the better.



Given that children who are more active are more likely to stay active, the long-term payoff of being physically active is limitless. Benefits include:

- **Intellectual:** Physical activity improves human brain health and functioning. Physically fit children have been shown to score up to 40 percent higher on academic tests.
- **Financial:** Sports participation in secondary school is associated with a 7-to-8% increase in income every year of a person's life, along with a 15% greater chance of attending college or university.
- **Physical:** Physical activity is associated with a 20-to-80% risk reduction for various types of cancer and a 20-to-30% risk reduction for cardiovascular disease.
- **Emotional:** Physically active adults are up to 48% less likely to suffer from anxiety, depression or psychological distress; exercise can be as good as or better than medication at treating depression.
- **Individual:** Participation in sport and physical activity is connected to improvements in self-esteem, leadership, teamwork, motivation, time management, goal-setting and commitment.
- **Social:** In some communities, sports have been associated with juvenile crime rate reductions of 29-to-55%. And, physically active adults will volunteer about 36 percent more time than their sedentary neighbours.



4. Sporting Legacy

Based on existing evidence, we believe improvements can be made to current initiatives and policies. We are currently working with policy makers and government departments to make the case for a cross-party, cross-departmental approach to prioritising physical activity in policy making. Our research has shown that children under ten are the game-changer for encouraging increased physical activity at all later age groups and segments of society. Current policy does not prioritise this age group.

Quoting the 2012 *Move It* report:

In January 2012, the Department for Culture, Media and Sport (DCMS) launched Sport England’s new strategy, ‘*Creating a sporting habit for life: A new youth sport strategy*’. This outlined a number of important changes to sports policy, including a focus on young people (14 to 25-year-olds), a transitions programme to sustain participation into adulthood, a performance regime for the National Governing Bodies (who have failed to significantly increase participation rates) and increased funding to open up existing facilities, such as secondary schools, for community use.

The new emphasis on young people is encouraging, but we believe that the strategy fails to address some of the core structural and policy problems. The philosophy of sports policy remains embedded in supporting elite and competitive sports.

5. A New Path Forward

Designed to Move lays out a framework to end the physical inactivity epidemic.

Our goal is to create a world where sports and physical activity are not only highly valued, but an expected and enjoyable part of life. Our vision is a world in which future generations are running, jumping, and kicking to reach their greatest potential. To achieve that, there are 2 high-return ASKS that are designed to unify and accelerate immediate action:

ASK #1: Create early positive experiences for children in sports and physical activity.

ASK #2: Integrate physical activity into everyday life.

These ASKS are intentionally broad. The aim is to unite those with a vested interest in increasing levels of physical activity—and that’s everyone—to act collectively with urgency around the aspiration of a new way of life. That having been said, the ASKS are also pliable enough to capture specific policy objectives and address local context.

For example, the *Move It*⁹² report identifies several insights and recommendations on how to focus efforts at governmental level, across departments and across political parties. When aligned against the 1 Vision, 2 ASKS framework, they appear as follows.

⁹² Chaaban, J. (2012). “The Economic Costs of Physical Inactivity” in *Designed to Move: A Physical Activity Action Agenda*. Nike, Inc.

⁹² Lee, I., Shiroma, E., Lobelo, P., Puska, P. Blair, S., and Katzmarzyk, P. for the Lancet Physical Activity Series Working Group. (July 2012). Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. *The Lancet*. 380(9838). Pp. 219 – 229.

⁹² Scarborough, P., Bhatnagar, P., Wickramasinha, K., Smolina, K., Mitchell, C, and Rayner, M. (2010). *Coronary heart diseases statistics, 2010 edition*. British Heart Foundation Health Promotion Research Group.

⁹² Rogers, S. “Obesity among British adults and children.” *The Guardian DataBlog*. March 1, 2009. <http://www.guardian.co.uk/news/datablog/2009/mar/01/obesity>, retrieved February 2, 2012.

⁹² Ng, S. W. and Popkin, B. M. (2012), Time use and physical activity: a shift away from movement across the globe. *Obesity Reviews*. doi: 10.1111/j.1467-789X.2011.00982.x

⁹² Lee, I., Shiroma, E., Lobelo, P., Puska, P. Blair, S., and Katzmarzyk, P. for the Lancet Physical Activity Series Working Group. (July 2012). Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. *The Lancet*. 380(9838). Pp. 219 – 229.

⁹² Olshansky, S.J., Passaro, D.J., Hershow, R.C., Layden, J., Carnes, B.A., Brody, J., Hayflick, L., Butler, R., Allison, D., and Ludwig, D. (2005). A Potential Decline in Life Expectancy in the United States in the 21st Century. *New England Journal of Medicine*, 17 Mar 2005, 352 (11), pp. 1138-1145.

⁹² Jones-Palm D H, Palm J. *Physical Activity And Its Impact On Health Behavior Among Youth*. World Health Organization, 2005.

⁹² Stevenson B. *Beyond the Classroom: Using Title IX to Measure the Return to High School Sports*. National Bureau of Economic Research, 2010.

⁹² Lleras C. Do skills and behaviors in high school matter? The contribution of noncognitive factors in explaining differences in educational attainment and earnings. *Social Science Research*. 37: 888-902, 2008.

⁹² American College of Sports Medicine, International Council of Sport Science and Physical Education, & Nike, Inc. (2012). *Designed to Move: A Physical Activity Action Agenda*. Nike, Inc.

⁹² Riddoch, C. J., L. B. Andersen, N. Wedderkopp, M. Harro, L. Klassonheggebø, L. B. Sardinha, A. R. Cooper, and U. Ekelund. Physical Activity Levels and Patterns of 9- and 15-yr-Old European Children. *Med. Sci. Sports Exercise*, Vol. 36, No. 1, pp. 86-92, 2004

⁹² Twisk, J., Kemper, H., and van Mechelen, W. (2000). Tracking of activity and fitness and the relationship with cardiovascular disease risk factors. *Medicine and Science in Sports and Exercise*, 32 (8), pp. 1455-1461.

⁹² Moore, L.L., Lombardi, D.A., and White, M.J. (1991). Influence of parents' physical activity levels on activity levels of young children. *Journal of Pediatrics*, 118, pp. 215-219.

⁹² Edwardson, C.L. and Gorely, T. (2010). Parental influences on different types and intensities of physical activity in youth: A systematic review. *Psychology of Sport and Exercise*, 11 (6), pp. 522-535.

⁹² American College of Sports Medicine, International Council of Sport Science and Physical Education, & Nike, Inc. (2012). *Designed to Move: A Physical Activity Action Agenda*. Nike, Inc.

⁹² http://youngfoundation.org/wp-content/uploads/2012/10/YOF1716_Nike_report_08_12_web_1.pdf, page 6.

⁹² Sport England (2012) *Sport England Strategy 2012-17* London : Sport England.

⁹² http://youngfoundation.org/wp-content/uploads/2012/10/YOF1716_Nike_report_08_12_web_1.pdf, page 23.

ASK #1: Early Positive Experiences for Children	ASK #2: Integrate Physical Activity into Daily Life
<p>Youth-centred sports policy</p> <ul style="list-style-type: none"> • Place young people at the centre of policy making • Re-direct funding from elite and competitive sports • Leverage digital platforms to help drive behavioural change <p>Coordinated delivery of sport</p> <ul style="list-style-type: none"> • Reprioritise physical activity in schools 	<p>Coordinated delivery of sport</p> <ul style="list-style-type: none"> • Cross-departmental physical activity strategy • Coordinate and open up delivery at the local level <p>Leverage current funding streams and align new ones</p> <ul style="list-style-type: none"> • Align current investments • Maximise corporate investment • Unlock informal resources • Build a better case for investment in physical activity
<p>STRATEGIES TO SUPPORT BOTH ASKS</p> <p>Data tracking and accountability</p> <ul style="list-style-type: none"> • Consolidate existing measurement systems • Recognise physical activity as an outcome • Install mechanisms for monitoring and accountability 	

Implementing the 1 Vision, 2 ASKS framework within the context of these specific policy recommendations would represent an important step forward in terms of achieving lasting change and a sporting legacy.

6. Best practice

There is already great work being done in the UK to deliver on the 2 ASKS. For example:

1. **English Premier League “Creating Chances,”** delivered in partnership with the Metropolitan Police Service, taps into kids’ love of football to strengthen some of the U.K.’s most disadvantaged communities. Forty-four professional football clubs (and their expert coaching staffs) partner with the local police to deliver three sessions of physical activity each week. In all they have reached 70,000 children. The program is connected to a 60% reduction in youth crime and more than 6,000 children have grown up to volunteer with Creating Chances.
2. **Sustrans** delivers opportunities for people to choose active forms of travel – such as walking and cycling. In 2011, 3.3 million people made 484 million walking and cycling trips on the Sustrans National Cycle Network in 2011. Forty percent of users do not yet meet recommended activity levels, but seven out of ten report that using the network increases their levels of physical activity.

The goal now is to build on these best practices, communicate their successes broadly and, where appropriate, replicate what is being done.

7. London 2012 Legacy

Like many government officials and policy makers, Nike and the Designed to Move Champions feel strongly that there is both an opportunity and duty linked to the Olympic legacy. Aside from the great work that has already been done in the fields related to

infrastructure, volunteering and elite sport, we believe there is a need to strengthen the focus on physical activity.

Many, many initiatives exist that have built up a body of evidence to make the case for focusing efforts on children – in the past we have had too broad a focus and little has changed. If anything the problem has got worse. **For us, the call to action is simple – a focus on providing children under age 10 with early, positive experiences in sport, will provide benefits for the rest of their lives.** Society will benefit too as we will be moving away from the debt of physical inactivity to the dividends of a physically active way of life. The research already validates this path forward. What's needed now is action.

8. About Nike and Designed to Move

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Nike was founded on the power of sport and its ability to unleash human potential. We believe if you have a body, you're an athlete. Today, however, the physical inactivity epidemic presents a serious threat to our individual and collective potential. The intent of Designed to Move is to help create a world in which future generations run, jump, and kick their way to their greatest potential. To realize this vision, we must do two things: create early positive experiences for children, and integrate physical activity into everyday life. At Nike, we are committed to creating a healthier future by thinking differently and working together to drive forward using Designed to Move as the roadmap.

31 July 2013

PLASA—Written evidence

1. PLASA operates across the live events, entertainment and installation industries representing the leading providers of professional audio, AV, lighting, projection, staging, and special effects. With over 1,240 members worldwide, PLASA sits at the heart of the creative industries, working in partnership to raise standards and improve skills. PLASA is committed to encouraging everyone in the industry to adopt and promote good sustainability practices, and to promoting financial growth for the sector with a focus on long-term sustainability.
2. Our members were responsible for the supply, manufacture and production of the audio and visual content of the London 2012 Olympic Games. They developed the most memorable moments in the Opening and Closing Ceremonies; the fiery appearance of the iconic Olympic rings, the 70,500 LED Tablets placed at every seat, the industrial chimneys that rose from the ground and the Olympic Cauldron itself were all created by companies in our sector. PLASA members brought the Games to life with spectacular, innovative and world-leading lighting and sound production.
3. In order to secure contracts to supply the Olympics, PLASA members signed ‘No Marketing Rights Protocol’ agreements that stipulated that they would be unable to advertise their involvement in the Games. This was done to protect the rights of the main Olympic sponsors but resulted in PLASA members, and other British businesses, being unable to fully capitalise on the economic and commercial legacy of the Games. Our members accepted that there was a need to protect sponsors ahead of and during the Games, but we believe that action to rectify this after the Games, and support suppliers to the Olympics without impinging on the rights of sponsors, should have been completed faster than it was.
4. On June 13 2013, during a House of Lords debate on ‘the importance of culture and the arts to the economy’, Lord Puttnam stated that:

Few would argue that the opening ceremony of last year’s London Olympics was anything other than a wonderful showcase for the energy and creativity of this country. That is why it grieves me to predict that history is likely to condemn us for what I believe to be our failure to build a significant legacy off the back of that extraordinary opportunity.

PLASA is keen to ensure that there is a lasting business legacy from the Games.
5. The ‘No Marketing’ Protocol stipulated that suppliers had to adhere to restrictions in how they could advertise their involvement in the London Games. These meant British companies were unable to freely use their work at the Olympics to secure new commissions. For example, when competing for work at the 2016 Rio Olympic Games.
6. PLASA was pleased when, in January 2013, the Department for Culture, Media and Sport and the British Olympic Association (BOA) introduced the Suppliers Recognition Scheme (SRS). The SRS was established in response to the concerns expressed by members of PLASA and other companies and organisations affected by the ‘No Marketing Rights Protocol’. Companies supplied the Olympics are now able to apply for recognition under the scheme, once they have supplied evidence to prove that they supplied the Games. Companies which satisfy the eligibility criteria, are then able to promote their involvement in a series of approved ways which were banned under the original Protocol, including at

trade shows, in tender documents and when applying for industry awards. Recognised suppliers also gain access to a photo library of images from the Olympics.

7. PLASA welcomed this initiative as a way of unlocking the potential for British business to benefit from the economic legacy of the Games, and has been encouraging its members to apply for a licence under the SRS. We also welcome the fact that the UK is the first country to create such a scheme after hosting the Olympics. The Scheme, however, is not perfect.
8. In order to protect 'Top Tier' Olympic sponsors, certain business categories have been excluded. We believe that the categories for businesses and sectors which are excluded from the Scheme need to be refined. For example, the SRS excludes those companies which provided "audio, video and audio-visual equipment, recording devices, navigation equipment and cameras." This could exclude companies who supplied microphones, recording equipment and other audio-visual items which were vital to the success of the Olympics Opening and Closing ceremonies, and the relaying around the Olympic venues.
9. Also excluded are companies which supplied "selected industrial and commercial equipment and systems, including... commercial, residential and industrial lighting fixtures and systems". This could prevent companies which supplied any type of lighting, regardless of any potential competition with Top Tier sponsors.
10. PLASA would urge a refining of these categories as soon as possible. It is particularly disappointing that even where the Top Tier sponsors did not themselves provide certain types of equipment to the Games, genuine suppliers are restricted from publicising their involvement because these multi-nationals have similar products in their extensive product ranges.
11. The SRS should provide much narrower categories. This would allow the scheme to protect major sponsors whilst not disadvantaging British companies. The BOA has been helpful in assisting our members to access the scheme, but it is restricted itself by the rules laid down by the IOC. In addition, many of our members are micro businesses which do not have the time, resources or administrative capacity to take advantage of the SRS. For many the process of approaching the BOA, filing the relevant papers and evidence and ensuring that they have complied with all relevant restrictions is seen as overly burdensome.
12. Undoubtedly the SRS has proven to be a major step forward in securing UK businesses' ability to capitalise on the Olympic Games, but there were delays in establishing the scheme and now in making changes and improvements. The sooner the scheme can be refined, the sooner our members can seize the opportunities presented by the Olympics – opportunities aptly demonstrated by the success of Le Mark, a flooring company and member of PLASA which was accepted on to the SRS after initially being turned down twice. Linda Gibbons, Sales and Managing Director of the firm, has said:

Le Mark being accepted on the Suppliers Recognition Scheme has enabled us to export flooring into South America (Columbia). Our flooring is now going into their main TV studios (very much like our BBC). It has opened doors into the South African market - due to our distributor hearing about what we had achieved at the Olympics, he invited us to exhibit at Mediatech in Johannesburg, where we were able to show a scaled replica of the Harmony printed floor which

we used in the Olympic Opening Ceremony. From this we now have numerous valued enquiries which we would not have generated had we not been able to show the printed floor. It's early days but we are planning for high growth potential based on this prestigious Olympic project.

13. During his evidence session to the Inquiry, Lord Coe was asked by Baroness Wheatcroft:

In order to promote Britain in the wake of what were fantastic Games, we have a campaign called Great. It is going to cost £30 million this year, which is a lot for an advertising campaign, and I think it was £25 million last year. I just wonder whether you think it reflects the success of the Games, whether it is effective and the best use of that money.

14. Lord Coe was positive about the impact of the campaign and, as a professional body representing the most cutting edge companies in the Entertainment Technology sector, PLASA welcomes the promotion of the UK as a great place to do business. Indeed, our members span three of the eleven areas identified by 'Great' as being of 'British excellence': innovation, creativity and technology. Whilst we are supportive of the 'Great' campaign, the juxtaposition of the resources being put into that promotion with the impediments still being placed in the way of our members is difficult to reconcile. PLASA wants our members who were involved in the Olympics to be able to play a full role in the campaign and share in the benefits that it will undoubtedly bring. As a cutting edge, ground breaking industry, we believe that the Entertainment Technology sector is one whose participation will enhance the 'Great' campaign, truly displaying the outstanding innovation of the UK. Just a few tweaks to the SRS, as suggested above, would help with that process.
15. Allowing more flexibility into the operation of the Suppliers Recognition Scheme will allow SMEs across the UK to benefit from the Games' economic legacy. Small but dynamic British businesses will be free to showcase their talent on the world stage, cementing their reputation as world leaders. The benefit would not just be for themselves, but the reputation of British business in general.
16. From sound engineers to set designers, riggers to lighting technicians, PLASA members have acted as ambassadors for the UK in this burgeoning industry. The same is true for those PLASA members who were not directly involved in the London Games but should also be able to benefit from its legacy. PLASA members are at the forefront of showcasing British business and technological success abroad, and the success of the Olympics can, and should, be harnessed as a tool to assist with this. The manufacturers in the Entertainment Technology sector rank among the most talented in the world, maximizing developments in technology and communications to produce highly innovative and ground-breaking products. They are world leaders within their industry, generating remarkable amounts of intellectual property - a demonstration of their ingenuity. They act as some of the finest business ambassadors the UK has, showcasing the talent of this country around the world. We would be delighted if the Olympic legacy was used to further enhance this. The 'Great' campaign is a welcome boost for our members, including those who have qualified for the SRS and those who were not involved in the Olympics, but more support is crucial. Trade missions and other forms of support from UK Trade and Investment would be of great assistance to promote their achievements. Currently, 70% of PLASA's members' business involves exporting abroad and we would of course welcome additional support for these activities. More comprehensive protection for our members' Intellectual Property (IP) is also vital. IP is the lifeblood of the creative industries

and yet our members invest vast sums into developing new technology just to find that it may have been copied with impunity by foreign companies, many based in China. We are closely following the Intellectual Property Bill currently making its way through Parliament and hope that greater protection can be offered.

17. The Games can also play a vital role in inspiring the next generation of professionals working in the Entertainment Technology sector. Our sector plays a key role in the wider Creative Industries, itself worth over £36 billion per annum to the UK. Attracting young people to our sector is vital for the UK economy. Millions of people were inspired by the engineering and creative work behind Danny Boyle's opening ceremony and so the Olympics have presented an opportunity to attract and train a future generation of ground breaking professionals. However, to fully seize upon it, we must urgently address the existing barriers to entry into the Entertainment Technology sector.
18. For example, our members play a crucial in the dramatic arts, providing the technological innovation without which modern theatre and concerts simply would not be possible. And yet on most drama or theatre courses in further and higher education there is no mention of our industry. We believe that an intrinsic part of any dramatic arts qualification should be an understanding of the technology that underpins any play or concert. This would raise our sectors profile and give an opportunity to those who, after studying, decide not to pursue a career on stage to instead have one behind the scenes.
19. Apprenticeships provide a vital route into the Entertainment Technology sector for many young people. However, the associated costs of the equipment required to train a young person as a sound engineer or lighting technician mean that many providers choose not to offer these sorts of course. As an industry, and indeed a country, we must find ways of encouraging assessment providers to embrace qualifications which provide entry into our sector.
20. Taking these important steps would be significant, long lasting and, crucially, for the benefit of all members of the sector and the wider economy. We must seize the opportunity of the Olympics to promote one of the UK's most innovative and successful sectors and one of the first ways of doing so is by allowing those who brought the Games to life to really promote their involvement.

31 July 2013

Raco, Professor Mike—Written evidence

‘Governance as Legacy and the London Model of Development’

Addressing questions:

- D Further Strategic Issues – i) Governance – How effective are the governance arrangements for overall delivery of an Olympic and Paralympic Legacy?
 - D Further Strategic Issues – iii) Future Olympic and Paralympic Games – what messages should host cities for future Olympic and Paralympic Games be taking away from London 2012, particularly when looking to plan for legacy?
1. Much of the public discussion concerning the Olympics has focussed on its social legacies, regeneration ‘benefits’, and impacts on East London. However, my contention is that policy-makers and the private elites who delivered the Games now realise that the most significant legacy of all could be the creation of a *transferable delivery-focussed governance model* for development projects in London and elsewhere. This new **London Model** is focussed explicitly on processes of delivery and the ways in which planning systems and governance arrangements can be used to enable experts to get on with the task of getting things done. Thus despite the early rhetoric over the tangible legacies of the London Games on local populations it may be that its most significant impacts will be found in the fields of urban politics and the governance of urban regeneration. In contrast to former Olympics, such as Athens in 2004, key infrastructure has been delivered on time and ‘to budget’; albeit with a budget that makes the London Games one of the most expensive urban development projects ever undertaken.
 2. The London Model has a clear set of logics in which the governance process becomes principally concerned with effective *project management* delivered by experts, most of whom are drawn from the private sector. It transfers responsibility away from politicians and publics to those who claim to ‘know best’ how to achieve outcomes. It sees the planning system and its concerns with accountability and engagement as a brake on the development process. It is a model that chimes with recent proclamations by the Coalition government, and the Brown and Blair administrations before it, who see planning as a form of ‘dithering’ that prevents rather than supports development.
 3. The governance arrangements for the London Games were characterised by *hybrid public-private structures* in which it was difficult to discern ‘public’ from ‘private’ actors. Activities that used to be managed directly by public bodies were effectively privatised and handed over to private experts. Public bodies provided indirect oversight and regulation, rather than direct operational control. In this way new forms of governance interdependence emerged in which private actors delivered tangible outputs on behalf of governments and were, in return, the recipients of low-risk, high-return public contracts.
 4. This was facilitated by the establishment of an arms-length quango, the Olympic Delivery Authority [ODA], to oversee and govern the development process. The ODA was staffed by a combination of public sector experts and workers who were employed from the private sector. Almost immediately (in 2006) it hired a specialist conglomerate of multinational firms, named CLM (consisting of CH2MHill; Laing O’Rourke; and Mace), to act as a Project Manager. CLM’s task was to oversee and co-ordinate the contractual arrangements for the development of the Olympic site. Its focus was on the establishment of strong *contractual obligations and pragmatic outcomes through supply chain*

management. Recently released government figures show that the scale of the task facing CLM was enormous. The ODA sub-contracted out £5.6 billion worth of business for the Games, through 1,433 major Tier-1 level contracts. These contracts were then divided up into over 43,000 separate Tier-2 sub-contracts that were opened up to private sector competition. Under the ODA's terms of reference, CLM was required to interact with contractors to ensure that they were implementing and complying with wider policy objectives (e.g. acting sustainably) in their day-to-day activities.

5. There is little doubt that project leaders delivered some significant achievements. The Olympic site was one of the most complex development spaces to be found in any Olympic city. The area possessed fractured land-ownership patterns, multiple-uses, and (contrary to what was presented in the Bid) a thriving business and residential community. Project managers faced a tight deadline and had to meet the stringent requirements laid down by the IOC and others. Despite these challenges the Games were perceived to be a 'success' in organisational terms. So much so that UK Trade&Investment and the Foreign Office now use it to champion British business and the British planning system to potential investors abroad. The London Model is also presented as transferable and relevant to development projects across the UK and beyond. Some Olympic candidate cities (such as Istanbul) are explicitly stating that if successful then a London governance model will be adopted in order to facilitate the necessary infrastructure work. The Games also provided new and innovative templates for the rolling-out of sustainability practices and Health and Safety regulations and has changed the ways in which some private sector construction firms operate.
6. However, the Olympics also reflects a wider trend in which multinational firms have realised that it is in state-backed projects that some of the world's biggest and safest investment opportunities are now to be found. The new business lexicon amongst global elites has quietly shifted away from the mantra of free-trade to that of privatisation and the aggressive capture of state-funded contracts facilitated by governance arrangements such as those found in the London Model. There is little incentive to invest in risky market-based ventures in the midst of a recession when government projects like the Olympics offer-up billions of pounds worth of guaranteed expenditure, ripe for private sector expropriation. This may create a wider public policy problem as more and more state projects and assets are being privatised and converted into profit-making opportunities. The political pressure to do so in the name of imagined 'efficiency' becomes greater and greater. The 'successes' associated with the Olympics could easily be translated into a wider agenda for public sector reform and the dismantling and privatisation of state systems, whether or not this makes services more accountable, efficient, or effective.
7. The Olympics is a visible symbol of these processes in action and gives a glimpse of the ways in which private sector influence is becoming increasingly entangled with the decision-making structures of the state. From the outset global firms such as PricewaterhouseCoopers were funded to carry out feasibility studies for a London Games. A plethora of other consultants, including PCU3ED and Davis Langdon rapidly became involved in diverse elements of the construction and planning process. CLM alone was paid fees of £718million, including a series of bonus payments for meeting agreed contractual targets (O'Sullivan, 2011). Other major contractors have done consistently well. Government data shows that KPMG alone were paid £1.8million in

2006/2007 and such figures give a sense of just how resource-intensive this state-led privatisation project has become.

8. Corporations also began to extend their influence into the heart of decision-making structures. For example, the IOC stipulated that the London Organising Committee for the Olympic Games [LOCOG] was obliged to raise \$376million from corporate sponsorship 'of which approximately two-thirds is in the form of goods and services values in kind'. This opened the door for big corporations to place their individuals into key executive positions through secondments. According to the *International Accounting Bulletin* the global business services firm Deloitte, for example, seconded over 130 staff to LOCOG. This included key personnel such as Neil Wood, LOCOG's Chief Financial Officer, and Laurie Neville its Procurement Programme Manager. Others such as the multinational firm Freshfields have used secondees to cement their status as the 'official legal services provider' to the Olympics. Thirty or more of its employees worked for LOCOG's legal team. The company played a leading role in organising the official contractual arrangements for the Games' procurement arrangements covering a broad range of activities from catering to seating and sponsorship. And this is part of a wider trend. LOCOG's Chief Executive, for instance, Paul Deighton was taken on from Goldman Sachs in 2005, along with Terry Miller who took over as head of the legal team in 2006. Deighton was then promoted to the House of Lords and made Commercial Secretary to the Treasury in January 2013
9. The government's own assessment of the impacts of the Games makes much of the international commercial benefits opened up to UK-registered businesses as though this is of direct benefit to London and the UK (HM Government and Mayor of London, 2013). It notes how companies involved in the Games have obtained contracts to deliver expert advice, know-how, and skills to development projects across the world. This entangling of public and private sector 'benefits' reflects the close inter-relationships between the actions of government bodies and large private enterprises under the London Model. The Games has been a springboard for multinational firms to boost their profits and acquire new markets. This is portrayed as a tangible outcome and legacy, even though this never featured in public proclamations of legacy-building when the Games was first bid for.
10. There are five key implications that would result from the rolling out of this London Model to other development projects in the UK and beyond:
11. First, it establishes output-based governance arrangements in which *democratic engagement becomes a managed property that is subject to the same disciplines as other aspects of project management*. Once the decision to proceed with a project has been taken then politics is to be kept out of the 'business' of project delivery. Institutional barriers are put in place to insulate public and private elites from potentially disruptive democratic demands, particularly those that might challenge the core principle that politics should be concerned with delivery-focussed and profit-making activities. Elected government agents (particularly local government) are effectively side-lined and seen as lacking the necessary skills and capacities to undertake regeneration projects of this type. In the 1960s Robert Dahl famously argued that within a functioning democratic system 'all affected interests' should have some say in shaping the laws and policies under which they are governed. If in an era of austerity, governments continue to acquiesce to the demands of private investors and use delivery-focussed contractualism to 'take the politics out of

development’, then the formal political grounds for contesting and shaping projects becomes increasingly limited.

12. Second, one of the ironies of this model is that its *economic costs* are potentially enormous. Multinational-led forms of procurement and project management do not come cheap. The processes involved in negotiating project costs is weighted heavily in favour private elites who provide ‘industry-based delivery cost estimates’ and ‘assumptions’ that are difficult for public bodies to challenge. Moreover, the drawing up of contracts opens up lucrative business opportunities for private consultants and specialists in project management, accountancy, and finance who are only too willing to ‘work in partnership’ with government agencies to deliver big projects. Many public bodies lack the skills to manage these processes effectively and are out-negotiated by private experts and this generates even more market opportunities for private consultants who can then be paid to give advice and services to public clients. This leads to an inflation of costs that, in part, explains why the London Games was so expensive and why other major public infrastructure projects in the UK such as HS2 are amongst the most costly in the world. Politics becomes less concerned with battles over ideas and different ways of thinking about how societies and places should function. The emphasis, instead, is on behind-the-scenes negotiations over contractual terms, risk-allocations, and legal obligations.
13. Third a smaller and smaller number of elite corporate players are in a position to take advantage of such models and so *the pool of available private sector expertise will become more specialised and less open to competition*. Firms with a good reputation and in possession of a ‘track-record’ of delivery are in a position to win future contracts and often push governments and other bodies (such as the IOC) to increase their regulatory ‘burdens’ and requirements as this, in effect, limits the ability of newer and smaller players to enter the market. Some of the firms involved in the London Olympics called for stronger regulations on, for example, Health and Safety as they were in a position to deliver on these obligations in ways that their smaller competitors often are not. The outcome *was* a safer construction process with no deaths reported (this was a real achievement for a project of this scale). However, in the longer term the openness of these contractual models to competition is likely to be increasingly restricted. This is what some writers have called ‘regulatory capitalism’ or a system in which private companies benefit directly by delivering more complex and ‘burdensome’ state regulations (see Levi-Faur, 2011).
14. Fourth, there are significant *public policy implications*. A privately-managed delivery model prioritises the need for commercial independence, particularly in relation to sub-contracting. State bodies, in effect, lose control over where and to whom public money goes. This is compounded by rules over transparency and commercial confidentiality. The DCMS (2010) admits that it has little idea where the £5.6billion that was spent by the ODA on major contracts ended up as contractors were free to sub-contract as and where they deemed necessary. Under these arrangements it becomes almost impossible to ‘target’ spending in ways that meet with wider public policy priorities. For example, there are no guarantees that supply contracts will end up with local firms in East London or even with UK companies. Contracting-out becomes a ‘commercial matter’ to be systematically insulated from interference by democratically-elected politicians and wider social demands in order to enhance commercial viability. Companies have to bid for contracts under open competition rules. Public money cannot be handed to companies

just because they happen to be located in a particular place or are fulfilling a wider social function. Governments have effectively waived away their basic right to determine *where* their money is spent and to whom it should go. The Coalition's recent introduction of the *Social Value Act 2012* is seeking to develop a model of 'intelligent procurement' based on projects such as the Olympics and spread it to all parts of the public sector. The need for greater public control over spending has never been greater, yet the Olympic example shows how difficult and complex it can be to use contract-based governance to meet public policy objectives.

15. Fifth, there are major concerns over *public accountability*. Attempts to access detailed information about the Games and its legacies are constantly subject to the constraints of commercial confidentiality and the contractual right of private firms to keep their business decisions out of the public gaze. Section 43 of the *Freedom of Information Act*, for example, states that commercially confidential information is exempt from public view, if, '*the information requested is a trade secret, or release of the information is likely to prejudice the commercial interests of any person*'. There is a Public Interest Test that can be applied to release information but this is being made increasingly complex as private companies, such as CLM, are negotiating contractual terms with other private companies on behalf of the state. The disclosure of financial information may undermine such negotiations. This, in effect, means that citizens can only access information on contracts *after* decisions have been taken and even then financial details will be kept to an absolute minimum. In practice this makes the public scrutiny of spending increasingly complex. For example, the Delivery Contract for the Olympic site drawn up by the ODA and CLM was released under a FoI request by this author. Any sections containing 'commercially confidential' information were redacted. The ODA's explanation for these redactions was that the appearance of commercial information in the public domain would not only '*prejudice CLM's commercial interests*' but also indirectly the, '*ODA's commercial interests, because part of CLM's role as the delivery partner under the contracts is to negotiate agreements at arms-length with supply side contractors in the open market for the delivery of various aspects of the Games*' (ODA Information Office, 2011: p.2). Whilst the ODA accepted '*that there is a general public interest in the accountability and transparency of public authorities*' (p.2), the net result of disclosure would be '*a significant commercial advantage to CLM's existing and potential contractual counterparties*' (p.2). Greater public awareness and democratic openness within such processes is therefore turned on its head so that a lack of knowledge becomes a form of citizen empowerment in which it is '*in the public interest to ensure that the commercial interests of the ODA and CLM as delivery partner are not damaged...and value for money is not put at risk*' (*ibid*). It is argued by the ODA that it is in the public interest *not* to know how public money is being spent because this might impinge on behind-the-scenes discussions over contracts and delivery. Traditional distinctions between public and private interests have thus been dissolved and replaced by new institutional entanglements, objectives, and priorities in which the commercial interests of private companies become aligned with the public interest. The logic of this argument is that insulation from democratic scrutiny will enable the system to function more effectively.
16. To conclude. The most significant legacy of the London Olympics is likely to be a *transferable delivery-focussed governance model* for development and infrastructure projects in the UK and beyond. This submission has argued that there have been some real achievements of this Model and that it could provide a template for development projects elsewhere. It is focussed on project management and the establishment of clear

structures of decision-making. It represents a new stage in the formation of public-private partnerships in which decision-making, personnel, funding, and even regulatory practices are developed through hybrid structures. However, as the submission has also argued, this London Model has come at a price and would have potentially enormous implications if it were to be rolled-out in other places. It is expensive and prone to private monopolisation. It limits democratic engagement and works best when isolated from the disruptive effects of political argument. It also makes it harder to see where state expenditure ends up and obscures clear transparency in the political process.

References:

DCMS (2010) *Sport and Society: The Summer Olympics Through the Lens of Social Science*, HMSO, London.

HM Government and Mayor of London (2013) *Inspired by 2012: The Legacy From the London 2012 Olympic and Paralympic Games*, accessed at:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/224148/2901179_OlympicLegacy_acc.pdf, accessed on 19 July 2013.

Levi-Faur, D. (2011) 'Regulation and regulatory governance', in D. Levi-Faur (ed.) *Handbook on the Politics of Regulation*, Edward Elgar, Cheltenham, pp.1-25.

O'Sullivan, B. (2011) 'CLM consortium fee for Olympic job rises to £718m',

<http://www.constructionenquirer.com/2011/02/16/clms-olympic-delivery-fee-rises-to-718m/>

ODA Information Officer (2011) 'Request for Information', personal communication to Author, 6 September 2011, Reference Number RFI00526.

31 July 2013

Royal College of Physicians—Written evidence

1. The RCP is grateful for the opportunity to respond to the House of Lords Select Committee inquiry on Olympic and Paralympic Legacy. Our fellows wish to highlight two key areas of medical legacy from the Olympics and Paralympics as follows:
2. **The creation of the medical specialty of Sport and Exercise Medicine** - This was launched in 2005 (the day before the Olympic Committee had their final meeting in London and made the decision on the venue of the 2012 Games).

There are now several training programmes around the country with approximately 16 doctors completing their specialist training each year. Unfortunately, due to lack of funding some of the training programmes have been closed down in the last two years. Furthermore, there are few NHS jobs for these specialists and therefore most of these new specialists are going for jobs in the private sector.

3. **The creation of three national hubs for the development and promotion of Sport and Exercise Medicine** - in Sheffield, the East Midlands and London.

There is a huge opportunity to improve the health and wellbeing of the UK population and the creation of the hubs will help to promote this. However, our experts believe that there are still major challenges ahead to get more people to exercise regularly. At present, there seems to be very little evidence that more people have taken up exercise as a result of the Olympics and Paralympics.

31 July 2013

Royal Yachting Association (RYA)—Written evidence

Executive Summary

1. From grass-roots participation and volunteering to the British Sailing Team itself, the RYA⁹³ supported the aspiration of the London 2012 Olympic and Paralympic Games to create a tangible, lasting legacy for the sport of sailing (including windsurfing). The RYA sought to use the London 2012 Games to strengthen relationships with sailing clubs, class associations, training centres and marina operators and to raise the profile of the sport of sailing through national and regional press coverage.
2. The RYA believes that, in relation to the sport of sailing, the London 2012 Olympic and Paralympic Games left a tangible physical, sporting and human legacy. The RYA also believes that the Games left a less tangible but nevertheless important legacy in the way in which sports with a traditionally lower public profile than the major professional sports received unusually high media prominence, which in turn has brought such sports to a much wider audience.

A. Sporting Legacy

A(i) General public participation

3. Over 650 sailing clubs, training centres and marina operators signed up to the RYA Sail for Gold legacy programme. These clubs, centres and marinas held events and activities around the UK to encourage people to try boating. During the London 2012 Olympic and Paralympic Games, over 3,000 people took part in “have-a-go” sessions in sailing and windsurfing at the Sports Arena on Weymouth Beach.
4. The RYA Sail for Gold legacy programme resulted in an increase of 50% in visitors to the “where’s my nearest” section of the RYA’s website. 67% of the clubs, centres and marinas organising activities under the programme reported an increase in participation in 2012. 53% of organisers reported an increase in the number of members/customers in 2012 and 75% held more than one event with nearly all of these events being open to the local community. 58% indicated that they would be organising similar events in the future.
5. 85% of the organisers of RYA Sail for Gold legacy programme events considered that general interest in sailing had increased and 63% estimated that awareness of sailing in the local community had increased.

⁹³ The RYA is the national body for all forms of recreational and competitive boating. It represents dinghy and yacht racing, motor and sail cruising, RIBs and sportsboats, powerboat racing, windsurfing, inland cruising and personal watercraft. The RYA manages the British sailing team and Great Britain won more sailing medals than any other nation at each of the 2000, 2004, 2008 and 2012 Olympic Games.

The RYA is recognised by Government as being the primary consultative body for the activities it represents. The RYA currently has over 100,000 personal members, the majority of whom choose to go afloat for purely recreational non-competitive pleasure on coastal and inland waters. There are an estimated further 500,000 boat owners nationally who are members of over 1,500 RYA affiliated clubs and class associations.

The RYA also sets and maintains an international standard for recreational boat training through a network of over 2,200 RYA Recognised Training Centres in 20 countries. On average, approximately 160,000 people per year complete RYA training courses.

6. The RYA developed an “Olympic Ambition” programme to inspire and inform potential future Olympians. This programme included an enhanced spectator experience for 60 Olympic Pathway athletes and an initiative aimed at encouraging female participation in high performance sailing.

A(ii) Paralympic sports participation

7. The promotion and media coverage of the London 2012 Paralympic Games at a national level has raised awareness of disability sport and respect for disabled athletes. It is hoped that the two medals won by the British Sailing Team in the London 2012 Paralympic Games Sailing Regatta will further inspire new participants in disabled sailing.

A(iii) Education and school sport

8. The RYA is now seeking to build on its Sail for Gold legacy programme. Members of the British Sailing Team who competed in the London 2012 Olympic and Paralympic Games Sailing Regattas continue to engage with and inspire young sailors across the UK. The RYA’s “OnBoard” programme for young sailors and its “Team 15” programme for young windsurfers provide opportunities for young people inspired by the Games to learn to sail or windsurf and the RYA’s Sailability programme encourages disabled people to discover sailing as a sport.

A(iv) High Performance Sports: both Olympic and non-Olympic

9. The success enjoyed by the British Sailing Team at the London 2012 Olympic and Paralympic Games Sailing Regatta was supported by an extensive athlete development programme. As with many other technical sports, it takes many years and significant financial investment for elite sailors to develop their skills and realise their potential. Many sailing medallists at the 2004, 2008 and 2012 Olympic and Paralympic Games Sailing Regattas would not have been able to afford to commit the time necessary to achieve that success without the financial support given to them and to the RYA through UK Sport.
10. The financial support made available to Olympic and Paralympic sailing by UK Sport enables the RYA to select to represent their country those athletes who are most likely to achieve Olympic and Paralympic success, rather than having to choose from only those athletes who can afford to be part of the team.
11. There is therefore a direct correlation between the financial support provided to the RYA by UK Sport and the British Sailing Team’s successes at the 2004, 2008 and 2012 Olympic and Paralympic Games Sailing Regattas. If such successes are to continue to Rio in 2016 and beyond then continued financial support by UK Sport is essential.
12. The hosting of the 2012 Olympic and Paralympic Games Sailing Regattas in home waters provided a significant boost to the British Sailing Team. It also provided members of the various development squads with an opportunity to experience the Games at first hand, which undoubtedly bolstered their ambitions.

13. The hosting of the 2012 Olympic and Paralympic Games Sailing Regattas in the UK may also have provided other, less tangible, benefits to British sailing, for example in connection with the enhanced profile that UK officials and other delegates enjoyed within the sport's international federation, ISAF.

A(v) Sports facilities legacy / future UK hosting

14. The venue for the London 2012 Olympic and Paralympic Games Sailing Regattas, the Weymouth and Portland National Sailing Academy (WPNSA), was the first venue to be completed. New buildings, slipways and cranes were constructed, as were a new pier, breakwater, marina and boat park.
15. The WPNSA facility was designed to be fully accessible for disabled sailors and won several architectural, planning and environmental awards.
16. Several major international sailing regattas have been held at the venue, both before and since the London 2012 Games, and the venue is an important training venue for young sailors who are on one of the RYA's athlete development programmes. WPNSA also provides opportunities for local school children to participate in sailing and windsurfing.
17. The London 2012 Games resulted in the regeneration of Osprey Quay in Portland, including the construction of a new marina and industrial units housing supporting marine trades.
18. Two sailing clubs in Weymouth have benefitted from improved infrastructure and demand for their premises as training venues. Some of the equipment used during the London 2012 Olympic and Paralympic Games Sailing Regattas, including nine rigid hull inflatable vessels and a committee boat, have been donated to the RYA to be distributed amongst its affiliated clubs.
19. Further afield, the Sport England Small Grants Programme has resulted in 191 sailing and windsurfing clubs receiving awards totalling in excess of £1.7 million. The Sport England Inspired Facilities Fund has given grants to 39 sailing and windsurfing clubs totalling in excess of £2 million. Investment from Sport England, Sport Scotland and Sport Wales has resulted in national centres of excellence being developed in Hayling Island, Oxford, Rutland, Largs and Pwlheli.

B. Regeneration Legacy

B(iv) UK legacy outside London

20. The Olympic Village in Portland has provided much-needed affordable social housing and a new school, Chesil Primary School, has been opened. Local residents have also benefitted from upgraded telecommunications and broadband services.

B(v) Related regeneration issues

21. Approximately 500 volunteers from about 50 sailing clubs across the UK were involved in the delivery of the London 2012 Olympic and Paralympic Games Sailing

Royal Yachting Association (RYA)—Written evidence

Regattas. The RYA spent the years leading up to the London 2012 Games developing the knowledge and skills of these volunteers, who gained practical experience at major events including work championships. Three members of RYA staff were seconded to LOCOG and seven additional staff volunteered as Games Makers.

22. LOCOG members of staff and volunteers involved with the London 2012 Olympic and Paralympic Games Sailing Regattas were able to enhance their personal skills during the planning and delivery of the events, as did the RYA staff who served as Games Makers.

D. Further Strategic Issues

D(i) Governance

23. The London 2012 Olympic and Paralympic Games has helped to develop increased professionalism in the relationships between the sports National Governing Bodies, Sport England and UK Sport. The Games provided sports National Governing Bodies with a focus to work together with LOCOG, the Sports Councils and local authorities to deliver a successful Games. This has also resulted in a drive from the Sports Councils to strengthen the standards of governance within sports National Governing Bodies, particularly in relation to competencies, internal controls and business systems.

3 July 2013

Sport England—Written evidence

Sport England's role is to get more people playing sport regularly. Through its Youth and Community Sport Strategy 2012-17 it is investing over £1 billion of grant in aid and lottery money in a range of programmes designed to drive up participation, with a particular, but not exclusive, focus on 14-25 year olds and disabled people. This strategy forms a key part of the Government's plan for sporting legacy, and its main measure of success will be showing a year on year increase in the number of people playing sport once a week. Sport England plays a limited and tightly defined role in respect of school sport, investing up to £35.5 million in the School Games, and contributing £13.4 million over the next two years to the new Primary School Sport Premium.

Section One: Participation Trends – Overall Participation and Under-represented Groups

Active People Survey

1. It is the country's ambition to become the first host-nation to increase the number of people playing sport off the back of the Games. However, changing people's behaviour and the way they use their leisure time is a long-term and complex task. Sport England believes it has the right strategy in place and has been given the necessary support and funding, both from this Government and the previous one, to get more people playing sport. The early signs are promising, with the latest Active People Survey (APS) showing 1.4 million more people playing sport once a week⁹⁴ than when London won the bid in 2005.
2. Participation levels and trends have been closely monitored using APS, a telephone survey of over 160,000 people in England aged 16 and over. The data is robust, collected by expert survey companies, and is regulated by the UK Statistics Authority. Results are released every six months, and these figures are official statistics.

Overall Participation Trends

3. Analysis of overall participation levels since 2005 shows a steady upward trend. The initial figure of 13.9 million people (34.2% of the population) for the period October 2005/6 had increased to record levels by October 2011/12, when it reached 15.5 million (36.0%) – 1.6 million more people playing sport. The period between October 2010/11 and October 2011/12 saw a significant increase of 753,600 people, with the majority of that growth (578,500) driven by women. The most recent figures, released in June 2013, showed that most, but not all, of that growth has been sustained. The current level of 15.3 million means that 533,000 of the 753,600 gained have been retained. While it was disappointing to see the slight dip in figures, it was not unexpected due the exceptionally cold weather in January and March. There is confidence among many sports that figures are already showing signs of recovery, suggesting that the dip in figures is temporary, and the longer term upward trend will continue.
4. **Disabled People**

⁹⁴ 1 x 30 minute session of moderate intensity exercise

5. The number of disabled people playing sport once a week currently stands at 1.7 million which is an increase of 353,000 since 2005/06. This is a positive trend, and Sport England remains committed to increasing the number of disabled people playing sport and making sport a practical lifestyle choice for all disabled people. However, the participation rate of 18.2% is half of that for non-disabled people, and Sport England is working with the sports themselves, the English Federation of Disability Sport (EFDS) and disability organisations to reduce this gap further. In the 2013-17 NGB investment round, 42 of the 46 funded sports have committed to disability targets (compared to 11 sports in the previous round) which shows a renewed focus on disability sport following the Paralympic Games.

Young People aged between 16-25

6. The number of young people aged between 16-25 playing sport regularly has reached 3.86 million. This is an increase of nearly 63,000 on the previous 12 months, with strong advances in sports such as basketball and swimming. This is particularly positive as it is the first sign of a change from the longer term trend of declining or flat-lining levels of participation in this high-priority group. More work is clearly needed with young people however, which is why so much of our strategy is focused here. Many of our programmes are designed specifically to get more young people playing sport, such as Sportivate, Satellite Clubs, Active Colleges and Active Universities, and we also estimate that around 60% of the £493 million being invested in NGBs will be spent on initiatives targeting young people.

Gender

7. In terms of gender, the gap between the number of men and women playing sport, which stood at 2.2 million in October 2010/11, has been reduced to 1.7 million. Some of this change can be seen as a direct consequence of the Games, for example the Nicola Adams effect has seen women's boxing participation up 15,500 over last 18 months, and up more than 50% since a year ago. However, with participation rates for women at 31% compared to 40% for men, the gap is still too wide. Sport England is working to address this in a number of ways. It is investing £1.7 million in the Women's Sport and Fitness Foundation (WSFF) to provide expertise in the best ways to engage women and young girls, and has made significant investment in sport popular amongst women, such as netball (£25.3m), running (£22m), equestrianism (£6m), swimming (£20m) and tennis (£17.4m). A new initiative launched in May saw Bury chosen as the location of a pilot where a large number of projects designed specifically to get more women playing sport are being delivered and closely monitored and evaluated to provide a blueprint for other places in England to replicate in future.

Ethnic Minority Groups

8. Participation rates for people from ethnic minority groups generally show that they are well represented, with 36.7% playing sport regularly, compared to the general population rate of 35.2%. However there are certain sub-groups which are under-represented, in particular African, Caribbean and Asian girls, of which just under 26% play sport once a week.

Socio-economic Groups

9. Analysis of socio-economic groups shows that 26.6% of people from lower socio-economic groups participate compared with 41.3% from managerial and professional socio-economic groups. Funding of up to £20m has been set aside for informal/doorstep sport in disadvantaged communities. StreetGames, with support from Sport England and others has already reached more than 200 disadvantaged UK communities offering traditional or adapted versions of games, such as Cardio Tennis, Instant ping pong, Rush Hockey and Street Dance. £3.38 million was awarded to StreetGames to develop over 300 Doorstep Sports Clubs to engage young people from these communities. Sport England launched a new Community Sport Action Fund (CSAF) in April, and in round one, £800,000 was invested in six projects in wards among the 20 most deprived (Newham . Bradford, Haringey , Blackburn with Darwen, Birmingham , Kingston upon Hull). Future rounds of CSAF will also see a high proportion of awards go to projects in deprived areas, which are in the greatest need of investment.

Section Two: Sport England's Investment Strategy

Investment in National Governing Bodies

10. Sport England's investment strategy continues to be centred around investing in National Governing Bodies, but this is balanced by other areas of investment, as detailed below. £493 million (about half of our available resources) has been allocated through a fair, transparent and rigorous process based on the plans put forward by the sports and taking into account past performance. Settlements were agreed with each NGB, who are now working to deliver the increases in participation set out in their individual plans. The principles behind the 2013-17 investment are a tougher performance regime, whereby money can be withheld or withdrawn if a sport is not delivering its plan to a satisfactory degree; an increased focus on youth sport, making the transition to community sport easier; and taking sport to where people are. An extensive consultation was undertaken in summer 2011, involving 500 stakeholders, clubs and participants, which confirmed strong support for this approach.
11. Continuity will be crucial to maximising the chance of the strategy delivering its objectives. The 2013-17 investments and objectives are effectively a continuation of 2009-13 round, giving a vital long-term aspect to this participation legacy work. The political and financial stability of community sport policy in recent years has undoubtedly been a factor in the success seen so far.

Partner Organisations

12. The community sport landscape is complex, and in addition to NGBs, Sport England is working with a wide range of organisations to deliver a sports participation legacy. Key partners include County Sports Partnerships (CSPs), the 49 bodies responsible for facilitating the delivery of sport at a local level, Local Authorities, and a number of national partners such as those already mentioned (EFDS, WSFF, StreetGames). There are also many good examples of multiple organisations working together, such as Satellite Clubs. These are extensions or outposts of community sports clubs which are established in a new venue, usually a secondary school or college. They are being delivered nationally with Sport England, NGBs, CSPs and the schools/colleges all playing a role, and the sessions delivered by coaches and volunteers from local clubs provide a valuable stepping stone in helping young people transition from school to community sport. The Premier League is a

major partner in this programme, and since 2009 it has helped create 320 satellite clubs, engaging 60,000 young people, through the PL4Sport partnership with Sport England.

Impact of Places People Play

13. Sport England's £155 million legacy programme, Places People Play, which was launched in 2011, is a diverse programme, encompassing both substantial capital investment and a range of revenue projects. In terms of impact, it is likely that this will be seen first in projects like Sportivate. Since 2011, 256,297 young people aged 14-25 have attended 6-8 week courses, of which eight out of ten have been shown to have still been playing the sport three months later. This retention rate is significantly higher than other interventions. Generally speaking, a retention rate of 50% is considered untypically high, which highlights how successful Sportivate is in comparison with its 80% retention rate. In the medium and long-term, we expect to see a noticeable impact from our strategic investment in building and improving sports facilities up and down the country. The Inspired facilities programmes has already seen investment in of £55 million in over 1,000 small facilities upgrades; the Improvement fund awarded over £9 million to 38 medium-sized projects initially focusing on artificial pitches and swimming pool changing facilities; and 26 large-scale, multi-sport construction projects have been supported with £39 million of Sport England investment. This is supplemented by work done around strategic facilities planning with Local Authorities to ensure parties are clear about what and where the needs are for local sports facilities, so that investment is evidence-based and will ensure adequate provision for local communities.

Disability Sport

14. To ensure the opportunity to create a Paralympic legacy of more disabled people playing sport is not missed, Sport England has developed a new, holistic approach to disability. This involves working closely with a number of disability organisations (such as Disability Rights UK, Level Playing Field and the Mental Health Foundation) to help address the demand side issues that exist (i.e. making sure disabled people are aware of and can influence the sporting opportunities available, as well as simply enhancing the supply of sport), making use of their networks, expertise and standing with disabled people. The knowledge, insight and routes to market that these organisations offer have helped us set in motion a culture change in sport that will ensure that it is a practical lifestyle choice for all disabled people.
15. We have invested over £26.5 million into programmes that are specifically for disabled people including: £5.2m to 4 Paralympic NGBs, £6.8m into 15 NGBs to deliver disability-specific programmes, £10.2m into Inclusive Sport, part of the Places People Play programme, up to £1m to deliver the Sainsbury's Active Kids for All Inclusive Community Training Programme and £134k to UK Deaf Sport to support the 2013 Deaflympics and Talent ID programme. To support our work with the NGBs we have also invested £1.98 million in EFDS and £1.37m into 7 National Disability Sports Organisations (NDSOs) to provide disability and impairment expertise.
16. Additionally and in line with its wider commitment around disability, all of Sport England's programmes are inclusive of disabled people. More than £50 million has been invested in sports facilities and demand that investments meet high standards in terms of creating welcoming, practical facilities for disabled and non-disabled people. Satellite Clubs are required to ensure that they are inclusive, as well as providing disability-specific ones

where there is a need (e.g. Greenbank Sports Academy in Liverpool). An increasing focus on sport and health work is also expected to encourage participation as physical activity is very much considered a stepping stone for disabled people into a sporting habit.

Section Three: Volunteering in Sport

Overall Picture

17. Volunteering in sport is another area that stands to benefit enormously from the Games. The overall picture looks promising, with data from the DCMS Taking Part survey showing an increase in volunteering activity since the Games. Volunteering in sport between 2011 and 2012 increased from 17.5% to 20.9% of adults. Even more encouraging is that there has been a significant increase amongst the 16-24 age group (up from 25% to 34%) and women (25% to 28%) who had volunteered in the last 12 months compared to 2005/06.

Communicating with Volunteers – Sport Makers

18. Following its successful bid to manage the LOCOG consumer database, Sport England has taken a leading role in promoting volunteering opportunities through the regular monthly newsletter, Be Inspired. Since September, Games Makers and other potential volunteers on the database have been sent information about Sport England's Sport Makers volunteering initiative.
19. Partly due to this communication, the £6 million Sport Makers scheme has grown rapidly. Before the Games, in July 2012, the number of Sport Makers who had delivered 10 hours or more of making sport happen in their communities was under 4,000. As of 30 July 2013, over 40,000 Sport Maker volunteers had reached this 10 hour mark. In total, 78,700 people have registered on the website, and over 53,500 have attended a workshop, meaning there are even more potential volunteers ready to start making sport happen.

Games Makers

20. The Join In Trust is currently working most closely with Games Makers since the Games finished in September 2012 and has provided evidence of Games Makers going on to do other sports volunteering⁹⁵. They found that nearly two thirds of Games Makers (62%) were motivated to carry on volunteering after the Games, with two in five giving time to local sports clubs or associations. In addition, the average time per week spent volunteering by Games Makers has increased by 109,200 working days since the end of London 2012.

Community Club Volunteers

21. Another type of volunteering that contributes hugely to grassroots sport is volunteering at community sports clubs. Sport England's £2 million Club Leaders programme, designed to support people involved in the running and administration of community clubs, provides training, mentoring and other types of professional support for those volunteers

⁹⁵ Games Maker research figures are from The Join In Trust/acj research ltd. Total sample size was 252 London 2012 Games Makers. Fieldwork was undertaken between 23– 28 May 2013. The survey was carried out online and figures have been weighted and are representative of London 2012 Games Makers.

who make such a valuable contribution. To date, over 1,620 clubs and 2,255 individual users have registered with the scheme.

Section Four: School Sport

22. Sport England's remit in relation to school sport is both limited and very tightly defined. In March 2013, the Government announced a £150 million a year package for the next two years to improve the way sport is delivered in primary schools. Sport England is contributing £13.4 million of its Exchequer funding to the primary school premium, which is managed by the Department for Education. Sport England will invest £1.5 million Lottery funding in 2013-14 and 2014-15 to build capacity in CSPs to strengthen links between primary schools and sports. Each CSP will get at least £20,000 per year and we hope sports will also add to the pot of funding, drawing on funds outside of their Whole Sport Plan allocations, where this is strategically important for them.

School Games

23. The Sainsbury's School Games is a £128 million competitive school sport programme developed through a partnership comprising DCMS, DfE, DH, the British Paralympic Association, the Youth Sport Trust and Sport England. Sport England contributes £35.5 million Lottery funding. The Games are aimed at children and young people aged between 7-19. The programme is made up of four levels of activity:

- Level 1 - competition in schools (intra-school sport)
- Level 2 - competition between schools (inter school sport),
- Level 3 - competitions at county level
- Level 4 - national finals event

24. At a local level, the School Games are delivered by schools, clubs, CSPs and other local partners. Local organising committees have been set up, chaired by head teachers, to oversee the Level 3 county festivals. The latest results show that 17,620 schools had registered on the School Games website. In 2013 there will be 100 summer and winter festivals, with at least 150,000 competitors coming through from the level 1 and 2 competition.

31 July 2013

Sport Music for Peace—Written evidence

My Lords,

1. I am writing to introduce myself with good news for our Olympic Legacy and to ask for your help. I am a young English composer/conductor, 21 years old, who has just completed the Olympian feat of creating a Lasting Legacy for London 2012. **Sport Music for Peace** delivers the following benefits:
 - Regenerates East London (Olympic Stadium, 3 Mills Studio)
 - Improves foreign trade & investment (British Council, Prince's Trust, Tier I Sponsors)
 - Increases sport participation, domestically and worldwide (sailing, equestrian, martial arts)
 - Presents UN Commemoration (Gifts from Parliament to 193 nations in General Assembly)
 - Regenerates Recording Industry (creates new series of **Sport Music** albums – a new genre)
 - Boosts Educational Publishing (sells book, scores, DVDs ,CDs in special education edition)
 - Reconnects former Legacy nations worldwide (stages world tours in former Olympic stadia)
 - Global relay ([what peace sounds like when united nations work together in concert](#))
 - Nomination for Nobel Peace Prize (pending demonstration relay – a world first for UN)
2. This Lasting Legacy is based on three new orchestral works I have written that pay tribute to the three gold medals won by Team GBR in equestrian, sailing and martial arts:

Overture to Sport (15 min)

Equestrian Concerto for Cello (45 min)

Yachting Symphony (55 min)

This two hour concert programme was written out of my own sporting life as a certified Yachtmaster, Eventer and Martial Artist. The Royal Philharmonic Orchestra and the Philharmonia Orchestra have both put in bids to record and premiere with my conducting an 80- piece ensemble. This is enough for a double CD Album and should take approximately 4 days in studio to record. I plan to use the Floating Earth Mobile Recording engineers who have also put in a bid for this project.

3. The Managing Director of Decca, Mark Wilkinson, and the Sr Vice President of Universal Music Group, Costa Pilavachi, both met with me to say they would distribute the album providing I could finance the recording and premiere.(See recent blog post to this effect: <http://www.pendragonproductions.com/blog/when-music-meets-sport>.) They suggested using Anna Barry for producer, who did the Royal Wedding Album, and, after reading the scores and talking with me, she not only agreed but introduced me to the owner of IMG Artists. She also writes, **“Bolton Browne is extremely talented and this is an audacious and interesting project that breaks a lot of moulds and deserves to succeed.”**
4. Our Undersecretary of State at the Foreign Office, Henry Bellingham, invited me into Whitehall, and suggested that as soon as the album is made, I fly with our UN delegation to

Sport Music for Peace—Written evidence

New York to present the album, as a gift from Parliament, to the United Nations and to give a commemorative copy of the music to each of the 193 members of the General Assembly, not only to pay tribute to London 2012 but to announce the upcoming global relay which pays tribute to the UK's long and honourable peacekeeping heritage through sport.

5. This is something that the owner of IMG Artists, Barrett Wissman, met with me to discuss. At Anna Barry's suggestion, he flew in from his home in Dallas, Texas and said because his Agency had a deep enough backlist, they could populate a spectacular series of "pass the baton" concerts, something never before attempted. Once every two hours across 24 time zones, for a total of 12 concerts, we can synchronize the former Olympic Stadia around the globe to simultaneously perform the same programme at the same time and thus not only turn classical music back into classical sport through relay, but for our top conductors to showcase how cultural variation and personal technique interpret music, all against a level playing field made possible by the composer's own World Premiere rendition. Conductors have never had this chance before and it also gives audiences the same opportunity, measure for measure, to compare which version they prefer. As each fan participates in the same peacekeeping process, we demonstrate what peace sounds like when united nations work together in concert. We all know what war sounds like but what about peace...? **"I am interested in helping and I think there are many ideas that are worthwhile...I am ready and willing to move my organization to work on this but the project needs to have at least a base level of funding committed."**
6. Because this is a new genre and we have written an entire concert programme, not just one piece, to share with others, London 2012 becomes the first Olympics to actually demonstrate what peace does sound like, what it is that nations have so long yearned for and apparently forgotten how to identify? We now have something that unites us, non-verbally, that moves us, that transports nations, and whether the music moves us to tears or up out of our seats, it opens up deep within each man's treasure chest, his own response with a duple meter pulse and a triple meter heartbeat. If we did nothing else, putting on this spectacular global relay out of East London would be Legacy enough for any nation and one that could certainly win nomination for a Nobel Peace Prize.
7. Yet this is not all we have. London 2012 can also claim a literal world record. No other nation has written for sport before. Composers have never written anything substantial for a sporting champion. Just think of this and what a national disgrace it has been and how our athletes have only ever been given heroic theme tunes from church music, opera or love songs, nothing to do with sport itself. Why is this? I have written an entire book about it, called Sport Music, and this book will go on sale the night of the World Premiere, along with the release of our new double CD album. Both the book and album will also be available for downloads on our new updated website along with clips of the TV documentary, scores, video games etc.
8. If our music academies were to reinstate sport onto the curriculum, we might produce healthier and more integrated music. Naturally, our athletes are thrilled with the music tribute this Legacy provides and many promise to attend the premiere. At last, they say, their heroic feats can be heard spun out across the still point of the turning world. This is the place where hemispheres connect, both internal and external, the place that athletes call being "in the zone", the place where light is born out of fire, where the body's one bridge can burst into star with gifts to shower the night.

9. Since what we listen to affects how we behave, using the composer as interlocutor for peace is a smart move because composers deal with conflict resolution every day, we bring opposing forces together in the orchestra and create harmony – not out of unity, as tyrants would have us believe – but out of diversity. Since aggression and empathy are two emotions that travel along the same neural pathway in the brain, by accessing one we influence the other. We can reverse polarities by using the principles of classical sport to inform the writing of classical music so that by realigning the melodies of the mind, the harmonies of the heart and the rhythms of the body we can deliver peak performance, just as it happens for the sportsman, so too, the composer. Perhaps if our music academies were to reinstate sport once again onto the curriculum, our concert halls would fill with sport fans and the music turned out would be healthier, more integrated and wholesome. As it is, the classical record industry is in a slump because composers are not writing the kind of music that people want to take home and listen to again and again, which is the only reason records are made in the first place. The Olympics come along and we create something innovative, called Sport Music which challenges composers to first master sport and then write for it and by encouraging composers and conductors both to get physical with music, I believe London 2012 can reinvigorate an entire new sector of society called classical music for classical sport. The recording industry, especially, will benefit. New sonic brands can develop for sport clubs, associations and companies of all kind. Future volumes planned include winter sports such as skiing, sledging and skating, which I plan to launch from Davos for the World Economic Forum and further combinations of cycling, swimming, cricket, tennis and golf are also possible. London 2012 has a great deal to look forward to that increases sport participation for years to come and can position our champions for Rio 2016.
10. This cross-platform strategy redirects enthusiasm for sport, both at home and abroad. London 2012 will go down in the history books as the first Olympics to care about other nations, to use its own medal production to encourage other legacy nations to come together. Usually competitions set people apart but here we are using our gold medals to bring nations together. This is a Legacy with legs. We transport the nations and deliver them up against time and shatter illusion's crystal. Timing is crucial to sport but also to music and diplomacy. By using the time zones of the planet as bar lines in our composition, we create a sonic brand for a generation. What we listen to affects how we behave and if we want more people doing sport, we have to give them something more than just a photograph, they must feel the difference, what sport actually feels like and this is done through music, not photographs. Music is what moves people to action and we have it, two hours worth. No other nation does, and this is just the beginning. The Select Committee now needs to reach out and implement what is fresh and new, what is innovative, if we are to recoup our sporting investment. Unless sport can take dominion and propagate her Olympic seeds, on the backs of other sectors in society such as diplomacy, film, dance, television, radio, fashion, education and publishing, sport will not grow, there will be no growth in market share and our nation will not reap the harvest it so badly needs and is capable of, given the tremendous investment. If sport stays stuck and all we do is sport for sport sake, there is no legacy there whatsoever. The Committee must instead engage with secondary process thought and think outside the sport box. You must let sport go...around the world...so that it can return to you, a proud bearer of international good will, of global peace and lasting legacy. If you keep it tightly wrapped up in the school box, it will not grow; it will be suffocated by its own narcissism. Sport must be allowed to develop itself, just as in puberty, and our nation cannot become overbearing during this period of self-assessment. We must learn to let go and let grow. **Sport Music for Peace** is commercially viable and will return an estimated 200% to any

investor so if our Legacy Development Corporation is looking for a go-to market partner, this is it. This is what you want. East London continues to provide an excellent Olympic Stadium where our World Premiere can easily take place and the 3 Mills Studios close by can synchronize our TV documentary and hook us up to the other Olympic stadiums worldwide. What a constellation that will be and so good for the other nations also who have now grown weary of living off of reminiscence with no active legacy to sustain them.

- 11.** Our plan to make a TV documentary that covers the backstory to all of this, how sport and music come together to promote peace, will use the 3 Mills studios at our Olympic Park and thus help bring in much needed investment to the region. By broadcasting our World Premiere from the Olympic Stadium, we can use the nearby studio to develop our filming project and synchronize all of the relay concerts worldwide from there. When I spoke with the various TV producers at MIPTV in Cannes they were all keen to get started and asked me to alert them as soon as I had a firm date to begin recording in the studio. They all insisted on using dual screen technology for this, so that the tech-savvy household could easily order from the screen with their connected devices whatever we made available to them during the scriptwriting: London hotel reservation; charter yacht holidays; polo tournaments; clothing, equipment, music tuition; concert tickets; cars, plane reservations, exotic resorts; etc. I have formatted three possible treatments for the TV documentary so depending on budget we can choose from a one-off Spectacular; a 6 x 45 minute episode or a yearly show "Keeping Score" where we present various sports in the field and then back again into the studio, turning them into music, a different combination each week.
- 12.** I have also designed three video games to extend the final episode of any TV content; these are all sport themed and use the sport music as soundtrack. These games would all be playable on multiple platforms and produced by any of the major game labels such as EA, ActiVision/Blizzard or SEGA and it is worth noting that titles produced by these companies frequently sell in the tens of millions. This would be a world coup for London 2012 and take the Lasting Legacy onto billions of hand-held mobile devices. It will also promote the cause for worldwide peace and if London 2012 can say, we did that, we used our two boosters of sport and music to deliver the payload for international peace and by so doing, connected all of our legacy partners together in one constellation of hope, health and good listening, then we will have given this next generation a bright star by which to navigate, something that bursts onto the scene, shines brightly and ushers in a new era where men walk tall, pulled ever upward by the magnetic force of illumination, creativity and relationship. The distribution rights for this TV documentary will be tremendous. The British Council and the Prince's Trust would like this documentary to be played on every incoming flight to the UK. Each city that participates in the global relay will want its own copy of the documentary, to showcase their own regional stars and the 193 member nations in the General Assembly will also want to broadcast their copies back home so returns on just this one TV documentary alone are exponential, made possible by the newsworthy value of the accomplishment, the occasion and the diplomatic conduits that benefit.
- 13.** Following the spectacular launch, the music goes out on world tour in the usual way with this one lucrative difference. I do not travel with an orchestra, which is a considerable savings. Instead, if a city or civic organization orders up an "Evening of Sporting Classics" I can fly in and bring just my baton having sent the scores on ahead via PDF plus any event branded materials (and for that I would use someone like ICON) so that we use a professional city orchestra while I provide the new composer, the new conductor, the new music and all related materials, almost a franchise arrangement so that each venue receives the same

Sport Music for Peace—Written evidence

treatment, the same packaged merchandise – a book, a DVD of the documentary, the double CD Album, video games and even apps.

14. Finally there is the publication of the music itself. For this I would work possibly with someone like Oxford University Press to publish an education edition of the scores into one portfolio and send this to schools, colleges and libraries around the world so that they can first read the book, watch the DVD of the documentary, listen to the music on the double CD Album, and then rehearse the scores with their own orchestra and put on a concert of **Sport Music for Peace**. The music I have written is not insanely difficult to perform and should be accessible to a first rate youth orchestra and would give the educators a boost by combining their sport departments, music departments, English departments and possibly also include teaching English as a Foreign Language, plus Dance and Film so that depending on budget, we can include a dance interpretation of the Overture and a silent film projected over the orchestra and synchronized to the symphony finale, demonstrating the rites of passage and the inherent physicality in all of music.
15. This then is our Lasting Legacy for London 2012. It provides our nation with a spectacular boost. We are now a nation of champions- sporting champions and music champions - and given further dissemination, others to follow. By using Music, TV, Book and Digital portals, London 2012 uses secondary process to show how sport now influences entire cadres of society to such a degree that we can join up legacy nations one to another; demonstrate what peace sounds like; redefine classical music; support diplomats in conflict resolution; create jobs and foreign investment ; and even position ourselves for nomination to the Nobel Peace Prize - all of this out of East London where immigrants land and legacies take root. Legacy is not asking what we should do for sport but instead showing what sport has done for us. That is the legacy that sport leaves behind.
16. Following is a partial list of endorsements:

Government:

Lord Bates, UN Olympic Truce
Henry Bellingham, Undersecretary of State, Foreign Office
Emma Boggis, Head of Cabinet Unit on Lasting Legacy
Lord Sebastian Coe, Legacy Ambassador & CSM Director for Chime Communications
Sir Jeremy Greenstock, former UN Ambassador
Lord Hannay of Chiswick, former UN Ambassador
Mayor Boris Johnson's Liaison Office on legacy
Hugh Robertson, Minister for Sport and Olympics

Sport:

Sir Ben Ainslie, Olympic Sailing Champion
Paul Gelder, Editor, Yachting Monthly Magazine
Dame Ellen McArthur, Circumnavigator

Media:

Anna Barry, Classic Music Producer, (did Royal Wedding Album)
Carolyn Brown, Presenter, BBC Radio 4, "Today Show"
Lord Burns, Chairman, Channel 4 TV, broadcast Paralympics
Julian Clegg, Presenter, "Breakfast Show," BBC Radio Solent
Ian Maclay, Managing Director, Royal Philharmonia Orchestra
Sir Peter Maxwell Davies, Master of the Queen's Music

Sport Music for Peace—Written evidence

HRH the Duchess of Gloucester, Patron, Royal Academy of Music

Costa Pilavachi, Sr VP of Universal Music Group

Ian Ramsdale, Producer, BBC London 94.9 “2012 Lives”

Mark Wilkinson, Managing Director, Decca Records

Barrett Wissman, owner of IMG Artists

Roger Wright, Director of the Proms & Comptroller Radio 3

Denise Yates, Director, National Association for Gifted Children (Potential Plus)

- 17.** There is much you can help with. I have many questions and you may well have your own. I have worked hard, first mastering the sports, then writing the music, preparing the conducting and lining up a team of professionals to deliver the Legacy. I am delighted that Government took an early interest and for me it is time to give something back. Growing up with access to Crown Land in the New Forest, I benefited from the liberty and conservation that our Monarchy and Parliament guaranteed. I respectfully ask for your help so that together, we can work in concert to promote an Olympic Legacy fit for London 2012. I would ask to speak with you in person and submit oral evidence. We are a home-educating family and so much of my success results from that experience. Neither of my parents is musical but they have encouraged me in my work and have much to share regarding this outreach. That would make three invitations then for - Professor Gary Browne, Mrs Barbara Browne and Bolton Browne. I thank you for your consideration and look forward to meeting with you in Committee.

15 July 2013

Sport and Recreation Alliance—Written evidence

Introduction

The Sport and Recreation Alliance (SRA) is the independent umbrella body for the sport and recreation sector in the UK. We represent over 300 governing and representative organisations, providing a broad range of physical activities from football to folk dance, basketball to boccia. In addition to providing services and support to our members, we speak up on behalf of the sector to ensure that its significant contribution is recognised and enhanced.

The Alliance strongly supports the work of the Olympic and Paralympic Legacy Committee and warmly welcomes the opportunity to submit a response to the Call for Evidence. This response seeks to complement and develop the points made by our chair, Andy Reed OBE, who gave oral evidence on 8 July 2013. In addition we will submit a further written response to the Committee in September to provide an analysis of the results of the 2013 Survey of Sports Clubs.

Delivering a lasting legacy will be a challenge, given the failure of previous Games to achieve this. Whilst there is much work to do, in broad terms we are optimistic about the prospect of delivering a long-term sporting legacy from the Games, particularly given of the emphasis on legacy throughout the planning and delivery phases of the Games and wide levels of both public and political support. We agree with Lord Coe's assessment that the legacy is a long-term project, and believe the key to success will be a constructive working relationship between national and local government and the sport and recreation sector.

As Part A of the Call for Evidence acknowledges, the 'sporting legacy' from London 2012 comprises multiple legacies; grassroots participation, disability sport, physical education and school sport, elite sport and major events. To this list we add the concept of a political legacy for sport. This response will outline our assessment of progress in each of these areas.

Grassroots participation

It is too early to conclude what long-term impact London 2012 will have on sporting participation. While the most recent set of Active People Survey results (released in June 2013) indicated a dip in the number of people regularly taking part in sport, the longer-term trend is more positive with an increase of around 1.4m people regularly playing sport since 2005/6⁹⁶. There are also clear reasons for the short term dip in participation figures in some areas. The delivery of a sustained increase in participation levels will be helped by stability and consistency from government, and by an environment which encourages long-term planning rather than short-term initiatives.

At the heart of the mission to increase sporting participation are the UK's 150,000 amateur sports clubs. These clubs are essential to the delivery of a long-term legacy, but they face a range of financial and practical challenges which threaten to undermine their contribution. These challenges existed before London 2012 and continue to exist. Sports clubs provide an accessible and good value opportunity for new people to come into sport and drive the

⁹⁶ Sport England (2013), *Active People Survey*. <http://www.sportengland.org/research/who-plays-sport/national-picture/>

participation legacy and it is essential that they are supported. Our 2011 Survey of Sports Clubs⁹⁷ identified that:

- Whilst membership fees had increased since 2009 by around 9%, fees continued to represent good value for money at an average full fee of £83 per year for an adult and £61 for a junior participant.
- The average annual operating surplus of a club had fallen by almost half in three years, to just over £1000.
- Fewer than 50% of clubs were operating with a surplus according to the 2011 survey, with 23% at break-even point and 28% operating with a deficit.
- Income had fallen by some 15% to an average of around £35,376 (from £41,937 two years earlier).
- There was a high level of dependence on local authority and educational establishments for provision of facilities – accounting for 73% of hired sports facilities and 48% of sport provision for community clubs. This presents a potential concern for the sector given the ongoing impact of local government funding cuts.

These figures indicate that paying for training, equipment and facilities is not getting easier, particularly in the light of cuts to local authority budgets. We will be in a position to update these figures when the results of our 2013 survey have been analysed.

Amateur clubs rely heavily on the support of volunteers. According to Sport England⁹⁸, 2 million adults in England volunteer in sport – more than any other sector – and their contribution is worth £2 billion in economic terms according to the NCVO⁹⁹. However the valuable time of a volunteer at an amateur club is all too frequently consumed by demands such as generating funding training and equipment, seeking or maintaining facilities, applying for various licences and other administrative duties. In our 2011 report, *Red Card to Red Tape*,¹⁰⁰ we identified a range of these burdens and suggested corresponding solutions for government to consider. While some action was taken there remain a number of steps which can be taken to help ensure volunteers can spend more time delivering sport rather than administering it.

Despite ongoing challenges for sports clubs, the promise of the Olympic and Paralympic legacy presents an historic opportunity for them to increase participation and to further enhance their vital contribution to communities across the country. Whilst many clubs will recognise this potential, there remain concerns as highlighted by the SRA's January 2013 research into legacy, which revealed that:

- Whilst 27% of surveyed clubs consider that government has done enough to create a participation legacy, some 73% responded that government had done “a little” or “nothing” to secure the legacy.

⁹⁷ Sport and Recreation Alliance (2011), *Survey of Sports Clubs 2011*.

<http://www.sportandrecreation.org.uk/policy/research/research-archive/2011-%E2%80%933>

⁹⁸ Sport England (2010) *Active People Survey 4*

⁹⁹ Based on calculations from data within NCVO (2010) *The UK Civil Society Almanac 2010*

¹⁰⁰ Sport and Recreation Alliance (2011) *Red Card to Red Tape*

<http://www.sportandrecreation.org.uk/policy/research/red-card-red-tape>

- There is more to do for clubs to feel that they have directly benefited from 2012, with 66% responding that they had not benefited – it's worth noting that some 59% of those respondents were from non-Olympic or Paralympic sports.¹⁰¹

The most important step the government can take to support grassroots clubs is to fully support the Community Amateur Sports Club (CASC) scheme. The scheme is currently subject to a consultation by HMRC, with the stated objective of making the regulations clearer, more robust and easier to understand. There are, however, some significant problems concerning the ways in which they are proposing to achieve those objectives and we are concerned about a potential negative impact on sports clubs if these proposals were to go forward in their current form. Indeed, the Alliance – along with a number of major national governing bodies – believes that some clubs could even be forced to deregister from the scheme as a result of some of the proposed changes. In a post-Olympic year, this really would be a huge blow for grassroots sport in this country. Our 2013 Survey of Sports Clubs will provide more data about how well the CASC scheme is functioning, and we look forward to sharing the conclusions with the Committee.

Disability sport

One of the most positive effects of London 2012 was to transform perceptions of disability sport. However there is still a challenge to make a real difference to the numbers of disabled people who are playing sport, and to overcome some of the practical barriers that exist. In October 2012 two thirds of the respondents to our legacy survey told us that they did not have suitably trained staff to cater for disabled participants, whilst 3 in 5 lacked the appropriate equipment. The same survey showed 89% of clubs reporting no change in the number of disabled people joining, with 86% noting no change in the number of enquiries from disabled people and 96% reporting no change in the number of disabled people volunteering in their clubs.¹⁰²

An increasing focus for the English Federation for Disability Sport (EFDS) is to consider how to increase demand for disability sport; Paralympic sport doesn't cover all the activities that disabled people might want to do. Through its 'Active for Life' strategy, the EFDS is allying its expertise with NGBs, and is partnering locally with County Sport Partnerships to help clubs enhance their opportunities for disabled participants. Schools also have an important role to play, and it is essential that PE teachers receive adequate training to cater for pupils of all abilities; the EFDS has previously estimated that 85% of newly qualified teachers did not feel comfortable in this respect.

Physical education and school sport

The sector is still getting to grips with a school sport environment which has undergone a period of constant change since 2010, and a period of stability is now required to allow the new structure to bed in. Whilst governing bodies do not receive public funding for the delivery of PE and school sport, there are many examples of effective partnerships including the AEGON Schools Tennis programme, FA Tesco Skills programme and the RFU's 'All

¹⁰¹ Sport and Recreation Alliance (2013) *Olympic and Paralympic Games Legacy Survey*
<http://www.sportandrecreation.org.uk/policy/research/olympic-and-paralympic-legacy-survey>

¹⁰² Sport and Recreation Alliance (2013) *Olympic and Paralympic Games Legacy Survey*

Schools' initiative. A further positive development is the allocation of additional funding for County Sport Partnerships to play a coordinating role in the delivery of youth sport.

The withdrawal of funding for school sport partnerships in 2010 was a huge disappointment to the sector, but we have welcomed the fact that the government has recognised this gap and responded with an investment of £150 million per year for two years into primary school sport. We are clear that for the primary school premium to be a success, head teachers should receive adequate guidance about how best to use the funding, and that Ofsted need to be far more rigorous in holding schools to account. We are pleased that primary schools will now be required to publish details of their sport offer on their website.

The government's youth sport strategy, published in January 2012, rightly recognises the importance of school-club links for maintaining participation and stemming the 'drop-off'. Our vision of the school-club relationship is one which is mutually beneficial. We strongly recommend that schools should be encouraged to open up their sports facilities for community use outside of school hours, and by doing so they can offer valuable support to the two thirds of sports clubs in England and Wales that don't own facilities.

Elite sport and major events

Elite success and participation are interdependent; the sporting pyramid needs a firm base from which future medallists can be drawn, and elite success is also a key factor in inspiring young people to being involved in sport. Memorable and emotional occasions like 'Super Saturday' – during which Mo Farah, Jess Ennis and Greg Rutherford all won gold – are both the result of, and the catalyst for, investment and commitment at the grassroots. We therefore welcome the maintenance of elite sport funding levels for the next four years, but also highlight that not all sports will continue to receive funding as a result of UK Sport's 'no compromise' approach. There are also concerns about the funding situation for elite sport in the period after the 2016 Rio Games and the Committee has heard from a number of our member organisations on this subject.

There is no doubt that London 2012 was a fantastic advert for the nation's ability to hold high profile sporting events. There are 70 major sporting events taking place in the UK over the next six years, which speaks to the nation's strengths in terms of our venue stock, knowledge base, spectator appetite and the profile of our elite sports men and women. These events will play a hugely valuable role in maintaining the momentum of the Games as well as delivering considerable economic impact: UK Sport estimates that for every £1 of National Lottery funding invested into major sporting events, an average of £4.90 of additional direct economic impact is generated for the host city and region.¹⁰³

Whilst the story is generally positive, however, there are nevertheless challenges that exist in the context of a difficult economic environment. In a recent poll of 24 governing body chief executives and chairs conducted by the Alliance, two thirds identified financial risk as a major challenge when bidding to host sporting events.¹⁰⁴ The government should continue to recognise not only the value of having these events in the UK but also the role it can play in securing them and making them a success.

¹⁰³ UK Sport Press release, 14 February 2011, '2011 major events announced as UK sport aims to set 'international benchmark' for host nations'

¹⁰⁴ <http://www.sportandrecreation.org.uk/news/20-06-2013/eu-summit-major-events-global-growth-market-out-there-taking>

Political legacy for sport and recreation

A key lesson to take from the success of London 2012 is the scale of what can be achieved with sufficient political will, cross-party unity and long-term planning. We regret that the same level of commitment and collaboration has not yet been applied to the challenge of tackling the rising cost of physical inactivity, to which sport and recreation can make a valuable contribution. There is well-established evidence that exercise can improve physical health and so reduce the risk of obesity, heart disease, certain types of cancer, osteoporosis and many other illnesses, as well as treating depression, stress and anxiety and helping to prevent dementia. We therefore urge the government to repeat the success of the Games by establishing a comprehensive, long-term and cross-party strategy for promoting physical activity which fully utilises the power of sport and recreation.

23 July 2013

STEPS—Written evidence

PROSTHETICS AND THE PARALYMPIC LEGACY

STEPS along with colleagues from the other major charities in the Limb Loss Community have been aware of problems for people with limb loss – congenital or other causes – to participate in PE and Sport for a number of years resulting from the lack of provision of sports prostheses. The Paralympic Games and The Legacy have highlighted a public aspiration ably advocated by Ministers, Parliament and Sporting Bodies, but yet failing to tackle a fundamental disconnect between these aspirations and the ability of people with limb loss to participate, as sports prostheses for PE and Grass Roots sports are not available on the NHS. Instead such children and young people are condemned to watch their friends take part in sports and PE rather than to participate. Individuals are either told they must pay for themselves or find a charity that is prepared to donate the money. This is in stark contrast to the well funded and rightful provision for Vets, but which only serves to underline a two tier system. (UK Sport told the Committee that Vets account for only 3% of Elite Sports people)

Following lobbying we are told the Department of Health are now working on a new policy to provide Sports Prostheses - time is of the essence for the Olympic Cycle and children do not get the time again. Lord Coe said in evidence to the Committee on the 19th June that it may be too late by the age of 15?

In providing the following evidence we are addressing points across a number of questions raised by the Committee as pertaining to the limb loss community, namely:

- 2 **A: SPORTING LEGACY**
General Public Participation
Paralympic Sports Participation
Education and Schools Sport
High Performance Sports

3 **INTRODUCTION**

STEPS is a national charity supporting children and adults affected by lower limb conditions, such as clubfoot, hip conditions and limb loss. We have a long reputation for research and evidence based lobbying.

The first point we should reiterate is that Limb loss is for life: for some literally from cradle to grave. There is a wrongly held perception that individual prostheses are about elite performance: the reality is they are about day to day living: what Gill Hicks, who lost both legs in the July 07 bombing, described as “the new normal”.

The numbers of new referrals in England are c 3400 per year, a decline of 20% in the previous decade. (This includes Military referrals). 67% of those are attributed to Dysvascularity, and approaching 60% are over 55. Children (up to the age of 16) account for 3% of the total – consistently 100- 130 a year – of which 85% are congenital and more than half are dissatisfied with their prosthetic service.

STEPS along with other charities and the Associate Parliamentary Limb Loss Group are actively pursuing conversations with Ministers, the Department of Health and NHS England concerning the following:

The Disconnect:

- 4.1 The aspirations of the Country and the Legacy to provide sport for the enjoyment and achievement for all, from the grass roots up including PE, with the practice of the NHS to refuse funding for sports prostheses.
- 4.2 Although it would seem not to be within the Committee remit, it is important to realise there is a wider issue with the provision of day to day prosthetics commissioned through NHS England. This is a separate issue but does very clearly relate to the wellbeing of individuals through their ability to participate in a basic active lifestyle with their peer group.

5 COMMENT

- 5.1 In the light of the NHS Reforms, STEPS has been repeating a request for a review of Children’s Prosthetic Services – last raised in the Associated Parliamentary Limb Loss Group in 2012.
- 5.2 In 2000 STEPS contributed to the Audit Commission’s review of Prosthetic services; 13 years on there is very little evidence that any of the issues raised or recommendations have been acted upon, and each year around 130 children continue to be referred to a service that is predominantly geared to Adult services – some or all of which may be inappropriate.
- 5.3 In preparing for our response to the public consultation carried out earlier this year on the provision of prosthetics services we highlight three quotes:

“My daughter attended the first event [ParalympicsGB Sportsfest] last December, and was fortunate enough to have been selected to trial for three Para Sports. If she were successful or wished to pursue these to a higher level she would require more specialised prosthetics which are not available to her on the NHS”.

“The elite para sports competitors in our sport are funded by commercial sponsorship. In the event they are ex military they are funded directly: whatever they (the vets) need they get. The concern is can grass roots competitors get to higher levels?”

“We organise sporting events for amputees at grassroots level and have done so for five years, this year introducing the Junior and Primary Games. Over 500 people have taken part, and only a handful has gone on to compete for their country. One of the biggest barriers to regular participation in sport is socket fit and a lack of provision of specific sporting prosthetics. Since the Paralympics we have been inundated with amputees wanting a running leg, who have been refused by the NHS”.
- 5.4 Additionally in STEPS submission to the NHS Commissioning Board consultation in January 2013, we wrote: “For children to grow up to see themselves as fully integrated members of society with minimal or no disability they must have equal access to a range of experiences equal to their peers: for this reason like Veterans. They should

STEPS—Written evidence

have access to prosthetic limbs for sporting activities.” If we are to ignore this, then the Paralympic Legacy for this group of children is of limited value.

- 5.5 It is to be noted that the single specification relating to prosthetics drafted by NHS England generated the largest number of consultation responses – some 7% of the total.
- 5.6 Yet In June 2013 NHS England published the Commissioning Specification for Complex Disability Equipment: Prosthetics, (unchanged from the draft) in which it states that “basic recreation limbs for swimming and running” are available for Veterans only.

Confusingly at the same time confirming core principles for all: “The service aims to maximise the mobility, independence and quality of life of the individual”..... “The core objectives include the active participation of the individual, returning the post amputation individual to their pre-amputation activity levels wherever possible”..... “For patients with congenital limb deficiency the aim is to improve mobility from birth and function to a level that maximises independence, inclusion and participation in society”.

- 5.7 The Prime Minister has been clear that:
“The benefits to military veterans from the Government's response to the Murrison Report, 'A Better Deal for Military Amputees', should also be extended to members of the civilian population where this is appropriate”.

He further said on the 27th February 2013:

“The most important thing is the change in perception about what disabled people are capable of—that is a real gift and it is something we should encourage”.

- 5.8 In the opinion of STEPS there can be little doubt that the provision of Sports Prosthetics is appropriate.
- 5.9 Without action, the danger is that grass roots sports development for the limbless is moribund. Quite how this matches the Paralympic Legacy with its welcome and significant investments in disabled sports and PE is not clear?

6 SOME ASPIRATIONAL EVIDENCE:

- 6.1 The Prime Minister, Deputy Prime Minister and Secretary of State for Health
"Patients will be at the heart of everything we do. There will be a relentless focus on clinical outcomes. We will empower health professionals".
- 6.2 Dr Poulter: The Parliamentary Under Secretary of State for Health.
"This Government remains committed to improving standards in prosthetic services. The Prime Minister has been clear that the benefits to military veterans from the Government's response to the Murrison Report, 'A Better Deal for Military Amputees', should also be extended to members of the civilian population where this is appropriate".
- 6.3 Maria Miller: Secretary of State for Culture, Media & Sport and Hugh Robertson Minister for Sport and Tourism. The Olympic and Paralympic Legacy Unit: Policies on

STEPS—Written evidence

Creating a lasting legacy from the 2012 Olympic and Paralympic Games, Paralympic Legacy and Getting More People Playing Sport.

Sport and healthy living: From grassroots to elite level, across schools, sport centres and community venues throughout the country, London 2012 has laid foundations that will inspire a generation and help transform people's relationship with sport, whatever their age, background or ability.

Sports participation: The London 2012 bid was centred on a desire to use the power of the Olympic and Paralympic Games to inspire more young people into sport.

Investing more than £100 million of lottery money and public funding into the School Games over the next 3 years.

Investing £1 billion over the next 5 years in the Youth and Community Sport Strategy - helping young people to take up sport as a habit for life

Investing £155 million through the Sport England's Places People Play programme to upgrade 1,000 local sports venues

Ensuring that physical education remains a compulsory part of each of the 4 key stages of the curriculum.

Healthy living: The Department of Health (DH) promotes participation in wider physical activity as part of a healthy lifestyle. that aim to increase physical activity in children that are the least physically active

Paralympic legacy: The Paralympic legacy programme has 3 main themes:
transforming the perception of disabled people in society
supporting opportunities to participate in sport and physical activities
promoting community engagement through the games

Actions: To make sure as many people as possible are playing sport, the government is: funding Sport England, to help community sports grow, including helping 14 to 25 year olds to keep playing sport throughout their lives expanding the School Games programme to increase opportunities for more young people to play competitive sport

6.4 Nick Bitel: Chair Sports England

"London 2012 has given us a huge opportunity to deliver a real boost for community sport and Sport England is central to achieving this". He went on to say "... to encourage greater participation in sport and ensure a lasting, tangible legacy from the games".

6.5 Rod Carr: Chair UK Sports

"Our job is to ensure our Olympic and Paralympic athletes are best placed to keep delivering those magical moments that we all enjoyed last summer, to inspire the next generation for many years to come"

6.6 Audit Commission: "Guidance on the commissioning of prosthetic services"

"The additional cost of good hardware should be balanced against better quality of life and decreased dependence for users. When seen as a total package of care, it represents a good investment that improves mobility, independence, development in children and improves the quality of life for users and their families. Younger prosthetic users are most likely to have changing equipment needs. Children will have a lifelong need for the highest quality of care"

6.7 Francis Report:

“The core values expressed in the NHS Constitution should be given priority of place and the overriding value should be that patients are put first, and everything done by the NHS and everyone associated with it should be informed by this ethos”.

6.8 Jeremy Hunt: Secretary of State

“Far from dropping any clause about putting patients first, the new constitution actively inserts such wording for the first time as one of the principles that guide the NHS. And a core value which says “patients come first in everything we do”.

David Laws: Minister of State for Schools

“Well I think firstly that people want politicians to listen to consultation as otherwise what is the point of having them, and I think often people in the country are saying, why don't politicians ever reflect upon their proposals, why don't they listen to criticism when its being made and I think that most people listening to your program will welcome the fact that politicians admit they don't always get absolutely everything right.....”

CASE STUDIES: Sports Prostheses - Evidence of the disconnect:

Drawn from a variety of backgrounds, from grass roots to development level (below elite). Prosthetics for Elite athletes are normally either sponsored or paid by their sport's governing body. (Please note the reference to referrals in 2008 is the number of new cases in that year with a similar limb loss – for which the latest figures are available).

TP, age 53 male, Winter Paralympian skier. Transtibial amputee. Requires very accurate socket to enable high level of activity. Attended local DSC and over a period of 18 months attempted to produce a satisfactory prosthesis without success.

Leo (A total of 56 under 16's Upper Limb referrals in 2008). 11 year-old Leo, a congenital amputee, aims to become a pro-golfer. Leo who has been refused funding for a sports prosthetic on the NHS, was provided with an innovative and fully bespoke prosthesis out of a Research and Development fund at an independent specialist supplier. When Leo selects a specific club whilst making his way around the golf course, he slots it into a handle holder on the sleeve, which rotates 90 degrees as he swings. Leo's potential as a golfer was spotted after a local golf pro discovered Leo was playing singled handed, he invited Leo to train with the junior team at the club but realised it would take a bespoke prosthetic to help Leo embrace his innate talent as a golfer.

Edward (A total of 22 Lower Limb referrals aged 16 to 54 in 2008). A keen sportsman, aged 17, was diagnosed an osteosarcoma of the right ankle. He had a below knee amputation and a further 5 operations over 3 years. He has just received funding for a running blade from SCAT (Skeleton Cancer Action Trust)- a part of Bone Cancer Research Trust having been refused funding by the PCT. The PCT said any sports leg would have to be funded by his family or a charity. “The consultant recommended a high tech ankle and more attention to socket fit which would reduce the pain and increase the functionality of my prosthetic in normal day to day use. However the PCT originally tuned this down as they thought it was for a sporting use having a belief that prosthetics are an ‘off the shelf’ product. They continue to challenge further requests for adjustments to the socket as they do not understand the

STEPS—Written evidence

requirement: Appearing to base the decision on budget rather than clinical outcome. I feel that the NHS do not understand the needs of young patients and the perception is that I can make do, also as I do not have a spare that it is acceptable as a young person to be left in a wheelchair or on crutches for 6 weeks at a time.”

Rio (A total of 18 under 16's Lower Limb referrals 2008). Born without a tibia, knee or ankle joint, Rio, aged 4, had his lower right leg amputated at 14 months. In December 2012, Leo was gifted a prosthetic blade, having been refused funding by the PCT. “We don't give children c-legs...” London 2012 transformed Rio's life - from being downhearted about not being able to run as fast as his friends earlier in the year, he was inspired watching "people with special legs running." Leo went to an open weekend event set up by the British Paralympic Association (BPA) to encourage disabled youngsters to take up sport. His NHS leg was very heavy, but despite this he had the speed but not the right equipment. Having a prosthetic blade at a young age brings the ability to run with peers. Often children with an amputation are left to walk while their peers literally run around them. Rio can now run, jump and play football and get involved in all sport that much earlier. He has a better quality of life and a new sense of freedom and movement. Rio is now looking forward to taking part in UK Athletics Talent Intro Day. Rio's parents have now started a fundraising campaign so Rio can continue wearing the blades as he grows and needs replacements.

Katie (A total of 6 congenital referrals in 2008). Prior to 2012, Paralympic cycling had little infrastructure below the elite performers. As evidence of their successes at Beijing and London for the first time British Cycling are currently putting in place the development levels, from the grass roots up. A great example of the Paralympic Legacy building towards 2016 and beyond. Katie, aged 16, with congenital lower limb loss attended a ParalympicsGB Sports Fest event aimed at encouraging young people to try different sports. She was talent spotted and offered a trial with British Cycling at Newport Velodrome with the Elite Coaches. Unfortunately at the trial the only way to keep her prosthetic on the pedal was to duct tape her foot into the cycling shoe.... Katie would like to take up the sport but without a sports prosthetic, which is currently not available, her potential is limited.

Corporal N. In 2004 he was injured in Iraq. He had both his legs amputated above the knee and was told he would probably never walk again. “I was an amputee for just over 6 years and had always had a problem with my right stump. It decreased in volume throughout the day meaning my prosthesis would fall off after a couple of hours use.” I went to an independent specialist for a pair of running legs so I could achieve one of my goals of competing in a Triathlon. Previous off the shelf liners had not been long enough to cover the top part of my leg, which led to sores where the sockets rubbed my skin. Another difference was the amount of time spent with me, especially at the check socket phase. I was able to run 3-4 times a week, building up my fitness without feeling any pain in my stumps from the sockets. I am now training for a Sprint Triathlon where I hope to fulfill my sporting ambitions. I now wear my legs for up to 15 hours a day and have still had no pain or discomfort. It has made a massive difference to my life to be able to take my children out for the day without worrying that my leg might fall off and to be able to go to work without having a wheelchair in the car 'just in case'.

CASE STUDIES: Standard Prostheses - Evidence of the disconnect:

We have referred to some of the shortcomings in the standard provision of Prosthetics being pertinent to the discussion without discrimination to apply across all ages. STEPS, as have other charities, participated in reviews and research since 2000 that show that prosthetics

STEPS—Written evidence

users are poorly served – which does nothing for health outcomes. Some comments from children and case studies are included to put prosthetics for “normal” aspirational day to day use into context:

I just don't think that some people realise that it makes a big difference to someone who wears it all the time...it makes a big part of me..'

'I think it's important because even though I don't really mind, I still don't want people to know, really, and I think its important that I have them because I'd like to wear shoes that other people can wear, like sandals and pumps and things, like all my friends can wear...'

'...It's quite bad when you think about it because it's really your decision what you want and not want, and it's like basically he's deciding what you get..'

'They don't tend to have the same colour as my arm, sometimes they're darker ones, or lighter ones, or orangey...my hands look two different colours'

'they just let us basically get on with them, so these are too big and sort of when I am like running and walking they fall off, so it's quite dangerous.'

SS, age 13 yrs. Contracted septicemia as young child. Has adherent scarring to residual limb and suffers from recurring boney spurs (TT). Problem at DSC unable to fit her due to her very sensitive residual limb one side and SAFoot needed contra lateral side. A high level of prosthetic care required to deliver functional limbs whilst child is growing. DSC can take up to 6 weeks between fittings by which time socket does not fit. Children need to be fitted with prosthetics within 2 weeks. Now has running blade paid for privately. Enjoys most sports including gymnastics and jogging.

JB, age 13 yrs. Very sensitive to load bearing of boney res. limb (TT). Also circulatory problems with contra lateral side. Was refused funding and returned to DSC where he was fitted 12 times in 12 months none fitted. PCT was charged each time and decided it was more cost effective to refer to a specialist with IFR.

CK, age 4yrs. Contracted meningitis lost all 4 limbs, 2 transtibial's (extensive scarring and sensitivity requiring very high standard of prosthetics) and 2 transradial's. Until 3 months ago DSC was unable to fit her with limbs so she had been crawling resulting in callouses to both knees. Mother was told it was she who was the problem and why they could not fit daughter C with limbs. Now able to walk well although thighs are weak due to non limb wearing for all her life until she received IFR 3 months ago.

V: Despite being an established prosthetic user of 53 years, V realised that he was increasingly falling and hurting himself. He went to his local DSC who advised him a C-leg would considerably reduce his falls: but due to budget constraints he could not have one. He went to another centre who would do it, but was then told as the funding would be coming from the same PCT as his local DSC they would not pay. V went to an independent for advice: the introduction of a microprocessor knee would provide V with a level of security, safety and confidence to enable him once again to live his life to the full without the risk of further injury. V was able to secure funding from a charity.

Charlotte (A total of 3 under 16's Quadruple Amputees in 2008). Contracted meningococcal septicaemia aged three in December 2010 and she had all four limbs removed in January 2011. Charlotte attended her local DSC. They produced one pair of matching solid legs in 18 months — refusing to make more as she grew on the basis of cost. Being a matching pair and made in one piece they were not adjustable, did not accommodate differing leg lengths and had to be discarded on growth. The legs did not fit Charlottes' unequal length legs, and

STEPS—Written evidence

the parents were told to force them on: which resulted in torn scar tissue—and a further graft. Her DSC refused a request for a referral to another centre where they had the experience. An anonymous benefactor helped the family pay for the £6,000 limbs from a specialist provider with previous experience of quadruple amputees. Her new legs enable her to walk properly for the first time since her operations. From having a problem with weight bearing after 30 minutes, to wearing the new legs for 12 hours at a time has transformed Charlotte's life. Apart from the clear "value" such legs provide Charlotte in quality of life and well being and reduced impact into other healthcare services, they represent better cost justification. The legs, made in sections, enable Charlotte to have any one of the parts modified for growth and fit, easily and timely, at much reduced cost of making a single piece leg each time she grows. The parts of the leg are recyclable for other children, and the sockets are £3000. So instead of throwing away a pair of legs at £4000 a time—the DSC cost—irrespective of the "value" assessment, it is easy to see how over time there is no economic argument. Charlotte's family are now fundraising to pay for new sockets as she grows.

AB, age 7 yrs. Meningitis resulting in all 4 limbs lost. Bi-lateral transhumeral bi-lateral partial hands, sight affected and facial disfigurement. Attended local DSC for over 2 years where they couldn't get limbs to fit. Time between appointments of 6 weeks meant sockets did not fit. Parents lost confidence in Centre and felt they did not have experience or capability to deal with their son. Now fitted with articulating knees and enjoys an active life.

DR, now a retired lady with transtibial amputation. The residual limb is short making it difficult to fit also has an unusual alignment. Originally attended independent privately because she was unable to obtain a comfortable limb from Local DSCs. Then funded by PCT 12 years ago, satisfactory outcome. Further application to attend 2 years ago was refused. She has since been back to local DSC where they have been unable to fit her. Told by Consultant they cannot fit her because psychologically she has a problem with their Centre..... funding refused.

NW, age 19 female. Bi-lateral Transtibial. Attended Local DSC who were unable to supply limbs that did not result in a breakdown of residual limb tissue. Referral with IFR to centre which fitted her with custom made silicone liners to protect extensive scarring to limbs. She also has fluctuating weight due to kidney problems so quick casting to delivery of prosthesis is paramount. Young girl also has silicone fitted to her prostheses.

HD, age 38. Meningitis lost all 4 limbs at age 21. Bi-lateral transfemoral, wrist disarticulation and transradial. Local DSC attempted to fit without success. Now has IFR. Extensive scarring to residual limbs necessitates the fitting of custom silicone liners to lower limb sockets. Once again a high level of socket fit is needed to enable H to live an active lifestyle. In the early stages of her rehabilitation she found silicone cosmesis an essential item 'just to look normal' Now she prefers to wear the limbs without cosmesis.

CONCLUSION

Find a way to enable the funding for sports prostheses for Children and Young People. Sport England has £1bn to spend in 4 years

Follow the ambition as provided in the Procurement Regulations 2013 brought forward by Lord Howe:

Prioritise the needs of people who use the service

Improve the quality and efficiency of the service

STEPS—Written evidence

Provide patient choice for AQP

Above all to measure “Value” not just in terms of cost but in the well-being of the patient and contribution to society that is the constitutional aspiration.

28 June 2013

Stonewall—Written evidence

Introduction

1. Stonewall is pleased to respond to the call for evidence on the strategic issues for regeneration and sporting legacy from the Olympic and Paralympic Games.
2. Stonewall is the leading organisation campaigning and lobbying for lesbian, gay and bisexual equality in Britain. We work with the National Governing Bodies of sport to tackle homophobia and improve participation in sport amongst lesbian, gay and bisexual people. This response addresses only those aspects of the call for evidence where we have relevant expertise.

Stonewall response

3. The London 2012 Games, won on the basis of a bid strongly focused on diversity and inclusion, presented a unique opportunity to celebrate and promote the participation of lesbian, gay and bisexual people in sport. Eight years on from the IOC's decision to award the 2012 Games to London, and one year on from the Games themselves, Stonewall regrets that there is no evidence London 2012 has delivered on this promise.
4. Stonewall research conducted by the University of Cambridge in 2012 found that one in three gay and bisexual boys and one in seven lesbian and bisexual girls experience homophobic bullying during sport. This has a negative impact on how they perceive team sports, with two thirds of lesbian, gay and bisexual pupils saying they don't like playing them.
5. This figure has risen significantly since the University of Cambridge first researched the issue in 2007, when just over half of lesbian, gay and bisexual pupils said the same. This suggests that measures introduced to promote sports participation amongst young people in the run up to the Games, including the School Games, have failed to reach lesbian, gay and bisexual young people.
6. Stonewall research also demonstrates that homophobia in sport is a problem in the adult population. YouGov polling commissioned by Stonewall into British attitudes to lesbian, gay and bisexual people found that sport was considered to be less gay-friendly in 2012 compared to 2007. In 2007, 43 per cent of people felt that lesbian, gay and bisexual people were likely to conceal their sexual orientation in sport, rising to 49 per cent in 2012.
7. Stonewall has supported the bid for London to host the Gay Games in 2018. Following the 2012 Olympic and Paralympic Games, we believe London has the necessary infrastructure to deliver the Gay Games and in so doing inspire lesbian, gay and bisexual people, including many young people, to participate in sport. We hope this may achieve a legacy for lesbian, gay and bisexual participation in sport where London 2012 has regrettably failed.
8. For further information regarding this response please contact:

31 July 2013

StreetGames—Written evidence

StreetGames is the national charity dedicated to developing sport in areas of high deprivation. We specialise in engaging disadvantaged young people aged circa 14-25. Our evidence focuses on this specific target group.

- 1.1 StreetGames promotes ‘doorstep sport’ as a means of engaging disadvantaged young people in sport – which is sport delivered in deprived areas at *‘the right time, right place, right price and in the right style’* to attract teenagers. Over the last seven years our network has expanded from start-up to over 250 local projects, attracted over 230,000 participants and generated over 2.4 million attendances at doorstep sport sessions. Circa 85% of our participants live in the 20% most deprived wards. The projects in the network are locally owned, locally controlled and enjoy an enviable reach into disadvantaged communities.
- 1.2 During the run up to the London Games we ran a programme called Legacy Leaders which took the spirit and energy of the Games to disadvantaged communities. The experience of Legacy Leaders is discussed below.

A. Sporting Legacy – i General Public participation

Is it likely that London 2012 will lead to increased levels of sports participation amongst the general public?

- 1.3 Through the hard work of local projects in our network and financial support from a range of partners, including Sport England, Coca-Cola and The Co-operative our monitoring data shows increased activity across StreetGames key activities and programmes when comparing data pre Olympics (April 2011 – March 2012) with the same period the following year (April 2012 – March 2013).

Table 1: StreetGames Headline Monitoring Data (Pre and Post Olympics)

Aspect	April 2011 – March 2012	April 2012 – March 2013
No. of Neighbourhood Festivals	107	176
Participants at Neighbourhood Festivals	10,360	16,500
No. of Regional Festivals	6	32
Participants at Regional Festivals	1,250	5,540
No. of sessions*	29,596	33,276
No. of Participants*	53,829	62,153
No. of Volunteers engaged on CSYV programme	972	2,732
No. of Volunteer hours provided via CSYV programme	27,290	70,300
No. of Training Academy Workshops Delivered	48	79
No. of Learners attending Training Workshops	784	1,535

(*This data includes activity information from StreetGames network projects and specific funded programmes such as Us Girls, London Mayor’s Fund and Network Rail)

- 1.4 As can be seen above, our data shows increased activity across our key areas: participation, volunteering, training and events. In particular, our Us Girls programme,

StreetGames—Written evidence

which specifically focuses on attracting females aged 16-25 years from areas of high deprivation – has been particularly successful, attracting over 34,000 participants in total during the last two years; which is 14% above targets set.

- 1.5 In addition, investment in StreetGames in the Olympic period resulted in the 2012 Queens Jubilee Award for Volunteering and the Cabinet Office Award Big Society Award for our volunteering project (embargoed 28 July 2013).
- 1.6 The StreetGames network had a wonderful time during the Games. We bought 1,800 tickets at face value price so youngsters could attend the football and events on the Olympic Park itself. Those who went to Stratford were delighted see StreetGames validated by the signs at the Pin Trading Centre: which showed that the profits from pin trading came to us.
- 1.7 Taking young people to the Games was important. Generally we are in favour of participants going to new places and experiencing new events. In the case of the Games it was important to take the experience into the heart of disadvantaged communities. There was a danger that without this intervention the Olympic experience would pass them by. For a similar reason we make great use of the Inspired Mark – all projects were allowed to use it under a campaign we designed for the Olympic period called Legacy Leaders.
- 1.8 We think this shows that the public was stimulated to play more sport during the Games. Will this increase continue? Some participation depends on subsidy from the public purse. Where local authority leisure services department's budget are cut back and leisure centres and outreach programmes close then there will be a reduction on participation levels.

Are some demographic groups participating more than others? How has the level of sports engagement with, or participation by previously under-represented groups or those subject to social exclusion been affected by the Games?

- 1.9 It has long been known that participation in sport and physical activity varies considerably amongst different population groups; with much lower rates of participation amongst lower socio-economic groups, women, older people, black and ethnic minority communities and people with disabilities.
- 1.10 National data collected via the Active People Survey conducted by Sport England, highlight, that although there has been an overall increase in the number of people taking part in regular sport – with the latest results (APS 7: April 2013) showing a 1.4 million increase in the number of adults 16+ playing sport at least once a week by comparison to APS1 (2005/06) - this has not been the case across all groups.
- 1.11 As Table 2 overleaf shows, whilst there has been an increase in regular sports participation amongst adults from higher socio-economic groups (NS-SEC 1-3) there has been no statistically significant change amongst adults from lower socio-economic groups.

StreetGames—Written evidence

- 1.12 Significant disparities remain evident with 41.3% amongst adults from NS-SE 1-2 taking part in regular sport compared to just 26.6% amongst adults from lower socio-economic groups NS-SEC 5-8.

Table 2: Sport England Active Survey Data – Adult (16+) participation in one session of sport per week by socio-economic groups

Socio-economic group	APS 1 (Oct 2005-Oct 2006)		APS 5 (Oct 2010-Oct 2011)		APS 7 (Q2) (Apr 2012- Apr 2013)		Statistically significant change from APS 1
	%	Number	%	Number	%	Number	
NS-SE 1-2 (managerial/professional)	40.1%	4,462,100	41.4%	4,812,000	41.3%	4,903,800	Increase
NS-SEC 3 (intermediate)	32.3%	1,244,000	32.4%	1,303,700	34.4%	1,415,900	Increase
NS-SEC 4 (small employers/own account workers)	32.4%	920,200	32.3%	958,400	32.7%	992,400	No change
NS-SEC 5-8 (lower supervisory, technical, routine/semi-routine, never worked, long-term unemployed).	26.9%	3,450,200	26.6%	3,564,800	26.6%	3,639,900	No Change

Source: Sport England Active People Surveys

I.13 Active People Survey data also continues to show that participation across all key areas of organised sport (e.g. club membership, tuition, competition and volunteering) vary significantly by socio-economic group – see Table 3 below.

Table 3: Sport England Active Survey – organised sport data by socio-economic group

KPI	Participation in Organised Sport:							
	Any Organised Sport		Club Membership		Competition		Volunteering	
	NS-SEC 1-4	NS-SEC 5-8	NS-SEC 1-4	NS-SEC 5-8	NS-SEC 1-4	NS-SEC 5-8	NS-SEC 1-4	NS-SEC 5-8
All Adults	39.5%	25.1%	25.8%	16.2%	15.8%	9.06%	15.6%	9.25%
16-25 years	44.7%	35.6%	27.3%	21.9%	21.7%	16.9%	18.2%	14.9%

Source: Sport England Active People Survey 6 & 7

- I.14 Of particular relevance to StreetGames, is the fact that these disparities also exist amongst young people. In fact, APS data shows that the disparities are even higher (circa half) when comparing young people living in the lowest earning households with those living in the highest earning households¹⁰⁵.
- I.15 Despite good intentions, investment in community sport has tended to build on areas of strength and structures and so reinforce the participation gap.
- I.16 StreetGames’ experience suggest that low participation amongst lower socio-economic groups and in disadvantaged areas when compared to affluent peers is generally not down to a lack of demand, but a lack of appropriate opportunity. This view is supported by Active People Survey data¹⁰⁶, which reports that 67% of young people from lower-socio-economic groups aged 16-25 years would like to do more sport.
- I.17 Traditional structures have made it hard for even the interested and motivated young person living in a disadvantaged area to make his or her own way in sport. This is because the traditional sporting structures are ‘out of reach’:
- The sporting offer is scarce in disadvantaged communities
 - There is less family involvement to set the tone and organise access to sport
 - They lack the necessary transport and finance to take part
 - There a little or no voluntary sector sports available in their local area.
- I.18 Please note: in addition there is a society wide, supply-side issue about young people and sport. Generally youth want sport that is less formal and more friendship group based and fun. This applies to disadvantaged youth too –but their exclusion from sport is compounded by the above bullets.

Is any increase in participation likely to be sustained in the long-term?

- I.19 This depends on what sports policy makers do and the budgets available. The evidence and experience from our programmes suggests increases in participation are possible through focused resources and efforts. Disadvantaged young people generally need subsidised sport which is delivered on their doorstep. They do not have the resources to make their own way in sport,
- I.20 Certainly, a strong desire has been created – with consultation and survey feedback from a range of studies undertaken on behalf of StreetGames highlighting the inspirational impact of the 2012 Olympics and Paralympics. For example:

¹⁰⁵ Sport England APS data shows significant disparities between young people (aged 16-25 years) from low income households (less than £10,399 and the highest earning households over £52,000). See Appendix 1 for this data.

¹⁰⁶ Active People Survey 7 (April 2011/12) ‘would like to do more sport – by socio-economic grouping.

- In a survey¹⁰⁷ conducted with over 1,000 young people aged 16-24 years from across the country, results showed that 77% of the respondents said that they had been inspired to be more active and 23% said that they had already taken up a sport/activity.
- Survey results from a recent study¹⁰⁸ with a sample of 14-16 year olds from areas of high deprivation showed that 41% of the boys and 36% of the girls said that the 2012 Olympics and Paralympics had inspired them to take part in sport/physical activity.

I.21 However, direct action and investment is needed to garner this enthusiasm.

I.22 A report produced by Brunel University in 2013¹⁰⁹ highlighted key factors which were found to be important in developing participation legacies within disadvantaged areas, which specifically highlighted the success of the doorstep sport approach and the invaluable role played by local coaches and volunteers.

Are current initiatives and policies seeking to increase sporting participation being delivered in an appropriate and effective way?

I.23 Our successful track record helped StreetGames to secure a £3.38 million National Lottery award from Sport England in 2013 to set up over 300 Doorstep Sport Clubs (DSCs) in disadvantaged communities by March 2014.

I.24 The initiative, which forms part of a wider DCMS/Sport England youth sport strategy aims to reduce the drop out in sport and help disadvantaged young people to develop a sporting habit for life.

I.25 DSCs are targeted at the 1.6 million young people (aged 14-25 years) who live in the most deprived areas in England and will engage thousands of young people in sport. They will provide a fun, exciting and vibrant place where young people play sports, at a low cost, right on their doorstep. Young people will be able to take part in a range of sports, which may include traditional or adapted versions of games, such as Street Rugby, Instant ping pong, Rush Hockey and Street Dance. They will also be given the opportunity to take part in local sports festivals/competitions, get involved in volunteering, leadership or training should they wish to do so.

I.26 StreetGames will also support DSCs to create a vibrant and varied sporting offer all year round to encourage attendance and retention, e.g. via incentives, competitions, group trips and events. For example, we recently ran 20 pop up tennis DSCs to coincide with Wimbledon, providing training, resources, on-line support and equipment for local projects with support from Head.

I.27 We are confident that DSCs will attract thousands of young people to participate – but are realistic: alone, this initiative cannot re-dress the current disparities that exist. We are therefore, keen to encourage other agencies to adopt a doorstep sport approach to engage disadvantaged communities – most notably:

- **Traditional Mainstream Sport Providers** – such as National Governing Bodies of Sport (NGBs), leisure centres, commercial providers and colleges.
- **Non Sport Agencies** – such as housing associations, the youth sector, health and local community delivery organisations.

I.28 We are already working in partnership with many of these agencies and progress is being made. For example, four years ago, none of the 46 NGBs funded by Sport England prioritised working with disadvantaged young people within their Whole Sport Plans. This has now changed significantly - over 20 NGBs prioritised this

107 Survey undertaken by Opinion Matters in October 2012 with 1,181 young people aged 16-24 years on behalf of the Co-operative and the CSYV programme.

108 Study undertaken by Diva Creative between Jan-April 2013 including an on-line survey with 360 young people and 6 focus groups with 14-16 year olds in areas of high deprivation.

109 Brunel University: Building a Participation Legacy from the London 2012 Olympic and Paralympic Games in Disadvantaged Areas (2013)

group as a key segment they plan to work with via their 2013-17 Whole Sport Plan. Many NGBs now provide informal offers to appeal to the ‘casual’ sports participant and have developed popular products and programmes to do this, which have resulted in increased participant numbers, such as England Netball’s ‘Back to Netball’, the ETTA ‘Ping’ programme and England Athletics Run! Programme. We are delighted by this increased focus and the investment/resources from Sport England.

- I.29 We welcome the increased investment from Sport England into FE Colleges via the Sport Maker programme. There are significant opportunities to increase participation amongst this target group - we have found strong demand for our products and services from the FE Sector and have a fruitful relationship with this network.
- I.30 However, we are realistic, that much more needs to be done and would welcome lobbying and support to drive this further. We believe, that the industry has the ‘know how’ – it just needs resources to ‘turbo charge’ action.

Can current policies and initiatives be improved?

- I.31 Recent research undertaken on behalf of StreetGames by TNS-BMRB and Nick Rowe (former Head of Research at Sport England) explored the concept of ‘Sporting Capital’ which is analogous to human capital and defined as:
“The stock of physiological, social and psychological attributes and competencies that support and motivate an individual to participate in sport and to sustain that participation over time”.
- I.32 This research demonstrated a strong relationship between individuals with high sporting capital and the probability of participating in regular sport (based on data from over 4,500 interviews conducted as part of the APS 6 survey).
- I.33 These research findings therefore suggest that to sustain increases in participation, policy makers should support interventions which focus efforts on increasing the sporting capital of individuals (e.g. self esteem, confidence, sporting connections and physical literacy etc.) as well as barrier reduction.
- I.34 Therefore, a key focus of DSCs will be on developing sporting capital. We know that if we are to encourage a ‘sporting habit for life’ it will be important for DSCs to equip their members with the knowledge, skills, confidence, ability and connections to ‘make their own way’ in sport beyond the activities within their DSC. So for example, they may go on to join a local gym or sports club or perhaps go swimming or running with a friend on a regular basis.
- I.35 We also suspect – although it’s intuitive that one’s stock of sporting capital can rise through contact with sport in many forms – not just participating but also watching and associating with sport. That is another reason why we ran our Legacy Leaders programme and took young people to the Games.
- I.36 In addition, local investment and capacity building is essential if sports participation is to increase, especially in disadvantaged areas. Cuts in Local Authority leisure budgets in recent years have resulted in a reduction in skilled local development officers and sports development programmes and an increasing need for local authority leisure centres to be operated on a commercial basis which often price low income households out.
- I.37 Finally, it is important to recognise, that significant change will not happen over-night. To reverse long standing inequalities in sports participation is likely to take many years. Where long-term policy direction and funding can be provided, this will be helpful.

Appendix I –Disparities in Sport – young people (16-25 years) and Household Income

APS 7 - April 2012 - April 2013		
	Household Income	Household Income
16-25 year olds	Under £10,3999	Over £52,000
Sports Participation 1 x 30 mins per week	44.5%	74.4%
KPI3- Club membership	18.9%	40.9%
KPI4 - Coaching/tuition	17.9%	39.7%
KPI5 - Organised competition	31.5%	62.0%
KPI2 Volunteering	13.3%	31.7%
Would like to do more sport	71.7%	70.7%

Source: Sport England – Active People Survey 7

31 July 2013

Stubbs, David—Written evidence

David Stubbs BSc, FCIEEM, CEnv, former Head of Sustainability at LOCOG

1. I am presenting evidence in an individual capacity based on my experience of heading up the London 2012 Sustainability Programme from the start of the Bid in 2003 to the end of 2012. Prior to this I supported the British Olympic Association on working groups and by attending International Olympic Committee (IOC) Sport and Environment Conferences. In 2000, I spent two months working as a Volunteer Environment Manager at the Sydney Olympic Games. This year I have been a member of the IOC's Evaluation Commission for the 2020 Candidate Cities: Tokyo, Madrid and Istanbul. I therefore have first-hand experience of the full Olympic Games cycle and unrivalled knowledge on sustainability in this context.
2. London 2012 achieved wide acclaim and won awards for being the most sustainable Games to date. This theme was a significant part of our Bid: in terms of the regeneration of East London, and also in relation to how we would deliver the Games and create a lasting legacy. The IOC has adopted many of the sustainability learnings from London 2012 within the framework of its Olympic Games Knowledge Management service. Each of the three bidding cities for the 2020 Summer Games have set out detailed sustainability plans which draw heavily on the London 2012 experience.
3. More broadly in my own recent experience I have been approached by representatives from the next two FIFA World Cups, the 2014 Asian Games, the Hajj, UNEP and NASA, as well as potential future bidding cities for various major events, all seeking to learn from our approach to sustainability and how it might be applied in their projects. In contrast, on the domestic front, I have seen minimal interest in building on this theme from government, sports authorities or major events.
4. The purpose of my submission to this Select Committee is to highlight sustainability as a missing topic in the legacy discussion and to point out some of the potential missed opportunities if this is not addressed. In a nutshell this is a classic case of something of value being developed in the UK but exploited overseas.
5. Sustainability is a cross-cutting theme and as such it is touched upon in several of the questions listed for this Select Committee's consideration, without specifically being mentioned at all. My evidence provides a contribution to part of the following specific questions:

B. Regeneration Legacy

i) Olympic Park Legacy

- Is the potential legacy impact of hosting the Olympics being fully maximised, or have some opportunities been missed?
- ...Will the Olympic Park be a blueprint for sustainable living?

iv) UK legacy outside London

- Will the 2012 Games deliver any economic or regeneration legacy for the rest of the UK...?
- Will business opportunities or business investment result from having hosted the games, and will this be of benefit to the rest of the UK, beyond London?

C. The International Legacy

i) Trade and industry

- How effectively are UKTI and others utilizing the success of London 2012 to promote British business overseas?
- Has the largely successful delivery of the games resulted in any recognised changes to the perception of UK business capabilities or capacity for delivery?

D. Further Strategic Issues

i) Governance

- How effective are the governance arrangements for overall delivery of an Olympic and Paralympic Legacy?

iii) Future Olympic and Paralympic Games

- What messages should host cities for future Olympic and Paralympic Games be taking away from London 2012, particularly when looking to plan for legacy?

6. Briefly to confirm what I mean by sustainability: this is about applying environmental, social and ethical values as well as economic criteria in decision making to allow balanced and informed choices about what is right for now and for the long-term. It is not purely about being 'green'.
7. Many of the topics you have already discussed with previous witnesses embrace strong elements of this sense of sustainability without explicitly recognising this: for example building temporary structures instead of permanent facilities where no long-term legacy value could be justified is an obviously sustainable approach – both financially and in terms of material resources. Another high profile example was the Olympic Cauldron; nearly 20 times lighter in the use of materials than the one in Beijing 2008, substantially more economical on fuel consumption and yet so iconic and inclusive in its design and redistribution after the Games. On a day-to-day basis across the London 2012 project there were literally thousands of decisions made in which our sustainability ethos played either a direct or underlying role.
8. Significantly, on both the construction and event staging sides, London 2012 was able to demonstrate that sustainability paid its way. There were numerous choices from the Stadium roof reusing surplus gas pipes and the specification for low-carbon concrete, to the easy transition from Olympic to Paralympic Look and the choice of catering packaging and consumables to match our recycling and composting streams that actually helped the ODA and LOCOG to save money.
9. The London 2012 approach to sustainability was an integral part of the way we operated. It was part and parcel of our management system, our procurement and workforce training processes, the design, installation, fit-out and decommissioning of venues, and operational management of key functions such as catering, logistics, waste management, transport, technology and ceremonies. It was a comprehensive

approach achieved because we had the original vision from the Bid, a committed leadership and the obligations to the IOC and IPC translated into the Host City Contract. The benefits of our approach were financial, reputational and experiential for our different client groups.

10. For LOCOG alone, the net quantifiable benefit of our integrated approach to sustainability was in the order of several tens of millions of pounds. This was derived from commercial sponsorship directly attributable to our sustainability programme as well as the Sustainability Partners' premium, and cost savings through our procurement process, asset disposal programme and direct resource efficiencies during the Games.
11. A key element was the establishment of LOCOG's Procurement Governance Model in which sustainability was firmly embedded as an intrinsic part of the definition of value for money. The model was not simply a methodological tool; it was also set up as a means to deliver in excess of £75 million savings against budget.
12. LOCOG's procurement programme delivered over £750m worth of goods and services. Over 70% of suppliers were SMEs and we contracted with companies from all nations and regions of the UK. By showing client leadership and placing sustainability as a core part of our definition of value for money and clearly within tender specifications, we enabled suppliers to rise to the sustainability challenge and meet our requirements in a cost effective way. The learning here is that UK companies, small and large, can do sustainability and when done properly, this does not increase costs.
13. The London 2012 experience clearly demonstrated that companies that take an intelligent approach to sustainability can gain competitive advantage. This should be good news for UK business as we have shown it working in practice and developed tools and learning legacy materials that should make it easier for others to follow.
14. There were inevitably occasions when more expensive options were chosen: for example the decision to fit diesel particulate filters to some of our prime-running temporary power generators in sensitive locations, and the choice of higher welfare standard food in catering operations. But these were informed choices based on the sense that the value of the non-financial benefits outweighed the additional cost. Not only were they the 'right thing to do', they also reduced reputational risk and the associated time-consuming and costly business of managing issues.
15. Another significant achievement was the way London 2012 inspired the establishment of a fully certifiable international management system standard: ISO 20121. This provides a framework for organisations in the event sector to address sustainability in a structured and efficient way. London 2012 did the hard part of pioneering this standard and it is good to see how readily it is being picked up globally as the sustainability standard of choice by major projects and organisations in places as diverse as Sweden, Denmark, Thailand, S Korea, Brazil and Australia. Again the situation in the UK is relatively weak and momentum is slipping.
16. It is evident that London 2012 benefited substantially from having an active, serious and credible sustainability programme, and this is one of the important success

stories of the Games. My concern is that this success is not being promoted and utilised to support UK business, the sport, culture and events sectors, and our global reputation.

17. The business case for sustainability is clear but as a relatively young concept it still requires strong leadership and commitment from high profile client organisations to continue the momentum we established. The application goes well beyond events – although this alone is a major sector – and should increasingly be part of business culture generally. This is a potential legacy area that does not seem to have been grasped.
18. The missing ingredients are leadership and advocacy. Government could be hugely influential here by requiring major projects and events under its sphere of influence to follow sustainability principles and practices: such as by adopting ISO 20121 and implementing sustainable sourcing policies.
19. The Learning Legacy website – currently under the auspices of the Major Projects Authority – is an excellent knowledge resource from the Games but desperately needs work to make it more useable and to be promoted effectively. Otherwise it is the digital equivalent of gathering dust.
20. The Olympic and Paralympic Games were an immense showcase for British endeavour, innovation and excellence. Other events may not be on the same scale but the same principles apply and the collective might of high profile events in the sporting, cultural, business and political fields would be a continual vehicle for demonstrating British knowhow and expertise in sustainability. This would be hugely beneficial for many UK businesses and for the country's reputation in this increasingly important field.

1 July 2013

Sumray, Richard—Written evidence

1. My background in respect of the Games, briefly, is that I first started working towards a bid for London in the late 1980s. At that point I led for local government in London in sport. I helped lead unsuccessful bids for London to host the 2000 Olympic Games in 1990/91 and the 2002 Commonwealth Games in 1994 which Manchester eventually won. It was clear to me, when Manchester lost its two successive bids for the Olympic Games, that only London in the UK would stand a chance of success. I established London International Sport (LIS) in 1994 whose aim was to bring more international sports events, including the Olympics, to London. Its members were all the relevant pan London organisations in existence at that time, in the absence of a strategic authority. Towards the end of 1996, I persuaded the British Olympic Association to work with LIS with the intention of making a future bid and, from then until 2003, when my role was taken over by the Mayor, I led the work for London. During those early years, from 1997, I established and chaired four commissions looking at different aspects of the shape of a bid - the Olympic village, the venues, transport and the environment. I was the first person to take the possibility of hosting the games to East London, where I had always believed it should be based because of the potential for regeneration.
2. When Barbara Cassani was appointed to lead the bid, I was asked to chair the London 2012 Forum and I did so until the Games. I chaired the steering group that produced the first volunteering strategy for LOCOG between 2004 and 2006. I established and chaired a sustainability programme within the auspices of LOCOG called Changing Places. During the bid phase I was a member of the Legacy Board.
3. Whereas initially what interested me in a London Olympic and Paralympic Games was that it would lead to more young people became involved in sport, during the later years of the 1990s, what became even more important was how, through the hosting of the Games, significant regeneration and transformation of London could take place through an early and strong focus on legacy.
4. The early work on a potential bid always had an emphasis on ensuring an enduring legacy. For example, until 2001, I believed that an East London based bid could galvanise sufficient support for Crossrail to be given authorisation. This did not happen but it remains arguable whether or not the Games centred in Stratford became the tipping point for the decision to proceed. I always saw a bid centred on Stratford as being the catalyst for the regeneration of the whole of the Thames Gateway
5. Analysing what had happened to previous host cities was very important in determining how London could maximise legacy. For example, after Athens won the bid in 1997 to host the 2004 Games, the first three years was spent establishing the organisational structure by which time all the effort had to be put into ensuring everything was ready for the Games. The upshot was that legacy was not factored into the planning and much of what was built now lies derelict. Sydney hosted magnificent Games in 2000 but the communities living around Homebush, the park where the Games were centred, were effectively ignored and consequently had little sense of ownership of the park once the games had finished. The park area, twice the size of the Olympic park in London, has never properly worked since and indeed it took some years before a master plan for the area was adopted.

6. Before the London Games, legacy was generally considered in terms of ensuring the future of the buildings constructed. Barcelona went further as the city saw it as a means of stimulating physical regeneration. My contention from early on was that London needed to also address what I call soft legacy, the impact on people and communities. For example how would a Games based in Stratford stimulate development and proper engagement of the communities living in the area. How could we ensure that young people would be motivated to acquire skills, engage to the best of their abilities in sport and to be inspired to volunteer in their communities well after our Games had finished? As a member of the legacy Board during the bid, I continually emphasised these points.
7. As I look back now, having been involved for over 25 years, I firmly believe that the legacy from our Games is setting an example for the Olympic movement and is likely to be the strongest of any host nation in its history. That does not mean it has been perfect and I shall address a number of areas where it could and should have been better. It is also true that it is much too early to be clear what the legacy will be. We shall have a much better idea in twenty or even thirty years' time.
8. First the successes:
 - The focus put on legacy in the bid that was a key ingredient of London's success
 - The establishment of the OPLC, later to become the LLDC, to take responsibility for the Olympic Park and adjoining areas and the way its work has developed to create a sustainable set of communities including much needed housing and great sporting facilities
 - The emphasis, when planning the venues especially in the Olympic Park, on their long term future, not just their purpose in 2012 and the relatively early decision making to determine their stable long term future
 - Taking the opportunity to both upgrade and build new routes on our transport system for the most part in London
 - Producing a skills and employment strategy, enabling many local people to acquire the skills to obtain employment in the build up to the Games putting them in a good position to remain employed following the end of the Games
 - The CompeteFor website that widened the possibilities of companies including BMEs throughout the country successfully bidding for contracts
 - Raising the profile of our cultural offering through the four year cultural Olympiad and the cultural festival and our nations and regions through the torch relay
 - The 'Get Set' educational programme in schools, engaging thousands of young people in the ethos of the Olympic movement
 - The host boroughs working together and now focusing on the 'convergence' agenda
 - Community engagement in the run up to the Games enabling communities to be much more involved than would otherwise be the case and, in the case of those living around the Olympic Park, creating a sense that they are stakeholders in the future of that area
 - A much greater understanding of the link between physical activity and better health that will endure
 - The understanding of what it takes to be a successful sporting nation at the elite level and following that through to at least the next Olympic and Paralympic Games
 - The profile around disability sports following the hugely successful Paralympic Games
 - Continued bidding to host large scale events with considerable success so far

- A greater understanding of the importance and value of sport, protecting it to some extent, initially, from local reductions in expenditure.
 - International Inspiration that has provided many opportunities for young people in selected countries to take part in sport which would not have happened without the programme.
 - Significant effort being made to generate trade, including the extensive programme put on before and during the Games and followed up since.
 - The emphasis given to the environment and to sustainability
9. Although this is an extensive list, it is not clear in every instance that what looks good at the moment has longevity. Work needs to be continued across Government. The co-ordination unit in the cabinet reporting to Lord Coe is important but only if it has real clout with the departments it seeks to influence and the strong backing of the government generally.
10. Time was lost immediately following the successful bid in determining what the structure of responsibilities should be. In my view the most critical time to create the basis for a strong legacy is in the first two years after a successful bid. In our case there was a six month delay before the decision was made to give the lead on legacy in London to the Mayor and outside London to the Government Olympic Executive (GOE).
11. I have always believed that the responsibility for legacy should have been vested in LOCOG and the ODA. I appreciate I am in a very small minority here and most colleagues in those organisations would have disagreed. It would have required a very different structure to the one established. I think responsibility was fragmented and enabled both the ODA and LOCOG to claim that what they were doing was, respectively, to build the stage and put on the Games. Legacy was however in the DNA of both organisations; it was one of their strengths and I do not believe it would have detracted from their principal tasks. The Government, the Mayor and others would have had a role through their membership of the Olympic Board. What it could have given was a coherent approach to legacy that was lacking during those years. One reason not to give the responsibility to LOCOG and the ODA was that those organisations would cease to exist soon after the Games finished but in any event new structures have had to be established.
12. What may be noticeable by its absence from my list of successes is volunteering. There was a real opportunity to create a comprehensive and inclusive programme building on the great success of the Games Makers, London Ambassadors, local authority volunteers and others but that opportunity has been lost. The Join In programme is of value but it is not comprehensive, its focus being on sport. I attach a paper I wrote in 2011 which had some support but not in key places. Had the legacy programme been established in the months leading up to the Games as described, I am convinced that we would have achieved a powerful and influential legacy for volunteering up and down the country and not just in sport.
13. Although sport is mentioned in the list, in many ways it has been a failure especially at a grass roots level. Much of that is connected with the very slow start. In 2005 Sport England did not believe that the bid would be won and therefore did not prepare a sporting legacy. There was an opportunity early on to change the whole approach to sport through, for example, adopting the model used in much of Europe of a multi sport environment, with facilities (other than swimming pools) owned by and managed through communities, much more family orientated and a strengthened natural set of relationships with schools. In the

end there was no time or possibility desire to go back to first principles. That is a big loss especially as we have so many excellent role models that our young people can follow in the light of our success at the Games.

14. For the most part the future of the sporting arenas and other venues has been resolved well. The one major error was the decision to put athletics in the main stadium. I first had a meeting with the then Chairman of West Ham United in 2001 to talk about the possibility of a move to the Olympic Park and he was interested. The solution in Manchester, following the Commonwealth Games, to enable Manchester City to move into the stadium, seemed an equally suitable solution for London. Instead, possibly as a result of trying to rectify the consequences of the near disastrous decision to attempt to get the IAAF to agree to move the World Athletic Championships from London to Sheffield, athletics was put into the mix. That is not ideal and has made the whole process of finalising the ownership and uses of the stadium much more difficult. Early on a decision should have been made to use the main stadium for football, converting the warm up track to an athletics stadium. This would have been a more sustainable and appropriate use of that part of the Park.
15. Whilst it seems that the area in and around the Olympic Park is in good hands, what is much less clear is the catalytic impact of the changes in Stratford on the rest of the Thames Gateway. For the most part it covers areas of significant deprivation and requires continued Government involvement rather than a transfer to London's Mayor to deal with. It is much more likely to proceed in piecemeal fashion rather than through a holistic long term planning and engagement process. The skills acquired by many in the build up to the Games might not be able to be fully utilised as a result and the transformation that was a real possibility looks increasingly remote.
16. Despite the profile around disabilities and particularly disability sport rising very noticeably in 2012, other than a few more events linked to disability sport and better integration in sport, it is not clear how the benefits will be sustained. Undoubtedly exacerbated by the benefit changes, there seem to be no long term plans to secure the advances made in the build up to the Games.
17. Elite sport has for the moment secured funding until the Rio Games in 2016. This is to be welcomed but the real test will come after that. By 2016, the gold dust from London will feel very much in the past although more medals at Rio will remind us of the London Games. Maintaining funding in the years after that will be crucial to continued good performance. One has only to look at performances by other nations such as Spain, Greece and Australia to see what can happen if funding is not maintained. This remains a significant risk as do the implications for the broadening of sport at the base of the pyramid through reductions in spending by local authorities, reduced support for school sport and cuts in government funding generally.
18. During the Games, London, in particular, felt like a different city. In this, it followed the footsteps of Sydney. It was welcoming, people were greeted with warmth and friendliness and this was where the Games Makers and London Ambassadors played a significant role. People talked to each other even on the Underground and this was writ large in the Olympic Park surrounded by the extraordinary meadows. The question was always how this could be built on after the Games. Would this be a turning point for London; would it become a friendlier city where the different communities intermingled in the same way that supporters from countries all over the world did in 2012? Other than some attempts by the Mayor to maintain a presence at a few of London's entry points and some of the approaches

being taken by the LLDC, not enough thought or effort has gone into achieving long lasting benefits.

19. Within LOCOG, I started and chaired a programme called 'Changing Places'. It was an attempt to engage people living and working around Olympic venues especially the Olympic Park so that they could feel a part of the Games and benefit from them. It was based on a series of environmental programmes including supporting the transformation of derelict sites by local communities, a meadows project, a community safety programme and a programme for schools. Much of the programme was handed over to the LLDC after the Games. In particular, one project started but not launched was to create a TimeBank for the Park. I am pleased that significant progress is being made and a new model of timebanking is being developed which could make a significant difference to how the future Park works.
20. I want to stress, finally, that to achieve the best legacy from hosting an Olympic and Paralympic Games, planning for it has to be integral from the beginning of the bidding stage. It cannot be successful if treated as an 'add on'. As important, it has to be recognised that, when the Games finish, legacy is only half way, if that, to being fulfilled. As much effort needs to be put into it in the years following 2012 as in the years leading up to it. Only if that is recognised and acted upon will we be able in a few years' time to state with justification that most of the legacy we set out in our bid document has been achieved.
21. This evidence has been submitted on an individual basis.

10 July 2013

Sustainable Events Ltd and Positive Impact—Written evidence

Credentials of the person submitting evidence and the companies they represent:

1. Fiona is managing director of both Sustainable Events Ltd and Positive Impact. Sustainable Events Ltd provides strategic consultancy support on sustainability for a number of international companies including Old Trafford, Manchester United and Zurich Bank. More information on Positive Impact can be found below.

2. In 2010 Fiona was the technical advisor for sustainability for England's 2018 world cup bid and since 2007 chaired BS 8901 and then ISO 20121, for which she was the youngest female ISO chair. Fiona belongs to the register of experts on the subject on sustainability for the London 2012 Legacy department and she is an International Board member for Meeting Professionals International which has over 20,000 members worldwide. She has recently given evidence at an All Party Parliamentary Group meeting for the event industry about the economic export and import potential for the UK event industry's leadership in sustainability.

3. Positive Impact (www.positive-impact-events.com) was awarded the London 2012 Inspire Mark and has a global network of over 11,000 and the views of this network have influenced the responses outlined below. The organisation provides education for the event industry at a number of international events including the Sustainable Events Summit, EIBTM and the International Olympic Committee Sport and Environment Conference.

4. Positive Impact also facilitates a number of industry groups, ambassador schemes and has created a vision and pledge for a sustainable event industry which is supported by a number of government bodies including DEFRA and WRAP. Positive Impact generates all its own funding through sale of education materials and as outlined in the responses below has led on a number of initiatives to secure legacy from London 2012 Olympic and Paralympic Games for the UK event industry.

Summary of the opportunity for London 2012 legacy for the UK event industry:

5. There is a real and significant potential for economic legacy for the UK event industry from London 2012, however as every day passes the opportunity to realise this is in danger of being lost. There appeared to be limited questions within this review about the legacy for the UK event industry and this is potentially overlooking significant economic potential as in 2011 the UK event industry delivered £58.4 billion to the UK's GDP*.

6. London 2012 was the inspiration for the creation of two internationally recognised frameworks for sustainability, ISO 20121, an international standard for event sustainability and the Global Reporting Initiative Event Organizers Sector Supplement, a sustainability reporting framework for the event industry

7. ISO 20121 is one of very few ISO standards which are specific to one industry (in this case the event industry) and one of the first standards on the subject of sustainability. This means this standard is being watched by other industries across the world. The chair of this standard was British (Fiona Pelham was also the youngest female ISO chair) and the secretariat for the development of the standard was shared between the UK and Brazil.

8. Rio 2016 and all the candidature cities for the 2020 Olympic and Paralympic Games have committed to using this standard and UK businesses have secured work supporting these destinations. ISO 20121 is now recognised as the international standard for the event industry to demonstrate sustainability and London 2012 and their UK supply chain were the first to implement it. Following the completion of construction at the Olympic Park there was significant global communication about the level of sustainable construction achieved through the park.

9. Bodies such as UKTI and British embassies around the world communicated the leadership shown in sustainable construction. There was the same opportunity to communicate the extent of leadership from the UK event industry in the sustainable event management of the event, but this was not done. The UK meeting industry in 2011 generated more than £20.6 billion (GVA)*. This is more than architectural and engineering services at £20.5 billion* yet the opportunity to promote the leadership in sustainability of the UK event industry is at risk of being overlooked.

10. In Sweden, Thailand, Singapore, Australia and a number of other countries, government money and focus is being placed on building knowledge and brand around sustainable event destinations. In the next few years these destinations will take on the leadership role which the UK currently has.

11. Positive Impact is a not for profit created for and led by members of the event industry. There is significant opportunity to partner with this body to promote the UK's leadership in sustainability in events in a long-term sustainable way.

Leadership delivered by Positive Impact over the last 12 months:

12. Providing presentations on sustainability and the UK's leadership across Europe, North America and Japan. Recently meetings have been held with UKTI to discuss the opportunity of event industry specific expertise sharing workshops to support UK based companies to win business in key markets.

13. Providing education and learning materials based on the London 2012 experience in a format which is relevant for the event industry (there are a significant number of case studies from London 2012 which exist in a format unsuitable for the industry and with no marketing exposure are unused and unopened). This includes a programme of webinars and other education materials based on waste, food, carbon and responsible sourcing, as well as ISO 20121 initiatives launched by London 2012.

14. Positive Impact is leading globally on the provision of education for a sustainable event industry and recently received support from Sport Accord and the International Olympic Committee to develop an online education product (www.sport-sustainability.com) along with partners AISTS. Fiona Pelham has also spoken at the most recent IOC Sport and Environment conference about the potential of ISO 20121.

15. Working with ISO (the International Organisation for Standardization) to support a monthly focus on a different country around the world who is using ISO 20121.

16. Working with WRAP to provide stakeholder groups on the creation of an industry zero waste roadmap.

5. Working with companies showing leadership outside in the UK in North America, Brazil, Japan and across Europe.

17. Providing evidence to the All Party Parliamentary Group for Events on the subject of sustainability in the event industry.

18. Creating a vision for a sustainable event industry in 2020, and corresponding industry pledge to support the vision and groups, ambassador schemes to create a community for people interested in sustainability in the event industry.

19. Creating a series of free webinars with key London 2012 partners (Including WRAP, Best Foot Forward, Sedex and Sustain) to ensure sustainability leadership initiatives continue.

20. Creation of materials to train university students (in UK, Switzerland and Poland) to be able to implement ISO 20121.

21. Providing content on sustainability for the development of National Occupational Standards for the event industry in the UK.

22. Providing content for the Sustainable Events Summit.

23. Creating a group of sustainability experts (many who were previously experts to England's 2018 World Cup Bid and provided expertise to London 2012) who include: WWF, DEFRA, WRAP, Carbon Trust, Natural England, Sustain, Bioregional, Sedex and Best Foot Forward. This group meets twice a year to identify how they can provide solutions for the event industry and Positive Impact hosts a page for each of the partners on the website to direct the industry to their support solutions.

24. Creating an ambassador programme which supports any members of the event industry with materials so they can raise the profile of sustainability.

To realize the potential legacy Positive Impact would suggest the following:

25. Strategy within UKTI to promote the sustainability expertise of the UK event industry to include partnership with Positive Impact.

26. A strategy within VisitBritain, VisitEngland, VisitScotland, VisitWales, the Northern Ireland Tourist Board and the destination marketing organisations to support their members to continue to show leadership on sustainability, including partnership with Positive Impact, and win global event business.

27. Funding from British Standards Institute to match the funding being given by ISO to Positive Impact so that the UK standards community promotes UK leadership in this area.

28. Government strategy on sustainability for the event industry to be influenced by Positive Impact vision and community (a good example of an industry led initiative).

29. Government event procurement strategy to include ISO 20121 requirements.

30. Government support given to government department bodies who are involved in the Positive Impact expert groups (e.g. WRAP, DEFRA, Carbon Trust) so they can continue to

provide support to the industry and so they use Positive Impact as a portal to reach the event industry.

31. Increase the expectation for the Queen Elizabeth Park to maintain Olympic legacy from implementing ISO 20121 to maintaining the same level of waste management and food procurement.

Please find below answers to a number of questions from the enquiry which were relevant to legacy within the UK event industry.

B. Regeneration Legacy

iv) UK legacy outside London

Will the 2012 Games deliver any economic or regeneration legacy for the rest of the UK, outside London?

32. There is the potential for the event supply chain across the UK to win business overseas based on their sustainability credentials. For example, the UK based division of event production company GES are showing leadership with their 3rd party certification to ISO 20121 and are looking to train their European and Middle East departments in this knowledge to enable them to win more business. Currently the UK event industry earns £1.4 billion from their work outside the UK*. Sustainability would provide a point of difference to grow this amount.

33. If the event industry throughout the UK continued to implement the waste, food, carbon, sustainable sourcing and ISO 20121 strategies demonstrated by London 2012, then events being bid for across the UK would be able to demonstrate a unique point of difference. For example, Fiona Pelham and Positive Impact have recently written a letter of support for an environmental conference which is considering Manchester as a destination and could potentially contribute a significant amount to the Manchester economy. Liverpool generated £289 million GVA from the event industry in 2011*.

34. At the moment there is very limited economic or regeneration from London 2012 for the event industry across the UK. With a small budget and change in strategic focus, however, this could be significantly different!

35. The event industry (led by VisitEngland, VisitWales, VisitScotland, Northern Ireland Tourist Board and Visit Britain) has significant potential to win events for the UK. Destination marketing organisations could be asked to support a sustainability strategy, with local partners implementing the internationally recognised ISO 20121 standard, and marketing themselves as having done this.

36. This is a strategy currently being followed by Denmark, Singapore and Thailand currently. ISO 20121 features in VisitEngland's Wise Growth strategy but over the last two years the practical steps taken have been limited. The destination marketing organisation in Manchester (Marketing Manchester) was first approached by Positive Impact in 2004 with the idea to show leadership in this area. As of July 2013 no action had been taken in this area.

37. For the same budget as a reception for 100, members of the UK event industry partners of Marketing Manchester could receive education to implement ISO 20121 and have a

tangible international point of difference to market themselves with. There is the potential for the UK to increase the amount of event bids which they are successful in due to profiling sustainability as their point of difference.

Are there likely to be positive impacts for tourism, outside London, as a result of the Games? Are post-2012 efforts to promote tourism in the UK being delivered effectively and appropriately?

38. As per the answer above. This refers to business tourism, for which there are over 1.3 million meetings held in over 10,000 venues in the UK with attendees who spend just under £40 billion*.

Will business opportunities or business investment result from having hosted the Games, and will this be of benefit to the rest of the UK, beyond London?

39. There is the potential for the UK to increase their amount of export business by using their expertise in sustainability. This needs UKTI, VisitBritain, VisitEngland, VisitScotland, VisitWales, the Northern Ireland Tourist Board and destination marketing organisation strategic support. For example UKTI trade events could focus on this area and the 'Great Britain' campaign could signpost to this leadership.

40. There is significant evidence that the rest of the world are starting to benefit from the event sustainability leadership shown by the London 2012 Olympic and Paralympic Games. For example, Denmark is marketing itself as a sustainable destination and there is evidence that they being successful in bids for international events.

Do examples already exist of economic benefits, investments or business successes, outside London, which result, wholly or partly, from hosting the Olympic and Paralympic Games?

41. A basic practical example of business success is Sustainable Events Ltd, a majority female SME based in Manchester which launched in 2004 and throughout the economic recession has increased turnover annually. Sustainable Events Ltd has a number of international clients.

42. A second example is the launch of the Sustainable Events Summit in which is an annual event and in January 2013 gathered over 200 international corporates and members of the event industry to discuss sustainability. In the first year of this event, capacity sponsorship was reached.

43. A third example is Positive Impact, a Manchester based not for profit, being funded by SportAccord and the IOC to create an online education product with AISTS (the International Academy of Sports Science and Technology which works with the IOC). The initial investment has made possible a long term partnership which should continue to generate income and allow for innovation over the next 5 years.

44. In the future there is the potential for economic benefits from savings related to waste, carbon, sustainable sourcing and food, due to the industry following the best practice set by London 2012. There has been limited support and promotion for industry initiatives and best practice sharing since London 2012 has finished. For example, WRAP have created a roadmap to zero waste, a measurement tool and case studies - but there needs to be ongoing dialogue with the industry to catalyse change and secure economic savings.

C. The International Legacy

i) Trade and industry

How effectively are UKTI and others utilizing the success of London 2012 to promote British business overseas?

Has the largely successful delivery of the games resulted in any recognised changes to the perception of UK business capabilities or capacity for delivery?

45. UKTI have not promoted the UK's leadership with ISO 20121 and there is significant potential for winning export opportunities and inbound events through this. For example during London 2012 there was a UKTI event on sustainability but it focused purely on the construction of the park and in the marketing materials reference was made to BS 8901 which was the British precursor to ISO 20121. At the time of this event London 2012 had implemented ISO 20121.

46. Representing Positive Impact, Fiona Pelham met with UKTI in Spring 2013 to discuss this potential, and they recognised that this would be suitable for a country such as Japan. Since then, Positive Impact have been approached to provide an online presentation to the Japanese event industry on sustainability and the leadership that the UK is showing. This example demonstrates global industry interest in something the UK has a point of difference in.

47. It would make a significant difference if UKTI could work with Positive Impact to generate case studies on British businesses showing leadership in event sustainability. Export missions could then focus on this topic. There is also the opportunity for all UKTI events and export missions to be run in line with ISO 20121 which would be a significant example of the UK 'walking the talk'.

ii) International development and diplomacy

How effectively are partners working to deliver the International Inspiration programme? Can the initiative be sustained beyond 2014?

How effective was the public diplomacy work of the Foreign and Commonwealth Office in promoting the UK before and during the Games?

What is the legacy of the London 2012 United Nations Olympic truce declaration 'Building a peaceful and better world through sport and the Olympic ideal'?

How are the specific pledges made at the Downing Street 'Hunger Summit' going to be met by the 2016 Games in Rio de Janeiro?

48. I am not aware of any of the above initiatives.

D. Further strategic issues

iii) Future Olympic and Paralympic Games

What messages should host cities for future Olympic and Paralympic Games be taking away from London 2012, particularly when looking to plan for legacy?

49. Interestingly it appears that future host cities have understood the importance of sustainability as a point of difference more than we have. Each of the candidature cities for 2020 have committed to implementing ISO 20121 and this is an obvious opportunity for the UK event industry.

23 July 2013

UK Sport—Written evidence

Introduction

1. UK Sport is the nation's high-performance sports agency. Its mission is to work in partnership to lead sport in the UK to world class success. Primarily this means working with our partner sporting organisations to deliver medals at the Olympic and Paralympic Games. UK Sport's strategic direction helped British sports and athletes deliver 65 Olympic and 120 Paralympic medals at London 2012. UK Sport also has responsibility for activities best delivered at a UK level, such as: bidding for and staging major sporting events in this country; increasing sporting activity and influence overseas; and promoting sporting conduct, ethics and diversity in society. UK Sport is funded by a mix of Government Exchequer and Lottery income.

A. Sporting Legacy

iv) High Performance Sports: both Olympic and non-Olympic

To what extent will London 2012 help to improve the long-term level of high performance UK sport?

2. The success of Team GB and Paralympics GB at London 2012 ensured that UK Sport has the continued support of Government to invest National Lottery and Exchequer money into sports through the Rio funding cycle (2013-17). UK Sport will receive approximately £125 million per year to invest into sports and other related programmes which means that they will invest more into elite sport than they did for the London cycle (2009-13).
3. UK Sport is directly investing £355 million into 44 summer Olympic and Paralympic sports during the Rio cycle. This represents an increase from London of 7% into Olympic sports and 45% into Paralympic sports, which equates to an overall increase of 13% on the previous four year cycle.
4. This consistency of investment and support and the medal success helps to attract and retain world class experts in performance disciplines to support the pursuit of more medal success. A further legacy for high performance sport has been developed through the extra investment into world class training facilities and the sporting venues which were built for the Games and will continue to host events for many years to come.

What were the reasons for the successful UK performances of Beijing 2008 and London 2012 and how can they be sustained in the long-term?

5. Much of the success of UK performances in Beijing and London is linked to the increases in funding that allowed the development of the World Class Programme. However, it is crucial that this money is invested strategically in the right sports and the right athletes and the right support programmes to create a stronger, more sustainable high performance system.
6. The long term nature of the strategic investment in the UK's high performance system has ensured that the UK has been able to recruit, retain and develop world class experts. Key factors include:

- clear and agreed outcome goals
 - world class coaches
 - a performance management system that tracks progress, identifies, prioritises and addresses challenges and encourages sharing and collaboration across sports
 - the continued evolution of the use of performance intelligence
 - greater focus on athlete profiling
 - better and more aligned talent pathways
 - better resourced Paralympic campaign
 - improved standards of leadership, governance, financial management and administration in sports
 - better World Class Coaching, and increased focus on the Elite Training environment for our athletes.
7. Following the introduction of the National Lottery, UK Sport was set up to distribute funding to elite sport. UK Sport invested £69 million into the Sydney cycle and £84 million into the Athens cycle. This resulted in improved Olympic performances and saw Team GB move from 36th in the medal table in 1996 to 10th in both 2000 and 2004.
8. Winning the bid in 2005 to host the Olympic and Paralympic Games resulted in a Government decision to increase National Lottery and Exchequer investment into elite sport through UK Sport. The aim of this increased investment was to ensure that British athletes were better supported and prepared to deliver strong performances at a home Games. This was the start of a single and consistent stream of 4 year investment in an 8 year pathway to cover two Olympic and Paralympic cycles.
9. As a result, UK Sport was able to invest £264 million into the Beijing cycle, which saw the introduction of the “No Compromise” approach and heralded a step change in the ability of Olympic and Paralympic sports to create truly world class systems for their athletes. At the Olympic Games in 2008 Team GB enjoyed their best performance for 100 years, winning 47 medals and finishing 4th in the medal table. During the London cycle UK Sport invested £313 million and saw another record performance as Team GB won 65 medals and finished an unprecedented 3rd in the medal table.
10. In order to ensure that this success can be sustained in the long-term UK Sport must work with sports to continually improve the World Class Programme which will ensure a stronger, more sustainable system. This requires the confidence of Government and the National Lottery to ensure continued financial support.

How important is financial support in delivering improved performance? Are the current mechanisms for delivering financial support appropriate and effective? Are current levels of support affordable in the long-term?

11. The answer to the previous question details the importance of financial support and how crucial it is that money is invested strategically in the right sports and the right athletes to create a stronger, more sustainable high performance system.

12. UK Sport has published a clear set of investment principles that are reviewed in each Olympic/Paralympic cycle. They are understood and accepted as an objective and effective approach to managing an investment with high level goals and through approximately 50 sports and partner organisations. The approach is meritocratic and proportionate to the ability of the sport to deliver medals within two Olympic/Paralympic cycles.
13. Around 1400 athletes with a performance profile that shows a trajectory towards winning medals receive Athlete Performance Awards while their sport receive awards for the programme of essential performance support. An element of this is tailored sport specific support, the need for which is confirmed through business cases which are reviewed by UK Sport and further informed by the close working relationship.
14. The current levels of support will be sustainable in the long-term provided that sales in National Lottery tickets continue to be strong. UK Sport plans all its investment on the basis of the National Lottery income projections provided by DCMS. However, we have grant funding agreements with sports that are 'subject to funds being available'. We have a meritocratic approach to investment and if funding has to be decreased, the impact would start from the bottom of the meritocratic table, affecting those sports furthest away from medal potential.
15. In order to support them, UK Sport prioritises supporting the work of Camelot by raising the profile of the National Lottery and we require all funded sports and partners to do so.

Did London 2012 result in 'winners and losers' amongst different UK sports? Are any sports likely to see a negative impact, at the elite level, from London 2012? Do some of the UK sports which underperformed at London 2012 need strategic investment?

16. Hosting a home Games meant that Team GB and ParalympicsGB were able to field teams in all sports without the requirement of qualification. As a result of this, UK Sport agreed with Government to fund all sports except Olympic Tennis and Olympic and Paralympic Football during the London cycle (these sports were expected to self-finance).
17. All of the funded Olympic and Paralympic sports were in receipt of UK Sport investment from 2006 to 2013.
18. Those with medal potential received "No Compromise" investment while others, including those that benefitted from having home nation places (many of whom had never before competed for GB at an Olympic/Paralympic Games), received a basic level of funding in order to give them the best chance to deliver a credible performance at London 2012.
19. London 2012 gave every Olympic and Paralympic sport a unique opportunity to use the platform of a home Games to strive for their strongest possible performance while also inspiring engagement to provide a strong legacy of participation.

20. However for the next cycle, as UK Sport invests in success in Rio 2016 and also in medal potential for the 2020 Games, it is not appropriate or affordable for UK Sport to invest in those sports that do not have the ability to be able to quality to compete in Rio or to medal in either 2016 or 2020. UK Sport's investment decisions taken after London 2012 reflect this investment criteria.
21. At the heart of our investment approach is our philosophy of "No Compromise" – a commitment to channel the resources needed towards athletes and sports with the greatest chance of succeeding on the world stage, both in the immediate future and in the longer term. "No Compromise" demands we reinforce excellence, support talent, challenge under-performance and reject mediocrity. Put simply, UK Sport strives to invest the right resources, in the right athletes, for the right reasons.
22. The following Olympic and Paralympic sports did not meet the investment criteria and are not currently funded by UK Sport for the Rio cycle: Handball, Table Tennis, Indoor Volleyball, Wrestling and Sitting Volleyball. However, the door is always open to all Olympic and Paralympic sports to come back in to the system if they can demonstrate through results that they are reaching the necessary standard on the world stage.
23. The funding awards made by Sport England and the other Home Country Sports Councils complements our own and each of the five sports listed above receives investment from one or more of those agencies to support increasing participation and developing talent.

What lessons have been learned in relation to Paralympic sporting success, for example in terms of talent identification and the management of elite teams?

24. UK Sport is investing £71,335,617 into 20 Paralympic sports during 2013-17 Rio cycle. This represents a funding increase of 45% for the Rio cycle.
25. UK Sport invested just over £10 million into Paralympic sports for the Sydney cycle and the team finished 2nd in the medal table and won 131 medals. At London 2012, ParalympicsGB had benefitted from nearly five times more funding (£49 million) but finished 3rd in the medal table and won 120 medals.
26. There are two main reasons why performance appears to have remained static while UK Sport's funding has increased significantly. Firstly, and most importantly, Paralympic sport is significantly more competitive than it was 15 years ago. The top nations are increasing investment, there are many more nations taking part and the athletes are training in increasingly professional environments. Secondly, there are fewer medals to be won than there used to be (due to programme changes agreed by the IPC) which goes some way to explaining the number won in Sydney versus London.
27. UK Sport, the British Paralympic Association and the sports are aware of the challenges that lie ahead if GB is to maintain its historic strength in Paralympic sport. Our Talent Team will be working to identify the next generation of Paralympic champions and the additional investment will ensure that we will be introducing a

number of major improvements to World Class Programme and the Paralympic performance system.

v) Sports facilities legacy / future UK hosting

Will London 2012 lead to UK success in securing further international sporting competitions?

28. London 2012 undoubtedly positioned the UK as a nation that can deliver international sporting events to the highest standard and this reputation will help sports secure further competitions in the future. Working in partnership with national governing bodies, cities and regions and home country agencies, UK Sport co-ordinates the bidding and staging of major international sporting events in the UK.
29. UK Sport's Gold Event Series has been devised to deliver 'A Stage to Inspire' Games Legacy for major event hosting. It will see a National Lottery investment of £27 million which aims to bring over 70 of the world's most prestigious sporting events to the UK between now and 2019, including 36 World and European Championships.
30. These events will be targeted to support British athletes' preparation and qualification for Rio 2016 Olympic and Paralympic Games. They will also provide an opportunity for 2.5 million spectators to continue to experience world class Olympic and Paralympic sport on home soil, generating approximately £287 million additional expenditure in host cities and regions across the UK and attracting over 250,000 overseas visitors.

31. Gold Series Events already hosted since London 2012

Cycling	UCI Track Cycling World Cup, Glasgow	November 2012
Gymnastics	FIG World Cup All Round, Glasgow	December 2012
Badminton	Premier Super Series (All England), Birmingham	March 2013
Cycling	BMX Supercross World Cup Series, Manchester	April 2013
Swimming	FINA Diving World Series, Edinburgh	April 2013
Canoe	Canoe Slalom World Cup Series, Cardiff	June 2013
Rowing	Rowing World Cup Series, Eton Dorney	June 2013
Athletics	European Athletics Team Championships, Gateshead	June 2013
Athletics	IPC Para-Athletics Grand Prix, Birmingham	June 2013
Hockey	World Hockey League, London	June 2013

Remaining Gold Series Events in 2013

Netball	World Youth Netball Championships, Glasgow	August 2013
Triathlon	World Championship Series Final, London	Sept 2013
Rugby League	World Cup, England and Wales	Nov 2013
Squash	Men's World Championships, Manchester	Oct/Nov 2013
Cycling	UCI Track Cycling World Cup, Manchester	November 2013
Gymnastics	FIG World Cup All Round, Glasgow	December 2013
Taekwondo	WTF Taekwondo Grand Prix, Manchester	December 2013

Gold Series Events in 2014

Cycling	BMX Supercross World Cup Series, Manchester	April 2014
----------------	---	------------

Wheelchair Tennis ITF Wheelchair Singles Masters Series, London November 2014

Gold Series Events in 2015

Judo	European Judo Championships, Glasgow	April 2015
Swimming	IPC World Championships, Glasgow	July 2015
Equestrian	European Eventing Championships, Perthshire	Sept 2015
Hockey	European Hockey Championships, London	August 2015
Wheelchair Basketball	European Championships, Worcester	August 2015
Canoe	World Canoe Slalom Championships, London	Sept 2015
Gymnastics	World Artistic Championships, Glasgow	October 2015

Gold Series Events in 2016

Swimming	European Swimming Championships, London	May 2016
-----------------	---	----------

Gold Series Events in 2017

Athletics	IPC World Championships, London	July 2017
Athletics	World Athletics Championships, London	August 2017

31 July 2013

United Nations Association Westminster Branch—Written evidence

1 Summary In seeking to promote the Truce strand of the Olympic message, the UK government and LOCOG set out to ‘raise the bar’ and so leave a clear legacy for future Olympic host cities. Even though the bar concerned had been very low or not even in place, the UK’s commitment should be applauded. However, together, we failed to identify a strategy against which we could measure our performance, reducing the value of our efforts to future Olympic host cities. Even so, the UK consciously set out to flag the importance of the Truce strand and future efforts to continue this mission will surely benefit from its various initiatives.

2 Whose Olympic Truce? The top-down approach was inappropriate for such programmes as this submission will show. Whilst the concepts of a truce, reconciliation and peace have always been imprecise, LOCOG’s initial statement that ‘we are not looking to recognise a large number of projects’ suggests its enthusiasm for this strand was lacking. Its ‘Truce’ assessors did not appear to have relevant training and established networks were not used. Only seventeen projects were recognised.

Northern Ireland (3)	Scotland (1)	Yorkshire and Humber & North East (4)
West Midlands (1)	East of England (1)	North West (1)
London (4)	UK wide (2)	

3 Host city status In focusing on a host city, each Olympic Games has a chronic weakness. London was viewed by many around the UK as a money-sucking parasite. Even though London provided the necessary infrastructure for the arenas for the majority of sporting activities, the promotion of the Olympic Truce was not so geographically identified. And yet, as shown in paragraphs 9 and 10, this opportunity was either overlooked or ignored.

4 The FCO assumed leadership for promoting elements of the Truce even though its links with UK networks are weak, as shown by its inability to identify key potential players, thus weakening the impact of the Olympic Truce message.

5 There was no structured contact strategy for several important national players such as:

6 NGOs. The FCO Olympic Truce website claimed Working Group membership to include skilled international NGOs such as Conciliation Resources, International Alert, Safer World and the ICRC. None participated in 2012 and the FCO showed no curiosity into why this was so.

7 National faith groups. These were not attracted by LOCOG/FCO initiatives, choosing their own stand-alone programmes and thus further weakening the message.

8 Example 1 Working with the London Boroughs Faith Network, a member of the FCO Working Group, London’s Islamic leaders announced at an independent Olympic Truce event that mosques would open to the public on the UN International Day of Peace (21 September). This initiative triggered mosques in other UK cities and in several countries to

follow suit. See appendix 1. This will be repeated in September 2013. Separately, the Bishop of Colchester whose diocese includes the Olympic Stadium, used the Olympic Truce symbol to great local advantage.

- 9 Mayors, Lord Lieutenants, provosts, high sheriffs, sheriffs, conveners and local leaders were not contacted, let alone requested to show leadership for local Olympic Truce initiatives.
- 10 Government departments and devolved government:
Analysis of website coverage of the Olympic Truce
 Welsh Assembly no reference
 Scottish Parliament no reference
 Scottish government no reference
 Northern Ireland government no reference
 Olympic Legacy Company no reference
 Dept of Education no reference after 2010; abdicated to Get Set
 Dept of Culture, Media and Sport no reference except for UN resolution
 Get Set no reference to Legacy Commitment
 Dept for International Development referred to British Council
- 11 Devolved governments sought only to reassure their constituencies that contracts were being won by local companies. In summary, the Cultural Olympics failed here as did online efforts to portray the country as one.
- 12 Generating a wider international message A potential strong card in the FCO hand was its worldwide network of embassies and consulates which it exhorted to promote the Olympic Truce. It introduced the *Storify* method to publicise their successes. Excluding NGO-led projects and opportunistic incidents, we calculate a disappointing 5% of embassies took Olympic Truce initiatives. They preferred the trade-related ‘Great’ theme. Either the importance of the Truce message was poorly explained to them or they felt uneasy about it.

British Embassy initiators (good!)	British Embassy opportunists (not so good!)
Sri Lanka, Finland, Ethiopia, Trinidad, Russia, Algeria, Bolivia, Namibia, Brunei	Austria, Croatia, Bolivia, Philippines, Mozambique, Malaysia, Colombia, Armenia, Jordan, Sierra Leone, Chile

- 13 The IOC commitment The IOC continues to treat too lightly its stated commitment to the Olympic Truce. At the XIII Olympic Congress in Copenhagen in 2009, 55 recommendations were agreed but none related to the Olympic Truce. The International Olympic Truce Foundation and its Executive Committee showed poor leadership during the months preceding the London Games and links with LOCOG were opaque. Its default position on the use of the Olympic Truce symbol was shown up to be without logic or benefit to any party. If the UK’s initiative had any immediate impact, it was to inadvertently embarrass the IOC which in our opinion should either honour its commitment or agree to independent review.
- 14 Example 2 Several NGOs and those working for peace wished to utilize the Olympic Truce symbol. Continuing requests to LOCOG to advance discussion were met with silence and evasion. Its representative seldom attended the regular FCO meetings. Separate contacts

with the secretariat of the International Olympic Truce Centre (IOTC) based in Athens revealed that organisation's own frustration with the stalemate.

- 15 *We resolved to embarrass the IOC, the IOTC and LOCOG by promoting the Olympic Truce symbol as widely as possible, despite its protected legal status. If the IOC chose to object, we reckoned it would be instructive to learn which sponsors it would claim to have been damaged.*
- 16 *Knowing that the IOTC had been operating an Olympic Truce Facebook Group for some months, gathering about 200 followers over that period, we created a rival. This gathered 11,000 followers from 92 countries in only three weeks. A message of support posted by the Pope made it 93! With the use of the Olympic Truce symbol thus liberated, creativity and support blossomed. Supportive images featuring the Olympic Truce symbol multiplied, both digitally created and real including a layered cake! In Pakistan, an Olympic Truce-decorated fuel tanker plied the Khyber Pass for months and was never attacked. The IOC never approached us, nor did it address its own shortcomings which had triggered our initiative.*
- 17 Lord Coe's remarks at the UN Introducing the text of the Truce Resolution to the UN General Assembly, he said 'The Olympic Truce and the Olympic Values can play a role, in combination with the Olympic Movement and sport in general, as tools for promoting peace.' In pursuing our own proposal for the Olympic Torch to pass through Central Hall Westminster, DCMS stated it could not influence LOCOG which was a 'private company operating independently of government.' Patiently we endured LOCOG's seeming indifference towards the Truce strand, expecting recognition when the Games commenced.
- 18 It is a matter of record that neither the *2012 Official Book* introduced by Lord Coe or *The Games* which covered also the Paralympics mentioned the Olympic Truce. The London 2012 Shop ignored this strand also. If the legacy is to be judged by the amount of memorabilia bought by visitors and online customers, it will stand at zero.
- 19 The Olympic Truce wall The Top Down approach was a supreme obstacle in this symbolic element of the Olympic Truce. The Olympic Truce wall set within the Olympic Park exemplified this outdated thinking. Never again must the Olympic Truce wall be so inaccessible. Internationally, it would have been simple for UK embassies to create their own Olympic Walls, inviting host government ministers, NGOs and others to sign, thus encouraging photo opportunities. The Olympic Truce wall must become a 'global common', led by athletes but linking all peoples and their own countries.
- 20 Measuring progress In Spring 2012, the FCO tabled an imaginative list of potential metrics by which the success of the Olympic Truce project could be assessed. Neither LOCOG nor the FCO chose to progress this so we know little. The Get Set programme should be easiest to measure. At one time, 76% of schools and colleges registered and 50.7% Get Set had become members but only 200 (1% of total) were posted on the London 2012 website. Separately, a survey of 1000 visitors to the Olympic Park and Greenwich conducted by Olympic Truce ambassadors from several countries, convened by UNESCO, indicated that half as many British people knew about the Olympic Truce as did foreigners. (Appendix 2)

- 21 Where next? The Olympic Truce file has been passed to the British Olympic Association but to whom is it responsible? Not the government, we understand and surely not the IOC which should be seen as on parole on this issue. Further, on 25 March, the FCO hosted the Olympic Truce Legacy Forum to which UK NGOs were not invited. In a general e-mailing, the FCO stated that *'In line with our legacy priority of sharing our practical experiences with the future host nations, invitees included both diplomats from the respective London-based embassies and members of their Organising Committees of the Olympic and Paralympic Games.'* We wonder what they contributed.
- 22 The FCO continued *'We had been hoping to launch the UK's Report on the Olympic Truce during the Legacy Forum, to be co-authored by the IOC and UNOSDP....The IOC and the IOTC are now editing the report and we anticipate it being ready to launch at the Sport for Development and Peace Forum being held in New York in June.'*
- 23 At the time of writing (10 July), we have received no further news and I beg the Committee's indulgence to submit a commentary on the Report upon sight. I confirm this is a personal observation.

Appendix 1

Mosques in UK and thirty countries to welcome visitors on International Day of Peace (Press release, summary)

On the International Day of Peace, 21 September, mosques and Muslim centres in the UK will be opening their doors to all visitors who wish to join them during or after Friday prayers (Salaatul-Jumu'a) in exchanging messages of peace, to celebrate local peace-building activities and to enjoy hospitality offered. They will be joined by others in more than thirty countries, some as far as Thailand.

But recognising that a simple statement would not be enough, they explored how they might best share with those in their own neighbourhoods their commitment to the cause of peace. By welcoming all people to join them to mark the International Day of Peace, they feel they can best demonstrate this. News of the initiative was shared and soon they were joined by those in other countries.

"Current events worldwide too readily lead to stereotyping and violence which harms us all." said Youssef Al Khoei of the Al Khoei Foundation based in London. "Such trench warfare leads nowhere so we must come out of those trenches and embrace each other. When we show interest in and learn about each other, we are on the path leading to knowing and trusting each other. The unprecedented step we have taken has been planned for some time but, in the light of current developments, it is surely timely."

Some Islamic centres in the UK are pairing up with nearby churches, religious communities or schools, linking their observances of the International Day of Peace to similar pairs overseas. This unprecedented initiative is being led by the London Peace Network and a large number of Islamic bodies and is an London 2012 Inspire project.

Appendix 2

Only 1 in 19 People in London Know of the Olympic Truce Brits knowledge of the Olympic Truce is less than foreign visitors Survey undertaken by UNESCO Youth Peace Ambassadors of the London 2012 Olympic Peace Campaign (summary)

The youth participants of the UNESCO Olympic Truce Youth Peace Ambassador Training Workshop conducted over one thousand interviews on Tuesday 4th September around the Olympic Park, the Equestrian Event Site and Central London. People from 70 countries were asked the question whether they had heard of the Olympic Truce. Only 57 of 1034 respondents said they had (5.5%), and many of these had not specifically heard about it in London 2012.

610 respondents were from the UK, and only 4.3% of them had heard of the truce, compared to 7.3% among the foreign visitors to London.

11 July 2013

University of East London—Written evidence

Introduction

1. This submission is in two parts. Firstly, UEL's response to the London 2012 Games and the opportunities they have presented is outlined as a particular case study. Secondly, some observations are offered about the Games and Legacy in the London and east London context.

UEL and the Games

2. UEL has benefited from the Games in terms of research, volunteering, sport, estate development, reputation and future opportunity. This is the outcome of a decision to use the Games in whatever way we could to 'build our business'. Notwithstanding some contrary expectation about the Games being a funding bonanza, we determined that we would have to invest in different ways in order to get returns. We were conscious of wanting to avoid two fates: reaching 2013 and thinking to ourselves 'O why didn't we do that' or 'what was all that about?'

Research

3. UEL is a successful modern university in research terms. In the 2008 Research Assessment Exercise, the University was the top modern university in London. However, in 2005, UEL had no research reputation in the area of Olympics, Paralympics or mega-events. Over the period 2005-12, UEL staff undertook c.20 pieces of funded work related to the Games and Legacy with a value of c.£900,000 and produced a further 50 books, articles, theses and conference presentations. One key theme of that work has been engaging with policy from the local level (Newham Council) to the national (DCLG) and international (OECD) on issues like Legacy and governance.
4. Professor Allan Brimicombe, who is currently an adviser to the Lords Committee on Olympic and Paralympic Legacy, will have coordinated UEL contributions to four stages of official evaluation of the London Games.
5. We have developed excellent relationships with Centres for Olympic Studies at universities in Rio de Janeiro and Barcelona. Professor Gavin Poynter was the Olympic Visiting Professor at the Autonomous University of Barcelona, 2011-12. In addition, we have developed good links with academics across the world, particularly Brazil. Through the Brazilian Government's *Science Without Borders* programme, we have attracted a significant number of students, currently bringing around £2m into UEL and the UK economy.
6. This September, we are running an international conference on the impacts of mega-events on cities – www.uel.ac.uk/legacyconference - which has attracted over 100 contributors from academics and others across the world including Oxford, UCL, Harvard and Loughborough which hosts the UK's Centre for Olympic Studies.
7. As a result of hosting ASICS, the Japanese sportswear company, on our Stratford Campus during Games-time, it has sponsored PhD students. ASICS also supports student sport.

8. A further specific area of benefit has been health. UEL set up its Institute of Health & Human Development in 2006. That decision was unconnected to the Games. IHHD has become our main point of research partnership with UCL Partners, the Academic Health Sciences Network and Centre, which we joined in 2012. The author of this paper, as a non-executive director of the NE London & City PCT cluster, became the chair of the strategic partnership board for the Sir Ludwig Guttmann Health & Wellbeing Centre in 2012. UCLP was invited onto this board and a connection to the nascent Local Education & Training Board established. UCLP's leadership has enthusiastically embraced the opportunity to expand academe-NHS-local government-community partnership, in effect seeing the former Olympic Polyclinic as a joint centre for innovation, not simply a new primary care centre. It is proposing to establish a physical presence there; UEL will be involved in this via IHHD and other centres, as for example will the Clinical Effectiveness Group at Queen Mary, University of London. The LETB, now Health Education North Central & East London, has funded a study to support this partnership development.
9. This work has yet to get to the point of specific projects – we are still at the formation stage – but this is a good illustration of how combination of a/ east London's health challenges, and b/ the pulling power of a shared sense of Legacy potential, is harnessing actions which would otherwise not have happened. In the same vein, UEL Physiotherapy staff are working with colleagues from other universities and organisations to put together a proposition for the SLG centre around health and Paralympic/disability sport using the sports and exercise medicine strengths of the partners.

Volunteering and placements

10. UEL had a volunteering programme run by its student union five years ago. This operated according to the availability of limited external funding. UEL made no significant contribution. We invested in staff in our Employability and Enterprise Team in order to be able to organise support for volunteering. We estimate that well over 1,000 students had the opportunity to volunteer as London Ambassadors, Gamesmakers, in security, with Team USA which we hosted on our Docklands Campus, with the Olympic Broadcast Service, and so on.
11. UEL students had placements with CLM, the top level Olympic Park contractor. We organised the Olympic Park Legacy Company's internship programme and have taken this relationship forward with the London Legacy Development Corporation. We are currently in discussions with LLDC about collaboration on the long-term volunteering scheme they are putting in place for the Olympic Park.
12. Staff also volunteered and continue to do so. One senior member of our Physiotherapy staff, who runs a student-based volunteer service for events like the London Marathon, ran one of LOCOG's clinical areas.

Sport

13. It is possibly an understatement to say that ten years ago UEL had no reputation for sport. From its opening in 1999, we had always planned to have a sports centre of some kind on our Docklands Campus. A proposed development was mothballed around 2007

in order to prioritise an investment in additional student residences. A team of senior colleagues went out to the Beijing Games in 2008 where we made a connection with the US Olympic Committee about the possibility of the US Olympic and Paralympic Teams using our estate during Games-time. In 2009, we took the decision to revamp UELSports completely. We appointed our first Director of Sport as a full-time member of staff. This and the parallel discussion with USOC led to far more ambitious plan to invest in sports facilities and organisation.

14. In 2012, we opened SportsDock, the largest university covered sports facility in London. The fitness suite and strength & conditioning areas were equipped to Team USA standard through a deal struck with them. England Basketball invested in the facility now home to Newham All-Stars Sports Academy which in under ten years has become one of England's most successful youth basketball and volleyball clubs. Other non-UEL clubs also use SportsDock. The GB and US Paralympic wheelchair basketball teams played a match during Games-time, an event so successful that SportsDock has been designated as a regional centre for basketball. SportsDock is equipped with sports wheelchairs to facilitate disability sport at individual, team and league level which is highly unusual. The centre is open to the public all year round and has quickly grown a community membership.
15. UELSports in 2009 had some 300 active students out of 18,000 on campus. Today that number has risen tenfold. We have over 20 active clubs. We run high performance programmes for young sports people in Newham and Waltham Forest, delivered in partnership with local clubs like Newham & Essex Beagles and Newham Swords. We are part of the Mayor of Newham's Every Child A Sports Person programme which gives every year seven child in Newham schools the chance to visit SportsDock and try new sports.
16. UEL has some 30 students on sports scholarships, all athletes competing at national and international levels. We didn't have a rowing team in 2009. Within four years, the UEL squad was winning gold, silver and bronze medals at the British Universities and Colleges Sports championships. The same story of growing success is occurring across a range of sports – tennis, judo, football, netball, basketball and so on. In 2011, we won the BUCS Most Improved University award for going up over 40 places the BUCS rankings in one year – we believe the biggest leap any HEI has ever made. We've gone up 60 places in three years. What capped 2012 was a former UEL student, Gemma Gibbons, winning a silver medal for judo.

Estate development

17. The development of SportsDock is described above. This year we open University Square Stratford, a joint development in the middle of Stratford with Birkbeck, University of London. USS will house our Law School and Performing Arts, situated next to the Theatre Royal Stratford East and Stratford Circus performing arts centre. It is not a development with its origins in the Games, but it undoubtedly contributes to an emerging pattern of Legacy with Loughborough opening a postgraduate and research centre with up to 1,000 students as part of the iCity development in the former International Broadcast Centre/Main Press Centre and UCL considering a major development on the Park. Higher education is clearly an important part of the asset base of Legacy.

18. Our Docklands campus, often described as iconic, was designed by internationally-renowned Edward Cullinan Architects. Our new library in Stratford, just opened, was designed by Hopkins who were responsible for the Olympic Velodrome. MAKE, designers of USS, did the Copper Box on the Park (Ken Shuttleworth, a founder of MAKE, worked on The Gherkin when at Fosters). So there is a real sense in which UEL is participating actively in terms of creating buildings of high quality for an area which has had an historic dearth of good design. This is a substantive contribution to the sense of aspiration for place which the Games have created.

Reputation and future opportunity

19. UEL's reputation has undoubtedly benefited from active participation in opportunities thrown up by the Games. All of what is described above either would not have happened or would have happened at a smaller scale with far less impact. All of the above are prospectively permanent gains, in line with the 'build our business' theme. The Games gave UEL both institutionally and academically outstanding international media coverage. The deal signed with the US Olympic Committee got us more media coverage in the USA than we have probably had since our founding in 1898.
20. The University has been an active partner in regeneration for 20 years, engaging in some 25 strategic partnerships to date. We were a founding member of Stratford Renaissance Partnership, the broad-based group which exists to promote Stratford and its development. SRP developed the Visit Stratford app for Games-time which was very successful and continues in active use. We are an active partner of London Legacy Development Corporation on a number of fronts, including an ongoing seminar series.
21. Hosting Team USA – not to mention ASICS, the Irish Paralympic team, the Singapore team and 800 Chinese broadcasters for LOCOG – proved that we could play host to teams and organisations for global events, in terms of sport and training, accommodation and administration. We have since worked with the GLA and partners to bring the IPC World Games to London in 2017 – our Docklands Campus will be the village for those Games (colleagues went to the 2013 Lyons Games as part of the planning for this). We are an active backer of London's bid for the 2018 Gay Games – if London wins, we will provide the volleyball venue. It is clear that, unlike many other Olympic Parks, London's will be an active venue for international competitive sport - and local participation - for decades to come. UEL will be an active partner in that, at both ends of the spectrum, wherever we can.
22. Lastly, we have advocated the strategic importance of Stratford for over a decade, arguing that it was on course over the long-term to become the eastern edge of central London, ie part of the zone that brands the world city. Few people then paid much attention to this viewpoint; now it is an idea that is mainstreaming as it is accepted that the agglomeration effect in London means that the centre is expanding outwards at all points of the compass from the central district as historically defined, ie the area within London's Victorian railway termini, a concept which has its roots in the nineteenth century. Arguably, the central London of the twenty-first century will be the zone between the two Westfields at Shepherd's Bush and Stratford.

23. Stratford is as close to the City of London as Knightsbridge and Kensington. Stratford Station is now busier than many of London's main railway termini. The 5.46 square kilometre Olympic zone is about 0.35% of the Greater London area and 13.5 times larger than the Canary Wharf estate. Prior to the bid for the Games, it had about 600 residents and 200 businesses with 500 jobs. If, as a thought experiment, the area now developed at London residential or Canary Wharf job densities, that would translate into either 25,000 residents or 1.25m jobs. This illustrates the scale of under-development arising from the industrial collapse and the potential in east London for new world city districts to emerge.
24. Obviously, Stratford will develop more diversely than that, but post-Olympics it clearly is a place seen worldwide as a mainstream part of London and a destination (an effect increased by the impacts of the O2 and ExCel centres and Canary Wharf), a 'go to' not a 'go through' place. There is a real opportunity for UEL to be an intrinsic part of that new identity, for example in terms of recruitment and of increased numbers of jobs in east London for our graduates to aspire to.
25. There are therefore sound reasons to say that the Games, and the prospects of Legacy, have been transformative for UEL. It is worth adding, though, that much of this benefit flows and will flow from our highly proactive stance.

Some observations about the Games and Legacy in the London and east London context

26. It was asserted over the period 2005-12 that the Games would kick-start the regeneration of east London. We believe this view is mistaken. It obscures some important aspects of how east London has redeveloped and might continue to develop. The Games and their Legacy comprise a critical milestone in an urban development process which, at a minimum, is likely to run through two generations or more than half a century. Defining the beginning of east London's regeneration in terms of a specific date is problematic, but in terms of strategic intent at London then national levels, the formation of the Docklands Joint Committee in the 1970s and then the London Docklands Development Corporation at the beginning of the 1980s represent plausible starting points.
27. This is important because the Games were made possible by what might be described as a 'regeneration ratchet' – a sequence of developments where each makes the next possible. Without the first phase of the Docklands Light Railway, there would have been no Canary Wharf. Without Canary Wharf, and the personal lobbying by Paul Reichman of Margaret Thatcher, the Jubilee Line Extension and A13 road improvements announced in 1988 as part of Action for Cities would not have occurred when they did, if at all. Arguably, without JLE and further DLR extensions, Stratford would not have been well connected enough to justify the final decision to proceed with routing the international rail line through Stratford and building an international station there. Without those developments, the Olympics could not have occurred in Stratford because the carrying capacity of the transport system would not have been there. Without the Games, and the opportunity to share infrastructure costs, the Westfield development would not have proceeded when it did and opened in 2011 (in 2008, Westfield mothballed every development in the world except for a scheme in Sydney and Stratford City). Without

Westfield, the huge number of visitors coming to the Olympic Park would not have arrived amid what feels like a new and growing part of London. And so on.

28. The London 2012 Games and their Legacy therefore are completely connected to the preceding 25 years of regeneration work. With Crossrail coming as well, the interesting question now is: what does the wider set of Stratford developments, across and beyond the Olympic Park, make possible at scale? It is also worth noting that this history of a sequence of developments, one by one in series, is segueing into developments occurring at the same time. Prospectively, developments on the Park, at Canary Wharf, in the Royal Docks, and elsewhere are happening in parallel with no loss of scale. This suggests that some kind of tipping point has been reached which is not least to do with the extent to which the market internationally now has a sense of the size of potential – this is *London* development, not just east London development. We doubt that this can simply be attributed to the Games; there is no clear causal link. But they will have certainly have intensified the existing focus on development opportunities, eg of late extensively promoted by Newham Council, the GLA and commercial and other partners (including UEL) at MIPIM in Cannes and elsewhere.
29. A related point is the role of the public sector, in relation to private investment. From the 1970s onwards, the public sector has done three things: aggregated and cleaned up land, invested heavily in infrastructure, and sold sites to private investors. It has also steadily stopped protecting former industrial sites for new industry that, in reality, was never returning thus eventually making new forms of development far easier. For better or worse, this relatively unstrategised and unplanned approach has had a large scale impact, bringing investment from all over the world into east London on a scale which the UK public sector could never have funded. There have been mistakes – the multi-lane road across the north of Isle of Dogs, cutting off Canary Wharf from the rest of Tower Hamlets, and grotesquely misnamed ‘Aspen Way’, is a world class piece of urban blight. However, the pattern illustrated in this table is consistent over 30+ years.

Development	Main developer origin
News International (until recently)	Australia, then UK, then North America
London City Airport	UK, then Ireland, now North America
Canary Wharf	North America, then North America/China
ExCel	Malaysia, then Abu Dhabi
O2	North America
Westfield	Australia
Canning Town	France
The Crystal	Germany
Strand East	Sweden
East Village (athlete's village)	Qatar
Orbit	India
International Quarter	Australia/UK
Westfield	Australia
Business Park, Royal Docks (planned)	China

Silvertown Quays (planned)	UK
Emirates Cable Car	Emirates

30. Obviously capital to fund development will have been widely-sourced, beyond what has come from private or sovereign wealth, but this pattern is already entering the Olympic Park with Lakshmi Mittal's investment in the Orbit, Qatari Diar Delancey taking on the former athletes' village and Lend-Lease/London & Continental at The International Quarter. The other main UK development focus, by private and public money, is arguably housing, again a pattern going back decades. The physical impacts of the Games and prospective Legacy fit an existing, continuing pattern.
31. There is continuity too in the use of agencies as a delivery mechanism, sitting between local, regional and central government and the market. Since 1980, the following have operated:
- London Docklands Development Corporation
 - London Development Agency (now GLA)
 - London Thames Gateway Development Corporation
 - Olympic Delivery Authority
 - London Legacy Development Corporation (started up pre-Games as Olympic Park Legacy Company)
32. It is therefore appropriate to see the Games and Legacy as a form of continuation of the regeneration process, structurally, methodologically and in outcome terms. Review of the Games and Legacy impacts, actual, claimed and proposed, is therefore a review of how east London's regeneration is working. It shouldn't be seen just as an appropriate one-off intervention of scrutiny, but as an essential element of formative evaluation of actions and processes with decades to run.
33. With that in mind, it is worth considering what is still to be achieved. Housing is an obvious issue, but net of the difficulties which seem to attend actually getting it built, it is perhaps relatively simple to think about. The other obvious issue is work, in the context of continuing and deepening the diversity of the new economy.
34. Over the last 30 years, new sectors have emerged to replace lost industry. These include:
- a. events/entertainment, exhibitions, conventions
 - b. sport
 - c. tourism and hospitality
 - d. transport
 - e. health
 - f. data hosting
 - g. retail
 - h. creative, media
 - i. finance, business services.
35. Some of these are completely new, eg data hosting. Some represent major shifts into an area in which they were not previously present, eg financial services. Some are new in

terms of scale and transformation, eg health or transport. Arguably the next major 'sector shifting' development could be higher education.

36. This September, UEL and Birkbeck, University of London, open a joint development: University Square Stratford. Loughborough University is opening a 1,000-strong new postgraduate campus on the Olympic Park in the former International Broadcast Centre/Main Press Centre as part of the 100,000 square metre iCity development. University College London is planning a new campus in Stratford potentially at the same scale as its Bloomsbury site and is in dialogue with the Mayor of London's agency, the London Legacy Development Corporation.
37. This prospectively could be a means to address one of the enduring structural challenges in the east London economy, ie the weakness of the knowledge economy presence defined in terms of research use and graduate employment. As regards the latter, net of Canary Wharf, it is arguable that the knowledge economy in east London has been overwhelmingly public sector. With the constraints now on the public sector, it becomes yet more important that there is a strong diverse base of private sector knowledge economy activity.
38. This isn't simply about 'pulling Tech City eastwards'. Tech City is just one of a series of tech clusters that have grown up in the UK, particularly in London and the SE (see recent NIESR report at <http://niesr.ac.uk/press/digital-economy-40-cent-bigger-official-statistics-suggest-11498#.Ue6788xwblU>) since the late 1980s. The difference with Tech City is that, unlike the internet service provider cluster in east London, Canary Wharf, the City or Soho post-production, it is a cluster with a lot of low-entry cost business. It is about making east London, as per the way regeneration has been managed for 30 years, a congenial location for such business and then selling the area internationally.
39. Key attributes include: good connectivity for people, goods, data and services; social places and social life; managed business environments; presence of higher education. We would suggest that the Games have contributed positively to this potential in terms of infrastructure, amenity and the presence of HE. The key task now is appropriate follow-through. Key elements in achieving this, we suggest, include for example:
 - a. continued commitment from national, city-wide, local government and development agencies to sustain a collaborative form of governance to secure effective coordination of urban development projects;
 - b. exploration of new ways of securing funding for programmes of house building that will meet the needs of the current and projected future population of the area; this could include providing local authorities and City Hall with the legal framework and capacity to raise funds for investment in housing and related social infrastructure (comparable to the USA's 'metro-bond' facility);
 - c. continuing and deepening the diversity of the new economy by attracting inward investment and also actively supporting the creation of small 'high tech' enterprise in East London;
 - d. continuation and expansion of the apprenticeship and training programmes initiated in the pre-event phase of 'London 2012'

- e. continued public support for schools and colleges in the region to ensure they maintain the significant improvements in performance achieved over the past decade
 - f. continued access to diverse funding.
40. The last point we wish to make concerning Legacy is regarding health. The notion that the Games themselves would somehow cause large numbers of people to be more physically active, to do more sport and to live healthier lives has always been slightly fanciful, from one perspective. The London Marathon is a participative event – thousands of people train to run behind the elite cohort which starts the race. And this is replicated with 5k and 10k races round the country. The Games are about spectatorship including an enormous amount of TV watching – probably adding up to the largest sitting down opportunity in history. The London Games were and are still inspiring, but there is no obvious causal connection between mass inspiration – evidenced – and mass participation – not evidenced.
41. However, three important things did happen in east London (and elsewhere no doubt) which should be acknowledged and built on:
- a. There is planning for further top level sport to come to east London for the foreseeable future, so there is a sense of the potential continuity of inspiration which has not been a feature of many other past Games. The rush for tickets for summer 2013 constitutes some evidence of this. This is an intangible but real asset to work with. There are all sorts of positive by-products to work with, eg athletes visiting schools.
 - b. Secondly, the run-up to the Games did see a concerted partnership focus on local sport development – the local authorities around the Park, Lee Valley Regional Park Authority, LDA/GLA, Pro-Active East London (the Sport England County Sport Partnership), the London Legacy Development Corporation (Olympic Park Legacy Company as was), UEL, and others. As with UEL, the effects of that work have been real in terms of facilities, organisation and consequent participation. This partnership and that focus are also assets.
 - c. Thirdly, the NHS, particularly through public health, engaged actively in the sport and physical activity agenda with partners. As referred to above, there is significant development activity going on to create evidence-based, outcome-focused interventions in population health at local level with NHS, academic, local government and community partners. This represents a further asset.
42. The health and wellbeing challenges of east London are huge, well-documented and a threat to the future affordability of the NHS – as such challenges are more widely, as pointed out by Derek Wanless ten years ago in his report for Gordon Brown.
43. The three assets above, if marshalled consistently and systematically for a long period, could in our view make a significant difference. The key words here are ‘consistently and systematically’. Put simply, if policy at every level could focus on just five things, there can be real and sustainable gains at the scale of whole population health. These are:

smoking cessation, improved diet, improved mental health, increased physical activity and development of living and working environments which encourage healthy, active, non-sedentary living. There is the opportunity over time to evolve a 'health and wellbeing system', as distinct from a range of public services each largely delivered in their own silos. This potential is a direct result of the London 2012 Games.

31 July 2013

VisitBritain—Written evidence

About VisitBritain

VisitBritain is the strategic body for inbound tourism, responsible for marketing Britain worldwide and developing Britain's visitor economy. VisitBritain plays a unique role promoting Britain around the world, supporting tourism growth. VisitBritain has been directed by Government to run a £100 million marketing programme across a four year period (2010/11-2014/15). VisitBritain also plays a key part in the GREAT Britain campaign, which brings together the Foreign & Commonwealth Office, UK Trade & Investment and the British Council to promote the UK as a GREAT place to visit, invest, trade and study. Together these campaigns aim to attract 4.6 million additional visitors, spending £2.6 billion across the UK, sustaining jobs and supporting economic growth.

On the back of a successful Olympic Games, the Government announced an ambition to attract 40 million visitors a year by 2020 (a 9 million increase on today). This would deliver £8.7 billion in additional spend by overseas visitors annually (at today's prices) and support an additional 200,000 additional jobs across the UK. VisitBritain has developed a clear strategy to deliver this ambition which was launched by the Secretary of State for Culture, Media and Sport in April 2013.

Tourism in this response refers to all inbound travel to Britain encompassing people visiting Britain for a holiday, for business or to visit friends and family.

Summary of VisitBritain's Response

- **Hosting the Olympic and Paralympic Games provided an unprecedented opportunity to put Britain centre stage and showcase the whole country as an attractive place to visit.**
- **The greatest tourism returns will be from visitors motivated to visit as a result of the Games in the medium to long term.**
- **The benefits of improved perceptions and increased intention to visit extend across Britain. 75% who saw coverage were so impressed by what they saw that they want to travel beyond London when they next visit.**
- **VisitBritain did a first class job leveraging the Games. It developed and is implementing a clear strategy to convert international interest into economic benefit for tourism businesses across the UK and the exchequer.**
- **Tourism can deliver a long-term economic legacy but only if we work to maintain the momentum and capitalise on our positioning.**
- **Independent analysis shows that, using the Games as a springboard, and with the right marketing and policy, Britain could attract 40 million overseas visitors a year – earning £31.5 billion annually from inbound**

tourism (in real terms). Crucially this would deliver support for 200,000 additional jobs across the UK per annum.

A Note on Sources

The **International Passenger Survey (IPS)** is a continuous survey carried out by the Office for National Statistics (ONS). It began in 1961 and now covers all major air, sea and tunnel ports, providing detailed information on the numbers and types of visits made by people travelling to and from the UK. It is used widely across Government and outside; it supplies the travel account for balance of payments, feeds into international migration statistics and informs decisions on tourism policy. Data is published regularly by ONS on a monthly, quarterly and annual basis. Anonymous face-to-face interviews are undertaken with a random sample of passengers as they enter or leave the UK. Approximately 95 per cent of passengers entering and leaving the UK have a chance of being sampled on the survey. VisitBritain primarily uses the data from departing overseas residents, on average over the last decade around 47,000 interviews have been conducted per year.

The IPS survey shows that 31.1 million overseas residents visited Britain in 2012 (1% more than in 2011) and they spent a record £18.6 billion (4% more than in 2011). Performance in 2013 has been strong so far: the 12.4 million overseas visitors spent a record £6.9 billion (January-May, latest available data).

The **Nations Brand Index (NBI)** is an annual independent online survey, run by GfK in partnership with Simon Anholt, looking at the views of people in 20 countries around the world about 50 nations. The survey is carried out annually, enabling long term changes to be tracked, and provides a stable measure of how Britain is perceived in relation to our key competitors for a number of attributes such as culture and welcome which have a strong influence on the destinations people choose to visit. The standard 2012 annual NBI wave took place in July 2012, providing a robust snapshot of Britain's global standing immediately prior to the Games. We commissioned an additional wave post-games to see whether views about Britain had shifted as a result of the coverage.

Nation Brand Index comparing pre-and post-Games waves

Attribute	Post-Games Rank	Change
Overall Nation Brand	4	+1
Welcome	9	+3
Tourism	4	=
Has a vibrant city life and urban attractions	4	=
Is rich in historic buildings and monuments	5	=
Would like to visit if money was no option	7	=
Is rich in natural beauty	18	+1
Culture	4	+1
Is an interesting & exciting place for contemporary culture	4	=
Excels at sport	5	+2
Has a rich cultural heritage	7	=

Are there likely to be positive impacts for tourism, outside London, as a result of the Games?

Hosting the Olympic and Paralympic Games put Britain centre stage and highlighted the whole country as an attractive place to visit. The benefits of improved perceptions and increased intention to visit extend across Britain. Opportunities & Risks

Hosting the Olympic and Paralympic Games provided an unprecedented opportunity to showcase Britain around the world. The scale of the opportunity was well expressed by Michael Payne:

Britain will be on the front page of every single newspaper in every single country in the world for three weeks. And not just the front pages, but the back pages, the middle pages and the supplements. There are not many other opportunities which guarantee you such exposure five years' in advance.

Michael Payne, former Director of Marketing at the International Olympic Committee

Our intention however was not just to promote the few weeks of the Games themselves, but to make full use of the platform to promote Britain before, during and after Games-time, to refresh Britain's appeal in established markets and reach new customers in emerging markets. That London's year to host was framed by the Beijing Summer Games, Sochi Winter Games and Rio de Janeiro Summer Games, heightened interest in three of the four BRICs, all fast-growing markets with strong future prospects.

While the Games offered potential rewards, it also presented risks. Had London 2012 not been successful, it would have wrought significant damage to Britain's image and the inbound industry.

A number of previous host cities have experienced 'displacement': a reduction of visitor numbers before, during and after the event itself due to the allocation of a significant proportion of hotel rooms for the Olympic family, a perception amongst potential visitors the host city will be over-priced, that accommodation will be unavailable, and that the experience will be diminished as a result. This carried particular risks for Britain given that London is both the predominant destination for inbound visitors (accounting for 54% of overseas visitors' spend), and provides a gateway function to the rest of Britain.

Happily, the Games proved an astounding success. Engaging ceremonies featuring the best of British from Coldplay to Mr Bean, venues with tourist attractions as backdrops, the efforts of the volunteers and unforgettable atmosphere helped showcase Britain at its best. The billions of TV viewers who watched 2012 didn't just see sports coverage. They saw positive coverage of Britain and all the experiences it has to offer.

Short Term Impact: Overseas Visits during the Games

Whilst the long term gain from hosting the Games provides a greater benefit, the visitors who were inspired to attend Games themselves ('event related' visitors) nonetheless provided good incremental value to London and Britain.

In 2012, 698,000 overseas residents came to the UK either

- primarily for an Olympics/Paralympics-related purpose (471,000 visits), or

VisitBritain—Written evidence

- primarily for another purpose but went to a ticketed London 2012 event (227,000)
- Olympic visitors were high spenders. Those who visited the UK primarily for an Olympics/Paralympics-based purpose spent an average of £1,553 on their visit; double that of people who visited at that time of year for other purposes. This higher spend was not driven by length of stay: these people stayed an average of 8 nights in the UK compared with 9 nights among all visitors in July to September.

Unsurprisingly given its status as the host city, London had the largest share of events related visits (this also reflects the fact that London predominates the inbound market). The other regions of the UK however also welcomed Games related visitors from overseas¹¹⁰:

	Number of Overnight Stays by Events Visits	Average Spend per Visit	Average Number of Nights Stayed
London	510,000	£1,330	10 Nights
Rest of England	202,000	£720	11 Nights
Scotland	24,000	£350	6 Nights
Wales	16,000	£700	12 Nights

Looking at the total spend figures, £677 million of spend by overseas residents was from visitors with at least one night in London, £163 million was from visitors who spent at least one night outside London and £85 million was from day visits.

186,000 additional visits included secondary Games activities such as attending live free to view events or cultural events related to the 2012 festival. This brings the total to 871,000 for all Games related visits.

Displacement

The available evidence suggests that while there was some displacement in that some visitors came at different times, visited different places and engaged in different activities than in a 'typical' year, this was limited and short term for the inbound market.

Fewer overseas visitors came to London in Q3 2012 than in the previous year. The visitors that did come in July, August and September however spent considerably more: £3.2 billion in total, 14% more than in the same period in 2011. Whilst West End shops and traditional visitor attractions in London did experience lower footfall during the period of the Games, hotel occupancy averaged 88.5% - a 5% increase on the same weeks in 2011. London was busy – but the visitors were, understandably, doing different things to those normally visiting during the summer.

The volume of domestic visitors coming to London similarly fell during the first week of the Olympic Games, and the cautious transport messaging has been widely held responsible. There would however have been considerable detrimental impact to Britain's image and reputation had the transport system failed to deliver: staging a successful Games was, rightly the number one priority for London. As soon as it was evident that there was capacity for more visitors, the domestic messaging was softened. Many London attractions reported swift and strong recovery, such as the Tate Modern which saw an 11% increase in admissions over 2012. West End retailers and London theatres similarly finished 2012 on a high note.

Looking at performance across Britain as a whole, visits in Q3 were 4% lower than in 2011, but spend was 9% higher. The profile of visitors also differed from a typical summer, with, for example, a notable increase in day visits from markets such as France and Belgium. Since London serves as the gateway to Britain, the fall in the volume of overseas visitors in the capital did mean the regions were quiet during Games time, but they quickly recovered post-Games. As one destination management organisation commented, it was 'like a tap being turned on'.

Long Term Impact

Major sporting events can have the dual effect of attracting visitors to the event itself, and acting as a showcase for the wider destination. The real opportunity that hosting the Games presented to the tourism industry was the chance to improve Britain’s image overseas and to turn this into hard economic benefit for UK plc. by inspiring people to visit in the coming months and years (‘event motivated’ visitors). The International Passenger Survey and Nations Brand Index allow progress against these objectives to be measured.

Increasing the Volume & Value of Visits

The early signs are good. Britain welcomed 31.1 million overseas visits in 2012, 1% more than in 2011. The amount spent by overseas visitors to the UK grew by 4% reaching a record £18.6 billion (nominal).

Britain saw the best performance during a Summer Olympic year since the year 2000 (though it should be noted that the Sydney Games took place in the southern hemisphere winter which is not a peak time of travel, bolstering Australia’s performance).

2013 has seen the strongest start to the year since the onset of the global financial crisis in 2008. The first five months of 2013 have seen record spend (in nominal terms) of £6.9 billion. This is 10% more than the same period last year. Visits were also 2% higher January – May 2013 than in the same period last year. The picture is extremely promising ahead of figures for the busier summer months.

LATEST RESULTS IPS	May 2013		Year to Date (Jan-May 2013)		Rolling 12 Months (June 2012-May 2013)	
		% change vs. May'12		% change vs. Jan-May '12		% change vs. June'11 – May '12
All visits (000)	3,080	4%	12,350	2%	31,300	0%
Spend (£m)	1,670	5%	6,880	10%	19,270	5%

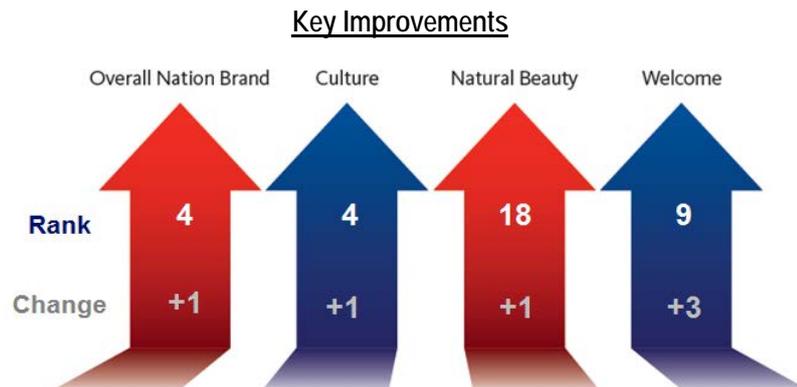
Enhancing Britain’s Image

The UK’s image overseas is well defined. In many ways this is an asset, but it does have some negative implications. In some Arabic countries for example London is known as the ‘City of Fog’, a hangover from its Victorian industrial past, and while widely respected for its role in commerce and business, Britain is not always seen as a fun or vibrant holiday destination. The Games provided a chance to challenge such outdated stereotypes and to refresh Britain’s image in front of a huge global audience.

We commissioned robust research from the Nation Brands Index to gauge whether and how far the Games acted as a catalyst to enhance Britain’s image. The results suggest that it had a significant impact.

63% of those who saw coverage of Britain hosting the Games agreed it had increased their interest in visiting for a holiday. This was notably higher in emerging markets. In the strategically important Chinese market for example, 78% said that Britain's hosting the Games had increased their interest in visiting for a holiday.

Perhaps unsurprisingly given Team GB's performance, the survey showed that perceptions of British sport improved. So too however did perceptions of Britain's culture, natural scenic beauty and 'overall brand', indicating that Games coverage influenced perceptions of Britain more widely.



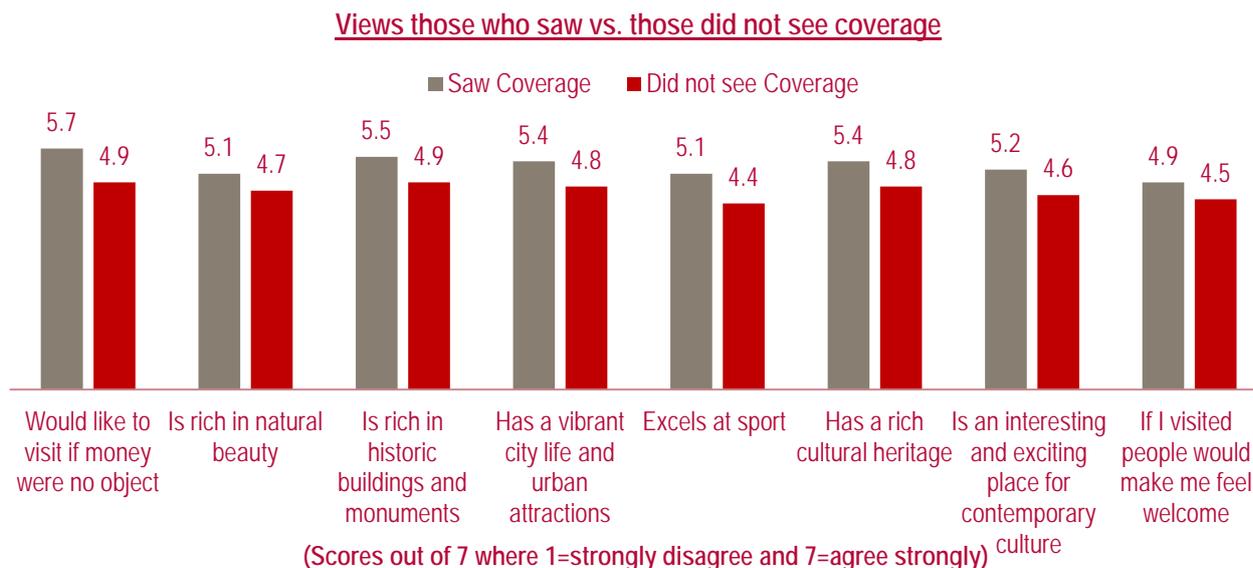
Perhaps most importantly, perceptions of the welcome improved – for the first time Britain was in the top 10 destinations for welcome. Welcome is a key indicator for tourism – visitors who feel welcome in a destination are much more likely to recommend it.

This improvement in perceptions is backed up by experiences. VisitBritain sponsored questions in the Civil Aviation Authority Departing Visitor Survey found that visitors received a great welcome during the Games:

- 99% of departing visitors during July-September 2012 said they had felt welcome in Britain, and 83% felt either 'very' or 'extremely welcome' (a statistically significant increase on 79% in Q3 2011)
- 98% said they would be likely to recommend a holiday in Britain to friends or family, with 85% 'very' or 'extremely' likely to do so.¹¹¹

While a multitude of factors impact perceptions, from the music in the charts to the wider economic and geopolitical environment, the NBI results indicate that these improvements were driven largely by the Games themselves. Those who confirmed they had seen coverage of Britain hosting the Games were more positive about Britain when awarding scores on all attributes relating to tourism, culture or welcome than those who had not:

¹¹¹ These findings are from questions VisitBritain sponsors on the Civil Aviation Authority survey of departing passengers at five of the main UK airports (Heathrow, Gatwick, Luton, Stanstead and Manchester). There were interviews with 2,088 departing overseas residents in July, August and September 2012.



The finding that the UK’s international reputation and image improved post-Games is reflected in a number of other studies and indices:

- Britain became one of the top five most competitive visitor economies in the world, moving up two places in the World Economic Forum biennial index.
- ECCO carried out an international survey of 100 communications experts from 24 countries to gauge the impact of the Games. 73% judged that it had changed the image of the British for the better and 99% said that the Olympics would encourage more people from their country to visit Britain.
- In the wake of the Olympics, the UK saw a bigger increase in positive ratings in the BBC World Service annual country ratings poll than any other country, climbing to third place in the table.
- London was voted as the best visitor destination in the world for 2013 by TripAdvisor.
- The International Congress and Convention Association (ICCA) have moved London up to sixth in their global city rankings, an improvement from 19th in 2008.
- Britain was ranked the number one country for soft power in the annual Monocle rankings.

Maximising the economic benefit for tourism across the country

The Games offered many opportunities to showcase destinations across Britain. The benefits of improved perceptions and intent to visit extend across the country. 75% of those surveyed in the Post-Games NBI survey said they want to travel beyond London when they next visit. In spite of the majority of the sport taking place in the capital, 70% of those who saw coverage agreed that it had made them think Britain has ‘lovely countryside’. Even the announcement that London was the host city raised intent to visit and interest in Britain in developing markets.

While London is and will remain a huge asset for British tourism and a key gateway, the UK as a whole stands to benefit as a result of increased tourism post 2012. Tourism is a major part of the UK economy – providing growth and jobs across the country. Every £40,000

spent by overseas visitors to Britain can create a new job. It contributes £115 billion to UK GDP, and provides employment for 2.6 million people – around 9% of the UK economy on both measures.

We were tasked by Government to run a four year £100 million partner marketing campaign – which uses the GREAT brand but is 50% funded by the private sector. Our target was to attract 4 million extra visitors to Britain over the four years, who would spend £2 billion in the UK economy, supporting 50,000 new jobs.

At the end of its first year (financial year 2011/12) we had secured 12 major partners and more than £10 million of match-funding in cash and kind. The overall incremental impact of our work overseas was valued at **£503 million**, an ROI of **20:1**. Our work with partners generated an **additional £89 million** in partner bookings. The final performance figures for the four year campaign will be available in 2015.

The GREAT image campaign is a success. Independent evaluation by Ipsos MORI shows that the tourism has the potential to generate **£200 million** for the UK economy (up to March 2014). This indicates an ROI of 8:1 (exceeding the forecast ROI of 5:1). Recall of the campaign has continued to strengthen, perceptions of Britain have improved and aspiration to visit has grown:

- Encouragingly, people were as likely to say that the ads had made them want to visit destinations outside London, as well as London itself.
- Recall of the ads in all cities is above Ipsos MORI norms, given the amount spent. 72% of the audience in target cities remember seeing the ads.
- The evaluation tracks us against our key competitors (Australia, France, Italy and the USA) so we can see Britain's performance in a competitive context. Among the four competitor destinations, Britain has moved from last place to second for both spontaneous and prompted recall.
- Crucially, those who recall seeing the ads are more than twice as likely to say they strongly intend to visit Britain in the next year, next three years or, indeed, to have booked already.

Delivering a Golden Legacy

Tourism can deliver a long-term economic legacy. Independent analysis shows that, using the Games as a springboard, the UK could attract 40 million overseas visitors a year – earning £31.5 billion annually from inbound tourism (in real terms). Crucially this would deliver support for 200,000 additional jobs across the UK per annum.

International tourism is a fiercely competitive industry. Our competitors have recognised tourism's potential to deliver growth and jobs in a tough economic environment. The Games have provided the UK with a strong starting point from which to challenge our competitors, but only if it is optimised. Now is the moment to capitalise on our post-Games positioning – to turn viewers into visitors and revenue for UK Plc. and ensure that this strong position is not wasted. As the experience of other host countries has demonstrated, while tourism can deliver a long-term economic legacy from the Games this is not an automatic dividend and needs to be worked for.

In April we published a strategy that shows how by 2020, the UK could attract 40 million overseas visitors a year – earning £31.5 billion annually (in real terms). This would deliver support for 200,000 additional jobs across the UK per annum.

Underpinned by independent Oxford Economics analysis, the strategy considers global trends, opportunities for Britain and barriers to growth. It sets out what Britain needs to do to ensure that international tourism delivers the largest economic benefit possible and how marketing and policy objectives can be aligned.

A tourism strategy for Britain



Are the post-2012 efforts to promote tourism in the UK being delivered effectively and appropriately?

We developed and implemented a clear strategy to convert international interest in the Games into increased intention to visit Britain and economic benefit for the whole of the UK.

Our Strategy

While there was no single existing model for optimum tourism promotion by an Olympics host nation, we sought to learn from the experiences of previous host cities. In 2003, before the bid was even won, we commissioned research projects and organised workshops to help us understand and identify the tourism opportunities and potential pitfalls of hosting the Games. From 2005 we ran our own Games Unit and in 2008 visited Beijing during its Games to gain first hand experience and build relationships with key stakeholders. In 2009, after in-depth research and consultation, we formed our own Olympic & Paralympic strategy.

All the evidence showed the importance of building awareness ahead of the Games, making the most of the positive PR opportunities during the Games themselves, and continuing to promote the destination once the Games were over. This extends the period of raised awareness, which translates directly into increased bookings, visits and business. Our strategy therefore had three distinct stages:



Promoting the whole of the UK was central to our plans for London 2012, and we had three objectives:

- Securing an economic benefit;
- Image boost;
- Improved Welcome.

Pre-Games

Building Britain's Image

The Games were a catalyst for our most ambitious ever marketing programme. In January 2011 the Prime Minister launched our £100 million public/private partnership to attract visitors to the UK over the four years 2011-2015: *Britain – You're Invited*. We issued an invitation from celebrities in our first TV ad in 10 years, an invitation from industry through strong tactical offers with our partners and asked the British public and SMEs to invite their friends, relatives and previous customers here in 2012.

In addition, we have been involved from initial stages in the cross-government GREAT campaign which promotes Britain as one of the best places to visit, study, work, and invest in. It uses inspirational imagery to highlight the key tourism drivers– countryside, culture, heritage, sport, music, shopping and food alongside business drivers such as creativity, knowledge and innovation. In January 2012 we launched the first phase of the GREAT tourism campaign. Covering 14 cities in 9 countries it reached 90 million people. New York commuters saw subway trains wrapped in the Union Jack, in Delhi GREAT billboards lined the main routes into the city and GREAT branded taxis drove on the streets and millions of French, German and Brazilian cinemagoers saw our ads.

The evolution and adoption of smart technology meant that the 2012 Games would be the first truly digital Games. We embraced social media, covering all the major events through our Twitter feeds and Facebook page and launching new digital platforms such as our superblog, which had a dedicated Games section. Four of our bloggers followed the Torch Relay, covering destinations across Britain, and we also created an innovative relay game on Facebook. We partnered with Top Olympic Partner Samsung, creating a *Best of Britain* Android app which included Games-time city information and David Beckham's top ten.

Building Relationships

LOCOG It was clear that a good relationship with LOCOG would be essential to delivering the tourism agenda and could also add value to their ambitions. We were a member of the *Nations and Regions Group* which LOCOG established to hold responsibility for ensuring that communities and businesses across the UK benefited from the Games. We worked with LOCOG to develop a 'Host Country' logo which acted as a calling card to potential broadcast and sponsor partners, demonstrating our status as an officially recognised member of the Games family. In partnership with London & Partners and with support from LOCOG

we drew up the Event Industry Fair Pricing and Practice Charter to counter price inflation and inappropriate trading practises around the Games.

The Media In 2008 we began to establish working relationships with the international Olympic media in Beijing. We worked with thousands of Olympic broadcast rights holders and non-accredited media to ensure that their coverage went beyond sport and included destination stories about London and the rest of Britain. The National Olympic Committees were also valuable partners in optimising the media potential of major milestones and in securing coverage of British destinations. Our *Britain Bound* project with the US Olympic Committee for example brought potential US medal-winners on UK wide tours. The athletes shared their experiences via social media and filmed short TV clips which were broadcast in the lead up to the Games, building excitement and interest in our most valuable market.

Across Whitehall We also established firm links with British Embassies and High Commissions, the FCO, UKTI and the British Council. Our series of joint events to introduce Britain and our plans for the 2012 Games, enabled us to secure the co-operation of Committee executives, sponsors, local media and Olympic athletes, extending the reach of the Britain message. We also worked closely with the Government, the UK Border Agency and Airports Operators Association to ensure that the GREAT Britain images welcomed visitors on their arrival at airports across Britain in 2012.

International Travel Trade A major part of our role is to engage the international travel trade. We worked to inspire operators to sell British product to their clients throughout 2012 and beyond, to mitigate against any potential ‘stay-away’ phenomenon and to provide Authorised Ticket resellers for the Games with product and inspirational ideas to add value to their programmes.

Games Time: Showcasing Britain

With the eyes of the world on Britain, we chose to suspend paid-for-advertising during the Games themselves and focus on maximising the PR opportunities.

In the lead up to the Games we worked extensively with rights holders such as CCTV (China), Channel 9 (Australia) and NBC (USA), helping them plan their Games time broadcasting so that all of Britain featured, and providing footage and coverage ideas that showcased the best possible image of Britain. Australia’s Channel 9 broadcast *The Today Show* live from Edinburgh, Bath, Cardiff and Much Wenlock, while NBC filmed extensive coverage in Scotland and Wales. We worked very closely with CCTV, supporting their 24 hour-live Countdown to Opening Ceremony as well as the production of 11 hours’ worth of features for their program *London Action*, 50 short feature films, each focusing on Olympic venues and their surrounding tourism attractions throughout Britain, and a further 50 one minute features on tourism and culture which were aired during the *Weekly News Highlights*, their network’s most popular TV programme.

The brilliance of the London Games was not all about sport. It was about putting the country on display and they have done just that.

Steve Simmons, Toronto Sun

We were a strategic partner for the London Media Centre in Westminster which hosted 8,600 journalists. Journalists visiting the centre were invited to participate in familiarisation trips across England, Scotland, Wales and Northern Ireland (more than 500 did so). They

could interact with staff from VisitBritain and the other national boards, and access tools such as our *Media Offers Guide* which aimed to encourage international media to explore Britain through over 750 heavily discounted or complimentary offers (ranging from train and theatre tickets to stays in secluded B&Bs and visits to top attractions). Other media tools included a broadcast location guide, bank of spokespeople, broadcast quality B-roll and imagery and 40 short films made in partnership with BBC Motion Gallery, covering top attractions and key Olympic sites such as Much Wenlock and Lee Valley that broadcasters could use free of charge (Australian Channel Foxtel aired every single short film). We also had a Britain information desk in the media village in the Olympic Park where we provided advice, editorial content and tools for the accredited media.

Both media centres remained open throughout the Paralympics, and we also hosted a VIP media tour which invited top journalists to follow the Paralympic Torch Relay to Cardiff, Belfast, and Edinburgh before attending the Paralympic Opening Ceremony.

Across the Games period, we directly generated **£2 billion** (AVE) of PR for the UK. In China alone we generated more than 2,000 items of media coverage - estimated to be worth £200 million, which is eight times our global annual budget.

We supported our PR activity through promoting the ‘buzz of Britain’ through all our digital channels. During the opening ceremony alone we engaged with over 5 million social media users on Facebook and on Weibo (China). Engagement across our digital channels increased by 67% and in total we reached **1.4 billion** people through our Games time digital activity.

We also used the London 2012 Games to attract the world’s most influential travel industry leaders to Britain. Our World Travel Leaders’ Summit showcased London and Britain’s ability to host major events and unique tourism experiences. Over 20 influential travel operators were taken on tours to Wales, Scotland, England and London in a bid to get more of Britain into leading packages and brochures in our target markets.

Our Post-Games Activity: Delivering the Legacy

Marketing & PR

With Britain’s image and reputation riding high around the world after the Games, we seized the moment to turn viewers into visitors.

We launched a £13.5 million marketing push with airlines, hotel companies and tour operators, offering special deals the day after the Paralympic Closing Ceremony. We re-edited our film with Games content under the theme ‘Memories are GREAT’ and placed targeted adverts in influential travel magazines *Time Out* and *National Geographic*. We are continuing GREAT this year, with targeted activity in our most valuable markets (France, Germany and the USA) and in the markets offering the strongest growth prospects (China, India and the states across the Gulf region).

In October we built on the on the Olympic Opening Ceremony, which saw the Queen parachute into the stadium hand in hand with British icon Bond, by partnering with Sony Entertainment around the release of the latest film installment *Skyfall*. Our campaign

We've been pushing the message that Britain is a great place to visit, a great place to come and do business. I believe it is working, and there's no reason to stop
Rt Hon David Cameron MP, Prime Minister

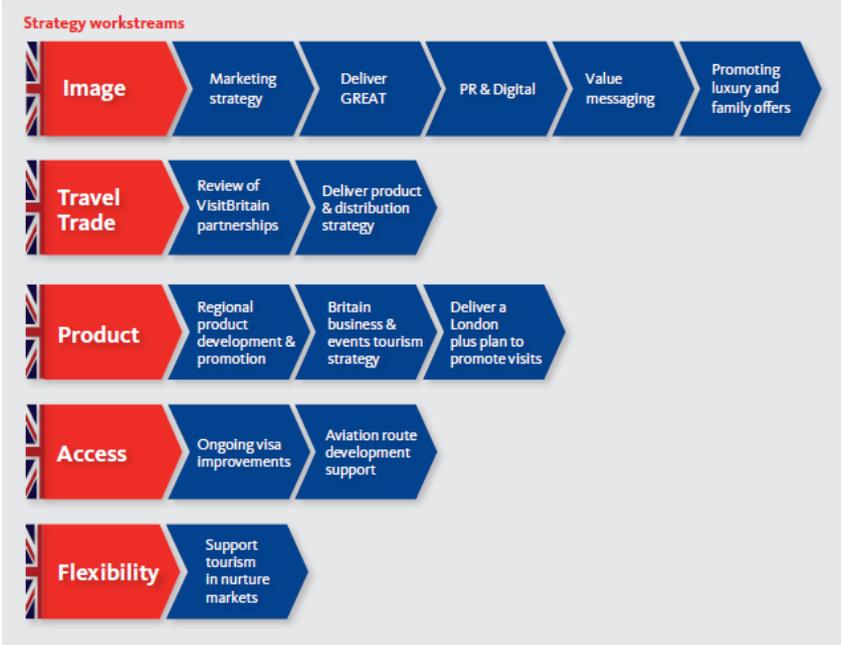
delivered strong results. 11.4 million people viewed our ‘Bond is GREAT video’ online and a further 13.2 million had the opportunity to see it at the cinema. Our ‘Live Like Bond’ PR and digital campaign generated coverage valued at £36 million. We also ran our first fully integrated digital campaign Agent UK. Agent UK had 814,000 views and has the potential to directly contribute towards 146,735 tourist nights in Britain, contributing almost £12 million in additional visitor expenditure.

We also extended our partnership with British Airways to include an additional £5 million match-funded brand activity in China, Japan and the US and £2.5 million tactical activity in UAE, Canada, Brazil and Russia, under a new campaign ‘The Big British Invite’.

Strategy

In autumn 2012 we launched a consultation on a growth strategy for inbound tourism to Britain. This sought to capitalise on the positive coverage of the Games and the improved perceptions of Britain it generated, and to improve the competitiveness of Britain’s tourism industry in the global race.

We engaged with a high number of individuals and organisations with a stake in Britain and the tourism industry both in the UK and overseas and received nearly 300 responses. This formed the basis of the Strategy ‘Delivering the Golden Legacy’ which we launched in April 2013 (see page 7). Work to deliver the five workstreams, in partnership with organisations in the public and private sector, is now underway.



Supporting Major Sporting Events in the UK

Over the remainder of this decade the nations and regions of the UK will host a series of world class sporting events that have the capacity to showcase the wider destination to international audiences. These include the Tour de France Grand Départ, IRB Rugby World Cup, Commonwealth Games, Ryder Cup and IAAF World Athletic Championships.

Having taken the lead in shaping and delivering the tourism strategy around the Olympic & Paralympic Games we have amassed a great deal of experience and expertise which we are

now in a position to deploy to aid lead partners at regional and national levels. We have outlined a detailed plan of how we can add value to each of these major events and help the organisers leverage a tourism legacy.

We will also liaise closely with UK Sport, Event Scotland, Events for London, Major Events Wales and other lead agencies to support future bids for world class sporting events that have potential to enhance the UK tourism proposition at both the pre-Bid and Bid stages.

What is the legacy of the cultural Olympiad? How does this relate to economic development, tourism and regeneration?

The London 2012 Cultural Olympiad was a four-year programme of activity from 2008 to 2012. It culminated in the London 2012 Festival from 21 June–9 September 2012, when leading artists from around the world came together to celebrate London 2012.

The official evaluation of the Cultural Olympiad reported huge public engagement, with participants, volunteers and audiences estimated at 43.4 million (20.2 million at the London 2012 Festival). In addition, 204.4 million people were reached through broadcasts and online viewings. The London 2012 Festival generated £44 million worth of public relations coverage globally and more than 7 million people attended events.

We promoted the Cultural Olympiad and London 2012 Festival events through our PR and digital channels and they made an important contribution to the fantastic atmosphere in Britain in 2012. With events staged throughout the country, they also helped showcase Britain as a whole.

31 July 2013

Waltham Forest Council—Written evidence

1. Our aim during 2012 was to make the most of the Olympic Year. This resident-developed priority became key to everything we did in the run-up to the Games and encapsulated our approach which was to grab each and every opportunity to ensure that our borough and our residents benefited from this once-in-a-lifetime opportunity.
2. Following the Games, 71% of residents felt proud to live in a host borough, 53% felt the Games benefitted their local area and 55% felt the Games would have a positive, lasting impact on the borough.
3. Waltham Forest was one of the six host boroughs for the 2012 Olympic and Paralympic Games (the Games). Located in the North East of London, we border Epping Forest, Enfield, Newham, Hackney and Haringey. With a population of 258,000 – an 18% increase over ten years – Waltham Forest is one of the fastest-growing boroughs in London.
4. Whilst Waltham Forest has the smallest economy of all the London boroughs, it has been resilient during the economic uncertainty of the past few years. Regeneration in East London offers opportunities for businesses and residents to secure real and lasting economic improvement.
5. We are continuing to use the Games to realise significant improvements to our residents' health, through access to new facilities. The average life expectancy for men and women in Waltham Forest is 77.4 and 81.9 respectively, compared to a London average of 79 and 83.3.
6. **Eton Manor**, which is located within Waltham Forest, was home to temporary training pools for the aquatic events and hosted the wheelchair tennis during the Paralympics. When Eton Manor reopens it will include indoor and outdoor tennis courts, 5-a-side football pitches and two international standard hockey pitches.
7. The **Australian Olympic Committee (AOC)** based their Uniform Distribution Centre in Waltham Forest and engaged with local residents and sports clubs during the Olympics to inspire sport participation. Drapers Field in Leyton was leased to the ODA and LOCOG for the Games as a key logistics site. As an Olympic host borough we were provided with real opportunities to regenerate the borough which we are continuing to build upon.
8. Leyton, which forms part of the Northern Fringe, is one of the more deprived areas of Waltham Forest. The location of the Olympic Park (the Park) provided real opportunities to spark improvements in an area that was in sore need of regeneration. We were determined to use the Games as a springboard to secure significant investment and improvements not only in Leyton, but throughout the borough.
9. We have sought to use the Games as a spur for locally-driven regeneration across the borough: we have invested our own money but have also secured significant external funding, in part as a result of our Host Borough status, to ensure that we can rejuvenate the borough in a lasting way for our residents.

Sporting Legacy

General Public Participation

10. We have used our status as a host borough to secure new and refurbished facilities. For example, we used the sand from the beach volleyball test event to open **Leyton Beach** in 2011, providing Waltham Forest with one of the only beach volleyball facilities in London.
11. In partnership with the LLDC we are part of the **Barry McGuigan Boxing Academy** to encourage physical activity and healthy eating. As well as hosting the official launch event for the scheme we have held a six-week project within a primary school and three health initiative days. Alongside the growth boroughs and LLDC, we secured funding from Sport England for the Motivate East programme which aims to increase participation in sport by disabled people. We are also part of the Active People, Active Park project which aims to increase levels of participation in the areas surrounding the Park.
12. **We have undertaken work to increase resident sport participation and embarked on a £24m refurbishment of our leisure centres.** This will see all of the borough's leisure centres completely refurbished and our flagship facility – Waltham Forest Pool and Track – is being rebuilt to create a regional centre. We have invested £1.9m refurbishing our parks, significantly improving facilities by putting new equipment into play areas and installing an outdoor gym.
13. Last year we built upon the excitement of the Games by hosting a **Festival of Sport**, which we have repeated this year. The event showcases the borough's sports clubs, encouraging more residents to get involved and become physically active.
14. We successfully secured a mobile swimming pool which operated in the borough between January and March this year to increase participation in swimming. In 2012/13 we made 72,123 **free swimming sessions** available to residents under 18 and over 60, a programme we are continuing this year. We also fund free swimming lessons for disabled people and their carers.
15. **The Lawn Tennis Association (LTA)** gave a grant to refurbish tennis courts in the borough which opened ahead of the Games. Our tennis courts are free to use and, with the LTA, we are offering a series of tennis sessions across the borough.
16. We are pleased that our local sports clubs have all seen an increase in participation. However, we were disappointed that the **Schools Sports Partnerships Scheme** was discontinued, which impacted on three of our schools and severely affects the sporting opportunities available to our young people. We are also concerned about figures suggesting that an increase in participation built up around the Games has not been maintained¹¹². This is of concern to everyone involved in the delivery of sports and sporting facilities, including local authorities who now have responsibility for public health.

Education and school sport

17. We worked hard to ensure that our schools were able to access as many opportunities for involvement arising from the Games as possible. All schools in the borough were

¹¹² Sport England Active People Survey 7 (April 12 – April 13)

taken on a tour of the Park; several schools attended the opening and closing ceremonies of both sets of Games; three schools participated in a guard of honour at the Athletes' Village; five schools secured free seats for events at the Games; and we also supported a programme giving young people the chance to report and make films about the Games (Leyton Playing for Success).

18. All of our schools signed up to the **Get Set Network**, leading to the distribution of an additional 3,238 tickets to our school children. Accessing these opportunities helped increase their interest in the Games and will hopefully help to generate a life-long passion in sport and volunteering.

High Performance Sports

19. We secured £30,000 from the Australian Olympic Committee for our "**Sporting Kangaroo Bursaries**" to support 10 talented young athletes training in diving, table tennis, high jump and 100m, heptathlon and 1500m, rowing, 200m, volleyball and hammer, one of whom has now been selected to represent Team GB. The Council match-funded this investment to provide the young athletes with support for two years through this scheme, which provides money for training, travel and kit as well as access to strength and conditioning coaches and sports massage therapists.

Sports Facilities

20. It is good that there will still be a role for high-profile sporting events at the Park, such as hosting the **2015 European Hockey Championships**, and the **Anniversary Games**, which will provide our residents with further opportunities to see world-class sporting events. We are also looking forward to the **Tour de France** passing through Waltham Forest on the way to the Park, as part of the Grand Depart next year.
21. We believe that in order for the sporting facilities to achieve the levels of usage to be deemed successful in the long-term they need to be open to community use. This will ensure that there is a proper sporting legacy but also means that the facilities are economically viable. Without sufficient user numbers, venues run the risk of becoming a financial burden at a time when public funding is under severe pressure.
22. However, we have been underwhelmed by the longer-term plans for Eton Manor which we feel do not create a compelling legacy for the section of the Park that falls within Waltham Forest. In part this is due to the decision to locate allotments at Eton Manor, which will remove a significant part of the Park from public use.
23. We would prefer to see this area used to provide further sport or leisure facilities that would be accessible to the local community and encourage more people to get active.
24. It should also be noted that Waltham Forest is home to a professional football team who play in League One – **Leyton Orient**. The manner in which the stadium issue was dealt with was not helpful to the club and we would like to see assurances that securing the stadium's future will not have a damaging impact on this successful Waltham Forest club.

Regeneration Legacy

Olympic Park Legacy

25. The venues largely form the “unique selling point” of the Park and contribute enormously to the regeneration of the entire Olympic project. These benefits range from economic (where local people may either find work directly on the Park, or are inspired or enabled to do so as a result of visiting the Park) to health (where local people are encouraged to lead more active, healthier lifestyles as a result of visiting the Park) to inward investment, where the Park contributes to a revitalised image of east London that, over time, is transformed into a place where more people do business, work, eat, shop and travel to as a key destination within London.
26. Successful regeneration of the Park is dependent on the ability to generate a significant footfall. Although the plans for the Park go some way to achieving this, we are concerned that plans are not cohesive enough to ensure that sufficient footfall will be generated. It is regrettable that the Park is managed by two different organisations, the **London Legacy Development Corporation (LLDC)** and **Lee Valley Regional Park Authority (LVRPA)**. This raises concerns about policing arrangements, maintenance regimes, branding and customer service standards.
27. The Park needs to appear seamless to users and therefore the relationship between LLDC and the LVRPA is critical. We are concerned that as the public’s attention will understandably focus on the main stadium, it will be more difficult for the North Park and Eton Manor to generate footfall. The split in management arrangements will only exacerbate this issue and could mean that successfully regenerating the site, and the Northern Fringe, is more difficult to achieve.
28. People are desperate to get a feel for the Park and the venues that will remain and we support opening them to the public as soon as possible to ensure that momentum for the area generated during the Games is not lost. The July reopening of North Park, the Anniversary Games and the hosting of the Hard Rock Calling and Wireless festivals will go some way towards achieving this, but the LLDC and LVRPA need to ensure that the timetable for the permanent reopening of the rest of the Park and its facilities to the public does not fall behind schedule.
29. The Games did lead to **employment opportunities** for residents - we understand that LOCOG made 1,206 job offers to Waltham Forest for work on the Games and that 2,057 residents worked on the build of the Park and Village between April 2008 and December 2011. However, this needs to be set against the decline in footfall experienced by small businesses in Waltham Forest during the Games,¹¹³ and the difficulties in creating opportunities for small businesses to benefit from our status as a Host Borough.

Supporting Infrastructure Legacy

30. We are concerned about the current sense of disconnection between Leyton and the Park: better transport links need to be created to overcome this. **Leyton Station** is geographically the closest Tube station to Eton Manor and the Velopark, but remains in urgent need of redevelopment. It has for a long-time suffered from a substandard ticket hall, overly narrow platforms and a lack of general public amenities and would benefit hugely from Transport for London investing to make it fit for purpose. The importance

¹¹³ Passing the Baton: How small businesses have been affected by the London 2012 Games, A report to the Federation of Small Businesses London region, February 2013

of this work has previously been acknowledged by the Greater London Assembly and it is disappointing that a clear timetable for this work has yet to be set out by Transport for London especially with large spectator-driven events set to take place in this section of the Park at the Velopark and the Hockey Arena.

31. A new pedestrian bridge connecting Eton Manor with the Leyton Mills Retail Park is desperately needed to tackle this sense of disconnection, and to improve east-west pedestrian movement into the Lower Lea Valley area. This is supported by the landowners on both sides of the railway lines but the funding for such a piece of infrastructure has not been forthcoming.
32. There are also improvements must be made to create **better cycle access** from the borough to the Park. New routes should be created that link Leytonstone to Hackney and around the North Olympic Fringe, between Leyton and Lea Bridge Road and into the Park. This will help to create better access to employment opportunities and will in turn provide further green transport links to Walthamstow Wetlands and the Blackhorse Lane area, which is currently being regenerated.

Host Borough legacy

33. The principles of Convergence are fully supported by Waltham Forest Council and have now been effectively mainstreamed across the Council according to service-specific targets.
34. We hope that the Park development will have a positive impact on local people and businesses, but it is too early to tell. There are clear opportunities, for example the creation of new housing at the Athletes' Village and the gradual opening of facilities and access to green space in North Park. This will bring large numbers of people to an area that hasn't previously been a tourist destination or a residential area. We are monitoring the impact of population shifts on our schools.
35. The LLDC remains the key driver of any legacy, but we strongly believe that there is work that local authorities can do. We are driving changes and regeneration ourselves so that we can build on momentum generated by being a Host Borough. As a result of hosting the Games we secured additional investment worth an estimated £70m for the borough. Last year we used Olympic money to contribute towards a **£16m programme of street improvements** around the Northern Fringe, including refurbishing shop fronts and building a new cycle and footbridge that improved access to the Park for residents.
36. This year we are building on the successes of these regeneration projects, having secured a further **£160m** to improve our high streets, schools, leisure centres, parks, libraries, homes and roads. For example we are refurbishing all our high streets in the same way that we improved Leyton High Street last year, which won a London Planning Award for **Best Town Centre Project**.
37. We have also invested £4m bringing together the existing Ive Farm, Marsh Lane and Seymour Road Playing Fields to create **Leyton Jubilee Park**. The Park has improved access, lighting and a host of new sports facilities including a new pavilion, playing pitches and play equipment. We believe that the Games have helped create a sense that we are an up-and-coming part of London and we want to build on this to continue to create a better borough.

38. The LLDC's function as a planning body will affect several sites in the borough: Eton Manor, Chobham Academy and New Spitalfields. We believe that the current policies will achieve their aims, but it is not yet clear how they will operate on the ground. The Committee may wish to revisit the impact of the LLDC holding a planning function for land that falls within the boundary of other local authorities as part of a future inquiry.

Related regeneration issues

39. We were pleased to have the opportunity to participate in the Cultural Olympiad by hosting **Godiva Awakes** at the Town Hall as part of her progress from Coventry to London. We held the first Torch Relay evening event in London and delivered a series of major public events, The Big 6, for our residents. We continue to build on the success of these events and this year we are hosting four weekend events across the borough to once again bring our residents together to be engaged and inspired.
40. We were disappointed that despite being a Host Borough and Leyton Station being a key route into the Park, we were not allocated any Games Makers. Therefore we created our own volunteering scheme. **The Waltham Forest Welcome (WFW) Volunteer programme** was the Council's Games-time volunteer programme and involved 93 resident volunteers. The volunteers fulfilled a specific role during Games-time (to welcome visitors to the borough at busy areas of Leyton and Walthamstow) and, during the programme, proactively sought out other volunteering opportunities, such as supporting the Olympic Torch Relay.
41. The programme reflected the borough's diverse population, with 15 different languages spoken among volunteers. Whilst some were already active volunteers in their community, others had no previous volunteering experience. By the end of Games-time, volunteers had contributed an estimated 1,800 hours of volunteering. The programme was well-received, generating positive local and national press.
42. Of the 93 WFW volunteers 29 continue to actively volunteer and support the Council's events such as: Citizenship Ceremonies, Love Your High Street events, Soul London (a local music event), the Festival of Sport, Armed Forces Day and Festival of Music. Our hope is to build on these experiences and continue to promote volunteering across Council services and also the wider community.
43. Four of our schools participated in the Young Games Makers programme and supported the Olympic athletics and the Paralympic tennis. We recognise the value of this opportunity and the benefit this will have had on young people – helping to foster a sense of civic responsibility and helping create a lifelong interest in sport and volunteering.

Further Strategic Issues

Governance

44. We found that there was real clarity in job titles and staffing structures around the delivery of the Games. Some of this has been lost post-Games, and we would welcome clear signposting for who best to approach when dealing with legacy issues.
45. We are pleased to be embedded in the LLDC through our representation on their Board and the regular meetings with the Chief Executives of neighbouring Borough

Councils that are scheduled to take place. This gives us a voice in the decision-making process and we hope to be able to use this to lever in real benefits for the borough.

Adaptability, finances and national impacts

46. A number of reports (for example the Greater London Authority's *Park Life* report¹¹⁴) have made clear that the Park will not be able to meet its operating costs without permitting cross-subsidy between the venues and an additional injection of public funding to ensure that the facilities will continue to be open. In addition, if the business model adopted anticipates considerable community access, as we believe it must, then this will probably need to be supported by some level of public subsidy.
47. Although we are not in a position to state what an appropriate level should be, we do not feel that the burden for providing this should rest with local authorities. Any additional funding should be provided by the LLDC who are funded through a Council Tax Levy. We feel that this is fair as the Park will provide benefits to the whole of London and not just the Host Boroughs.

Conclusion

48. Overall Waltham Forest supported hosting the Games from the very beginning and was an enthusiastic participant in the final event. We feel that the Park has provided a new and exciting neighbourhood and its role in the future regeneration opportunities cannot be underestimated.

3 July 2013

¹¹⁴ Park Life: The legacy of London's Olympic venues, A report by the London Assembly's Economy, Culture and Sport Committee, December 2011

Waltham Forest Council—Supplementary written evidence

1. What is the impact of the Legacy Development Corporation having planning powers for land that falls within your local authority boundaries? Is this the cause of any tensions? What are the costs and benefits for local residents?

There are no residential properties in Waltham Forest that will fall under this new planning regime. However, these new powers will still impact on residents who need to be able to properly access the Olympic Park. As the planning authority we hope that LLDC will work to ensure that access to the Park can be improved both for residents and for people travelling to the Park via Leyton Station.

We would also like to see the LLDC use their responsibility for planning to play a more active role in developing alternative proposals for the land earmarked for allotments at Eton Manor. It is important that as much space as possible is made available for our residents to enjoy and this will not be properly realised by the inclusion of allotments on the site.

2. What impact will the future use of the Olympic Stadium by West Ham United FC have on your respective boroughs? Is this the best possible solution for the future of the stadium? Was the decision making process on the future of the stadium handled properly?

We are clear that we would like Leyton Orient to remain within the borough. However, the move by West Ham to the Olympic Stadium could pose long term challenges to Leyton Orient and these have yet to be properly addressed. It is not yet clear what effect this move will have on Leyton Orient, but we are concerned not only about the potential negative impact on the football club itself, but also on the local businesses that rely on match-day spending and associated footfall. In addition, we have concerns that the arrival of another football club in the immediate vicinity may undermine the long-established community work of Leyton Orient. . We want to receive assurances that matches at the two clubs will not be held on the same day and that free-ticket giveaways within Waltham Forest will be limited.

We would urge the FL and the LLDC to work with both clubs to ensure that both their futures can be properly secured.

3. How will the legacy uses anticipated for the other venues and facilities within the park benefit your residents? Do the anticipated uses offer the best possible return on investment?

There are good opportunities for the residents through the development of the facilities and the prospect of other world-class events, such as the European Hockey Championships, Anniversary Games and festivals being hosted in the park.

However the LVRPA needs to ensure that residents are able to use the facilities and that they remain affordable. The extent of the benefits of venues to WF residents will largely depend on their programming, accessibility and pricing structures. However, as our newly appointed leisure center operator, Greenwich Leisure Limited are in a strong position to ensure that their offering will appeal to our residents.

We are extremely concerned about the LVRPA's proposal to stagger the opening of the velopark and the tennis courts and that the tennis courts may not open until June next year, three months after the Velopark. We strongly feel that both venues need to open at the same time so that residents can enjoy the facilities for as much of the summer as possible.

4. Stratford is now one of the most connected places in London by public transport. In what ways is this already benefitting residents of East London, and how might the transport infrastructure legacy be further leveraged for local communities?

a. Does the connectivity of Stratford have any impacts (positive or negative) for Waltham Forest?

We are concerned about the current sense of disconnection between Leyton and the Park: better transport links need to be created to overcome this. Work on this is urgently needed to ensure that our work to regenerate the borough is not hindered.

Leyton Station is geographically the closest Tube station to Eton Manor and the Velopark, but remains in urgent need of redevelopment. It has for a long-time suffered from a substandard ticket hall, overly narrow platforms and a lack of general public amenities and would benefit hugely from Transport for London investing to make it fit for purpose. The importance of this work has previously been acknowledged by the Greater London Assembly and it is disappointing that a clear timetable for this work has yet to be set out by Transport for London especially with large spectator driven events set to take place in this section of the Park at the Velopark and the Hockey Arena. A 2005 study we commissioned suggested that the cost of this work would be £10m.

A new pedestrian bridge connecting Eton Manor with the Leyton Mills Retail Park is desperately needed to tackle this sense of disconnection, and to improve east-west pedestrian movement into the Lower Lea Valley area. This is supported by the landowners on both sides of the railway lines but the funding for such a piece of infrastructure has not been forthcoming.

There are also improvements must be made to create better cycle access from the borough to the Park. New routes should be created that links Leytonstone to Hackney and around the North Olympic Fringe, between Leyton and Lea Bridge Road and into the Park. This will help to create better access to employment opportunities and will in turn provide further green transport links to Walthamstow Wetlands and the Blackhorse Lane area which is currently being regenerated.

We are currently working with Network Rail to re-open Lea Bridge Station to provide better connection to Stratford, by 2015. This is a major story for Waltham Forest and will not only greatly improve connectivity to Stratford from north Leyton but will also help to regenerate the Lea Bridge area in terms of inward investment and access to the Lower Lea Valley area.

Despite the re-opening of Lea Bridge Station, its continually frustrating that Stratford, as a major growth area, is not easily accessible for most people in Waltham Forest. The re-opening of the Hall Farm Curve would solve this problem and is a continuing aspiration for the Council.

Employment

During the period Oct 2011 to Sep 2012, which included the Olympic Games, the borough's employment rate was at its highest since the records started in 2004. A total of 107,400 residents aged 16-64 (69.8%) were in employment compared to 66.4% in previous period (Jul 2011 to Jun 2012) and 69% a year ago (Oct 2010 to Sep 2011). Since then, the employment has dropped again to 68.2% (Jan 2012 to Dec 2012).

Volunteering

The Waltham Forest Welcome (WFW) Volunteer programme was the Council's Games-time Volunteer programme and involved 93 resident Volunteers.

The Volunteers fulfilled a specific role during Games-time - to welcome visitors to the borough at busy areas of Leyton and Walthamstow. During the programme Volunteers proactively sought out other Volunteering opportunities, such as supporting the Olympic Torch Relay.

The programme reflected the borough's diverse population, with 15 different languages spoken among Volunteers. Whilst some were already active Volunteers in their community, others had no previous Volunteering experience.

By the end of Games-time, Volunteers had contributed an estimated 1,800 hours of Volunteering. The programme was well-received, generating positive local and national press.

We are currently developing a long-term strategy that will build on this success with volunteers. As part of this process we have recently surveyed the WFW volunteers on their reasons for volunteering for Council services. The clear message was that the Olympics had positively changed their views on what volunteering was and it had shown them that volunteering was not just about fundraising events but also about information sharing and providing a sense of community.

Of the 93 WFW volunteers 29 continue to actively volunteer and support local Council events such as: Citizenship Ceremonies, Love Your High Street events, Soul London (local music event), and the up and coming Festival of Sport, Armed Forces Day and Festival of Music. One of the main reasons they continue to volunteer for the Council is due to the recognition and appreciation shown to them during the Olympics and Paralympics by Council and the local Community.

The WFW volunteers reported that being involved in the WFW programme gave them an immense sense of pride in both their involvement in a once in a lifetime, international event but also raised their civic pride in their own communities and borough.

29 July 2013

Westfield Stratford City—Written evidence

Executive Summary

For Westfield and our retailers, the Olympic Games was a once-in-a-lifetime opportunity. Westfield Stratford City was the first shopping centre in history to be at the gateway to the Olympic Park, offering our retailers unprecedented exposure to a global audience; 8.5 million shoppers visited Westfield Stratford City during the Games.

Although Westfield fast-tracked its Stratford City development to open nearly one year before the Games and capitalise on this unique opportunity, it's a strategic and long-term commitment to East London.

Westfield Stratford City was the first piece of Olympic legacy and today is now a thriving shopping centre which attracted best in class retailers, including John Lewis, Marks & Spencer and Waitrose; created over 10,000 new permanent jobs; attracted 47 million shoppers in its first year and has a sales turnover approaching £1bn. Westfield also invested significantly in connecting infrastructure which is key to the successful regeneration in the area.

The Government's legacy plan has also ensured that Stratford and East London are well placed to capitalise on the Olympics with improved transport, new homes, offices and a vibrant new park with an exciting cultural and events program.

Westfield is planning further development in future years at its Stratford City site including further retail, leisure, office and residential.

Economic Legacy

Post the Olympic Games, Westfield Stratford City continues to attract over 700,000 customers every week, with over 30% of customers returning at least once a week.

The Olympic Park's cultural and events program is also boosting footfall offering our retailers with increased sales opportunities. Footfall for Westfield Stratford City during the week including Yahoo! Wireless Festival reached close to 1 million people.

Westfield Stratford City in 2013 continues to deliver strong sales with first quarter sales up by 7.7%.

A key legacy for Stratford is its international reputation which is rapidly on the rise. In the last 12 months the centre has attracted a number of first to UK retailers including Victoria's Secret, Cadenzza and David's Bridal and demand from group travel operators has increased.

Just prior to opening the shopping centre in 2011 Westfield sold a 50% interest in the project to two of the world's largest pension funds in CPP (a Canadian fund) and APG (a Dutch fund) which required extensive due diligence given the size of the investment and its unproven location. That decision is now justified and should be good example to other potential investors of the East London opportunity.

Transport Legacy

Improvements to local transport infrastructure in the East End were a vital economic legacy impact of Westfield Stratford City. The £1.75bn retail project delivered a range of

infrastructure works, including a new bus interchange, tube station and 5 bridges linked to new cycle pathways.

These major infrastructure improvements to the area provide the community with an unrivalled transport network: the centre connects two major transport hubs — Stratford Regional, set to be the UK's 9th busiest station, and Stratford International, which, if Eurostar would commit to services as originally planned, will link directly with continental Europe and further enhance the development potential of East London and the Olympic Park.

Community Legacy

Westfield Stratford City created 10,000 new jobs, of which 3,000 went to local, long-term unemployed.

Westfield Stratford City in conjunction with Newham Council have also delivered the first long-term training academy based at a shopping centre, The Skills Place. The Skills Place trains people across retail, leisure and hospitality industries to help create careers for local unemployed.

Since opening Westfield Stratford City, in the region of 3500 learners have accessed skills training at The Skills Place, with around 90% achieving an employer recognised qualification.

31 July 2013

Weymouth and Portland Host Boroughs—Written evidence

Please find below the response to the House of Lords Select Committee considering ‘the strategic issues for regeneration and sporting legacy from the Olympic and Paralympic Games’. Answers are provided to relevant questions using the Committee numbering.

A. Sporting Legacy

i) General public participation

Is it likely that London 2012 will lead to increased levels of sports participation amongst the general public?

IN W&P where sports arenas were held on the beach in both games time in 2012, over 100,000 people participated in a wide range of sports. Local sports clubs and organisations reported a surge in interest and learning and participation after the games. This was so successful that a 2 day sports festival is being held again on the beach on the anniversary of the games on 27/28 July 2013.

- Are some demographic groups (age, disability, ethnicity, gender) participating more than others? How has the level of sporting engagement with, or participation by, previously under-represented groups or those subject to social exclusion been affected by the Games?

The Sports arena on the beach was designed to meet the needs of disabled people. A special disabled sports event is being held on 29 July 2013 to continue the celebration of Paralympic / disabled persons sport. Inspired by the Games a ‘Sailability’ project has been established in W&P for the first time to teach disabled people to sail and compete.

Is any increase in participation likely to be sustained in the long-term?

Yes it is believed so but needs monitoring at local and national levels.

Are current initiatives and policies seeking to increase sporting participation being delivered in an appropriate and effective way? Can they be improved?

The Active Dorset partnership [County Sports Partnership] has been a focus for much closer partnership working than prior to the games. This in itself is a legacy benefit, Likewise with health agencies. However there needs to be greater recognition of the preventative health opportunities and benefits of investing in sports participation.

Is the funding allocated to delivering a sporting legacy being distributed and targeted in a way which is likely to maximise long-term positive impacts?

No not at present. The Spirit of 2012 Lottery funding is being restricted to ‘national projects’ that cut across all 4 nations, which is a questionable strategy if lessons are to be learnt from exemplar subnational projects which can then be applied nationally. In W&P [as the largest Olympic venue outside London], we developed a sports arena model with National Sporting Governing Bodies and applied for longer term funding to roll out across the wider Dorset area and to act as a national model

for the longer term. The request has been turned down which is disappointing; given its potential national application in the longer term. The fact that such projects appear to be dependent upon only Lottery Funds is also not sound if real improvements in sports participation are to be achieved.

How effective are the relationships between the different organisations involved in delivering a sports participation legacy? Are those charged with delivering increased sporting participation working well together?

See above but severely constrained by funding. Health partners are key to ongoing delivery in legacy and a long term plan is required.

How do the sports policy objectives and spending plans from before the 2012 Games compare to those in place following the hosting of the Games?

At a local level there is little or no funding and national pots very difficult to access.

ii) Paralympic sports participation

What is the likely long-term legacy of Paralympic hosting, and Team GB success, on levels of sports participation by disabled people?

Greater awareness of what people can achieve, precisely what is difficult to state in short term. Effort has to be made to engage with and support disabled people and encourage them into sports. A bespoke funded project is needed for this.

Are appropriate resources and plans in place to maximize the legacy of London 2012 for Paralympic sport?

No

To what extent did London 2012 change attitudes to the Paralympics and to disability sport? What are the long-term benefits of any such change in attitudes and approach?

see above

Is London 2012 likely to result in increased sponsorship and media profile for disability sport in the long term?

Initial indications appear unlikely.

2. Sports facilities legacy / future UK hosting

To what extent are the legacy uses anticipated for the Olympic sports venues sustainable? Will the legacy uses deliver a positive return on investment?

In W&P the Sailing Academy continues to attract International sailing & windsurfing events, it is used:

- **as a training venue by Team GB and others**
- **by Paralympic athletes and the new 'Sailability' project**

- **by local people and school children who are given the opportunity to try sailing under the ‘Sail for a Fiver’ scheme**

Will London 2012 lead to UK success in securing further international sporting competitions?

This again requires national commitment and funding to maximise the ongoing legacy. See submission from Weymouth and Portland National Sailing Academy.

B. Regeneration Legacy

iv) UK Legacy outside London

Will the 2012 Games deliver any economic or regeneration legacy for the rest of the UK, outside London?

In Weymouth & Portland, there are infrastructure benefits that have economic development benefits; relief road accessing the Borough, other highway investment, services and broadband at Osprey Quay, [the Olympic & Paralympic sailing venue location] and other improvement that are providing a catalyst for regeneration. The Games also raised the profile of the area due to excellent television publicity

However there is insufficient funding available to continue this work and capitalise on transforming the area into a Centre for Marine Excellence, developing the creative sector and offshore renewable, The Dorset LEP needs to be the focus for future investment to build upon what was done prior to games time and reap the rewards for a Borough that lost 4500 jobs in the 1990's due to the defence closures, [Portland Naval Base, HMS Osprey; South Defence Research].

The area has potential for tourism expansion and watersports and outdoor activity. W&P had fantastic television coverage in games time showing the locality, the Georgian seafront and Jurassic Coast World Heritage Site. There is huge opportunity for the area and UK as whole to benefit from edited sequences of this filming by the OBS, but despite requests to Visit England and Visit Britain this has not been achieved which is a huge missed opportunity, especially as such promotion could support the sporting legacy objectives referred to above.

Are there likely to be positive impacts for tourism, outside London, as a result of the Games? Are post-2012 efforts to promote tourism in the UK being delivered effectively and appropriately?

See above, there have been some joint initiatives between Visit England and Local Authorities with features in national papers but website development and video footage highlighting the games in various UK locations does not seem to have been capitalised upon. It is proposed that a follow up to the ‘Britain is Great’ campaign should be put in place nationally with local support and funding to target key nations who had an above average 2012 Games awareness of destinations e.g. Denmark, Australia and the Netherlands in response to awareness of Weymouth and Portland through the televised sailing.

Will business opportunities or business investment result from having hosted the games, and will this be of benefit to the rest of the UK, beyond London?

In W&P there was a local authority/LEP/UKTI Business pavilion where many local regional and national business came to for networking seminars as well as viewing of the sailing. This was a success with very positive feedback. Business connections were made and contracts developed from the session but this has not to date resulted in a business investment in the area though the local authority is committed to build on this and work with the Dorset LEP to secure more better paid jobs through business growth and inward investment.

Do examples already exist of economic benefits, investments or business successes, outside London, which result, wholly or partly, from hosting the Olympic and Paralympic Games?

There is a series of infrastructure, business related and indeed other legacy benefits to Weymouth & Portland & Dorset and a summary of these is appended.

v) Related regeneration issues

What is the legacy of the cultural Olympiad? How does this relate to economic development, tourism and regeneration?

The summary appended addresses some cultural elements where are totally integrated with the tourism and therefore regeneration offer. There was a significant amount of Arts Council funding invested in Weymouth & Portland in games time as part of the 'maritime Mix' Cultural Olympiad, which was of a very high quality, but this was a one off investment. It has however inspired local people and groups to continue and develop in this area of activity where they can. With the substantial cut backs in Government funding to Weymouth and Portland (38% over 3 years) there is very limited funding for cultural projects.

What has been the legacy of the 'Games Makers' initiative? Have efforts been made to sustain the interest in volunteering and, if so, are they proving successful? Could anything further be done?

In Weymouth & Portland, the actual Games makers who were recruited by LOCOG operated primarily within the sailing academy venue itself, which the public were excluded from as it was a restricted site. As a result they did not have a high profile with the local community and general visitor. However the Local 2012 operations team also recruited and managed 560 Ambassador Volunteers who were out and about on the seafront, the Live screen site, the sports area, transport hubs and the 'Last Mile' to the Nothe ticketed site. This initiative was a huge success and the Ambassadors were highly praised by everyone. This project is continuing with 200 indicating their interest in continuing and they are being managed by The Dorset Volunteer Centre. Approximately 50 Ambassadors will be operating this summer for the One Year On 'Summer to Remember' sports festival being held in Weymouth on the beach starting on 27 July.

4 C. The International Legacy

i) Trade and industry

How effectively are UKTI and others utilizing the success of London 2012 to promote British business overseas?

W&P has worked with UKTI to develop a programme called ‘Exporting the Knowledge’ aimed at bidding cities, especially where there are sports being held outside the main Games venue, similar to Dorset and London. This has been developed by a joint Local Authority and private sector group, [partly comprising ex 2012 Public Sector Operations staff]. However despite the exporting of games time expertise and knowledge being apparently a top priority for the UK, making contact with bidding organisations in other countries via the UKTI has proved problematic.

Has the largely successful delivery of the games resulted in any recognised changes to the perception of UK business capabilities or capacity for delivery?

Generally the view seems to be Yes...the UK and UK business delivered for the Games, a huge reputational benefit.

D. Further Strategic Issues

i) Governance

How effective are the governance arrangements for overall delivery of an Olympic and Paralympic Legacy?

The 2012 Legacy Unit is the core group, which is modest in size. It is not yet clear how much real support the Unit has from other government departments, but this may become more apparent when reports on the subject are published. W&P has enjoyed excellent and supportive relationship with the Legacy Unit. However the Unit itself does not have access to any funds which is clearly a limitation on what it can deliver itself.

ii) Adaptability, finances and national impacts

How resilient are current legacy plans to further economic shocks, or to a changing political context? How have changed economic circumstances since 2008 impacted upon legacy plans?

To what extent should public finances continue to support the delivery of a legacy? Is further substantial public investment still required? Where should future financial support come from?

What are the potential benefits beyond East London? What is the return on investment for London and the UK as a whole?

The UK had 7 years to say ‘it will be an Olympic & Paralympic venue’...3 months in 2012 to say ...’it is’... and 4 years till the next games to say ...’It was’ ...the Legacy work must continue and some would say it is a 10 year project.

iii) Future Olympic and Paralympic Games

What messages should host cities for future Olympic and Paralympic Games be taking away from London 2012, particularly when looking to plan for legacy?

- ***Start planning legacy from day one 7 years out from the Games***
- ***Convey and promote achievements and benefits to the local community***
- ***Continue to log benefits through the period and after Games time***
- ***Don't claim things that aren't genuinely linked to the Games themselves as it undermines genuine legacy benefits***
- ***Try and get the media on board to support the legacy story....***

To what extent should planning for, and legacy outcomes from, the Olympic and Paralympic Games be considered together? What were the principal factors behind the success of the 2012 Paralympic Games?

Essential

What were the costs and benefits of the approach adopted to joint organization of the Olympic and Paralympic Games in London; and what are the implications for the future organisation of both Games?

Should London 2012 affect the way the International Olympic Committee and International Paralympic Committee operate individually and work together in future?

It is understood that this has been well debated. The Transition period between the Olympic & Paralympic games is required to change the venues around to meet the specific needs of Paralympic sports. There are many Paralympic sports that do not feature in the Olympic Games. The Paralympic Games provides people with disabilities with the highest profile that might not be the case if the 2 events were integrated.

31 July 2013

Weymouth and Portland National Sailing Academy—Written evidence



Weymouth and Portland National Sailing Academy was the venue for the sailing events of the 2012 Olympic and Paralympic Games. The events themselves were an enormous success and we would now wish to contribute to the Select Committee's consideration on the Olympic and Paralympic legacy. We have studied the 'Call for Evidence' and have the following responses to the questions that we feel are most relevant to us and upon which we can make the most valuable comments:

B. Sporting Legacy

ii) General Public Participation

Clearly there are national statistics produced for participation in sport generally and for participation in water sports in particular, our comments are therefore related to our local experience and will leave it to others to comment on the general or national position.

Our experience is that, because our venue was closed to the general public between mid-July, 2012 and mid-September, 2012, we lost about 30% of our membership – those members found other places to go boating in 2012 and they have not returned – we therefore will take some time to bring our membership up to pre-2012 levels. We anticipate, however, that these people are continuing

to participate in the sport, but have found other places to pursue their activity.

Notwithstanding this rather negative effect on our permanent membership, which had been increasing up to 2011, we have found that there have been positive effects in terms of new entrants taking up the sport. There was a very successful 'Sports Arena' on the beach in Weymouth in 2012 – this included a number of water sports activities provided by partners who provide sailing and windsurfing schools on our site and those partners have benefitted from a number of people who had 'taster sessions' during the Games, and who have now returned for further tuition or participation.

The sporting legacy of the Games has been enhanced by the award of funding from the Sport England Activation Fund to Dorset County Council, in association with a number of local partners, including the Academy.

The award is for a three year project entitled 'Life's an Adventure' to give local children and adults a chance at adventure activities and sports. The bid was for a total of £225,000 of Lottery funding against a total project cost of £493,000. The bid was one of 32 successful projects, awarded a total of £5.1 million to support grassroots sports activity across the country and build a lasting legacy from the Games.

The programme includes:

- Establishing weekend adventure clubs at the National Sailing Academy, delivered by Weymouth College, including sports such as sailing, kayaking, windsurfing, climbing and mountain biking. Saturday mornings will be younger people, afternoons 14+ and adults, Sunday mornings – families, afternoon disabled people and supported groups. The sessions commenced on 1st June, and each is of 5 weeks duration.
- Extending the 'Sail for a Fiver' programme to include 14+ age group, this will be delivered at the Sailing Academy by SailLaser and at the Weymouth Outdoor Education Centre.
- Providing positive activities for young people working with STEPS (a local youth organisation).
- Skateboard/BMX mobile provision across 10 community areas.
- Supporting the Bike It programme and cycling promotion.

The intention is to provide opportunities for 8,000 participants to have a go at adventure activities over the three years of the programme.

'Sail for a Fiver' referred to above is a very successful programme, running at the Academy and at Weymouth Outdoor Education Centre since 2003/04, which enables primary school children to have a half day introduction to sailing, for which each child pays £5. These courses cost approximately £17 per child to

provide and the remaining cost is met by the Chesil Trust, a locally based charity. To the end of 2012 over 10,000 children had benefitted from this programme and been introduced to sailing for the first time and the programme currently provides opportunities for 1,500 children each year. The children who show enthusiasm or aptitude are encouraged then to take RYA qualification courses to bring them up to a standard where they can sail on a regular basis. There are examples of children who were introduced to the sport through the early years of this programme who have progressed to being sailing instructors themselves. Sir Ben Ainslie CBE is a director of the Academy and he has been very interested and supportive of the 'Sail for a Fiver' programme introducing young people to sailing, similarly Lord Seb Coe has also visited the Academy during 'Sail for a Fiver' sessions and given encouragement and inspiration to the young sailors.



The National Governing Body of the sport of sailing (the RYA), has a very effective 'On Board' programme that operates on a country wide basis and the British Marine Federation also has an 'On the Water' programme. Both of these programmes provide opportunities for people to take up the sport nationally. These programmes are generally thought to be effective, but the responsible organisations will be able to provide additional details.

Clearly, our sport, together with other outdoor and adventure sports, is benefitting from the Sport England Activation Fund and the local award is considered to be a good example of how that funding is being used in a way which is likely to provide long term positive impacts. Weymouth and Portland, in common with many other coastal towns, do have their fair share of disadvantage. These programmes will enable people to enjoy the natural landscape and coastal features to their best advantage and show them that outdoor pursuits do not necessarily have to be costly or exclusive.

A further very important legacy of the Games is in volunteering. Our activities, in common with many other sports, rely on the goodwill of a large number of

volunteers to deliver events. This is particularly important in a sport, where even at the highest levels, there are relatively few spectators, compared to the number of competitors and where there are vital safety considerations. We have been able to provide volunteering opportunities for a number of the 2012 Games 'Games Makers', and those volunteering in Weymouth and Portland under the local 'Ambassadors' programme.

iii) Paralympic sports participation

We are extremely fortunate in that ours is a relatively recently constructed facility (with our main buildings being constructed or refurbished in 2003-05 with further enhancements to the site and facilities to enable us to host the Olympic and Paralympic sailing events being constructed in 2008. From the outset we decided that we wanted to make our facility truly inclusive and that we should go further than Disability Discrimination Act requirements. The whole of our venue is therefore completely accessible and we have other elements, including signing in Braille and induction loops available to assist people with a range of disabilities. The care taken to ensure inclusiveness was very worthwhile, despite the additional costs involved and it was recognised in 2009 by a Distinction Award for Accessibility from the International Paralympic Committee. We have, for some years, provided through our partner sailing school, opportunities for people with a range of disabilities to go sailing.

In 2012, our Paralympic sailors won medals in two out of three Paralympic sailing classes, including a Gold medal by Helena Lucas MBE, another of our directors. These performances, and the opportunities afforded during the Games for people to try water sports have led directly to the establishment of a new charity – Chesil Sailability – to encourage more people with disabilities to take up sailing, using the facilities of the Sailing Academy. The Academy, which is itself a not for profit company, is assisting the new sailability group with a grant and they will be holding 10 sailing sessions for up to 20 people each session during the current season.

This activity has been directly inspired by the Games, but as always, resources are an issue. It is fair to say, however, that generally fund raising to facilitate activity by people with disabilities is more productive than similar efforts for other groups.



iv) Education and school sport:

We have an active programme for engaging with schools and other educational establishments. We have a particularly important relationship with Weymouth College, for example, who are providing vocational courses on our site for young people who may wish to pursue career opportunities in the marine industry.

In 2012 we hosted the National Schools Sports Association Sailing Regatta where we had young people from all across the UK competing at the Olympic venue just 2 weeks before the start of the Games. HRH the Princess Royal visited the venue during that event and the Olympic Torch also passed through the venue and was sailed out of the venue on a very windy evening during that regatta. This was inspirational for a large number of young people.

On a continuing basis we have a large number of both state and fee paying schools that use the Academy for both tuition and competition. A recently established Academy school on Portland wishes to make sailing part of the PE curriculum and we are in discussions with that school regarding their use of the venue.

We host annual regattas for both independent schools and for local state secondary schools. The event for the local state secondary schools is run on very much of a shoestring budget and is normally financed by the Chesil Trust charity. This year they were not able to provide the funding, but to avoid the cancellation of the event, our commercial sailing school partner provided the event at their own cost – we also contributed in kind to that event. This sort of

event, which requires high levels of safety cover is relatively expensive to provide, nevertheless, there is clearly an appetite for the event from the local state schools and the trophy for the best school in the event is very closely fought.

- v) High performance sports; both Olympic and non-Olympic

It is more appropriate that the Royal Yachting Association (RYA) responds on this point.

- vi) Sports facilities legacy/future UK hosting:

Whilst inevitably, much of the attention has focussed on the London venues, we feel that it is vital that the whole of the UK should be seen to be benefitting from the afterglow of a very successful Games.

The Sailing Academy has wonderful facilities, enhanced by the Games, and we need to ensure that we have a continuing viability and legacy. We have a very extensive programme of events which can be viewed on our website: www.wpnsa.org.uk and we have attracted bookings as far forward as 2016. Many sailors, having been bowled over by the images of the area from the Olympic sailing events now wish to have their World or European Championship at the venue.

Because our sport is not generally attractive to spectators, we do have some financial challenges going forward. We have needed to acquire and develop some additional land for car and boat parking to match the marine facilities provided for the Olympic and Paralympic Games and these capital investments will put pressure on our funds.

There are a few major sailing events, including the Volvo Ocean Race, the Clipper Race Extreme 40 sailing events that could be held in Weymouth Bay/Portland Harbour and which would have considerable beneficial economic impacts for the local economy (although not necessarily to the Academy). Those events, rather like Formula 1, demand a 'rights fee' to bring the event to an area. We have the most fantastic sailing waters and one of the best sailing venues in the World, but we do not have the resources to pay a rights fee. We have tried to persuade Central Government to provide financial assistance to attract that scale of event, but so far without success.

B) Regeneration Legacy

- iv) UK Legacy outside London:

We believe that in Weymouth and Portland we have the potential for a very significant regeneration legacy. Investment from the former South West Regional Development Agency in the Osprey Quay area on Portland is already generating significant benefits with new companies moving into the area. In addition the

British Business Pavilion which was operating during the 2012 Games brought together a very large number of potential inward investors and the leads from this activity are still being pursued.

The wonderful images beamed around the World from the 2012 Olympic sailing events are having an impact on tourist numbers and visitor bookings within the South Dorset area generally. The activities of Visit Britain in relation to this appear to be effective in attracting more tourists, although others in the local authority and tourism organisations will have more firm data on these aspects.

In relation to the business of the Sailing Academy itself, we are finding that we have a high demand for events to take place here – our calendars for 2013 and 2014 are almost full and we have events booked up to 2016, including major world championships and, in 2016, the Vintage Yachting Games.

vii) Related regeneration issues:

We have commented above, that we have a positive legacy from both the Games Makers and the local ambassador volunteer programmes and we are using a number of those volunteers on a continuing basis.

17 July 2013

Whizz-Kidz—Written evidence

Whizz-Kidz

Whizz-Kidz is a national charity and leading provider of mobility equipment, including powered and lightweight wheelchairs, sports chairs and adapted bikes and trikes and has provided over 16,000 young disabled people with mobility equipment since 1990.

Whizz-Kidz's aim is to ensure that every disabled child and young person has the same opportunities as others their age and giving a disabled child a wheelchair is just the start of their journey with Whizz-Kidz.

As well as supporting young disabled people to access the right mobility equipment to fit their young lives, the charity also delivers wheelchair skills-training, work placements, residential camps and youth clubs to give children full and active childhoods, and bright futures. Young people who receive mobility equipment from the charity, or participate in any of the above 'Life Journey' services can choose to become part of the Whizz-Kidz Ambassador network, which has over a thousand members.

Paralympic double-gold medallist Hannah Cockroft MBE received her first sports wheelchair from Whizz-Kidz and is now a Patron of the charity.

Executive Summary

The Paralympic Games shone a spotlight on the talent, skill and ambition of young disabled people – including a number of Whizz-Kidz Ambassadors, who participated in the Games. Whizz-Kidz Ambassadors saw the Paralympics as a pivotal moment and told us that they wanted to play a part in building upon the momentum of the Games.

As the Games closed, Whizz-Kidz launched a survey of its young Ambassadors, and their parents, asking them to tell us about their hopes for a Paralympic legacy, and their ideas to improve opportunities for young disabled people.

Research was undertaken between September 2012 and January 2013 through an online survey, focus groups and phone calls. We had 117 respondents, whose opinions, experiences and recommendations are reflected in the 'Generation Inspired?' manifesto. We also drew on anecdotal evidence from young disabled people and their parents obtained through the 1,000-strong Whizz-Kidz Ambassador Network, many of whom attend Whizz-Kidz Ambassador Clubs, Wheelchair Skills Training or other life skills services.

Whizz-Kidz compiled a manifesto based on the survey findings, and identified five key recommendations that would ultimately improve the lives of disabled children and young people:

1. Communities to work together, so that schools, disability sports clubs, parents and young people can share expertise, facilities and opportunities to play sport.
2. Young people to play an active role in shaping decisions that affect their lives.
3. Employers to offer accessible work placements and internships – helping create more disabled role models.
4. Transport operators to treat young disabled people like any other passenger.
5. More young disabled people visible in media, fashion and advertising.

The manifesto was launched in February 2013 by Paralympian champion and Whizz-Kidz Patron Hannah Cockroft MBE, alongside two of Whizz-Kidz's Ambassadors who hope to compete in Rio 2016. The manifesto was backed by a number of former and current Paralympians and Parliamentarians, including the Minister for Disabled People, the Minister for Sport and the Prime Minister.

This submission sets out Whizz-Kidz Ambassadors' hopes and visions for the Paralympic Legacy, drawing on research undertaken for the 'Generation Inspired?' campaign, focussing on participation, the scope of the Paralympic Legacy, the importance of the Legacy in challenging perceptions of disability and the accessibility of sporting venues.

Section A, ii) Paralympic sports participation

What is the likely long-term legacy of Paralympic hosting, and Team GB success, on levels of sports participation by disabled people?

I.0 66% of Whizz-Kidz Ambassadors, surveyed as part of the charity's 'Generation Inspired?' campaign, said that the Paralympic Games inspired them to get involved in playing more sport.

I.1 *'I've always wanted to be in the Paralympics ever since I was young. Watching them this year has inspired me even more.'* – Charlotte, Whizz-Kidz Ambassador.

I.2 *'The Paralympics made me proud to have a disability and inspired to try some of the sports for myself.'* – Josh, Whizz-Kidz Ambassador.

I.3 The research undertaken as part of our 'Generation Inspired?' campaign revealed this enthusiasm to get active is tempered by a lack of opportunity. More than two thirds of parents surveyed said their children's schools don't play any of the Paralympic sports. More than two thirds of parents surveyed said their children's schools don't play any of the Paralympic sports and that it's difficult to find facilities for young disabled people to participate in disability sport.

I.4 *'The sport at my school for disabled people is boring. We want to do basketball, tennis or cricket'* – Lexian, Whizz-Kidz Ambassador.

I.5 Whizz-Kidz Ambassadors would like to see greater access to disability sport as part of the Paralympic Legacy and recommend that communities to work together so that schools, disability sports clubs, parents and young people can share expertise, facilities and opportunities to play.

I.6 As part of this recommendation, Whizz-Kidz Ambassadors suggested mainstream schools and local clubs should work together to share facilities and equipment.

I.7 *'I'd like disabled students from a number of local schools to do PE and team games together'* - Josh, Whizz-Kidz Ambassador

I.8 The parents of Whizz-Kidz Ambassadors also reported that they would like to see communities coming together to provide more opportunities for their children to

participate in sport, and that they would like to see more support for parents who work with schools or sports clubs to provide these opportunities.

1.9 *'We set up a Boccia club at my son's school – and it's gone from strength to strength. I'd like to see wider support for parents who want to enable their disabled children to play sport'* - Penny, Parent of a Whizz-Kidz Ambassador.

1.10 Whizz-Kidz Ambassadors would also like to see local sports clubs and schools working together to promote disability sport by celebrating the achievements of Paralympics GB.

1.11 *'I'd like it if Paralympians gave talks in schools and to sports groups and do a demonstration.'* – Joel, Whizz-Kidz Ambassador.

1.12 *'It would be good to see posters to encourage disabled people to get involved more in sports'* - Charlotte, Whizz-Kidz Ambassador.

Are appropriate resources and plans in place to maximize the legacy of London 2012 for Paralympic sport?

2.0 The Paralympics has inspired young disabled people to become more active and independent than ever before and Whizz-Kidz Ambassadors hope that enthusiasm will be captured and turned into real change.

2.1 Research undertaken for the 'Generation Inspired?' campaign shows that young disabled people want to play a role in influencing the decisions that affect their lives, including the planning and delivery of the Paralympic Legacy.

2.2 *'It's really important that young disabled people have a say in the legacy of the Paralympics.'* – Joel, Whizz-Kidz Ambassador.

2.3 Sir Philip Craven, President of the International Paralympic Committee agreed with this sentiment in his foreword for Whizz-Kidz's 'Generation Inspired?' manifesto setting out his view that *'it's so very important that young people have the opportunity to be part of building the Paralympic Legacy as well as benefitting from it.'*

2.4 Whizz-Kidz Ambassadors are passionate and enthusiastic about having the opportunity to shape the Paralympic Legacy, and very much hope that the Legacy for young disabled people extends beyond accessing, enjoying and competing in sport, although that is certainly important to them.

2.5 *'We have to make sure the legacy goes beyond sport'* – George, Whizz-Kidz Ambassador.

2.6 *'My hope for the legacy of the Paralympics is that more young disabled people will not just be inspired – but have the opportunities- to go for gold and succeed in whatever they want to do.'* – Hannah Cockroft MBE, Double Paralympic Gold Medalist and Whizz-Kidz Patron.

2.7 As part of our 'Generation Inspired?' campaign, Whizz-Kidz Ambassadors were asked what the Government should do to help disabled people benefit from the Paralympic Legacy. Common themes included talking directly to disabled young people to find out their opinions; raising awareness of disability; and improving access to leisure facilities and

transport – all of which increase the independence and opportunities available for young disabled people.

2.8 *'I would like the Government to listen to the views of young disabled people and act on them'* – Anna, Whizz-Kidz Ambassador.

To what extent did London 2012 change attitudes to the Paralympics and to disability sport?

3.0 72% of Whizz-Kidz Ambassadors who took part in the 'Generation Inspired?' consultation believed London 2012 changed attitudes towards disabled people and disability sport.

3.1 *'It was really cool seeing world-class disability sport on mainstream TV, but even better was that lots of people were really interested in it, regardless of whether they had a disability. For me, it was fantastic to see a major shift in perception of people with disabilities.'* – Josh, Whizz-Kidz Ambassador.

3.2 *'It made me feel me happy because before the Paralympics people were making fun and negative about disability but now people are positive.'* – Martin, Whizz-Kidz Ambassador.

3.3 The Paralympics also inspired change in some of Whizz-Kidz Ambassadors' perceptions of themselves and reported that it changed their outlook and aspirations as a result of seeing both what Paralympics GB achieved, but also the wider attitudinal changes in the public around disability.

3.4 *'The Paralympics made me feel like I could do these things as well'* – Hannah, Whizz-Kidz Ambassador

3.5 *'Seeing the Paralympians' achievements and the way everyone was so excited about the Paralympics made me realise that there is a future for me.'* – Tom, Whizz-Kidz Ambassador

What are the long-term benefits of any such change in attitudes and approach?

4.0 Whizz-Kidz Ambassadors felt that not only the success of Paralympics GB, but also the profile and excitement of the Games changed the public's perceptions of disabled people. Whizz-Kidz Ambassadors felt that the public started to see what disabled people can do, rather than what they can't and are keen to see this translate into a long-term change in attitudes towards disabled people.

4.1 Whizz-Kidz Ambassadors offered some suggestions to make sure this change in perception of disabled people is lasting. One wished people would stop being so afraid to acknowledge their disability and many wished people would stop staring at them, while one summed up the lasting change needed in society's perception of the disabled in just two words – 'acceptance' and 'inclusion'.

4.2 85% of Whizz-Kidz Ambassadors polled as part of the 'Generation Inspired' campaign think attitudes towards disabled people in society should be improved – showing that there is still work to do, especially in terms of recognising the talents and achievements of disabled people outside of sport.

Whizz-Kidz—Written evidence

4.3 *'I think the Paralympics did allow people to see people with disabilities as ordinary people, however I think work still needs to be done to challenge people perceptions on the fact that people with disabilities can be as ordinary and extraordinary as those without.'* - George, Whizz-Kidz Ambassador

4.4 Whizz-Kidz Ambassadors felt strongly that the legacy of the Paralympics should extend beyond sport and that coverage of the Games created a platform to build on by raising awareness of disability. They were excited that there are now more well-known and inspirational disabled role models, and want to see role models in walks of life other than sport – although they were clear that should be through talent, not tokenism.

4.5 *'I want to see people with disabilities in more prominent places, such as in business, politics, the media and the arts world.'* – Charlotte, Whizz-Kidz Ambassador.

4.6 *'Because of hard work, and the right support, I am now working as a solicitor. I know that I'm challenging some perceptions of disabled people and that's fine, but I'm a lawyer first and a disabled person second.'* Whizz-Kidz beneficiary Arunima,

4.7 A recurring theme was that the media should focus on what disabled people can do, rather than what they can't – and that any disabled person can be a role model in their community. Whizz-Kidz Ambassadors and their parents acknowledged the role the media played in celebrating Paralympic GB's success and challenging perceptions of disability in relation to Paralympians.

4.8 However, only 9% of parents of Whizz-Kidz Ambassadors polled for the 'Generation Inspired?' report feel that the media presents a balanced view of disability and feel that the portrayal of disabled people in the media should be an important part of the Paralympic Legacy and affecting long-term attitudinal change.

4.9 *'The media should provide more coverage of the normal lives of disabled people to show that sport is not the only feasible success for them to aspire to over university, careers or families'* - Jane, parent of Whizz-Kidz Ambassador

4.10 *'Until disabled people are portrayed well in the media, people's attitudes to us will be negative.'* – Sally, Whizz-Kidz Ambassador.

4.11 Our Ambassadors want the same opportunities to fulfil their potential and achieve their aspirations – whatever they may be – as non-disabled people.

4.12 They called on companies to be more open to employing disabled people, and to focus on the 'three As' – awareness, access and ability. Whizz-Kidz Ambassadors believe that more work placement schemes, internships and apprenticeships for young disabled people would create more disabled role models and continue to change perceptions of disability.

4.13 *'I would like to see disabled young people working as access advisors, as part of work experience. It would educate employers how to actively accommodate and use disabled people to their full potential.'* Rebecca, Whizz-Kidz Ambassador.

4.14 Whizz-Kidz Ambassadors believe that if young disabled people are given the opportunities to achieve their potential – whether that's reaching a Paralympic podium or

playing a valuable role in their community or workplace – they will become role models who will inspire future youngsters and keep the Paralympic legacy alive for many generations.

Has there been any acceptance that the provision of spectator accommodation at major sporting venues should be more accessible for disabled people?

5.0 Whizz-Kidz Ambassadors felt that the Olympic Park and other Paralympic venues were very accessible and that Games Makers and staff were all on hand to provide assistance to those who needed it – they would certainly like to see other sporting venues look to London 2012 as an example of best practice.

5.1 Whizz-Kidz Ambassadors strongly believe that the Legacy of the Paralympics should extend far beyond the world of sport alone, and to this end, they would like to see improvements in accessibility at venues and facilities across the board.

5.2 *‘Disabled people should be able to go and do the same things as all other people. I would love to see removable seats in theatres, cinemas, and all places where people gather socially so a wheelchair-user and their friends or family can choose to sit anywhere they want – as do all the rest of the public.’* – Fiona, Parent of Whizz-Kidz Ambassador.

5.3 *‘Going to the cinema with friends is difficult as the wheelchair spaces are only at the front, and I can’t always sit with my friends’* – Lexian, Whizz-Kidz Ambassador.

5.5 Whizz-Kidz Ambassadors recommend the best way to improve accessibility in sporting venues, theatres, cinemas and shopping centres across the UK is for disabled people to have greater involvement in planning, auditing and assessing these venues.

5.6 Whizz-Kidz Ambassadors would like to be consulted by those making decisions that will affect their lives and be empowered to shape these decisions – by carrying out accessibility audits, advising on design or taking part in consultation exercises.

19 July 2013

Women's Sport and Fitness Foundation—Written evidence

Summary of Main Points

- The London 2012 Olympic and Paralympic Games were the best ever for women, and have provided an immediate legacy in regards to the broadcast coverage of women's sport
- There has also been a small increase in female participation but progress in other areas has been harder to find.
- There has been no increase in the number of women on the Boards of National Governing Bodies of sport
- There is still a substantial gender gap in terms of activity levels amongst school age girls and boys
- 51% of girls are put off physical activity by their experiences of school sport and PE
- Internationally we believe the IOC should commit to there being an equal number of events for women as there are for men by Rio 2016

Full response

Introduction

1. We appreciate this opportunity to present our thoughts, and have structured our comments under the suggested headings in the Call for Evidence. We would be happy to give oral evidence.
2. We worked hard with other bodies and policy makers to make 2012 more gender equal than any other Games. In the build-up, we worked with, lobbied and put public pressure on key decision makers such as the Government and the International Olympic Committee on a number of issues relating to women's sport. As a result:
 - Nicola Adams won gold after we won a hard fought campaign to get women's boxing included into the Olympic programme
 - Saudi Arabia sent female athletes to the Olympic Games for the first time
 - Every nation in the world has now sent women to the Olympics, and women can take part in every sport at the Games
 - Over half of LOCOG's workforce was female, including five members of the Senior Management Team as well as the first female Director of Sport for an Organising Committee in Debbie Jevans

A. Sporting Legacy

Adult participation:

3. We believe that the Olympic and Paralympic Games have had at least a short term positive impact in getting more people playing sport, particularly young people. Following the Games, WSFF called for the Olympic legacy to benefit both men and women so we are glad to see that women have been inspired to become active, driven by strong female role models like Nicola Adams, Katherine Grainger and Jessica Ennis.
4. We believe that positive female role models are key to inspire women and girls to be more active. Recent figures show that the gender gap is beginning to close with 1.7 million more men than women taking part in sport compared with 2.2 million more in 2010/11¹¹⁵. This is encouraging but slow progress. Fundamentally, a nation in which men are significantly more active than women is not an acceptable status quo. With 30.5% of women taking part in sport at least once a week compared to 40.1% of men there is still more to be done to ensure that women and girls are given opportunities to be more active¹¹⁶.
5. More positively our research shows that 81% of British adults thought that the female athletes at London 2012 are better role models for young girls than other celebrities we see in the media¹¹⁷.

Schools:

6. The LOCOG slogan was to “To inspire a generation”. We believe the Games certainly excited a generation, but we are less convinced that this excitement will translate into sustained lifelong participation. With specific reference to girls, we are extremely concerned that only 12% of 14 year olds meet recommended activity levels and that even by the age of 16 only a quarter of girls, compared to 40% of boys, play sport three times a week.
7. We believe that much of this gender gap is down to experiences in school and our research shows that 51% of girls are put off physical activity by their experiences of school sport and PE. Girls raised a number of issues with us including a limited choice of activities, teachers focusing only on the talented and an over-emphasis on competitive sport¹¹⁸.
8. Since the Olympics and Paralympics, the Department for Education has suggested that there will be an increased focus on competitive sport in schools. While competition is important and many girls will welcome improvements in this area, if it is delivered at the expense of general opportunities to participate, then it may have the opposite impact and actually lead to lower activity levels amongst girls.
9. WSFF believes that the government needs to make it clear that the first priority for school sport and PE should be health, focusing on getting every girl (and boy) active.

¹¹⁵ Sport England: *Active people survey 7*, (15/10/12)

¹¹⁶ *Ibid.*

¹¹⁷ WSFF research with Ipsos Mori: (10/08/2012)

¹¹⁸ WSFF *Changing the Game for Girls* (2012)

Getting girls active will lead to more girls playing competitive sport, however if the starting focus is on competition then it is likely to lead to fewer girls being active.

10. While we believe that schools are best placed to act (and from September 2013 we will be working with 25 schools in detail to produce best practice examples) we also believe that there are a number of other government departments that can have an influence so we are calling for a new cross-departmental strategy to target the decline in girl's activity levels.

B. Regeneration Legacy: It's not appropriate for WSFF to comment on this.

C. International Legacy

Global sports for women:

11. The IOC's Fundamental Principles as laid out within the Olympic Charter reads that "any form of discrimination with regard to a country or a person on grounds of race, religion, politics, sex or otherwise is incompatible with belonging to the Olympic Movement."
12. We used this Fundamental Principle to lobby for Saudi Arabia to be excluded from the games unless they sent women to 2012 Olympics for the first time, which thankfully they did agree to.
13. WSFF believes this pressure must be maintained and we urge the IOC to capitalise on progress made in London 2012 by ensuring countries across the world remove barriers to participation in women's sport so that all women are given the opportunity to become fit and active.
14. The introduction of women's boxing at London 2012 meant that women could compete in every sport for the first time. However, there is still work to be done. Women competed in 30 fewer events than men at the London Olympics. In total 302 gold medals were competed for: men 162, women 132, mixed 8.
15. By the time the Olympics reach Rio in 2016 women should have the chance to compete in the same number of events as men.

D. Further Strategic Issues.

Media profile:

16. The WSFF have campaigned for a number of years to increase media coverage of women's sport. This year we won support from a wide number of partners, including the Secretary of State for Culture Media and Sport, Maria Miller, and Shadow Deputy Prime Minister Harriet Harman. The campaign is starting to see results:
- BT Sport, the new player in sports broadcasting, is committed to women's sport (and are using it as a major selling point)
 - The BBC has appointed their first Editorial Lead on Women's Sport

- BBC are providing comprehensive coverage of the Euro 2013 Women's Championships for the first time
- 5Live Sports Extra covered both the Women's Cricket World Cup and the Netball Superleague for the first time
- Stylist Magazine ran a year-long FairGame campaign based on our research

17. However there has been far less visible signs of progress amongst the print media which continues to pay very little attention to women's sport.

Leadership:

18. We campaign to help more women into leadership roles. Our campaign to increase the number of women in leadership positions took a major step forward in 2012 when UK Sport and Sport England agreed to ask all publicly funded sports' National Governing Bodies to have at least 25% women on their boards by 2017.

19. However the data collected for our fourth Trophy Women? report, shows that:

- 31 out of 57 boards surveyed do not meet the 25% minimum expectation
- Six sports boards do not have any female representation at all
- In 2009, 21% of board members were women. This had risen to 22% in the 2011/12 report but no further change has been seen a year on
- Only 9 sports have female CEOs

20. This is disappointing progress and particularly so from the six sports boards which still don't have a single woman represented on them.

21. The lack of representation of women on the UK's sports boards means that sports are missing out on the benefits that diverse leadership teams can bring. It also makes it less likely that sporting bodies fully understand what it takes to unlock the potential of women's sport in all aspects of their business including participation, sponsorship and media profile.

22. 25% should be just the starting point; sports need to commit to this agenda and dramatically increase the gender diversity of their leadership teams for the benefit of our elite sportswomen, the good of the grassroots and the health of our nation.

26 July 2013

Youth Charter—Written evidence

INTRODUCTION & BACKGROUND

1. The Youth Charter was born out of the social deprivation, alienation, disaffection, anti social and gang related activity that led to the death of 14 year old school boy Benji Stanley in January 1993. Benji's death sparked a local, regional and national debate on the social cause, effect and impact of social deprivation and its consequences. What had not then been considered was how the then Manchester 2000 Olympic bidding process was going to offset the unwanted publicity of a city likened to 'L.A. or Beirut!' in the Sunday Times.
2. With the Olympic rings as the unifying power of sport to transcend social and cultural barriers of religion, race, culture and national boundaries, the Youth Charter scroll representing the 'royal family of sport' (British Olympic Association, Central Council of Physical Recreation, Sport England the then GB Sports Council and Sports Aid Foundation) was used to provide an all important link with the wider social interest groups identified in the education, health, social order and environmental needs of the young people and communities the Youth Charter was trying to assist.
3. Since that time, the Youth Charter's philosophy, mission, aims and objectives have been reflected in a number of ways, with respective Governments now beginning to recognise the role of sport in its broadest social and cultural definition as a social vehicle of change.
4. In its 20th Anniversary year, the Youth Charter aims to contribute to that effort through our 2012 Legacy Manifesto. The legacy milestones of note that reflect this effort resulted from the 2002 Commonwealth Games legacy initiative, 'Citizenship in Action'. Ten communities throughout the UK were engaged and motivated to benefit from the social and human development potential for the games to make a positive impact on the young people and communities in which they live. The Youth Charter's contribution to the social and human development legacy of major games in the UK since 2002 Commonwealth Games has included the following:
 - 2004 - the 'Call to Action';
 - 2005 - Independent Sport Review;
 - 2006 - 'Olympic Citizenship in Action' and the launch of the Youth Charter '12' Commonwealth Report;
 - 2008 - Liverpool City of Culture; and
 - 2010 - Legacy Summit, Roehampton University
 - 2011 – Legacy 4 All e-petition
 - 2012 - Youth Legacy Debate, Media City, hosted by Mr Speaker, Rt Hon. John Bercow MP
 - 2013 – Launch of 2012 Legacy Manifesto and submission to the Education Select Committee on School Sports Following London 2012.
5. The Legacy Summit recommendations were given further impetus with the 2011 summer riots that, a year prior to the Games presented the social and cultural challenges we face with our young people and communities. This saw the Youth Charter launch its 'Access for All' e-petition and in 2012 hold a Youth Legacy Debate at Media City. This work continues today with ongoing contributions made via our Facebook platform.

YOUTH CHARTER EVIDENCE SUBMISSION RESPONSES

A. SPORTING LEGACY

i. General Participation

- *Is it likely that London 2012 will lead to increased levels of sports participation amongst the general public?*

6. The London 2012 legacy in its present form will not provide increased levels of participation amongst the general public because of its fragmented approach.
7. The London 2012 legacy headline figures have boasted that:
 - *'1.4 million more people are playing sport **once a week** since we won the bid in 2005'*¹¹⁹
8. However, the original Sport England target was to increase:
 - *the number of adults (aged 16 and over) participating in at least 30 minutes of sport at moderate intensity at **least three times a week** by one million by 2012-13.*¹²⁰
9. To measure this target Sport England use the annual Active People's Survey and the baseline figure of 6.815million from the Active People Survey 2 (2007-08), thus the 2012-13 target was 7.815million. This target was dropped by Active People Survey 6 (2011-12).
10. The Youth Charter's analysis of the Active People Survey found a number of limitations, most notably that there were discrepancies in the number of people interviewed per region against the proportion of people living in each region. For example: The South East has a 9.6% greater share of England's population than London, but had 89% more people interviewed.
11. School sport is one area where sport and physical activity participation, and the general health of pupils can be best measured. And it is the health statistics that provide the hard facts of impact of sport and physical activity programmes, for example:
12. The number of young people requiring hospital treatment for problems complicated by being overweight has increased from:
 - **872** in 2000; to
 - nearly **4,000** in 2009.
13. The number of young people requiring surgery for Obesity increased from just:
 - **one** in 2000; to
 - **31** in 2009.

¹¹⁹Inspired by 2012: The legacy from the London 2012 Olympic and Paralympic Games; A joint UK Government and Mayor of London report

¹²⁰"One Million" Sport Participation Indicator, Sport England, July 2010

14. In total **20,885** young people were treated for obesity-related conditions between 2000 and 2009. Dr Sonia Saxena, of the Imperial College London, said:

“We are seeing - through obesity - an increasing number of children with conditions that we previously diagnosed in adulthood... [and which] are now being diagnosed in childhood.”¹²¹

- **Are some demography groups (age, disability, ethnicity, gender) participating more than others? How has the level of sporting engagement with, or participation by, previously under-represented groups or those subject to social exclusion been affected by the Games?**

15. The PE & School Sport survey, which ran from 2004-05 to 2009-10 showed that school sport participation peaked at around Year 6 (10- and 11-year-olds) of Primary School and then drops off from Year 7 of Secondary School and into adulthood.

16. With regard to participation in school sport by pupils from: the **least affluent communities**; and the **most socially and culturally diverse communities**, the PE and Sport Survey 2009-10 states that:

- *Within the schools that perform highest in terms of their pupils' participation in three hours of PE / school sport, there tends to be fewer pupils who are eligible for Free School Meals (FSM) than in schools where there are lower levels of participation in the three hour PE / school sport target;*
- *Schools in deprived areas are over-represented amongst the lowest performing schools in terms of their participation in PE/school sport and schools in affluent areas are over-represented in high and medium performing schools;*
- *Schools achieving the lowest levels of participation in three hours PE/school sport tend to have a relatively high proportion of children from an ethnic minority background;*
- *In the lowest performing schools there are a higher proportion of pupils with Special Educational Needs (SEN) than is the case in higher performing schools.*

17. This clearly shows that school's participation in sport is affected by the social and cultural background of pupils, with schools that had pupils from the least affluent and most multi-cultural backgrounds more likely to have lower participation levels.

18. Young people dropping out of sport has been recognised by Sport England as one of the three 'key challenges facing community sport', and states that:

- *Thousands of people drop out of playing sport each year. There is a particular problem at the age of 16, where 25,000 drop out of sport each year.*

19. Sport England's strategy document for 2008-11¹²² states that it is committed to delivering:

- *A reduction in post-16 drop-off in at least five sports by 25% by 2012-13.*

¹²¹ <http://www.bbc.co.uk/news/health-22849112>

¹²² Sport England Strategy 2008-2011

20. At the Elite end of sport, Team GB squads had the following lack of Black and Minority Ethnic inclusion :

- 8 of the UK Sport funded National Governing Bodies (NGB's) who sent 250 athletes to London 2012 had only two (0.8%) athletes from Black and Minority Ethnic (BME) backgrounds.
- These eight NGB's were given £150m (56%) of UK Sports £264m investment for London 2012.

21. Please see the following table:

22. **Table I: The national governing bodies that received UK Sport funding for 2012 and entered little or no athletes from BME backgrounds at London 2012**

NGB	White	BM E	Sub total	% White	% BME	UK Sport 2012 Funding
British Swimming	91	0	91	100%	0%	£38,006,639
British Rowing	46	1	47	98%	2%	£27,287,600
British Handball Association	30	0	30	100%	0%	£2,924,721
British Cycling	26	1	27	96%	4%	£26,032,000
British Canoe Union	15	0	15	100%	0%	£16,176,700
Royal Yachting Association	16	0	16	100%	0%	£22,942,700
British Equestrian Federation	13	0	13	100%	0%	£13,395,100
British Shooting	11	0	11	100%	0%	£2,461,866
Sub Totals	248	2	250	99.2%	0.8%	£149,227,326

23. The Sutton Trust has provided analysis of the Team GB medals winners and the schools they attended for the majority of their high school education. They found that:

- 36% of medal winning athletes had attended a fee-paying high school.¹²³

24. This is despite only 7% of the population having been educated at a fee-paying high school.

25. The Team GB squad of 556 athletes had 93 members¹²⁴ who attended independent schools. This represented 17% of the squad. In total there were:

- Six squads out of 28 who had 30% or more athletes who had attended independent schools.
- Six had 10% to 30%;
- four had 7% to 10%; and
- 12 squads that had less than 7% members from independent schools.

¹²³ <http://www.suttontrust.com/news/news/over-a-third-of-british-olympic-winners-were-privately-educated/>

¹²⁴ Physical Education and Sport in Independent Schools, Chapter 34 Contributing to Team GB at London 2012, Malcolm Tozer, February 2013

26. With regards to Gender equality, Team GB athletes were of almost equal representation in the squads:

- **269 (48%)** female athletes; and
- **287 (52%)** male athletes.

27. There were some excellent examples of Girl Power at London 2012: Sarah Storey, Jessica Ennis, Victoria Pendleton, Lizzie Armstrong and many more. But the number of medals won by men and women was less balanced with:

- **39 (60%)** by men;
- **20 (31%)** by women; and
- **6 (9%)** by men and women in mixed events.

- **Is any increase in participation likely to be sustained in the long-term?**

28. There is a **fragmented** approach to the delivery of youth and community sport programmes. These programmes are mainly being delivered to communities rather than enabling communities to be able administer, manage and deliver their own community sport clubs and programmes. This lack of community ownership will mean that they are not sustainable in the long term.

- **Are current initiatives and policies seeking to increase sporting participation being delivered in an appropriate and effective way? Can they be improved?**

29. The **fragmented approach** is highlighted in the previous answer, the Youth Charter is calling for:

- A unified, strategic, methodical, well funded, inclusive and progressive approach to youth development pathways through sport.

30. The limitations of the current youth development structures in British sport highlight the need for radical change. This change needs to be philosophical, as well as, structural. The central focus should not be producing 'medal winners' or 'international standard athletes', but rather on producing 'well rounded people that can contribute positively to society'. This philosophical shift, combined with structural changes, would see UK sport produce the highest standards of excellence in and out of competition. The Youth Charter provides a Cultural Framework for how this can be delivered.

31. Many of the youth and community sport schemes include crime prevention as part of their remit. The best way to assess their impact is through prison rates and Youth Offending Team supervision orders:

32. Between 2001 and 2010 the prison population of England and Wales has increased:

- **26%** from **67,056** to **85,002**;

33. With the prisoner's rate per 100,000 increasing:

- **20%** from **128.1** to **153.9**.

34. There were:

- **62,743** children and young people given Youth Offending Team supervision orders in 2011-12¹²⁵;
- **1,290** boys aged 15 to 17;
- **6,731** boys and young men aged 15 to 21 in prison in 2010-11¹²⁶

35. The annual costs of locking up children, young people and adults is:

- **£76,913** for 15 to 17-year-olds; and
- **£47,137** for 15 to 21-year-olds.
- **How effective are the relationships between different organisations involved in delivering a sports participation legacy? Are those charged with delivering increased sporting participation working well together?**
- **How do the sports policy objectives and spending plans from before the 2012 Games compare to those in place following the hosting of the Games?**

36. The London 2012 Games has inspired a myriad of youth and community sport legacy programmes. However, the London 2012 Games have failed to inspire a cohesive, coherent and integrated programme for youth and community sport in the UK. The myriad of legacy programmes will fail to deliver the 'Inspire a Generation' legacy because of its **fragmented approach**. Youth and community programmes:

- Get Set
- Dame Kelly Holmes Legacy Trust
- Premier League 4 Sport (PL4S)
- ASDA Sports Leaders
- Lloyds TSB National School Sport Week
- 21st Century Legacy
- Street Games
- NGB Whole Sport Plans
- Sainsbury Schools Games
- Sky Sports Living for Sport
- Sportivate

37. The **fragmented approach** is highlighted by the allocation in funding in UK Sport. The UK Government will invest £840m in British National Governing Bodies of Sport between 2013 and 2017 via Sport England (£494m)¹²⁷ and UK Sport (£346m).

38. The distribution of this investment in British Sport does not follow a clear and coherent strategic plan from grass roots to international levels. The Sport England 'Create a sporting habit for life' strategy 2012-17 discusses the school, club and community link, as well as talent pathways, but funding is not distributed equally. By distributing resources between 46 NGB's - some of which are rich professional sports and others poor amateur sports - investment, that could be spent on paying for coaches and facilities will be lost in administration and bureaucracy. Separating elite UK Sport funding from grass roots participation further extenuates this, for example:

¹²⁵ <http://www.justice.gov.uk/statistics/youth-justice/statistics>

¹²⁶ Cost per place and costs per prisoner by individual prison, National Offender Management Service Annual Report and Accounts 2010-11: Management Information Addendum, Ministry of Justice Information Release, 27th October 2011

¹²⁷ http://www.sportengland.org/funding/ngb_investment.aspx

39. British Swimming has a UK Sport investment of **£37.7m** for elite athlete preparation for Rio 2016 Olympics. And Sport England have also allocated the Amateur Swimming Association (ASA) **£20m** for 2013-17. However, in year 1 (2013-14) only:

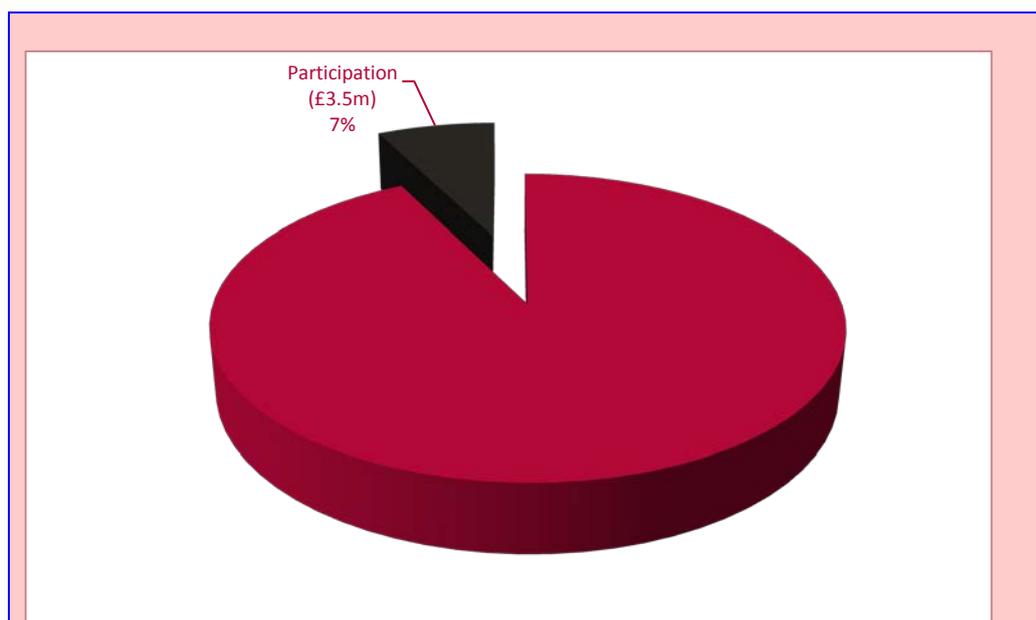
- **£3.5m** will be invested in participation; whilst
- **£6m** will be invested in talent development.

40. How the further £10.5m of Sport England's investment will be spent between 2014-17 is not stated. Thus, at present:

- **93% (£43.7m)** of investment in Swimming is for Performance; whilst only
- **7% (£3.5m)** is allocated for Participation.

41. Research by the Amateur Swimming Association (ASA) has found that 200,000 children leave primary school every year unable to swim 25metres¹²⁸. The participation and performance funding allocations from UK Sport and Sport England will not change this and highlight the **fragmented approach** to participation and performance sport in the UK.

Graph 1: Swimming Performance v Participation Sport Investment 2013 to 2017



42. English Soccer, including the Football Association, Football Foundation and Premier League has been allocated **£70m** of public investment by Sport England between 2013-17. The Premier League's TV contract for this period is **£5,500m**, but Premier League clubs have been allocated **£8m** in Sport England funding for their Kickz and Premier League 4 Sport programmes between 2013-17.

43. The allocation of public funds to 46 competing National Governing Bodies of Sport will lead to efficiencies - some of which are rich professional sports and others poor amateur sports -

¹²⁸ <http://www.swimming.org/news/general-news/new-research-reveals-one-in-three-children-leave-primary-school-unable-to-s/13646/>

with investment, that could be spent on paying for coaches and facilities being lost in administration and bureaucracy.

44. The Youth Charter's Gamewise Cultural Framework provides a strategic plan for how these organisations can come together to deliver a:

- A unified, strategic, methodical, well funded, inclusive and progressive approach to youth development pathways through sport.

ii. **Paralympic sports participation**

- **What is the likely long-term legacy of Paralympic hosting, and Team GB success, on levels of sport participation by disabled people?**
- **Are appropriate resources and plans in place to maximise the legacy of London 2012 for Paralympic sport?**
- **To what extent did London 2012 change attitudes to the Paralympic and to disability sport? What are the long-term benefits of any such change in attitudes and approach?**
- **Is London 2012 likely to result in increased sponsorship and media profiles for disability in the long term?**

45. The London 2012 Paralympic games provided unprecedented exposure of the abilities of people with disabilities and did improve the perception and attitude of the general public towards people with disabilities. But how this will impact on the long-term levels of participation is very debateable.

46. The English Federation of Disability has launched its 'Active for Life' strategic plan for 2013 to 2017, with the aim of delivering the following five outcomes:

- Provider commitment
- Pathways and progress
- Personal development
- Public development
- Participation for life

47. For many people with disability, sports participation is a second thought and getting through each day is the primary concern. One of the main Paralympic sponsors was Atos, who have been commissioned by the government to assess disability claimants. This led to protests being held before, during and after the London 2012 Paralympic games. Micheline Mason, who has used a wheelchair all of her life, described Atos as "an agent of a policy that has already driven people to suicide and even those it hasn't, has added such hardship and fear and uncertainty and insecurity to the last people who need to be feeling that"¹²⁹.

48. Disability sports are often expensive by their nature, and for the majority of people with disabilities they can be unaffordable and inaccessible. Disability sport needs to be incorporated into wider NHS and social services community Occupational Health provision.

49. The Youth Charter has listed the following Paralympic sports as the most and least accessible, and compared the allocation of UK Sport and Sport England funding in relation to

¹²⁹ <http://www.theguardian.com/society/2012/aug/31/paralympic-sponsor-atos-hit-protests>

participation and performance, and included their Active People Survey Participation rates of increase/decrease between 2005-06 and 2011-12. We found:

- Only **3** out of the 13 Paralympic sports had recorded **increases** in participation;
- **4** had recorded **decreases** in participation; whilst
- **1** had no change and **5** have no figures provided.

50. With regards to funding:

- **£47.6m** had been specifically allocated by Sport England (£2.2m) and UK Sport (£32m);

51. Out of this only:

- **£1.6m** (3.3%) has been allocated for participation disability sport;
- **£46m** (96.7%) has been allocated for performance disability sport.

52. Please see the following tables and graphs:

Graph 2: Paralympic Participation and Performance Funding by UK Sport and Sport England

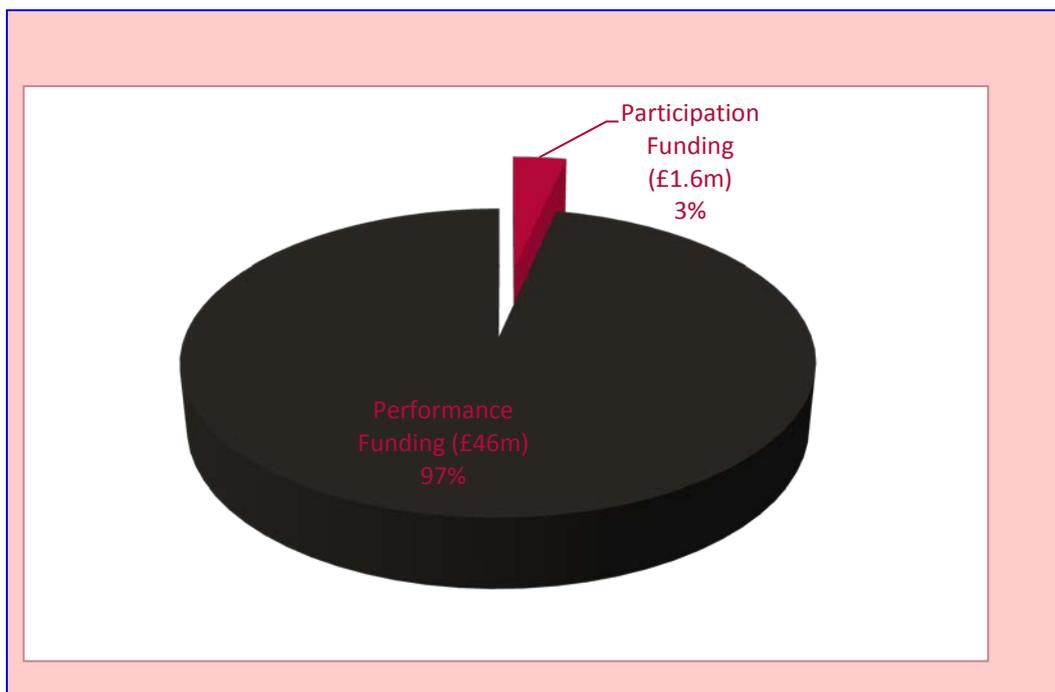


Table 2: Most Accessible Paralympic Sports

	Funding					Active People Survey: % of Participation by Adults 16+		
	Sport England			UK Sport	Total	2005- 06	2011- 12	+/-
	Participat ion	Tale nt	SE Total					
Boccia	£1m	£0.3m	£1.3m	£3m	£4.3 m	-	-	n/a
Football	-	(*£5m)	-	£1.3m	£1.3 m	(4.97%)	(4.94%)	-0.03%
Goalball	£0.6m	£0.2m	£0.8m	£1m	£1.8 m	-	-	n/a
Table Tennis	-	-	-	£2.7m	£2.7 m	(0.17%)	(0.23%)	+0.06 %
Volleyball	-	£0.1m	£0.1	-	£0.1 m	(0.08%)	(0.06%)	-0.02%
Athletics	-	-	-	£10.7m	£10.7 m	(3.33%)	(4.72%)	+1.49 %
Swimmin g	-	(**£6 m)	-	£11.8m	£11.8 m	(8.04%)	(6.81%)	-1.23%
Sub Total	£1.6m	£0.6 m	£2.2 m	£30.5m	£32m			

(%) Non-disability sport participation percentages
 *Sport England Disability Football talent funding shared with women’s football
 **Sport England Disability Swimming talent funding shared with Swimming;
 Diving; Synchronised swimming and Water Polo

Table 3: Least Accessible Paralympic Sports

	Funding					Active People Survey: % of Participation by Adults 16+		
	Sport England			UK Sport	Total	2005- 06	2011- 12	+/-
	Participa tion	Talen t	SE Total*					
Archery	-	-	(£2m)	£2m	£2m	-	-	n/a
Para- canoe	-	-	(£10.2m)	£2.2m	£2.2m	0.9%	0.11%	+0.02%
Equestri an	-	-	(£6m)	£3.8m	£3.8m	0.77%	0.77%	0%
Rowing	-	-	(£8.2m)	£3.5m	£3.5m	0.16%	0.15%	-0.01%
Sailing	-	-	(£9.3m)	£2.8m	£2.8m	-	-	n/a
Shootin g	-	-	(£1m)	£3.3m	£3.3m	-	-	n/a
Sub Total	-	-	-	£17.6 m	£17.6 m			

*Sport England Disability funding shared with non-disability sports
 N.B. The Active People Survey percentages take into account growth in

population, thus there some discrepancies in numbers and % increase/decrease between 2005-06 and 2011-12 surveys.

iii. **Education and school sport**

- **Is there a legacy from London 2012 for school sport? What has been the impact of 2012 Games on the School Games initiative? How will this programme deliver long-term benefits to school sport?**

53. The head of London 2012 and now retiring legacy ambassador, Lord Coe, has expressed his disappointment that the games have so far failed to deliver a school sport legacy, saying:

"I'm sorry school sport became tribal, that's probably the only thing we didn't deliver in the same spirit as everything else was delivered"

54. The Sainsbury Schools Games¹³⁰ provides the following levels for school sport from a local to national level:

- **Level 1:** sporting competition for all students in school through intra-school competition
- **Level 2:** individuals and teams are selected to represent their schools in local inter-school competitions
- **Level 3:** the county/area will stage multi-sport Sainsbury's School Game festivals as a culmination of year-round school sport competition
- **Level 4:** the Sainsbury's School Games finals: a national multi-sport event where the most talented young people in the UK will be selected to compete in our sporting venues (including the Olympic Park in 2012)

55. However, this is a top down programme with a limited reach, where by the focus is on participants reaching the national finals. At Level 1 the focus is on an intra-school competition, for this to be delivered effectively schools need to be provided with resources and curriculum time to deliver their own sport programmes.

56. The Youth Charter's analysis of the School Sport Survey from 2004-05 to 2009-10 found that School Sport participation peaks at around Year 6 (10- and 11-year-olds) of Primary School and then drops off from Year 7 of Secondary School and into adulthood, at key transitional stages in youth development. Please see Graph 2 below:

¹³⁰ <https://www.yourschoolgames.com/about-the-games>

Graph 3: The % of pupils, per year group, who participated in at least three hours of high quality PE and out of hours school sport in a typical week



57. The School Sport Survey was ended in 2010 when the funding for the Schools Sports Partnerships ended. However, a survey of teachers, school games organiser and school sport partnerships staff by The Smith Institute¹³¹ - post-London 2012 - found:

- Falling participation since the loss of ring-fenced funding for School Sports Partnerships;
- The old funding system was preferred to the new system;
- School Sport Partnerships was preferred to the new School Games programme;
- Non-competitive physical activities must be encouraged alongside competitive activities;
- A minimum target of two hours PE and Sport a week is still required; and
- Physical Activity improves educational Attainment.

- **Will the Youth Sport Strategy encourage a greater number of young people to take up sport? What arrangements are in place to implement the strategy and are they appropriate?**

58. Sport England's *Creating a sporting habit for life: Sport England's 2013-17 Youth and Community Strategy* has the following overall aspiration:

- Year on year growth in regular (once a week) participation for all those aged 14+
- An increase in the proportion of 4-25s playing sport once a week
- A reduction in drop off
- Growth in participation by people with a disability

59. However, the current arrangements to implement the strategy are **fragmented** and do not provide a coordinated and cohesive approach to youth development through sport. The

¹³¹ School Sport Participation and the Olympic Legacy: A Survey of teachers, school games organisers and school sport partnerships staff, The Smith Institute, May 2013

strategy does not link school, club and community sport with youth development pathways from a local to national level.

- **Is the current proportionate division of financial resources between primary and secondary schools for school sports appropriate or should it be modified?**

60. In July 2013 the Education Committee released its report on the *School sport following London 2012* inquiry. This report was titled *No More Political Football* and stated in its summary¹³²:

'We are concerned that successive governments' approach to school sport has been short term: occasional "pump-priming" by government is simply not good enough for something so important. We recommend that the Government commits to a long-term vision for school sport which is properly supported by long-term funding.'

61. School Sport has suffered from the loss of its £162m funding for a national network of school sports partnerships. The London 2012 borough, Tower Hamlets, attempted to offset these cut backs by investing the Pupil Premium funding from its 90 primary and secondary schools into the 'Tower Hamlets Youth Sports Foundation', but this was not enough to save the jobs - in the year of the London 2012 Games the Olympic borough had to make five sports managers and coaches redundant.
62. The government has announced a new £150m-a-year sports programme that will provide a typical primary school of 250 pupils with £9,250 per year¹³³, or £37 per pupil. The funding does not mention secondary schools where sport participation drops off significantly. However, whilst this announcement of additional money for school sport is welcomed there is no mention of the all important and existing links to secondary school provisions. In order to see an efficient, effective and sustainable benefit of the additional resources realised, a more integrated and coordinated effort, in both policy and delivery is vital if the investment is to help address the significant 'drop off' levels of participation, experienced in teenage years.
63. Sport England has allocated half (£493.9m) of its 2013 to 2017 £1 billion investment package to 46 sports as part of their Whole Sport Plan. The most cost effective way to ensure growth in participation and to reduce drop out in sport is to invest directly in school, college and university sport, rather than via 46 competing National Governing Bodies of Sport. Talent development programmes can be run on a representative basis from local to national levels. At a local level, schools can provide community campuses that can be accessed by the local adult population who decide what sports and physical activities they would like to participate in from a range of options.
64. The government spent £44,473m educating school pupils in England in 2010-11. This worked out at an average of £6,199 per pupil during 2010-11¹³⁴. However, there is a large variance in how much is spent by schools in different regions and local authorities. Figures for 2009-10 showed that the average secondary school spent £5,200 per pupil, whilst the average

¹³² School sport following London 2012: No more political football, House of commons, Education Select Committee, Third Report of Session 2013-14, Volume I, 17 July 2013

¹³³ <https://www.gov.uk/government/news/150-million-olympic-legacy-boost-for-primary-school-sport>

¹³⁴ <http://www.bbc.co.uk/news/uk-wales-12280492>

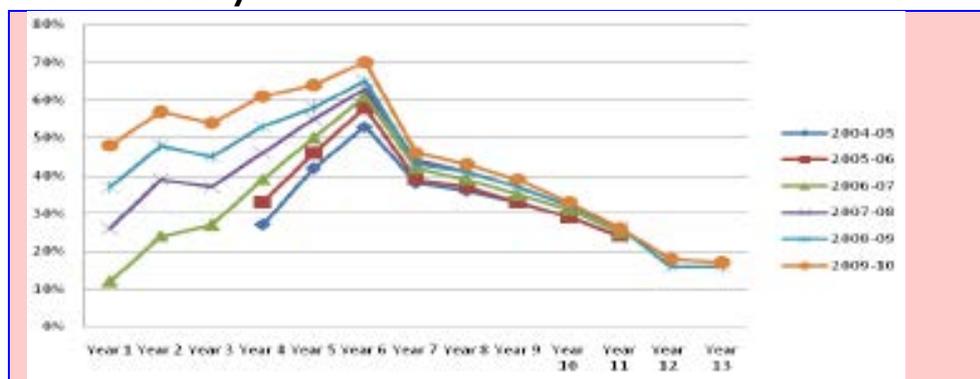
primary school spent £4,284. The figures also showed that one secondary school had spent as much as £32,938 per pupil and another only £1,593. A number of primary schools spent more than £10,000 per pupil, whilst one only spent £1,370. The London borough of Hackney had the highest average expenditure of £8,528.50 for a local authority, where as Knowsley, in Merseyside, had the lowest average of £4,301.05.¹³⁵

65. There are approximately 3.5m primary and 2.9m secondary pupils in England (not including Special Schools). If the government had allocated the £1 billion Sport England investment in school sport then this would have worked at £135 per pupil. How much of the £44,473m government spending on school education is invested in school sport is unclear. But if the government ring fenced a PE Pupil Premium (for all pupils) of £1,000 this would work out at £7,400m. The investment could pay for increased school, club and community sport programmes operating from schools, with adults also able to benefit. Additional investment for school sport can come from:

- Professional Sport
 - Governing Bodies of Sport
 - International, National and Local Government
 - Corporate Sponsorship and Marketing
 - Commercial activities for Youth Sport Federations
 - Trusts, foundations and financial institutions
- **Which measures have proven most effective in improving access to sport across the school system in general, and with regard to high performance sport in particular?**
 - **Is the infrastructure to promote competitive sports between schools adequate?**

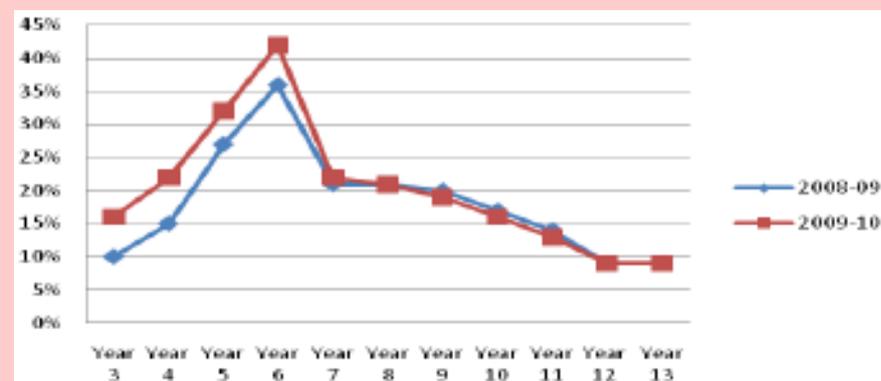
66. The School Sport Survey 2004-2010 showed that pupils participating in intra-school and inter-school competitions peaked in Year 6 and then dropped off throughout secondary school from year 7 and into further education in years 12 and 13. Please see the following two graphs:

Graph 4: The % of pupils involved in inter-school competitive activities during the academic year



¹³⁵ <http://www.guardian.co.uk/education/2011/jan/12/school-expenditure-varies-widely>

Graph 5: The % if pupils who regularly participated in inter-school competition during the academic year



67. The School Games initiative needs to be linked directly to youth development pathways through sport. From Level 2 to 4¹³⁶, as well as inter-school competitions, there needs to be linked to representative competitions. However, at present school sport representative competitions are in direct competition with professional sports youth development programmes. Soccer provides the best example of this, and is discussed in detail in the National Section of our Soccerwise report.

68. The Youth Charter recommends that youth development pathways can be directly linked to educational institutions as follows:

Table 4: Youth Sport in Partnership with Education

Level of Youth Development System	Age	Partnership with education
1. Local Gameswise community campuses	0+	Nursery, Primary, Secondary schools, Further education colleges & Higher education universities
2. District Gameswise youth development centre's	8+	Primary, Secondary schools, Further education colleges & Higher education universities
3. County Gameswise youth development centre's	11+	Secondary schools, Further education colleges & Higher education universities
4. Regional Gameswise youth development centre's	15+	Secondary schools, Further education colleges & Higher education universities
5. National Gameswise youth development centre's	18+	Further education colleges & Higher education universities

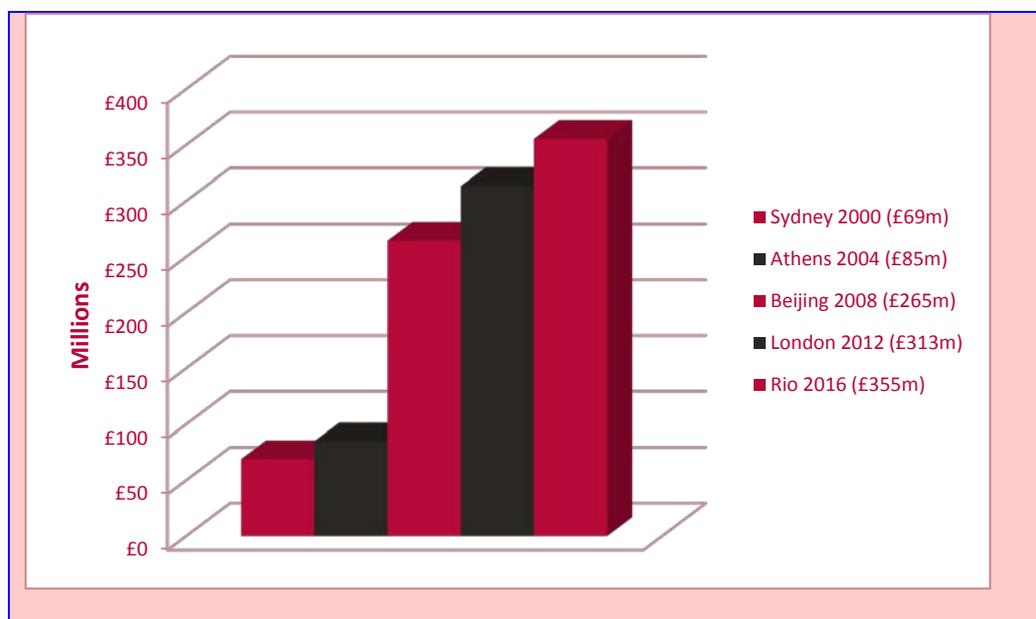
iv. High Performance Sports: both Olympic and non-Olympic

¹³⁶ <https://www.yourschoolgames.com/about-the-games/levels-of-competition-explained>

- **To what extent will London 2012 help to improve the long-term level of high performance UK Sport?**
- **What were the reasons for the successful UK performances of Beijing 2008 and London 2012 and how can they be sustained in the long-term?**
- **How important is financial support in delivering improved performance? Are the current mechanisms for delivering financial support appropriate and effective? Are current levels of support affordable in the long-term?**

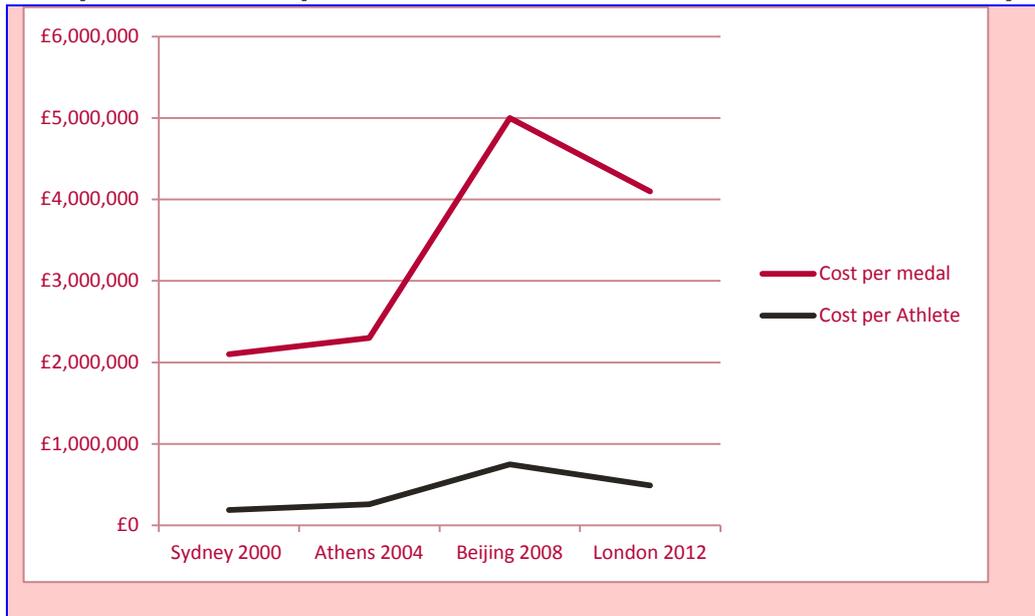
69. The success of Team GB and the British Paralympic team have been on the back large increases of investment in elite sport via UK Sport since Sydney 2000. The increases have been as follows

Graph 6: UK Sport increased investment in Team GB and British Paralympic Team



70. The cost per Team GB medal and athlete at last four Olympics has increased as follows:

Graph 7: The cost per Team GB medal and athlete at last four Olympics

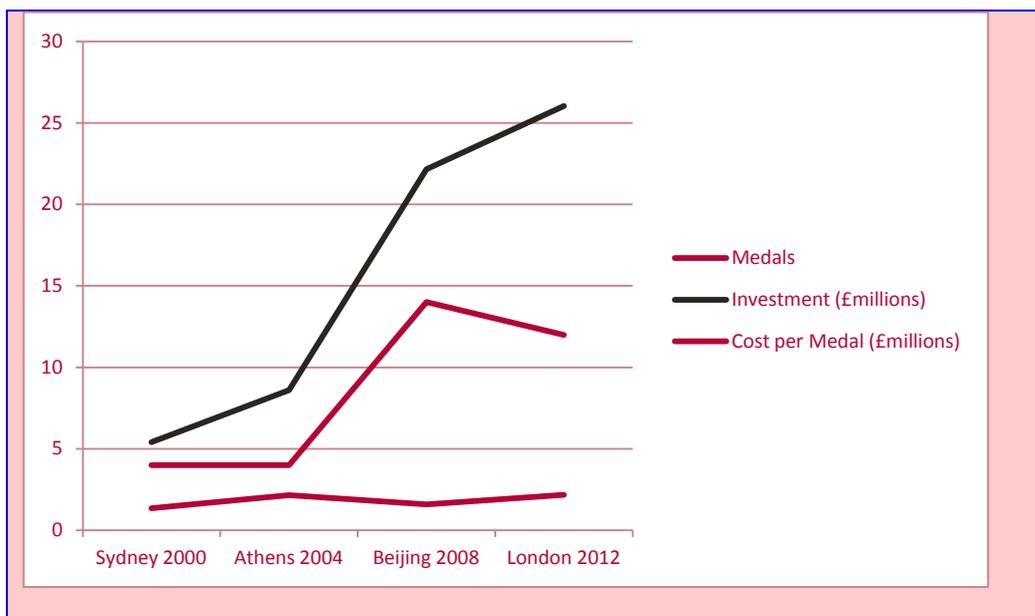


71. The success of Team GB was predominantly in disciplines which:

- required the 'least amount of physical literacy'; and
- were the 'least accessible'.

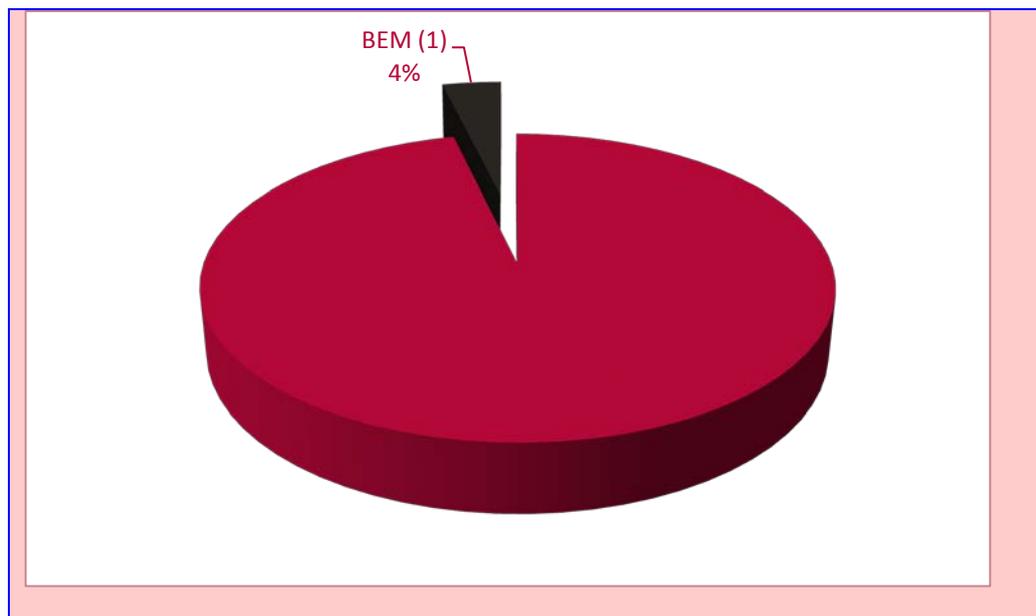
72. These events have the least amount of competition because they often cost a lot of money to compete in. For example Cycling has seen the following increases in funding and increased number of medals since Sydney 2000 Olympics:

Graph 8: Cycling increased: Investment; Medals; and Cost per Medal



73. Cycling by its nature (accessibility - cost of equipment & venues) is an elitist sport and this is reflected in its lack of inclusion of athletes from BME backgrounds in its squad:

Graph 9: Cycling's lack of inclusion of athletes from BME backgrounds



- **Did London 2012 result in 'winners and losers' amongst different UK sports? Are any sports likely to see a negative impact, at the elite level, from London 2012? Do some of the UK sports, which underperformed at London 2012 need strategic investment?**

74. (Please note that the following figures were produced before appeals to UK Sport and the subsequent funding reprieves in February 2013.)¹³⁷

75. Basketball, Handball and Volleyball are team sports that can be easily delivered in schools, clubs and communities across the country. These sports are mainly amateur with little commercial appeal in the UK but they are very accessible and are sports that can increase physical literacy in children and young people. However, despite this these three sports only received an investment of:

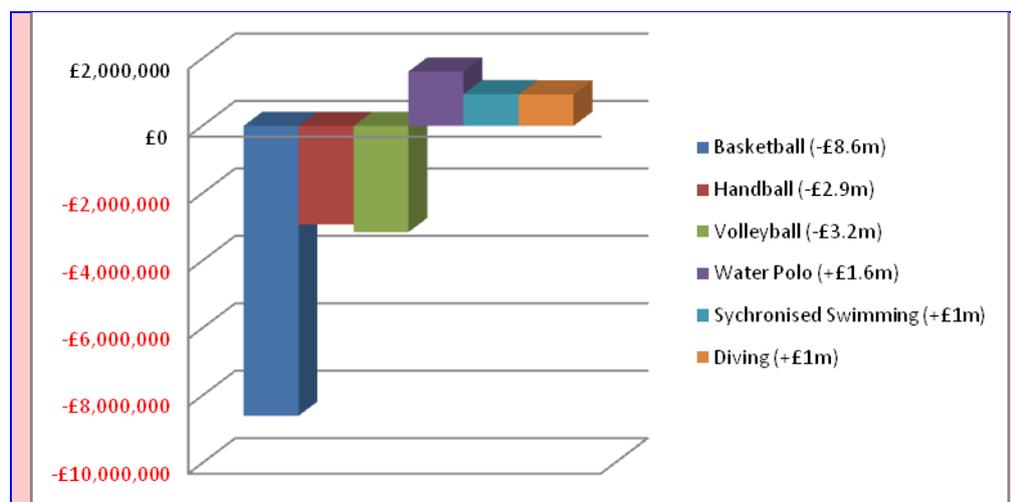
- £13.1m from Sport England; and
- UK Sport only invested £0.4m in the GB Volleyball team;
- a total public investment of £13.5m.

76. Between them they had an investment of £15m for London 2012 - Basketball £8.6m, Handball £2.9m and Volleyball £3.5m - this was dramatically cut by £14.6m for Rio 2016, with only Volleyball receiving any investment (£386,753) at all.

77. However, diving, water polo and synchronised swimming all had increases in their combined funding by £3.5m (27%) from £12.9m to £16.4m. Please see the following graph:

¹³⁷ <http://www.theguardian.com/sport/2013/feb/01/british-basketball-olympic-funding-reprieve>

Graph 10: The difference between funding for London 2012 and Rio 2016 for three team sports and three British Swimming sports



- **What lessons have been learned in relation to Paralympic sporting success, for example in terms of talent identification and the management of elite teams?**

78. The Paralympic sporting success gave unprecedented positive coverage to people with disabilities, but in the local communities people with disabilities have been finding life much harder with their economic viability under intense scrutiny. A bottom up approach to disability sport would see put in the remit of the NHS and local social services with support for Sporting Occupation Therapy programmes put in place.

- **Will there continue to be Team GB association at future Games?**

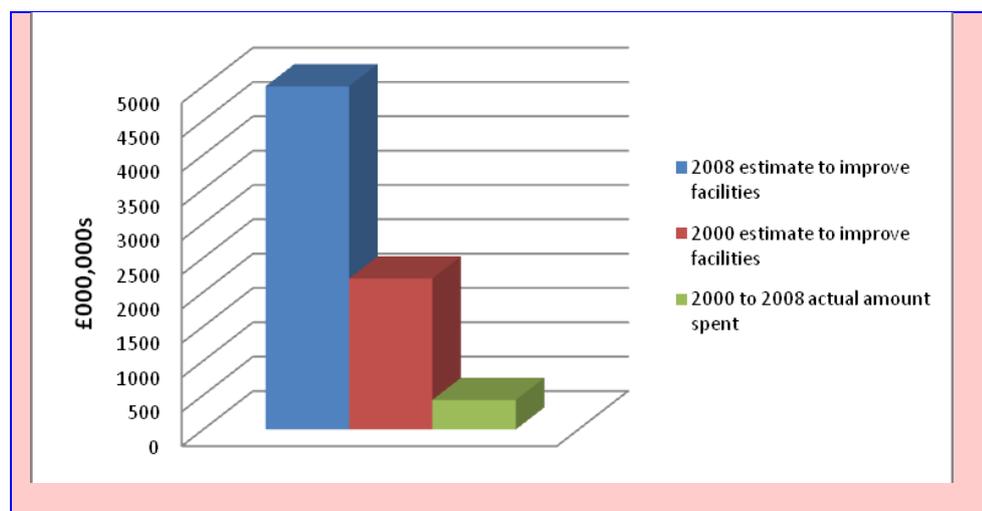
79. The Team GB association teams, most notably, the soccer team is a matter for appropriate national associations. Whilst the Commonwealth Games provide the opportunity for a home county representation with the devolution of sport the respective Home Country parliaments, the Team GB association will come under greater pressure. However, the 2012 Games provided a clear benefit to all citizens irrespective of their Home Country, bringing together the unifying and respective approaches to Team GB.

v. Sports facilities legacy/future UK hosting

80. The Youth Charter's Soccerwise report (due to be launched in April 2014) discusses investment in soccer facilities and this provides an example for the London 2012 legacy for community sport facilities:

81. In 2000 the FA estimated that it would cost £2,200m to bring the nations grass roots facilities up to scratch, but between 2000 and 2008 only £432m was spent on 1,089 facilities. This is only 20% of what was estimated to be required to bring the nations grass roots facilities up to scratch. The cost to bring the nations grass roots facilities up to scratch in 2008 was estimated at £5,000m with the aim of high quality, European-style sports villages.

Graph 11: Actual amount invested in community facilities between 2000-08 against the estimated costs in 2000 and in 2008



82. Nigel Hargreaves, the FA's head of strategic development stated that *'significant money has been spent via the foundation but we are scratching the surface, and need to invest a lot more'*. With inner city facilities such as Wormwood Scrubs, Hackney Marshes and other windswept equivalents have been largely untouched. Hargreaves has found that the UK's major cities, considered hotbeds of football, have the worst facilities and fewest people playing the game. London has 16% of England's population but only 3% of the football facilities.¹³⁸
83. The Football Foundation chief executive, Paul Thorogood, stated in a letter to the Sunday Times published 3rd August 2008, that more than 80% of the 36,000 grassroots pitches were badly drained or had only basic changing facilities, with 38% having no changing facilities at all.
84. The FA has said that its £50m contribution to the Football Foundation between 2013 and 2015 will be spent mainly on improving large football sites in deprived areas of England. The investment is part of the FA's National Facilities Strategy 2013-2015¹³⁹, which recognises that:

"While there are some excellent facilities, some are so poor that they act as a disincentive to participation – no changing provision, showers, toilets, waterlogged pitches. This presents a huge challenge to the FA and all those involved in the game."

85. The pictures below show an all too common problem at community football pitches across the country. These pictures were from a match played on 10th October 2008 in a Manchester Sunday League at Fog Lane Playing Fields, Manchester. Every season local leagues, that are meant to end before Easter, have to finish in May, as a backlog of fixtures from cancelled matches builds up during the season.

¹³⁸ http://football.guardian.co.uk/News_Story/0,,2266483,00.html

¹³⁹ The FA National Facilities Strategy 2013-2015: Building, Protecting and Enhancing Sustainable Football Facilities, The FA, February 2013



REGENERATION LEGACY

- i. Olympic Park Legacy**
- ii. Supporting infrastructure Legacy**
- iii. Host Borough Legacy**
- iv. UK legacy outside London**
- v. Related regeneration issues**

86. The ongoing opportunity of legacy of major games in regeneration and renewal of young people communities in the social, cultural and economic environments provide a unique set of challenges and opportunities. By the end of 2014 the UK would have hosted three major games during a 12 year period:

- Manchester 2002 Commonwealth Games
- London 2012 Olympic and Paralympic Games
- Glasgow 2014 Commonwealth Games

87. Along with the legacy bidding efforts of the:

- Birmingham 1992 Olympic Bid
- Manchester 1996 & 2000 Olympic Bid
- FIFA 2006 & 2018 World Cup Bids

88. The UK can now draw on the benefits and lessons learned from the respective regeneration and renewal of the last 20 years could then be rolled out to other cities and communities and provide a legacy for all. But what is clearly needed is legacy regeneration framework that can deliver the social, cultural and economic outputs and outcomes, as well as reflect the respective strategic plans and implementation by the respective legacy cities to local communities.

89. A regeneration and renewal legacy master plan using each legacy city's approach would support Lord Heseltine's report 'No Stone Unturned: In Pursuit of Growth' in how to

increase social, cultural and regional economic growth. The government has said it supports these recommendations and has said it will implement the following to actions to this happen¹⁴⁰:

- Create a new Single Local Growth Fund from 2015 that will include the key economic levers of skills, housing and transport funding, with full details set out at the forthcoming Spending Round;
- Harness the power of competition to get the best from places, negotiating a local Growth Deal with every Local Enterprise Partnership (LEP), with the allocation of the Single Local Growth Fund reflecting the quality of their ideas and local need.

B. THE INTERNATIONAL LEGACY

- Trade and Industry**
- International development and diplomacy**

90. UK Trade & Investment has published its *London 2012 – Delivering the Economic Legacy* which pointed to the following Trade and Industry international legacy successes¹⁴¹:

- **£5.9bn** of additional sales from Olympic-related activity such as the British Business Embassy;
- **£120m** in deals from the upcoming World Cup and Olympic events in Brazil won by UK companies;
- **60** contracts won by UK companies for the Sochi 2014 Winter Olympics and 2018 Russia World Cup
- The **Supplier Recognition Scheme** – a deal which for the first time allows UK-based suppliers to London 2012 to reference their work on the Olympics in their promotion and marketing.

91. London 2012's central global legacy initiative was the *International Inspiration* programme. The programme was delivered through a partnership between UK Sport, British Council and UNICEF, as part of the London 2012's bid promise to 'reach young people all around the world through sport and connect them to the inspirational power of the Games'¹⁴². The programme was delivered in 21 countries, and recorded the following Impact and Sustainability achievements¹⁴³:

Table 5: The International Inspiration programmes legacy achievements

Impact:

- 14 million International Inspiration Participants
- 124,730 teachers, coaches and Young Sports Leaders trained
- 594 schools across the UK and 20 International Inspiration countries linked
- 187 safe play spaces created
- 993 community events, local and national advocacy campaigns

¹⁴⁰<https://www.gov.uk/government/news/government-publishes-response-to-lord-heseltine-report>

¹⁴¹http://www.ukti.gov.uk/export/sectors/globalsportsprojects/olympics2012.html?utm_source=Homepagebutton&utm_medium=Advert&utm_campaign=2012legacy

¹⁴²<http://www.uksport.gov.uk/news/international-inspiration-annual-review-celebrates-worldwide-impact-of-london-2012-210113>

¹⁴³International Inspiration, Annual Review 2011-12, London 2012's international legacy programme

Sustainability

- 4.8 million children regularly accessing sport and PE
- 36 national policies, strategies, curricula and legislative changes developed, influenced or implemented
- 43 national and international sports federations have new strategies, plans and partnerships
- 85% of practitioners still practise a year after training in sample countries - Mozambique, Nigeria and Jordan

92. The Lords Olympic and Paralympic select committee has included the importance of the English Premier League's global appeal in its remit, and this was a key subject discussed during the House of Lords debate on "the international economic and cultural contributions of English Premier League Football to the United Kingdom". The Premier League Skills programme delivered in partnership with the British Council was cited as key international development and diplomacy.

93. Social and human development through sport is a key element of the Commonwealth Secretariat work around the world, with a Commonwealth Advisory Body of Sport (CABOS) hosting Commonwealth Sports Minister Meetings (CSMM) every two years¹⁴⁴. And the Commonwealth Games provides the opportunity for former British colonies to come together under the three core values of¹⁴⁵:

- Humanity
- Equality
- Destiny

94. The Commonwealth Games include countries representing 2 billion people, 30% of the world population and include many faiths, races, languages, cultures and traditions.

95. The majority of most of the 2 billion people who live in Commonwealth Countries live in fast developing countries that have UN HDI rank of either:

- Medium; or
- Low Human Development

96. These countries will be disproportionately **underrepresented** at the Glasgow 2014 Commonwealth Games, as they were at the London 2012 Olympic and Paralympic Games. Please see the following table and graph:

Table 6: HDI rank and % of population and % of athletes at London 2012 Olympics

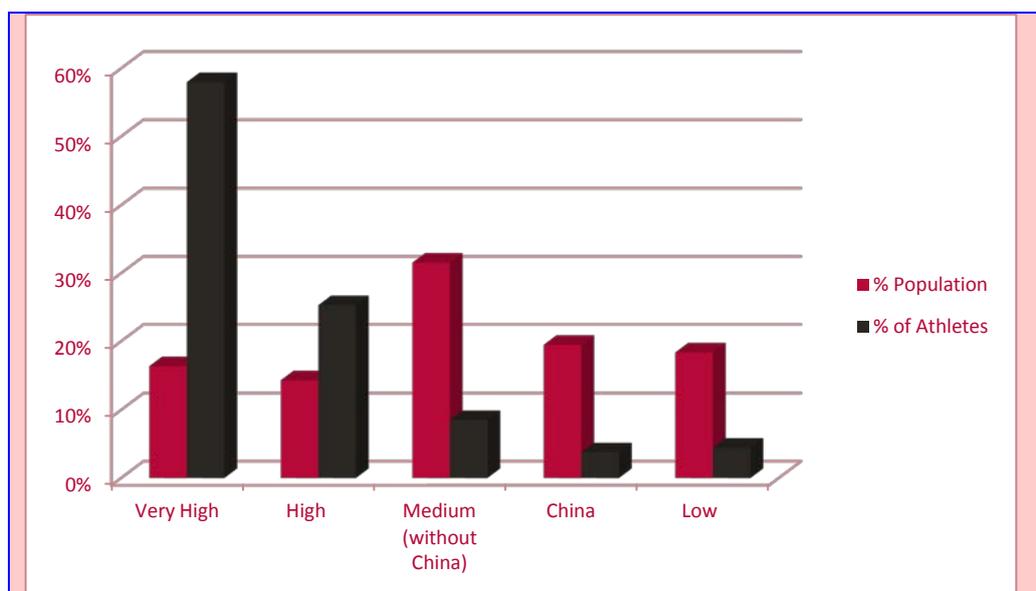
HDI Rank	Countries	Population (million)	% of Population	Athletes per population	Number of Athletes	% of Athletes	-/+ representation
Very High	46	1,129	16%	184,824	6,111	58%	+42%
High	47	986	14%	369,860	2,667	25%	+11%
Medium (without China)	45	2,181	32%	2,431,983	897	8.5%	-23.5%

¹⁴⁴<http://www.thecommonwealth.org/subhomepage/143537/>

¹⁴⁵<http://www.thecgf.com/about/role.asp>

China	1	1,347	19%	3,402,943	396	3.8%	-15.2%
Low	46	1,269,	18%	2,706,372	469	4.4%	-13.6%
Sub Total	185	6,914		655,998	10,540		

Graph 12: The % Population compared to % of London 2012 Olympic Athletes for HDI Ranked Countries



97. The United Nations (UN) relationship with the International Olympic Committee (IOC) dates back as far as 1922 when institutional cooperation was established between IOC and the UN International Labour Organisation (ILO). This was reinforced through further partnerships with 26 UN system partners.¹⁴⁶

98. In 2009 the International Olympic Committee (IOC) was granted official United Nations (UN) observer status. The observer status allows the IOC to take the floor at the UN General Assembly, and participate in consultation meetings. The UN General Assembly has adopted the Olympic Truce Resolution, which provides UN Member States with the opportunity to promote peace during the duration of the Games.¹⁴⁷

99. The UN and IOC include the following social and human development through sport programmes:

Table 7: UN and IOC social and human development through sport programmes

- United Nations Sport for Development and Peace International Working Group
- International Olympic Truce Foundation
- The IOC's Olympic Solidarity Commission
- The IOC's Olympic in Action Programmes
- The IOC Youth Olympic Games

¹⁴⁶ <http://www.un.org/wcm/content/site/sport/home/unplayers/fundsprogrammesagencies>

¹⁴⁷ <http://www.sportanddev.org/newsviews/news/?1001/UN-Special-Adviser-welcomes-IOCs-Observer-Status-at-the-UN>

100. The UN's Millennium Development Goals provide the tool by which international development programmes can be judged, these are:

Table 8: The Millennium Development Goals

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
Develop a Global Partnership for Development

101. The UN's second Millennium Development Goal was to *Achieve universal primary education* by 2015. Education through sport can help achieve this goal, and can be expanded to secondary education, further and higher education. The latest global primary school enrolment rate (2009)¹⁴⁸, shows that:

- 10% of primary school-age children are not enrolled at school; This varies from
- 23% in Sub-Saharan Africa; to
- 4% in North America and Western Europe;
- 20% of the countries in the world do not have compulsory lower secondary education.
- There is significant drop-out of children and young people in education from primary to lower secondary education in countries that are ranked as having medium and low human development.

102. Achieving a universal education through sport system throughout the world would have a direct impact on each of the other Millennium Development Goals as follows:

Table 9: Education through Sport – Achieving the Millennium Development Goals

(MDG's	Achieving the MDG's - education through sport's contribution
1. Eradicate extreme poverty and hunger	Extreme poverty and hunger would automatically be eradicated once a universal education through sport system was established. Children and young people would be able to be fed at school reducing the pressure on the poorest families in the world. Educating children and young people will improve their life chances to achieve economic well-being. Young people in further and higher education would delay having families themselves until they have greater financial independence.
3. Promote gender equality	Gender equality in education through sport would empower women to take greater control of their lives. They could achieve independence

¹⁴⁸ Focus on Secondary Education, Global Education Digest 2011, Comparing Education Statistics Across the World, UNESCO Institute for Statistics

and empower women	that would allow them to choose who, and when they marry and start a family. Women would be empowered to defend their legal human rights. Sporting achievements, or simply health and fitness programmes, would help to combat the pressures and expectations placed on women with regards to body image and the expectations of men.
4. Reduce child mortality	Educated, and healthy, women, who have access to pre and post natal care, would reduce child mortality rates, and the risks of child birth for women.
5. Improve maternal health	As above
6. Ensure environmental sustainability	An educated population that it is provided with the tools required to live in an environmentally sustainable way, locally, nationally and globally.
7. Combat HIV/AIDS, malaria and other diseases	Health education and immunisation programmes have always been best delivered when children and young people are attending school. The school environment provides both access and opportunity to educate and immunise children and young people about/from diseases.
8. Develop a Global Partnership for Development	The Youth Charter's recommendation's for the development of local to international Gameswise Youth Sport Federation's would provide a Global Partnership for Development.

C. FURTHER STRATEGIC ISSUES

- i. **Governance**
- ii. **Adaptability, finances and national impacts**
- iii. **Future Olympic and Paralympic Games**

YOUTH CHARTER YOUTH AND COMMUNITY LEGACY PERFORMANCE INDICATORS

103. In order to assess the youth and community London 2012 legacy the Youth Charter has used the following five legacy performance indicators:

- Education
- Environment
- Health
- Vocation, Training, Employment & Enterprise
- Civil & Social Order

I.1 EDUCATION

"We are going to need to create space outside the school timetable for sport and recognise the worth of physical education teachers in the same way as we did when we needed to improve the quality of maths and science teachers."

Lord Coe

104. The educational attendance, attainment, behaviour and performance of all learning abilities, potential and educational setting both formal and informal can be greatly enhanced and improved with a cultural offer of sporting, physical and educational activity. This offer also needs to be consistent and delivered within a pre, during and post school environment in school and beyond the school gate. The benefits of a coordinated and integrated school sport, physical activity and cultural offer cannot be under-estimated and is crucial in establishing the personal, social, educational and human development in the behaviour and performance of pupils and teaching professionals alike.

105. School life is said to be the best years of our lives but for many this simply isn't the case, and this is reflected in the attendance, behaviour and ultimately performance of pupils:

1.2 Attendance

106. During the autumn 2011 and spring 2012 terms there were¹⁴⁹:

- nearly **120,000** primary school; and
- **200,000** secondary school;

107. Who are **persistently absent** for more than 15% of the lessons.

1.3 Behaviour

108. During the 2011-12 Academic year there were:

- **690** primary pupils permanently excluded (**13% increase**);
 - **230** for persistent disruptive behaviour;
 - **200** for assaults on adults; and
 - **120** for attacking pupils;
- **4,390** secondary school pupils were permanently excluded (an increase of 20 pupils);
 - **1,700** for physical assaults;
 - **1,050** for persistent disruptive behaviour.

109. Youth Charter Recommendation:

Mandatory 5 hours of physical activity every week at school as part of cross curriculum learning of numeracy, literacy, citizenship PSHE and humanities

"There is a need for radical reform and I am calling for more money. There needs to be a total commitment to ensuring a sports participation legacy that has to focus on schools and clubs... We have tens of thousands of kids watching great moments, which will live with them forever. The government should step up to the mark."

Lord Moynihan

HEALTH: CHILD OBESITY

¹⁴⁹ <http://www.education.gov.uk/researchandstatistics/statistics/statistics-by-topic/a00214982/pupil-absence-autumn-term-2011-spring-term-2012>

Youth Charter—Written evidence

“Provide opportunities for pupils to engage in competitive sports and activities and help pupils to lead healthy and active lifestyles increased dramatically the amount of sport children play at school... to combat childhood obesity”

David Cameron

I 10. With healthy activity and behavioural lifestyle character forming habits now being developed, the confidence, self esteem and social inter-personal interaction that is developed as a result, a natural interest in sport, art or cultural activity can be established.

I 11. Primary School is where most children first start to participate consistently in organised sport and physical activity, however, the Inspire a Generation theme of the London 2012 Games has so far failed to reduce the obesity levels of children in primary schools. The games were won in 2005 and so seven years have passed, with the current primary school pupils having spent all of their school life growing up during this period.

I 12. The number of young people requiring hospital treatment for problems complicated by being overweight has increased from:

- **872** in 2000; to
- nearly **4,000** in 2009.

I 13. The number of young people requiring surgery for Obesity increased from just:

- **one** in 2000; to
- **31** in 2009.

I 14. In total **20,885** young people were treated for obesity-related conditions between 2000 and 2009. Dr Sonia Saxena, of the Imperial College London, said:

“We are seeing - through obesity - an increasing number of children with conditions that we previously diagnosed in adulthood... [and which] are now being diagnosed in childhood.”¹⁵⁰

I 15. Pupils measured as overweight or obese in primary schools has seen a:

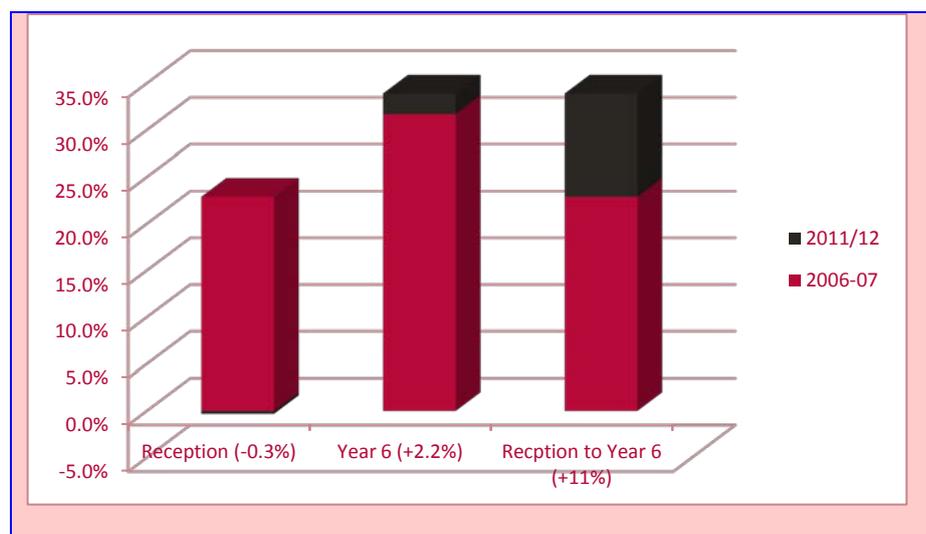
- **2.2% increase**, from 31.7% in 2006-07 to 33.9% 2011-12 for year 6 pupils;
- **11% increase** from the reception cohort of 2006-07 (22.9%) to the year 6 cohort of 2011-12 (33.9%)

I 16. Children growing up in the 10% most deprived areas were more likely to be obese than children growing up in 10% most affluent areas.¹⁵¹

¹⁵⁰ <http://www.bbc.co.uk/news/health-22849112>

¹⁵¹ <https://www.gov.uk/government/news/obesity-more-likely-in-children-from-deprived-areas>

Graph 13: The rate of increase in child obesity rates between 2006-07 and 2011-12 for Primary School Pupils



117. Youth Charter Recommendation:

- 5-hour provision of school, club and community sport for children and young people per week.
- Stop fast food advertising during Games or create an Olympic windfall Tax to leaver advertising around the Olympics and Paralympics with a legacy fund putting money back into the community.

“Sport at school is vital to children not only for progressing good health but to give them the building blocks they need”

Lord Coe

SOCIAL & CIVIL ORDER

“For sport to address the prevention of anti social behaviour and crime related activity, then we must provide a social and economic argument and see more invested on our streets for those who have nothing to do, nowhere to go and no one to show them...”

Geoff Thompson

118.With educational disaffection, exclusion and expulsion identified as a pathway to anti-social, gang related and extreme behaviour in young people, the need for a more coordinated effort of the existing interventions must be more effective working between National Governing Bodies, third sector, and local and voluntary community groups and / or organisations.

119.Since 2005 - the year that the London 2012 Games were won - there has been:

- **152** teenagers murdered in London¹⁵²;
- **2011** summer riots which saw unprecedented civil disorder and riots which began in London and spread to other cities across England; and

¹⁵²<http://www.citizensreportuk.org/reports/teenage-murder-london.html>

Youth Charter—Written evidence

- Liam Woodward, 24, was murdered in a gang fight in the Olympic Westfield Shopping Centre, a few weeks before the London 2012 Opening Ceremony. Nii-Azu Kojo Smith, 18, of Hackney Wick, east London has been charged with his murder, and seven others aged 18 to 25 have been charged with violent disorder.¹⁵³

120. Between 2001 and 2010 the prison population of England and Wales has increased:

- **26%** from **67,056** to **85,002**;

121. With the prisoner's rate per 100,000 increasing:

- **20%** from **128.1** to **153.9**.

122. There were:

- **62,743** children and young people given Youth Offending Team supervision orders in 2011-12¹⁵⁴;
- **1,290** boys aged 15 to 17;
- **6,731** boys and young men aged 15 to 21 in prison in 2010-11¹⁵⁵

123. The annual cost's of locking children, young people and adults is:

- **£76,913** for 15 to 17-year-olds; and
- **£47,137** for 15 to 21-year-olds.

124. Youth Charter Recommendation:

The International Olympic Truce Foundation and the International Olympic Truce Centre should be used as part of a truce and peace effort in the areas and communities where gang related activity, postcode barriers and the radicalisation of young people leads to community and societal tensions.

“Representing peace, unity and friendship, the Flame will be carried by 8,000 inspirational Torchbearers during the Olympic Torch Relay. The London 2012 Olympic Torch Relay will focus on the nation's youth with youth with a large percentage of the torchbearers being 18 years and under.”

The Olympic Torch Relay Factsheet

ENVIRONMENT

"It is about much more than just the Olympics, it is about the rest of the country, bottling the volunteering spirit. Take what we have got, the volunteering, the elite spirit, the way we support our Olympians, and take that forward. Starting at primary school, not just at secondary school, that is what it is all about."

¹⁵³<http://www.guardian.co.uk/uk/2013/apr/25/gang-murder-olympics>

¹⁵⁴ <http://www.justice.gov.uk/statistics/youth-justice/statistics>

¹⁵⁵ Cost per place and costs per prisoner by individual prison, National Offender Management Service Annual Report and Accounts 2010-11: Management Information Addendum, Ministry of Justice Information Release, 27th October 2011

David Cameron

- I25. Without a safe and healthy environment in which to play, develop and grow within a life enhancing benefit of cultural activity, a climate of disaffection and fear can greatly reduce the participation potential and policy aspiration proposed.
- I26. Recommendation = Legacy Zones
- I27. These would operate as spaces for social and human development programmes and projects and with all the relevant agencies signing up to one coordinated effort.
- I28. In the year of the London 2012 Olympic and Paralympic Games the UK experienced its second wettest year on record, which caused disruption up and down the country. Four of the five wettest years have been recorded in the last 12 years.
- I29. Global warming is affecting the weather throughout the world and it is the young people growing up now who will have deal with the consequences of the changing climate. A better coordinated and integrated approach of existing projects that links educational curriculum learning with carbon friendly enrichment projects that are sustainable through public/private sector investment and community based social enterprise.
- I30. The topic of "Climate Change" has been taken out of the latest draft of the Geography curriculum for under 15's in England as part an attempt simplify and reduce a 500 page subject curriculum. This move has been welcomed by the Geography Association and the Royal Geography Society, as it will allow teachers to have a freer rein on how to educate pupils on environmental subjects. The climate change debate can be complex in terms of the science and the potential physical/societal/political impacts and implications¹⁵⁶ and needs to be made accessible and relevant to children and young people.
- I31. There is no doubt that if we can produce our energy and food supplies with minimal waste and pollution then our Oceans, Land and Atmosphere will be much healthier, improving our health and well being, as well as creating a lasting legacy for all. Cycle to school schemes would encourage pupils to get fit as well as reduce carbon emissions; measuring a schools energy usage could save the school money as well reduce carbon emissions; growing food in schools would teach children about how food is produced, how to eat healthy and how to reduce carbon emissions.
- I32. Youth Charter Recommendation:
A better coordinated and integrated approach of existing projects that links educational curriculum learning with carbon friendly enrichment projects that are sustainable through public/private sector investment and community based social enterprise.

“The Olympics gives politicians the catalyst they need to start tackling this invisible killer which is more serious than any public health problem other than smoking...Stepping up measures to tackle harmful air pollution should be the major component of the environmental legacy of the Games that the government and the Mayor want to secure.”

Author, Simon Moore

¹⁵⁶ <http://www.guardian.co.uk/environment/blog/2013/mar/18/teachers-climate-change-schools-curriculum>

VOCATION, TRAINING, EMPLOYMENT & ENTERPRISE

"We need to make the most of this magic moment and harness the enthusiasm for sport and volunteering that the Games has generated. That's why the Join In Local Sport project is so important, so that we bring London 2012 back to the place it begins for every great champion: their local sports club and the great volunteers who make it all possible."

David Cameron

I33. It is widely accepted that the volunteer effort of the 2012 Games and indeed any games is critical to its success. The knowledge, experience and inspiration of the volunteer effort needs to be harnessed and engaged to motivate our young people and communities.

I34. During the London 2012 Games there were:

- **1,027,000** young people aged 16 to 24 not in education, employment or training (NEET);

I35. This represented:

- **17%** of young people aged 16 to 24; and
- **19.6%** for 19 to 24-year-olds.

I36. The statistics for October to December 2012 showed that:

- **900,000** young people aged 16 to 24 were NEET; this was
- **42% higher** than for the same period in 2000 when 629,000 young people were NEET¹⁵⁷.

I37. The unemployment rate for 16- to 17-year-olds is:

- **37.6%**, with **197,000** unemployed; of this
- **29,000 (14.5%)** have been out of work for more than 12 months.

I38. For 18- to 24-year-olds the rate is:

- **18.6%**, with **776,000** unemployed; and
- **247,000 (31.8%)** have been out of work for more than 12 months.¹⁵⁸

I39. According to the Centre for Economic and Social Inclusion the employment figures for July 2013 show¹⁵⁹:

- **1,348,000 (18.6%)** young people are workless (not employment, full-time education or training).

¹⁵⁷ <http://www.education.gov.uk/researchandstatistics/datasets/a00219248/neet-statistics-quarterly-brief-quarter-4-2012>

¹⁵⁸ <http://www.ons.gov.uk/ons/taxonomy/search/index.html?nscl=Unemployment&nscl-orig=Unemployment&content-type=Dataset&content-type=Reference+table&sortDirection=DESCENDING&sortBy=pubdate>

¹⁵⁹ <http://www.cesi.org.uk/statistics/labour/july-2013>

140. The untidy reality is that we still have a generation, that, without employment or life chances can be engaged with cultural activity, motivated with the vocation training and inspired to be employable and entrepreneurial in their local communities. There are many initiatives that are now attempting to reach targets and tick boxes, but unlike the 2012 volunteer programme, we have yet to provide a national legacy of aspiration benefit for all.

141. Youth Charter Recommendation:

The establishment of a national legacy apprenticeship. This will provide a national vocation and training programme that can be delivered in every region and community and linked to local legacy projects, programmes and initiatives.

"A way to involve younger kids as volunteers for a more inter-generational and legacy sustainable approach. There is a huge shortage of coaches in the Olympic and Paralympic sports, at the lower level, and in schools, and it is something we must address over the next two years with thousands of coaches in place and ready,"

Sir Ian McGeechan

31 July 2013

Youth Sport Trust —Written evidence

Introduction

The Youth Sport Trust is an independent charity and the leading voice of school sport and physical education (PE) in the UK. We have nearly twenty years of experience in delivering PE and sport in schools around the country, and have gained considerable understanding of how they can have a significant impact on academic achievement and whole school standards. As well as representing those working in the field, we also deliver a range of programmes on behalf of Government and other partners, and played a central role in establishing the School Sport Partnership system under the previous administration. Through our experience of delivery on the ground, and our network of partner and member schools, we have a unique insight into the current state of PE and school sport and the effect of Government policy on their delivery.

The Youth Sport Trust welcomes the opportunity to contribute to this inquiry. We are committed to delivering a lasting legacy from the London 2012 Olympic and Paralympic Games through the programmes outlined below and our own commitment – Lead your generation, which empowers young people to deliver legacy plans in their schools and local communities (<http://www.youthsporttrust.org/how-we-can-help/lead-your-generation.aspx>).

However, if we are to achieve the vision of a sustainable legacy from London 2012, the Youth Sport Trust believes that Government must set out a national, cross departmental strategy that uses sport to improve health, educational and societal outcomes. Within the ‘community’ strand of this strategy, there should be recognition and coordination of the power of sport to bring communities closer together and tackle problems such as social exclusion and anti-social behaviour. The ‘health’ element should focus on the power of sport and physical activity to enhance health outcomes – increasing physical fitness, but also enhancing emotional wellbeing and reducing stress levels. Meanwhile, the ‘education’ strand of this national sport strategy should emphasise the impact of PE and sport on raising academic achievement among young people, improving behaviour and self-confidence, and driving up whole school standards.

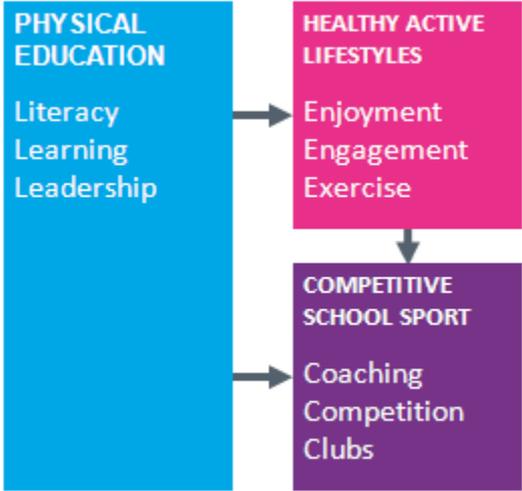
While we recognise that the current Government has published a ‘Youth Sport Strategy’, the Youth Sport Trust believes that it has a relatively narrow focus and a wider strategy, which explicitly outlines the educational benefits of sport and PE, is needed.

Throughout this submission, we reference the findings of the Education Select Committee’s report on school sport: *School sport following London 2012: No more political football*. We urge Committee members to review this report when considering recommendations on how to build a lasting sporting legacy from London 2012.

Executive Summary

The Youth Sport Trust believes it is imperative that we consider both school sport and curriculum time PE when assessing the sporting legacy from London 2012 for young people. The Youth Sport Trust welcomes the inclusion of PE as a statutory subject at all Key Stages of the new draft National Curriculum, and believes PE should provide the physical literacy and learning which forms the basis of participation in school sport, and

the foundation of a healthy and active lifestyle. This vision for PE, school sport, and healthy lifestyles is illustrated in the below diagram:



In order to assess the effectiveness of current Government policy in delivering a lasting legacy from the London 2012 Olympic and Paralympic Games, the Youth Sport Trust believes it is important to first consider the Government’s decision to remove central funding for School Sport Partnerships. We believe this decision, taken in October 2010, had a number of negative effects on both the quality and quantity of PE and school sport delivered in our schools.

However, we also believe that a number of Government-funded programmes, including the Sainsbury’s School Games, Change4Life Sports Clubs, and Young Ambassadors have had a positive impact. In addition, we are supportive of the Government’s recent announcement of a new ‘Sport Premium’, designed to provide ring-fenced funding for PE and school sport at primary school level.

We believe this new development has the potential to deliver a step-change in delivery, and alleviate many of the unwelcome consequences of the removal of central funding for School Sport Partnerships. We are hopeful that it will provide the basis of an on-going cross-party consensus on PE and school sport funding. However, this is dependent on schools and headteachers receiving the necessary support and direction to maximise the impact of this investment for young people across the country.

With regards to the take-up of competitive school sport, and the effectiveness of existing infrastructure in promoting this, the Youth Sport Trust believes it is important to first ensure that any emphasis on competitive sport is not at the expense of a wider focus on increasing levels of participation and engagement amongst all young people. We believe in a broad and inclusive definition of ‘competition’ that ensures the wider benefits of taking part, such as increased teamwork, dedication and communication, are emphasised to both teachers and pupils.

Going forward, the Youth Sport Trust believes that £150 million per year of funding announced as part of the ‘Sport Premium’ has the potential to form the basis of a sustainable future for PE and school sport. We believe that the Government’s plan to

reform Initial Teacher Training for Primary school teachers is also a step in the right direction.

As mentioned above, Youth Sport Trust believes that Government must set out a national, cross departmental strategy that uses sport to improve health, educational and societal outcomes.

Section I: The school sport legacy of London 2012

School Sport Partnerships

Under the previous Government, the Youth Sport Trust was responsible for the conception and delivery of School Sport Partnerships. Supported by dedicated funding from the Department for Education, 450 School Sport Partnerships covered every maintained school in England. Each partnership was coordinated by a full time Partnership Development Manager, based in a hub school, and linked to local School Sport Co-ordinators, a two day a week post based in every secondary school, and Primary Link Teachers, based in every primary school.

In October 2010, the Secretary of State for Education announced the removal of central funding for School Sport Partnerships. The Youth Sport Trust believes that this decision had a number of negative effects on the delivery of PE and school sport:

- a) **Reduced Capacity:** One of the most significant effects was a reduction in delivery capacity in PE and school sport. Although some School Sport Partnerships have been sustained through the commitment of schools, local authorities and community groups, funding pressures have meant that many have not. The 450 School Games Organisers, who have been instrumental in delivering the Sainsbury's School Games since their appointment in autumn 2011, provide some capacity, while secondary school Teacher Release posts have also had some impact. However, School Games Organisers are only employed for three-days each week, while Teacher Release posts are released for one day a week to improve sport and PE in local primary schools – this represents a significant reduction on the capacity available under the School Sport Partnership system outlined above.
- b) **Primary Schools:** It is at primary school level that this reduction in capacity and collaborative working has been most keenly felt. The Youth Sport Trust believes that the quality and quantity of PE and school sport in primary schools has dropped, leading to many children not developing the basic physical literacy skills they need to build life-long participation in sport and physical activity. The vast majority of primary schools have no specialist PE provision, and around half of all primary school teachers receive only 10 hours or less of specialist PE training. As a result, Youth Sport Trust research shows that many lack the confidence and competence to deliver the subject properly,¹⁶⁰ while Ofsted's recent report into PE found that some primary school teachers "lack the specialist knowledge needed to teach PE well".

¹⁶⁰ Youth Sport Trust & Roehampton University (2012) *Start to Move Final Report: July 2012*

- c) Partnership Working: School Sport Partnerships were highly effective in promoting the sharing of best practice between schools, and encouraging schools to collaborate in order to maximise the effectiveness of their existing resources and capacity. The Youth Sport Trust understands from its network of schools across the country that, over the last two years, much of this collaborative approach has been lost – this is especially regrettable at a time when public spending is under pressure, as the sharing of best practice and resources is a highly cost-effective way of raising standards and enhancing delivery.
- d) Basic ‘floor standard’: When central funding for School Sport Partnerships was removed, the ‘aspirational target’ for schools to increase the percentage of children and young people taking part in at least two hours of PE and school sport every week was also removed. This target, combined with investment in the School Sport Partnership system, was highly effective in increasing the quality and quantity of PE and sport delivered in schools. By 2008, the national PE and Sport Survey found that the proportion of children and young people taking part in at least two hours of high quality PE and school sport each week had risen from a baseline of 25% to 90% in schools involved in their local partnership.¹⁶¹

While the Youth Sport Trust is aware that the Government is unable to stipulate the amount of time that individual schools spend on each subject, we are concerned that, since the removal of funding for School Sport Partnerships there is no target, guidance or clear expectation around the quality and quantity of PE and school sport in our schools. This has led to an inequality in provision across the country, with a survey conducted by the Cricket Foundation in November 2012 finding that 54% of parents believed their children took part in less than two hours a week of “PE and or games lessons”.¹⁶²

- e) Measurement: The removal of funding for School Sport Partnership also involved the abolition of the annual PE and school sport survey (referenced above) which measured the take up of PE and school sport in England. The absence of this survey means that it is very difficult to ascertain the true effect of current policy on the delivery PE and sport in schools.

Current programmes and initiatives

Despite the difficulties set out above, the Youth Sport Trust is involved in the delivery of a number of Government-backed programmes which have achieved significant success in enhancing PE and sport in schools around the country. In particular, we would draw the Committee’s attention to the following programmes:

- a) Sainsbury’s School Games: The Youth Sport Trust is also delighted to have been commissioned by Sport England to deliver the Sainsbury’s School Games, a nationwide programme that seeks to give young people the chance to take part in

¹⁶¹ Department for Children, Schools and Families (2008) *School Sport Survey 2007/08*.
<https://www.education.gov.uk/publications/eOrderingDownload/DCSF-RW063.pdf>

¹⁶² Chance to Shine website (2012) <http://www.chancetoshine.org/news/?article=news309>

competitive school sport at school, local, regional and national level. To date, 17,637 schools have signed up to the programme.

Within the Sainsbury's School Games, the successful inclusion of young disabled people in competitive school sport has been an outstanding success. The Youth Sport Trust has established 50 Project Ability schools, which spread expertise and best practice in engaging disabled young people in sport. In the academic year 2011/12, this work was supported by Top Sportsability, a programme funded by the Department for Education, which developed and distributed equipment and resources to support the provision of inclusive school sport and PE.

- b) Change4Life Sports Clubs: Over four years the Department of Health is investing £8.4 million in Change4Life Sports Clubs, which are delivered by the Youth Sport Trust. The Clubs are aimed at 'less active' young people in both primary and secondary schools, and aim to encourage them to do more physical activity and engage in sport. The Youth Sport Trust has established over 8,500 clubs in schools around the country and the programme has involved over 150,000 children and young people in sport and physical activity.

Change4Life Sports Clubs have had a significant impact in changing perceptions of the role of sport and physical activity as public health improvement tools. They have also have been highly successful in introducing Olympic and Paralympic sports into thousands of schools.

In addition, the Sainsbury's School Games has successfully engaged National Governing Bodies of Sport (NGBs) in the delivery of school sport competition. As a result of the Games, there is now much greater 'additionality' in the relationship between school sports clubs and community sports clubs, run by NGBs. Whereas before, these two types of clubs would compete with each other for the most talented school-aged athletes, there are now clear pathways for those athletes to make the transition into community sport, freeing up capacity to include more young people in competitive school sport.

- c) Young Ambassadors: Funded by the Department for Education and delivered by the Youth Sport Trust, the Young Ambassadors programme has successfully trained over 10,000 young people to promote participation in school sport and PE in their own schools and communities. The programme has resulted in young people having a real sense of 'ownership' over the delivery of the Olympic and Paralympic legacy. Although funding levels for the programme have been reduced over recent years, the Youth Sport Trust is pleased that continued investment has recently been committed by the Department for Education.
- d) Coaching and Leadership programmes: The Department for Culture, Media and Sport, along with Sport England, has also funded a number of coaching and leadership programmes, which have had a real impact on schools and young people around the country. Thanks to this funding, the Youth Sport Trust has trained over 110,000 young volunteers to support the delivery school sport.

In addition to the programmes set out above, a variety of programmes funded by Youth Sport Trust's corporate partners have made a significant contribution to delivering an

Olympic and Paralympic legacy for young people. The Bupa Start to Move programme has trained 3,000 primary school teachers in building basic physical literacy amongst 4-7 year-olds and reached over 180,000 children, while Matalan Top Sport has provided over 7,000 primary school teachers with training and curriculum resources in PE and sport delivery. The Sky Sports Living for Sport programme uses sport to help secondary school pupils engage with their education, and with wider school life, with over 50,000 young people having benefited from involvement in the programme. Elsewhere, Lloyds TSB continue to sponsor National School Sport Week, an annual week-long celebration of school sport which has involved over 9 million children since 2009.

Government announcement of funding for primary school provision

The Youth Sport Trust welcomes the Government's recent announcement of renewed funding for PE and school sport¹⁶³. The 'Sport Premium' will result in £150 million of investment in primary school PE and sport in each of the next two years, and we believe this funding has the potential to significantly enhance provision at primary school level. We are particularly pleased that 'Sport Premium' investment will be fully ring-fenced.

In order for its impact to be maximised, the Youth Sport Trust believe it is imperative that headteachers and school leaders are given the support they need to deploy their 'Sport Premium' funding effectively. We welcome the guidance for primary school headteachers recently produced by the Department for Education.¹⁶⁴ However, the Youth Sport Trust also supports the recommendation, made by the Education Select Committee, for the Department to go further by producing a "simple step-by-step approach to auditing the needs of their pupils and the training needs of staff" when deciding how to deploy their 'Sport Premium' funding.¹⁶⁵

We also believe that schools should be free to 'pool' funds in order to achieve the best possible outcomes for their pupils, and should be actively encouraged to co-operate and share resources. The Youth Sport Trust has established a dedicated membership structure to help primary schools work together to enhance the delivery of PE and school sport.

The Youth Sport Trust is fully supportive of the Government's decision to amend the guidance contained in the Ofsted Inspectors' Handbook to ensure inspectors assess a school's effectiveness in using its 'Sport Premium' money to improve PE and school sport. We are also delighted that Ofsted will conduct a survey in one year to report on the impact of the 'Sport Premium' expenditure. As stated above, the Youth Sport Trust also welcomes the Government's commitment to continue funding the Young Ambassadors programme.

Finally, the Youth Sport Trust welcomes the inclusion of PE as a statutory subject at all Key Stages of the new draft National Curriculum. We believe that the content of the curriculum needs to focus on giving children and young people positive experiences of

¹⁶³ <http://www.number10.gov.uk/news/olympic-legacy-boost-150-million-for-primary-school-sport-in-england/>

¹⁶⁴ <http://www.education.gov.uk/schools/adminandfinance/financialmanagement/primary>

¹⁶⁵ House of Commons Education Select Committee (2013) *School sport following London 2012: No more political football*. <http://www.publications.parliament.uk/pa/cm201314/cmselect/cmeduc/1641164.pdf>

PE, and building physical literacy in order to foster lifelong participation in sport and physical activity.

Section 2: Competitive Sport in Schools

The Youth Sport Trust recognises the Government's commitment to driving the take-up of competitive sport in schools. Participation in competitive sport is a key part in any child's sporting journey, and allows young people to build key life skills such as teamwork, determination and leadership. However, we believe that any focus on competition should not be at the cost of allowing all young people to participate fully in PE and school sport, including those who are less inclined to take part in competitive activities.

Research shows that boys are more likely than girls to prefer school sport or physical activity to be competitive¹⁶⁶. In order to engage all young people in competition, it is imperative that sporting formats are fully inclusive, and the wider benefits of taking part are emphasised to young people and school sport practitioners.

The Youth Sport Trust would draw the Committee's attention to the findings of the Education Select Committee in this area. In its recent report on school sport, the Education Committee recommended that the Department for Education make clear to schools that they should offer both competitive and non-competitive opportunities to their pupils.¹⁶⁷

In addition, if young people are to be expected to take part in competitive sport, they need to be taught the fundamental movement skills needed to properly engage in competition, and reap the full benefits of doing so. For this reason, the Youth Sport Trust believes we need a high quality PE curriculum that, at primary school level, focuses on building physical literacy in young children.

Finally, the Youth Sport Trust would draw the Committee's attention to the success of the School Sport Partnership system on increasing the take-up of competitive school sport. The 2009/10 PE and School Sport Survey found that the proportion of children taking part in competitive intra-school competition at some point in the year was 78%, up from a baseline of only 58% in 2006.¹⁶⁸ In addition, the recent Ofsted report into PE also praised the work of School Sport Partnerships in increasing access to competitive school sport, stating that their impact in increasing regular competition was clearly evident in the vast majority of schools visited by inspectors.¹⁶⁹

Going forward, if the Government is committed to driving the take-up of competitive sport in schools, it is imperative that measures to promote this are articulated as part of a wider PE and school sport strategy.

Section 3: The Future of School Sport and PE

¹⁶⁶Institute of Youth Sport (2011) *Understanding Psycho-Social Attitudes towards Sport and Activity in Girls: Final Research Report*.

¹⁶⁷ House of Commons Education Select Committee (2013) *School sport following London 2012: No more political football*. <http://www.publications.parliament.uk/pa/cm201314/cmselect/cmeduc/1641164.pdf>

¹⁶⁸ Department for Education (2010) *PE and Sport Survey 2009/10*. <https://www.education.gov.uk/publications/eOrderingDownload/DFE-RR032.pdf>

¹⁶⁹ Ofsted (2013) *Beyond 2012 – outstanding physical education for all*. <http://www.ofsted.gov.uk/resources/beyond-2012-outstanding-physical-education-for-all>

As stated above, the Youth Sport Trust welcomes the Government's recent announcement of renewed funding for PE and school sport. We are particularly pleased that this investment focuses on improving provision at primary school level, as we believe this is imperative if we are to deliver a lasting legacy from the London 2012 Olympic and Paralympic Games.

We are hopeful that the Government's announcement will form the basis of an ongoing cross-party consensus on PE and school sport. The removal of central funding for School Sport Partnerships and the resulting uncertainty around funding for school sport, has hampered many schools' ability to plan effectively for the future. Going forward, the Youth Sport Trust believes that we should avoid such disruption, and focus on building a long-term sustainable vision for PE and school sport.

In order to achieve this, the Youth Sport Trust believes that school sport and PE should sit within a wider national sporting strategy which uses sport to improve health, educational and societal outcomes. Within the education sphere, this strategy should emphasise the impact of PE and sport on raising achievement among young people, improving behaviour and self-confidence, and driving up whole school standards. It should be fully differentiated and recognise the power of sport to improve health outcomes, as well as providing opportunities for recreation and competition.

At local level it is imperative that we continue to build the school based expertise and capacity that is needed to deliver high quality PE and school sport. In primary schools, the Youth Sport Trust is hopeful that the 'Sport Premium' will be utilised by schools to provide teachers with ongoing training in the delivery of PE, and thus help to build physical literacy among their pupils. As stated above, we also believe that the Government's commitment to reforming the PE content within primary level Initial Teacher Training is a crucial step to build capacity and expertise in our primary schools.

At secondary school level the Youth Sport Trust believes that further investment is needed to fund a sports development professional to coordinate the delivery of school sport and PE and ensure resources are maximised. This professional should be based within a network of 'hub' or 'beacon' schools which are linked to 'clusters' of local primary and secondary schools. They should spread expertise and act as a delivery apparatus for programmes to enhance the delivery of PE and school sport. We would welcome the creation of 'Director of Sport' posts in every secondary school, focussed on organising and promoting participation in sport outside of curriculum time. In order to further enhance the delivery of extra-curricular sport, the Youth Sport Trust supports the introduction of a coach education programme that provides school sport coaches with a recognised qualification in coaching children. The Youth Sport Trust also believes the Government should set out a clear 'gifted and talented' strategy that provides a pathway for talented young people into elite competition structures.

Finally, the Youth Sport Trust would draw the Committee's attention to the key findings of the Education Select Committee's recent report on school sport: *School sport following London 2012: No more political football*. The report's findings are underpinned by a recognition of the wider educational and societal benefits of taking part in sport and physical activity. They include a recommendation that the Government outlines a new long-term plan for school sport, accompanied by long-term funding. The Education Committee also calls for effective cross-departmental working to ensure a sustainable school sport legacy from London 2012.

31 July 2013