

Speaking Out Briefing No.14

2012 Olympic Legacy

On Sunday 24 August 2008, at the close of the Beijing Olympics, the Olympic Flag was handed over from the Mayor of Beijing to the Mayor of London. This marked the final stage of a long-term project which is now at the point where things need to come together because in 2012 London will host the Olympic Games and the Paralympic Games. The Government and the London Organising Committee of the Olympic and Paralympic Games share a vision for the Games as an opportunity which will benefit the entire UK, not just London. This briefing paper considers the policy context around London 2012, looks at developments towards the Games and explores the opportunities to realise one of its key aims – to give a generation of children and young people a chance to get involved with sport. The children and young people's voluntary and community sector, and young people themselves, will need to work together to ensure that these opportunities are realised throughout the third sector and the London 2012 delivery agencies. This paper also sets out challenging recommendations to enable this to happen.

This briefing is part of the Speaking Out series.

Speaking Out

Speaking Out is a partnership between the National Council of Voluntary Child Care Organisations (NCVCCO) and the National Council for Voluntary Youth Services (NCVYS), which seeks to build a voice for the children and young people's voluntary and community sector across government.

The project aims to develop closer links between a range of government departments (Home Office, Ministry of Justice, Department for Environment, Food and Rural Affairs, Communities and Local Government, Cabinet Office and HM Treasury) and the voluntary and community sector in delivering cross departmental policies such as Every Child Matters and *The Children's Plan* and the direct implementation of initiatives which affect children and young people.

Speaking Out aims to support children, young people and family voluntary and community organisations to better understand the impact on their users of a wider range of government policies and provide routes to influence them.

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Who are these briefings for?

This series of briefings intends to provide members of both NCVYS and NCVCCO and other interested parties with background and analysis on specific policy items affecting the sector.

Other activities

In addition to these briefings the Speaking Out project is developing work streams around the policy themes which include:

- organising a series of seminars and events;
- establishing communities of interest amongst members and other organisations on specific policy themes;
- making representations to government; and
- linking with wider NCVYS and NCVCCO campaigns.

To discuss this briefing or any other aspect of the Speaking Out project please contact Hannah Dobbin, NCVYS's Policy Officer on 020 7278 1041 or email hannah@ncvys.org.uk, or Sophie Griffiths, NCVCCO's Policy and Information Officer on 020 7833 3319 or email sophie@ncvcco.org.

1. Introduction

In 2012 London will host the Olympic Games and Paralympic Games, branded and referred to throughout this briefing as London 2012. London has hosted the Olympic Games before in 1908, when it stood in for Rome after the eruption of Mount Vesuvius, and 1948 after World War II. The United Kingdom (UK) also has a strong link to the Paralympic Games after a sports competition that involved World War II soldiers with spinal cord injuries between sports clubs and hospitals took place on the same day as the Opening Ceremony of the London 1948 Olympic Games.

London 2012 has a strong act to follow with the most expensive Games in history being held in Beijing this year (2008) at a time of global financial downturn. Various agencies are involved in delivering London 2012 including:

- the London Organising Committee of the Olympic and Paralympic Games (LOCOG) which is responsible for preparing and staging London 2012;
- the Olympic Delivery Authority (ODA)¹ is the public body responsible for developing and building the new venues and infrastructure for the Games and their use post 2012;
- the Nations and Regions Group (NRG) will make sure the whole of the UK is involved in and benefits from the 2012 Games. The NRG is made up of 12 senior representatives from UK business and sport: nine from the English regions and one each from Scotland, Wales and Northern Ireland;
- the London Development Agency (LDA)² is responsible for delivering and maximising sustainable benefits for London; and
- by the time of the 2012 Opening Ceremony it is estimated that 100,000 people will be working on London 2012 - including 3,000 staff, up to 70,000 volunteers and a large number of contractors³.

The Department for Culture, Media and Sports' (DCMS) ambition for London 2012 is based on the following five promises⁴:

1. to make the UK a world-leading sporting nation;
2. to transform the heart of East London;
3. to inspire a generation of young people;
4. to make the Olympic Park a blueprint for sustainable living; and
5. to demonstrate the UK is a creative, inclusive and welcoming place to live in, visit and for business.

1 Further information about delivery agencies including the ODA and NRG is available via: <http://www.london2012.com/about/the-people-delivering-the-games/index.php>

2 Further information on the LDA is available via: <http://www.lda.gov.uk/server.php?show=ConWebDoc.397>

3 Information taken from: <http://www.london2012.com/>

4 DCMS' five promises are taken from *Before, during and after: making the most of the London 2012 Games* (DCMS, 2008), which is available to download via: http://www.culture.gov.uk/reference_library/publications/5161.aspx

DCMS leads for Government on the delivery of the Games and is responsible for the London Olympic Games and Paralympic Games Act 2006, the overall finances of the Games, and sponsorship of the ODA. However, joined-up working between government departments will be necessary to deliver London 2012. The Cabinet Office will be working with DCMS, and other government departments/agencies, to ensure a joined-up approach to the delivery of London 2012. The Cabinet Office also has a role to play, through the Office of the Third Sector, in ensuring that DCMS is working closely with the children and young people's voluntary and community sector (CYPVCS).

London 2012 will be a major showpiece for the UK, putting London and the UK on an international centre stage. DCMS and LOCOG hope that the Games will provide financial opportunity with the economic benefits being felt beyond London. There will be community activities and educational programmes throughout the country. The legacy will also include transport systems and as well as the physical legacy, London 2012 aims to educate and inspire people about sustainability.

2. Policy context

London 2012 links to a range of policy initiatives which cross government departments and will rely on joined-up working in order to realise the potential of the opportunities it brings to the UK. Obvious policy initiatives revolve around children and young people's participation in sport, however London 2012 also cuts across issues such as health and wellbeing, access and engagement in positive activities, safeguarding and play.

Every Child Matters – be healthy

An active lifestyle and involvement in sport contributes to keeping children and young people healthy and has featured strongly in recent Government strategies. The first outcome of the Every Child Matters (ECM) agenda⁵ is 'be healthy'. Government recognises the role that culture, sport and play organisations have in delivering the ECM outcomes including being key partners in Children's Trusts and contribution to Children and Young People's Plans. These organisations can also support families, promote diversity and reach children and young people through positive out-of-school activities⁶.

Aiming high for young people and The Children's Plan

The participation of children and young people in physical activity has links to the wider context of cross-departmental strategies. In 2007, HM Treasury and the Department for Children, Schools and Families (DCSF) published *Aiming high for young people: a ten year strategy for positive activities*⁷, an overarching plan that highlights the importance of engaging young people in positive activities. It also outlines how, and in what ways, young people's leisure time experiences and activities impact on their outcomes. *The Children's Plan*⁸, which followed *Aiming high* in 2007, also heavily promotes the importance of improving children and young people's health if they are to achieve their full potential. *The Children's Plan* details Government's ten-year vision for children and young people's health including:

- children's emotional wellbeing improves, supported by better Child and Adolescent Mental Health Services;
- overweight and obesity among children and young people falls back by 2020 to 2000 prevalence levels; and
- all schools help children learn to value their health and wellbeing, eat well and keep fit and active in a healthy school environment.

5 A full list of Every Child Matters outcomes is available via: <http://www.everychildmatters.gov.uk/aims/>

6 Taken from: <http://www.everychildmatters.gov.uk/culturesportplay/>

7 Further information on the implementation of *Aiming high for young people: a ten year strategy for positive activities* is available via: <http://www.everychildmatters.gov.uk/youthmatters/aiminghigh/>

8 Further information on *The Children's Plan* is available via: <http://www.dcsf.gov.uk/publications/childrensplan/>

Every Child Matters – stay safe

Children and young people's participation in sport and positive activities needs to be done safely. This again links in with ECM, this time the 'stay safe' outcome. In 2007, DCSF published the Staying Safe Action Plan⁹. Actions for DCSF listed in the Plan included:

- to work with delivery partners to ensure the Government's £100 million additional investment in increased sporting and physical activity opportunities for young people reaches the maximum possible number of young people; and
- to work to improve the quality of parks and urban green spaces, which provide opportunities for play, education, sport and physical activity for children and young people.

Play

In July 2008 DCMS and DCSF closed the *Fair Play: a consultation on the play strategy*¹⁰, which also links in with increasing children and young people's participation in play and positive activities¹¹. As Play England highlight, 'play is essential for healthy physical and emotional growth, for intellectual and educational development, and for acquiring social and behavioural skills'¹².

Change4Life

The Department of Health is supporting a new movement, Change4Life¹³, which aims to improve children's diets and levels of activity so reducing the threat to their future health and happiness. The campaign's goal is to help every family in England eat well, move more and live longer. Change4Life is calling on a range of national, regional and local partners, from within Government, health care, the media and the commercial and voluntary sectors, to help. The movement is in its early stages and recognises that it needs a joined-up approach to make it work. Change4Life is also (at the time of writing) developing toolkits for the voluntary and community sector to help plan and deliver healthy outcomes for children and young people.

Sport England

Sport England is responsible for delivering the Government's sporting objectives by promoting and investing in sport and delivering on the vision to make England a successful sporting nation. Following a request in December 2007 by the Secretary of State for Culture, Media and Sport, Sport England published its Strategy for 2008-2011¹⁴. The Strategy recognises that with the Olympics and Paralympics due

9 Further information around Staying Safe is available via: <http://www.everychildmatters.gov.uk/stayingsafe/>

10 *Fair Play: a consultation on the play strategy* is available via: <http://www.dcsf.gov.uk/publications/fairplay/>

11 NCVYS and NCVCCO's response to Fair Play is available via: <http://www.ncvys.org.uk/index.php?page=273>

12 Play England's (2007) *Charter for Children's Play* is available via: <http://www.playengland.org.uk/resources/charter-for-childrens-play.pdf>

13 Further information on Change4Life is available via: <http://www.dh.gov.uk/en/News/Currentcampaigns/Change4Life/index.htm>

14 Sport England Strategy 2008-2011 is available via: http://www.sportengland.org/exec_summary_sstrategy.pdf

to come to the UK in 2012, it is an appropriate time to take a clear look at the sport development system and its fitness for purpose. It also highlights that the Olympics provide a focal point for developing a world-leading community sport system. Following the launch of its Strategy, Sport England published a consultation; *Funding sport in your community - have your say*¹⁵ which asked for views on the best way for Sport England to distribute National Lottery funding for community sport initiatives¹⁶.

As part of Government's aim to get more children and young people taking part in sports outside of school, Sport England, in partnership with the Youth Sport Trust and County Sports Partnerships, is running a £36 million 'Sport Unlimited' initiative. Announced in 2007, the three-year programme will enable 900,000 more 11-19 year olds to choose from a vast range of sports including several in which Team GB has excelled at the 2008 Olympics, such as sailing and cycling, as well as less traditional sports like dodgeball, snowboarding and American football. Sport Unlimited offers young people 10-week taster sessions in sports which they have requested and aims to get 300,000 participants to join clubs and continue with sport when the 10 weeks are up. Sport Unlimited has already been successfully piloted in 12 areas and will now be fully rolled out across the country, resulting in 4,000 new sporting projects being set up.

PE and school sport

There has been a great drive within Government to increase children and young people's participation in PE and school sport, for example through the Healthy Schools¹⁷ campaign as the first step to promoting physical activity. This appears to have been successful as DCSF's *2007/08 School Sports Survey*¹⁸ found that:

- 90% of pupils participate in at least two hours high quality PE and out-of-hours sport in a typical week – up from 86% in 2006 and an estimated 25% in 2002;
- competitive sport is on the increase in all year groups:
- 99% of schools held at least one sports day in 2007/08 - up from 96% in 2003/04
- 66% of pupils took part in intra-school competition – up from 58% in 2006/07; and
- 16% of pupils across Years 1-13 were involved in sports volunteering and leadership during the 2007/08 academic year, up from 12% in 2006/07.

15 *Funding sport in your community – have your say* is available via:
http://www.sportengland.org/funding_sport_in_your_community-2.pdf

16 NCVYS's response to *Funding sport in your community – have your say* is available via:
<http://www.ncvys.org.uk/index.php?page=273>

17 Further information on the Healthy Schools campaign is available via:
<http://www.healthyschools.gov.uk/Default.aspx>

18 DCSF's 2007/08 School Sports Survey is available to download via:
<http://www.dcsf.gov.uk/research/data/uploadfiles/DCSF-RW063.pdf>

The Survey also highlights that schools are building more links with local clubs. On average schools now have links to almost eight different sports clubs, up from five in 2003/04. The most common links are with football clubs (79%), cricket (57%), dance (49%), rugby union (48%) and swimming (45%).

As well as tying into formal education, London 2012 provides opportunities to promote sport and activity outside of schools, such as the Sport Unlimited initiative (see above). It also builds on DCSF's existing programme for out of school learning¹⁹ which incorporates children and young people being involved in cultural and arts festivals, expeditions, summer camps and sport events. These events provide an overarching opportunity to give these activities a focus and broader agenda to link into London 2012 and its legacy.

Olympic legacy

More specifically around the Olympic and Paralympic games, in June 2008, DCMS published *Before, during and after: making the most of the London 2012 Games*²⁰ which is about the long-term benefits that Government can stimulate through London hosting the Olympic and Paralympic Games in 2012. Children and young people feature prominently in the strategy and Government commit to focused investment in sporting infrastructure and better support and information for people who want to be active. A focus on sporting excellence aims to reinvigorate clubs and coaching, thereby attracting young sporting talent. Young people are also going to be targeted through schools. Government has set a target for all 5-16 year olds to receive five hours of sport a week by 2012, with 16-19 year olds receiving 3 hours.

London 2012 will also have a lasting impact on the regeneration of East London. Sport and leisure facilities will be available to the local community and also athletes from around the UK after 2012. For example permanent buildings will be converted into service buildings that will support the community, including:

- the Aquatics Centre will be available for use by local residents; and
- the Polyclinic (which will offer medical services to athletes during the Games) will be transformed by Newham Primary Care Trust into a new primary care centre for local people.

Sport programmes will continue to be developed as a result of the London 2012 Games across London and the UK.

Improved transport links will also leave a legacy in London. LOCOG want to boost the number of people using public transport and the transport enhancements planned for London 2012 will open up East London and transform the Lower Lea Valley into one of the best connected areas in the capital. These improvements are heralded as a 'catalyst for economic and social regeneration that will go far

¹⁹ Further information on *Learning Outside the Classroom* is available via: <http://www.lotc.org.uk/>

²⁰ *Before, during and after: making the most of the London 2012 Games* (DCMS, 2008) is available to download via: http://www.culture.gov.uk/reference_library/publications/5161.aspx

beyond 2012 and far beyond sport'. The transport enhancements will remain in place after 2012 to give visitors to Stratford, and the people who will live and work around the Olympic Park, better access to the new sporting, residential, business and shopping facilities that will be built. New cycle lanes and walking routes will connect the Olympic Park into the wider London networks, hopefully increasing the awareness of cycling and walking as a healthy means of travel.

LOCOG has produced a publication²¹ giving practical information on construction and Olympic Park site updates for those living in the Host Boroughs - Hackney, Newham, Waltham Forest, Tower Hamlets and Greenwich. LOCOG also provides information for areas of the UK outside of London²², for example there is information for the South West, which, in 2012, will welcome thousands of visitors for the sailing events at Weymouth and Portland.

21 your Park is available to download via: <http://www.london2012.com/in-your-area/east-london/index.php>

22 Further information on what is going on in your area around London 2012 is available via:
<http://www.london2012.com/in-your-area/index.php>

3. Volunteering

Manchester Commonwealth Games 2002 – lessons learnt

The UK has experience of hosting major international sporting competitions, including the 2002 Commonwealth Games in Manchester. This provides a basis of good, and bad, practice to build on for London 2012.

The Manchester Commonwealth Games demonstrated the crucial role that volunteers play in hosting major events. Manchester's Pre-Volunteer Programme (PVP) focussed on social inclusion and equal access and opportunity for all within the North West of England. The PVP targeted those living in deprived areas with special attention to specific groups including young people, members of ethnic minority groups and those with special needs and disabilities.

During the Games approximately 10,000 people 16-87 years old volunteered, contributing 1,260,000 total volunteer hours. The importance of volunteers was recognised in the Games' legacy. Building on the PVP, The Post Games Volunteer Project (PGVP) contacted all those involved asking them if they would like to continue volunteering for other events. The PGVP aims to use volunteering as a method of engaging those outside the labour market and engaging them with employment and training opportunities. Since 2002 the PGVP has registered over 2,100 people on to its database and has forged links with national charities including the British Red Cross²³ and Volunteer Reading Help²⁴. In 2005 PGVP evolved into Manchester Event Volunteers (MEV²⁵), part of Manchester City Council's Economic Development Unit. MEV aims to provide volunteer support for a range of community, regional and national events and demonstrates a successful legacy of the Commonwealth Games.

The *Post Games Report*²⁶ highlights the creation, in 1999, of the Commonwealth Games Opportunities and Legacy Partnership as a regional board with responsibility for developing and overseeing a comprehensive programme of social and economic legacies. The Partnership brought together key North West agencies and organisations such as North West Arts Board, North West Tourist Board and Sport England North West. The voluntary sector was represented by the North West Network. Social initiatives as part of the legacy included:

- projects to ensure that residents from disadvantaged communities across the region had the opportunity, through the creation of a bespoke accredited qualification, to become volunteers at the Games, with progression support leading on to further education, training and employment. Over 2,000 people across the region gained this qualification; and

23 Further information on the British Red Cross is available via: <http://www.redcross.org.uk>

24 Further information on Volunteer Reading Help is available via: <http://www.vrh.org.uk/>

25 Further information on the Manchester Event Volunteers is available via: <http://www.mev.org.uk>

26 The final report of the Manchester Commonwealth Games is available via: <http://www.gameslegacy.com/cgi-bin/index.cgi/22>

- health, education, arts and young people's programmes such as Healthier Communities and Passport 2002 involving and benefiting thousands of people across the North West.

London 2012 – Volunteer Strategy

Hosting London 2012 will involve up to 70,000 volunteers. LOCOG are currently devising a volunteer strategy and will lead in the recruitment of volunteers. Volunteers will carry out a variety of duties including stewarding, ticketing and looking after the athletes. People with language and medical expertise will be needed, as well as sports volunteers such as referees. LOCOG will launch the official Volunteer Programme in 2010 but the public can already register their interest²⁷, joining the 100,000 people who already have.

In the build up to London 2012 there are many opportunities for young people to get involved in the spirit of the Games. The Youth Sport Trust²⁸, a registered charity, aims to build a brighter future for young people by enhancing the quality of their physical education (PE) and sporting opportunities. The Youth Sport Trust runs various programmes including Young Ambassadors²⁹, detailed below, and Step into Sport³⁰ which is funded by DCMS and focuses on young people aged 14 to 19, giving them opportunities to become involved in sports leadership and volunteering and encouraging them to continue this into later life.

Young Ambassadors

Each year until 2012, School Sport Partnerships across England will recruit two young people to take on the role of Young Ambassador for two years. In their first year, they work in their local communities championing sport and the ethos and values of the Olympic and Paralympic movement. In the second year they take on a mentoring role with the new Young Ambassador intake.

By London 2012, more than 5,000 young people from across the UK will have been through the Young Ambassador programme, which is managed by the Youth Sport Trust on behalf DCMS and the DCSF.

Half of all the Young Ambassadors, which this year will total 898, are selected due to their sporting talent, while the other half are chosen due to their outstanding commitment and ability as young leaders or volunteers.

²⁷ For further information about volunteering at London 2012 visit:
<https://www.london2012.com/get-involved/volunteering/index.php>

²⁸ Further information on the Youth Sports Trust is available via: <http://www.youthsporttrust.org>

²⁹ Further information on Young Ambassadors is available via:
<http://www.youthsporttrust.org/page/ya-info/index.html>

³⁰ Further information on Step into Sport is available via:
<http://www.youthsporttrust.org/page/step-into-sport/index.html>

4. Local engagement

As previously mentioned, DCMS's ambition for London 2012 is based on five promises. The third promise is to inspire a generation of young people. DCMS wants thousands of young people, particularly the most disadvantaged, to get involved in local activities that are inspired by the games.

The Big Opportunity

In London The Big Opportunity 'is the voice of the third sector: building, inspiring and generating third sector activity around the 2012 challenge'³¹. The Big Opportunity is a partnership project between London Civic Forum, London Voluntary Service Council and East London CVS Network and is supported by a steering group of representatives from organisations including Black Neighbourhood Renewal and Regeneration Network, bassac, Greater London Volunteering, London Sports Forum for Disabled People and London Youth. The Big Opportunity's aims are:

- build a bridge between the Olympic delivery agencies, the public and private sectors and over 100,000 registered charities, community groups and social enterprises across London who can generate innovative initiatives for the 2012 challenge;
- inspire and inform third sector organisations to help them deliver a valuable contribution to the Games and share benefits from a successful 2012 Games and legacy; and
- generate relationships with the Olympic delivery agencies and the public and private sectors, championing good practice to deliver shared objectives and achieve sustainability, community involvement and a lasting legacy.

The Big Opportunity has produced a third sector offer for London 2012 which highlights what the third sector can contribute to the planning and legacy of the Games³². It also recognises the third sector's role in ensuring that London 2012 is inclusive, sustainable and maximising the long-term social benefits of hosting the Games. The third sector offer has been supported by an engagement project document³³ which gives practical examples of what the offer involves, for example working with the London Development Agency (LDA) and opportunities for positive media opportunities through show casing the partnership and engagement with third sector projects.

31 Further information on The Big Opportunity is available via:
<http://www.thebigopportunity.org.uk/site/index.html>

32 The Third Sector offer for the 2012 Olympic Games and Paralympic Games is available via:
http://www.thebigopportunity.org.uk/site/download/bo_offerdocument.pdf

33 *The Big Opportunity – Context and communication behind the 2012 Third Sector Engagement Project* is available via: http://www.thebigopportunity.org.uk/site/download/bo_offerdocument_long.pdf

The Big Opportunity also facilitates community and voluntary sector engagement in the planning of London 2012. In October 2006 it organised a conference for 150 groups to consult on the Mayor's delivery plans and it has been commissioned by the LDA to complete a community-mapping document to assess how information is disseminated. The Big Opportunity is also helping the voluntary and community sector infrastructure to develop a business plan and to respond to issues identified in a recently commissioned risk assessment.

The Big Opportunity Direct

The Big Opportunity Direct is a help-line and e-mail service to help London's voluntary and community sector make the most of opportunities to shape the best ever Olympic Games and Paralympic Games in London in 2012.

The Big Opportunity Direct service links up the voluntary and community sector in London with opportunities arising from the building, staging and legacy development of the London 2012 Olympic Games and Paralympic Games.

The Big Opportunity Direct is a one-stop shop for information and advice on:

- contracts and employment opportunities;
- consultations about legacy, regeneration, transport, facilities;
- funding;
- volunteering opportunities; and
- sports and arts and heritage links to 2012.

To contact The Big Opportunity Direct:

- phone: 0844 856 3420
- Typetalk: 18001 0844 856 3420
- e-mail: tbod@glv.org.uk
- Skype: [the.big.opportunity.direct](https://www.skype.com/en/contacts/voice/the.big.opportunity.direct)

The Big Opportunity Direct is open:

Mondays to Fridays 10am-12noon and 2-4pm, except Wednesdays,
open 11am-2pm and 4-6pm.

One of the main messages from LOCOG is that London 2012 will benefit all of the UK, not just London. The Big Opportunity focuses on London but welcomes feedback on voluntary and community sector needs throughout the country so that it can assess demand for a similar service outside of London.

Outside of London

Local engagement of children and young people and the voluntary and community sector, inspired by London 2012 has sparked enthusiasm for sports and positive activities outside of London, for example in North Yorkshire.

Risedale School Sports Partnership, North Yorkshire

The Risedale School Sports Partnership (SSP) is in its fourth year of existence and is one of approximately 500 partnerships nationally. SSPs exist to deliver the Government's Public Service Agreement target for participation in PE and school sport, and to implement the outcomes of the *PE and School Sport Strategy for Young People*. The Risedale SSP is a very rural partnership with the 42 linked primary schools ranging in size from 8 pupils to 350. Secondary schools range from 450-1700 pupils.

In the 2008/9 academic year a main focus for the Risedale SSP is the engagement of young leaders and volunteers. This engagement process begins at Year 5 with locally delivered young leader training through playground games and consultation with young people about what they see as being an effective leader, through to Year 13 with leaders of all ages being used to run and support Partnership events and festivals.

Risedale SSP has appointed two Year 11 students as London 2012 Young Ambassadors (see previous case study box) for 2008/9. The Ambassadors will be delivering assemblies in local primary schools as well as their own school and with their School Sports Coordinator have accessed the GetSet Citizenship resources via the London 2012 website to create displays within their own school.

Risedale SSP's Ambassadors are (at the time of writing) arranging an Olympic challenge where each school is given a country and are awarded points for various festivals they take part in – they are also tasked with learning about the country, its language and heritage and are asked to present this at an awards evening.

Cultural Olympiad

London 2012 will also celebrate cultures, people and languages. A four-year Cultural Olympiad³⁴ was launched in September 2008 with a huge range of inspirational programmes. In the West Midlands a spectacular sound and light show, including 100 young dancers, marked the beginning of the Cultural Olympiad. The event was hosted by Advantage West Midlands, the West Midlands Leadership Group for 2012 and the Ironbridge Gorge Museum Trust.

LOCOG will work closely with colleagues in the arts and heritage world creating new opportunities to inspire children and young people and encourage participation from communities across the UK and around the world. The Cultural Olympiad divides

³⁴ Further information on the Cultural Olympiad is available via:
<http://www.london2012.com/get-involved/cultural-olympiad/index.php>

into three sections:

1. ceremonies - extraordinary live spectacles watched on television by one in three people around the world;
2. major projects - A number of major cultural projects featured in the London 2012 bid, forming the backbone of the Cultural Olympiad; and
3. Inspire Mark projects – local and regional events featuring in our UK-wide celebration (further details under 8. Funding sources).

The Arts Council England³⁵ is a lead organisation for the Cultural Olympiad. Two of the key priorities set out in the Arts Council's plan for 2008-2011 are London 2012 and children and young people. Key initiatives under London 2012 include:

- investing £7 million in Artists Taking the Lead, the Art Council's flagship project for the Cultural Olympiad, to ensure that there are spectacular artist-led moments within the broader cultural programme;
- investing £5 million of Lottery funds in Legacy Trust UK, a charitable trust fund set up to support a diverse range of cultural and sporting initiatives throughout the UK associated with the London 2012 Olympic and Paralympic Games, with long-term community engagement at their heart;
- supporting and investing in our regularly funded organisations to produce and promote world-class art on the world stage; and
- enabling Grants for the arts to support innovative projects inspired by the Olympics, particularly ones that engage children and young people.

The Arts Council has regional networks which provide information on grants for the arts and other funding opportunities, current projects that are happening across the country, and who the regional arts council members are for each region³⁶.

Although direct opportunities for children and young people's voluntary and community sector (CYPVCS) organisations to get involved with Cultural Olympiad seem limited, charities are getting involved with the Cultural Olympiad in other ways, for example Leap Confronting Conflict³⁷.

Leap Confronting Conflict

Leap Confronting Conflict are working together with Peace Direct (an international organisation) and Conflict and Change (a Newham based organisation) on Truce 20/20 project. Leap trains young people from the London borough of Newham, using Leap's conflict resolution programmes. Peace Direct is bringing in international peace keepers and Conflict and Change provide volunteering opportunities for the trained young people in Newham. Towards 2012, a photographer will document the project and this will then tour the country, inspiring a peace keeping legacy of 2012.

35 Further information on the Arts Council England is available via: <http://www.artscouncil.org.uk>

36 Further information on the Arts Council England's regional networks is available via: <http://www.artscouncil.org.uk/regions/index.php>

37 Further information on Leap Confronting Conflict is available via: <http://www.leaplinx.com/>

Local Authorities

Local Authorities (LAs) have been planning for London 2012 and CYPVCS organisations are encouraged to contact their LA to find out what has been done so far in their area. Scrutiny work may have been done around London 2012 and this will help the CYPVCS to understand what plans are in the area and may also highlight who are the main contacts within the LAs.

In April 2007, Nottinghamshire County Council's Overview and Scrutiny Committee commissioned the Support for the Olympics and Paralympics Select Committee 'to identify the opportunities offered by the London Olympics 2012 to benefit Nottinghamshire, to consider what arrangements currently exist to exploit these opportunities, and to identify what further arrangements the County Council and other agencies/partners need to put in place to maximise the benefits of these major events for Nottinghamshire'³⁸. The Committee's final report, *Support for Olympics and Paralympics Review*, highlights who is leading the young people's element of the strategy and several ways in which children and young people will be targeted, e.g. through funding for future elite athletes and plans to engage children and young people in sports, arts and cultural events.

Sport governing bodies

Sports governing bodies are using the Beijing 2008 Olympics and Paralympics as a catalyst to encourage children and young people's participation in sport. Projects have been set up following British athlete's success in Beijing and medal winners from Beijing 2008 are already being heralded by governing bodies as role models and are encouraging children and young people to get involved. For example Rebecca Adlington, double gold medal winner in swimming at Beijing 2008, is quoted on the British Swimming and Amateur Swimming Association website³⁹ saying; 'Swimming is such a great sport! If you get involved in swimming amazing things can happen'. It is expected that the governing bodies of sport will use London 2012 to promote engagement in sport and elite competition, with projects developing in the years running up to London 2012.

County Sports Partnerships

County Sports Partnerships⁴⁰ (CSP) are collaborations of agencies committed to providing a high quality single system for people to benefit from sport. Characteristics of a CSP include maintaining a focus on children and young people and basing action on local need – influencing the understanding, interpretation and deployment of national, regional and local policy. CSPs are pivotal in delivering the 1% per year participation target set by Government particularly with a focus on:

- developing more community sports opportunities for young people by supporting the delivery of the PE, School Sport and Club Link Strategy⁴¹; and
- developing more opportunities for hard to reach groups and those not already engaged in community sport.

38 Nottinghamshire County Council (2007) *Support for Olympics and Paralympics Review* is available via: <http://www.nottinghamshire.gov.uk/olympicsparalympicsfinalreport.pdf>

39 Further information on British Swimming and the Amateur Swimming Association, and how to get involved with swimming, is available via: <http://www.britishswimming.org>

40 Further information on County Sports Partnerships, with links to local websites, is available via: http://www.sportengland.org/index/get_resources/county_sports_partnerships.htm

41 Further information on the PE, School Sport and Club Links Strategy is available via: <http://www.sportengland.org/pesscl.htm>

5. National engagement

LOCOG does not have a voluntary sector stakeholder group for formal consultations or meetings. This seems indicative of a lack of opportunities for the CYPVCS to engage strategically in the planning of London 2012 and its legacy. Interested CYPVCS organisations will need to keep an eye on DCSM and LOCOG websites for any future national strategies or consultations around London 2012.

The Olympic Development Authority, LOCOG and the London Development Agency produce a free monthly e-bulletin, *Involve*⁴², targeted at the voluntary and community sector. *Involve* contains information about jobs, training and community initiatives related to the London 2012 Olympic and Paralympic Games.

During the bidding process for the Games, London 2012 had an active youth steering group. However, once the bid was successful London 2012 did not have enough staff capacity to support the young people and the work was suspended with the agreement of the young people involved at that time. As the Organising Committee grows again London 2012 are considering how it will engage young people in a meaningful way in decision-making around the Games.

6. Capacity and facilities

Britain's success at the Beijing 2008 Games has already inspired engagement with sport which can now be linked into build-up for London 2012. The probability of increased demand for sport and leisure opportunities provides the CYPVCS with an opportunity to promote the work that it does around children and young people and sport and leisure activities. However, currently this is not obviously recognised by Government or the London 2012 delivery agencies and it is apparent that no formal over-arching structure has been put in place to facilitate CYPVCS engagement. CYPVCS organisations will need to use their own initiative to get involved and this may have implications on resources, capacity and workforce. CYPVCS organisations may need to expand to satisfy demand for services or prioritise what projects they run. For small CYPVCS organisations this may mean having to make decisions around closing existing projects to capitalise on initiatives inspired by London 2012.

The evident emphasis on the need for volunteers for London 2012 would logically offer CYPVCS organisations an opportunity to get involved in the recruitment and co-ordination of volunteers. LOCOG references organisations such as Time Bank, Volunteering England and do-it.org.uk to promote volunteering and encourage people to gain experience in volunteering to aid their application to be at London 2012. However, while LOCOG is developing its volunteer strategy, there are no obvious ways for CYPVCS organisations to get directly involved and this may depend on organisations' capacity and funding streams that may emerge.

At a local level CYPVCS organisations need to maintain good communication with local authorities, local Councils for Voluntary Youth Services and other networks, to ensure that they are fully aware of opportunities that arise before, during and after London 2012. Unfortunately to make this happen the onus is on the CYPVCS as

⁴² To subscribe to *Involve* please visit: <http://www.lvsc.org.uk/Templates/information.asp?NodeID=99383>

currently formal structures do not seem to facilitate this. At a national level, NCVYS and NCVCCO will work to develop relations with London 2012 delivery agencies and help communicate policy development in this area.

In London the new facilities which are being built for London 2012 will leave a legacy for local communities. The world-class sports facilities will be adapted for use by sports clubs and the local community as well as elite athletes. New playing fields sitting alongside these facilities will be adapted for community use. This should give the CYPVCS opportunities to utilise and make the most of the facilities for children and young people, but this would need the sector's involvement now in the planning and development of the legacy. The danger is that this is not happening now and the sector will therefore lose out.

Issues around capacity and sustainability are also facing governing bodies of sports who promote participation of children and young people in sport and often rely on volunteers to implement projects, for example British Cycling⁴³. The Central Council for Physical Recreation (CCPR) has highlighted its members' concerns that not enough is being done to secure a legacy of increased participation in sport and recreation. The CCPR fears that the Government is losing sight of the sporting element of the Games as it focuses on financing other elements of the project⁴⁴.

British Cycling

Go-Ride is British Cycling's Club Development Programme aimed at improving both young riders and clubs. It focuses on volunteers and young members – improving coaching standards and increasing the number of young riders with access to coaching activities. The success of Go-Ride is dependent upon partnerships between British Cycling, clubs, schools, local authorities and voluntary organisations.

VC Londres and Herne Hill Youth CC are two Go-Ride Accredited Clubs based at the former Olympic track at Herne Hill, London. The two clubs regularly deliver excellent track activities for both young people and adults with sessions at Herne Hill playing host to over 70 new people on consecutive weeks, attributed in no small part to the Beijing Olympics.

The challenge now facing the cycling community is that of legacy and therefore sustainability, a challenge being met head on by the Go-Ride Team and British Cycling. With plans submitted for more facilities alongside the indoor velodromes for the 2012 Olympics and 2014 Commonwealth Games, the recent recruitment of 15 new Go-Ride coaches and planned recruitment of a National Volunteers Development Officer will help ensure that clubs have the structure in place to deliver regular activities for young people.

These are some of the recent developments that will enable the Go-Ride Team to meet the challenge of sustaining and building on these activity increases to ensure that more young people are more active, more often in cycle sport.

43 Further information on British Cycling is available via: <http://www.britishcycling.org.uk>

44 Further information on the CCPR is available via: <http://www.ccpr.org.uk/news/newspages/Chief+execs+of+sport+united+on+Olympic+troubles.htm>

7. Education and skills

Schools and colleges

The Government recognises that London 2012 provides an opportunity to establish a lasting impact on the lives of learners, particularly young people. DCSF and the Department for Innovation, Universities and Skills aim to maximise these opportunities in schools, Further Education, Higher Education, and wider adult learning sectors⁴⁵. The departments will be encouraging schools and colleges to take the lead in putting on their own events, using 2012 to inspire their young people. In particular, Government sees London 2012 as an opening to provide a range of opportunities to support:

- Olympic ideals of striving for excellence and doing one's personal best, fair play and cultural understanding;
- inclusion and encouraging positive views of disability;
- celebration of diversity and supporting community cohesion; and
- encouragement of young people to make a positive contribution to the community, for example, through volunteering.

Government aim to use London 2012 to increase the interest and active participation of children and young people in sport and to help them to make healthy living choices more generally, help address young people's under-achievement and disaffection and better equip young people for life in a global society by encouraging children and young people to learn about other languages and countries.

LOCOG - Get Set and Go Further

LOCOG has several schemes and plans around education and children and young people⁴⁶. The official London 2012 education programme is Get Set which will help LOCOG to achieve its promise to capture the imagination of young people around the world. Get Set offers children and young people, 3-19 years old, in the UK and around the world ways to get involved in London 2012 and aims to spark their imagination and enthusiasm for learning, help them realise their potential and engage with other young people across the UK and around the world. Get Set also offers support for those working with children and young people in delivering its quizzes, games and materials.

There are many schemes as part of LOCOG's Go Further⁴⁷ programme which is developing resources to compliment Get Set. Themes include communication, collaboration and citizenship, enterprise, sustainability and regeneration and practical learning.

45 Further information on Government's plans to link 2012 with the development of education and skills is available via:

http://www.culture.gov.uk/what_we_do/2012_olympic_games_and_paralympic_games/3426.aspx

46 Further information on LOCOG's education programmes, including Get Set, is available via:

<http://www.london2012.com/get-involved/education/index.php>

47 Further information on Go Further is available via: <http://getset.london2012.com/go-further>

Skills and employment

An important part of DCMS's London 2012 strategy relates to skills. DCMS has identified four sectors where London 2012 will have a particularly high impact: construction, media, sport, and hospitality and tourism. The relevant Sector Skills Councils are making detailed preparations for the demands and opportunities of London 2012 to secure sustained improvements well beyond 2012. *Before, during and after: making the most of the London 2012 Games* gives further details of initiatives including the Personal Best programme⁴⁸ which will help young people and other priority groups around the UK learn new skills and gain employment.

Personal Best

Personal Best is a volunteering programme that uses London 2012 to inspire and motivate the most disadvantaged people and help them into work. This tried and tested model was developed for the 2002 Manchester Commonwealth Games and has left a lasting network of 3,000 people with experience of helping out at major events registered with the Manchester Event Volunteers.

Personal Best is currently running in London. LOCOG has committed to giving interviews to graduates from the programme and recruiting up to 10% of the total Games volunteer workforce from the programme. Participants not only increase their chances of finding jobs and training opportunities, but also improve their self-confidence.

A Personal Best skills programme has been piloting in London with some encouraging results: 375 people have graduated, with 15% entering work, 42% going into further training and 33% undertaking further volunteering activities. The target is to get 20,000 disadvantaged people from London engaged through this scheme, with many of these achieving a newly developed Personal Best Qualification which is equivalent to an NVQ Level 1. It will be rolled out across London, and similar models will be offered across the UK.

There is also training available to local young people at the construction college, East London, on the Olympic Park site. This leads to qualifications in skills needed on modern construction sites including the Olympic park site. Finally young people, currently in employment or unemployed, can get information on job opportunities available at the Olympic park site.

⁴⁸ Information on Personal Best taken from *Before, during and after: making the most of the London 2012 Games* (DCMS, 2008:66).

8. Funding sources

The Inspire Mark

There is currently no set funding from LOCOG for voluntary and community sector organisations around London 2012. However, it does run the Inspire programme which although does not directly guarantee success with other funding sources, may be a useful, positive quality mark to have. The Inspire Mark⁴⁹ is open to non-commercial organisations delivering projects and events genuinely inspired by London 2012. LOCOG is encouraging the most accessible, participative, inspiring and stimulating projects and events to apply for the mark – across sport, culture, education, environment, volunteering and business skills. Projects and events recognised through the Inspire programme will be awarded the Inspire mark, which is recognised as part of London 2012's brand family.

Legacy Trust UK

Legacy Trust UK⁵⁰ is an independent charitable trust. It has been established to use funding endowed by the Big Lottery Fund, Arts Council England and DCMS to help create and support projects throughout the UK that will leave a lasting legacy from the London 2012. The Trust has an initial endowment of £40 million. It has committed to match this original funding and has set itself a target of £80 million being available for legacy projects over its lifetime. About 70% of Legacy Trust UK funding will go to cultural activities, the rest to sport. The Trust will not be running any open application grant programmes in order to keep administrative costs low and maximise the funds available within the awards made. The awards will be made under the three broad themes; sport and wellbeing, knowledge and learning, and arts and culture. There will be 16 grants made, these will be strategic grants and will be either allocated (12), predetermined (1) or go to tender (3). However, most of this is already committed through partnerships.

London Funders

London Funders runs an Olympic/Paralympic Project Group which is a forum for funders to work together to encourage the voluntary and community sector and social enterprise to engage in the London 2012 legacy. London Funders does not make grants itself but its new e-resource⁵¹ provides a single gateway of information & resources on London Funders for London's voluntary and community sector, including useful funding links, searchable funding criteria, diagnostic tools and notice board to inform funders of sector issues.

Local information

CYPVCS organisations may also find it useful to contact their local authority, Council for Voluntary Youth Services or Council for Voluntary Services for information on local funding streams.

49 Further information on the Inspire programme is available via:
<http://www.london2012.com/about/our-brand/inspire-programme.php>

50 Further information about the Legacy Trust and its funding opportunities is available via:
<http://www.legacytrustuk.org>

51 London Funder's funding e-resource is available via:
<http://www.londonfunders.org.uk/ELF/tabid/109/Default.aspx>

9. Implications and next steps

It is evident that there has been little strategic engagement with the CYPVCS so far in the build up to London 2012 and in planning its legacy. It is hoped that more policies, strategies, funding opportunities and openings for community involvement and children and young people's participation to come into play over the next few years.

The resources section below, and footnotes throughout this briefing, give useful links to organisations, funding providers and policy documents that will help inform the CYPVCS of issues around London 2012.

NCVYS and NCVCCO have identified steps that the CYPVCS should take to facilitate engagement in the planning, delivery and legacy of London 2012:

- utilise existing strategies to identify opportunities of involvement in London 2012 and its legacy;
- assess capacity, resources and priorities to see if they can link into London 2012 and its legacy; and
- share information with NCVYS and NCVCCO about opportunities to engage with London 2012 to ensure continued representation and advocacy for members in areas requiring further development in delivering the Games through the sector.

Through producing this briefing paper, NCVYS and NCVCCO have highlighted the following areas for development which have been sent to lead agencies for consideration.

NCVYS and NCVCCO jointly recommend that Government should:

- put into place an over-arching structure to facilitate the engagement of the CYPVCS in the planning and delivery of London 2012 and its legacy;
- match the emphasis on school sport and PE with efforts to encourage out-of-school positive activities, with a particular focus on engaging with the CYPVCS;
- not view London 2012 in isolation. It should be a reminder of the role sport can play in improving the health and well-being of children and young people, engaging children and young people in positive activities and their communities;
- recognise the potential of London 2012 to create employment and training opportunities for young people; and
- commit to London remaining a 'liveable' city for children and young people during 2012, for example by ensuring that transport and policing arrangements do not impact negatively on Londoners.

NCVYS and NCVCCO will be calling on London 2012 delivery agencies to:

- engage the CYPVCS in planning its volunteering strategy and ensuring that the sector is fully involved in implementing it;
- ensure that volunteers are fully prepared and supported before, during and after the Games;
- communicate with CYPVCS infrastructure bodies to facilitate the flow of information to front-line organisations at local, regional and national levels, including financial support to engage the sector;
- ensure that CYPVCS organisations are involved in the planning and development of the London 2012 legacy to facilitate long-term use of new resources, e.g. facilities, emerging from the Games;
- establish a voluntary sector stakeholder group to ensure that the CYPVCS is effectively represented and is involved before, during and after London 2012; and
- LOCOG to re-establish its youth steering group that was active during the bidding process for London 2012 to continue consultation with children and young people themselves.

NCVYS and NCVCCO recommend that Local Authorities should:

- recognise the potential of the CYPVCS and work in partnership with the sector to ensure that children and young people are engaged in preparation for, and delivery of, and benefit from the opportunities of local Olympic activities.

10. Resources

DCSM's *Before, during and after: making the most of the London 2012 Games*, including key contacts in the nationals and regions who can provide information on local plans and advice on how to get involved, is available at:

http://www.culture.gov.uk/reference_library/publications/5161.aspx

Information on London 2012 is available at: <http://www.london2012.com>

Information on LOCOG is available at: <http://www.london-2012.co.uk/LOCOG>

The official website of the International Paralympic Committee is:

<http://www.paralympic.org>

Information on the Youth Sports Trust, and the Young Ambassadors and Step into Sport programmes, is available at: <http://www.youthsporttrust.org>

Information on The Big Opportunity and the The Big Opportunity Direct is available at: <http://www.thebigopportunity.org.uk>

Information for young people about job opportunities available at the Olympic park site is available by calling: 0845 155 2012

Information on the Arts Council England, its regional networks and funding opportunities is available at: <http://www.artscouncil.org.uk>

Information on the Legacy Trust UK is available at: <http://www.legacytrustuk.org>

London Funders' e-resource, providing useful funding links, searchable funding criteria, diagnostic tools and notice board to inform funders of sector issues, is available at: <http://www.londonfunders.org.uk/ELF/tabid/109/Default.aspx>

Information on the Every Child Matters agenda is available at: <http://www.everychildmatters.gov.uk>

11 Other briefings

- Briefing 1** Knife, gun and gang crime
- Briefing 2** The Government's Social Exclusion Agenda
- Briefing 3** Access to Services in Rural Areas
- Briefing 4** Public Service Delivery
- Briefing 5** Community Cohesion
- Briefing 6** Local Government Reform
- Briefing 7** Placeshaping
- Briefing 8** The Comprehensive Spending Review
- Briefing 9** Rural migrant children, families and young people
- Briefing 10** Gang, Gun and Knife Crime: Seeking Solutions (Part 2)
- Briefing 11** Ministry of Justice Third Sector Strategy
- Briefing 12** The Youth Crime Action Plan
- Briefing 13** Communities in control: real people, real power

All the briefings are available at www.ncvcco.org or www.ncvys.org.uk

Free hard copies are also available to order. Please contact Ilona Pinter, NCVYS's Information and Website Officer on 020 7278 1041 or email ilona@ncvys.org.uk , or Sophie Griffiths, NCVCCO's Policy and Information Officer on 020 7833 3319 or email sophie@ncvcco.org.