

# London 2012

## Delivering the promise

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# The countdown



- London awarded XXX Olympic Games just under four years ago
- Now more than half way through planning phase
- 168 weeks to go – sounds like an awfully long time
- But is it time enough?

# What are we expecting?

If London won the Olympics:

“Grassroots participation would be boosted. An already sports mad nation would get fitter and healthier.”

**Olympic bid**

# What are we expecting?



“Just as the London Games in 1948 inspired men and women to take part in sport so we believe that hosting the Games in 2012 will encourage future generations of young people.”


Rt Hon Tony Blair, London 2012's candidate file

# What are we expecting?



“I want the Olympics to motivate everyone to get active.”

Rt Hon Tessa Jowell MP, Olympics Minister, 2003

A satellite view of Earth showing North America and the surrounding oceans, with white text overlaid at the bottom left.

**But the world today is very different  
from the one in which London won  
the Games**

# The downturn



# So where are we now?

- Contingency fund of £2.7bn now down to £585m
- Taxpayer now meets the costs of parts of the project intended for private investment
  - Olympic village
  - Media centre



# So where are we now?

## £50m shortfall in elite sport funding in run-up to 2012, compared to budget

- Some sports left to fight over rump including:
  - Fencing
  - Shooting
  - Water polo
  - Volleyball
  - Handball
- Cuts of up to 75% compared to previous years



# And what about the legacy of participation?

£547m diverted away from grassroots sport into the Olympic project

“It is like someone has taken my running shoes away from me at the start of the race.”

Derek Mapp - Chairman, Sport England



# What about the legacy of participation?

- Government has set out “Legacy Action Plan”
- Rolls up existing sporting commitments
  - 5 hours sport for 5-16 year olds
  - 2 million people more active
- And adds some new initiatives
  - Free swimming in some areas for over 60s, then under 16s.

# So where are we now?

- Sports legacy board
- Sports venues legacy group
- Existing Sport England programmes to increase participation rolled up in plan
- DH physical activity strategy will contribute to participation targets too – 1m more active

# A question of delivery

- Next months will be crucial
- Long sunrise and short sunset – the time to act and invest is now



# A question of delivery

- Some very good examples of programmes which are delivering increased participation but coverage is patchy and national co-ordination is required

# What about NGB legacy plans?

- British Equestrian Federation launched “Hoof – Ride London” in 2007
- Main aims are to increase participation and profile of equestrian sport in London before and after 2012



# What about NGB legacy plans?



## “Premier League 4 Sport”

- This Government-led initiative was launched in 2009, in partnership with, Badminton England, Volleyball England, British Judo Association and English Table Tennis Association
- It will link Premier League clubs with community sports clubs to attract more young people to these sports by 2012 and beyond

# A question of delivery

- Community brand needs more penetration
  - Inspire Mark has been awarded to just 18 programmes with a major sporting element
  - Other projects not permitted to use Olympic marks
  - Difficult to create national awareness and conjure community enthusiasm without a brand

# Forwards to 2012



- No room for complacency
- Plenty of room for improvement!
- Not a question of more investment – no more money left!
- More important to ensure that the available money is spent wisely and that programmes work effectively
- Sports governing bodies determined to make the most of this once-in-a-lifetime opportunity