Mega events – More than medals?

James Stibbs
CCPR
CCPR and its members
Llanwrtyd Wells
"Public support is very high on the list of priorities - it is, for example, the first thing I look at in a bid”

Kevan Gosper – former IOC Vice-President
Political help

“The only thing they [the British] have ever done for European agriculture is mad cow disease…

After Finland, it is the country with the worst food.”

Quote attributed to Mr Jacques Chirac, July 2005
London’s defining feature

- Regenerational legacy
- Sporting legacy
If London won the Olympics:

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

“Great Games provide an inspiration for youth. In 2012 the Olympic and Paralympic Games will not only stimulate the interest of a new generation of Londoners, but also leave behind many of the facilities they need to engage in regular sporting activities.”

London 2012 Candidate file
Legacy promises

“We’re serious about inspiring young people.”

Lord Seb Coe, presentation to IOC
Our vision is to see millions more young people in Britain and around the world participating in sport...and London has the power to make that happen.”

Rt Hon Tony Blair - speech to IOC
“I want the Olympics to motivate everyone to get active.”

Rt Hon Tessa Jowell MP, 2003
Is a legacy realistic?

“There is little evidence that hosting events has a significant influence on participation”

“Hosting events is not an effective, value for money method of achieving either a sustained increase in mass participation or sustainable international success”

*Game Plan*, DCMS/Strategy Unit, 2002
Is a legacy realistic?

“The London 2012 bid needs to be careful about how it presents the potential ‘Olympic effect’, avoiding raising expectations which it cannot fulfil.”

“The Commonwealth Games made no measurable impact in immediate post-Games participation.”

“Unless the Games are embedded in a longer term developmental strategy they are very unlikely to have any general…impacts.”

*After the Goldrush*, IPPR and Demos, 2004
Legacy principles

- National
- Diverse
- Comprehensive
- Timely
- Resources
The funder’s view

“A real blow to community sport.”

“[It] seriously endangers the creation of a sporting legacy from the 2012 Games.”

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

Derek Mapp - Chairman, Sport England
The next five years?