



Department
for Culture
Media & Sport

A Living Legacy:

2010-15 SPORT POLICY AND INVESTMENT



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Contents

Foreword by Sajid Javid, Secretary of State for Culture, Media and Sport	4
Foreword by Helen Grant, Minister for Sport and Tourism	5
1. Why Sport Matters	6
2. Our Investment in Sport	9
3. London 2012	11
4. A Lasting Legacy from the Games	14
5. Elite Success	18
6. Getting More People into Sport	21
7. Improving Facilities	25
8. Inspiring a Generation of Young People	29
9. New Opportunities for Disabled People	33
10. Boosting Women's Sport	37
11. The International Impact	41
12. Major Sporting Events	44
13. References and Photo Credits	47

FOREWORD

By Sajid Javid, Secretary of State for Culture, Media and Sport



In Singapore in 2005, Lord Coe made a promise that a vote for London to host the 2012 Olympic and Paralympic Games would be a vote for a Games that would inspire a generation. Ten years on, I look back and see not only the scale of that ambition but also the Herculean efforts so many have made to make it a reality.

After the bid team's triumph, there followed years of planning, construction and investment on a scale never before seen during peacetime. The culmination of that hard work were the Games themselves in that unforgettable summer of 2012, a showcase not only of British sporting talent but also of British expertise and industry. Here then was a unique opportunity to use the Games as a catalyst for genuine and lasting change – through sport, communities, the economy, urban regeneration and disability equality.

This is our legacy, one shaped and shared by the UK Government and its arm's length bodies, the Mayor of London and a broad host of other organisations. For good reason did the International Olympic Commission hail our plans as a blueprint for future host cities: significant funding to ensure our elite athletes continue to challenge on the world's biggest stages; more people than ever before regularly participating in sport in new or improved facilities; more people taking time out to volunteer; more tourists to the UK; ongoing international trade and investment benefits; the regeneration of East London; and shifting attitudes to disability.

We do well to reflect on our achievements but only if it inspires us to continue striving for improvement. While our course is true, there still remains much to be done if our legacy is to be one from which future generations will reap the rewards for years to come.

A handwritten signature in black ink, appearing to read 'S. Javid'.

FOREWORD

By Helen Grant, Minister for Sport and Tourism



There is a value to sport unlike anything else. Sport keeps you healthy – in body and mind. It helps you learn and focus, teaches you aspiration and respect for yourself and others. Sport earns its keep, putting billions into the economy and employing thousands. But sport can also be used as a tool to shape and change society.

At a very local level, sport can strengthen and enrich communities, bringing people together to volunteer, participate or to celebrate their local teams. But this requires that the physical fabric of sport locally, the bricks and mortar of local clubs, is strong enough to support this.

Up and down the country, a lack of basic sporting amenities has been a barrier to enjoying all the benefits regular participation in sport gives us. However, through the good work of Sport England, grassroots facilities have been renovated, made more accessible, safe or enjoyable. Brand new beacons of sporting excellence have been built, jewels in the crown of their communities. And hundreds of playing fields, so often water-logged or in disrepair, have been improved and protected.

As well as being a force for positive change at a very local level, sport can also make a real difference within our broader society.

For too long, the figures for women's sport – be it sponsorship, broadcast coverage or participation – have been woeful. London 2012 allowed female athletes to show their star power and shine, revealing a latent demand for women's sport. The time was right to try and bring about a major shift in our attitudes so we put in place a programme of work to start turning things round.

Through the expertise and influence of the *Women and Sport Advisory Board*, and our partners such as Sport England and Women in Sport, we are already starting to see things change for the better: broadcasters showing more women's sport, new deals with sponsors and This Girl Can talking about women and sport in a new and exciting way. There's still a long way to go but we're heading in the right direction.

So from revitalising local facilities to changing attitudes around gender inequality – sport continues to demonstrate its power to change society for the better.

A handwritten signature in black ink that reads "Helen". The signature is written in a cursive, flowing style.

1. WHY SPORT MATTERS

Sport makes a real difference – in many different ways. For children just starting school, physical education provides them with the physical literacy they take with them through childhood and beyond into adulthood.

We know too of the positive effects of sport on education more broadly, with regular participation resulting in improved attainment, lower absenteeism and drop-out, and increased progression to higher education. For instance, young people's participation in sport improves their numeracy scores by 8 per cent on average above non-participants¹.

Other studies have found that sport programmes aimed at youths at risk of criminal behaviour can enhance self-esteem and reduce reoffending. Participation in sport can teach personal discipline, self-respect and a respect for others.

A vibrant community club scene brings people together, strengthening social networks and giving a shared sense of identity. Sport in the community also has an economic benefit, providing jobs and income to the area.

Then there are the benefits of doing sport to the body and mind. Physical activity, including sport, is linked to reduced risk of over 20 illnesses, including cardiovascular disease and some cancers. Participation in sport can also reduce depression, anxiety and psychological distress. Increases in aerobic fitness have both short-term and long-term beneficial effects on well-being. Even a single session of low-to-moderate exercise can reduce anxiety. In fact, taking part in regular sport can save between £1,750 and £6,900 in healthcare costs per person².

There are many other economic benefits of sport. In 2010, sport and sport-related activity contributed £20.3 billion to the English economy – 1.9% of the England total. On top of that, sport and sport-related activity is estimated to support over 400,000 full-time equivalent jobs: that's 2.3% of all jobs in England³.

Even watching sport, not just participating in it, can positively affect the well-being or happiness of individuals. The entire nation can get a sense of national pride through sporting success or achievement.

Sport continues to be the largest revenue-generating genre across multichannel platforms, accounting for 43% of revenues at over £2.3 billion. In 2013, revenues reported by sports channels grew by 13%. Not surprising given the broadcast viewing figures – 24 million for the Olympic Closing Ceremony, 20 million for the Euro 2012 England v Italy match and 12 million for the 2013 Wimbledon Men's Final.⁴

¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/88449/CASE-value-summary-report-July10.pdf

² *ibid*

³ <http://www.sportengland.org/media/177230/economic-value-of-sport.pdf>

⁴ http://stakeholders.ofcom.org.uk/binaries/research/cmr/cmr14/2014_UK_CMV.pdf

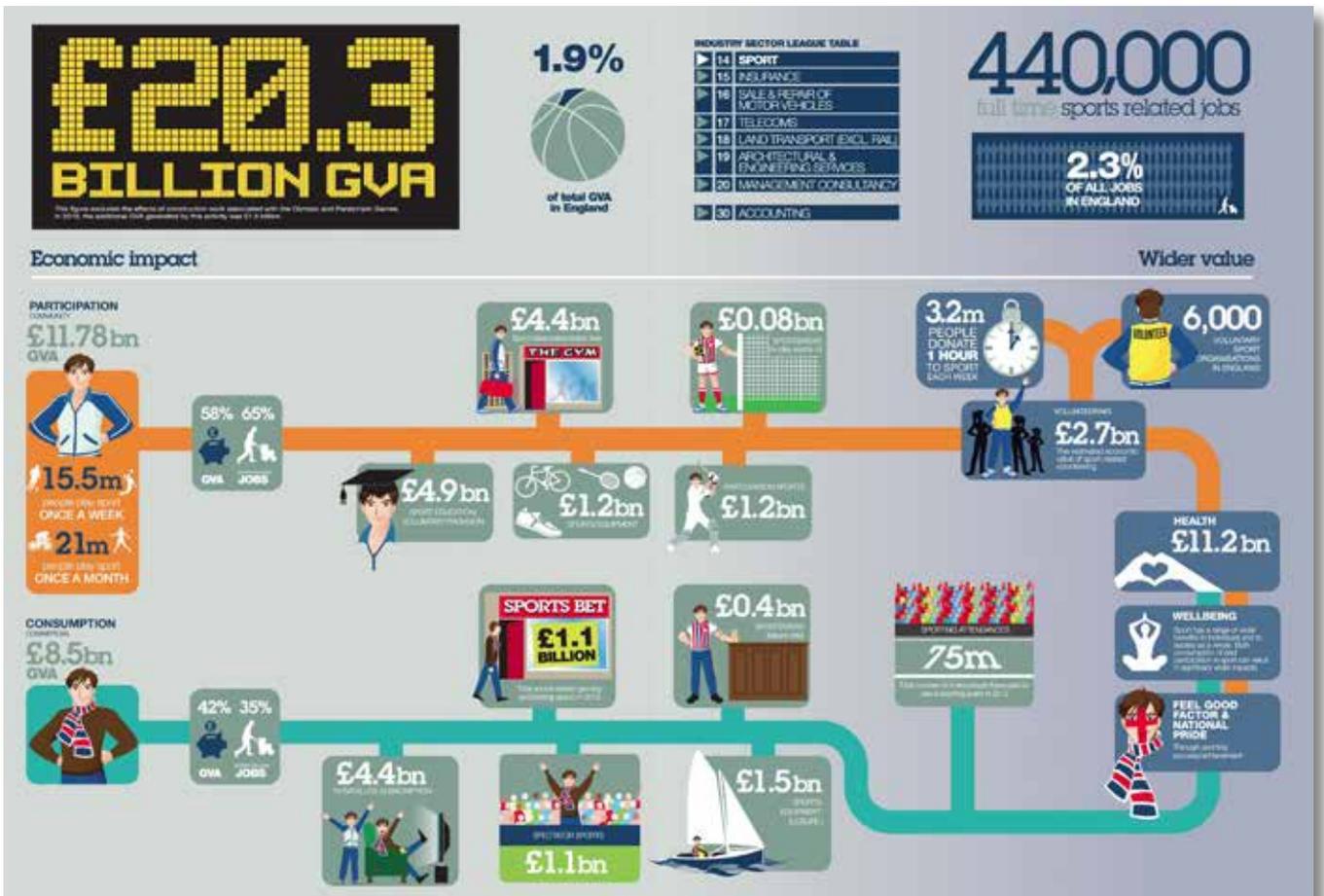


Major sporting events have the potential to focus all these benefits, the greatest recent example of which is the London 2012 Olympic and Paralympic Games and the wealth of achievements covering everything from its staging to its ambitious legacy plans.

We are beginning to understand now just how powerful sport can be and how it can be used as a tool for social change and policy delivery in increasingly sophisticated ways. We know that sport matters most when we are clear about how and where it can make the biggest difference, and supporting it in those areas. The true value of sport is in its impact – for individuals, for communities and for the nation as a whole – and the potential to do more here is enormous.

Sport for development

Recognising the power of using "sport for development" and getting to the hard-to-reach, the Minister for Sport and Tourism convened a working group better to understand the issues facing this sector. Following a round table meeting, it was clear that a common measurement framework and narrative were required. Sport England were commissioned to explore this further and a new framework is now being developed with the sector, with the assistance of the Sport Industry Research Centre at Sheffield Hallam University. We also recognised that some of these organisations could benefit from a boost to funding to help deliver their important work and so provided support in 2014-15 to Sussex Cricket, Street League and the Change Foundation.



Courtesy of Sport England

2. OUR INVESTMENT IN SPORT

Our investment in sport reflects our belief in its power to create lasting change.

Sport is at the heart of our plans for a lasting legacy from the 2012 Games – and has in itself an inherent value. We have therefore put significant sums of money into:

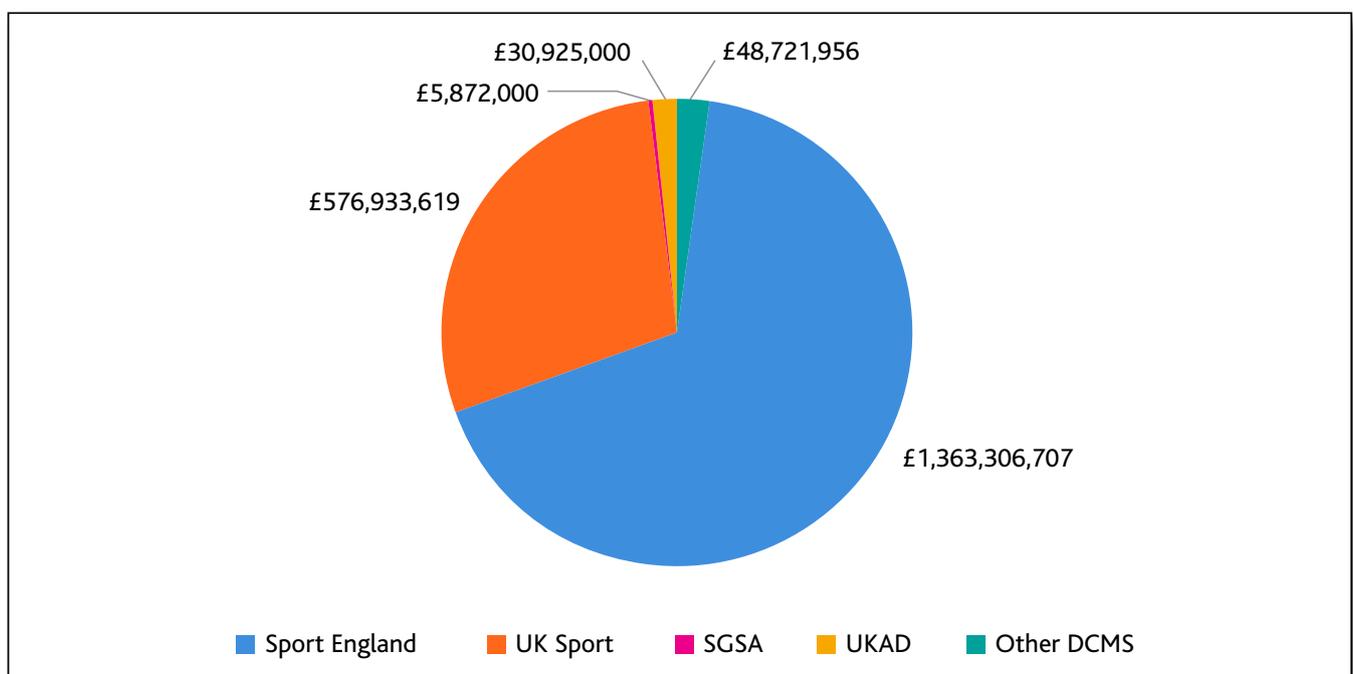
- promoting grassroots participation,
- building and improving infrastructure and facilities and
- giving elite athletes every chance to succeed at the highest level.

Between 2010 and 2012, we also changed the amount of money that went from the National Lottery into the original 'good causes' of arts, heritage and sport.

This meant that the proportion of National Lottery money going toward sport increased from 16.66% to 20%.

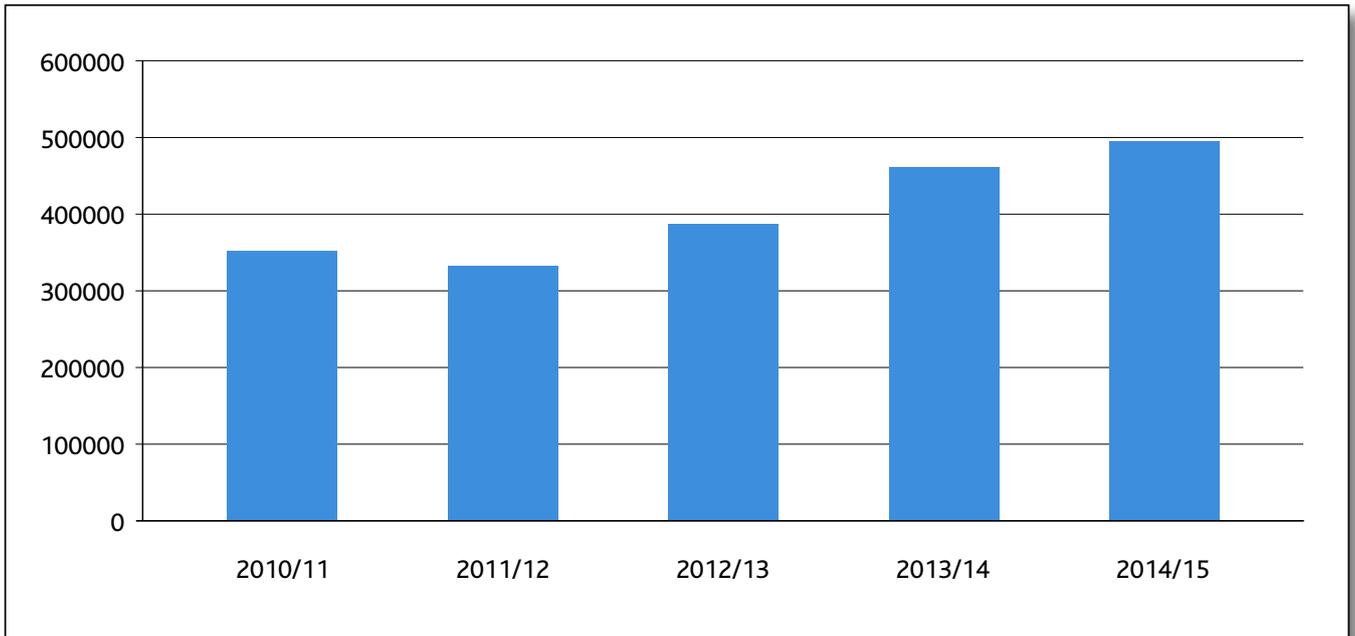
DCMS and its ALBs have invested nearly £2.026 billion in sport over the period 2010-15.

Total Investment (2010/11-2014/15) by Organisation⁵



⁵ All figures from DCMS internal finance and ALBs

Total Investment by Year



3. LONDON 2012

"The International Olympic Committee has the honour of announcing the games of the 30th Olympiad in 2012 are awarded to the city of London" – Jacques Rogge (12:48pm, 6 July 2005)

A single summer looms large in recent sporting history, but it's one whose reach will extend for a generation. The London 2012 Olympic and Paralympic Games were a success of which few would have dared dream when London won the bid on 6 July 2005. Seven years later, we put on a show, the UK's greatest peacetime event, which all the world turned up to watch.

An area in East London roughly the size of London's Hyde Park, alongside other venues were completely transformed; massive and complex infrastructure put in place; beautiful and spectacular venues built – all on time and within budget.

The staging of the Games was an equally impressive achievement. Over 70 days, the Olympic torch was carried by around 8,000 people over about 8,000 miles. 11 million tickets for the Games were sold. Over 15,000 Olympic and Paralympic athletes competed in venues across the UK. Not only was there a Games time workforce of over 200,000 but also a massive volunteer workforce, the organisers meeting the huge logistical challenge of recruiting and deploying these 70,000 Games Makers. With their distinctive purple and red jackets and their boundless enthusiasm, they were for many visitors and tourists the local, friendly face of the Games, alongside all the other volunteers such as the Team London Ambassadors and those around other venues.

Then there were the unforgettable Opening and Closing Ceremonies for both Games. The Olympic Opening ceremony directed by Oscar-winning film director Danny Boyle. Isles of Wonder set the stage for what was to come, a celebration of modern Britain in all its diversity.

And not least were the successes of Team GB and Paralympics GB, exceeding their medal targets with each finishing third in the medal tables. For Team GB, this was their highest-placed finish since 1908.

Who can forget how those medals were won? A nation glued to their TV, thrilled and terrified as British athletes fought to make their mark on home turf, for whom all those years of training finished in this single moment – in the Stadium, in the Velodrome or on Dorney Lake. The summer of 2012 saw a new set of heroes and heroines embraced by the nation.

Perhaps one of the most memorable days was "Super Saturday" when Team GB achieved its greatest success at a Games for over a century. The rowers started the day with gold in the men's four and the women's lightweight double sculls. The women's

team pursuiteders added another in the Velodrome. Then, to cap it all, and in front of a cheering crowd of 80,000 in the Olympic Stadium, Jessica Ennis, Greg Rutherford and Mo Farah each claimed gold in heptathlon, long jump and the 10,000m.

And, this time, the Paralympics were given the status and prominence they deserved – backed up by star performances and record global viewing figures. The epic four-gold haul of David Weir, Jonnie Peacock's exhilarating 100m victory, Hannah Cockroft's sprint double, Sarah Storey becoming the British athlete with the most overall medals of all time – all these and many more will go down in Paralympic sporting history.

London 2012 brought a nation together, it showed just what the UK is capable of achieving. Most importantly, while the Games signalled the end of seven years of preparation, they also marked the start of a legacy that will last a life-time.

"These were happy and glorious Games." – Jacques Rogge, the IOC president, praises the London 2012 Games at the Olympic closing ceremony



Torch Relays

If there was any doubt beforehand about the impact these Games would have on the public, the Torch Relays quashed them. When the Olympic Flame left Land's End, carried by the first of its 8,000 Torchbearers, it began a journey that would draw vast crowds of onlookers and well-wishers.

It became a beacon that rallied the nation – the focus of a remarkable outpouring of public excitement and anticipation. By the time Sir Steve Redgrave brought the Flame into the Stadium for the stunning Olympic Opening Ceremony, around 15 million people had cheered it on through more than a 1,000 communities across Scotland, Northern Ireland, England and Wales.

The journey of the Paralympic flame showed an inspiration and courage that would mark these games. Four Flames were lit from the summits of the UK's highest peaks – Scafell Pike, Slieve Donard, Ben Nevis and Snowdon – by groups of young Scouts and experienced mountaineers.

Four Cauldrons were lit in ceremonies at Belfast, Glasgow, London and Cardiff, whose Flames then converged on Stoke Mandeville, where they were united to form the Paralympic Flame. It was then carried on its final 92 mile journey to the Olympic Stadium for the memorable Paralympic Opening Ceremony.



4. A LASTING LEGACY FROM THE GAMES

“We will make sure that the greatest Olympic and Paralympic Games ever really do benefit our entire country for generations to come.” – David Cameron

What stood out most from London’s bid to the International Olympic Committee were their ambitious plans for a great and lasting legacy from the Games. Right from the beginning, the 2012 Games organisers made sure that they learned the lessons of Barcelona 1992 and Sydney 2000 in terms of sustainability and legacy. The Games must make a lasting impression for future generations.

As leader of the bid team in Singapore 2005, Lord Coe made an impassioned presentation, setting out that the Games would show “magic happens” and inspire young people across the world. This would be the Games to “inspire a generation”.

In fact, the joint UK government and Mayor of London work to create a lasting legacy from the Games has been hailed by the IOC as a blueprint for future hosts. The IOC acknowledge that “London and Great Britain will benefit from the Games for a long time to come”. Our legacy plans are long-term and ambitious: to use the inspirational power of 2012 to deliver lasting change in sport, our communities, the economy, the regeneration of east London and in driving forward the cause of disability equality.

Inspired by the success of the Games, and supported by significant investment and new insights, 1.6 million more people are playing sport once a week than when London won the bid in 2005. And that includes more disabled people – a part of the legacy that figures prominently in a Games where the Paralympics thrust disabled sport and disabled athletes front and centre and celebrated their achievements like never before. The inaugural National Paralympic Day was held on Queen Elizabeth Olympic Park in 2013. In 2014, the event went from strength to strength, returning to the Park in addition to events taking place in Liverpool and Birmingham.

Since 2009, The Mayor of London’s Sports Legacy Programme has invested £23.5 million in grassroots sport in the capital alongside more than £31 million of match funding. Because of this, almost 400,000 Londoners have taken part in projects funded by the programme; over 13,000 coaches and officials have been trained; more than 100 facilities have been built, refurbished or upgraded; and more than 30,000 people have learnt to swim through the Make a Splash mobile swimming pools programme. Every project funded by the programme has a target for the number of previously inactive participants who have got involved, and all projects need to be inclusive of disabled participants.



The British economy has also seen a big boost off the back of London 2012. International trade and investment benefits following the Games and Games-time promotional activity now stand at £14.2 billion. We exceeded the 4 year target of £11 billion after just over one year. This kind of achievement keeps on reminding the world that the Olympics were not just a one-off success for the UK, but a shining example of all of which the country is capable.

The Games have made a real difference to businesses investing in the UK and to UK trade overseas. It is estimated that the investment in the Games could return up to £41 billion in benefit to the economy by 2020. Tourist numbers have increased, with visitors now spending more than £21 billion a year in Britain for the first time. The GREAT campaign has brought around £600 million revenue to the UK and is now being used in 140 countries and 230 cities around the world.

The regeneration of East London has been immense. An area of 2.5km has been transformed not once but twice: first for the staging of the Games themselves and then for the benefit of the community and the country, for years to come. East London is now home to one of the largest public parks in Europe. The Olympic Park – now Queen Elizabeth Olympic Park – is open to the public and has welcomed over 4.5 million visitors. Now, those iconic venues that hosted such memories in 2012 are open for use by not only elite athletes and future Olympians, but also the community and local sport clubs. For example, since opening in March 2014, the London Aquatics centre has attracted more than 700,000 visitors and Lee Valley VeloPark more than 500,000. This is the first time ever a host city has secured legacy uses for all permanent venues in the Olympic Park within a year of the Games ending. In December 2013, plans were announced for *Olympicopolis* – a new cultural and university quarter on the Park, comprising Sadler's Wells Theatre, University of the Arts London, University College London and Victoria & Albert Museum. Formal talks have opened with the Smithsonian Institution around opening their first international outpost as part of the project.

More than 4,500 residents are now living in East Village in Stratford, the former Athletes' Village, which has been converted into 2,818 new homes. Over 875 students are attending Chobham Academy and 6,500 people are registered at the Sir Ludwig Guttman Health and Wellbeing Centre. We also expect that the Park will bring over 10,000 new homes (around half of which are affordable) by 2031 and over 15,000 new jobs to East London by 2025.

The inspiration of the Games has also reinvigorated volunteering: up from 65% in 2010 to 72% in 2012. Join In, an independent charity formed out of London 2012, have trained over 250 Local Leaders, helping more people than ever get involved with grassroots sport clubs through 30 established local networks. A new 'Spirit of 2012' Trust has been set up by the Big Lottery Fund to support community projects which embody the spirit of London 2012. So far, over 34,000 volunteers have registered on the Team London website and, through Team London's Young Ambassadors programme, over 70,000 young people in 400 schools have been engaged in volunteering, with over 15,000 of these actively leading and supporting volunteering projects.

The Minister for Sport and Tourism has reported on a quarterly basis to Parliament against progress on sports legacy ambitions, first published in a Ten Point Plan in September 2012. We have also published two *Inspired by 2012* reports. The plans we have set out now run all the way to 2022 but, with all that has been achieved so far, we are well on track to keep the promises we made back in 2005.

"If we all commit to doing something in whatever way, small or large, we have been inspired by 2012 – and we will continue to excite and inspire our young people. Only then can we be confident once more that, when our time came, we did it right." – Lord Coe

Tackling inactivity

If our ambition is to be the first host nation to increase those doing sport off the back of a Games, we need to recognise that, for many people, sport can be intimidating. In fact, any sort of regular physical activity can be a challenge. So not only should the legacy of London 2012 be a more sporting nation, but a more active, healthier nation.

Inactivity costs the UK economy £7.4 billion a year and is responsible for one in six deaths⁶. The situation will only get worse if sedentary behaviour is left unchecked. Such is the scale of the problem that it requires a broad spread of organisations working together to tackle it. The first step in this was the launch in February 2014 of *Moving More Living More*, a statement of intent from Government, the Mayor of London and others to reduce inactivity.

The London Legacy Development Corporation is involved through their *Active People, Active Park* programme of work to get more people active through a range of free sporting activities in and around Queen Elizabeth Olympic Park. So far, 35,000 people have taken part. *Motivate East*, run by the Legacy Corporation in partnership with Sport England, provides disability sport opportunities in east London and so far, more than 26,000 opportunities have been taken.

In October 2014, Public Health England launched *Everybody active, every day*, having worked with over 1,000 physical activity leaders. This detailed and comprehensive framework calls for action from providers and commissioners across all those sectors that have a role to play in getting people more active – including sport. Sport England is leading research and work to explore how sport can be used to get the least active up and about through their *Get Healthy, Get Active* programme.

If we are successful in our ambitions, the rewards for future generations will be immense.

⁶ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/353384/Everybody_Active__Every_Day_evidence_based_approach_CONSULTATION_VERSION.pdf

5. ELITE SUCCESS

"There's a direct link between elite success and participation in sport. I want one of the legacies of these Games to be our athletes triumphing in Rio in 2016, and in future Olympic Games. Guaranteeing this funding will help ensure that happens."

– David Cameron

The success of Great Britain at London 2012 was not a result of mere chance, but the end product of 20 years of investment, planning and tough decisions. In Sydney 2000 then in Athens 2004, Team GB finished 10th. In 2008, we finished fourth, smashing predictions. Come the end of London 2012, we had risen in just 12 years from 10th to third – from 28 medals to 65 medals, including an amazing 29 gold, our biggest gold medal haul since 1908.

Buoyed by this rise, we now have a bold ambition: to become the first host nation to win more medals at the next Games. To help make this happen, straight after the Games, UK Sport announced £347 million of funding in the run up to Rio 2016. This is an overall increase of 13% on the funding available for London 2012.

Because of the UK's historic relationship with the Paralympic movement, we have a long and proud tradition of making sure disabled sportspeople have access to high quality training and development. Since Sydney, nearly £175 million has been invested in training disabled athletes. Despite the ever-increasing interest in disabled sport from other big sporting countries, we have kept our focus and investment in talent, with Paralympics GB finishing within the top three places since 2000. To keep our sights aimed high for Rio, we have increased funding for Paralympic sports by 45%.

UK Sport currently supports around 1,300 athletes across 52 summer and winter Olympic and Paralympic sports, to maximise medal success at World and European Championships and ultimately the Olympic and Paralympic Games.

And all funded athletes are giving something back to their communities and inspiring the next generation. All of them have been asked to give up to five days a year to inspire children and young people to get involved in sport. In 2014, they passed the milestone of 10,000 volunteer inspiration days, putting back in and inspiring the next generation of athletes.

Since 2010, our best and brightest athletes have shone on some of the world's biggest stages – not just London 2012. Amy Williams won gold in the skeleton at the Winter Olympics in Vancouver, GB's first Winter Olympic Gold since 2002. In the same year, Beth Tweddle took the gold on the uneven bars at the World Gymnastics Championship in the Netherlands.

In 2011, Mo Farah and Dai Greene won World Championship Gold in Daegu, South Korea. In 2013, Mo won gold again – as did Christine Ohurogu – at the World Athletics Championship in Russia. Nine golds were secured at the Para-Athletics World Championship in France; 18 Golds were won at the Para-swimming World Championships in Canada, including three for Ellie Simmonds.

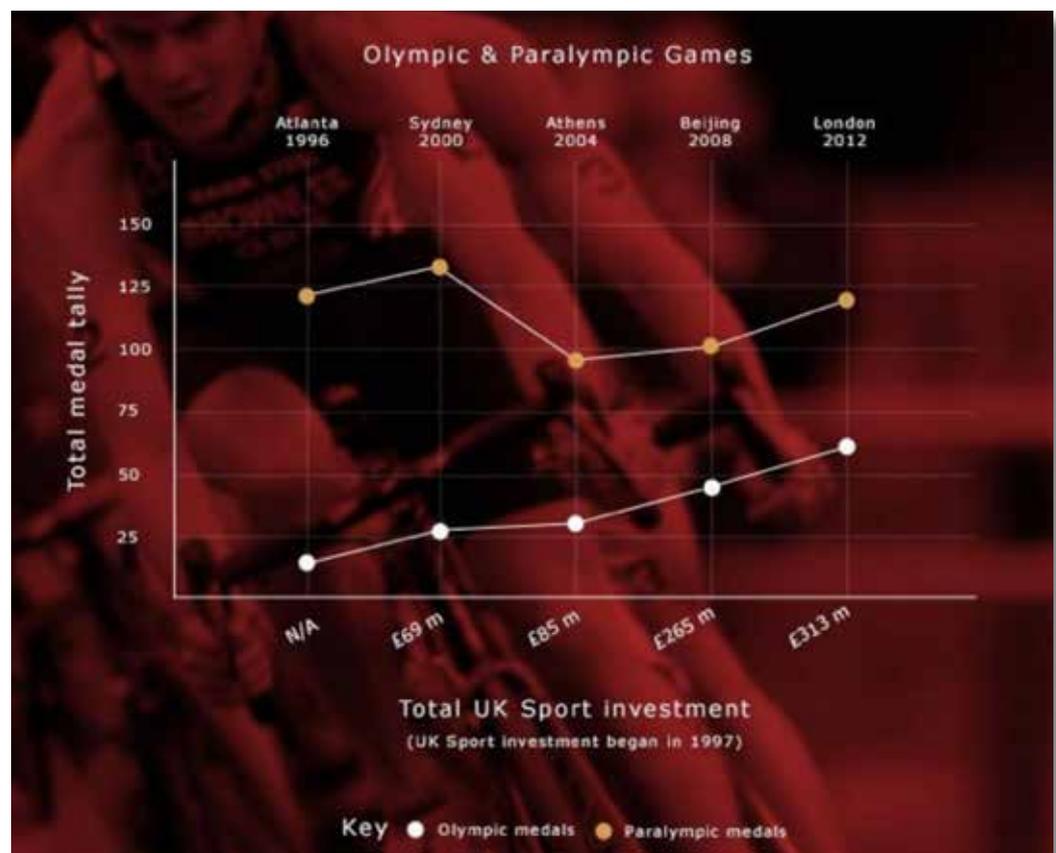
Then in 2014, more records fell as Great Britain put on some of its best performances in years.

British athletes led the way as England, Scotland, Wales and Northern Ireland all enjoyed success at the Glasgow 2014 Commonwealth Games. England finished top of the medal table and Scotland's fourth place was its highest ever finish. In fact, England, Scotland and Wales won more medals than ever before at a Commonwealth games.

A few months later, Sochi 2014 was the most successful Winter Olympic Games for Great Britain since 1924, with a four medal haul. Jenny Jones won bronze in freestyle snowboarding to secure Britain's first ever Olympic medal on snow. The curling team won a silver and a bronze. And Lizzy Yarnold won gold in skeleton

The Paralympic team won six medals, which was their best performance since Innsbruck 1984, and won their first ever gold medal at a Winter Games, as Kelly Gallagher and her guide Charlotte Evans took the women's Super-G. Jade Etherington and her guide Caroline Powell won four medals, making them the most successful British Winter Paralympian women of all time.

All this success means that UK Sport has doubled investment in British Winter Olympic and Paralympic sports preparing for the next games in PyeongChang, South Korea, in 2018 – investing up to £31 million in eight winter Olympic and Paralympic sports. For the first time, we can now be truly ambitious in aiming for another record-breaking Winter Games in four years' time. Even six years after London 2012, our elite athletes will be competing and challenging for the top.



Anti-doping

Doping in sport is a major challenge. It not only threatens the integrity of sport but also puts at risk athletes' health. Only by taking a concerted and comprehensive approach to the fight against doping is it possible to protect sport's integrity and the health of athletes worldwide.

Investment in sporting success requires a strong National Anti-Doping Organisation (NADO) and a robust anti-doping programme to provide assurance that the reputation of national teams and major events in the UK are protected.

UK Anti-Doping was originally set up to lead the fight against doping in the approach to the Games, where they worked with organisers to develop a thorough programme of testing, athlete education and training for anti-doping volunteers.

UKAD is now responsible for implementing and managing the UK's anti-doping policy and making sure that UK sports comply with the World Anti-Doping Code.

A revised Code, with significant contributions to the consultation from the UK, came into force on 1 January 2015. It will better protect clean athletes and see tougher sanctions for those that cheat – not just athletes but also for those that assist in the doping process.



6. GETTING MORE PEOPLE INTO SPORT

The reasons people choose not to participate in sport are complicated: life-changes like leaving school, starting a new job or having a family can all reduce the amount of time and energy people have to carry on with their sports. Then there are other more entrenched barriers like a bad childhood experience of PE, perceived lack of time, concerns about how good (or how bad) at a sport you can be, concerns about appearance or the lure of other, easier, more sedentary ways to pass the time.

Therefore, to try and influence the sporting behaviour of a generation is a significant undertaking and one that no other Olympic host nation has achieved. Our ambition is for the UK to break this cycle and to become the first Olympic host nation to increase the numbers playing sport off the back of a Games. In January 2012, we and Sport England published a £1 billion, five-year youth and community sport strategy to help us meet this ambition – *Creating a Sporting Habit for Life*.

The strategy signalled a radical change in policy, bringing to bear programmes and funding on younger people, in order to address the drop-off in participation at its root. The strategy was designed to create more opportunities for young people to play sport; nurture and develop talent; provide the right facilities in the right places; support local authorities and unlock local funding; and ensure real opportunities for communities.

Sport England recognised that young people are often introduced to sports they enjoy at school or when they go on to further education. While they end up enjoying their sport, they tend not to continue when their circumstances change. Without that infrastructure of facilities, coaches and structured competition, it's more difficult for many to maintain their interest.

Sportivate and satellite clubs are just two of Sport England's programmes that have already got more than half a million young people playing sport every week by strengthening the links between school and community sport, making it easier for young people to transit. The first introduces 11-25 year olds to sport through a six-week coaching course, while satellite clubs bring community sports clubs into schools and colleges and help young people continue their sporting habit after they leave education.

A total of 495,132 14 to 25-year-olds have completed the Sportivate coaching course, with over 300,000 continuing to participate. There are now 3,615 satellite clubs operational and 480 of these are girls only, in which around 18,000 girls are regularly playing sport. These clubs continue to bring sport to young people in very local venues and may attract young people who are not typically very sporty.⁷

⁷ All data from Sport England

Examples include Onna Ju Jitsu, satellite club of the year 2014, which introduced Ju Jitsu into the heart of Bradford in November 2013, with 34 girls aged 11-15 now regularly taking part in the sport. Longridge Activity Centre, Sportivate Project of the Year 2014, worked with local schools, colleges, young offender institutions and groups supporting young disabled people, to introduce the sport of rowing.

"It's fantastic that Sportivate is helping so many young people to discover a new sport. I only started cycling when I was 15 and it changed my life. Sport can be amazing if you find the one that's right for you. Whether you want to get serious about it or concentrate on the fun of taking part, Sportivate can help you to get involved" – Olympic gold medal cyclist, Joanna Rowsell

Nearly £50 million has been made available through the Community Sport Activation Fund to support sport at the very local, grassroots level. Recognising the important role played by local, community clubs, Sport England launched in February 2015, *Club Matters*, a £3.6 million fund to help club administrators and volunteers get more people into their clubs and doing sport.

Sport England also supports a range of organisations with the expertise and understanding of bringing sport to those for whom it may traditionally not have appealed. The likes of StreetGames and the Dame Kelly Holmes Trust have given thousands of young people positive and empowering experiences of sport, in turn sharing their wisdom with others to help reach out to these hard-to-reach groups.

Creating a Sporting Habit for Life also signalled a tougher regime for National Governing Bodies for sport who receive funding as part of the strategy. Each NGB has a contract, or Whole Sport Plan, with Sport England that sets out how their funding will be spent and what the public can expect to see for this investment. For the first time, sports were tasked to focus on getting more young people doing sport and asked to set out what interventions they would use to meet those ambitions.

Sport England now took a more rigorous and robust approach to performance managing the NGBs. This "payment for results" approach meant that high-performing sports would receive more and under-performing sports would see some of their funding re-invested in other bodies and organisations associated with their sport. The core principle was that no funding should go to waste, that we would see a return on that significant investment and that no NGB could expect not to pull its weight. To that end, Sport England is now exploring how a mixed economy can best be deployed to get more people doing sport. For example, in October 2014, Sport England, joining up with UK Sport, agreed a £1.18 million package to cultivate talent development in basketball and support the British men's and women's teams, as well as both under 20s teams.

We want Sport England's investment of over £1 billion into improving grassroots sport to make a real and lasting difference. We want everyone, no matter their ability or disability, to find a sport they enjoy and in which they can get easily involved – and stay involved. However, we recognise that more needs to be done. There are 1.6 million more people now participating in sport than in 2005 – and there have been year-on-year increases in team sports like football, rugby union and cricket⁸. However, there are still challenges in getting more women, disabled people and those from BME

⁸ <https://www.sportengland.org/research/who-plays-sport/>

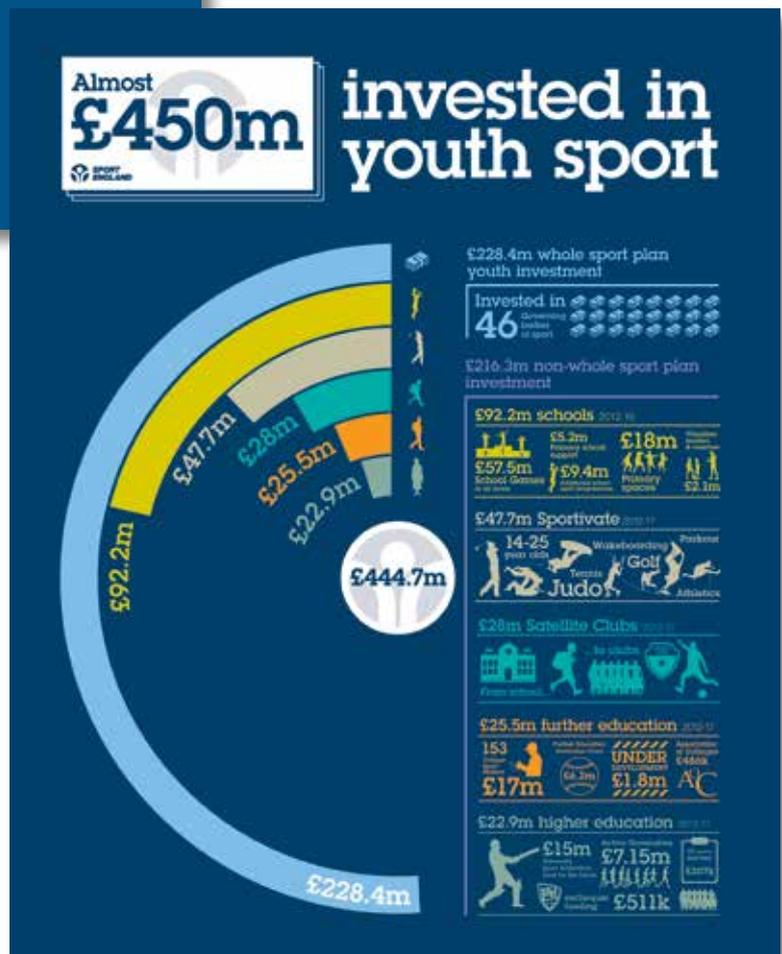
backgrounds or from lower socio-economic groups playing sport. However, with our firm approach and the emergence of new research, we have the plans in place to build on what works to get even more people regularly doing – and enjoying – sport.

Football

Government has dedicated £8 million a year, for five years, toward 150 multi-sport hubs across 30 cities. On top of that, £2 million a year will support 25 new coach educators to help triple the number of high-level coaches, as well as a bursary scheme with specific targets for women and coaches from BME background. The FA will match this funding, alongside other partners including the Premier League and FA clubs and local authorities – with a shared ambition of over £200 million of funding.

Complementing this, Sport England set up a competition, with a £1.6 million prize, to find a city that could do whatever was needed to grow the game: trying innovative new ways of attracting participants, working with an eclectic range of partners and challenging existing preconceptions. Winning their way through 22 bids and a shortlist of just three, Nottingham was named as Sport England's City of Football on 16 September 2014. Its clarity of vision, partners including the likes of the Creative Quarter, education, sport and business, and insights into the game helped them beat impressive bids from Manchester and Portsmouth. Lessons learned from Nottingham will be rolled out widely, to help get more people back in to football.





Sport England is investing almost £450m into youth sport between April 2012 to the end of March 2017.
www.sportengland.org



7. IMPROVING FACILITIES

Getting more people enjoying and regularly taking part in sport requires they have access to high-quality and local sporting facilities. Local authorities, sports clubs and schools possess grounds and properties that have fallen into disrepair over time or may not be adequate to meet local need. In other areas, there simply are not any, or sufficient, suitable facilities at all.

If we want to increase demand, we need to increase the availability of places, which people can use safely, accessibly and enjoyably. Sport England offers advice, support and funding to clubs, schools, local authorities, voluntary organisations and others to help ensure this happens.

So far, over 1,800 grassroots facilities across England have benefitted from the £71 million *Inspired Facilities* fund. Clubs, local authorities, schools and parish councils have been able to improve or refurbish their facilities or transform non-sporting venues into modern sports facilities. In some cases, the fund has even allowed clubs to buy the facilities they use. For example, MK Springers used an award to create a modern gymnastic facility at a former warehouse, fully accessible to disabled and non-disabled people. With funding and hands-on support from Sport England, Wigan Judo Club was able to relocate following an arson attack on their old dojo of 40 years.

As well as small, local projects Sport England have invested over £30 million in world-leading facilities through the *Iconic/Strategic Facilities* fund. These are state-of-the-art, innovative and large-scale projects, which are designed to draw from the inspiration of London 2012 and act as beacons for sport in their communities. To date, there are 41 facilities, used by National Governing Bodies, local authorities and the community, offering top class venues and services not only to elite athletes but the whole of the community. These include the likes of Chesterfields's Queens Park Sports Centre, East Manchester Leisure Centre and Knowsley Leisure Centre.

Bridging the gap between *Inspired* and *Iconic Facilities*, Sport England's £45 million *Improvement Fund* is making investments of up to £0.5 million in medium-sized and sustainable projects that help satisfy a clear local need. Each round is designed to tackle specific issues that have been identified as barriers to participation, e.g. the first focused on changing rooms and artificial grass pitches, the second on more efficient energy use and reduced waste in the construction and operation of facilities. Over 100 projects have benefited to date, including Taunton Vale Sports Club, which, in 2014, was able to refurbish its hockey pitch and install new LED lighting across the club – one of the first of its kind for sports clubs.

"I'm over the moon to see this investment in a new surface at Trojans' where I spent so many years. This was the club that helped nurture my talent and set me on my path to Olympic glory."

– Alex Danson, London 2012 Olympic bronze medal hockey player, who had her first experience of club hockey at Trojans Club

As well as bricks and mortar improvements, Sport England are also protecting playing fields. Through their ubiquity and accessibility, playing fields are one of England's most important resources for sports participation. In fact, there are nearly 65,000 pitches at over 19,000 sites across England, all providing valuable space not just for traditional team sports but for other, less formal activities. Well-maintained fields can be the pride of local communities, contributing to a healthy and active population. Sadly, however, many playing fields are poorly-maintained, waterlogged or in some other sorry state of disrepair.

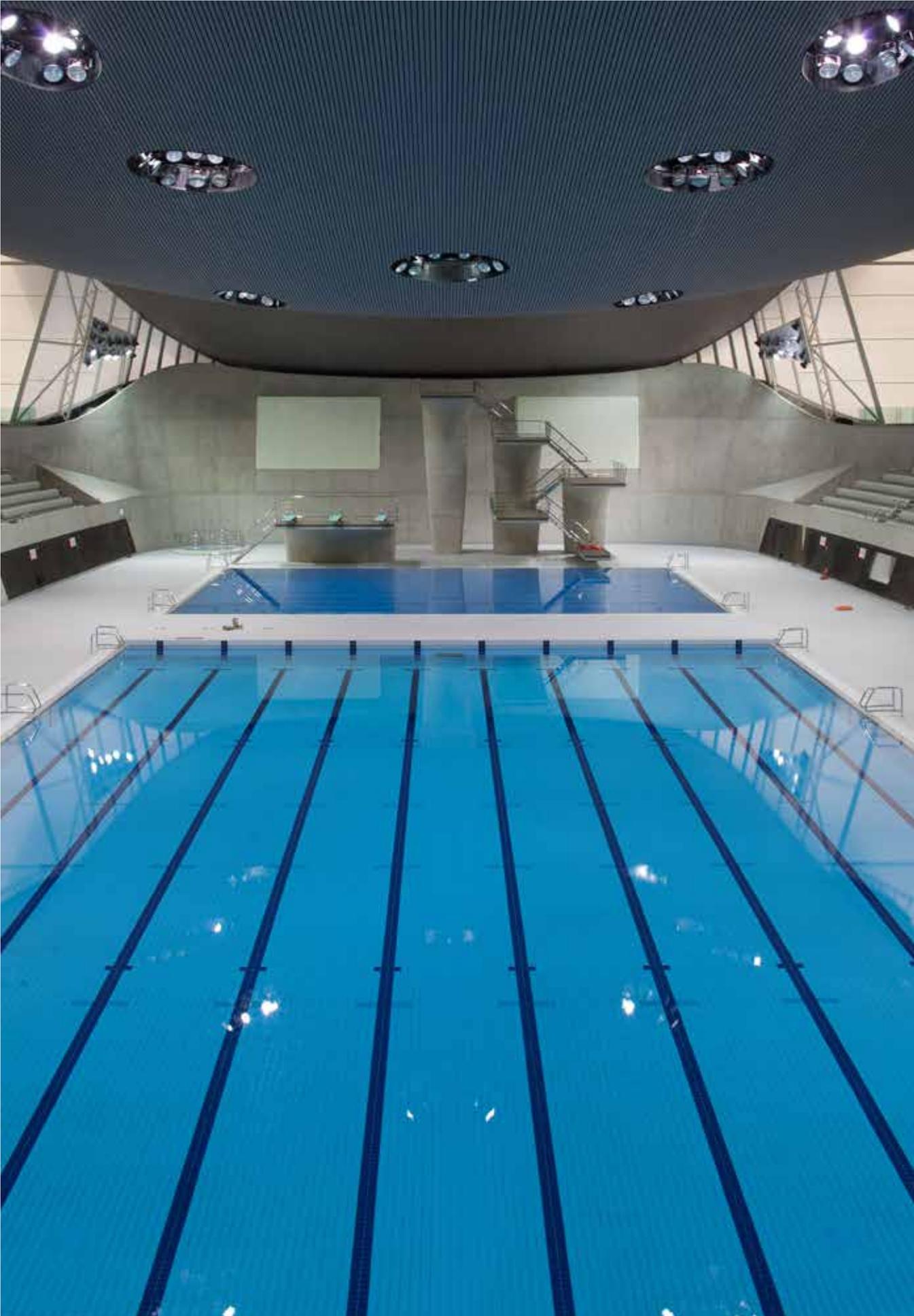
That is why Sport England is investing £28 million into improving these precious pieces of land, which complements their important statutory role in safeguarding playing fields.

So far, funding of £18.5 million has been used to create new natural turf pitches or improve existing land in need of better drainage and has protected almost 1000 pitches and 3,500 acres of land. For example, Hambledon Cricket Club was granted an award in 2013 to improve and renovate its pitch to help preserve a club that, formed in 1750, is credited with developing the laws of modern cricket.

Every playing field that is awarded investment is protected for at least 25 years, a long-term and sustainable solution for many areas.

Finally, Sport England are looking at ways of opening up the vast numbers of school-owned facilities to benefit the broader communities in which they are based. 75% of sports halls and artificial sports pitches, and a third of swimming pools, are located in schools. Through their £10 million *Accessing School Sites* project, Sport England are helping schools share their facilities.





Flood relief fund

In the winter of 2013, severe storms and flooding brought ruin to many sports facilities across England. Sport England stepped in and helped these many communities repair the damage and get their sports back to normal. The £5 million Flood Relief Fund was special emergency funding that has been used to restore clubhouses, repair damaged roofs and guttering, and bring back to life pitches, changing rooms and floodlights that the exceptionally bad weather damaged.

Sports Ground Safety Authority

Having confirmed that the SGSA will continue to operate as an important regulatory and advisory ALB, their work has continued both domestically and internationally. In 2014/15 alone, the SGSA issued licences to the 92 grounds in the professional football leagues, to Wembley and the Millennium Stadium. They carried out a programme of inspections and training in partnership with the England and Wales Cricket Board (ECB) and answered enquiries from 39 countries overseas from Australia to Qatar. They provided experts to the consultative visits to Georgia and Slovakia on behalf of the Council of Europe and to CEN working groups.

8. INSPIRING A GENERATION OF YOUNG PEOPLE

London's vision is to reach young people all around the world, to connect them with the inspirational power of the Games so that they are inspired to choose sport. So said Lord Coe in Singapore in 2005 as part of the London 2012 bid presentation. He made a promise that a London games would show "magic happens" and inspire young people around the world.

To make this a reality, we set up the School Games, introduced the PE and sport premium for primary schools and revised the curriculum.

In the run up to the Games, where some of the world's greatest athletes would compete in a range of sports, participation in competitive sport by schoolchildren was disappointingly low. Just two in five pupils regularly competed within their own school and only one in five regularly took part in competitive sport against other schools.

That's why in 2012 we launched the School Games, a framework to encourage competitive sport in all schools. All schoolchildren, no matter their ability or disability, age or gender or geography, now had the opportunity to try out a range of sports. Working with 31 National Governing Bodies for Sport, the Youth Sport Trust and other experts, we have put in place a flexible structure in which schools could choose the sports and competitions they wanted to offer their pupils.

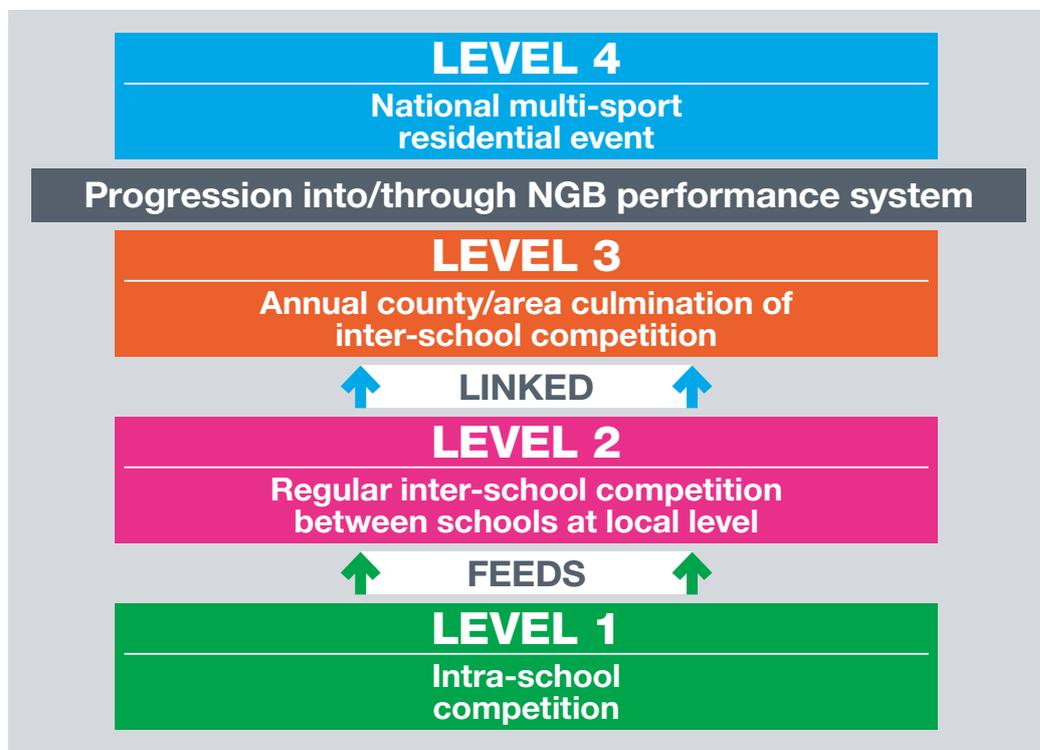
Today, nearly 70% of schools are actively involved in this voluntary scheme, including 13,000 primary schools.

From competitions within schools and between schools, through local leagues and competitions, to multi-sport County Festivals taking place over several days and involving thousands of children, and finally to the showcase, UK-wide National Finals event, there is something for everyone. Among the 39 sport formats available, as well as traditional sports like football, cricket and athletics, schools can take part in everything from archery to wheelchair basketball, boccia to orienteering.

But what makes School Games different from the sort of sports days and events that went before is its inspiration taken from the Olympics and Paralympics. Schools are encouraged to embrace the values of the Games: respect, teamwork and personal dedication. School Games events have a cultural component, opening and closing ceremonies and a whole-school approach so that the ethos of the Games reaches everyone. Children can compete, volunteer to be officials or get involved in other ways. Schools are also encouraged to put themselves forwards for bronze, silver and gold Marks, awarded not for success in competition but for embracing this approach and giving a rich and inclusive sporting offer.

Each level of School Games must also provide as many opportunities for disabled children as there are for non-disabled. All pupils, no matter their ability or disability, can compete together in adapted sports formats or in disability-specific sports. 55 Project Ability schools, hub schools with specific expertise in disability sport, support others in improving and extending their provision for young disabled pupils to take part in competitive sport.

School Games Overview



School leaders and teachers are best placed to decide what is best for their pupils but, to help them fully compete in the new competitions, we set up a national network of School Games organisers. The support of NGBs, County Sport Partnerships, the Youth Sport Trust and others was also made available to help schools get the most out of the School Games.

To complement the School Games and *Creating a Sporting Habit for Life*, in 2013 the Departments of Health, for Education and for Culture, Media & Sport set up a new ring-fenced fund of £150 million a year for primary schools. The premium goes directly into the hands of primary school heads for them to spend on improving the quality of PE and sport for all children. Early findings show that 86% of schools reported⁹ using their premium to up skill and train existing staff, 76% have bought new equipment, 74% provided more extra-curricular activities and 67% have employed a new sports coach.

The Premium is ring-fenced and can only be spent on sport and provision in schools. No other funding for schools is ring-fenced. To make sure taxpayer money is put to good use, Ofsted inspections now report on how schools are spending their premium and schools must publish details of their premium plans on their website.

The vast majority of schools (91%) reported that due to the funding there had been an increase in the quality of PE teaching. In terms of quantity, findings showed a significant increase in mean average time pupils spent in curricular PE of 13 minutes, from 109 to 122 minutes for all schools.

⁹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/369080/DFE-RB385_-_PE_Sport_Premium_Research_Brief.pdf

And the Department for Education have made changes to the curriculum with a slimmer primary PE programme of study, focused on getting pupils active for sustained periods of time, developing their physical literacy, providing them opportunities to take part in competitive sports and activities, and help them lead healthy and active lifestyles.

We want children to develop, from a young age, the physical skills and confidence they need to continue participating in sport throughout school and on into adulthood.

Links with community clubs

New College Leicester shares its specialist sports facilities with some leading community sport clubs. These clubs have in turn provided expert coaches to run satellite sports clubs at the college's 6 partner primary schools, to encourage younger children to continue participating in sport long after they've left school.



Engaging less active children

At St John's C of E Primary School in Barnet, pupils are offered a sports enrichment programme where every child receives 6 weeks' coaching by qualified sports specialists, funded by the school and the PTA. To appeal to the less 'sporty' children, the choices include yoga, Tae Kwan-Do, street dance and kayaking. As well as regular PE lessons, Coulsdon C of E Primary in Surrey runs themed days to get more pupils into sport. Their annual 'healthy schools day' teaches children about fitness through activities such as army physical training and aerobic fitness tests.

Using qualified coaches and specialists

St Brigid's Catholic Primary School in Birmingham hires a coaching company to run regular 6-week training programmes in PE. The coaches work alongside class teachers during PE lessons to give teachers the skills and confidence to then take the classes themselves. This type of specialised training will have a lasting, long-term impact on sport and PE teaching at the school.

Primary Spaces

School children need the right sort of place in which to play sport and be active. However, we know that a lack of outdoor space makes it hard for many primary schools to provide their pupils with good quality PE and sport. So, in 2014, Sport England used £18 million to provide modern multi-sport facilities to over 600 primary schools across England with currently little or no outdoor space. These new improved facilities can also be used outside the curriculum for the benefit of the community as a whole. And, as well as putting in place new places to do sport, we helped train the school staff and volunteers on how best to use their new facilities and get their pupils healthy and active.



9. NEW OPPORTUNITIES FOR DISABLED PEOPLE

"The Paralympic Games have truly come home and found their pathway to the future here in London. This is an event absolutely no-one wants to end. These Games have changed us all forever.

– Sir Philip Craven

London 2012 looked back to its roots and remembered the spiritual birthplace of the Paralympic movement: Stoke Mandeville, which, in 1947, hosted an event for disabled British veterans of the Second World War. This was the first athletics event of its type and paved the way for the modern Paralympic Games. Like no Games before, London 2012 celebrated disability sport and promised to use the Games to change attitudes to disability.

The Games did not disappoint. London 2012 had the most athletes and participating nations of any Games that had gone before. The record for the most ever tickets sold for a Paralympic Games was broken, with over 2.4 million tickets sold. National viewing figures were impressive and deals with 36 broadcasters meant that the Games were seen by people in over 100 countries.¹⁰

The performance of Britain's Paralympians also did not disappoint, with 120 medals, 18 more than their haul in Beijing, and a slew of triumphs that had viewers enraptured – the four gold hauls of Sarah Storey (becoming Britain's most successful Paralympian) and David Weir; Jonnie Peacock, Ellie Simmonds, Hannah Cockroft and many others all succeeding; golds in athletics, cycling, equestrianism, rowing, archery and swimming.

But the Paralympics were about even more than just the medals. Our ambition has been to use the Games to drive forward the cause of disability equality by changing attitudes, improving access and opening up new possibilities across sport, culture and business.

In the afterglow of the Games, that change was already being seen. A survey showed that 81% of people surveyed thought that the Games had a positive effect on how disabled people are viewed by the British public. More impressively perhaps, a later survey showed that over half of people reported that their own attitudes had changed and that they thought the Paralympics had had a positive impact on the way they themselves viewed disabled people. None said that the Games had had a negative impact.¹¹

¹⁰ <http://www.paralympic.org/london-2012-overview>

¹¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/224148/2901179_OlympicLegacy_acc.pdf

Using the power of sport and the inspiration of the Games, we want this shift in public opinion to pick up speed, to grow until it replaces older, more negative attitudes towards disabled people. By 2022 (as set out in the joint government and Mayor of London legacy vision), we aim for more disabled people taking part in sport; a smaller gap between employment rates between disabled and non-disabled people; and better access and greater inclusivity in the built environment.

The International Paralympic Committee has recognised Stoke Mandeville as the home of the Paralympic Movement. The Sochi Paralympic Heritage Flame was lit at Stoke Mandeville, marking the beginning of the town's role in future Paralympic Games flame lighting ceremonies.

Looking ahead to future events for Britain's disabled athletes to inspire a generation, UK Sport announced record funding for the 4-year period to Rio 2016, including a 45% increase in funding for Paralympic sports. In 2017, the Olympic Stadium will stage the IPC Para-Athletics World Cup and the World Athletics Championships. This will be the first time the two events have been staged together.

At the grassroots level, more disabled people than ever are playing sport, with 263,900 more playing sport now than in 2005. Since 2012, Sport England has made disability sport a priority, with the NGBs it funds having specific targets to get more disabled people participating in sport. This focus is backed by over £171 million of funding up to 2017 (see below).

We recognise that access can be an issue for some disabled people. All of Sport England's major capital investments are required to make their facilities accessible. Outside the world of sport, government and the Mayor of London have established the Built Environment Professional Education project as part of the Paralympic legacy. This project aims to make inclusive design a key part of education and training for all built environment professionals. The 10 year *Access for All* programme will deliver accessibility enhancements at national rail stations across the country. By the end of the programme in 2015 around £400m will have been spent on further improvements and 75% of national rail journeys will start or end at an accessible station, compared to just half when the programme launched in 2005.

So far, two National Paralympic Days have been held to continue to challenge attitudes towards disabled people. And The Disability Confident Campaign launched in 2014 aims to encourage employers and especially smaller businesses to recruit more disabled people in increasingly diverse roles through thinking about four elements – people, positivity, unlocking potential and challenging perceptions.

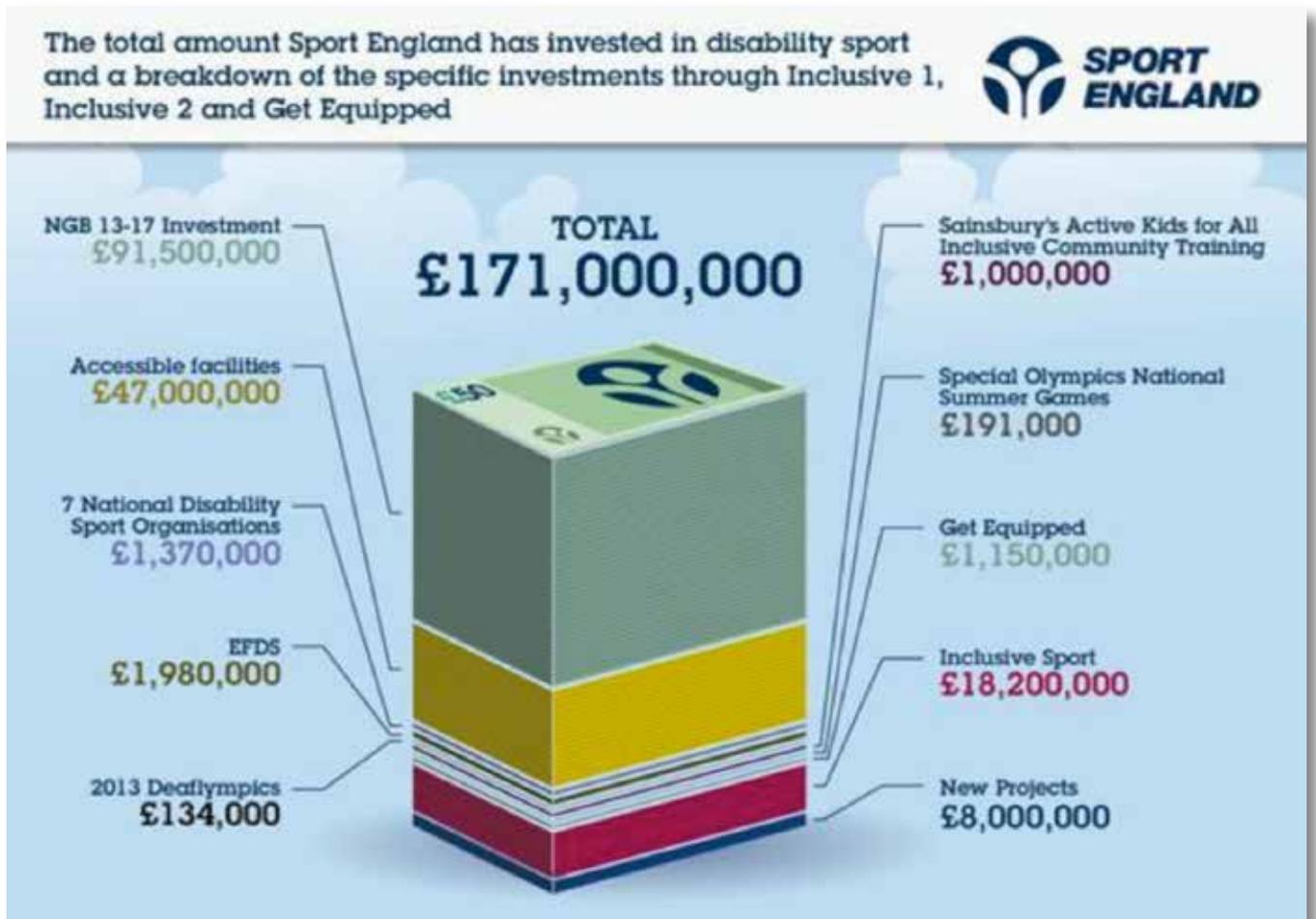
The London 2012 Paralympic Games was a unique gift to celebrate disability sport and shift entrenched attitudes. Much has been achieved but there is no room for complacency if our aim is for lasting and meaningful change.

Together East

Together East received over £560,000 from Sport England’s Inclusive Fund to help respond to the needs of disabled people in East London. The London Legacy Development Corporation, Pro-Active East London, five of the Olympic and Paralympic Host Boroughs, Greenwich Leisure Limited, WheelPower and Lee Valley Regional Park Authority have set up a multi-sport disability participation programme culminating in an annual festival of disability sport on Queen Elizabeth Olympic Park.

Together East is designed to give disabled people new opportunities to get involved at times and places convenient for them. The project recruited disabled people as ambassadors for sport, as well as working directly with venues, facilities and clubs to improve the sports they have on offer.

Last year’s National Paralympic Day was one of the Park’s biggest events of the year, giving fans the chance again to cheer on Paralympic medallists in the Aquatics Centre for the first time since the Games. The Copper Box Arena hosted the best British and international athletes competing in boccia, goalball and wheelchair basketball.





10. BOOSTING WOMEN'S SPORT

"I am constantly impressed by each successive generation of women who challenge conventional conceptions of success at work and battle against gender inequality." – Baroness Karren Brady

London 2012 was a triumph for women's sport, showcasing positive role models such as Jessica Ennis, Nicola Adams and Ellie Simmonds. The success of female Olympians and Paralympians is, however, even more remarkable given the impact gender has, not just on sports participation but on the sector in general.

Currently, more men than women play sport. Latest figures show that while around 41% of men are regularly doing sport, only around 31% of women are doing the same¹². Women's participation is slowly rising, but there remains a complex cluster of underlying reasons responsible for this ongoing disparity between the genders. We are determined to tackle those reasons, remove those barriers and get more girls and more women doing sport. More than that, our ambition is for women's sport in its entirety to be given the same attention as that of men's sport. This means driving up media coverage of women's sport, attracting commercial investment, giving women in sport greater recognition and ensuring the governing boards of sports bodies are representative.

To help make this happen, in 2013 we set up the *Women and Sport Advisory Board*, the expertise and experience of whose members cover a wide spectrum of interest related to women's sport. Each Board member has committed to raising the profile of women's sport within their area of expertise. Meeting quarterly as a group, they have advised and informed our work and made great strides in publicly challenging attitudes to women's sport. At our first national Women and Sport Conference in October 2014, the Board published its Interim Report, which set out the key issues surrounding women's sport and action being taken to tackle them. Their final report was published in March 2015.

Research shows that there are a number of potent barriers that prevent girls and women from participating in sport – emotional barriers like body image, capability barriers like assuming a lack of ability or fitness and opportunity barriers like lack of time. Sport England are working hard to move these barriers out of the way. They are working with sports bodies, Local Authorities, education providers and others, helping them design and market sport in a way women find appealing and accessible. A big part of this is Sport England's strong programme of research, tested and developed on the ground, for example, through the *I Will if You Will* pilot in Bury and their Active Women programme. In January this year, they launched *This Girl Can*, a major campaign to get girls and women more active [see case study].

¹² <https://www.sportengland.org/research/who-plays-sport/>

Sports participation does not exist in a vacuum. What influences people to do sport is the way sport is presented to them. London 2012 demonstrated an appetite for women's sport that had previously been untapped. The women's football final saw 80,203 people watch USA beat Japan (the second biggest attendance ever for a women's game internationally) while 70,584 watched Great Britain beat Brazil at Wembley, shattering all previous records. However, just 7% of sports media coverage is about women's sport.¹³

Things are changing though – for the better – with broadcasters starting to capitalise on this latent demand. For example, BT Sport is showing the FA Women's Super League again this year, the BBC will screen the Women's Football World Cup, while Sky Sports will cover the Women's Ashes and the Netball World Cup this summer.

With increased coverage of women's sport, it becomes more attractive for potential sponsors. However, the pattern of disparity is repeated in terms of existing commercial investment and there is a massive difference between the money going into men's sport compared to women's sport. Again though, there are some companies who are seizing the commercial opportunities in women's sport. Newton continues to sponsor the Women's Boat Race, which, from this year, will be broadcast for the first time alongside the men's race. Kia have become the first ever standalone sponsor of the England Women's Cricket Team.

It is important also that those who run sports understand the concerns and interests of women. Therefore, addressing the lack of female representation on NGB boards requires ongoing attention. Currently, 27% of board members are women¹⁴, although almost half of NGBs are yet to meet our aim of 25% representation. Not just at the top but throughout the sector, there is a need for greater representation of women and more opportunities for them to get involved – as volunteers, administrators, officials or coaches. To help make this happen, *Inspiring Women in Sport* was launched in January 2015. This is a new volunteer campaign, founded by Miriam González Durántez and backed by BT Sport, which calls upon women already working in sport to give an hour of their time each year to talk to girls in state schools about how to get ahead in the industry.

Finally, those women who do break through deserve to be recognised. The likes of the Sky Sports and Sunday Times Sportswomen of the Year awards being televised live, an increase in women receiving sporting honours and ongoing work to laud women's achievements all contribute to keeping the spotlight on women's sport – and working hard to remove an inequality that has no place in the UK today.

¹³ http://www.wsff.org.uk/system/1/assets/files/000/001/517/1517/af6458ebf/original/Say_Yes_To_Success_FINAL.pdf

¹⁴ http://www.wsff.org.uk/system/1/assets/files/000/001/640/1640/cf1acd74f/original/Trophy_Women_Report_2014_final.pdf

THIS GIRL CAN

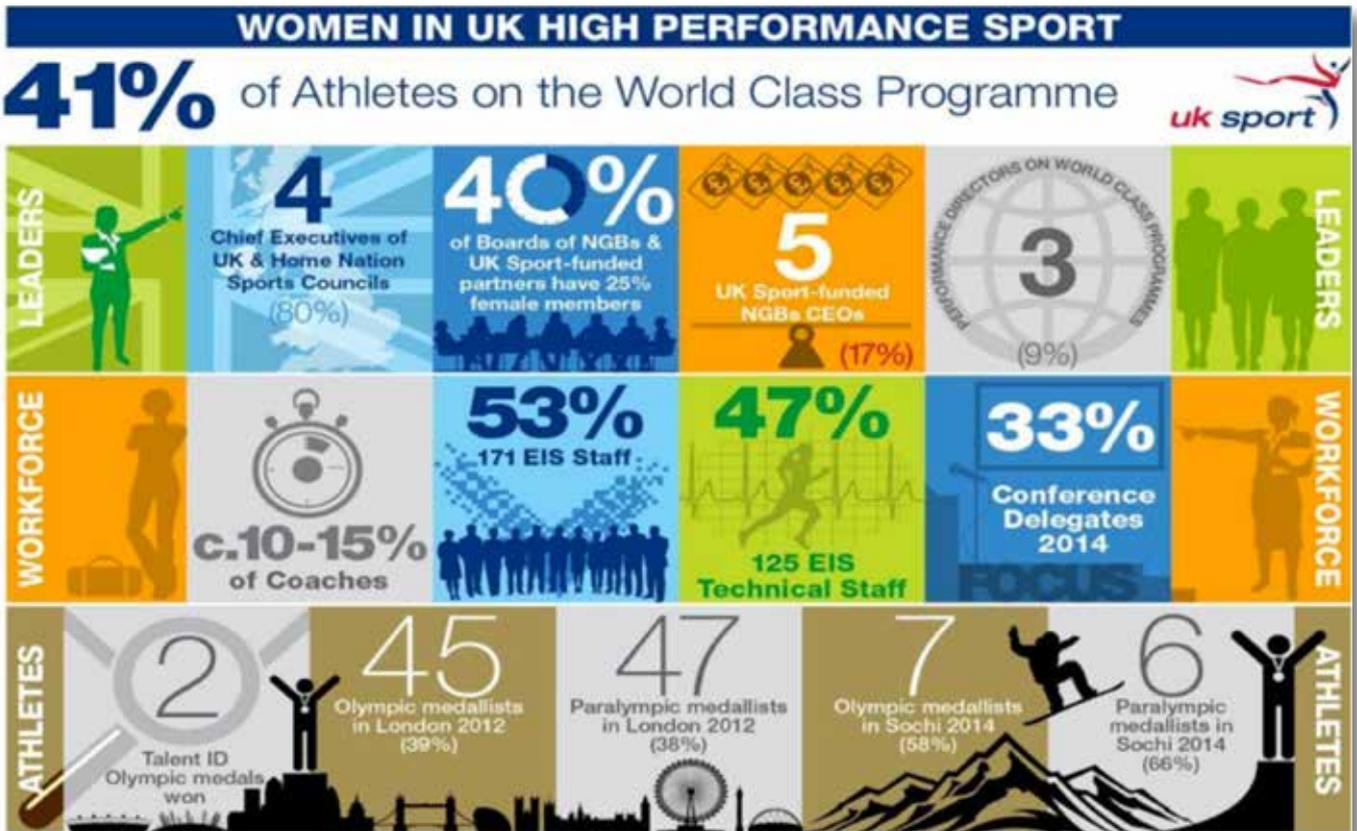
This Girl Can is a ground-breaking £10 million new campaign launched by Sport England in January 2015.

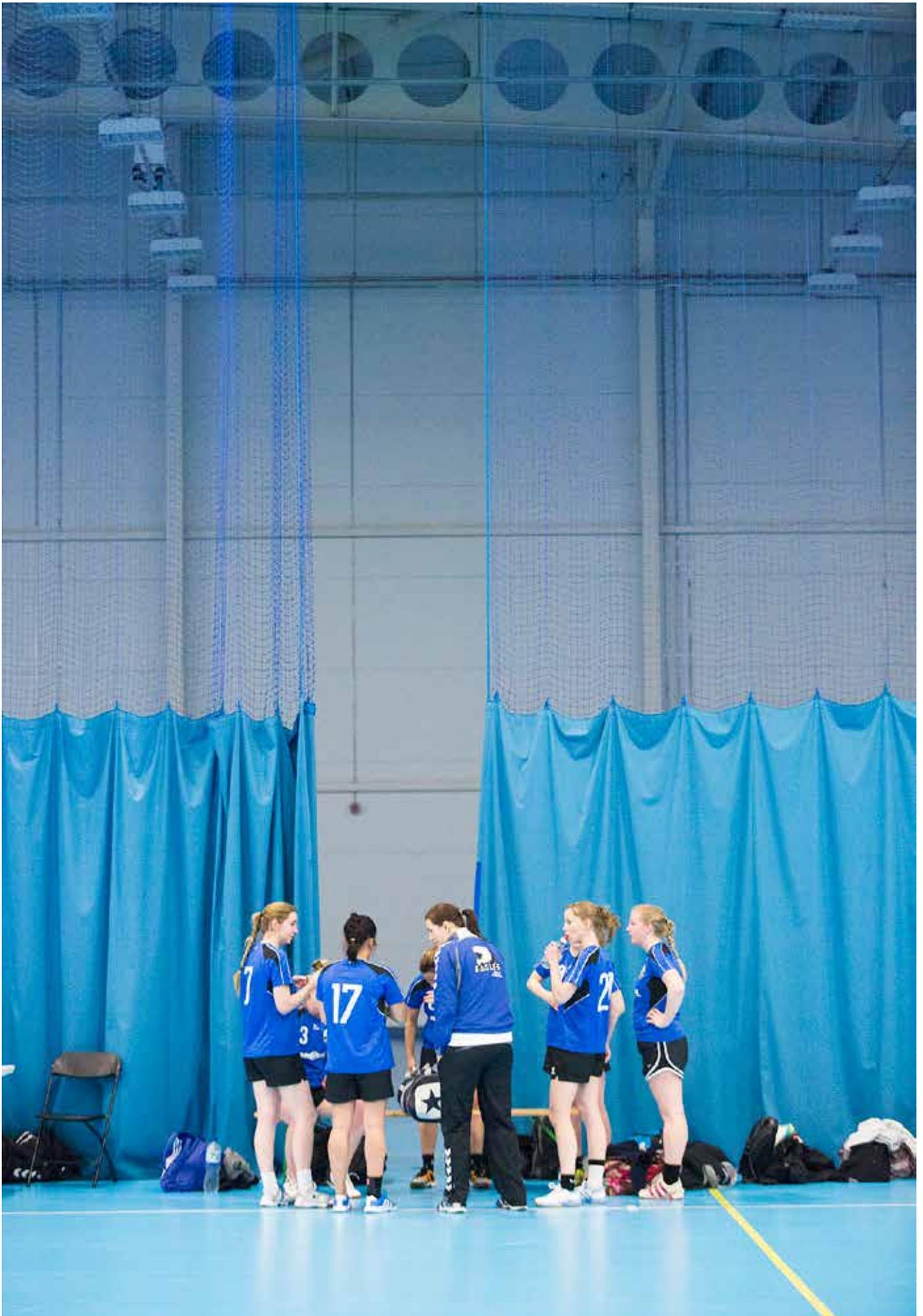
Building on the latest research, it is designed to get people thinking differently about girls and women getting involved in physical activity and sport.

This Girl Can presents women's sport honestly, using the stories of real women to encourage and inspire other women to get involved and give sport a go.

Sport England want the campaign to reach as many people as possible and is keen to work with others to get the message out – including National Governing Bodies for sport, clubs, local authorities and business.

So far, there have been 23 million views of the video across media platforms, and 3,600 partners have got involved in the campaign.





11. THE INTERNATIONAL IMPACT

Very few events have such an international standing as an Olympic and Paralympic Games. London's hosting in 2012 provided the UK with a wealth of opportunities relating to overseas business and diplomacy.

Since the Games, UK Trade and Investment has organised sports-focused trade missions across the globe – to Qatar, Brazil and South Korea, and programmes put in place to receive visiting delegations associated with forthcoming major sporting events such as the World Cups in Russia and Qatar and the 2017 African Cup of Nations – all designed to share and showcase British industry and expertise.

So far, these efforts have rewarded British business with 60 UK companies successfully securing contracts for the Sochi 2014 Winter Olympics and already around £150 million of business won by around 40 UK companies from the Brazil 2014 World Cup and Rio 2016 Olympic and Paralympic Games¹⁵.

The GREAT campaign, launched in 2012 and designed to capture and retain the world's focus on the UK off the back of the Games, has been very successful. Uniting under a single, strong brand, GREAT is helping capitalise on London 2012 and is on target to bring to the UK long-term increases in trade, tourism, education and inward investment from overseas. Active in over 140 countries, with special attention paid to the likes of Brazil, India, China and others, GREAT has already secured a return of around £600 million.

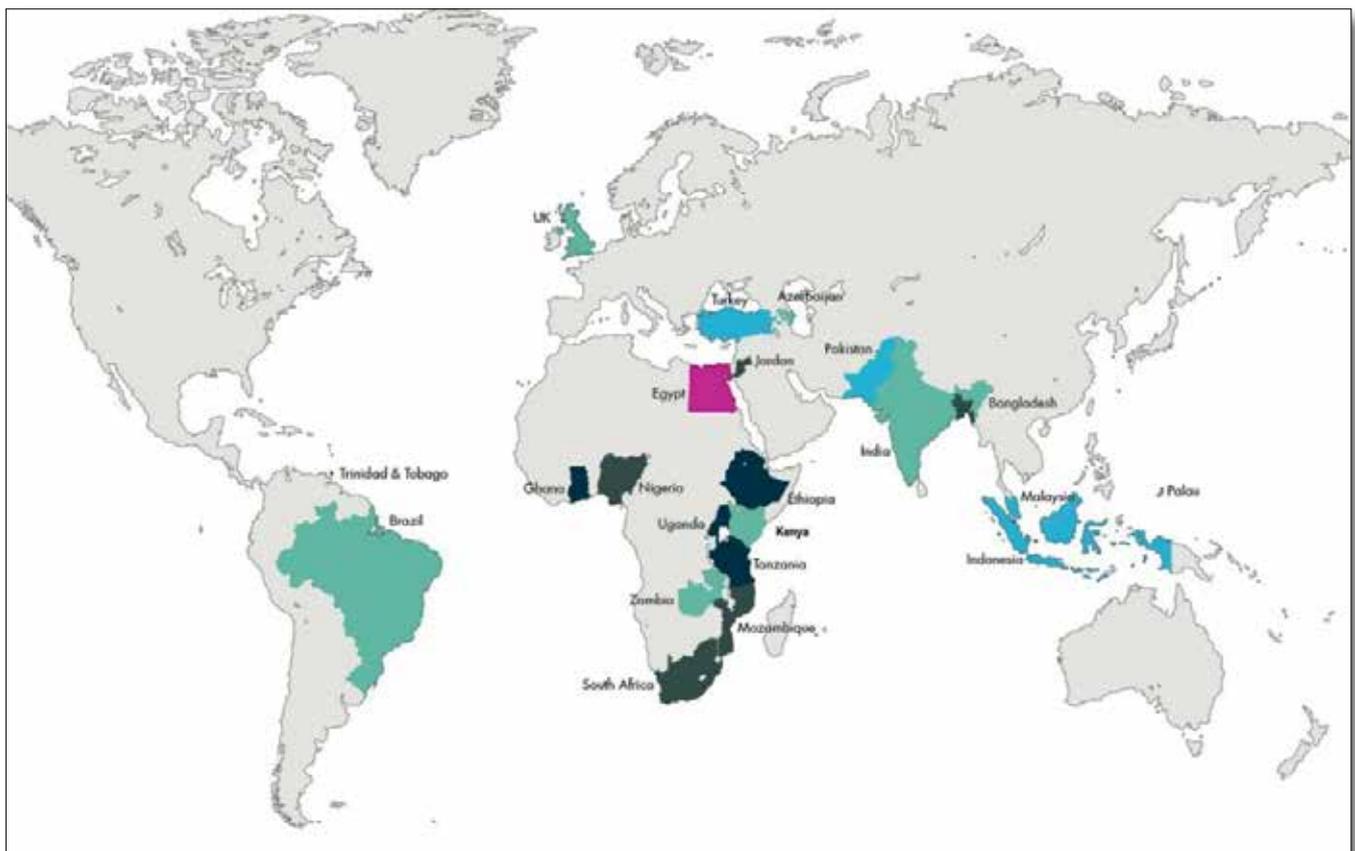
The legacy of the Games is also being communicated by British Embassies and High Commissions, promoting the three international legacy values of economic growth, building relations with future hosts and key emerging powers and promoting British values, including human rights and those arising from the Paralympics. For example, Lord Coe has attended events in Rome and Tallinn, where he has made the case for disability sport and inclusiveness.

The Games has also given the UK diplomatic opportunities. The Olympic Truce dates back to 9th century ancient Greece and signified a sacred period of peace and co-operation in the run-up to an Olympic Games. It now represents the ethos of the Olympics and Paralympic movement – the power of sport to bring people together. Each host nation takes custody of the Truce until it is passed on. When the Truce was passed from Canada to the UK, an unprecedented full membership of all 193 UN Member States supported the UN resolution that introduced it. The UK endeavoured to embody all for which the Truce stood in more than 80 events, both nationally and internationally, using sport to bring people together.

¹⁵ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/335774/140723_inspired_by_2012_-_2nd_annual_legacy_report_-_accessible.pdf

The diplomatic power of sport has been deployed successfully on other occasions too. Containing a sealed, secret message written by Queen Elizabeth II herself, the Baton for the XX Commonwealth Games travelled for 288 days and covered 118,000 miles. It visited 70 nations and territories across the Commonwealth, involving a third of the world's population. It arrived at Glasgow for the Opening Ceremony on 23 July 2014, where Her Majesty removed her message and read it aloud to the Commonwealth, officially declaring the Games open.

The economic impact of a major sporting event can be global, but so too can sport's power to reach across cultural and geographic barriers in bringing people together. An outstanding example of the power of the Olympics and sport to change the lives of young people is the International Inspiration Programme. Managed by UK Sport, the British Council, UNICEF UK and the newly-established London 2012 legacy charity, International Inspiration, IIP is the largest global Olympic and Paralympic legacy project there has ever been, successfully using the power of sport to enrich the lives of over 25 million children in 20 countries across the world, plus the UK. International Inspiration left a lasting legacy, changing young people's lives through sport, inspiring policy changes, better training for teachers, coaches and leaders of sport, and providing access to sport, education and a healthier, safer life for children and young people. As the first international legacy initiative of its kind ever associated with an Olympic and Paralympic Games, it is also now a blueprint for positive legacies that can grow from major sporting events in the future.



Programmes rolled out in 2007 ■, 2009 ■, 2010 ■ and 2012 ■

Courtesy of UK Sport

Away from the Games, the British Council have continued to support other major UK international sport for development programmes such as Premier Skills. This is a partnership between the British Council and Premier League that uses football to develop a brighter future for young people around the world. Currently active in 25 countries, Premier Skills has so far trained 2,800 community coaches and referees, who in turn have reached a further 585,000 young people. Recently, they have provided funding for female Premier Skills coaches in Egypt to start up projects that provide greater access to sport for women and girls in Egypt.

Funding and support have also recently been provided to another international programme, this time in the shape of Try Rugby, a partnership between the British Council and Premiership Rugby. The programme uses rugby to engage with children and young people in schools and communities, delivering educational, social and health benefits, as well as helping to raise the number of young people playing the game. The British Council are supporting the expansion of Try Rugby into two new states in Brazil, Rio de Janeiro and Rio Grande do Sul, as well as the launch of the programme in Colombia for the very first time.

The School Games – UK versus Brazil

The School Games athlete exchange programme was set up in 2012 as part of an agreement between Great Britain and Brazil in the lead up to each country hosting the Olympic and Paralympic Games.

This partnership between the two countries and shared commitment to developing sport for young people exemplifies the spirit of the Games. For the UK, it is strengthening both the international and domestic legacy from London 2012.

Since 2012, elite British athletes have competed in the Brazilian *Jogos Escolares* and *Paralimpiadas Escolares*, while young Brazilians have taken part in the UK's School Games. Future Olympians and Paralympians benefit from the experience of competing at large-scale overseas sporting events.

They are learning first hand some of the challenges of competition such as travel, time away from home, climatic and cultural differences and media scrutiny. For many young athletes though, this is an opportunity for shine. For example, at last year's *Paralimpiadas Escolares*, GB finished 6th out of 26 in the overall medal table, while competing in only two sports from the full programme of seven.

12. MAJOR SPORTING EVENTS

London 2012 made it clear to the world that the UK was a nation with the talent and will to host major international sporting events to the very highest standard. Our reputation is strong and has already helped secure an impressive series of high-profile competitions across a range of sports, all of which act as a showcase for UK expertise.

Since London 2012, the UK has secured over 70 major international sporting events as part of its Gold Event Series. Almost 60 of these events have been funded directly through UK Sport, including over 30 World and European Championships in Olympic and Paralympic Sports. In total, UK Sport will invest over £50m through to 2023, to bring over 100 of the world's most prestigious sporting events in the UK, and offering an estimated 8 million spectators the opportunity to experience world class sport on home soil. The programme is also designed to help British elite athletes prepare and qualify for future Olympic and Paralympic Games.

We also want the UK to be an attractive place to invest, and we recognise the significant contribution that hosting these major events can make to the economy and as a contributor to growth. UK Sport-funded events will aim to deliver over £500 million in economic impact through to 2023, and events staged so far have already contributed over £160 million - including the 2014 Tour De France Grand Depart [see case study] which helped to bring over £128 million of economic benefit to local host communities.

In addition to UK Sport's funded programmes, Government support of mega sporting events such as the 2015 Rugby World Cup are expected to bring an additional £1 billion of economic benefit across the country.

The connection between major events and participation has been strengthened and, in 2013, Sport England launched a new £2 million engagement fund to complement the Gold Event Series, by enabling participation programmes to be wrapped around major events hosted in England.

As London 2012 and its 70,000 Games Makers made abundantly clear, major events can inspire people to volunteer. For example, 700 volunteers helped at the Rugby League World Cup in 2013, 300 of whom were new to volunteering. The Tour de France Grand Départ in 2014 was helped by over 10,000 Tour Makers. And this year's Rugby World Cup received over 20,000 applications for 6,000 volunteer roles across the UK.

Major sporting events, like London 2012, also leave a lasting and sustainable legacy, their time in history resonating down the years and inspiring future generations.

Since the Games, the UK has already successfully organised a host of major events and won the rights to host many more. DCMS and UK Sport have supported the delivery

of a broad range of events, such as the 2013 Rugby League World Cup, the 2013 ITU Triathlon World Championship Series Final and the 2014 IPC European Athletics Championships. The UK also looks forward to the Rugby World Cup, the 2017 World Athletics Championships and 2019 Cricket World Cup, as well as many other events secured since the Games, including many European and World Championships as set out in the attached table.

A Major Events Framework will be published in March, detailing how Government and UK Sport works collaboratively with a range of partners to continue to secure and deliver major sporting events in the UK and build on this already impressive track record.

For years to come, our elite athletes will have the chance to compete at home; people will come together with a sense of national pride and have the chance to see some amazing sport right on their doorstep; and our economy will be boosted and strengthened, further cementing the UK's image as a host nation of international standing.

2015

- IPC Swimming World Championships
- European Hockey Championships
- European Boccia Championships
- European Modern Pentathlon Championships
- European Wheelchair Basketball Champs
- European Eventing Championships
- World Canoe Slalom Championships
- World Gymnastics Championships
- Rugby World Cup

2016

- Track Cycling World Championships
- World Half Marathon Championships
- European Swimming Championships
- European Archery Championships
- European Curling Championships

2017

- IAAF World Athletics Championships
- IPC World Athletics Championships
- ICC Women's Cricket World Cup
- World Badminton Championships

2018

- World Indoor Athletics Championships
- Women's Hockey World Cup

2019

- Netball World Cup
- World Wheelchair Curling Championships
- ICC Cricket World Cup

2020

- UEFA European Football Championships (group games, semi-final and final)
- Men's World Curling Championships

Tour de France Grand Départ

In July 2014, the Grand Départ of the Tour de France began in Leeds. For the first time ever, three of the Tour's stages were hosted outside of France, including stages from Leeds to Harrogate, York to Sheffield and Cambridge to London, culminating in a thrilling bunch sprint down The Mall. Government exceptionally provided £10 million investment towards this unique opportunity, to ensure a safe and successful road race. Three million people lined the streets to watch the riders, generating over £128 million for the economies of Yorkshire, Essex, Cambridge and London, including £102 million of benefit for Yorkshire alone. Christian Prudhomme, the general director of the Tour hailed the event as the "grandest Grand Départ ever".



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Girls playing handball – picture courtesy of Sport England

Boys playing basketball – picture courtesy of Sport England

Men playing wheelchair basketball – picture courtesy of Sport England

Torchbearer – picture courtesy of Dominic Alves (licensed under the Creative Commons Attribution-Share Alike 2.0 Generic license)

Olympic stadium opening ceremony – picture courtesy of GOC/DCMS

Olympic Park aerial shot – picture courtesy of ODA

Woman playing football – picture courtesy of Sport England

Children playing hockey – picture courtesy of Sport England

East Manchester Leisure Centre – picture courtesy of Sport England

Aquatics centre – picture courtesy of ODA

Man playing discus – picture courtesy of Sport England

Girls playing handball – picture courtesy of Sport England

100% me – picture courtesy of UKAD

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