

Chapter 1

We will make the UK a world-leading sporting nation



The London Games in 2012 are a chance to bring together a unique combination of government resources and commitment from the sporting community and participants to create a truly world-class sporting nation.

We are going to achieve this by focusing our energy in three areas:

- **Elite success** – our ultimate goal is to finish fourth in the Olympic medal table and first in the Paralympic medal table
- **Mass participation** – Finland is one of the most successful countries in the world at getting its population to take up sport. In England we will match their rate of increase in participation levels of 1% year-on-year to 2012
- **School sport** – it is our ambition by 2010 to offer all children in England a minimum of 4 hours of sport every week within or outside school

Each Nation is developing its own plan for how to deliver this promise.



Girls rugby game

Our Plans

- **Investing £600 million into high performance sport** across the UK between now and 2012. This investment will support around 1500 athletes every year as well as developing sporting technologies and sciences to help them win gold. Find out more at www.uksport.gov.uk
- Coaching is essential. We will continue to invest through the **UK Coaching Framework**, which will improve even further the quality and quantity of coaching across the country and create the best coaching system in the world by 2016
- Staging the **UK School Games** will galvanise competitive school sport in this country. It is a major new nationwide competition that enables the most talented young people around the UK to compete in a range of sports

What are the UK School Games?

The UK School Games were set up last year after London won the right to host the 2012 Games to give over 1000 talented young athletes the opportunity to compete in a 2012-style event. The 2007 event in Coventry will feature eleven sports, three of which are disability – by 2011 we intend there to be 15 sports. The event will be held in the South West in 2008, Wales in 2009, Tyne and Wear in 2010 and Sheffield in 2011

- Operating two schemes in England - **Talented Athlete Scholarship Scheme and the Advanced Apprenticeship in Sporting Excellence** - to support our most talented young athletes across a range of Olympic, Paralympic and other sports, while enabling them to continue in further and higher education, or gain sports-related vocational skills
- Increasing the number of **Competition Managers** in England to boost the quality and quantity of local and regional competitions for children to take part in. There will be at least 90 Competition Managers in place by the end of 2007

Your Opportunities

- Improved access to more, better quality sports and leisure facilities at the heart of every community to make leading a healthier, more active lifestyle easier
- More time spent on school sport will not only help create a fitter, healthier generation but will boost confidence, broaden horizons, and open up new career opportunities in sports-related activities for young people. Find out how to get active at www.sportengland.org; www.sportscotland.org.uk; www.sports-council-wales.org.uk; www.sportni.net

What's already happening?

The West Midlands is already a world-class destination for major events but through the 2012 Games it can become even better. It will make the most of its strong university base for sports and science studies and promote Paralympic-linked events, including the World Wheelchair Basketball competition in Birmingham.

In the East Midlands, a £15 million state-of-the-art Sports Technology Institute is due to open in 2007 at Loughborough University. The Institute will develop cutting-edge technology to assist the country's elite athletes in their preparation for the 2012 Games, as well as significantly enhance research in the sport and leisure sectors.

Glasgow is raising its profile as a world-class sporting city by bidding to host the 2014 Commonwealth Games. Staging the Commonwealth Games would create new and renovated sports facilities in and around Glasgow; a clear focus for sports development throughout Scotland; a boost for the local and national economy; and a catalyst for improved housing, transport and the environment. This fits with Scotland's ambition to be one of the leading conference and major events destinations in the world by 2015.

Chapter 2

We will transform the heart of East London



The 2012 Games will make a huge and permanent impact on East London. They will create new homes, new public transport facilities, new business opportunities and new spaces in which to live, work and play. The 2012 Games will create a positive new image for the area, which will attract new investment to East London and the Thames Gateway more widely, and help accelerate both the pace and quality of its regeneration.

But a transformation of an area is not just about new buildings and new business. It is about the people and the quality of the lives they lead, and involving them in planning and shaping the improvements that the London Games will bring to the area. 2012 will benefit residents and communities through more jobs, training and creating a cleaner, better and healthier environment for everyone to live in.

Our Plans

- Transforming East London through the creation of the **new Olympic Park**. The Park will provide five major sports venues (including the main stadium, an aquatics centre and indoor multi-sport centre) and will be one of the largest new urban parks in Europe for 150 years. Regenerated habitats and waterways within the Park will be set alongside the highest standards of sustainable design for the new buildings
- Fostering **innovative design** by creating competitions for less established architects to get involved in developing 2012 venues such as the Velopark and the Greenway cycle and walkway
- Creating **a new community in which to live and work**. There will be 9,000 new homes in the Olympic Park area after the 2012 Games, many of which will be available to key workers like nurses or teachers
- Improving **the transport infrastructure** in East London, including rail, roads, bridges, waterways, footpaths, cycle paths and towpaths
- Working to help British workers get the most from skills and jobs as 2012 approaches. **Employer Accord**, which is currently being piloted, aims to help 5,000 workless people in London – and more around the country – find employment within a range of businesses



Activity is already underway at the Olympic park site in East London

Your Opportunities

- A unique new park for Londoners and visitors to enjoy for years to come
- Major new sporting venues for the community to use and elite athletes to train in
- An accelerated economic renaissance for East London
- Vacancies for 2012 will be posted in Jobcentre Plus from this Autumn
- A target of 4,500 construction apprenticeships on projects in London and the South East by 2012. Find out more at www.constructionskills.net

What's already happening?

A new jobs brokerage initiative called BOOST is supporting local people and business to gain employment, develop skills and facilitate local supply chain opportunities. This is already delivering on the commitment to help East London benefit from 2012. Find out more at www.boost-opportunities.org.uk

The East of England has set itself a target of winning 2012 Games-related contracts worth £100 million to the economy – £50 million from the construction industry and the rest from creative sectors and transport.



Artists impression of the new Aquatics Centre

Chapter 3

We will inspire a new generation of young people to take part in volunteering, cultural and physical activity



Community volunteering, arts centres and sports clubs all provide activities for young people to make new friends, learn new skills and bolster self confidence. Getting young people engaged in community activities benefits us all, regardless of age. 2012 will generate a host of these kinds of opportunities. We want to use the London Games to inspire more young people to get involved, to reap these benefits, and to engage more with the communities in which they live.

Our voluntary, cultural, creative and sporting sectors have a once-in-a-lifetime chance to engage a whole new generation of young people, not just as audiences but as active participants.

Our Plans

- Establishing a four-year **Cultural Olympiad** – the most ambitious and extensive cultural programme in the history of the modern Games. Kicking off in 2008, it will bring a huge range of cultural and creative activities to places across the UK, giving young people a taste of the best of British and world cultures and new chances to get involved
- The **2012 Torch Relay** will visit towns and cities throughout the UK. This will be a great opportunity for young people to take part in the lead up to the 2012 Games and the greatest exercise in community engagement
- Creating an active generation through an unprecedented range of volunteering opportunities for everyone around the UK, including young people before, during and after the 2012 Games. We will need around 70,000 volunteers during the Games-time, and **Pre-Volunteering Programmes** across the UK will give people with no qualifications the necessary skills to volunteer in 2012 and help them towards a volunteer placement, job or further training
- Creating a **Legacy Trust**. This will give £40 million of grants to community projects that will celebrate cultural and sporting excellence across the UK, with a particular emphasis on involving young people and diverse communities
- Recruiting **Young Ambassadors** from School Sport Partnerships throughout England to work with other young people in a variety of ways to inspire them to get involved with the London Games
- Creating a **London 2012 Education Programme**. Subjects covered will include enterprise, geography, citizenship, foreign languages and science. Run in schools and colleges, and delivered through other education providers, the programme will involve children and young people in the 2012 Games and inspire them through the Olympic and Paralympic values

- Giving school leavers from the five boroughs around the Olympic Park **the chance to work for the London Organising Committee of the Olympic and Paralympic Games (LOCOG)**, potentially all the way up to 2012, and gaining Level 2 and 3 NVQ in Business Administration. Find out how to apply at www.london2012.com
- Encouraging 20,000 young people to be entrepreneurial and creative. **Enterprise Insight** will run 2012-inspired activities to foster a new generation of entrepreneurs. Find out more at www.starttalkingideas.org
- Encouraging everyone to **increase their physical activity** - for example through new pilots in GP Practices supporting available physical activities, and new coordinators in each region to promote physical activity. These structures will help deliver a wider range of initiatives including an Activity in Schools Toolkit, a School Pedometer Programme and the Well@Work Programme

Your Opportunities

- Taking part, adding your voice, showing off your part of the community, becoming part of the new 2012 generation
- Becoming a 2012 volunteer for your community. Over 140,000 people have already registered an interest. Find out more about volunteering at www.do-it.org.uk; www.volunteerscotland.org.uk; www.volunteering-wales.net; or www.volunteering-ni.org
- Educational resources available for teachers, parents and students through 'On Your Marks'. Keep an eye on www.london2012.com/onyourmarks for the latest new tools

What's already happening?

The South East is developing a Create, Compete or Collaborate programme. Through this, young people born after 1983 will be partnered on a particular project with young people in competitor countries. The region also plans to build on the success of its existing Skills Festival by developing young people's elite skills and encouraging them to compete in the London 2011 WorldSkills international competition.

In London, Pre-Volunteering Programme pilots are already underway in 11 boroughs. Engaging with 550 participants, and targeting disadvantaged people, including ethnic minorities and disabled people, it provides basic skills in customer service, first aid and health and safety. Some graduates have already moved on to more training, work or a volunteering opportunity - all because of the 2012 Games.

The North West is working with LOCOG to use Liverpool's year as European Capital of Culture in 2008 as a key element of the launch of the London 2012 Cultural Olympiad. It will also build on the success of the 2002 Commonwealth Games by strengthening its volunteering infrastructure and establishing a North West sports volunteering organisation providing opportunities linked to its extensive major events programme.

Chapter 4

We will make the Olympic Park
a blueprint for sustainable living



Preparations for 2012 will transform one of the most deprived areas of the UK into a new community, with a mixture of homes, workspace and parkland, operating to high environmental standards. It will set the standard for future schemes and showcase the UK's ability and ambition.

We will use lessons learnt from the 2012 Games in planning future major events and delivering future developments, such as the wider Thames Gateway area in East London and planned low- and zero-carbon developments in the UK and beyond.

Our Plans

- Working towards a '**One Planet Games**'. London will host a low-carbon, water-efficient Games with zero Games-time waste going to landfill. This will enhance the local environment and wildlife and set new standards both here and abroad for major events and urban development
- Building an **environmentally sustainable Olympic village** that can offer a sustainability template for future urban development in other locations
- **Using the inspiration of 2012** to encourage people to live healthier, environmentally conscious lives and to support the Olympic ideals
- Showcasing state-of-the-art techniques to **generate renewable energy** for the Olympic Park
- Creating one of the largest new areas of high quality open parkland in Europe – enhancing biodiversity and demonstrating the value of green spaces to **improving our quality of life**



Teacher with class.
Spring Woodland.
Epping Forest

- Rejuvenating East London's waterways – providing habitats for fish, birds and other animals as well as for recreation, physical activity and transport. Over time, transforming some of the worst polluted rivers into high quality habitats to enjoy
- Creating a volunteer programme that enthruses people to get active in improving their local environment

Your Opportunities

- An opportunity for every region to showcase the 2012 Games and how the event has helped to embed environmental concerns in their regions
- A great, sustainable city in which to live and visit after the London Games are over – which is recognised internationally as setting the pace for sustainability
- An opportunity for UK businesses to showcase and learn from new environmental building and management techniques, before, during and after 2012

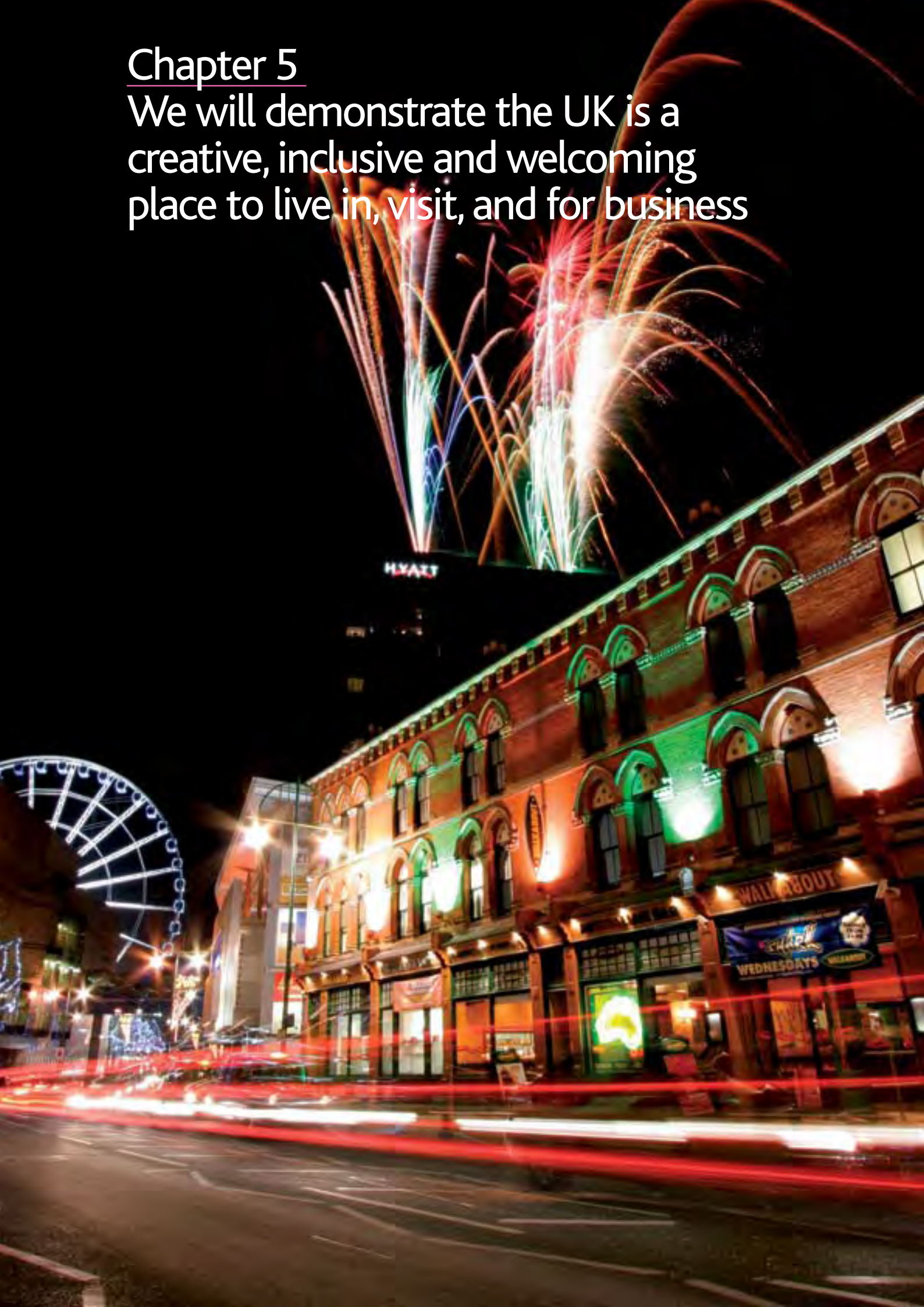
What's already happening?

The South East Region has a thriving and innovative environmental technologies sector that can help deliver the commitment to a low-carbon Games. They are planning improvements to their transport and infrastructure network to help deliver the 'public transport Games' and to create a transport legacy for the region including providing key park & ride facilities that improve access to Dorney Lake.

In the North East, renewable energy and waste-management companies are being encouraged to take advantage of 2012-related contract opportunities; key sports facility developments are being integrated into their urban regeneration programmes; and environmentally sustainable tourism is being developed.

Chapter 5

We will demonstrate the UK is a creative, inclusive and welcoming place to live in, visit, and for business



Hosting the 2012 Games puts the whole of the UK on display to a global audience. Being an international showcase can benefit our businesses, our reputation and our national pride.

We want to use the business opportunities created from building the Park, staging the 2012 Games and Cultural Olympiad, and hosting more visitors, to create fitter, more innovative UK companies. But this unique showcase should also help increase inward investment as well as the export capacity of British companies.

A strong economy is something we can all be proud of. But the pride generated from hosting the 2012 Games goes wider than that. We want to highlight London's status as a creative, diverse and sustainable city and show millions of new visitors the culture and heritage that has made the UK what it is today.

Our Plans

- Maximising the long-term tourism benefits that the 2012 Games will bring UK-wide. A key part of this is developing and embedding the right skills now and beyond 2012. For instance, the UK Skills Passport will be developed as a guide to qualifications, funding, training and development and will benefit employers and employees across the industry. Find out more at www.people1st.co.uk
- Rolling out an international development programme to promote sporting excellence and participation, particularly in developing countries. By the time the 2012 Games is open, it is hoped that up to 20 countries will have benefited from partnership schemes, including coaching and athlete scholarships, skills training for PE teachers or in-country social development schemes
- Creating a Business Opportunities Network (BON) – an online brokerage services to help companies across the UK tap into 2012-related contracts and other business opportunities that will arise. BON will not only help forge new partnerships in the business sector, it will also give them skills and contacts that will enable them to bid for further work after the 2012 Games. Register for email alerts on the latest 2012 Games-related business news at www.london2012.com



Children playing musical instruments

- Supporting companies that do not win 2012 contracts through **Business Link** (and equivalent organisations in Wales, Scotland and Northern Ireland) to help improve their performance and win other contracts. Find out more at www.businesslink.gov.uk
- **Increasing inward investment** from prized foreign investors: we will capitalise on the UK's increased international status to attract knowledge-driven, high-value foreign investment to the UK and encourage existing investors to grow. Find out more at www.uktradeinvest.gov.uk
- Creating a host of community activities in the Nations and regions of the UK. From the **Cultural Olympiad** to the **Torch Relay**, we will ensure everyone has a chance to come together in this UK-wide event. There will be **Live Sites** built in cities around the UK – large TV screens for people to come together in public spaces and watch cultural and sporting events before, during and after 2012
- Aiming to host over **100 major championships** in the run up to 2012, including 28 World Championships and 27 European Championships, boosting the profile of the Nations and regions around the UK

Your Opportunities

- A chance to have your say and get involved in new arts and cultural festivals taking place UK-wide as part of the Cultural Olympiad between 2008 and 2012. Find out more at www.london2012.com
- Opportunities for young people to get involved in sporting and cultural exchange programmes, such as the British Council and Youth Sport Trust's expanded Dreams + Teams programme. Go to www.britishcouncil.org/dreams for more information
- Every Nation and region can benefit economically from the substantial increase in tourism, with estimated cash benefits of between £1.4 billion and £2 billion. There is likely to be a post-2012 'Games dividend' with more tourists overall visiting the UK
- Greater inward investment, more business opportunities and better business support that increase jobs and well being

What's already happening?

Yorkshire and Humber is using the 2012 Games to help achieve a step change in its sporting and cultural aspirations. As part of this the region is hosting the International Indian Film Academy Awards in 2007. Yorkshire and Humber intends to attract more major international events to the region and to extend its welcome to the world.

Northern Ireland is actively seeking to attract countries and sports to use its upgraded sports facilities as pre-Games training camps. Through the Northern Ireland Tourism Board it will maximise opportunities to show off its many attractions for tourists.

Wales has identified which of its sectors can benefit most from the 2012 Games and is working to use the opportunity to promote them through special marketing materials and skills packages. Sectors such as environmental goods and services, leisure and tourism and the built environment will all benefit.

The South West is sending a group of young cultural ambassadors to China later this year to establish links both in Beijing and Qingdao (the location for the 2008 Olympic sailing events).



Olympic Village

The Olympic Family

Olympic Board:

Responsible for overseeing the delivery of the 2012 Games.

Tessa Jowell, Olympics Minister, Department for Culture, Media and Sport (DCMS)

Ken Livingstone, Mayor of London, Greater London Authority (GLA)

Colin Moynihan, Chair, British Olympic Association (BOA)

Sebastian Coe, Chair, London Organising Committee of the Olympic Games and Paralympic Games (LOCOG)

Department for Culture, Media and Sport (DCMS)

Lead government department with responsibility for the Olympic Games & Paralympic Games.

www.culture.gov.uk

British Olympic Association (BOA)

Responsible for selecting, leading and preparing the nation's finest athletes at the Olympic Games and Winter Olympic Games.

www.olympics.org.uk

British Paralympic Association (BPA)

Responsible for selecting, preparing, entering, funding and managing Britain's teams at the Paralympic Games and Paralympic Winter Games.

www.paralympics.org.uk

Greater London Authority (GLA)

Strategic authority for the government of London accountable to the Mayor of London with strategic responsibility for the legacy of the Games for Londoners and the regeneration of East London communities and their environment.

www.london.gov.uk

London Organising Committee of the Olympic Games & Paralympic Games (LOCOG)

Responsible for preparing and staging the 2012 Games.

www.london2012.com

Olympic Delivery Authority (ODA)

Public body responsible for ensuring delivery of new venues and infrastructure of the Games.

www.london2012.com

The Five Host Boroughs

Responsible for securing opportunity and legacy benefits from the 2012 Games for the immediate communities in East and South East London.

Leaders and Mayors of the London Boroughs of Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest.

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