



Olympic Games 27 July-12 Aug 2012
192 Days to go
Paralympic Games 29 Aug-9 Sept 2012
225 Days to go



Making the most of the Olympics?

Rob Bailey, APSE principal advisor

PM



He said the Games would create "a massive legacy", encouraging people across Britain to take up sport and "do more exercise".

"We have spent money and sporting organisations have spent money building great swimming pools in Luton, in the West Country and in Scotland so there are centres like this in other parts of the UK," he said.

"The whole country can benefit from the legacy of the Games because of the inspiration they will bring to people young and old."

‘Making the Most of the Olympics?’



- Current timetable and announcements
- What is the legacy evidence from history
- What’s the likely benefit for local authority sports and leisure?
- How can we exploit this opportunity locally?
- Your ideas and experiences to date

Olympic stats



- 205 countries for the Olympics, 161 for the Paralympics
- 15,000 athletes
- 20,000 accredited and 20,000 unaccredited media
- 70,000 volunteers
- 10.8m tickets
- 4 billion global audience
- 26 Olympic sports (300 events)
- 20 Paralympic sports (471 events)
- 29 competition venues across the UK
- Largest and second largest multi sport events in the world



Build up to the games



1. Celebration – ‘the Games are coming to the UK’
2. Be Inspired – ‘understanding what it can mean for the NW’
3. Beijing Handover – ‘its starting to become real’
4. Where have we come from?– ‘The NW is bringing the Games to life’
5. **Where are we now?– ‘Plan your 2012 and create a legacy’**
6. Celebrate the Games!



Projected spending NW



Projects		Funding invested	Projected participants
Cheshire	26	£1,073,114	206,446
Cumbria	21	£2,150,214	105,526
Greater Manchester	63	£3,965,730	136,593
Lancashire	26	£3,027,474	182,434
Merseyside	40	£2,422,177	100,591
Regional	8	£1,590,400	346,480
Nationwide	24		
Total	220	£14,229,322	1,132,076

Olympic Torch Timetable

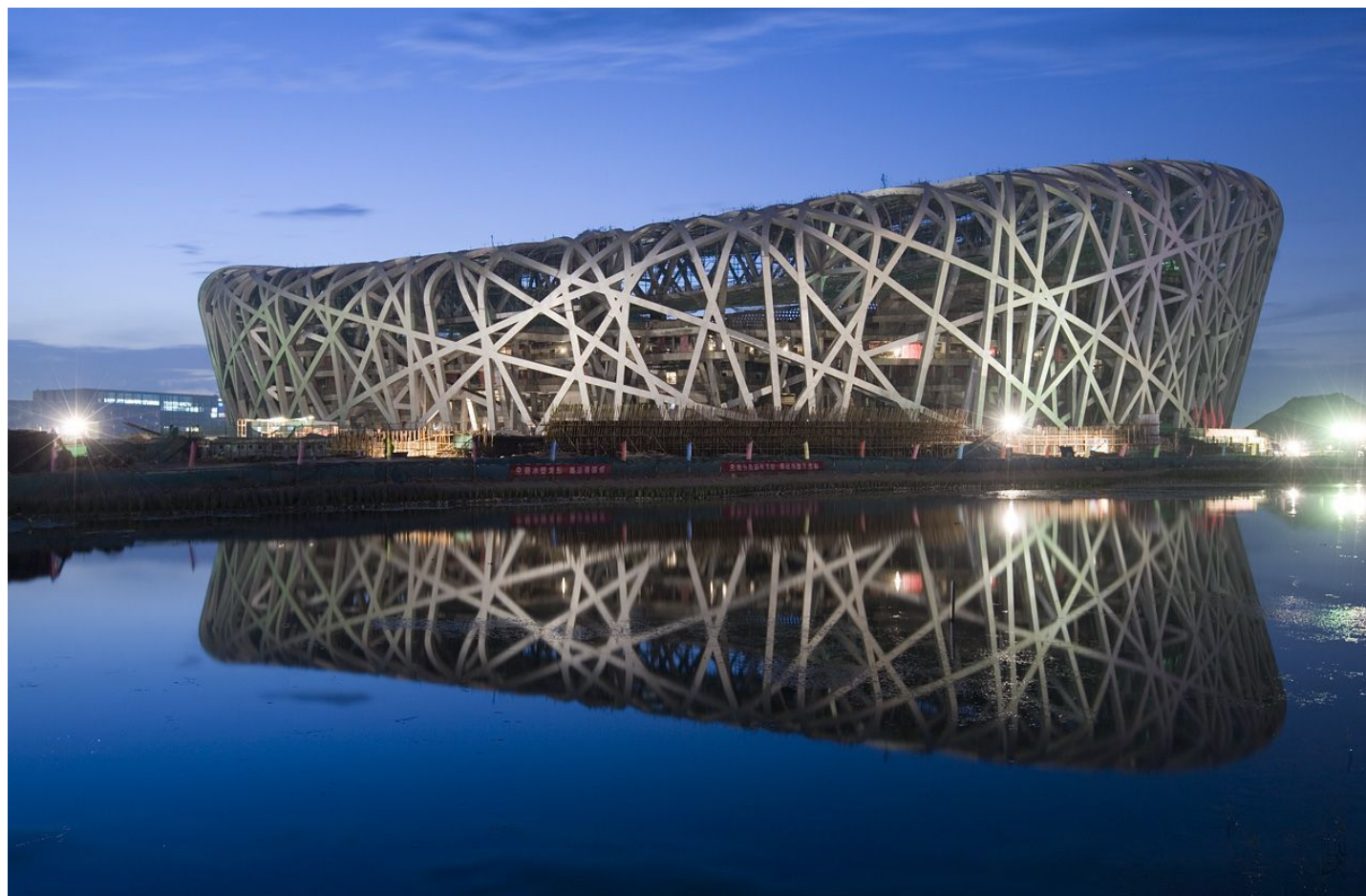


- May 2011 Evening Celebrations were announced
- – November 2011 Public community level route announcement
- – Rolling - 2 weeks before Street level route announced on a rolling basis
- May 2012 Official lighting of the Olympic Flame
- 18 May 2012 The Olympic Flame arrives in the UK
- 19 May 2012 London 2012 Olympic Torch Relay start
- 27 July 2012 London 2012 Opening Ceremony

Greece 2004



China 2008



Sports Participation



Olympic bid stated:

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

But

- No evidence of increased participation following Olympics in 2000, 2004, 2008 or in Commonwealth 2002. ‘trickle down effects’ of general increases in sports participation and a general improvement in fitness and health are unlikely direct outcomes
- Celebration, economic regeneration, tourism, development, international prestige and spectacle may be legitimate reasons for public investment in an Olympic

Framework



What's in it for us?

- [Cultural Olympiad](#)
- [Local Leaders](#)
- [Education](#)
- [Live Sites](#)
- [Jobs](#)
- [Business Network](#)
- [Volunteering home](#)
- [Inspire programme](#)
- [London 2012 Festival](#)
- [Open Weekend](#)



Ideas from Olympics 2012



Line the streets

Garden for the Games

Sports Quiz

Super Saturday

School's Out

Light a Lantern

Opening Night In

Last Day of the Games

Locally?

- Branding opportunities
- Olympic themed events
- Funding with partners?

- Your ideas?





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