

Our Games Our Legacy

The legacy journey for Leicester & Leicestershire



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“London 2012 gave us an amazing summer of sport and celebration. The whole country came together to welcome the Olympic & Paralympic Torches and were treated to four weeks of incredible sporting achievements. Inspire LeicesterShire has spent the last three years creating opportunities to secure a lasting legacy from the Games. The challenge now is for us to capture the enthusiasm that London 2012 generated and begin delivering a real legacy for the local area”.

Andy Reed OBE, Chair of Inspire LeicesterShire 2012 Steering Group

Foreword

Inspire LeicesterShire was a partnership of the local authorities of Leicester & Leicestershire, working together to create a lasting legacy from the London 2012 Games for the local area.

The legacy programme was driven by a dedicated 2012 Games Legacy Team who have been maximising the benefits that the Games provided and built on the enthusiasm and inspiration that London 2012 generated. A legacy Director & Co-ordinator were appointed in early 2010 with both posts being funded through local authority contributions and a grant from the East Midlands Development Agency. This capacity is unique to the region and has demonstrated that having dedicated people in place, to provide leadership and strategic direction of legacy activities, has really added value to legacy outcomes for the city and county.

Collectively, we are incredibly proud of what has been achieved over the past three years. This evaluation celebrates the highlights and impact of a very special legacy journey.

Delivering on our vision

Following Team GB's success at the Beijing 2008 Games, a strategy was developed by the Leicestershire Steering Group for the 2012 Games which provided the framework for a co-ordinated approach to securing legacy outcomes for Leicester & Leicestershire. The Inspire LeicesterShire strategy for the 2012 Games aimed to deliver on the following vision:

Inspire **businesses** to compete for and win contracts and sub-contracts to supply goods and services to the London 2012 Games.

Inspire teams and **visitors** from across the world to come to Leicestershire – whether to train in some of the country's best facilities or experience the area's diverse cultures, its rich heritage and beautiful countryside.

Inspire increased participation in **sport and physical activity** and commitment to supporting excellence in sport.

Inspire individuals and communities to play an active role in the **Cultural Olympiad**, celebrating their cultural identity, cohesiveness, creativity and heritage.

Inspire **children & young people** to engage in sport, arts and culture, learning and volunteering.

Inspire more options and choice for people to think about physical activity, diet and nutrition, improving their **health & wellbeing** and reducing health inequalities.

Inspire more people to become **volunteers** creating a strong legacy that will result in lasting benefits to local communities.

Delivery plans were monitored quarterly by the Leicestershire Steering Group to measure our success against this vision. The final delivery plans evidencing how we performed against our strategy and vision can be found on our website at: www.inspireleics.org.uk/deliveryplans



Andy Reed OBE, Chair of Inspire LeicesterShire 2012 Steering Group



Bill Cullen, Vice Chair of Inspire LeicesterShire 2012 Steering Group

To enhance this evaluation, an empirical research project has been carried out in partnership with Leicester-Shire & Rutland Sport, Loughborough University and the Children & Young Peoples legacy. This has taken the form of a PhD studentship through Loughborough University's renowned Centre for Olympic Studies & Research. Under the supervision of Prof Ian Henry, Shushu Chen has completed a meta-evaluation of the legacy benefits from the London 2012 Games to a non-host region (Leicester & Leicestershire). An executive summary and full report can be found at: www.inspireleics.org.uk/meta-evaluation. Key lessons learnt from this study can be found on page 46.

Leaving a lasting legacy

London 2012 captured the imagination of a nation and the world. It made us cry, laugh, cheer, unite and feel incredibly proud. The much talked about legacy from the Games was always going to be a challenge, but through the early interventions of Inspire LeicesterShire and our partners, Leicester & Leicestershire are in a good place to ensure the impact is felt locally, in our communities and amongst our children & young people.

London 2012 set out to 'Inspire a Generation'. Here in our city and county, we fulfilled that promise. A key success factor has been our excellent multi-agency partnership working across local authority, emergency services, cultural, voluntary, business, health and sporting networks and the London Organising Committee of the Olympic Games (LOCOG). Through this we have built strong foundations for a lasting legacy for the local area. Now we have to start delivering that legacy.

This is 'Our Games Our Legacy'

Headline Achievements

Lord Coe, KBE attends our legacy event to thank us and celebrate our achievements.

78 businesses in Leicester and Leicestershire have won **176** Games related contracts (highest in the East Midlands) worth over **£110 million** to the local area.

62 local London 2012 volunteer Games Makers have been supported by the Leicester and Leicestershire Games Maker Grant Scheme.

Local ambassadors used to champion legacy from the outset.

Over **400** local schools and colleges have registered for the official London 2012 educational programme Get Set and **363** schools and colleges have been accepted into the Get Set Network.

Ticket share numbers for Leicester & Leicestershire showed that **72%** of schools eligible took up the option of free tickets.

67,300 visits to our website; **68%** being first-time visitors.

Over **1,000** children & young people have taken part in our London 2012 key milestone events.

52 Wells Sports Foundation elite athlete school visits have taken place reaching over **8,000** young people.

Over **10,000** people have signed up to our quarterly newsletter.

During Games Time, we reached a peak of **2,562** followers on twitter.

44 projects have been awarded the prestigious London 2012 Inspire Mark.

My Games My Legacy has been immortalised in a legacy plaque at the Copper Box arena (Olympic Park).

Over **2,000** My Games My Legacy pledges made.

Patchwork Pledge squares totalled **22,300** to make up a London 2012 inspired blanket measuring approximately **500** square metres.



National legacy programmes delivered locally



Places People Play – a national lottery funded initiative for the mass participation legacy from the London 2012 Olympic & Paralympic Games. Delivered by Sport England in partnership with the British Olympic Association, the British Paralympic Association and with support from LOCOG.



(Places) Inspired Facilities provides lottery funding to improve and refurbish sports clubs.

17 applications have already been approved, generating over **£797,000** across Leicester & Leicestershire.



(People) Sport Makers is a programme designed to recruit volunteers aged 16+ to organise and lead community sporting activities across the country. Across Leicester & Leicestershire, **493** Sport Makers attended events and **129** have journalled their hours. **19** Sport Makers won tickets to the Olympic & Paralympic Games for having completed **10** hours or more organising or leading sport in their local community. (See page 32 for case study)



(Play) Sportivate A Lottery programme that provides access for 14-25 year olds to a variety of sports over six weeks, either improving on skills or learning a whole new sport. In Leicester & Leicestershire, **737** young people were retained in activity whilst **28** additional projects were funded. **10** Sportivate participants were eligible to receive London 2012 tickets after completing a sports course, missing no more than one session, and then continuing to play sport for at least three months afterwards.



(Play) Gold Challenge is an independent initiative that will motivate over 100,000 adults to test themselves in multiple Olympic and Paralympic sports, and in doing so raise millions of pounds for charity. **63** people registered on the website in Leicester, **5** people registered in Leicestershire, and **1** person in Rutland. An additional **66** people took part in our Monica's Miles 2012km event. **10** participants took part in the athletes parade at the Gold Challenge Charity parade in April 2012 and walked around the track in the stadium.



Inspire Mark is the official London 2012 accreditation programme awarded to exceptional and innovative projects inspired by the London 2012 Games and its values.

Projects Approved by Strand for Leicester & Leicestershire

Sport	20
Culture	15
Education	6
Volunteering	3

A total of 44 projects across Leicester & Leicestershire were recognised as being genuinely inspired by the Olympic & Paralympic ideals.



Community Games provide a unique opportunity for communities to come together to celebrate the London 2012 Olympic and Paralympic Games and create their own Olympic or Paralympic moment. Funded through Legacy Trust UK, and delivered by Leicester-Shire & Rutland Sport, year 1 targets have been surpassed with over 19,400 participants attending a Community Games event across Leicestershire, Leicester and Rutland.



Join In - Between the London 2012 Olympics Closing Ceremony and the start of the Paralympics, the nation came together for the UK's biggest celebration of local sport. Across Leicester & Leicestershire we hosted 77 Join In events with sports ranging from running in Hinckley, orienteering through Leicestershire, dodgeball in Lutterworth to archery in Melton Mowbray.



National School Sports Week - Inspiring more young people to do more sport. Funded by Lloyds TSB and delivered through the Youth Sport Trust, **240** schools in Leicester & Leicestershire took part in 2012 and registrations are now open for 2013.

Olympic Torch Relay & Evening Celebration

Over 194,000 people came out to line the streets and support our local torchbearers during the Torch Relay on 2nd (Day 45) and 3rd (Day 46) of July 2012.

Estimated crowd figure breakdowns are as follows:

**Leicester – 74,500 • Harborough – 25,000 • Oadby & Wigston – 10,000 • Charnwood – 50,000
Melton – 20,000 • Rutland – 15,000**

The city and county was the only place in the UK to host a dress rehearsal for the Torch Relay on 20th April, replicating Day 46 of the Relay.

The success and smooth running of the Torch Relay & Evening Celebration lay largely with the excellent partnership working across all local authorities, with LOCOG, Leicestershire Constabulary, the emergency services, partner organisations, community groups, schools, local businesses and the hundreds of volunteers who marshalled the route and Evening Celebration.

Key highlights included:

16,500 people attended the Evening Celebration (organised by Leicester City Council) in Abbey Park, with special guest Baroness Tanni Grey Thompson. The stage also hosted Leicester's finest dance performers, a parade of local swimmers to commemorate the 100 year anniversary of Jenny Fletcher winning an Olympic gold in 1912, a performance by Leicester schools with the The Philharmonia Orchestra, and a welcome by Leicester's City Mayor, Sir Peter Soulsby.

Abbey Park's popular community zone included sports, arts, inspire, culture and health zones with exciting opportunities to try out new sports, as well as new Olympics inspired work by world famous 3D pavement artist, Julian Beever. The activity zone really added to the legacy of the Evening Celebration.

The Big Eat took place across restaurants in Leicester City Centre on the night of the evening celebration, with discounts and entertainment put on by local restaurants and bars. With **62** venues participating, this boosted restaurant revenue by an estimated **£174,000** with **49%** of people enjoying the Big Eat also attending the Torch Relay or Evening Celebration.

35,000 people watched the arrival of the Torch Relay through Leicester City with an additional **3,000** at the Big Screen, with the Relay preceded by the Follow the Light carnival parade, part of the Cultural Olympiad.

Local sporting hero, Gary Lineker, carried the Torch out of the city the following day, after 'Rocket Man' blasted off into space with the Torch watched by crowds at the National Space Centre.

The torch travelled by train on the Great Central Railway before arriving in Loughborough and working its way through the University campus to the town centre where it was greeted by over **10,000** people.

The Torch Relay enjoyed a lunchtime stop at Long Field School in Melton where there was a live broadcast of the BBC Radio 2 Jeremy Vine show.



Gary Lineker

A moment to shine Celebrating our torchbearers



Phil Fuller



Jill Stidever



Tajinda Sahota



Follow the Light






Aarti Thobhani



Neville Maggs

This is what we did...

-  Brockington College provided Cape Verde with a Guard of Honour at the Opening Ceremony
-  Blaby World Party
-  Values Challenge

Blaby 2012 World Party

Cultural and Sporting Celebration which showcased a unique variety of different cultures from around the globe. Activities included; Archery, Trampolining, Martial Arts, Boxing, Samba Music, Asian Dance, Face Painting and much more....

2012 Olympic and Paralympics Values Challenge

A challenge promoting the seven Olympic and Paralympics values. Children in Blaby District School were encouraged to think about how Olympians and Paralympians embody each value in their lives and how the values are important in the lives of each and every one of us.

"The '2012 Values Challenge' has brought to life what it takes to be an Olympian. Our Children have been able to see how the values relate to their lives, whatever they are aiming to achieve"

Jo Wyeth, Sport Liaison Officer, Brockington College.

2012 Inspiring Fund

Small grants were offered to children and young people to encourage them to take part in a cultural and sporting activity that has been inspired by the 2012 Olympic and Paralympic Games.

Backed for the Future

Developing the talent of today for sporting success in the future. We are offering an Enderby Leisure Centre membership free for a year for individuals competing at county/regional/national levels.

Did you know?

World junior champion cyclist **Lucy Garner** is from Countesthorpe in Blaby District and has a great chance of being part of Team GB in Brazil in 2016



...and this is our legacy

Over **600** attendees to Blaby 2012 World Party

Increased demand from various sport clubs around funding – including **capital and revenue grants offered** by Blaby District Council to develop facilities and improve equipment.

BBC Radio Leicester contacted us about **inspiring a generation** through our summer schemes and how our LSA coach grant scheme is supporting local sports clubs volunteers access coach education courses.

Over **500** young people access various sport and physical activity summer programmes across the district all advertised in our Blaby Activity Sports and Events Guide (BASE).



Brockington College 'Guard of Honour' students at the Olympic Park



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This is what we did...

-  Charnwood Olympic Torch Relay 3rd July 2012
-  Games Time 9th June 2012
-  Loughborough "Big Screen"

Charnwood Torch Relay

The "Olympic Torch Relay" captured the imagination of over **50,000** people who enthusiastically lined the route applauding the many local torchbearers selected to carry the torch as it passed through the Borough.

The Olympic flame was carefully delivered from the train at the Great Central railway in Quorn with the first Olympic torch bearer Baroness Sue Campbell emerging from the clouds of steam to be greeted by hundreds of local school children's cheers. It was then met by thousands of people as it travelled through Loughborough and the University before heading towards Melton via Hoton and Wymeswold.

Welcome World and Games Time

In partnership with Charnwood Arts we promoted a **10** day extravaganza of festivals and events to connect cultures and communities in the run up to the Olympics culminating in "Games Time".

Games Time, funded by Legacy Trust UK, was designed to create a cultural legacy from London 2012 and provided a once in a lifetime opportunity for local people to take part in an incredible performance

Charnwood was selected as one of four venues to stage "Games Time" a community celebration that brought the spirit of the Olympic Games to Loughborough – an exciting geographical game with the East Midlands as the board! In a "games frenzy", board games invaded streets and parks and local landmarks, culminating in a giant performance starring **200** local people with dancers, breathtaking costumes, music and pyrotechnics. The show performed in Southfields Park attracted over **5,000** spectators who experienced a truly magical performance.



Games Time in Southfields Park

Did you know?

Laura Unsworth and **Nicola White** who live in Charnwood were part of the Bronze medal winning women's Hockey Team at London 2012



Olympic celebration and Big screen

The Big Screen provided a perfect backdrop to the Olympic celebrations. In the lead up to the live broadcasting of the opening ceremony we held our most successful Family Fun Day starting in the beautiful surroundings of Queens Park with an estimated 850 attendances with 1000's more spectators joining in as the activity moved into the town centre which was dominated by the big screen.

Prior to the countdown, local sports clubs demonstrated their skills and ran taster sessions for our budding Olympians. The atmosphere was electric as the opening ceremony began and all eyes turned to the live screen. Many of the crowd stayed for the whole evening bringing picnics, deckchairs, flags and banners representing countries from around the world; a truly international spectacle.

For the duration of the Olympics the big screen allowed our many communities to collectively share the tears, the glory, the drama and the passion of the games.

Paralympics

The Paralympics were celebrated with an array of sports and physical activities being offered to increase participation and raise awareness of sports available to people with disabilities across the borough.

A Festival of Paralympic Sport at Loughborough University, Guided Walks, Geocaching, Sitting Volleyball Open Evening and Loughborough Tennis Club taster sessions engaged successfully with people with disabilities of all ages.

...and this is our legacy

Charnwood Sports Council Grants

To continue our commitment to supporting clubs and individuals through the grants scheme, **£12,750** has been awarded in 2012 to support local sport through grants to coaches, officials, sports development, facilities and talented athletes.

Charnwood Sports Awards

Local sporting achievements by clubs, volunteers, officials and athletes were celebrated in December 2012 during a gala awards night at Loughborough College.

Sportivate

Charnwood has delivered **22** Sportivate projects in 2012 with **£20,000** funding from Sport England. Projects aimed at 14 to 25 year olds including Boxing, Free access to Swimming, Dance workshops and Skiing and Snow Boarding.

Guided Walks

In partnership with our Leisure Centres operator Fusion we have delivered a full year's programme of guided walks around the Borough and surroundings areas targeted at people of all ages and fitness levels. The Walks programme in 2012 received the 'Inspire Mark' in recognition to its positive outcomes in relating to the health & wellbeing of Charnwood residents.

Leisure Centres

Leisure centres have achieved a **6%** increase in participation levels in the past 12 months, a total of **1.3 million** visits to the Council's three leisure centres. A **£2.5 million** investment into the council's Leisure Centres by its leisure partner Fusion in 2012 will safeguard the facilities for the next **10 years** and support the increased demand for sporting and leisure activities generated in this Olympic year.

Children's holiday activity programmes

During 2012 there were **2,190** attendances by children ages 5 to 16 years.

Club, coaches and volunteers

In 2012 a club, coach and volunteer evening was held; **25** coaches from a variety of sports have attended workshops on funding, school club links and marketing their sports clubs.

Community Games

Two community games events were held to celebrate the London 2012 Games through the delivery of cultural and sporting activities; **180** participants attend these events.

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Sports makers

This Sport England programme is aimed at volunteering to support the delivery of community sporting activities. **38** volunteers attended training in Charnwood and are currently completing their 10 hour volunteering commitment.

Partnerships

New partners came together through the power of the games delivering a wide range of special markets, festivals, events, exhibitions and workshops staged within our towns, parks, open spaces and community settings. Many of these partners are committed to delivering events and activities in the future and are already developing plans inspired by their experience during this Olympic year.



This is what we did...



Harborough Torch Relay 2nd July 2012

International Sports & Fun day –featuring two torchbearers the 1948 Torch and Rugby legend Martin Johnson

Supporting the clubs with increased capacity to accommodate the spike in attendance

The London 2012 Games added significant value to our activities and events both in the lead up to the Games and throughout the whole of 2012.

We found that we had more people than ever taking part in the 2012 Market Harborough Sport Relief Mile. The majority of our schools signed up as Get Set schools and embraced the Olympic values by engaging wholeheartedly in the 'Can you live like an Olympian' project delivered by LSLSSP. We co-ordinated six community events, some of which were Inspire Mark and Community Games, which saw thousands of people from across the District, get involved in an Olympic Sport.

These events brought the whole community together in days that were filled with sports, culture and fun!

Olympic Torch Relay

The biggest event by far was the Olympic Torch relay on the 2nd July. Despite the rain, thousands of people turned out to line the streets of Market Harborough, Lubenham, Foxton and Kibworth to catch a glimpse of the Torch and embrace the spirit and atmosphere of the Olympics. We could never have envisaged the feel good factor this day had on the whole District it was an historical and momentous day for the District of Harborough.

We have since seen our local torchbearers become local celebrities invited to events and to tour the local schools where the school children have been in awe of them and the torch. The Olympics has had a hugely positive impact on people and sport in Harborough.



Former RSA pupil Matt Compton landed one of his first jobs doing the lighting at the Opening & Closing Ceremonies (Picture courtesy of Harborough Mail)

Did you know?

Lutterworth's **Lucy Hall** flew the flag for Harborough when she competed as Domestique Women's Triathlon at London 2012



Young people enjoying the activities at the Rock on the Rec



BMX'er wowing the crowds with some tricks at the Lutterworth Family Fun day

...and this is our legacy

In Harborough we have supported and encouraged clubs to create a legacy for the community by applying for Inspired Facilities funding. To date clubs and organisations in the district have secured over **£200K** to support new buildings or renovations.

'Fly the Banner for Inspiration!' Local sports clubs were given the opportunity to apply for one of the official Olympic banners that were displayed from lampposts across the District. Clubs made a pledge for what they were going to do to inspire others and carry on the Olympic legacy in return for a piece of Olympic memorabilia.

There are plans with numerous partners to hold a large scale **'One Year On'** event in Market Harborough to celebrate the achievements of 2012 and also recreate some of the atmosphere and magic for a Summer of Sport 2013.

The Harborough District Sports & Activity Alliance has **expanded** their grants programme to include clubs and athletes as well as coaches.

An **Inspire a Generation award** was created at the Harborough Sports Awards 2012 to link in with the Olympic theme and recognise people that have given up their time to inspire others in sport/ physical activity. It will now be a permanent fixture as a constant reminder of the impact 2012 has had.

The HDSAA is setting up an **Inspire page** on the website to clearly show everyone what they and all of their partners are doing to help create a lasting legacy from London 2012.



Niamh Arthur (10) practising her flag waving whilst waiting for the Olympic torch



Torchbearers Dean Barnett & Rob Gomez with Martin Johnson



Robert Smyth Academy Sports leaders joining in the warm up at the International Sports day

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This is what we did...



Bosworth College provided the Guard of Honour for Azerbaijan at the Olympic Opening Ceremony

The Inclusive Sports Club inspiring our future paralympians

The Sport and Health Alliance Coach scholarship scheme: supporting our future coaches

The Olympics and Paralympics have provided a platform to celebrate the power sport has to change lives and inspire a generation. Within Hinckley and Bosworth we have organised a wide range of activities including:

Torch Design Competition

Local schools designed their own Olympic torch and held a celebration event at the Concordia theatre. The winning torch was made and presented to Westfield Junior School.

Mascots promotion around clubs

Large models of Wenlock and Mandeville mascots went on their own journey visiting local groups and sports clubs promoting activities and spreading the Olympic Spirit.

Village Games

The Sport and Health Alliance invited local groups to run their own Olympics. Everything was provided and villages used the opportunity to have fun, celebrate the London Olympics and promote local sports clubs and groups. Over **2012** attended the games at villages and venues across the borough.

Inspire Facilities success

To date 4 local clubs have accessed over **£174,865** to improve sports facilities in the borough.

Olympic Village Artwork Project

Bosworth students worked with artist Tine Bech to create **5** pieces of artwork that appeared in the Olympic and Paralympic athlete's apartments.

Guard of Honour

Bosworth College provided the Guard of Honour for Azerbaijan at the Olympic Opening Ceremony (see image above).

School Games Day

Bosworth Academy students designed and took part in their own School Games Day and delivered a mini Olympic experience for their local primary schools.

Mascot Design Competition

This was run in local schools it inspired pupils and raised awareness of the coming games.

Did you know?

In the borough we have 4 athletes on the Road to Rio, **Jamie Thorpe** and **Sophie Smith**, swimming, **Mike Woods** sailing and Paralympian **George Bates**, wheelchair basketball



Bosworth College 'Guard of Honour'

Big Dance provided training for volunteers to go out and run their own Big Dance events and perform at the School Games Championships.

Sportsmakers

14 participants have trained to be Sportsmakers during 2012.

Inclusive Sports Club

The Sport and Health Alliance received a **£6,500** grant from the Health Lottery to establish an inclusive sports club running sports and health activities including football, tennis, dance, new age curling and gym activities. The Paralympics has been a catalyst for this club.

Coach scholarship scheme

The Sport and Health Alliance launched a coach scholarship scheme to support coaches in the borough. To date we have supported over **24** coaches with grants towards their coaching qualifications.

Backed for the Future

Since the London 2012 Games were awarded we have supported **116** local, young talented athletes with free membership of Hinckley Leisure Centre, to support their training needs.



...and this is our legacy

By **supporting Inspire Facilities** submissions in the borough through rounds four and five.

To keep running the **Sport and Health Alliance Coach scholarship scheme** to support and grow coaches in the borough.

Keep growing the **Inclusive Sports Club** and leave a Paralympics legacy.

To keep running the **Paralympic Sports Taster Days** in schools.

To keep expanding the **School Club Link** programme.

To support and develop our **Sportsmakers** to deliver more sporting opportunities.

Backed for the Future will continued to be offered to all upcoming talented athletes in the future.

New Leisure Centre for Hinckley committed to be built and open in 2015.

The Sport and Health Alliance will keep hosting it's Sports awards evening to reward outstanding sports men, women and inspirational volunteers.

2012 School Games Winners - hoping to repeat our performance in 2013



At the Sport and Health Alliance Sports Awards in November Harry Matty won the Olympic Legacy award for his inspirational role in encouraging young people to take up sport especially tennis. He volunteers over 20 hours a week supporting Desford Lawn Tennis Club.

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Hinckley & Bosworth
Borough Council



BBC Unsung Hero Award Winners

Sue and Jim have spent the last 25 years helping to transform a derelict airfield at Desford, Leicestershire into a stunning community sports facility which has hundreds of people each week using its tennis and squash courts, a football pitch, bowling green and dance studio and gym.

Sue and Jim went forward for the main honour after winning the BBC East Midlands regional award. As well as building the facility Sue and Jim have worked with many partners to establish at the facility a Health Referral Scheme and an Inclusive Sports Club, really living up to the 'Sport for All' tag line.



Sue and Jim Houghton – winners of the BBC Sports 2012 Unsung Hero Award

This is what we did...



Olympic Torch Relay & Evening Celebration

Paralympic Flame Festival

Julian Beaver 3D Olympic Artwork

Did you know?

In 1912, **Jennie Fletcher** became Britain's first ever female bronze medallist in the 100m freestyle. She was a pioneer not just for Leicester but for women's sport in the UK

Olympic Torch Relay event

Over **74,500** people enjoyed the torch relay through the city of Leicester on both days, culminating in an evening of festivities at Abbey Park for **16,500** people. **2,000** people had a go at one of three taster sports on offer: Football, Boxing and Table tennis.

Live Site

Screening Olympic and Paralympic coverage with accompanying daily events in Humberstone Gate West. Dressing the live site and its arterial routes with official London 2012 branding, giving an 'Athletes Village' feel to the city centre during Games Time.

Paralympic Flame Festival

To celebrate the Paralympic lantern coming to Leicester, on the 28th August 2012, the city centre was alive with a day of disability sporting activities culminating in the parade of the Lantern through the city. A day enjoyed by over **17,000** people, supported by Arts Council England.

"I was overwhelmed when I was first informed that I had been selected to carry the Paralympic Flame from London to Leicester. It's also indescribable knowing that I am one of 33 people to be given this opportunity to carry the Flame in the country whilst representing my home city of Leicester and to be the only person to represent from the East Midlands."

Paige Murray

Julian Beaver world renowned artist

from Melton Mowbray, visited the clock tower in June and created a huge 3D Olympic torchbearer image to mark the start of the Games and celebrate the torch passing through the city.

One Leicester iPhone App

Developed to promote city activity in the run up to and during the Olympic & Paralympic Games (updated by Inspire LeicesterShire).

None of the above would have happened if the Olympic Games hadn't taken place. All of the events listed above provided value to the city by offering opportunities to feel involved in the Olympics without having to be in London. Feedback received from members of the public was very positive and the numbers attending events showed that the activities on offer were appreciated. In terms of the Torch Relay, the full quota of tickets was taken up and despite the bad weather on the day the attendance was fantastic, in particular the Community Zones were well received, had high levels of participation and were well represented by different organisations from across the city.



Artist Julian Beaver at work

...and this is our legacy

Live Site - **34,832** people engaged with the Live Site over the summer during active event days. Alongside screening the sport, the site also became the hub for have-a-go sporting trials and cultural activities for family groups providing an opportunity to try something different and potentially inspiring people to try out something new.

4,000 people downloaded the Leicester 2012 application on their smart phones.

Julian Beaver's 3D drawing is now on permanent display in Abbey Park.

Official London 2012 branding used to dress the city will be donated to schools and community groups as a lasting legacy.

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This is what we did...



Parks Active

Olympic colour themed flower beds

'Olympic Park' Meadows

Parks Active

Park Services coordinated and delivered the Parks Active project that saw over **60** taster events in a wide range of sports, dance, fitness and family activities delivered on **16** sites across the city in a **2 week** period in the countdown to the Olympic opening ceremony. Activities included Zumba, Tai Chi, Bikram Yoga and Skipping, all of which have never been programmed before on our parks.

The Bandstand Marathon

A national event and Leicester hosted an event on Abbey Park.

Summer bedding displays

Our bedding displays were colour coordinated in the official Olympic colour theme and **2,500** wildflower meadow seed mix packs were distributed to encourage individuals to develop their own mini 'Olympic Park' meadow, as part of the Gardening for the Games theme.



Yoga in Knighton Park

Did you know?

In 1900, Leicester's **John Jarvis** won two Olympic swimming golds for 1000 & 4000 metres



Friends of Castle Hill Country Park sow a wildflower meadow.

...and this is our legacy

Parks Active was a huge success in engaging people to take part in a sport, dance or physical activity whilst visiting their local park. In total over **1700** participants took part in an activity regardless of the weather conditions. It provided parks with an opportunity to play host to some new innovative activities and based on attendance figures, we now have good evidence of what type of activities attract the most people and also which sites attract the most participants.

"We are most looking forward to tennis and archery tomorrow after a wonderful treasure hunt at Western Park today. My son is most impressed with the pedometer and has worn it since he received it at Western Park"

Angela Charlton

"Thanks for organising it - the kids really enjoyed it, and it was much better than sitting in all afternoon wondering if it would rain!"

Kate Quirk

"Forgot to say I've signed up for a 10 week Tai Chi course as I thought it was brilliant on Monday!"

Kelly Hatfield

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This is what we did...and this is our legacy



Games4Life

Ride Leicester

Playing 4 Health

Did you know?

At the 1908 Olympic football tournament, GB won gold thanks to goalkeeper **Horace Bailey** who played for Leicester Fosse

NHS
Leicester City
Leicestershire County and Rutland

NHS Leicester City, Leicestershire County and Rutland has worked with providers of existing activities, services or programmes to capitalise on any additional motivation offered by the Olympics. There have also been a small number of additional activities commissioned, specifically inspired by the London 2012 Olympic and Paralympic games. The following provides an overview of health related partnership activities;

Playing 4 Health

Multi-sports 6 week programme delivered by Tigers Community, Leicester City Football Club in the Community, Riders Basketball Club, and Leicestershire & Rutland Cricket Board in **66** targeted primary schools across the city. Culminating in mini-festivals with young leaders from local secondary schools, this initiative is modelled on the BHF/Loughborough College 'Flames' programme. The legacy will see this programme delivered in 2013 with the addition of Leicester Ladies Hockey Club (which includes several Olympians).

Healthy Lifestyle Clubs

Clubs for 11-16 year olds targeting **50** young people from Leicester City who benefit from nutritional awareness sessions and physical activity interventions in order to achieve a healthy weight.

Leicester Gets Active4Life

150,000 national Games4Life questionnaires were distributed across the city. **2,224** have signed up to the programme and Active4Life will continue offering a personalised physical activity planner to help people increase levels of physical activity to the recommended 150 minutes per week.

Leicester gets active 4Life

Ride Leicester

Providing opportunities and pathways into cycling for both recreation and commuting. Initiatives supported include: Skyride (With **14,000** participants); Leicestershire Cycle Challenge (with **15,000** new and returning cyclists); Breeze women's cycle rides.

skyride
Leicester

Maryam Amatullah is a Bikeability instructor, Leicester Breeze Women's Network Ride Leader & Route Planner as well as a Ride Leicester Community Champion. She was voted Muslim Women's Sport Foundation 'Volunteer of the Year' in 2012 and took part in the opening ceremony of the Olympics as a 'Bike Dove'.



Playing 4 Health



Games4Life launch



2012 Phoenix Ride - Overdale Junior School with Lucy Garner, World Cycling Champion



Maryam Amatullah - 'Bike Dove' at the Olympic opening ceremony

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This is what we did...



Ping

Games Maker Support

Live Site Activities

Did you know?

Paralympic athletes have an exciting record of success. Leicester's own **Jane Stidever, Dan Greaves, Joe Bestwick and Jayant Mistry** have all appeared in the Paralympics

Celebrating 100 days to go to the Games

Celebrating the lead up to the Olympic and Paralympic games, the city hosted a range of sporting activities in the city centre to over **250** young people.

Ping is a national programme to encourage informal play. During the months of July to September the city centre saw **58** table tennis tables in various locations. Even during the wettest summer in history over **154,000** took to the tables.

12 Games Makers supported by the City

to help with travel and accommodation costs in London, **4** of whom volunteered at the Special Olympics 2009.

"Being a Games maker made me feel like I was part of what made this summer's Olympics and Paralympics such a success. It was a fantastic experience and for the real challenge begins. I look forward to going back to my job as a badminton activator and making a difference to grassroots sport in Leicester."

Ajay Pitrola

Olympic legacy activities at the Live Site

In the week preceding and during the Olympic Games the city centre was alive with have a go Olympic sports activities. From cycling to badminton, hockey and even a swimming pool. **3,500** people had a go at an Olympic sport. A further **28,000** people enjoyed watching the games on the live screen.

A 24 hour sports hotline

To support the influx of sporting enquiries after the games, the city council offered a 24 hour hotline. Offering guidance and advice about local sporting opportunities.

Funding

Two city sports clubs have been awarded **£50,000** from the Olympic legacy programme Inspired Facilities. The successful clubs were Waterfront Boxing and Emerald Gaelic football club.



Paralympic Flame Festival



Ping 2012 Leicester

...and this is our legacy

Ping is here to stay

All **58** tables have been donated to the community, continuing the table tennis legacy.

An Active lifestyle

Leicester city council is committed to providing support and guidance to those individuals wishing to lead a healthier life. Programmes include Leicester Gets Active 4 Life and the Active Lifestyle scheme.

Sports Development

Providing human and financial resource, the city council has commitments to grow sustain and excel in **14** priority sports.

Sports Awards

To celebrate a truly inspirational year for British sport, Leicester hosted its inaugural sports awards, celebrating amateur sport and those unsung heroes who work tirelessly in their communities to grow sport and physical activity.

Paralympic Sport

A commitment to LARISSA, the Leicestershire and Rutland Inclusive School Sports Association. A body set up to support the growth and sustainability of disability sport. In 2013, there will also be a number of Paralympic road shows, where the lantern will be toured to inspire generations to come.

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This is what we did...



Leicestershire Legacy Fund

Library Services Summer Reading Challenge & Children's Book Prize

Dress Rehearsal for the Olympic Torch Relay

Providing funding support for 2012 Games Legacy Team

In addition to funding the Inspire LeicesterShire legacy team, Leicestershire County Council has been instrumental in persuading upper tier East Midlands local authorities to pool funds and create a unique regional post to coordinate the legacy for children and young people in the East Midlands. The 5 year post began in June 2009 and has, to date, ensured that the region has performed well against all national benchmarks of involvement. Leicestershire County Council act as employers for the Legacy Team & Children & Young Peoples Co-ordinator with hosting arrangements being provided by Leicester-Shire and Rutland Sport at SportPark, Loughborough University.



Nicholas Rushton CC, Leader of Leicestershire County Council, with Seb Coe at the Inspire LeicesterShire legacy celebration event

Olympic Torch Relay Dress Rehearsal

Leicestershire was the only place in the UK to host a dress rehearsal for the Olympic Torch Relay on 20th April 2012. The Leicester to Peterborough stretch was chosen because it tested every element of the Relay including convoy splits and alternate modes of transport. The dress rehearsal replicated Day 46 of the relay including both rural and city locations, and saw the torch travel by rail on the Great Central Railway and by boat on Rutland Water. By successfully hosting the dress rehearsal, Leicestershire was able to provide learning and best practice to other agencies and local authorities on how to logistically manage an event on this scale. Through this opportunity, Leicestershire has positioned itself as an exemplar of multi-agency partnership working for major events.

Did you know?

Dan Greaves, F44 discus throw silver medallist in London 2012, is from Anstey in Leicestershire



Library Services Summer Reading Challenge 'Reading Torch inspired a generation of young readers in Leicestershire'

Children in libraries across Leicestershire helped to create their own Reading Torch to link in with the Olympic Torch Relay when it came to Leicestershire in July.

Leicestershire Libraries invited children to recommend their favourite book and write it on an "Olympic flame" which was then added to a reading torch at their local library.

These reading torches were then relayed around libraries in the summer to promote exciting and inspiring books to children in all parts of the county.

The torch signalled the arrival of the 2012 Leicestershire Children's Book Prize, when children were encouraged to read and vote for an outstanding book.



...and this is our legacy

2012 Leicestershire Children's Book Prize

Over **2,000** Young readers aged 7-9 throughout the county voted for their favourite title from a shortlist of 6 exciting books which were selected to reflect the Olympic and Paralympic values.

Work in schools around the prize took place in the Autumn term after the Games had finished. It was a great way to see the Olympic values kept alive and a great way to inspire children to read.

The prize has been won by **Anne Fine** for "Bill's New Frock", the story of a boy who wakes up one morning to discover he has turned into a girl, embracing the Paralympic value of **EQUALITY**. It will be presented at a special prize giving in March 2013.

To find out more about the Leicestershire Children's Book Prize visit the website: www.leics.gov.uk/childrensbookprize



Cllr Ernie White (far left) and Dr Peter Marks (far right) accompanied by Sue & Jim Houghton and GB Hockey player Alastair Wilson at the launch of the Leicestershire Legacy Fund – photo Leicester Mercury



The fund is already having an impact on a volunteering legacy from the Games. Peter Hale, aged 19, was a London 2012 Games Maker and will be taking a first aid course through the legacy fund.

"Thank you for the opportunity to take part in a workshop through the Legacy Fund, it is fantastic that you continue to support young volunteers by providing aid with the training we require to continue to volunteer locally and nationally".



Peter Hale, London 2012 Games Maker, from Leicestershire

Leicestershire Legacy Fund

Leicestershire County Council has created a funding pot of **£410,000** to support legacy initiatives around club development, early years, free swimming, cycling, athlete visits to schools, school games, sports apprentice scheme, Games Maker support, Go Gold talented athlete programme, and physical activity sessions for knit and natter groups.

Ernie White, Cabinet member for health and sport, said:

"The Leicestershire Legacy Fund offers a terrific opportunity to ensure a sporting legacy lives on long after the Olympics and Paralympics. For individuals or groups, enjoying and sticking at a physical activity can be one of their 2013 resolutions and we've invested in a wide range of schemes which are as much about health as sport. It is all geared towards making Leicestershire a more healthy and active place in which to live."

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This is what we did...



Provided the people of Melton with the opportunity to celebrate the Olympic torch and create a lasting "I was there" memory



The bringing together of a diverse number of sports clubs to create a voice for sport in the local area



Energised and enthused all children in the local area to be involved in the Olympic spirit both during and after the Games

Did you know?

Alison Williamson Olympic archer was born in Melton Mowbray.

Andy Banks GBR Downs Syndrome International Swimmer was selected as a Torchbearer

Torch Relay Celebration

Major sports and cultural event at three sites. Melton Mowbray, Asfordby and Long Field School.

Melton

10 sports provided taster sessions. An arts marquee hosted 4 arts activities. Additional activities such as circus skills and face painting took place around the site. 10 organisations exhibited at stalls. These included food stands, toy stands and magicians as well as leisure and health services. Zumbatomics also took place for primary school children to take part in, over 200 participated.

Asfordby

Was a closed site accommodating 580 primary school children. Activities included football, street dance, arts and crafts, a bouncy castle, a climbing wall and circus skills.

Long Field School

The school hosted the torch for an hour. 9 sports were used to provide competitive events for 5-11 year olds with the focus on 7-11 years of age.

Felt Making Project

An artist worked with families at the Fairmead and the Edge Community Centres situated in priority areas. Mothers with young children were encouraged to learn felt making skills and create a felt banner. The banners were Olympic themed and included images of the Union flag, medals and personal experiences.

Arts Events

A number of smaller scale activities were undertaken through the year normally involving medal and flag making.

Photographic Competition

The general public were asked to submit photographs of their Olympic experiences. All chose the torch relay day. Two categories U16 and Adult were used with Gold, Silver and Bronze prizes. The winners were presented with their prizes at the sports forum in front of representatives of 40 clubs.



Sports Forum

The Olympics have been used to create a sports forum. This now meets quarterly to discuss key issues facing sport and physical activity in the borough.

The forum is becoming a central point for clubs to access support to develop with Melton Borough Council and Leicestershire and Rutland Sport providing **£3,000** to support coach development.

Stay & Play Olympics

The MBC Sports Team worked with the Stay & Play team from Melton's Start Children's Centres to put on Olympics for the under 5s from targeted families. Children took part in lots of Olympic themed activities from javelin to discus and hurdles. Afterwards children were given a certificate and medal as a prize for taking part.

Olympic Scavenger Hunt

An Olympic scavenger hunt took place around Melton Country Park and children aged 11 and under, with their parents, followed clues and hunted for answers to Olympic questions. Once they had answered the questions and collected the clues they headed back to the start and if they got the answer to the main question correct (When did the modern day Olympics begin?) then they were awarded with a sports related prize.

...and this is our legacy



Melton Torch Relay Event

Over **20,000** people attended the torch relay event in Melton Town on the 3rd July. Over **400** children were registered to attend and an estimated **5,000** additional adults and children took part in activities during the day.

“Two of my pupils are in wheelchairs, and often they don't get to access everything we do on a day out. So, I was pleased to see wheelchair basketball on the list of activities. This was a thoughtful (and inclusive!) part of the day, which for me, truly reflected the Olympic, and Paralympic values that we have been talking with our pupils about. “Thank you for the thought, organization and hard work that must have gone into providing a great day for everyone in our community!”

Natalie Stathakis Special Needs Teacher

Asfordby Torch Relay Event

At Asfordby **580** children plus their teachers and helpers attended the day.

“Could I pass on my sincere thanks to all those involved with organising the Olympic Torch event for schools. A huge THANK YOU for the fab day we had at Asfordby. It was a real success. Our children had a wonderful time and all got to do some activities. They enjoyed all that was on offer. The organisation of the site and activities were very good. We all (230 children + all staff and helpers) got to see the torch”.

Louise McGrory Head Teacher

Key Stage 1 Olympic Experience

In collaboration with The Grove primary school and School Games, Long Field hosted two 3 hour sessions of Olympic style events for all of Melton's 16 schools children in years 1 & 2. In all, **3500** pupils attended and took part in a wide range of adapted and modified Olympic events with the competitive element reduced to a minimum.

Key Stage 2 Showcase Event

It was originally intended that all of Melton's KS2 pupils would spend the day at MV16 and KE7 sports centre taking part in a range of Olympic taster sessions. Due to bad weather, Year 6 continued with their carousel of events and the opening ceremony dances took place in the sports hall. Years 2-5 all had their activities cancelled. Long Field provided **65** young leaders who guided the **390** year 6 pupils around a carousel of Olympic events. Each of the **30** teams had to work together to post competitive times, scores, and distances in order to challenge for gold, silver, and bronze medals.

Long Field Torch Event

The Olympic flame spent over an hour at Long Field on Tuesday 3rd July. The school celebrated by hosting over **3000** parents, guests, and local students alike. A range of Olympic events were competitively participated in by **11** invited schools. Jeremy Vine hosted his Radio 2 show live from the school field and a variety of television and radio stations used the Hampson Centre as their base to broadcast nationwide.

Sports Forum

The Sports Forum has engaged over **200** local sport and physical activity clubs. It has held two meetings which have involved **44** clubs and **60** individuals. The forum has identified priority areas that the clubs need support with to develop and provide additional capacity following the Games. The success of the Paralympics has ensured that disability and inclusion is now high in awareness and has created a desire to develop inclusive sports offers at the clubs.

Felt Making

The felt making project engaged **6** families that were from priority groups. It taught them new physical and social skills.

Arts Projects

These provided children with real mementoes of the year and the Olympic events run. These will stimulate discussions with their own children.

Stay & Play Olympics

Over **15** targeted families took part in these activities. These are children who might not always get the opportunity to try out new sports. The parents expressed their gratitude and the children were so proud of themselves for getting medals. This was a very positive experience for them and has made them associate sport and physical activity with fun and a sense of achievement.

Olympic Scavenger Hunt

The Olympic scavenger hunt was held **3** times over the summer, one being made slightly more difficult for older children. Over **180** people attended the hunts, making it a successful project. It allowed parent and child to be active together in an informal manner. We were able to promote our other upcoming activities at the sessions.



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This is what we did...



Club Activ8 – still growing and hoping to be available to over 10000 young people by 2014



Supporting coach education in order to improve standards



Financial support to talented athletes and to support club development.

Coalville Twenty 12

Held in Coalville Park to celebrate both London 2012 & the Diamond Jubilee. Themed Olympic banners and union flags were on display. There was live music, art workshops, skate zone, street entertainers, under 5's play and family sports. Participants were awarded medals. Attended by over **5000** people. This event added value through community cohesion and pride in our community.

Ashby de la Zouch Big Weekend

1/2/3/4 June included Outdoor Art Gallery (Celebrating in Red, White and Blue) plus music, exhibitions, dance and street party.

Schools

All the schools in our area (**43**) used the 1948 torch at some point in 2012. All primaries were given mascots figurines/soft toys to be awarded on a weekly basis to children displaying the Olympic & Paralympic values they have been encouraged to carry on using these for the same purpose or switch to School Games values. **38** of our schools joined the Get Set network in 2012.

Hugglescote Primary

All KS1 studied an Olympic themed creative curriculum for the last half term, for example: Where countries are? What events?; Flags; Paralympics; Olympic values, designed t-shirts for sports day, info booklets on athletes, Olympic puzzles, designed mascots, made mascots etc.

Broom Leys

In the build up to the Olympic and Paralympic Games, the school took a group of children to the BT Paralympic World Cup to watch 2 games of wheelchair basketball. Another group of children, who were identified as talented sports people had a tour of the Olympic Park and played a mini-Olympics on Hyde Park. During that day children watched an international Handball match. Also, sports day was done in the style of the Olympics ending with a medal ceremony.

Oakthorpe Primary took **20** children to the Paralympics & saw David Weir receive the gold medal for 5000m. They used wristbands to encourage children to show values in school.

Did you know?

Ashby School pupil & talented swimmer **Harriet West**, swam in the British Championships which doubled up as the Olympic trials

Community Sport: 100 Days to Go Event

Held at Hood Park Leisure Centre. It was family friendly with opportunities to try Olympic sports. Over **100** people with children attended receiving a medal having completed all taster events.

2012 Sports Grants

£5K allocated to **5** categories to support talented athletes & club development. A total of **29** different applicants benefited from this scheme. Local tennis player James Ison was funded through our grants programme (pictured below).

Coach Education Grants

44 local individuals were awarded a minimum of **£100** each towards coach education and NGB accredited courses.

Sports Awards 2012

An event was held in December 2012 to celebrate sport and sporting achievements within NWL. It is envisaged that this event in 2012, will be the start of a continued annual awards ceremony.



Club Activ8

25 schools within the District have signed up to this innovative scheme which encourages young people to participate in more physical activity. The young people are awarded points on a card for taking part in school PE & sport which can be redeemed at **3** of our local leisure centres in return for **FREE** activities. This scheme is currently accessible to over **7000** young people.



Local tennis player James Ison (left)

...and this is our legacy

The schools, sports clubs and communities of NW Leicestershire have embraced the spirit and values of London 2012. **Thringstone Bowls Club** has recently been awarded **£49K** from the Inspired Facilities Fund. This has inspired them to work more closely with schools and to offer more 'open days' to encourage members of the local community to come and 'have a go'.

Club Activ8 has been welcomed by the schools within our District and goes from strength to strength with over **7000** young people eligible for **FREE** sport and physical activity sessions in our local leisure centres.

Active Tots working in partnership with the **Sure Start Childrens Centres**, the Active Together Team have been delivering play/physical activity sessions for parents and children u5 yrs.

Katy is a mother who attended with her child and feels that these sessions have improved her family life. Katy said;

“I heard about Active Tots when we were visited by Zara and I liked the sound of it. I think it’s important to keep fit and exercise and kids need that. Active Tots has improved my confidence, and patience. It has also taught me new games and songs that I can play with my kids. This has meant that I have made more time with my family and friends improving my relationships with them. I now want to learn more things and I am considering in going back to college in my spare time which will hopefully help me secure a job. Thank you for helping me gain more confidence, which has benefited me and my family”.



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Inspire 2012 Legacy Journey Highlights



My Games My Legacy

January 2011

Leicester's Boxing 'binman' **Rendall Munroe** re-launches Inspire LeicesterShire's flagship legacy pledge programme 'My Games My Legacy' in Leicester.



April 2011

Chris Holmes, Director of Paralympic Integration for the London 2012 Games visits Leicestershire.



June 2011

Lord Sebastian Coe (Chair of LOCOG) visits Loughborough to celebrate **400** days to go to the Games and the launch of the Charnwood Torch to Schools project.



March 2011

To celebrate **500** days to go, Inspire LeicesterShire organised a torch relay across the city and county. Over **800 students** from **15** schools took part in 'Flames' inspired sport and physical activity sessions and ran with the London 1948 Olympic Torch. The relay ended at Leicester City Football Club and was followed by a Get Set Conference.



May 2011

Leicester City is selected to be the regional host for the Torch Relay announcement. Inspire LeicesterShire was responsible for writing the bid for the Leicestershire & Rutland Torch Relay submission.



January 2012

Leicester City Council launches iPhone application which is **FREE to download** and covers all 2012 Games related activities / events in the City. Android application is also available.



March 2012

Inspire LeicesterShire facilitates a handball masterclass for **60 school children** with the Loughborough University Handball team and Team GB's Louise Jukes.



May 2012

Inspire LeicesterShire host **UK Inspire Day** at Leicester Live Site. **44** projects have now been granted the Inspire Mark across the city and county.

Leicester City and Leicestershire celebrates **100 Days** to the Paralympics



February 2012

Chairman's **Reception for Sport** at County Hall is delivered by Inspire LeicesterShire



April 2012

Leicester & Leicestershire celebrate **100 days to the Games** with a series of events to inspire people to take up sport and physical activity

We are **the only place in the UK** to be selected to host a full dress rehearsal of the Olympic Torch Relay



June 2012

My Games My Legacy 'Patchwork Pledge' exhibition is launched at Curve Theatre





September 2011

To celebrate **International Paralympic Day**, Inspire LeicesterShire challenged Leicester City Football Club to a blind penalty competition against the Leicestershire FA Blind Football squad.



December 2011

Students from **Stokes Wood Primary Schools** attend a party at Downing Street with **Jeremy Hunt** to celebrate the launch of the School Games.



July 2011

The My Games My Legacy **'Patchwork Pledge'** blanket to date is displayed at New Walk Museum to celebrate **1 year** to the Games and the Cultural Olympiad Open Weekend activities.



November 2011

Inspire LeicesterShire takes Olympic Gold Medallist **Jonathan Edwards CBE** on a tour of the city and county to look at our legacy work to date.



July 2012

Olympic Torch Relay comes to Leicester & Leicestershire. **Leicester hosts** evening celebration event. Inaugural 2012 Leicester-Shire & Rutland **School Games Championships** takes place. **8** Get Set network schools in Leicester and Leicestershire form a Guard of Honour at the Opening Ceremony of the London 2012 Olympic Games. Start of **Olympic Games**

Image courtesy of LOCOG



September 2012

Close of **Paralympic Games**

Patchwork Pledge exhibition at Twycross Zoo has seen 280,000 visitors



Over **22,000** patchwork pledges received from home and abroad have been joined together to create the largest blanket Leicester & Leicestershire has ever seen in celebration of the Games. Patchwork Pledge measures approx. **500** square metres which is the equivalent of two tennis courts!

August 2012

Leicester City hosts **SportsFest** and the **Paralympic Flame** event

Start of **Paralympic Games**



Over **2,000** My Games My Legacy pledges made.

This is what we did...



Delivered a safe and successful Olympic Torch Relay visit to Oadby on 2 July attended by over 10,000 people who cheered on our local Olympic Torchbearers.



As a result of the successful Paralympic Games, working in partnership to set up the Inclusive Disability Football Club for 8 to 18 year olds.



Inspired and continue to inspire more people to participate in sport and physical activity through a range of diverse projects.

Did you know?

Oadby and Wigston Borough Council's Leisure Development Officer, **Avril Lennox MBE**, competed for Great Britain in two Olympics

In the build up to the games Oadby and Wigston Borough Council ensured that people of all ages were able to connect with the Olympics through a range of Olympic themed opportunities:

Open Weekend

2010 and 2011 - part of the London 2012 Celebrations.

Talent ID

Working with local 'accredited clubs' and providing a local Talented Athlete Scheme in partnership with the Parklands Leisure Centre.

Olympic themed Arts and Culture events

Including Olympic Torch design competition.

Visit of the 1948 Olympic Torch to Brocks Hill, Oadby.

2012 Pledge Schemes Over **150** personal pledges made by local people and over a hundred crochet squares knitted for the Patchwork Pledge scheme.

Olympic themed quiz trail around Brocks Hill Country Park.

Come and Try days and Activity week at Oadby Pool, Wigston Pool and Parklands Leisure Centre - free activities for all the family.

Five Oadby and Wigston Games Makers were financially supported to enable them to Volunteer at London 2012.

Olympic Torch Relay

2 July 2012 – attended by over **10,000** people supporting our local Torchbearers.

Learning South Leicestershire SSP

Sporting Ambassadors trained in each school to inspire their peers to get involved in PE and school sport. Schools across the Borough took part in competitive sporting opportunities across **27** different events culminating in the School Games finals taking place in July against schools from across Leicester-Shire and Rutland.

2012 Value Challenge

'Can you live like an Olympian or Paralympian?' – this project was awarded the Inspire Mark.

Design a Mascot competition

With winning design made up into a full sized mascot.

School Sport Celebration Event

Celebrating local success in sport and inspiring future sporting stars.



Michelle Padwick, our first Torchbearer running on Glen Road

"It was a huge honour to be an Olympic torchbearer, and to run with the torch through my home town of Oadby was amazing. I couldn't believe how many people were there to cheer us all on. The atmosphere was incredible, everyone cheering and waving. Children with their own home made torches, houses decorated with bunting. It was incredible and such a privilege to be a part of it."

Michelle Padwick



Visit of 1948 Olympic Torch to Brocks Hill

...and this is our legacy

The impact of our pre-games projects and the success of the Olympics provides the catalyst for Oadby and Wigston Borough Council to deliver its Olympic legacy – which includes:

Offer of **free Olympic banners** that lined the 'Oadby' Torch Relay route, to schools, clubs and organisations on receipt of their Olympic Legacy plans.

Invitation to our borough **'Olympic Torchbearers'** to the Oadby and Wigston Awards Evening to inspire local people (see image below).

Walking/fitness project. **'Walk or run the Olympic Torch Relay Route'** – currently planning 'named pavement discs/posts' indicating the eight 'kiss points' along the borough's Olympic route.

Participating in the **'Sportivate project'**, by delivering Sport England's London 2012 mass participation legacy.

Signposting local groups to the **'GET ACTIVE'** platform

Promoting and supporting our **'local sports clubs'**

Working in partnership to set up the new **Inclusive Disability Football** Club for 8 to 18 year olds.

Volunteering – encouraging more people to take up volunteering in Sport and Community projects, following the success of the 2012 **'Games Maker'** scheme.

Working on **new facility development** and Sports Club Development.



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Increasing participation in all age groups across the borough

In addition to the many **school legacy projects** planned, including sports leadership, girls active lifestyles, family of schools sports festival and the Sporting Ambassadors 'Young People Inspiring Their Own Generation' initiative.



The Mayor of Oadby and Wigston, Councillor Lynda Eaton with our local Games Makers



Lord Sebastian Coe KBE pictured with Avril Lennox MBE at the Olympians Reception, Canary Wharf

What went well

Leicestershire businesses have won a total of **176** Games related contracts.

51 of these contracts have been won through CompeteFor, the national Games related business matching service supported by the programme of focussed business opportunities / networking events delivered by the 2012 Games Legacy Team.

The county has achieved the highest number of contract wins and the highest number of direct London 2012 contracts (**80**) in the region.

Leicestershire also has the second highest number of beneficiary businesses, with **78** businesses winning contracts suggesting that much of Leicester's success has been down businesses winning repeat contracts.

Contracts won to date are estimated to be worth in excess of **£110m** to the local economy.

Leicestershire businesses have supplied a diverse range of goods and services to the London 2012 Games including – events management, steelwork, aerial photography, drainage, costumes for the opening and closing ceremonies, swimming pool pumps, pet food bags.

A number of companies have successfully helped to deliver some of the iconic buildings on the Olympic Park such as:

- WE Hewitt from Cosby laid the turf in the Olympic Stadium.
- Aggregate Industries UK Ltd from Coalville – have won multiple contracts to supply aggregates, surfacing and ready mixed concrete across the Olympic Park.
- Hewden Stuart plc from Leicester provided roof cladding for the Aquatic Centre
- Patterns and Moulds Ltd from Leicester provided precast concrete terrace units for the Olympic Stadium.
- Aspex Ltd from Leicester provided ironmongery for the Olympic Village.



Local clothing retail giant 'Next' were the main suppliers to Team GB of formal wear and outfits for the Opening and Closing Ceremonies.



Sir John Armitt visits the Lavendon Group



Fosse Liquitrol 2012 contract winners



Leicester based Showsec has been part of a historic UK summer events program, delivering crowd management and security across momentous cultural, music and sporting events.

Managing and delivering all security arrangements for BT London Live across Hyde Park, Victoria Park and Trafalgar Square, Showsec provided over 1,000 staff per day for 1.44m visitors following a successful recruitment campaign in the months leading up to the event. Showsec will now build on the legacy of this summer with a range of initiatives, both internally and in partnership with key event security organisations.

Showsec director **Simon Battersby** comments:

“Legacy has been a ‘buzz word’ this year and we have further invested in the improvement and expansion of our capabilities and services. Across all departments we have been diligent to consider what we can learn from our experiences and incorporate into future procedures, from recruitment and booking to training and operational logistics. We are currently engaged with a number of external bodies, such as Skills for Security, whom we are working with to establish improved National Occupational Standards for event security which will be influenced by our operations this summer”.

What didn't go so well

The true economic impact to the local area is difficult to quantify due to a lack of visibility of many of the sub contracts won through multiple levels of the ODA (Olympic Delivery Authority) supply chain. The demise of dedicated business support for CompeteFor, through Business Link had an impact on the number of businesses registering and then publishing their full profiles to become 'business ready' to tender for contracts.

Publicising the economic benefits to local businesses has been a hard sell due to the 'no marketing' clause imposed by LOCOG (London Organising Committee of the Olympic Games) on local contract winners.

IOC law prevented local businesses from supporting the Olympic Torch Relay when it passed through the city and county.

There continues to be a degree of cynicism around the economic benefits to local SMEs.

Inspire Visitor Economy

Through the county Destination Management Partnership (DMP) – Leicester Shire Promotions Ltd and in conjunction with Visit Britain – the tourism offer for Leicester & Leicestershire was promoted, using the Games to grow visitor numbers to the area.

A set of tourism images showing elite athletes at some of the county's iconic sites was produced to showcase the local area.

Loughborough University For seven and a half weeks prior to the start of the London 2012 Games the spotlight was on Loughborough University as the site of the official Team GB Preparation Camp headquarters. This included officially 'kitting out' all members of Team GB with their competition apparel and formal wear. The University also provided sporting facilities to approximately 200 Team GB athletes to train prior to the Games.



Local athlete **Dan Greaves**, London 2012 Paralympic silver medallist in the F44 discus, at Europes' largest man made reservoir, Rutland Water.



Team GB's Taekwondo players at Loughborough University

One sport that benefitted from time at Loughborough was Taekwondo. Four athletes, along with coaches and support staff spent 10 days in Burleigh Court and trained out of the David Wallace Sports Hall, which had a purpose built competition mat and stage to replicate the conditions that would face the athletes at the London 2012 Games. For taekwondo the sport had its most successful ever Olympic Games, with Jade Jones winning a gold medal and Lutalo Muhammed winning a bronze.

Loughborough College also played host to Team GB sitting volleyball prior to the Games



Artistic gymnast **Becky Downie**, 12th at the Olympic Games in Beijing, at Foxton Locks' famous staircase of 10 locks in Leicestershire.



Triathlete **Hollie Avil** who competed at the Beijing Olympic Games, at Leicester's iconic Highcross.



School Games

School Games is a unique opportunity to motivate and inspire millions of young people across the country to take part in more competitive school sport, building on the magic of London 2012.

The Games are made up of four levels of activity: competition in schools, between schools, at county/area level and a national finals event.

The inaugural Leicester-Shire & Rutland School Games Championships took place on 10th July 2012 at Leicester Grammar School with **80** schools taking part (43 Primary / 27 Secondary / 10 Special); **910** participants; **74** young leaders supporting the event; **150** partnership teams; **22** competitions covering **13** sports; **170** volunteers and event staff



Active Together

Leicester Shire & Rutland Sports Partnership developed the Active Together programme to increase adult participation in physical activity and sport. It is delivered by a team of Physical Activity Development Officers based in the District Authorities of Leicestershire. **37,000** people have registered with the scheme, including **6,961** new adults registering between Apr 2011 and Mar 2012. **74,448** attended Active Together sessions from the **99,498** opportunities created for physical activity (representing a 75% take up). Each session equated to a value for money of £1.70. Images attached

Workplace Challenge

An on-line tool of the Active Together programme designed to encourage business to promote a healthier and more active lifestyle. Individuals log their activity points which culminate in an overall score for their business. Interwork place competitions were organised by Leicester-Shire & Rutland Sport as part of the Business Games element to Workplace Challenge. Such has been the success of Workplace Challenge in 2012 with **1175** participants from **166** workplaces, that LRS are currently looking to replicate this unique scheme across England.



The aim of Leicester-Shire & Rutland Sport's annual GO GOLD Talented Athlete Programme is to support talented young athletes in full-time education who are currently performing at regional standard or above in their sport, including those athletes who are being recognised by their National Governing Bodies as being our future Olympic, Paralympic and Commonwealth athletes and potential medal winners. Funding to support GO GOLD is given by Leicestershire County Council and Leicester City Council, and it financially supports athletes who live or attend a school in Leicestershire or Leicester City. For 2011/12, we have awarded **98** grants of **£300, £500, £750** and **£1,000** across **29** sports. Details and the full eligibility criteria can be found at: www.lrspport.org/gogold



Go Gold talented young athletes



Community Games

Across Leicestershire, Leicester and Rutland, over **50** events registered as a Community Games.

Through the creation of the Leicester-Shire and Rutland Community Games Cash Fund, **26** local communities were supported to host their own Community Games event, with over **600** volunteers involved in the organisation and delivery of the events.

"Our Community Games event is something we will take a great sense of pride in doing. The help we received from funding is not only helping us collect fantastic equipment but also a recognition that we can bring this community back together".

Breedon Parish Council

Due to the success of year 1, Community Games will be returning in 2013. Leicester-Shire & Rutland Sport (LRS) will be re-launching the Community Games Cash Fund which will focus on supporting new Community Games events, whilst working with new and existing community and voluntary groups. More information will follow in due course at www.lrspport.org/communitygames



The London 2012 Cultural Olympiad and its finale, the London 2012 Festival, formed the largest celebration of arts and culture that the UK has ever seen. Aside from the legacy of shared memories created through the Torch Relay, the four year Cultural Olympiad gave us once-in-a-lifetime events and projects inspired by the Games, with support from



Lionheart Project

Leicester artist Shauna Richardson created the biggest crochet sculpture in the world for the Cultural Olympiad Artists taking the Lead project for the East Midlands. The Leicester exhibition gained Local and National media coverage, attracting **10,000** visitors to the City and thousands more around the region. An outreach project from Lionheart was Patchwork Pledge (see pages 38-39). Encouraging more people to take up knitting and crocheting as part of London 2012. The lions will remain on display at Twycross Zoo into 2013 where they already have had **280,000** visitors.



The Lionheart Project at Curve Leicester



Jonathan Edwards meets the Patchwork Pledge



Stories of the World "Suits & Saris"

(New Walk Museum and Art Gallery, Leicester) was a major exhibition that visually explored both global and Leicester stories, highlighting the fusions of British and South Asian fashion traditions attracting **118,703** visitors.

Suits and Saris looked at previously unexplored aspects of British Asian fashion worlds, such as the role of East African Asians in Leicester. The exhibition formed part of Stories of the World (the London 2012 Cultural Olympiad).

Personal Choices

Awarded the Inspire Mark, this film project gave young people an insight into an industry that they wouldn't normally consider. Phoenix Square Digital Media Centre in Leicester was commissioned to work with two groups of young people to each develop and produce a short film on the theme of "Personal Choices". The two groups that took part in the project were the Earl Shilton Church Lads and Church Girls Brigade from Earl Shilton in Leicestershire, and the Contact Project, a youth group from St Matthew's in Leicester (pictured below).



Big Dance

Big Dance 2012 was the UK's biggest celebration of dance. Here in the county we saw **34** Big Dance events, covering **28** performances and **14** participatory sessions. **51** Schools signed up to take part in the Big Dance School Pledge, accounting for **7,878** participants and culminating in a live national relay screening of a set dance piece at Humberstone Gate on 18th May 2012.



Big Dance participants in Abbey Park



Our London 2012 inspired volunteers making a difference in their local communities



Medal Makers

Over **400** volunteers were recruited to support Loughborough University with the Team GB Preparation Camp and Torch Relay as it passed through campus.

Medal Makers were also involved in some exciting events such as the dress rehearsal, LEAP athletics event, Loughborough football and rugby matches. This activity will stand them in good stead in their future volunteering endeavours.

Collectively, they have clocked up an impressive **11,944** hours of volunteering during the Preparation Camp. Average hours volunteered per person were **5.46**. On top of this they also did **385** hours of volunteering for the torch relay, making a total of **12,629** hours.



Paul Edwards and Ajay Pitrola



Sport Makers

"It was fantastic to be rewarded with some tickets to watch the Handball at the Olympics through Sport Makers."

The scheme has been a great way to raise awareness and introduce new and existing people to our sports and clubs. With support from the local cycling club and committee we arranged the first mountain bike event in Melton Mowbray for all age groups and categories, with over 60 riders attending, a great success. Alongside cycling we also launched the first triathlon club in Oakham with the local sports centre and various clubs and coaching companies forming a triathlon action group for the area. It's been great to see the Olympics inspire so many people"

Bex Rimmington from Melton (pictured below)



Loughborough University Medal Makers



Games Makers

Volunteering at the London 2012 Olympic and Paralympic Games is a once in a lifetime experience and we wanted as many people as possible from Leicester and Leicestershire to take up this amazing opportunity. The Leicester & Leicestershire Games Maker Grant Scheme is the first of only three in the UK that is providing financial support to local Games Maker volunteers. Something we, at Inspire LeicesterShire, are incredibly proud of.

The scheme was funded by Inspire LeicesterShire, Leicester-Shire and Rutland Sport and all the local authorities across the city and county. It provided **62** local London 2012 Games Makers with a bursary of **£250** to go towards travel and accommodation expenses. For many volunteers, this funding was the deciding factor as to whether they took up their Games Maker position or not and supports a volunteering legacy for the local area. The Games Makers worked at the Games in roles as varied as transport team members; family assistants; doping team members; press operations; first responder (medical); wayfinders; lifeguard; and hockey ball patroller. Our Games Makers are also forming part of the Olympic & Paralympic Roadshow, where we are taking them into schools and community settings to inspire others to take up volunteering.



Robbie Farrell - Press Operations Photo Team Member (Coventry)

Our Gallery of Games Makers



Janet Hall - Wayfinder
(Last Mile Wayfinding Team)



Ann Barwell - Event Services -
Mobility Team Member
(Olympic Park)



Pam Burdett - Paralympics
Family Assistant
(Family Services Team)



Elaine Percy - Wayfinder
(Wembley)



Aarti Thobhani - Event Services
Team Member (Excel)



Nicki Little - Event Services -
Mobility Support Team Member
(Olympic Park)



Rosi Yule - First Responder
(Medical Team) – Earls Court



Jatinder Singh Matharu -
Workforce Operations Team
Member (Excel)



Get Set

The official London 2012 education programme where schools & colleges are encouraged to register and become part of the exclusive network.

Leicester & Leicestershire had the highest number of registrations from the region with Leicester even surpassing those schools in the London Boroughs.

In Leicester **91.5%** of schools were registered with **81.5%** forming part of the Get Set network. Similarly, Leicestershire had **90.5%** schools registered with **78.4%** in the network.

The Legacy Co-ordinator for Children & Young People (funded by the upper tier local authorities) has been championing the delivery of legacy outputs for our schools. A full report on the achievements over the past 3 years is available at www.inspireleics.org.uk/getset

7 schools from the county and **2** from the city were selected to take part in the flag bearing Guard of Honour for athletes ahead of the Opening Ceremony.

5 county and **2** city schools received Department of Education funding for Plan Your Own 2012 projects, sharing their London 2012 enthusiasm and expertise with neighbouring schools.

Several network schools benefitted from mascot visits.

Children from Folville Junior School in Leicester featured on a legacy item for East Midlands Today quoting their 'My Games My Legacy' pledges.

Various schools have supported the 'Patchwork Pledge' blanket through after school knitting clubs.



Flames: Lighting the Way

Developed by Loughborough College and British Heart Foundation National Centre is an Olympic and Paralympic value driven programme, delivered by young leaders and centred around physical activity and health.

The reach of Flames is in excess of **30,000** young leaders and over **250,000** children and young people more active and engaged with the Games. Flames uses the 1948 Olympic Torch to inspire youngsters to take part in a torch relay of their own at its flames festival. One of its ambassadors is the late Tommy Godwin, bronze medallist in cycling from the 1948 Games.



Tommy Godwin, you are sorely missed



Such has been the success of this programme that it has been rolled out nationally and is now well established in each of the nine regions across England and other parts of the UK. Loughborough College won the prestigious Pierre de Coubertin Vision Award for Flames. www.flameslightingtheway.co.uk



Artwork created by Year 10 Bosworth Community College, Desford, for the Olympic Park



Kegworth Primary School pupils



Wells Sports Foundation 'Athletes 4 Schools'

Involves Olympic athletes visiting schools to deliver free, fun and educational workshops through the power of sport.

52 Wells Sports Foundation school visits have taken place across Leicester & Leicestershire reaching over **8,000** young people.

Inspire to Lead (Leicestershire Buddies)

The project looks to develop opportunities in Leadership for disabled people with a particular focus on young people between the ages of 14 – 25 years. Now in its second phase, the project consists of creating and developing sustainable placements within the local community.

A mentoring programme is in place to support the young people in their placements. An extensive training programme which consists of Mentor training, leadership qualifications, the young leaders will be offered regular training to develop their leadership skills. **Fyona Gamble** (pictured right) is a wonderful advocate for disability sport as a Legacy Leader and through Inspire to Lead. She has been involved in the Stoke Mandeville National Junior Disability Games and, the National Rotary Disability games.



Olympic swimmer Caitlin McClatchey talks to children from Braunstone Community Primary school in the city

Olympic & Paralympic Roadshow 'Inspiring the next generation'

Funded through Leicester-Shire & Rutland Sport and supported by Inspire LeicesterShire, the Olympic & Paralympic Roadshow aims to get 40 visits into Schools and Community Clubs between October 2012 - March 2013, by London 2012 elite athletes. By maintaining the buzz from London 2012, it is envisaged to get more young people inspired to become sporty or physically active through these athlete visits, as part of the on-going legacy programme. The visits have involved the Olympians / Paralympians telling their story including how they got involved in their sport. This has mostly been through assemblies and question & answers sessions. However, in some cases involved the Olympian working with a smaller targeted group of elite athletes from the school. Where possible we have also tried to run masterclass coaching sessions with the Olympian and the respective National Governing Body of that sport.

So far we have had visits into schools by:

- **Luke Campbell** (Boxing)
- **Drew Sullivan** (Basketball)
- **Alastair Wilson** (Hockey)
- **Sally Walton** (Hockey)
- **Hannah Macleod** (Hockey)
- **Nicola White** (Hockey)

More visits are planned for the future.

These are just some of the comments made by children after Luke Campbell's visit to Lancaster Boys school in Leicester:

"Even though his career did not have the best start he is now an Olympic gold medallist."

"He really inspired me to never feel like you are rubbish just because you have lost a few games"

On meeting GB Hockey Bronze medallist Sally Walton at John Cleveland College in Leicestershire, Diana (Year 10 Gymnast) told Sally, *"I want one of those and I am going to get one someday"* referring to Sally's medal.



GB Gold medallist Luke Campbell



GB Bronze medallist Sally Walton

My Games My Legacy

Our flagship legacy programme



My Games - What does the Olympic & Paralympic Games mean to you?



My Legacy - How will YOU create a lasting legacy from the Games?



Make a pledge and be part of the London 2012 Games



"I pledge to volunteer over 100 hours in my local community"

Danny Higgins



"I pledge to walk every day for at least 1/2 an hour"

Jagdish Ranpura



"i pledge to do 100 handstands and 50 cartwheels"

Annabella Jagger, aged 5



"I pledge to stop smoking and be healthy again"

Karen Yorke



An Inspire Mark project

Celebrating the London 2012 Games in a uniquely creative way

The largest blanket Leicester & Leicestershire has ever seen

Made up of over 22,000 patchwork 'Pledge' squares and measuring approximately 500sq metres (that's the size of two tennis courts)





Displayed at Curve Theatre and Twycross Zoo in 2012. Bringing young and old together in support of Age UK Leicester Shire & Rutland.

Patchwork Pledge will be dismantled in 2013 and donated to worthy causes leaving a lasting legacy for the incredible volunteers who put the blanket together.

For more detail on the stories behind the blanket see www.inspireleics.org.uk/patchworkpledge



Leicester Shire & Rutland
ageUK

Visits and Events



Jonathan Edwards CBE visits King Richard III primary school in Leicester



Baroness Tanni Grey-Thompson attends the evening celebration in Abbey Park



Leicester's boxing "Bin Man" Rendall Munroe helps launch 'My Games My Legacy' at Highcross Shopping Centre



Patchwork Pledge at New Walk Museum, launches 1 year to the Games



Tommy Godwin at the 500 days to go event



Leicester City primary school children launch 100 days to the Games at Leicester Live Site



Mo Farah attends KORT 5km family fun run, Victoria Park, Leicester



Rio 2016 swimming hopeful, Sophie Smith, helps us celebrate 2 years to the Games



Chris Holmes, Director of Paralympic Integration visits RNIB College in Loughborough



GB Triathlete, Mark Buckingham, celebrates 500 days to the Games with pupils from Netherhall School, Leicester



Paralympian Dan Greaves attends our 500 day event



Lord Sebastian Coe KBE visits Loughborough to celebrate 400 days to go to the Games



Lord Coe KBE with Paige Murray at the lighting of the Paralympic Flame in Trafalgar Square

Visits and Events



Lord Sebastian Coe KBE with our Games Makers & Torch Bearers at Loughborough College



Lord Coe is key note speaker at our legacy celebration event



Inspire LeicesterShire Games Maker presentation evening



Lord Coe thanks our London 2012 Games Makers



'Mandeville' celebrates at the Paralympic Flame event in Leicester



GB Hockey bronze medallist Nicola White attends 'Soar 2012' at Humphrey Perkins School, Barrow



Inspire Mark projects celebrate UK Inspire Day at Leicester's Live Site



Sir Peter Soulsby & Cllr Rory Palmer launch the Paralympic Flame event in Humberstone Gate



Witnessing the power of the 1948 & 2012 torches at Rainbows and LOROS Hospices



GB Handball Louise Jukes delivers a master class session at Loughborough University



Sven Goran-Eriksson, Katie Hewison, Mark Buckingham & Tommy Godwin celebrate 500 days to the Games at Leicester City Football Club



GB Basketball captain & Leicester Riders player, Drew Sullivan, supports our 100 days to the Games event



Olympic swimmer Lizzie Simmonds visits Quorn Rangers

Visits and Events



Abbey Park Olympic Torch Relay Evening Celebration performance called 'Bamboozled', delivered by Leicester Philharmonia with 60 children from local schools



GB handball player, Bobby White delivering a master class with pupils from Castle Rock School in Coalville



Drew Sullivan, GB basketball captain, at Castle Donnington School in North Charnwood



GB Paralympian, Sam Ruddock gives a motivational talk at Thomas Estley School in Broughton Astley



GB hockey bronze medallist, Sally Walton visits John Cleveland College in Hinckley



Grace (aged 9) from St John the Baptist school in Leicester, with her winning mascot design 'Dazzle' for the School Games 2012



GB hockey player Alastair Wilson talks to students from Soar Valley Community College in Leicester



GB hockey player, Hannah MacLeod at Ab Kettleby Primary School in Melton



GB volleyball players, Andrea Green and Maria Bertelli at Catmose College in Rutland



GB boxer & 'Dancing on Ice' star, Luke Campbell with children from Shephed High School



Bronze medallist Nicola White, for hockey, with girls from Uppingham Community College in Rutland

London 2012 Olympic & Paralympic Games

Feelgood factor • Memories that will last a lifetime





Inspire The Legacy Journey continues

With the euphoria of the incredible summer of sport now over, the big question we are all asking is ... What next? Where is the legacy going?

There are the obvious connections that need to be made with future major sporting events (Glasgow 2014, Sochi 2014, Youth Olympics in Nanjing 2014, Rugby World Cup 2015 and Rio 2014 & 2016) in terms of seeking new sporting inspiration, and this will be on-going through the work of the Children & Young Peoples Legacy Co-ordinator. The rest is down to us to keep the flame burning and bring the legacy to life in years to come. Legacy is in our hearts and minds – it will only happen if **WE make it happen!**

To find a club, sport or activity near you, visit the Leicestershire & Rutland Get Active database www.lrsport.org/getactive and click on the search engine at the bottom of the page.

To continue inspiring our children and young people through the Get Set education programme, see www.getset.co.uk. Now administered through the British Olympic Association & British Paralympic Association, there is a whole new set of resources available for schools.

Register your school for National School Sport Week 2013, which takes place from 24-28 June at www.schoolsportweek.org/ and help shape future stars of Team GB and Paralympics GB.

Become more physically active by registering on the Leicester-Shire & Rutland Active Together programme at www.lrsport.org/activetogetherleicestershire

Stay healthy at work by registering your organisation and employees for the Workplace Challenge at www.workplacechallenge.org.uk

Don't miss out - register your school for the School Games 2013 at www.yourschoolgames.com/your-school

Get into cycling through our pathways at www.goskyride.com/leicester including signing up for Sky Ride 2013

Bring communities back together through a Community Games event in 2013. For more information on funding available see www.lrsport.org/communitygames

If you are a local community or voluntary group looking to refurbish / improve your sport club / facilities, funding information is available at www.inspiredfacilities.sportengland.org

If you'd like to volunteer in your local community and want to know what opportunities are out there see www.valonline.org.uk/how-to-volunteer

Sign up as a Sport Maker and be part of the official London 2012 Olympic & Paralympic sports legacy www.sportmakers.co.uk

For more information on Sportivate funding opportunities visit www.lrsport.org/sportivatefunding

Parkrun is open to everyone from complete beginners to Olympians, why don't you give it a try? visit www.parkrun.org.uk

This evaluation gives a snapshot of just some of the inspiring programmes and initiatives that helped create a lasting legacy for the local area off the back of the London 2012 Games. A more detailed evaluation that looks specifically at the legacy impact of 7 programme areas, is available to view from the Inspire LeicesterShire website. From this research, the following lessons learnt have been suggested for any future legacy planning:

- At an early stage of the creation of the Steering Group, a reduced number of strategic foci would have enabled greater concentration of priorities leading to more tangible outcomes.
- The Inspire Leicestershire strategy was deemed irrelevant to stakeholders' interests and should have been more operationally focussed.
- Given the changing political and economic landscape over the lifespan of the legacy programme, it would have been beneficial to revisit strategic priorities and amend to reflect the changing context
- There is a danger of legacy gains being lost unless stakeholders continue to leverage the legacy that the Games had made. Effective communications is key to this, ensuring legacy opportunities going forward continue to be promoted through web-based information and forums.
- London 2012 was unprecedented in the way it brought people together. The improved working relationships and partnerships forged as a result of the Games should be capitalised on, particularly for future planning of / bidding for major showcase events.

The underlying message from the academic research into legacy evaluation, carried out by Loughborough University, is that it is too soon to be carrying out any meaningful evaluation into legacy outcomes post London 2012. The limitations to the research emphasise this.

It is therefore crucial to continue evaluating the legacy over the longer term. To this end, Inspire LeicesterShire endorses the **"Me and My Lifestyle"** survey which has been developed by Leicester-Shire & Rutland Sport and the County Sports Partnership Network, as an ideal mechanism for this on-going evaluation. The survey is free to schools and gives a unique insight into young (aged 9-18) people's participation, enjoyment and aspirations of sport, physical activity and health related issues. Officially launched in 2010, the survey has already accumulated a sample size of 6000 pupils from 18 schools across Leicestershire. There is a commitment to continue this survey for at least the next two years with potential for it to be rolled out nationally.

For more information see www.meandmylifestyle.co.uk



Acknowledgements & Thank Yous

The legacy programme for Leicester & Leicestershire would not have been possible without the support of our delivery and funding partners. Over the past three years, we have been privileged to work with a diverse range of stakeholders all of whom have shown a passion and commitment to ensuring opportunities brought about by the London 2012 Games, are maximised for the local area. We thank you for your contribution and wish you continued success in delivering that legacy.

This evaluation reflects on the amazing highs and lows of an incredible legacy journey which wouldn't have taken place without the efforts of the 2012 Legacy Team. We must therefore say a special thank you to those individuals who four years ago, had the foresight to recognise the need for a dedicated resource to support the programme.

Without their intuition and dedication to ensuring the continued funding of the programme, we would not be here so, **THANK YOU**.

We must also acknowledge the support that Steve Dibnah & Richard Watson gave at the beginning, particularly in terms of securing external funding and encouraging a sub-regional approach to proceedings.

Thank you also to our Steering Group members who have helped guide us in the right direction over the past three years. It has been a pleasure working with you all:

Andy Reed OBE Chair of the Inspire LeicesterShire Steering Group

Bill Cullen Vice Chair (Hinckley & Bosworth Borough Council)

Liz Blyth Leicester City Council

Mick Fattorini Leicestershire County Council

Chris Traill Charnwood Borough Council

Geoff Parker Charnwood Borough Council (representing Districts & Boroughs)

Tracy Croft EMDA

John Byrne Leicester-Shire & Rutland Sport

Martin Traynor OBE Leicestershire Chamber of Commerce

Stephanie Dunkley Leicester City PCT

Tim Garfield Loughborough University

Mark Braham Leicestershire County PCT

Jim McCallum Voluntary Action Leicester Shire

Janine Williams Leicester Shire Promotions

Gaynor Nash Regional Co-ordinator for Children & Young People

Mick Shaw Leicestershire Constabulary

We believe we have exceeded all your expectations and helped deliver a legacy programme that we can all be very proud of.

Thank you



Shimul Haider

2012 Games Legacy Director



Dan Mitchinson

2012 Games Legacy Co-ordinator



Funding partners:





Help us continue the legacy at: www.inspireleics.org.uk