



# London 2012 - a Scottish Perspective

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London 2012...

...a three week sporting  
extravaganza 400 miles  
away?

# More than a Sporting Event

- Cultural Festival Starts 2008
- Torch Relay throughout Britain – touches communities
- International Development Work by the IOC
- Big Business - £2.5 Billion of Contracts
- Education
- Regeneration

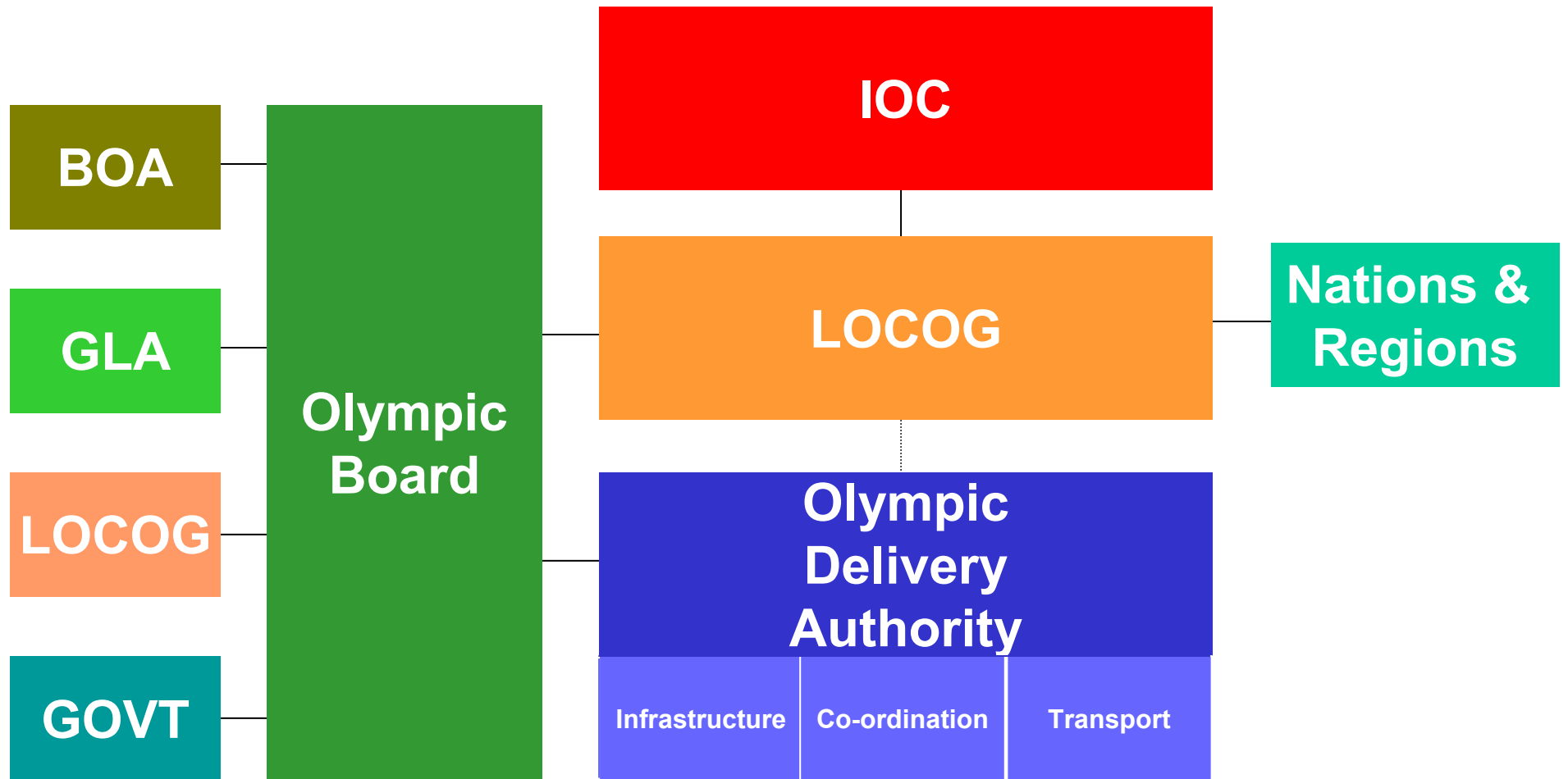
But at its Heart is Sport



# London 2012 Vision

“To host an inspirational, safe and inclusive Olympic and Paralympic Games and leave a sustainable legacy for London and the UK.”

# London 2012 Structure



# Nations and Regions Group

- Chaired by Charles Allen
- One representative of Scotland, Northern Ireland and Wales
- One representative for each of the 10 English regions
- Visit Britain
- British Olympic Authority
- Olympic Delivery Authority
- Greater London Authority
- UK Government

# London 2012 Objectives

- 1 To stage an inspirational Olympic and Paralympic Games for the athletes, the Olympic Family and the viewing public.

# London 2012 Objectives

2 To deliver the Olympic Park and all venues on time, within agreed budget and to specification, minimising the call on public funds and providing a sustainable legacy.

# London 2012 Objectives

- 3 To maximise the economic, social, health and environmental benefits of the Games for the UK, particularly through regeneration and sustainable development in East London.



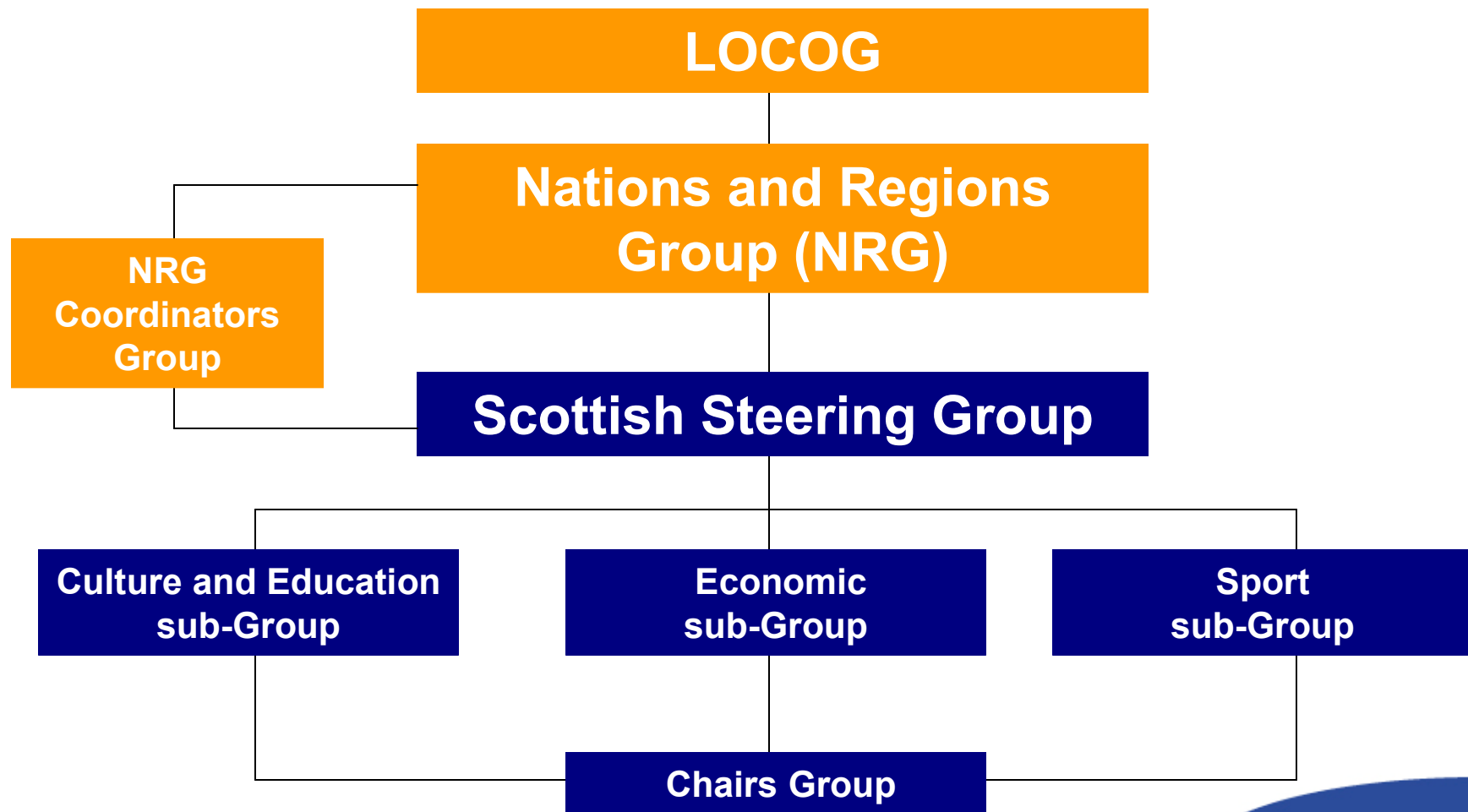
# London 2012 Objectives

- 4 To achieve a sustained improvement in UK Sport before, during and after the Games, in both elite performance – particularly in Olympic and Paralympic sports – and grassroots participation.

# Scotland's Opportunity

- To use the Olympics to accelerate existing plans and programmes
- Sport specific
  - To use the enthusiasm and profile provided by the Games
  - Support the National Strategy
  - Build a Legacy

# Scotland's Structure



# Work to date

- Planning period
- Seb Coe Visit - May 2006
- London 2012 Roadshow – July 2006
- Input into formation of Business Clubs
- Input to Tourism Strategy
- Input into Education/Cultural programmes
- UK School Games - Sep 2006
- Training Camps work

# Training Camps Approach

- Contribution to LOCOG Brochure
  - agreed procedure with LOCOG
- Scotland identifying all possible venues
  - Targeting specific countries and sports
    - where we already have links
    - with a tailored package
      - training facilities
      - competition opportunities
      - accommodation
      - logistical support
  - Consideration of 2014 cross over
- The benefit of training camps

# Elite Sport

- Maximising British athlete success (extra £300m investment)
- Secure long term benefits for elite performer

# The Biggest Challenge?

- Maximise the participation at community and grassroots level

# What can we do...

