



VOCAL Conference

1st September 2006

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www.newham.com/2012Games



Who needs the Olympic Games & Paralympic Games?

- Olympic Games and Paralympic Games are the greatest sporting events on earth
- 11,000 athletes
- 1,200,000 journalists
- 20,000 journalists
- up to 70,000 volunteers
- £2.5bn boost for business
- Billions of viewers





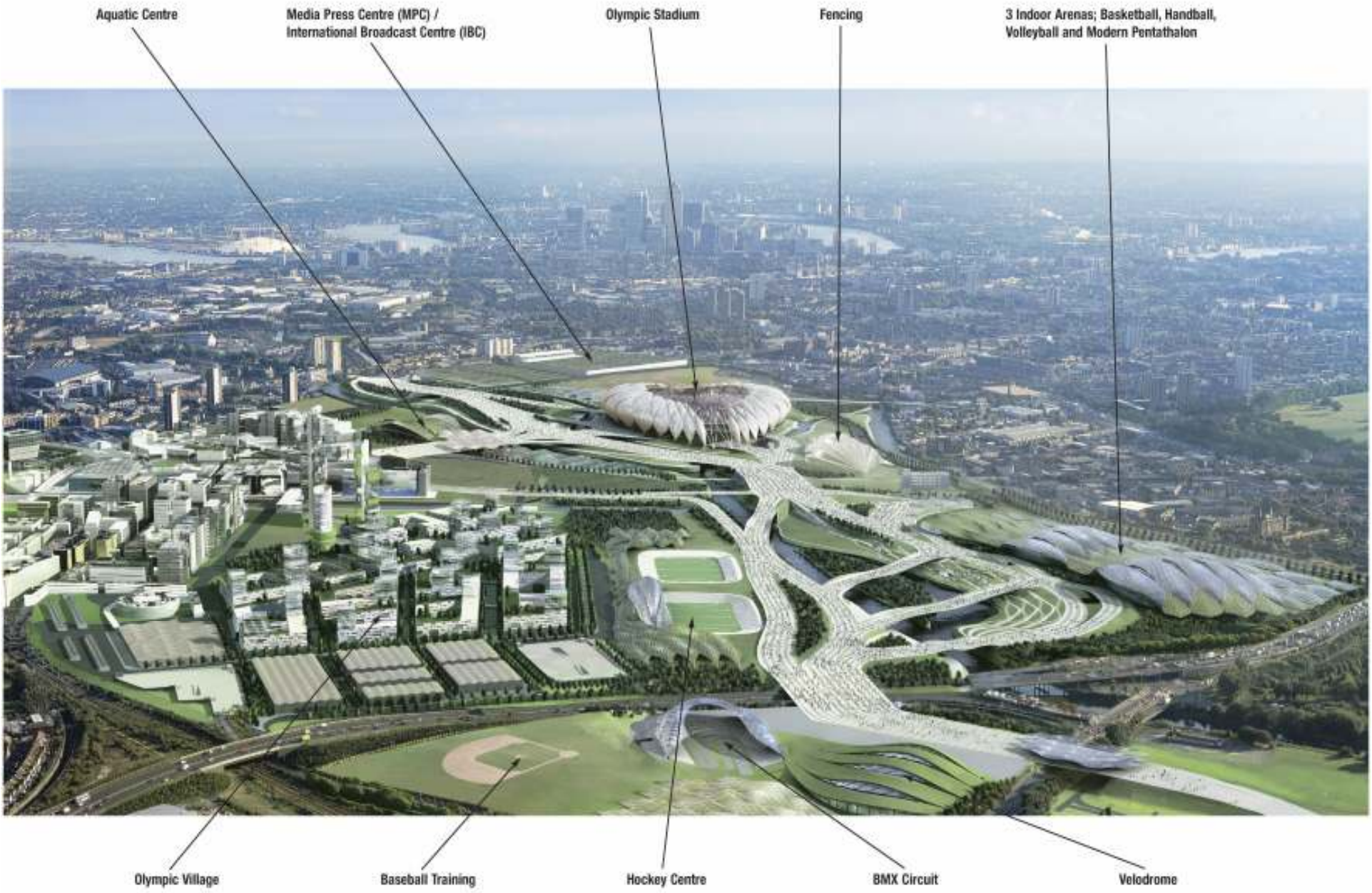


Yes!!









Aquatic Centre

Media Press Centre (MPC) /
International Broadcast Centre (IBC)

Olympic Stadium

Fencing

3 Indoor Arenas; Basketball, Handball,
Volleyball and Modern Pentathlon

Olympic Village

Baseball Training

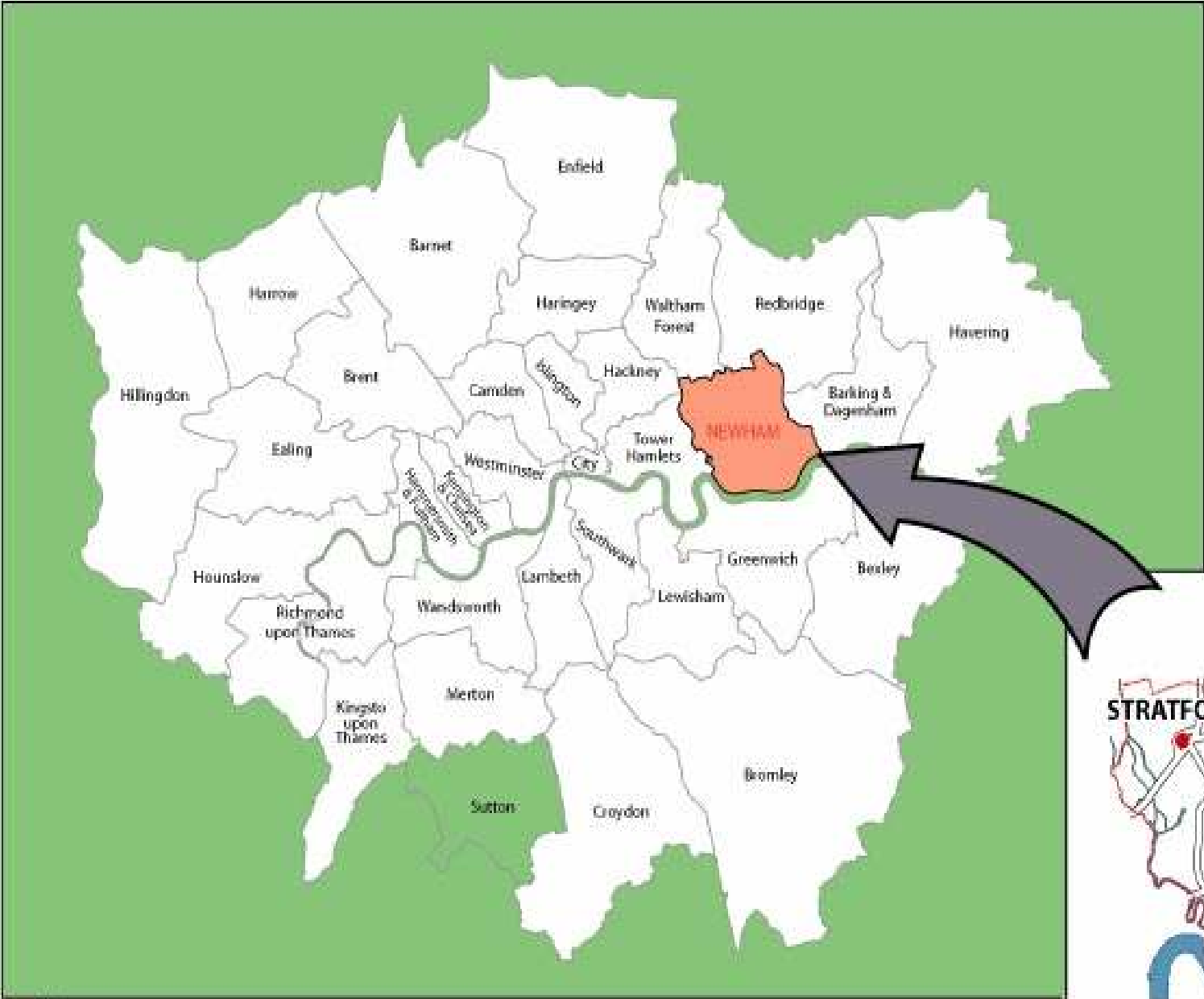
Hockey Centre

BMX Circuit

Velodrome



Greater London



Newham



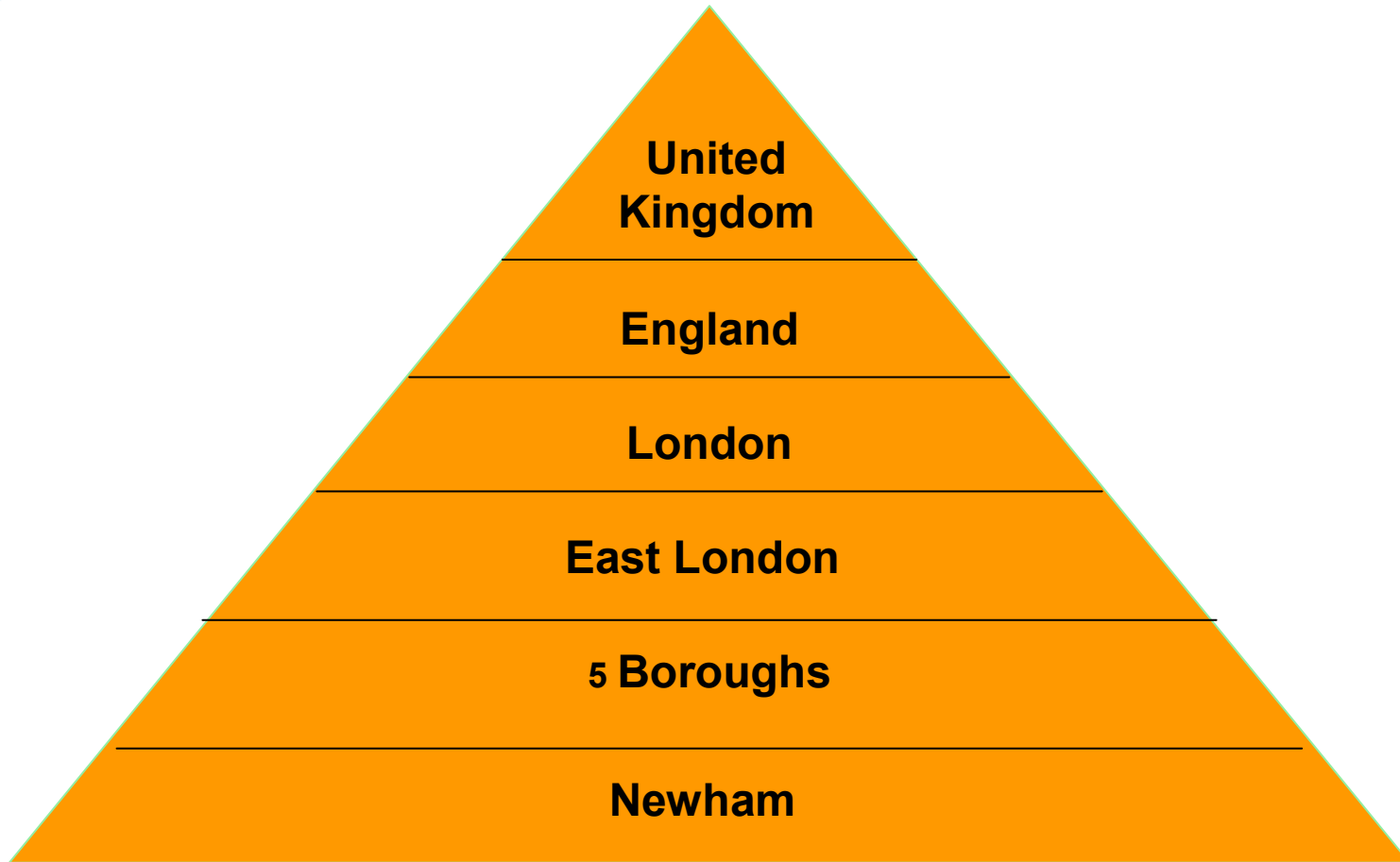


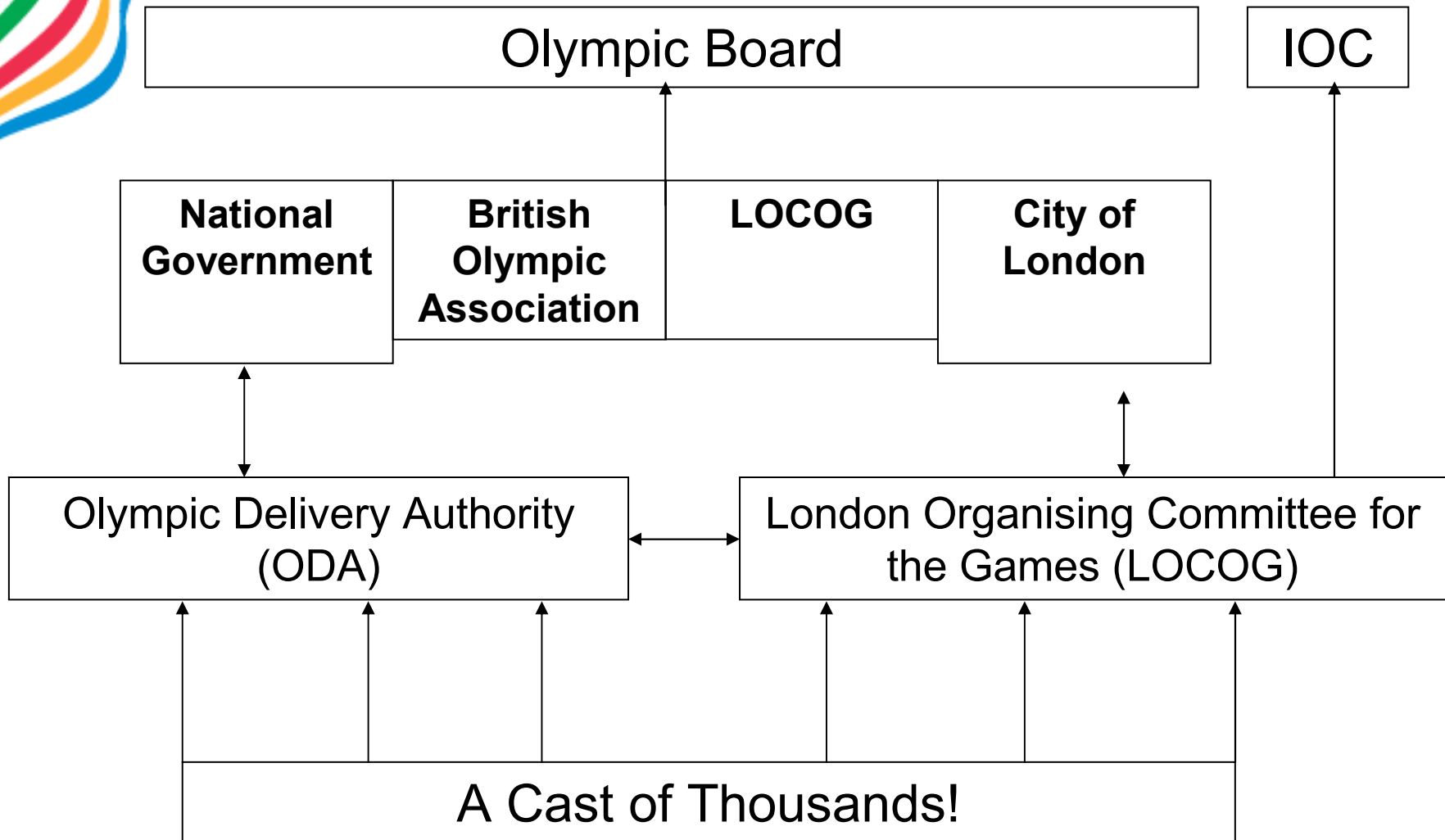
Context

- UK's largest development site
- Arc of opportunity
- Stratford City
- Water City
- The Games as accelerator
- Legacy is all
- The bid as legacy



A UK Bid







Welcome to Newham

Ethnicity:	60% non-White
Age:	42% under 25
Health:	Male life expectancy in Newham 73 years Westminster 80 years
Employment:	41% of population economically inactive
Poverty:	64% of Newham's children live in poverty 49% of Newham's residents do not own a car
Education:	50% A-C at GCSE, 53% nationally



The Challenges

- Using the power of the Torch
- Maximising the once in a lifetime chance
- Ensuring community benefit
- Ensuring cross sector benefit
- Creating a sustainable legacy
- Driveing improvement



Many wicked issues

- Jobs & Skills
- Cultural Industries
- Procurement
- Environment
- Transport
- Housing
- Disability issues
- Transit of materials
- The Borough as a building site
- Parking
- Health & Wellbeing
- Liveability
- Education
- ICT
- Tourism
- Governance
- Community Engagement
- Sport etc. etc.



The Bid Legacy Programme

10 themes

- Olympic sports tasters
- Summer events
- Promoting the bid
- Milestone events
- Volunteering
- Visitor programme
- Gold Card
- Olympic Links
- Big Draw
- Fit for the Olympics

plus Detailed evaluation



Going deeper with the Games – What is Sport?

“Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well being, forming social relationships or obtaining results of competition at all levels”

(Council of Europe)

“Sport has the power to unite people in a way that little else can. Sport can create hope.”

(Nelson Mandela)



Why is sport and culture our priority?



- Connect your people – engaging as stakeholders
- Improve educational achievement
- Better health
- Improved community safety and crime diversion
- Regeneration
- National and regional priorities
- Fun!





Get them active

- Olympic summer of sport – 64,000 attendances
- Free swimming lessons for people on benefit
- 40 new after schools clubs
- Expanded Asians in soccer programme
- Not just for kids.....





Keep them active

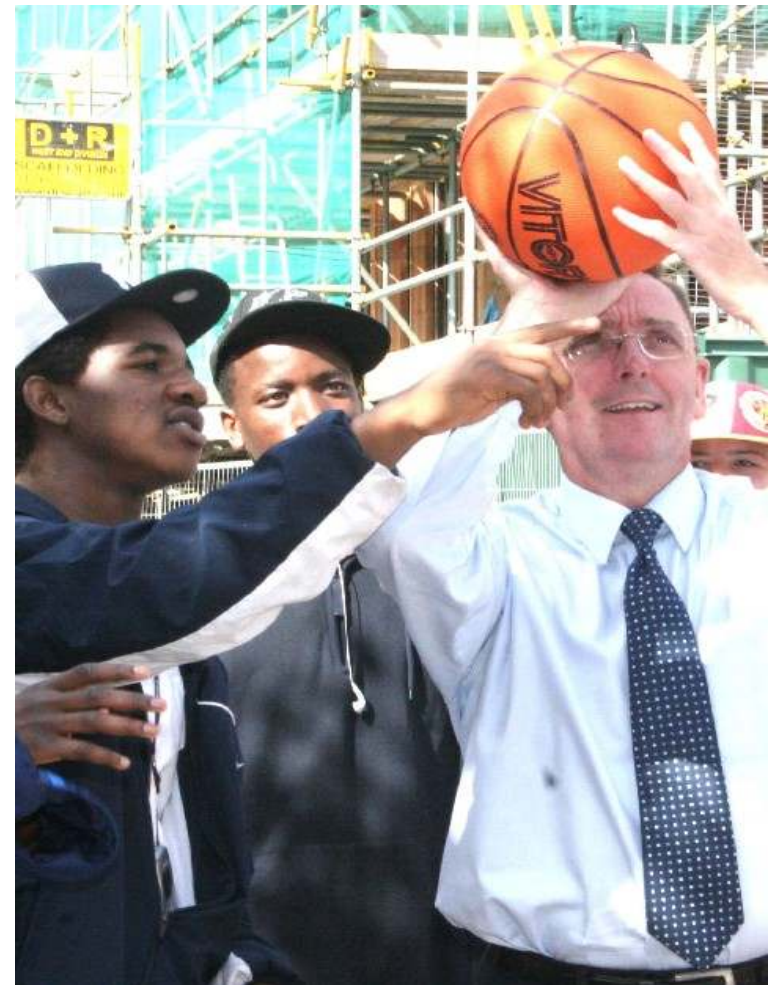
- Improved promotion
- Grants to increase junior membership
- Coach education programme
 - 4 times the number of sports coaches
- ICT and text technology





Target priority groups

- Low income groups
 - Estate-based sport – 66%
 - Exercise referral – 57%
 - Free swims – 43%
 - Fit Club – 52%
- Youth offender holiday programme- 100% attendance (76% youth offenders have not re-offended)
- ‘Crime hotspot’ activity team
- Free access to leisure centres for looked after children
- 1,000 people with chronic ill-health on exercise referral scheme





Making an impact

Community Cohesion:

- 93% Newham's culture & sports events make Newham a better place to live
- 92% Newham's culture & sports events make them feel proud of Newham
- 85% agreed such events encourage people to respect and trust each other



Making an impact

Offending levels:

- “Quietest ever summer for youth disorder” – Police
- -25% young people making a first court appearance (cf 1%)
- -38% juvenile court appearances
- 97% a place to go and more things to do



What does a good Games look like?

- There were no more broken promises
- Olympics have not walked all over us
- Employment opportunities taken up locally
- Safe and secure and affordable
- Local firms played a part
- Good experience for visitors from all over the world
- Good experience for local people





The Big Sunday

Engaging with the Olympic Step Change

- 32,168 attended!
- Community
 - 50 fostering registrations
- Safety
 - 736 pledges to report ASB
- Health
 - 350 MOT's (with 25% referred)
 - 60 NHS smoking referrals
- Employment
 - 200 business start ups registered
- Environment
 - 1,260 engaged in local park planning
- Youth
 - 30 young people registered as peer educators for sexual health



Registration consultation – over 12,000 responses

% Men / Women 37/63

Age	12-17	22%
	18-24	12%
	25-34	21%
	35-44	25%
	45-64	17%
	65 and over	3%



Living in Newham

less than 1 year	7%
1 – 5	15%
5 – 10	14%
10 plus	27%
All my life	37%



10 Best things in Newham

Parks & Leisure facilities	47.1%
Diversity of people	40.5%
Educational opportunities	35.2%
A sense of community	26.3%
Things for families with children to do	25.8%
Things for young people to do	23.7%
Employment prospects	22.7%
Health advice and health care	20.9%
Low cost housing	17.0%
Cleanliness of streets and open spaces	14.3%



10 Things that need improving

Cleanliness of streets & open spaces	49.6%
Crime levels	49.1%
Level of anti social behaviour	45.1%
Employment prospects	26.2%
Low cost housing	24.5%
Things for young people to do	21.9%
Educational opportunities	19.3%
Health advice and health care	18.8%
Things for families with children to do	13.4%
Parks and leisure facilities	10.9%



How do you feel about the Olympics?

Makes me proud to be part of world history in Newham	65.1%
Makes me optimistic about improved job prospects in Newham	30.3%
Inspires me to want to get fit and healthy	27.6%
Inspires me to get more involved with my local community and neighbourhood	19.2%
Makes me feel more secure about my financial future	11.3%
Not interested in the Olympics	6.2%
Likely to leave Newham soon because of anticipated disruptions in the borough	4.1%



What do you want to do up to 2012 and beyond?

Watch the Games live	42.5%
Become involved in a volunteer programme	27.1%
Learn more about what I can do	23.9%
Actively participate in activities to get fit and healthy	21.8%
Grasp opportunity to improve my career/job options	16.9%
Share my knowledge and skills with others in the community	16.9%
Don't want to be involved	6.9%



Pre-2012 programme

- Community participation
- 2012 Games Community Chest
- Volunteer Programme
- Newham Olympic and Paralympic Partnership
- 2012 Gold Card
- Summer of Sport
- Future Champions Pilot
- Environment & Waterways
- Venues legacy
- Olympic Park Design
- Access Issues
- Curriculum and Heritage
- ICT infrastructure
- Securing the business legacy
- Securing the employment legacy
- Food and Nutrition
- Measurement & evaluation
- Visitor Promotion Services
- Film London



Links to Beijing 2008

- Inspiration and example
- The handover and sharing the moment
- Cultural cargo exchange
- Evaluation and impact studies
- Outdoor gyms and other innovations
- Making and sustaining connections



Other links

- Sydney 2000
- Manchester 2002
- Kaiserslautern 2006
- Liverpool 2008
- Delhi 2010
- Glasgow 2014
- IOC Host City 2016





Emerging Issues

- Corporate Liaison Group
- Linking to LOCOG
- Town Show and community follow up
- Legacy workstreams
Paralympics and disability
- Employer bonus for recruitment targets
- The Borough as building site
- Streetscene pilot
- Maximising the UK benefit



Conclusion

- Historic Opportunities for All
- Leadership
- Partnership
- Unique role for local authorities
- Legacy
- 2012 in 2050?

END