

# A ssessment of the Legacy of the London 2012 Olympic & Paralympic Games

## An Important Lesson for Tokyo 2020

By Japan SPOTLIGHT Editorial Section

### Lessons from London in 2012

Human beings are the only creatures who can evolve by learning from their past. Many history books contain numerous lessons based on human experiences. Likewise the hosting of the Olympic and Paralympic Games can offer many clues for nations hoping to host them in the future. For Tokyo, which is going to host the 2020 Olympic and Paralympic Games, the 2012 host London will be a good teacher in providing invaluable advice.

Hosting the Olympics is not a project intended only for short-term achievement but for long-term outcomes in accordance with national policies, such as the promotion of sports and sports business, community building, urban development and general economic prosperity. In this regard, it is important to assess the legacies of Olympic Games and keep track of them in subsequent years by continuously assessing to what extent the original goals have been achieved. Without such an analysis, we cannot tell whether any hosting of the Games has truly been a success or not.

Tokyo can learn much from London's assessment of the legacy of the 2012 Olympics, as the British capital has issued a detailed assessment report. We introduce an outline of it here.

### How Was the Legacy Report Achieved?

In 2005, the London 2012 bid team made a bold pledge: “*Choose London and we will create an extraordinary legacy for the UK and the world.*” In March 2012, ahead of the Games, the Department for Culture, Media and Sport published *Beyond 2012: The London 2012 Legacy Story*, which set out the progress made up to that point in achieving a lasting legacy and identified a number of further challenges and commitments. A year on from the Games, the report now looks to provide an update on the progress made to achieve those commitments and explain in what ways they are being taken forward over the years ahead.

In the joint program between the government and the mayor of London, “legacy” means ensuring a positive impact across a broad number of areas in the planning, delivery and hosting of the London 2012 Olympic and Paralympic Games. Legacy activity is being taken forward in five broad areas:

- Sport and Healthy Living;
- Regeneration of East London;
- Economic Growth;
- Bringing Communities Together; and
- The Legacy from the Paralympics.

This report aims to provide a summary of activities since the Games in each of those areas, and how they are being taken forward.

### How Does the Report Describe the Key Performances in the Summary?

#### Sports & Healthy Living

- **Increase in funding for elite sports** for the four years leading to Rio 2016 – 7% for Olympic athletes and 45% for Paralympians. The overall increase is 13%.
- **Investing £27 million** to bid for and host more than 70 of the world's most prestigious sporting events in the UK over four years – including 36 World and European Championships.
- **1.4 million more people are playing sport** once a week since we won the bid in 2005, and **£1 billion** has been invested over four years into youth and community sport.
- **£150 million** a year for primary school sport for two years, starting in September 2013.
- **15 million** people in 20 countries involved with International Inspiration.

#### Regeneration of East London

- An **accelerated process of urban regeneration has taken place in East London** during the past decade.
- The future of **eight out of eight** retained Olympic Park venues has been secured within one year of the Games.
- **Queen Elizabeth Olympic Park** is re-opening to the public between summer 2013 and spring 2014.
- **iCity** has been confirmed as the occupier of the Press and Broadcast Center with tenants including BT Sport, Loughborough University and Infinity.
- **£6.5 billion** of transport investment has supported development across London.

**11,000 homes** are planned and more than 10,000 jobs will be created on the Park. Conversion of the Athletes' Village into homes is well advanced and developers are preparing to start building on Chobham Manor.

Oxford Economics has predicted that by 2030 the area will be one of the UK's most important growth drivers, and a **net contributor to public finances worth £5.4 billion a year**. East London is also expected to accommodate half of London's population growth and nearly a quarter of its growth in jobs to 2031.

Almost **1/3** of the British public **wish they had been a Games Maker.**



Source: Joint UK government & mayor of London report

### Economic Growth

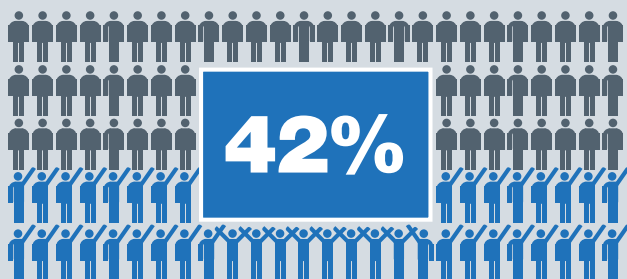
- By 2020 the economic growth impact is estimated to be **£28 billion to £41 billion** in Gross Value Added (GVA) and **618,000 to 893,000** years of employment.
- So far **£9.9 billion** in international trade and inward investment has been won because of the Games and Games-time promotional activity – with more being announced.
- **70,000 jobs** for workless Londoners.
- **£120 million** of contracts already won by UK companies from the Brazil 2014 World Cup and Rio 2016 Olympic and Paralympic Games.
- **More than 60 contracts** won by UK companies for the Sochi 2014 Winter Olympics and Russia 2018 World Cup.

There has been a **1%** increase in international visitor numbers to the UK and **4%** increase in visitor spending. In 2013, tourist spending is expected to exceed **£19 billion** for the first time.

### Bringing Communities Together

- **Increase in volunteering** during 2012–13 (both formal and informal), halting the steady decline seen since 2005. Almost **one-third** of the British public **wish they had been a Games Maker.**
- The charity **Join In** supporting the volunteering legacy is aiming

In London, the London 2012 Games raised awareness of volunteering among over half of Londoners, with **42% inspired to volunteer for the first event or more often.**



Source: Joint UK government & mayor of London report

to get **100,000 new volunteers** involved in sport and community activities during the summer of 2013.

- **Team London Ambassadors continued** to be present at major London sites and events during 2013.
- **Big Lottery Fund “Spirit of 2012” Trust** established to allocate money returned from the sale of the Athletes’ Village.
- **Lessons being adopted** from sustainability and transport.

### The Legacy of the Paralympics

- **81%** of people surveyed thought that the Games had a positive effect on how disabled people are viewed by the British public.
- Disabled people’s **participation in sport is increasing.**
- **Increased funding for Paralympics GB** through to Rio 2016.
- **Increased funding to support access and participation** in sport at community level.
- **Increased accessibility** on the transport system, in venues and in other environments.
- **Paralympic Legacy Advisory Group** established to support the Cabinet Committee.

### Culture of Assessment to Be Built in Japan

The Olympic and Paralympic Games is a huge project and as such it will be necessary to assess both performance and legacy, since the project would need a large amount of investment, as well as cost-benefit analysis afterwards. The legacy of any big project, positive or negative, remains over the long term and will be difficult to monitor completely. But this culture of assessment that London has so excellently presented will provide Tokyo with important criteria for evaluating any such legacy.

More importantly, we believe this joint report by the British government and the mayor of London describes well how the city has been evolving since hosting the 2012 Olympics and Paralympics and seems to be useful in attracting tourism and business from overseas.

Finally, the benefits of a report of this kind are not merely domestic but also international, as the main beneficiaries of such legacy assessments will be the people of future generations around the world.

JS

The number of people **volunteering at least once a year is growing.**

**2012–13 44%**

**2010–11 39%**

