

Realising a Health and Physical Activity Legacy from 2012 for the West Midlands

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2012 Olympic Games Aim

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



What does this mean?

- More elite sporting events held in Britain
- Creation of international sporting venues
- Enhanced sport performance (more medals)
- More funding for grass routes sport
- Improved economy – business opportunities
- Education
- Tourism opportunities and profile raising
- Training and Preparation camps
- Mass volunteer recruitment
- Improved infrastructure
- Improved event management capabilities
- Improved community development programmes
- History and memories legacy
- Increase in sustainable physical activity initiatives leading to increased participation and better health



2012 and West Midlands

- **Developing 2012 participation legacy research**
 - West Midlands leading multi-regional working group to commission research on impact of previous Olympics
- **Birmingham Samsung Project**
 - Olympic sponsor working only with Birmingham in UK on projects to increase participation among 9-14 year olds
- **Regional 2012 Volunteer Coordinator**
 - Joint AWM/SEWM post. Only 4.7% of WM people volunteer in sport
- **Social Marketing for sport**
 - Segmentation of population in relation to levels and attitudes to activity developed by Sport England
- **Living Well in the West Midlands**
 - BIG lottery funded portfolio of 27 projects across all local authorities in the region. One aim of portfolio is to increase activity to likely beneficiaries (c. 600,000 people)

The 2012 Legacy Strands

1. To make the UK a world leading sporting nation.
2. To transform the heart of East London.
3. To inspire a new generation of young people to take part in local volunteering, cultural and physical activity
4. To make the Olympic park a blueprint for sustainable living
5. To demonstrate that the UK is a creative, inclusive and welcoming place to live in, visit, and for business

For Health and Well Being?

“A key health benefit of hosting the Games will be an opportunity to promote healthier living through the development of sports interest, encouraging physical activity through recreation, green transport, and through increased provision of Olympic sports facilities and training camps. The Games therefore provide an opportunity to improve the UK’s current cultural health dilemma of inactivity, contributing to the reduction of and prevention of levels of obesity, diabetes, stress, systematic hypertension, coronary heart disease, respiratory disease and osteoporosis.”

Rapid Health Impact Assessment of the Proposed London Olympic Games and Their Legacy

Medals to Mass Participation



WM Olympic/Paralympic medallists



Craig Fallon
Judo – World Champion
Wolverhampton



Telford – “Let’s Get Physical”

**A chance to create a real Participation Legacy
OR
The greatest festival of armchair sport in the world?**

**“Sports are the reason I am out of shape. I watch
them all on TV”.
Thomas Sowell**



The Olympic PSA

“Deliver a successful Olympic Games and Paralympics Games with a sustainable legacy and get more children and young people taking part in high quality PE and sport”



The Health and 2012 Delivery Plan

1. Provide medical and health services for the Games.
2. Secure the regeneration of North East London and mitigate health risks during the construction
3. Physical activity and healthier lifestyles
4. Continue to develop sports and exercise medicine
5. Build monitoring and evaluation

What about Previous Legacies?

- Insufficient attention paid to legacy aspects at previous Games
- *“The truth is that there is no evidence that any previous Games have increased physical activity levels or improved the health of the population; furthermore, no previous Games have employed detailed strategies towards achieving these aims.”* (Professor Weed, Canterbury Christ University)
- We cannot assume it will materialise as a matter of course
- We need to **plan and influence** to capitalise on this once in a lifetime opportunity

Conclusions from research to date

- A participation legacy is possible
- Consistent approach for measuring trends needed if legacy is to be valid.
- There will be difficulty in measuring trends across Olympiads as each survey has asked a different question
- Do not assume that only Olympic sports will benefit from increased participation, following Sydney **the greatest increases in activity were seen in recreational walking**
- To achieve a participation legacy will take a co-ordinated innovative approach – **planning now!**

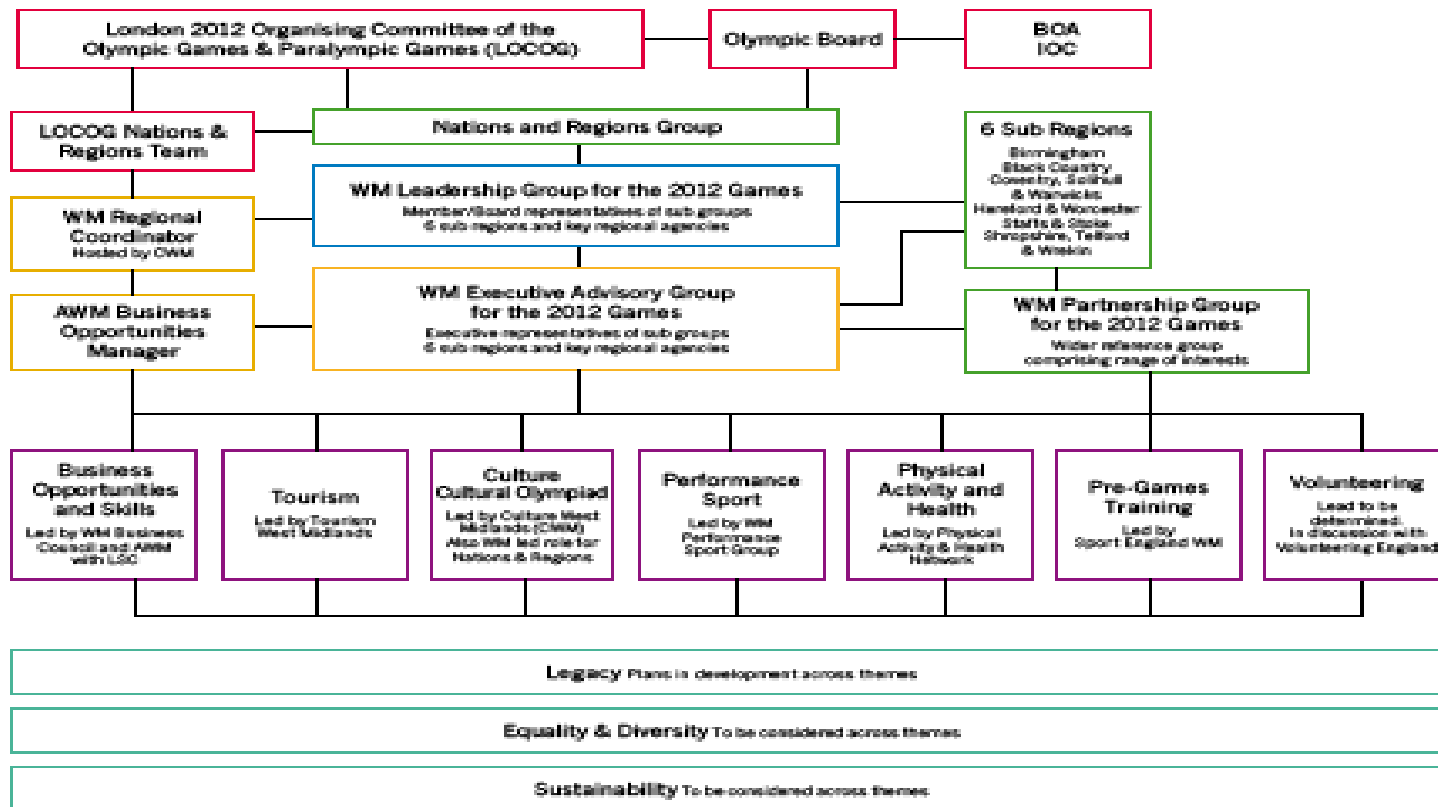
Conclusions from research to date

CONT'D

- Success in any particular sports is likely to have the greatest impact on **those already active** in the sport.
- A need to capitalise on the publicity surrounding the Games and market healthier lifestyles.
- Ensure that the use of role models is appropriate and accessible – **are athletes the right role models for sedentary people?**
- Use a community development approach to legacy planning
- Ensure that demand does not outweigh capacity of the sports delivery chain

The West Midlands infrastructure for 2012

Overview of Structures

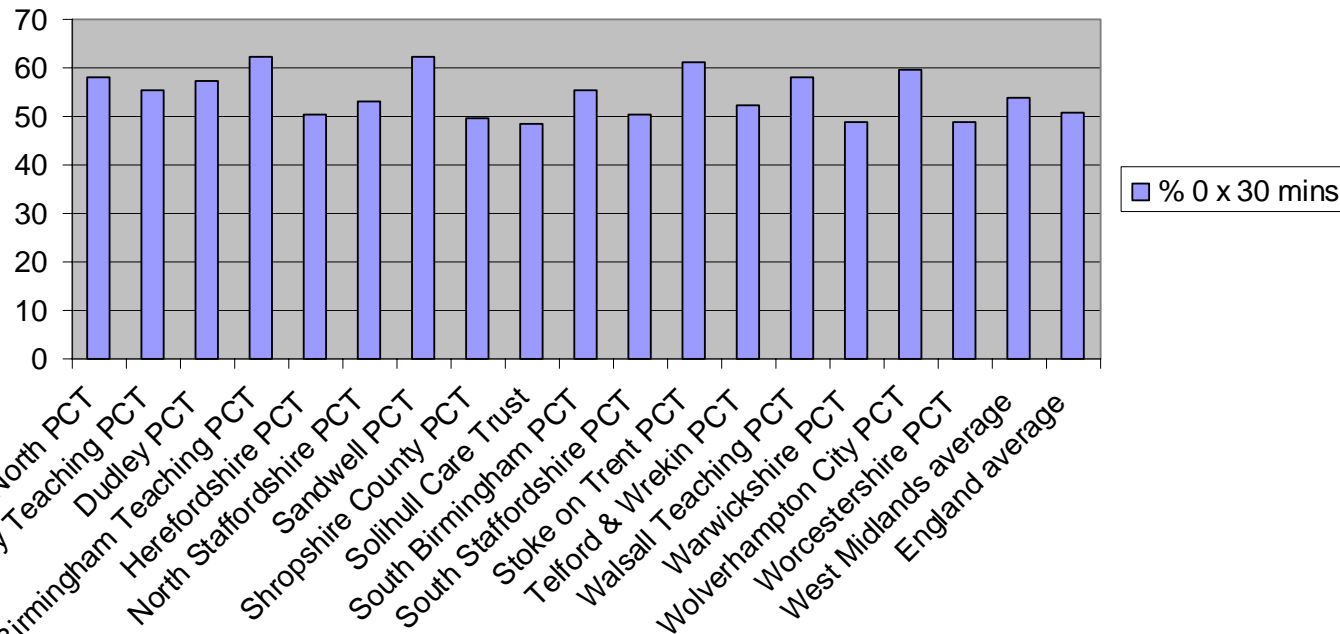


What challenges should we aim to meet?

- Health inequalities? 2/3rds of the public feel that the Games will make no difference to their local area (DCMS legacy research, 2007)
- Obesity?
- Smoking?
- Physical inactivity? 75% of people responded that they wouldn't be encouraged to do more sport/activity than at present (DCMS legacy research, 2007)
- Mental well-being?

% of adults participating in 0 instances of sport and active recreation

% 0 x 30 mins Active People Survey



Our draft vision for realising a health and physical activity legacy:

“Inspire and energise people and organisations in the West Midlands to embrace the spirit of the Games and motivate them to commit to a healthier, more active lifestyle”

- What are your thoughts and feelings about the vision for creating a health and physical activity legacy from 2012?
- Where do we want to be in 2013? What are our aspirations?
- What challenges do we want to meet and what actions are needed to meet them?
- **What is happening where you with respect to planning for securing a participation legacy?**