



# Community gains from the Games

**F** Today we present London's vision of inspiration and legacy... London 2012 will inspire young people to choose sport **wherever they live, whatever they do, whatever they believe...** Sport is at the heart of the celebration but sustainability has to underpin everything we do... thanks to London's mix of 200 nations they also represent the youth of the world. **J**  
Sebastian Coe, Singapore, 6 July 2005



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## Who we are

The Big Opportunity is the voice of the London voluntary and community sector on all issues relating to the London 2012 Olympic and Paralympic Games and their legacy. Our steering group includes 21 of London's leading voluntary and community sector organisations. The wider Big Opportunity network represents 1.5 million Londoners through more than 800 organisations in every London borough.

We bring together the public, private and voluntary sector to ensure that the Games are inclusive, inspirational and leave a lasting legacy. We do this by working with and lobbying national, regional and local government as well as the London 2012 agencies. Our focus is on Greater London but we also share information with the voluntary and community sector across the UK and learn from the experience of previous host cities.

### Our aims

- Ensure that London's communities are involved in robust plans for community participation in the London 2012 Olympic and Paralympic Games.
- Ensure that London's communities are at the heart of planning for a sustainable legacy from the Games.
- Ensure that London's communities are fully involved in plans for increased participation in sport and physical activity.

## What we believe

The Big Opportunity is passionate about making the Games and their legacy a success for all Londoners. We believe that all agencies must deliver on the promise made by Lord Coe to the International Olympic Committee that the London 2012 Games would leave a lasting social and physical legacy. To be successful, we believe that the Games must not only be inspirational but also inclusive and sustainable. Anything less and we will not have succeeded.

The Big Opportunity believes that we can only achieve these shared objectives if all of London's communities are fully engaged in the delivery of the Olympic and Paralympic Games and the planning for a lasting legacy.

The London 2012 Olympic and Paralympic Games are just the beginning. We recognise that the Games will be the catalyst for London's most dynamic social, physical and economic regeneration in decades. This regeneration should be a model of best practice in community led urban renewal. The post-2012 legacy must be more than an extension of Docklands. We believe that best way of avoiding the costly mistakes of the past is to listen to London's communities and utilise their experience and expertise.

## What we do

Our strategic focus is on supporting the delivery of Olympic and Paralympic Strategic Objective 3: 'to maximise the economic, social, health and environmental benefits of the Games, particularly through sustainable development in East London'. (Agreed by the Olympic Board, 1 February 2006).

### Information

We support organisations by sharing best practice, brokering partnerships and ensuring that they have the right information. We do this by:

- a free phone line at 0844 856 3420
- [www.thebigopportunity.org.uk](http://www.thebigopportunity.org.uk)
- Big Opportunity e-bulletins and e-mail updates
- free or subsidised public events
- The Big Opportunity Programme Manager's partnership work with voluntary and community sector organisations across London.

## Advocacy

The Big Opportunity makes the social and business case for the involvement of the voluntary and community sector in the planning of the Games and their legacy. We act as an advocate for the wider voluntary and community sector with London 2012 agencies, the GLA, NHS and London's 33 local authorities. By showcasing the expertise of the Big Opportunity network and the strength of our partnerships we suggest practical ideas that aim to deliver a successful Games and a sustainable legacy for the benefit of all Londoners.

### The Voluntary and Community Sector in London

- 26,634 registered charities generating £18.7 billion
- 60,000 community groups and 5,000 social enterprises
- Employs around 250,000 people – 6.4% of London's working population
- Earned income of almost £4 billion and a contribution of over £3 billion to London's GDP\*

*Source: London Voluntary Service Council 2010*

## Legacy

The voluntary and community sector in London is committed to working with the public and private sector to ensure that post 2012 regeneration benefits citizens and builds a successful and sustainable economy for generations to come. Securing a sustainable legacy after the Olympic and Paralympic Games will be the key measure of success. However, success will require more than creating a physical legacy of shopping centres, office blocks, housing, sports facilities and an improved public domain. We need to create cohesive and sustainable communities, within a high quality built environment that provides lifetime homes in lifetime neighbourhoods. Improving opportunities for Londoners should focus on increasing access to good jobs, training and educational opportunities at all levels, with a focus on embedding culture and sustainable living.

Our work on legacy is being taken forward in our negotiations with the Olympic Park Legacy Company (OPLC) and the Greater London Authority. We have also developed a strong working relationship with the five host boroughs.

The Big Opportunity's proposals for the involvement of the voluntary and community sector in securing a lasting sustainable legacy are contained in our offer document: *Adding Value – Enhancing convergence through partnership working* (The Big Opportunity, January 2010) which can be found at [www.elcvnetwork.org.uk](http://www.elcvnetwork.org.uk)

## How we will make it happen

- We will utilise the combined influence and knowledge of The Big Opportunity steering group and the wider network of over 800+ organisations to strengthen the case for fully utilising the expertise of all of London's communities so that we can all help to keep the promise of a sustainable and inspirational Games.
- We will continue to build relationships with the Games and legacy delivery authorities to ensure that the opinions and experience of London's voluntary and community sector is expressed in a timely and constructive manner.
- We will seek to collect evidence on the impact of the Games on London's communities and work to identify areas for improvement for all those involved in the Games and their legacy.
- We will build relationships with the private sector involved in the delivery of the London 2012 Games to design initiatives that benefit all those who have invested their time and resources.

## What we expect from Government and partners

- The opportunity to contribute in a meaningful way to the development of legacy plans which will affect the communities of East London for generations to come.
- Acknowledgement of the expertise, experience and enthusiasm of voluntary and community sector organisations represented by The Big Opportunity.
- Recognition of the voluntary and community sector as a key partner in delivering the Games' long and short term community related goals and the creation of a lasting legacy.
- Honest and timely communication.

## Be part of The Big Opportunity

- Visit [www.thebigopportunity.org.uk](http://www.thebigopportunity.org.uk)
- Show your support by using The Big Opportunity logo or sign up for the e-bulletin. Contact [thebigopportunity@londoncivicforum.org.uk](mailto:thebigopportunity@londoncivicforum.org.uk)
- To speak to The Big Opportunity Programme Manager call 0844 856 3420.

## London 2022: our aspiration

**Our aspiration is that London's communities will look back with a real sense of ownership and pride in the Games and what came after. They should feel that the Games were something we all helped shape rather than something that happened to us.**

# Our objectives

## Economic development

- Increase the number of voluntary sector organisations and social enterprises winning London 2012 contracts through CompeteFor and encourage the development of contract consortia.
- Raise awareness of Olympic and legacy related training opportunities available to Londoners across the capital.
- Lobby strategic 2012 agencies such as the GLA and Olympic Park Legacy Company to increase and promote employment and training opportunities and influence Government decision making on skills, training and employment in the interest of Londoners.

*We will achieve this by:*

- Working closely with LVSC, and the Big Opportunity work on *Support to Access CompeteFor* and *Employment and Employability Support*.
- Ensuring that information is being disseminated through all available communication channels including the Big Opportunity e-bulletin.
- Linking to the Alliance of Sector Skills Council Steering group in London to keep up to date on new training, volunteering and employment opportunities available to Londoners.
- Implementing a co-ordinated approach to lobbying strategic agencies and Government across all the Big Opportunity manifesto themes.

## Sport, health and wellbeing

- Support the use of the Games as a catalyst to generate a measurable and sustainable increase in physical activity participation including sport and healthy lifestyles among Londoners up to and beyond 2012.
- Ensure London becomes a city where voluntary and community organisations help advocate active and healthy lifestyles and where citizens can easily choose to be physically active in their daily lives to improve their mental and physical wellbeing.
- Help address and overcome the barriers which prevent people from participating in sport and physical activity and ensure that opportunities to enjoy them are available to all, regardless of ability or income.
- Achieve an increase in the number of voluntary and community sector organisations funded to work in their communities to encourage healthier lifestyles.
- Encourage workplaces to increase physical activity among their employees.
- Support organisations, such as youth clubs, to increase young people's access to a diverse range of sporting and physical activity.
- Offer practical support to the objectives and goals of the GLA Community Sport strategy ('A Sporting Future for London' April 2009), Go London and Inclusive and Active 2.
- Lobby to ensure that admission charges for Olympic sports venues post-2012 are no higher than other sports venues in London.

*We will achieve this by:*

- Working in partnership with the Sport sector in London, including the London Federation of Sport and Recreation, Interactive and the five PRO-ACTIVE partnerships.

- Lobbying for increased resources to be diverted to community organisation working in this area.
- Working with NHS London, the GLA, and Royal College of Nursing-London to ensure the voluntary and community sector plays its part in creating a healthier happier London.
- Encouraging the work of voluntary sector organisations working outside the structure of sports clubs and National Governing Bodies to encourage more Londoners to take up sport.
- Working with London Youth and other agencies to help increase the number of young Londoners taking part in physical activity.
- Working with Interactive to ensure equality of access for disabled people so that service providers view them as an equal customer base and that disabled people view being physically active as a viable lifestyle choice.
- Lobbying for the continuation of discretionary rate relief for sports clubs

### **Volunteering**

- To ensure that all 2012 volunteering opportunities are accessible to everyone and that applications are received from a broad cross section of London's communities.
- To ensure that 2012 volunteers are equipped through their experience of the Games with skills that will benefit both them and their communities.
- To ensure that the value of volunteering is recognised as part of the post-2012 legacy.
- To harness the commitment and enthusiasm of volunteers who are not successful in gaining a Games-time volunteering position.

*We will achieve this by:*

- Building relationships and working closely with LOCOG, the LDA and the GLA.
- Offering the experience and expertise of our member organisations that recruit and train large numbers of volunteers

### **Built environment legacy**

- Work with the Olympic Park Legacy Company, statutory, voluntary, community and private sector organisations to advocate for the maximum provision of affordable social housing in the Queen Elizabeth Olympic Park and surrounding area.
- Advocate for the Lifetime Homes and Neighbourhoods standard post Games and to work to drive up the standards in the private rented sector in the East London Olympic boroughs.
- Work with local community and voluntary sector organisations within and adjoining the Queen Elizabeth Olympic Park to ensure that local needs, concerns and ambitions are properly incorporated into, and delivered through, the planning and regeneration process.
- Lobby to ensure that the physical legacy of the London 2012 Games includes affordable, quality and accessible retail, work and community spaces in the Queen Elizabeth Olympic Park for the delivery of services and businesses for and by local people.

*We will achieve this by:*

- Supporting the work of the five host boroughs in creating jobs and opportunities for the existing population.
- Working in partnership with Shelter, Planning Aid for London and London Youth to lobby for a high quality built environment affordable to local people.

## Culture

- Engage London's communities in welcoming the athletes of the world and millions of visitors to our city.
- Encourage and make the case for the full participation of London's communities in existing Cultural Olympiad projects including the Inspire mark and the opening and closing ceremonies.
- Support measures which secure a lasting cultural legacy from the Games.

*We will achieve this by:*

- Working with the LOCOG Culture and Ceremonies team and the cultural leadership team in the Mayor of London's office.
- Staging events and distributing information to publicise available grants and opportunities to participate.
- Using our influence and communication channels to support the CREATE Festival in East London.

## The Big Opportunity: steering group membership 2010

**Aston Mansfield** [www.aston-mansfield.org.uk](http://www.aston-mansfield.org.uk)

**Age Concern London** [www.ageconcern.org.uk](http://www.ageconcern.org.uk)

**Black Neighbourhood Regeneration and Renewal Network**  
[www.bnrrn.org.uk](http://www.bnrrn.org.uk)

**Citizens Advice Service** [www.citizensadvice.org.uk](http://www.citizensadvice.org.uk)

**East London CVS Network** [www.elcvsnetwork.org.uk](http://www.elcvsnetwork.org.uk)

**East London Small Business Centre** [www.bdsbc.org](http://www.bdsbc.org)  
or [www.goeast.org](http://www.goeast.org)

**Greater London Volunteering**  
[www.greaterlondonvolunteering.org.uk](http://www.greaterlondonvolunteering.org.uk)

**Interactive – Disability Equality in Sport** [www.interactive.uk.net](http://www.interactive.uk.net)

**London Civic Forum** [www.londoncivicforum.org.uk](http://www.londoncivicforum.org.uk)

**London Community Resource Network** [www.lcrn.org.uk](http://www.lcrn.org.uk)

**London Federation of Sport and Recreation**  
[www.london-fed-sport.org.uk](http://www.london-fed-sport.org.uk)

**London Voluntary Service Council** [www.lvsc.org.uk](http://www.lvsc.org.uk)

**London Youth** [www.londonyouth.org.uk](http://www.londonyouth.org.uk)

**Media Trust** [www.mediatrust.org](http://www.mediatrust.org)

**Planning Aid for London** [www.planningaidforlondon.org.uk](http://www.planningaidforlondon.org.uk)

**Royal College of Nursing – London** [www.rcn.org.uk](http://www.rcn.org.uk)

**Shelter** [www.shelter.org.uk](http://www.shelter.org.uk)

**St John Ambulance** [www.sja.org.uk](http://www.sja.org.uk)

**SkillsActive** [www.skillsactive.com](http://www.skillsactive.com)

**Social Enterprise London** [www.sel.org.uk](http://www.sel.org.uk)

**Toynbee Hall** [www.toynbeehall.org.uk](http://www.toynbeehall.org.uk)