



achieve
the potential
of the games

Liverpool City Region Sport Legacy Framework for
London 2012 Olympic Games and Paralympic Games

foreword

On behalf of the six council leaders of Liverpool, Wirral, Knowsley, St. Helens, Sefton and Halton, we welcome you to our Liverpool City Region Sport Legacy Framework for London 2012 Olympic Games and Paralympic Games – ‘achieve the potential of the games.’

Serving a diverse population of 1.5 million people we believe sport is a fundamental element of local communities, and its value extends further to supporting and recognising the wider social and economic benefits sport can bring to our people.

Our framework sets out the journey, a journey that does not finish at 2012; it's a legacy that will take us to 2020 and beyond. Our pledge, endorsed by Lord Coe at the Merseyside Primary Games back in June 2009 demonstrates that ‘we are committed to working together to achieve sporting, economic and social benefits from the London 2012 Olympic Games and Paralympics Games, here in Liverpool City Region.’

Lord Sebastian Coe said: “The London 2012 Olympic Games and Paralympic Games represents a once in a lifetime opportunity for the whole of the UK, which we must not let pass by.” So what does this mean for us? Liverpool City Region has many strengths and opportunities which places us in an excellent position to maximise the benefits from the 2012 Games and beyond. They include our:

- Strong sporting and cultural traditions
- World class successes for elite and talented athletes
- Vibrant infrastructure of coaches, volunteers and sports clubs
- High profile sporting events
- Active involvement in pre games training at impressive sporting venues
- Significant tourism opportunities
- Growing business and economy
- Dynamic sports partnership network



London won the right to host the 2012 Games on the back of their promise that we would use the power of the greatest show on earth, to inspire people to be more active, right across the UK. Achieving a sports legacy for Liverpool City Region is about using the magic of the 2012 Games and turning opportunities and inspiration into something much more sustainable, for individuals and communities – more people taking part and continuing in sports and physical activity.

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national context

London 2012 Olympic Games and Paralympic Games offers a unique opportunity to reinforce key sports policy aims and objectives of many organisations, through both its physical legacies and by acting as a catalyst for development programmes.

Sport is a fundamental element in a society's cultural and social life. In times of difficulties and celebrations, sport brings communities together and gives a sense of belonging and pride to people all over the UK.

In July 2007 the Government Olympic Executive published five ‘Government legacy promises’¹ and added a sixth promise on the provision of disability legacy recently in December 2009. They are:-

- To make the UK a world leading sport nation
- To inspire a generation of young people
- To demonstrate the UK is a creative, inclusive and welcoming place in which to live, visit and for business
- To make the Olympic Park a blueprint for sustainable living
- Transform the heart of East London
- To deliver a disability legacy from the 2012 Games that will bring about a lasting change to the life experience of disabled people

To achieve and measure the legacy promises on sport, Government has set the following targets and ambitions to be achieved by 2012/13.

- 1 million more adults in England playing sport by 2012/13 than in 2008/09
- 1 million more adults in England physically active by 2012/13 than in 2008/09
- All young people aged 5-16 being offered 2 hours of high quality PE and sport at school
- All young people aged 5-19 years old being offered an additional 1 hour sporting activity within the school setting and a further 2 hours of sporting activity within the community setting
- Team GB to be at least 4th in the London 2012 Olympic Games medal table
- Team GB to be at least 2nd in the London 2012 Paralympics Games medal table

The passion and enthusiasm of the 2012 Games can inspire the nation and change people's habits for a lifetime by unlocking the wider benefits of sport.

1. Source – ‘Before, During and After: Making the most of the London 2012 Games’, Department of Culture, Media and Sport, 2008.



regional context

England's Northwest vision will contribute to the finest 2012 Olympic Games and Paralympic Games the world has ever seen. Using the 2012 Games as the catalyst to achieving the maximum economic, sporting, health and social benefits will provide our people with opportunities to engage with the pride, passion and spirit of 2012 Games.

Since the inception of 'Be Inspired,' the Northwest Legacy Framework launched in 2007, the region has embraced the vision for the 2012 Games. To date, the progress made demonstrates the tremendous benefits and opportunities the 2012 Games has brought to the region. As of June 2010 they include:

- 6,300 Northwest businesses have registered to compete for 2012 Games contracts via the CompeteFor portal
- 204 Northwest businesses have won 275 Games related contracts
- 17 National Olympic Committees and National Paralympic Committees have committed to holding Pre Games Training Camps in the Northwest
- 75 Northwest projects have received the Inspire Mark in recognition of the innovative, 2012 Games inspired activity taking place across the region
- 1,200 Northwest schools have registered as part of the London 2012 Get Set Education programme
- Successfully launched 'WE PLAY,' a £10m four year cultural legacy programme

The Northwest legacy ambitions mirror those of Government and the London Organising Committee for the Olympic Games and Paralympic Games (LOCOG)¹. In doing so, the regional strategy for the 2012 Games is led by the Northwest Steering Group, linking directly into the London 2012 Nations and Regions Group. Liverpool City Region is represented on the Northwest Steering Group by Liverpool City Council and Merseyside Sports Partnership.

Our work in the Northwest is underpinned by the commitment and support of many partners reflecting the breadth of the sporting, social and economic outcomes we are working towards. It is the positive approach and recognition of how the 2012 Games can help organisations to achieve their existing strategic priorities that is key to ensuring the region maximises on the legacy of the 2012 Games.

1. The London 2012 Nations and Regions Group has been established to maximise the engagement and benefit across the UK from London 2012. Each NRG member chairs a task force bringing together representatives across their nation or region. Within the Northwest, this is the Northwest Steering Group for the 2012 Games.

subregional context

Liverpool City Region has a vibrant network of agencies committed to establishing an inclusive sports system, proudly known as Merseyside Sports Partnership. Together, our vision is 'to improve the quality of life for the people of Merseyside'¹ by providing opportunities for:-

More people:

- To take part, and continue in sports participation

More and improved access to:

- Quality sports clubs and facilities
- Quality coaches and coaching
- Quality volunteers
- Physical activity opportunities
- Support for people with a sporting talent
- Celebrations of success to recognise achievements

Merseyside Sports Partnership is uniquely placed to unlock the power of sport and the wider benefits it can bring to local communities. Through strategic planning and partnerships, Merseyside Sports Partnership brings together the public, private and third sectors by driving actions in pursuit of shared goals. In doing so the 2012 Games will become a platform to inspire people to be more active in the sub region.

Already the sub region has begun to reap the rewards of the London 2012 Olympic Games and Paralympic Games. To date the added benefit of the 2012 Games has contributed significantly to the economic, social and sporting platforms across the Liverpool City Region.

As of June 2010 the impact of this can be demonstrated as follows:

- 17 Merseyside sports facilities identified and selected to be part of the official 2012 Pre Games Training Camp directory
- Hosted the first UK 2012 pre games training camps, with Fiji and Palau swimming teams
- 24 Merseyside projects have received the 'Inspire Mark' out of 75 across the Northwest region
- First UK 'Inspire Mark' project for health - Clatterbridge 'On Track' referral programme
- 221 Merseyside schools have registered as part of the London 2012 'Get Set Educational Programme' with Kirkby Sports College, Knowsley and Carmel College, St. Helens being part of the Get Set Network
- Merseyside has hosted 2 ministerial/ LOCOG visits during 2009-2010 to showcase games inspired activity in the sub region
- 250 delegates attended Northwest 'Be Inspired' conference hosted in the sub region during Open Weekend 2009
- 951 Merseyside businesses have registered on 'CompeteFor' London 2012. So far 22 have secured 23 contracts
- Liverpool City Region also hopes to showcase its world-class sporting tradition, iconic landmarks and community engagement by participating in the torch relay for the 2012 Games

1. Merseyside Strategy for Sport and Physical Activity - 2006-2010

ourpledge

We the Liverpool City Region are committed to working together to achieve the sporting, economic and social benefits from the London 2012 Olympic Games and Paralympic Games by:



- Making a significant contribution to the sporting and cultural celebrations
- Inspiring, celebrating and generating a positive legacy for the community
- Providing the population with every opportunity to engage with the 2012 Games and its legacy
- Supporting the development of employability and skills amongst existing workforce, coaches and volunteers and those wishing to enter employment through sport and physical activity
- Increasing the levels of participation in sport and physical activity to maximise the benefits of the 2012 Games and pre games training camps
- Attracting and maximising the benefits of the 2012 Games against sustainable community strategies
- Supporting talented athletes in achieving the highest levels of performance and in bringing Olympic and Paralympic medals home to Liverpool City Region

makingitreal

Success depends upon having structures in place that support talented performers every step of the way. Liverpool City Region Sport Legacy Framework for London 2012 Olympic Games and Paralympic Games 'achieve the potential of the games' will provide a strong and vibrant platform for the best to emerge.

Our key outcomes will be to:-

- Use the 2012 Games as a catalyst to inspire, celebrate and generate a positive legacy, of a sporting, economic, social and cultural significance, to the City Region
- Provide support to the athletes representing the City Region in the 2012 Games
- Promote and recognise those athletes who bring back medals to the City Region from the 2012 Games
- Increase the number of people accessing mass participation sporting events and swimming activities

- Establish and maintain lasting relationships with overseas teams and countries
- Host world class sporting events at pre games training venues and iconic venues in the City Region
- Increase and sustain the number of young people accessing 5 hours of sport and physical activity
- Grow the number of sporting and cultural projects achieving 'Inspire Mark' recognition
- Enhance the number of high quality voluntary sports clubs
- Improve the health and wellbeing of communities in the City Region
- Provide education and training opportunities to develop our workforce of coaches, volunteers and officials



Liverpool

Liverpool is renowned throughout the World as a vibrant sporting city. Aside from the success of two of Europe's most famous football teams the city has a burgeoning sporting culture rooted in the community with large numbers of participants engaged in sports development programmes. The Liverpool Olympics in the 1860's was very much the inspiration for Pierre de Coubertin to establish the modern Olympiad, and sport contributed significantly to the city's 2008 European Capital of Culture celebrations.

Over recent times Liverpool has enjoyed remarkable success in developing elite athletes in a range of sports, producing Olympic athletes such as; Beth Tweddle, Neil Thomas, Steven Parry, Francesca Halsall, Steve Smith, Curtis Robb and David Price. The city's Olympic heritage is unparalleled with 13 Liverpool athletes represented in the 2008 Olympic and Paralympic Games in Beijing; also 28 athletes (18 of whom medalled) represented the city in the last two Commonwealth Games in Manchester and Melbourne.

The advent of the 10,000 seater Echo Arena has enabled the city to enhance its reputation by attracting top class international sports events such as The Davis Cup, Senior European Boxing and World Fire-fighter Games.

Liverpool will fully embrace with the 2012 Games through existing and proposed sports legacy programmes and pledges to:

- Build on the success of hosting the UK's first pre games training camp in 2009 by attracting more international teams during the build up to 2012

- Increase participation in sport and physical activity by engaging all sectors of the community in Liverpool's Sports Development and events programmes prior to, during and post 2012

- Support Liverpool athletes in achieving the highest levels of performance and in bringing Olympic and Paralympic medals home

- Improve the quality and standard of sport clubs with a major capacity building programme within the club and voluntary sector

- Continue to invest in Liverpool's sporting infrastructure, with over £50m of capital programmes, £25m of Sports Lottery funding and £35m of private sector sport investment secured during the last 10 years

- Continue to attract and stage top class sporting events utilising the city's growing sports infrastructure

"We continue to invest in sport, and we will embrace both the Olympic ideal and a commitment to honouring the pledges contained within the Liverpool City Region Sport Legacy Framework. Liverpool will host a themed year of sport in 2012, bringing together the good work undertaken by our partners in a celebration of sport and demonstrating its value to our communities"

Lord Mayor: Liverpool City Council - May 2010



Wirral

Wirral has a substantial and diverse sports and physical activity offer and is extremely proud of its strong, rich sporting heritage – having mentored and produced many past Olympians.

As a local authority, we offer a diverse range of activities and facilities aimed at improving the quality of life for our residents and getting more people, more active, more often.

Of our eight sports and leisure centres, the flagship Oval Sports Centre in Bebington has not long benefited from a £2.5m investment in facilities. This being just one reason why it is one of 600 sports facilities selected to appear in the London 2012 organising committee's Pre Games Training Camp Guide.

In addition we have the internationally renowned West Kirby Marine Lake, which many of our top-flight sailors, will have at some time in their careers, sailed on its waters.

We aim to achieve the following outcomes by 2012/13:

- To position Wirral in the top 5% performing local authorities in the country by increasing the number of adults participating in 30 minutes moderate intensity sport & physical activity
- To have 60% of 5-16 year olds taking part in 5 hours high quality PE and sport per week

- To increase the number of free swim visits by elderly people to 80,000 per year.

- To have at least 2 tennis players from our nationally acclaimed wheelchair tennis programme competing as Paralympians in 2012

- To increase the number of nationally ranked swimming finalists from 9 (2009/10) to 20

- To develop and increase, by 2012 the number of new coaches and volunteers working in sport and physical activity

- To support over 100 sports clubs to achieve and sustain a quality accreditation

Specialist officers in our Sports Development Team work closely with a range of local partners to take sport and recreation into our communities. The focus and aim is to bring communities together, improve physical and mental health and reduce anti-social behaviour.

There are several highly successful sport and physical activity programmes, such as 'Invigor8', 'Swim Wirral' and 'Healthy Options' that have been carefully designed to encourage participation and progression. These branded activities are currently being re-launched to promote the benefits of bringing sport and physical activity into every individual's daily routine.

The health and well being of Wirral's residents is at the core of everything we do.



Knowsley

Knowsley's 2012 legacy vision 'Proud and Spirited' engages local people in participating, honouring our strong sporting and cultural heritage, celebrating our achievements and inspiring future generations.

'Proud and Spirited' has six key themes: each a catalyst to reach new people, reach new partners and help Knowsley achieve aspirations for improved health and well being, education, communities, regeneration and employment.

World Class Facilities - Making sure there are excellent, accessible and well used facilities for all, which are sustainable. With an investment of over £50m in leisure facilities over eight years, and £180m in 7 new community leisure facilities over 3 years the commitment to the legacy of the 2012 Games is huge. This includes an Olympic Sports Village in central Knowsley and Paralympic Sports Village, in the north.

Global Knowsley - Developing 'international' opportunities that create friendships between people and communities, enhance education, support the local economy and celebrate cultures. Building on strong international links, the programme will welcome international tournaments, exchanges and sporting teams into Knowsley for 2012, 2014 and beyond.

Pathways to success - Ensuring that people get, and stay, engaged. People flourish and achieve potential through sports and culture and our programmes will

support sustained participation up to and beyond 2012; including supporting future athletes and performers.

Volunteer Programme - Valuing the importance of volunteers and creating volunteer opportunities up to and beyond 2012 is vital, including increasing their skills and supporting local community and voluntary groups.

Celebrate, Inspire and Engage - Increasing participation and raising expectations on the exciting ways people can get involved in 2012, with innovative projects such as the Older Peoples FUN O'lympics.

A Transformational Public Realm - Creating opportunities to capture the confidence and self esteem of the borough and its people through the development of landmark pieces of public art that engage, inspire and leave a physical legacy in the local environment.

Key Targets for 2012

- £25m of new facilities built before 2012
- Significantly increase participation and activities at the new Centres for Learning
- 85 voluntary and community groups accredited
- 1,000 seat performance space for cultural and sporting events
- New public art strategy
- 2012 coaches qualified
- 120 new volunteers recruited

St. Helens

St. Helens has a strong and proud sporting heritage rooted in its industrial past. The borough is home to arguably the most successful rugby league team of the modern era and one of the oldest rugby union teams in the world. Its success however is not limited to the rugby pitch; Haydock Park Race Course hosts numerous prestigious horse races throughout the year; and the new SKK Judo Club is one of the sport's elite training venues. The borough has also developed many Olympians and Paralympians in recent decades in athletics, boxing, judo, cycling, swimming and wheelchair tennis.

"The borough recognises the opportunity the Games provides and has developed its new sport and physical activity strategy, Active St. Helens, to clearly articulate how partners will use the 2012 Games to inspire and engage as many community members as possible, with the aim of increasing their participation in sport and physical activity."

Councillor Marie Rimmer (CBE), Leader of St. Helens Council

'Active St. Helens' clearly sets out an ambitious plan to increase the quality and membership of sports clubs; strengthen the voluntary workforce that supports participation; use sport and physical activity to improve the health and well being of members of the community; tackle crime and anti-social behaviour and improve community cohesion.

This will be supported by a continued focus on improving the quality and range of facilities, which in recent years has seen:

- £3m investment in synthetic and grass sports pitches at high schools and parks
- £6m to refurbish and expand two of the borough's four sports centres
- Over £3m secured by voluntary sector clubs to develop their own facilities
- £25m investment in a new stadium for St. Helens RLFC due to open 2011

Looking to 2012 and beyond, the sports facilities in all the borough's high schools will be significantly enhanced through the Building Schools for the Future Programme. These improved facilities will not only be used to support the next generation of Olympic athletes, but also to provide opportunities for local people, who have been inspired by the 2012 Games, to learn new skills or simply become more physically active.

Put simply St. Helens is committed to use the London 2012 Olympic Games and Paralympic Games to get: **More People, More Active, More Often!**

Key Targets for 2012

- 62 sports clubs to hold accreditation
- 300 new sports coaches trained
- 450 new volunteers recruited
- 91% of school children participating in 2hrs physical education each week



Sefton

Sefton is blessed with an entrenched and vibrant sporting infrastructure, of international significance and heritage, playing host to the Grand National at Aintree and the British Open at Royal Birkdale. Sefton also has one of the largest and longstanding voluntary sport councils in the country, providing invaluable support to the boroughs sports clubs, coaches and volunteers.

Prior to the commencement of the London 2012 London 2012 Olympic Games and Paralympic Games, Sefton will have completed its sports facility renewal programme, having invested in excess of £70m on new and improved facilities. Access to these regionally significant high performing facilities will be fundamental to maximise the number of new people involved in sport; either as participants, coaches, volunteers or spectators. As designated 2012 training facilities it is also hoped that Crosby Lakeside Adventure Centre and Litherland Sports Park will host some of the worlds greatest athletes, inspiring Olympians and Paralympians of the future.

Through its 'Inspire marked' projects, Sefton's community, school and club sectors will continue to work hand in hand to ensure that everyone has the opportunity to progress from grassroots sport to elite. In order to achieve this objective, the Active Sefton Partnership will capitalise on the impetus provided by the games to ensure that every opportunity is

given to be part of the London 2012 Olympic Games and Paralympic Games by;

- **Hosting celebration events designed to promote community, civic and national pride**
- **Providing access to a significantly strengthened coach and volunteer workforce, courtesy of the Active Sefton Volunteer programme and Coaching Academy**
- **Increasing the number of participants accessing sport and physical activity programmes through Active Totz, Active Kidz, Free & Active, Active Lifestyles, Active Sport Unlimited, Positive Futures and Active Workforce**
- **Supporting talented athletes through Gifted and Talented programmes and Sport Specific Academies**

Sefton Council is fully behind its Elite Athletes, helping them to bring Olympic and Paralympic medals home to Sefton.

All athletes participating at elite level will be invited to collect their free 'Active Sefton Card' entitling them to free access to all Sefton's leisure facilities in order to train during the run up to the games.

Halton

"Halton recognises the unique contribution sport can make to improving health, providing opportunities for lifelong learning, reducing crime and reinforcing communities. We believe in not only looking ahead but staying ahead. The London 2012 Olympic Games and Paralympic Games offers the opportunity to raise the profile of sport in Halton, which in turn contributes to Halton's overarching strategic objectives."

Cllr Phil Harris, Executive Member for Sport

A Sporting Excellence programme has been established to support the people in Halton to help them aspire to a high level of performance in their chosen sport. Launched at the Games 2012 handover back in August 2008 it has already supported a number of potential Olympians and Paralympians to reach their goals. Boroughwide programmes have been developed, four of which have achieved 'Inspire Mark'. Building on strong foundations, the resources will continue to be used to support activities in two major areas:

- **Inspiring people, in particular our younger generation to participate in sport**
- **To actively support individuals who have been identified as having a real potential and who could genuinely aspire to participate in future Olympic and Paralympic games, including volunteers**

Through the Sporting Excellence fund support services are available, they include:

- **Free entry to the council's sports facilities**
- **Support for coaching, competing and equipment costs**
- **Access to sports science expertise, health and medical advice**
- **Appropriate travel costs to support training and participation**

Halton has established an excellent network of partnerships in the public, private and voluntary sectors, offering programmes of activities, these include:

- **Free pitch hire for junior competitions**
- **100% rate relief to local sports clubs**
- **Sports development grant fund for individuals and clubs, now in its tenth year**
- **Free swimming for 16 years and under plus 60 years and over**
- **Stobart Stadium Halton, third largest stadium in Merseyside, a facility included within the Pre-Games Training Camp directory**

Through an imaginative programme of regeneration, significant investment and close partnership working, Halton is being steadily transformed. Facilities for shopping, leisure, arts and culture are dramatically improving for example: Brindley Arts Centre, Halton Athletics Academy, and Widnes Tennis Academy.

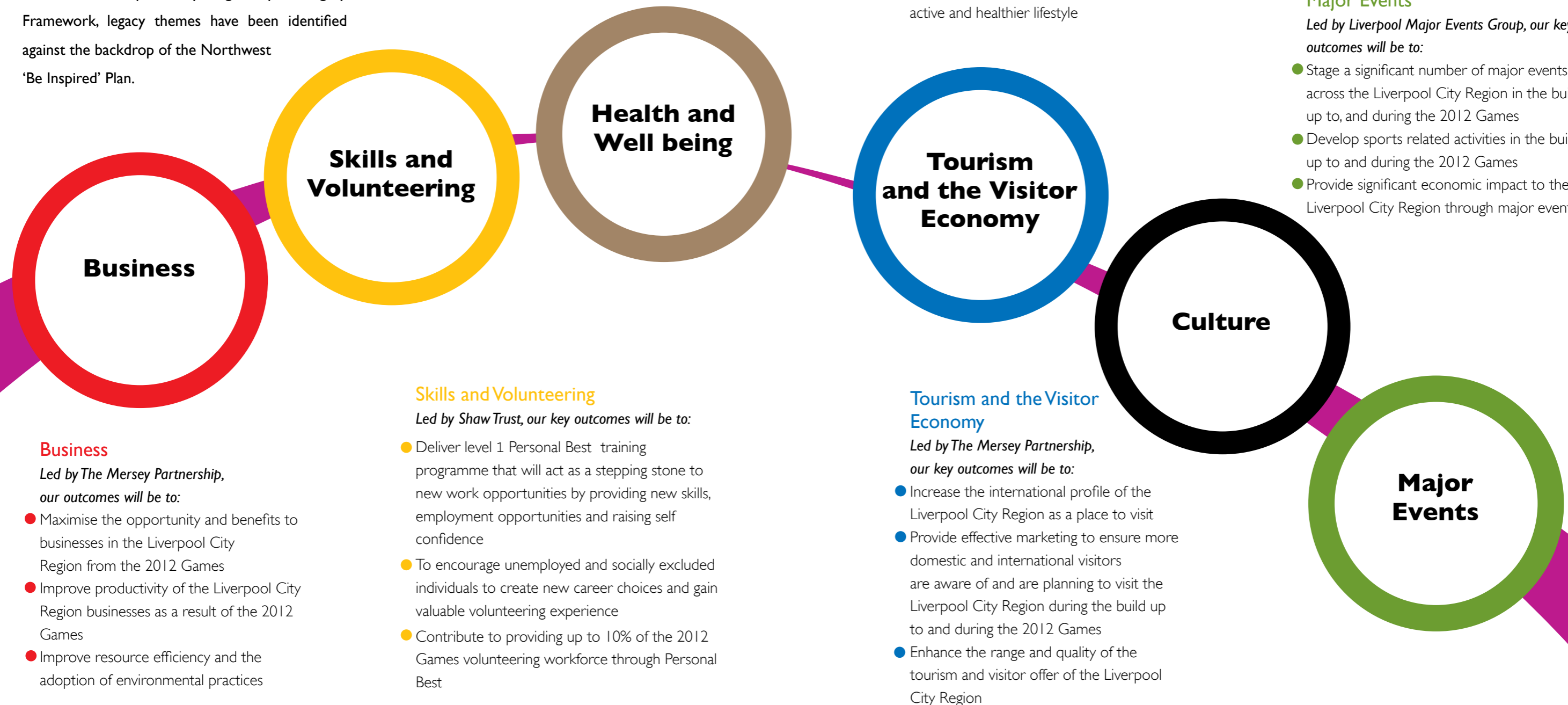
It's all happening in HALTON

legacythemes

Liverpool City Region Sport Legacy Framework will use the catalyst of the 2012 Games to generate opportunities to help achieve economic and social well being to our local communities. However, achieving our pledge will only happen if we co-ordinate our efforts at a sub regional and local level.

Within the Liverpool City Region Sport Legacy Framework, legacy themes have been identified against the backdrop of the Northwest 'Be Inspired' Plan.

This approach is to maximise the use of resources and achieve added value in the delivery of the activities and opportunities generated by the 2012 Games. Each theme has its own lead agency, which is responsible for working with partners to develop key outcomes and action plans to deliver their thematic objectives as detailed below:



Business

Led by *The Mersey Partnership*, our outcomes will be to:

- Maximise the opportunity and benefits to businesses in the Liverpool City Region from the 2012 Games
- Improve productivity of the Liverpool City Region businesses as a result of the 2012 Games
- Improve resource efficiency and the adoption of environmental practices

Skills and Volunteering

Led by *Shaw Trust*, our key outcomes will be to:

- Deliver level 1 Personal Best training programme that will act as a stepping stone to new work opportunities by providing new skills, employment opportunities and raising self confidence
- To encourage unemployed and socially excluded individuals to create new career choices and gain valuable volunteering experience
- Contribute to providing up to 10% of the 2012 Games volunteering workforce through Personal Best

Health and Well being

Health and Well being

Led by *Primary Care Trusts*, our key outcomes will be to:

- Encourage more adults to be more physically active by 2012, with a focus on the least active
- Promote physical activity and sport within the NHS to improve workplace health and wellbeing
- Inspire the next generation to choose an active and healthier lifestyle

Tourism and the Visitor Economy

Tourism and the Visitor Economy

Led by *The Mersey Partnership*, our key outcomes will be to:

- Increase the international profile of the Liverpool City Region as a place to visit
- Provide effective marketing to ensure more domestic and international visitors are aware of and are planning to visit the Liverpool City Region during the build up to and during the 2012 Games
- Enhance the range and quality of the tourism and visitor offer of the Liverpool City Region

Culture

Culture

Led by *Culture Liverpool*, our key outcomes will be to:

- Provide a range of arts, cultural events and activities in the Liverpool City Region during the build up to and during the 2012 Games
- Be a recognised leader in evaluating the impact of legacy initiatives from major events, building on the impact of the '08 model
- Provide specific opportunities to transfer exemplars across the breadth of the region's cultural organisations, establishing a significantly stronger model of operation

Major Events

Led by *Liverpool Major Events Group*, our key outcomes will be to:

- Stage a significant number of major events across the Liverpool City Region in the build up to, and during the 2012 Games
- Develop sports related activities in the build up to and during the 2012 Games
- Provide significant economic impact to the Liverpool City Region through major events

Major Events

This framework has been co-ordinated by
Merseyside Sports Partnership
on behalf of the six local authorities forming
The Liverpool City Region

For further information please contact:



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