

London 2012 - Experience and Legacy

Liz Nicholl, Chief Executive, UK Sport
August 2013

Working in partnership to drive sport in the UK to world class success



UK Sport Responsibilities



Performance

Invest
Evaluate
Solutions



Events

Bid
Support



International

Influence
Development



Legacy – Inspiring a generation – 5 themes

- Economic
- Sports participation
- Major Events
- International Development
- High Performance success

**Economic
impact**

**Venues &
Infrastructure**

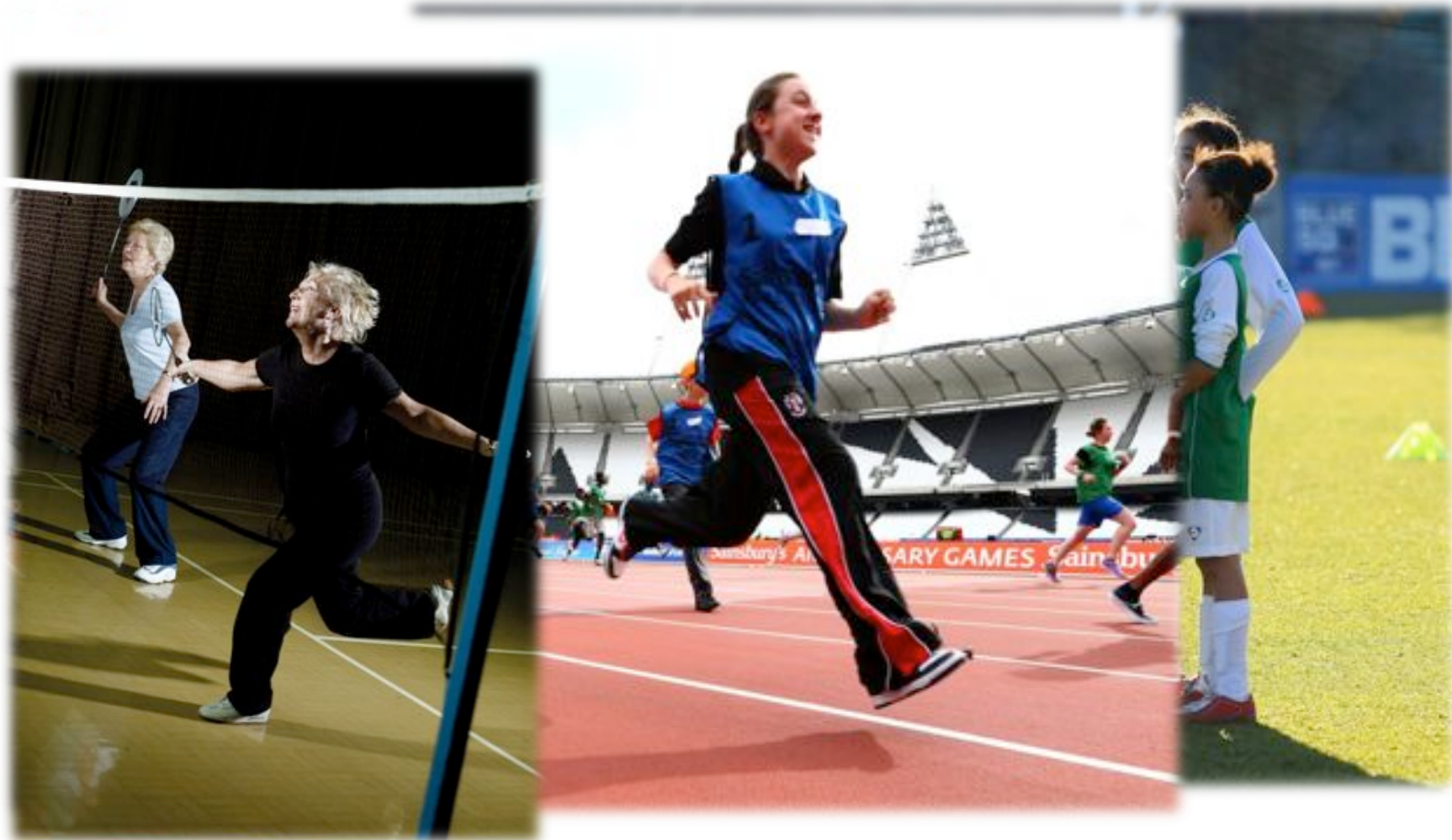
**Regeneration
of East London**



Legacy – Economic and Regeneration

- **9bn investment - 10bn return and growing**
 - Estimated over 30bn by 2020
 - Inward investment and trade
 - UK companies winning overseas contract
 - Increase in tourism and visitor spend
- **East London regeneration accelerated**
 - 11000 new homes including conversion of athlete village
 - New and upgraded sports facilities
 - Increased employment through Job creation

Inspiring Participation – active healthy nation



Inspiring Participation

- 1.4 million more people (since 2005) playing sport regularly
- Positive trends - young people, women, people with disabilities
- £1bn Government and National Lottery investment
 - youth and community sport over 4 years
- Athlete activation programme – building on the volunteering spirit of the Games

Inspiring the next generation



Disability Sport – Changing Perceptions



Paralympic Legacy

- Record spectator numbers
- Record media coverage
- **Changing perception - seeing ability, not disability**
- Increased investment (£150m in England)
- 350,000 increase in participation (since 2005)
- Unprecedented levels of interest
- 42 sports specifically targeting increased participation
- (45% increase in performance investment)

Volunteering



in INTERNATIONAL
INSPIRATION
International development through sport



The 2012 International Inspiration promise

'Enriching the lives of 12 million children and young people of all abilities, in schools and communities across 20 countries of the world, through the power of high quality and inclusive sport, physical education and play'

.....surpassed reaching 30 countries and 16 million young people

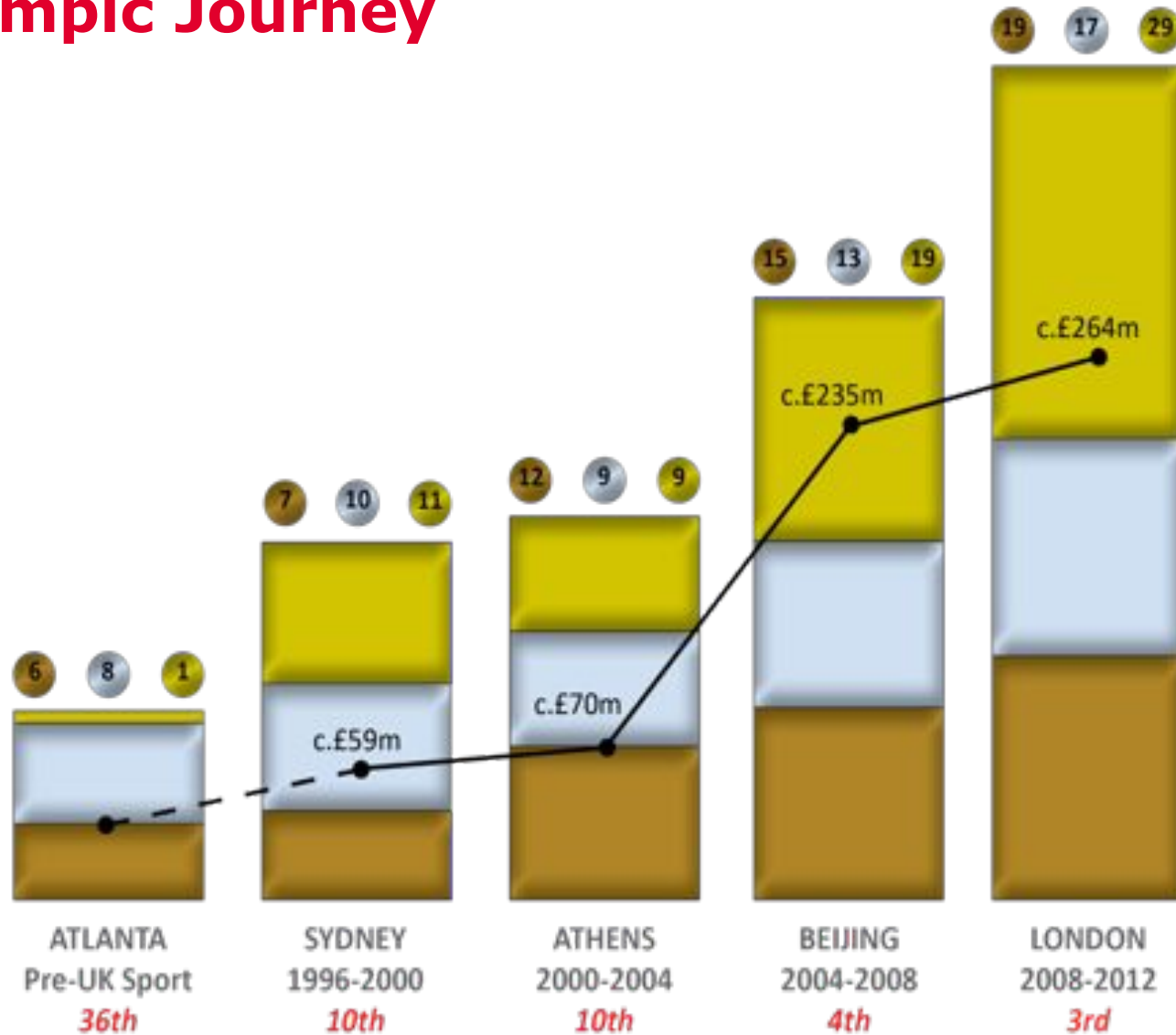
Legacy – Inspiring a generation – 5 themes

- Economic
- Sports participation
- Major Events
- International Development
- **High Performance success**

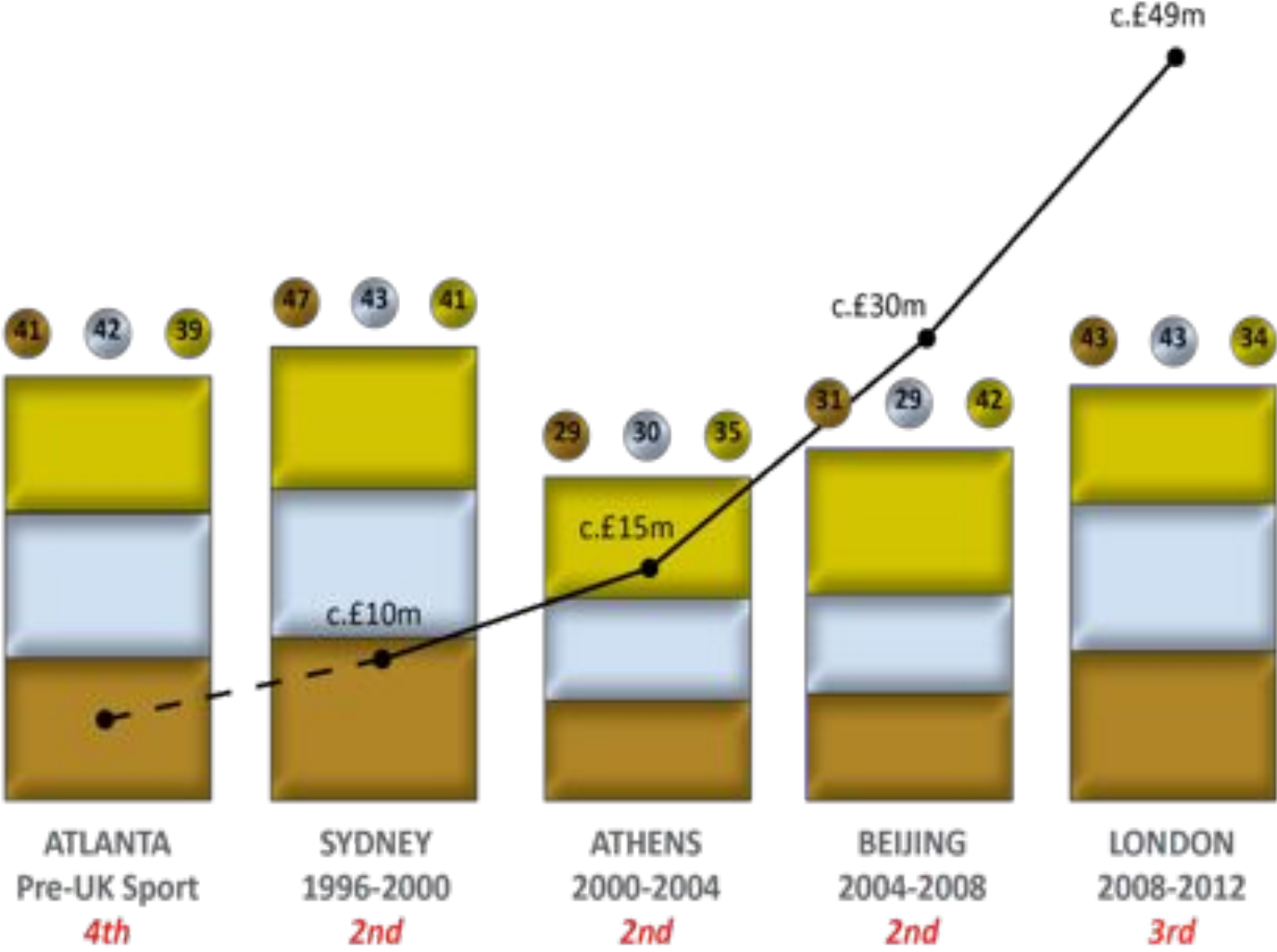
A grayscale background image showing a group of athletes in white tracksuits, possibly during a team huddle or a race start, with their heads bowed or looking forward.

one team. one mission.
best prepared for 2012

Olympic Journey



Paralympic Journey



Performances in Numbers

	Olympic	Paralympic
Number of athletes	541	287
Number of medallists	114	99
Medalling sports	17	13

Team GB & Paralympics GB



Nations Pride results in Record Investment

*Announced on the final day of the
Olympics and before the
ParalympicsGovernment
commitment to sustain levels of
funding through to 2017*

Reflecting on the journey ...

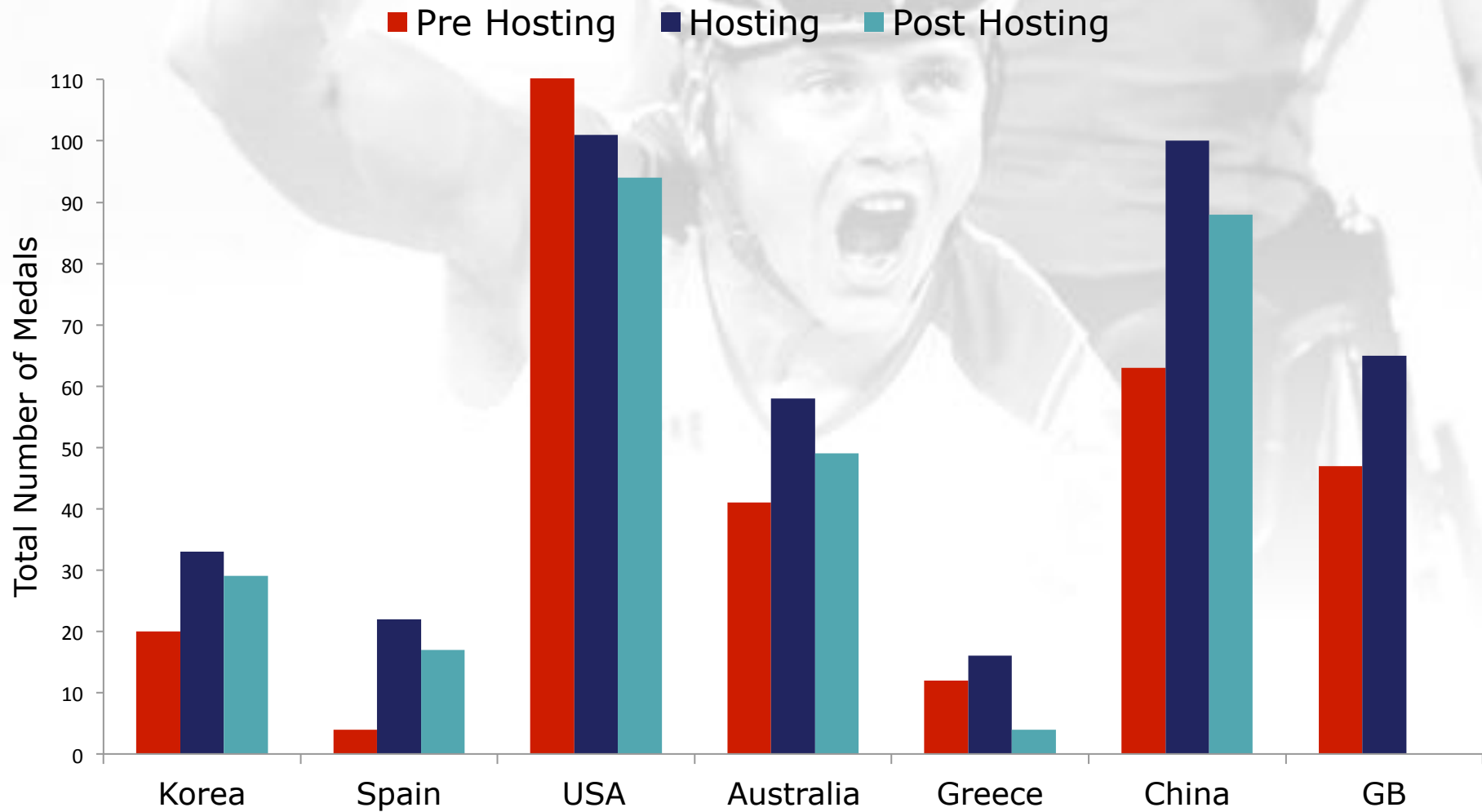


A Bold Vision and Goal

*For the UK to be **at least as competitive in Rio 2016** as we are now, but with a **stronger, more sustainable high performance sport system***

The first nation in recent history to win more medals at the next Games

Host nation effect - Olympic



Reaching the summit

- Credible **leadership** to set the direction and pace
- Clear understanding of **what world class looks like**
- Assessment of the gap
- **Realistic targets**
- **Plan** for success with **periodic evaluation**
- Acceptance that **change** will be needed
- No Compromise **focus on priorities**
- **Effective management** of resources and risks
- **Sharing** of knowledge and experience

Reaching the summit

- **Right resources** to the right people with the right skills
- A **positive environment** for team to perform
- **Strong Governance**
- **Strong partnerships**
- **Culture of performance, responsibility and accountability**
- **Delegation** to the level of expertise

The Athlete Pathway

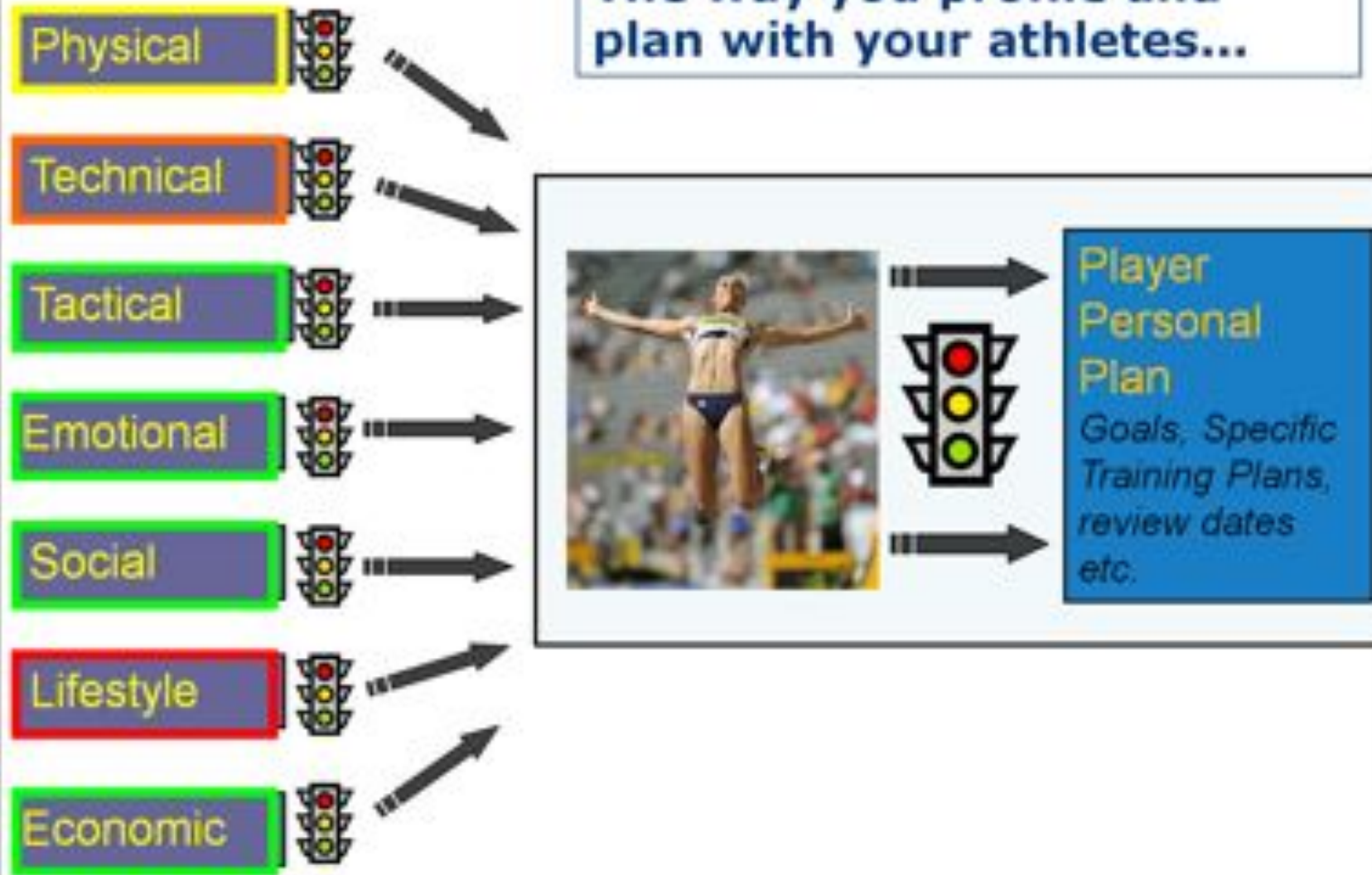
WORLD CLASS TALENT
8-6 years to medal success

WORLD CLASS DEVELOPMENT
6-4 years to medal success

WORLD CLASS PODIUM
Final 4 years to medal success



The way you profile and plan with your athletes...



Mission Control – Three Dimensions

Athletes

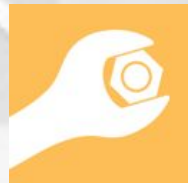
Their performances, development profiles, well-being, health and commitment

System

The staff, structures, facilities, processes, knowledge and expertise

Climate

The culture, feel and day-to-day function experienced by athletes and staff



The Quest for Excellence



**A problem
without a
solution**

+



**An expert
willing and
able to help**

=



**Performance
& knowledge
gain**

UK Sport: One Year On

£355m

invested in sports and athletes on the #RoadtoRio 2016 Olympic and Paralympic Games and beyond

44

summer sports on UK Sport's World Class Performance Programme

66

Olympic medal aim for Rio 2016

70

world class sporting events UK Sport is aiming to bring to the UK post-London 2012 through its Gold Event Series. 26 have already been secured

121

Paralympic medal aim for Rio 2016

4000+

appearances made by UK Sport funded athletes in schools and communities since London 2012 to help inspire the next generation

1300

athletes supported on the #RoadtoRio and beyond

£2m

per year investment in developing Britain's best coaches

15

new athletes identified through the first talent ID campaign since London 2012, Fighting Chance: Battle4Brazil

£400k

extra invested in winning medals in winter sports at Sochi 2014, taking total investment to over £14m



LOTTERY FUNDED

uk sport

#RoadtoRio



Team GB & Paralympics GB



Good Luck to Rio 2016!

Liz Nicholl, Chief Executive, UK Sport
August 2013