

## Policy Briefing, March 2012

# The Olympics and the VCS

### Introduction

London was selected in 2005 to host the 2012 Olympic and Paralympic Summer Games. A couple of years later, the Government produced an Olympic Legacy Action Plan that outlines the longer term goals and aspirations connected to the games, including:

- To make the UK a world-leading sporting nation
- To transform the heart of East London
- To inspire a generation of young people
- To make the Olympic Park a blueprint for sustainable living
- To demonstrate that the UK is a creative, inclusive and welcoming place to live in, visit and for business.

Regeneration, attracting tourism and investment as well as achieving an increase in sporting activities amongst young people are the overarching goals and volunteering opportunities is one of the key methods of getting people involved. Up to 70,000 volunteers will be helping to run the games. Interest for these volunteering places has been much greater than the number of places available.

Organising the Games is the equivalent of simultaneously organising World Championships for each of the 26 Olympic Sports and 20 Paralympic Sports. The sporting events will happen at 37 different venues with more than 14,500 athletes.

The cost of organising the Olympic and Paralympic Games for the UK tax payer totals £9.3 billion. If that figure seems large and abstract, it might be helpful to compare it to the cost of services provided by Wandsworth Council during the financial year ending 31 Mar 2011: £901.6 million, which is roughly 9.7% of £9.3 billion.

### Who is organising the games?

The London Organising Committee of the Olympic and Paralympic Games (LOCOG) is responsible for delivering the 2012 Games. It is led by Sebastian Coe (Chair) and Paul Deighton (Chief Executive). LOCOG is based in Canary Wharf and it is registered as a limited company (number 05267819).

The Olympic Delivery Authority (ODA) is the public body responsible for developing and building the new venues and infrastructure for the Games and their use after 2012. One of the key responsibilities of the ODA is building the Olympic Park in East London, where many of the sporting events will take place.

The ODA was established by the London Olympic Games and

Paralympic Games Act, which received Royal Assent in March 2006. ODA is also based in Canary Wharf.

### Implications for the VCS

- Overall, charities have played a relatively minor role in the run up to the Olympics. Volunteer Centres helped recruit and advertise for volunteers during the first recruitment drive, but the volunteering side of the games is now handled by a private sector company (McDonalds).
- A small number of charities have been selected to be part of a fundraising initiative called the Gold Challenge – more information at [www.goldchallenge.org/ourcharitypartners](http://www.goldchallenge.org/ourcharitypartners)
- The government has diverted £425 million from the Big Lottery to help pay for the Olympics, money that would otherwise primarily been available to the voluntary and community sector.
- Sports clubs may be able to use or benefit from some of the facilities and infrastructure created for the Olympics after the games are over.
- Some charities will be on hand during the games to provide support and advice to guests and visitors, such as the Red Cross.

### The Cultural Olympiad

The Cultural Olympiad started in 2008 and has funded a range of projects and cultural events throughout the UK. See the Olympiad website for a list of events and projects around the country [www.london2012.com/get-involved/cultural-olympiad](http://www.london2012.com/get-involved/cultural-olympiad)

The Cultural Olympiad culminates in the London 2012 Festival that starts on 21 June and goes on until 9 September 2012, the last day of the London 2012 Paralympic Games. See <http://festival.london2012.com/about/index.php> for more information.

### What is happening in Wandsworth?

- Battersea Park is hosting a music festival called BT River of Music on 21-22 July 2012
- Wandsworth is hosting two Olympic road cycle races for both women and men on Saturday 28 and Sunday 29 July. More information can be found on the British Cycling website: [www.britishcycling.org.uk](http://www.britishcycling.org.uk)

- Get Active Wandsworth Festival is one of the events organised by the Active Wandsworth Network. The festival will be held from 18 April to 30 September 2012 with the main event – the Get Active Day – taking place in the King George’s Park in Wandsworth on 14th July. Further information about Active Wandsworth is available on Wandsworth Council’s website: [www.wandsworth.gov.uk/info/200087/sports\\_clubs\\_and\\_centres/699/active\\_wandsworth\\_network](http://www.wandsworth.gov.uk/info/200087/sports_clubs_and_centres/699/active_wandsworth_network)

## Learn more

### London Organising Committee of the Olympic and Paralympic Games

[www.london2012.com/about-us/the-people-delivering-the-games/the-london-organising-committee/](http://www.london2012.com/about-us/the-people-delivering-the-games/the-london-organising-committee/)

### Olympic Delivery Authority

[www.london2012.com/about-us/the-people-delivering-the-games/the-olympic-delivery-authority/index.php](http://www.london2012.com/about-us/the-people-delivering-the-games/the-olympic-delivery-authority/index.php)

### NAVCA web briefing on the Olympics

[www.navca.org.uk/localvs/sport/olympics/](http://www.navca.org.uk/localvs/sport/olympics/)

### Our Promise for London 2012, Department for Culture, Media and Sport 2010

[www.deportesostenible.es/doc/Our\\_promise\\_London2012.pdf](http://www.deportesostenible.es/doc/Our_promise_London2012.pdf)

### Government ‘unlikely to pay back lottery money used for Olympics until next decade’, Third Sector Online, 29 Feb 2012,

[www.thirdsector.co.uk/Finance/article/1119703/government-unlikely-pay-back-lottery-money-used-olympics-until-2020s/](http://www.thirdsector.co.uk/Finance/article/1119703/government-unlikely-pay-back-lottery-money-used-olympics-until-2020s/)

