

Initiative 5:

Going for Green



Activity Type	Active environment projects
Value Hooks	Community and eco values
Audience	C4L Cluster: 5 SE Segment: Helena, Alison, Elaine, Frank, Elsie & Arnold
Legacy Effect	FESTIVAL EFFECT
Goals	Stimulate contemplation to become physically active
Targets	Groups less interested in physical activity
Ring Rating	○ ○ ○ ○ ○



How is this part of the 2012 legacy ambition?

One of the 'Promises for 2012' is to make the Olympic Park a blueprint for sustainable living, with the ambition to make the London 2012 Games 'truly sustainable and a model of sustainable development'. 'Towards a One Planet 2012' defines healthy living goals in relation to sustainability that focus on quality of life within the resources of the planet.

Projects which embrace the *Going for Green* ethos seek to celebrate the 2012 Games sustainability emphasis within 'green' settings which, whilst involving activities that are physically active, emphasise the environmental rather than the physical activity dimension.

Going for Green initiatives are intended to inspire sustainable living through a value system based upon providing for people's current and long-term needs, improving quality of life and maintaining a thriving natural environment.



Going for Green projects should be locally orientated and founded upon the principles of fun, environmental awareness and wellbeing, as well as contributing to community cohesion and developing friendships and social networks among communities of exercisers.



Activity ideas

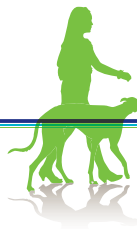
Projects might include those that aim to:

- clear alleyways of weeds, graffiti and fly tipping in local areas;
- encourage the effective use of allotments by a diversity of groups within local communities;
- manage and maintain school, church and community gardens;
- develop knowledge and experience of sustainable living by planting flowers, herbs or vegetables in gardening clubs;
- encourage awareness/education and conservation through learning about local wildlife on nature trails and workshops.

Active environment projects should incorporate the principles of fitness (warm up, activity, cool down) into outdoor environment/conservation/horticultural projects with the aim of inspiring self-directed and sustained involvement.

Projects might be developed to mirror some of the larger scale sustainability initiatives that are part of the Olympic Park development, such as the biodiversity initiatives that are seeking to create 102 hectares of open space for wildlife on the Olympic Park.





Audience

Change4Life Clusters

Cluster 5

Although there is significant intent to increase physical activity levels in this cluster, parents believe their children are not confident engaging in traditional forms of exercise. Projects may also incorporate education for parents and children about food types, portion control and the benefits of activity in improving and maintaining healthy lifestyles.



Sport England Segments

Alison – stay at home mums

Potential to introduce children to activities that are new and have a rationale that is more than sport. May also be drawn to the volunteering and community aspects of active environment projects.

Helena – career-oriented females and
Elaine – empty-nest career ladies

May represent a new challenge, an opportunity to learn about the environment and, in the case of Helena, a networking opportunity through volunteering.

Frank – twilight year gents

Low level physical activities providing opportunities to meet friends and/or be involved with their grandchildren can be organised through projects such as plant, flower or vegetable growing in allotment settings or as part of a gardening club, garden workshop or if the activity is connected to pre-existing preferences for outdoor activity such as fishing.

Elsie & Arnold – retirement home singles

May appeal if activities are organised and low intensity and appropriate the retirement home setting.

Volunteering

Many active environment projects use environmental volunteering as a way to get people a little more active. The eco-hook is likely to be the desire to volunteer for a project that helps the environment or promotes sustainable living.



Projects should also use volunteer leaders skilled in environmental, conservation and/or horticulture work who also have an understanding of the principles of low intensity physical activity. Volunteer leaders can guide participants in practical projects that have the potential to improve physical fitness and support environmental/conservation aims.



Connections

Potential Partners

- Local schools and extended schools initiatives
- Conservation partners such as Natural England, British Trust for Conservation Volunteers, Woodland Trust, Countryside Agency
- Muckin4Life – <http://muckin4life.direct.gov.uk>

Linked Policies and Programmes

- DCMS – Towards a One Planet 2012
<http://tinyurl.com/2012sustainability>
- Department of Health – Be Active Be Healthy
<http://tinyurl.com/beactivebehealthy>
- NHS – Let's Get Moving
<http://tinyurl.com/letsgetmoving>
- Natural England – Green Exercise Demonstration Projects
<http://tinyurl.com/natengreenex>

Further information

Example Projects

Active Living Environment Projects – www.activeliving.org/topic/environment
The British Trust for Conservation Volunteers – www2.btcv.org.uk and other Green Gym Initiatives – e.g. www.nhsforest.org, www.greengymcompany.co.uk and buggy walks – www.buggyfit.co.uk/index.htm and <http://tinyurl.com/buggywalks>

Research Evidence

Chalip (2006) Kennedy et al. (2006) and Smith and Fox (2007) on event-theming, and Green and Chalip (1998), Downward and Ralston (2006) on volunteering and Mansfield (2009) on green exercise.



Initiative 6:
Family Fun Works

Activity Type	Parent-child and extended family/friends group activity
Value Hooks	Family and lifestyle values
Audience	C4L Cluster: 1 & 5 SE Segment: Leanne, Jackie, Paula, Kev
Legacy Effect	FESTIVAL EFFECT
Goals	Prompt activity and stimulate contemplation
Targets	Participation contemplators and disinterested non-participants
Ring Rating	○ ○ ○ ○ ○



How is this part of the 2012 legacy ambition?

The Government's 2012 legacy action plan expressly aims to promote and develop the spirit of the Olympic Games in terms of a sense of pride and belonging to the festival programme. 'Making the Most of the London 2012 Games' suggests that family and friendship role models in early childhood can both encourage young people to become involved in activity and inspire community activity.



Family Fun Works projects centre on developing the shared commitment that adult and child family members have to each other through engagement with accessible, low intensity and fun activities that are both physical and creative in nature.



Activities that are promoted within the framework of *Family Fun Works* should reflect the ways that people interact individually, socially and economically with their surroundings in the day-to-day experiences of family lives.

Projects that embrace the *Family Fun Works* values intend to bring together families both immediate and extended as well as embrace larger community groups for whom family and friendship are important, thus capitalising on the idea of the Olympic 'family'.

Activity ideas

Family Fun Works activities can be one-off events as well as more established and sustainable programmes of activities. Projects might include a range of children's games, movement and singing activities, buggy walking and buggy fitness, and craft, cookery and education projects.

Projects can take place in indoor centres but they can also make use of spaces in outdoor parks, beaches, promenades and playgrounds to provide alternatives to the indoor fitness gym or activity centre for any parents with children of any age.

It is intended that *Family Fun Works* projects are designed with the national ambitions of the Olympic project in mind to foster the Olympic spirit through celebration, togetherness and friendship as well as the intention to inspire a generation of young people.





Audience

Change4Life Clusters

Cluster 1 & 5

There are high levels of sedentary behaviour in Clusters 1 & 5 because physical activity is viewed as costly, time consuming and not enjoyable, and there is a lack of confidence to be physically active. However, there is also a high intent to change physical activity behaviours and the promotion of innovative and accessible activities that encourage adults and children to participate together for fun and sociability may make *Family Fun Works* projects appeal.



Sport England Segments

Leanne – supportive singles

Projects can provide opportunities for physical activity in a supportive environment that includes and builds on the involvement of children and other parents who may be experiencing life in similar ways.



Jackie – middle England mums and Paula – stretched single mums

Promotion of low intensity and fun activities that are built on socialising with both children and other adults have the potential to encourage participation.

Kev – pub league team mates

May be keen to participate as a way of engaging in physical activities with their children.

Connections

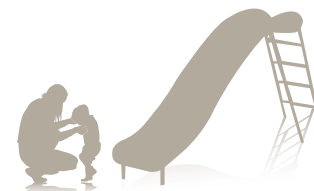
Linked Policies and Programmes

- DCLG – Strong and Prosperous Communities White Paper – <http://tinyurl.com/strongcommunities>, Sustainable Community Strategies and Local Area Agreements – www.communities.gov.uk/communities/sustainablecommunities
- Chartered School of Physiotherapy – Fit for the Future – <http://tinyurl.com/cspfitfuture>
- Department of Health – Be Active Be Healthy – <http://tinyurl.com/beactivebehealthy>
- Cabinet Office – the Future Role of the Third Sector – <http://tinyurl.com/role3rdsector>



Potential Partners

- Local leisure centres, schools, colleges and play groups/centres
- Private sector leisure providers
- Organisations interested in building better relations with local communities such as the Fire and Rescue Service, the Youth Probation Service and the Police
- Local businesses and sponsors



Volunteering

Family Fun Works projects may use community volunteers to promote and organise activity. The family and community hooks may inspire people to volunteer for projects that bring communities of exercisers together.

Further information

Example Projects

Buggy Fit activity programmes e.g. The Green Gym Company – www.greengymcompany.co.uk/classes-buggy_fit.php and www.buggyfit.co.uk/index.htm

Family and community health programmes – e.g. <http://tinyurl.com/wigancommunityproject> and <http://tinyurl.com/familyplay>

Research Evidence

Priest et al. (2008) on intervention strategies in physical activity, Payne et al. (2003) on role models for physical activity, Brown & Massey (2007) on impact of sports events on participation, Chalip (2006) on sport and social leveraging, Edcoms (2007) on 2012 legacies and Waitt (2003) on sport and community.

Initiative 7:

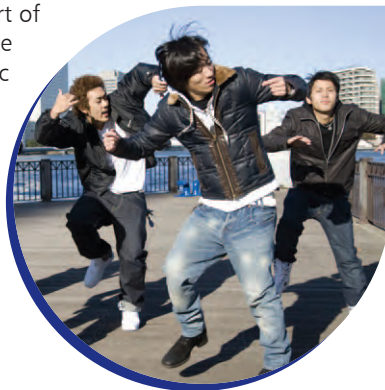
Chance to Dance

Activity Type	Dance
Value Hooks	Lifestyle and community values
Audience	C4L Cluster: 3 SE Segment: Roger & Joy, Brenda, Norma, Helena, Elaine
Legacy Effect	FESTIVAL EFFECT
Goals	Prompt dance activity
Targets	Participation contemplators
Ring Rating	○ ○ ○ ○ ○



How is this part of the 2012 legacy ambition?

The Cultural Olympiad is a central part of the vision for a lasting legacy from the London 2012 Olympic and Paralympic Games. As part of this vision, the Cultural Olympiad is intended to provide people with opportunities to take part in cultural events and celebrations in the four year period leading up to the Games as well as after.



Projects that reflect the *Chance to Dance* ethos are founded on the provision of a lasting legacy of physical activity that improves cultural life, a sense of well-being and achievement and embraces the Olympic and Paralympic ideals of excellence, respect and friendship.



Dance projects can bring together culture and sport; one of the stated aims of the Cultural Olympiad and have the potential to humanise or animate public space, support learning, skills and personal development and creating innovative and unique collaborations between individuals and communities, and regional and national cultural sectors.

Activity ideas

Chance to Dance projects are intended to promote and develop dance classes and workshops that combine one-off 'taster' events with more sustainable provision for dancing in a range of local settings including schools and colleges, community and church halls and open air venues.

Initiatives that embrace the values of *Chance to Dance* will provide the opportunity for people to experience movement through dance, to perform and to watch others perform. The principles of this initiative are founded on an inclusive approach to dancing and embrace the widest array of dance forms available for participation in a local community.

Chance to Dance may provide opportunities for traditional dance experiences in ballet, tap, Latin and ballroom but also by promoting a range of cultural dance activities such as Street Dance, Capoeira, Salsa, English and Scottish Country Dance, and Chinese and Indian dance forms.





Audience

Change4Life Clusters

Cluster 3

Dance may provide an opportunity to learn to be physical in a way not previously experienced. Dance programmes could form part of a wider provision of workshops connected to healthy lifestyles to appeal to those in Cluster 3 and can be promoted as a way of gaining physical competency that might provide a foundation for involvement in other activity.



Sport England Segments

Roger & Joy – early retirement couples

Dance activities that are 'easy' on the joints and that couples can do as a partnership might be promoted and such activity may provide opportunities for those in early retirement to participate with their own 'grown up' children and grandchildren.

Norma – later life ladies

Potential appeal if the dance activity is low intensity and promoted as an enjoyable and accessible alternative to a traditional exercise class.

Brenda – older working mums

May see some dance type activities as an alternative to an exercise class if they are organised and promoted as activities that can include grandchildren or where there is provision for child care.

Helena – career focused females and Elaine – empty nest career ladies

Could be attracted to projects that are presented as a new challenge and a chance to engage in group activity that is fun and sociable.



Connections

Linked Policies and Programmes

- The Cultural Olympiad 2012 – <http://tinyurl.com/CulturalOlympiad>
- Legacy Trust UK – <http://tinyurl.com/legacytrust>
- Department for Work and Pensions – Building a Society for all Ages – www.hmg.gov.uk/buildingasocietyforallages.aspx
- Department of Health – Be Active Be Healthy – <http://tinyurl.com/beactivebehealthy>
- NHS – Let's Get Moving – <http://tinyurl.com/letsgetmoving>



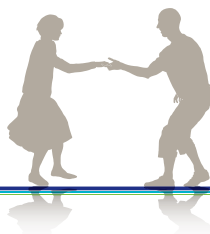
Potential Partners

- Local dance schools, arts and theatre groups and other educational establishments
- Local authority social service and community development departments
- Private sector leisure providers and business sponsors
- Outreach work with other partnerships in the community (e.g. day centres and youth groups)

Volunteering

Some dance projects, especially dance workshops and showcase events, draw on volunteers to provide dance partners and to perform/demonstrate. Volunteers are also recruited in such projects to promote and manage events. The community hook is the most likely to be the foundation for those volunteering for *Chance to Dance* projects.

Further information



Example Projects

Community Dance Initiatives and workshops – e.g. <http://tinyurl.com/dancespace> and <http://tinyurl.com/dancetaster>.
People Dancing Legacy Trust project – <http://tinyurl.com/peopledancing>
Dance Champions – www.dancechampions.org
Big Dance – www.bigdance2010.com

Research Evidence

LERI (2007) on Olympic/Paralympic impacts, Waitt (2003) on sport and community, Crompton (2004) on community participation, Priest et al. 2008) on intervention strategies in physical activity, Chalip (2006) on sport and social leveraging.



Initiative 8:

City Spin



Activity Type Cycling for active transport and pleasure
 Value Hooks Community and eco values
 Audience C4L Cluster: 2 & 5 |
 SE Segment: Jackie, Roger & Roy, Brenda, Terry
 Legacy Effect **FESTIVAL EFFECT**

Goals Prompt activity and stimulate contemplation
 Targets Participation contemplators

Ring Rating ○ ○ ○ ○ ○



How is this part of the 2012 legacy ambition?

The London 2012 Sustainability Policy identifies five priority themes that could have the most impact in achieving a legacy of sustainability from the Games (climate change, waste, biodiversity, inclusion and healthy living). *City Spin* initiatives have the potential to raise awareness about these themes and encourage people to explore sustainable ways of active living.



City Spin initiatives aim to encourage more people to use their bikes as a means of enjoyment and/or method of active transport. The promotion of a 'Better off by Bike' message is used as a way of encouraging existing cyclists to cycle more and promote cycling to those who don't use a bike.

Projects have the potential to promote inclusion by bringing together families as well as embracing larger community groups for whom family and friendship are important, thus capitalising on the idea of the Olympic 'family' and engendering a sense of the Olympic 'spirit' by taking part in and enjoying the lifestyle and environmental benefits of cycling in local spaces.



As a form of active transport, cycling can potentially help to minimise greenhouse gases produced by other forms of fuelled transport. At the same time, cycling contributes to healthy lifestyles and it is intended that *City Spin* projects are organised to inspire communities of exercisers to either take up cycling or refresh their participation habits.

Activity ideas

City Spin projects are outdoor cycling activities for any level of cyclists that are promoted with the occasional or interested non-cyclists in mind.

They offer the chance to go for a cycle around a defined traffic free route led by experienced/expert cycle leaders.

City Spin projects can include brief talks about maintaining a bike and bike safety while cycle routes can include reference to key local landmarks and areas of interest in terms of biodiversity or other environmental issues.

City Spin activities should provide activities according to cycling ability and enable families and friends to socialise in an activity that is enjoyable, educational and that makes a contribution to a healthy and sustainable lifestyle.

City Spin initiatives may be organised to promote awareness of environmental management in terms of waste reduction and for fostering an understanding of the importance of biodiversity in supporting healthy lifestyles.





Audience

Change4Life Clusters

Cluster 2

Low intent to change activity could be improved through cycling projects that encourage parents to develop knowledge/understanding of risks of current lifestyles and promote family engagement with active transport initiatives and fun/sociable low intensity cycling. Projects may be organised to increase awareness of the potential of cycling for contributing to a healthy lifestyle as well as having a positive impact on the environment.



Sport England Segments

Terry – local 'old boys'

May provide a basis for encouragement to use a bike for utility cycling.

Brenda – older working women

May be encouraged to cycle if it is promoted as an adult-child activity where they can accompany their grandchildren.



Roger & Joy – early retirement couples

Enjoyment in cycling with grandchildren may provide the motivation to participate in *City Spin* activities.

Jackie – middle England mums

May be encouraged to cycle with their children as an alternative to ice skating, bowling or roller skating.

Volunteering

It is intended that *City Spin* activities are led by expert volunteer cyclists with local knowledge and that locally led projects are differentiated according to cycling ability.

Volunteer cycle experts may also provide workshops on bike maintenance and advice about cycling for active transport.

Community and eco hooks are likely to provide the motivation for volunteering for *City Spin* initiatives.



Connections

Potential Partners

- Organisations promoting initiatives for health, active travel and environmental goals e.g. Cycling England and Cyclists' Touring Club – www.ctc.org.uk
- Local, public and private leisure providers, cycling businesses selling bicycles and related equipment

Linked Policies and Programmes

- Cycling England – Cycling England Demonstration Towns – <http://tinyurl.com/cycletowns>
- Policies and initiatives that promote active travel e.g. Sustrans – <http://tinyurl.com/SUSTRANSactive>
- NHS – Let's Get Moving – <http://tinyurl.com/letsgetmoving>



Further information

Example Projects

Cycle Champion and Community Cycling projects – e.g. <http://tinyurl.com/cyclechamps>, www.getmovingnottingham.nhs.uk/cycling and www.cycletoworkguarantee.org.uk.

City and national cycling initiatives such as the London Summer of Cycling and SKYRIDE – <http://tinyurl.com/cycleSKY>

Research Evidence

Payne et al. (2003) on role models for physical activity, Brown & Massey (2007) on impact of sports events on participation, Edcoms (2007) on 2012 legacies, LERI (2007) on Olympic/Paralympic legacies, Smith and Fox (2007), Gaskin (2004) on volunteering and Burgham and Downward (2005) on volunteering.

Initiative 9:

Let's Play



Activity Type Community taster event
 Value Hooks Community and family values
 Audience C4L Cluster: 1, 2, 4 & 5 |
 SE Segment: Jackie, Paula, Alison, Kev, Brenda, Frank
 Legacy Effect **FESTIVAL EFFECT**

Goals Prompt activity and stimulate contemplation
 Targets Participation contemplators and
 disinterested non-participants

Ring Rating ○ ○ ○ ○ ○



How is this part of the 2012 legacy ambition?

The Legacy Action Plan for the London 2012 Games promises to make the UK a world leading sporting nation. The intention is for this promise to be delivered through new and exciting programmes of activity to inspire and encourage more people to become active.



Let's Play initiatives are built upon inclusive, innovative and diverse provision for physical activity that focuses on providing programmes that will be significant in terms of a sustained increase in participation for everyone – children, young people and adults of all ages.

Projects that embrace the ethos of *Let's Play* aim to support the 'Fit for the Future' incentive scheme for young adults; a targeted social marketing programme to promote healthy living.

Such initiatives aim to increase the number of people who engage in regular physical activity, eat healthily and achieve or maintain a healthy lifestyle.

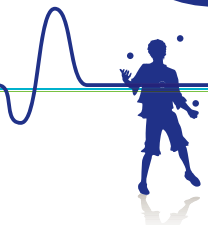


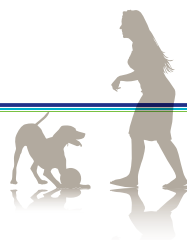
Activity ideas

The idea of *Let's Play* centres on the provision of a range of activities that enable participants to engage in something they have never tried before, which is fun and sociable as well as presenting opportunities for health benefits.

Activities are based on the idea of 'having a go' and experiencing an activity during a one-off event or series of events in local community settings. Initiatives should be accessible, low cost programmes bringing together families and communities to take part in diverse and innovative activity projects which focus on fun and sociability.

Provision might include outdoor kids clubs, youth activities, fun days, community action projects and evening events including fun factories (games for inclusion and fun), comedy and theatre workshops, dance and music events, park life activities (sustainable living), art tents, talent nights, and food/cookery workshops.





Audience

Change4Life Clusters

Cluster 1 – There is a high intent to move towards healthier lifestyles but cost, time and confidence are seen as barriers to physical activity. Projects that are accessible and fun and promoted as activity which can be incorporated into day-to-day routines can help to learn about the health benefits of physical activity and build confidence to participate.

Cluster 2 – While parents consider children to be active there is a lack of knowledge about healthy lifestyles. Initiatives have the potential to help develop understanding of healthy living and encourage participation in activity for fun, sociability and health benefits.

Clusters 4 & 5 – While families are already active, children are not confident doing exercise and for Cluster 5 time and money are also seen as barriers. Projects can promote engagement through a diverse programme of fun and sociable activity that is accessible and cost effective.



Sport England Segments

Jackie – middle England mums, Paula – stretched single mums and Alison – stay at home mums

Providing a range of opportunities to participate in traditional and new forms of physical activity either with their children or in an environment where there is supportive childcare in place.

Kev – pub league team mates

May represent opportunities to meet with friends and family and take part in activity with their children.

Brenda – older working women

May be encouraged to take part in projects where they could take their grandchildren and which were promoted as alternatives to the traditional keep fit class.

Frank – twilight year gents

Potential appeal is there are opportunities to be involved with grandchildren.



Connections

Potential Partners

- Local leisure centres, schools, colleges and play groups/centres, and private sector leisure providers
- Organisations interested in building better relations with local communities such as the Fire and Rescue Service, the Youth Probation Service and the Police
- Private sector businesses and sponsors could be involved



Linked Policies and Programmes

- DCLG – Strong and Prosperous Communities White Paper – <http://tinyurl.com/strongcommunities>, Sustainable Community Strategies and Local Area Agreements e.g. Coventry – www.coventrypartnership.com/sustainable and East Sussex – www.essp.org.uk/essp/strategy.htm
- Chartered School of Physiotherapy – Fit for the Future – <http://tinyurl.com/cspfitfuture>

Volunteering

There are opportunities for volunteering in the promotion and organisation of one-off events. Community and family value hooks may provide a foundation for volunteering in projects that bring people together for fun, sociable activity.

Further information

Example Projects

Funday and Community event examples – <http://tinyurl.com/fundays> and <http://tinyurl.com/familymanday>

Research Evidence

Priest et al. (2008) on intervention strategies in physical activity, Payne et al. (2003) on role models for physical activity, Brown & Massey (2007) on impact of sports events on participation, Chalip (2006) on sport and social leveraging, Ralston et al. (2004) on volunteering, Edcoms (2007) on 2012 legacies, LERI (2007) on Olympic/Paralympic legacies and Waitt (2003) on sport and community.



Initiative 10:

Stroll 'n' Roll



Activity Type	Participation event/fund raiser
Value Hooks	Lifestyle and community values
Audience	C4L Cluster: 1, 2, 3, 4 & 5 SE Segment: Jackie, Paula, Alison, Leanne, Elaine, Helena, Kev
Legacy Effect	FESTIVAL EFFECT
Goals	Prompt activity
Targets	Participation contemplators
Ring Rating	○ ○ ○ ○ ○



How is this part of the 2012 legacy ambition?

Stroll 'n' Roll events are locally organised activity events which are founded on building a lasting legacy of physical activity through a sense of well-being and achievement that embraces the Olympic and Paralympic ideals of respect, friendship and courage.

The idea of *Stroll 'n' Roll* is built on encouraging all people, irrespective of gender, age, disability, social class and ethno-racial background to be a part of a community project that links to the national Olympic celebrations, thus enflaming the ideas of the Olympic 'family' and the Olympic 'spirit'.



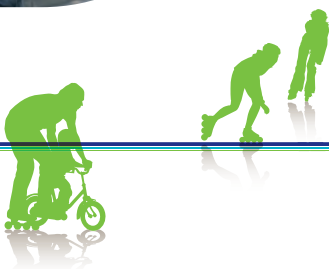
Activity ideas

Stroll 'n' Roll projects are based on participants completing a defined route and distance in any way that they can. Participants may run, jog, walk, roll or stroll on foot or by using a scooter, bike, wheelchair or buggy to do so.

These one-off events are organised and promoted within communities and it is intended that they have a charity fundraising project connected to them.

Community based participation events are founded upon networks of shared values and resources within communities. Such events may be locally organised but have the potential to develop into nationally and internationally recognised charity fund-raisers.

There is also potential for the promotion and inclusion of extended physical activity and healthy living programmes through *Stroll 'n' Roll* projects. For example, displays and workshops at the event may emphasise and encourage sustained participation in physical activity, healthy nutrition and sustainable living.





Audience

Change4Life Clusters

Cluster 1 – Potential to build confidence in physical activity through an accessible and cost effective event.

Cluster 2 & 3 – Possibility of encouraging participation and developing knowledge about health risks and the benefits of exercise healthy lifestyles.

Clusters 4 & 5 – Potential to build confidence in physical activity and stimulate behaviour change by learning from the experiences of others. Projects that use *Stroll 'n' Roll* to develop knowledge about healthy eating and the benefits of exercise, food type and portion control for healthy lifestyles may appeal to Clusters 4 & 5.



Sport England Segments

Jackie – middle England mums, Paula – stretched single mums and Leanne – supportive singles

May represent an opportunity to participate with friends and family, including children in a supportive and inclusive activity day that is founded on community values.

Alison – stay at home mums

Potential to introduce the children to activity that is more than sport. May also be encouraged to volunteer through the community aspects of *Stroll 'n' Roll* projects.



Elaine – empty nest career ladies and Helena – career orientated females

Opportunity to engage in a new challenge and potential appeal to volunteering aspects of fund raising events.

Keve – pub league team mates

May represent opportunities to meet with friends and family and take part in fun, sociable activity with their children.

Volunteering

Participation charity events present many opportunities for volunteering in connection with promotion and organisation.

Volunteers may be involved in fund raising projects or preparation activities as well as marshalling the event and assisting in the clearing up process.

Community hooks based on altruistic values are likely to provide a foundation for volunteering in projects that bring people together for *Stroll 'n' Roll* initiatives.



Further information

Example Projects

Stroll 'n' Roll events include national charity led programmes, such as British Heart Foundation Jogs – www.bhf.org.uk/get_involved/take_part_in_our_events/runs_and_jogs.aspx

Race for Life – www.raceforlife.org, British Heart Foundation Santa Jog – <http://tinyurl.com/santajog> and Big Fun Runs – www.bigfunrun.com and locally arranged events such as the Patchway Family Fun Run – <http://tinyurl.com/familyfunrun>

Connections

Potential Partners

- Charity organisations e.g. Macmillan, Cancer Research and the British Heart Foundation
- Voluntary sector sports clubs and their volunteers
- Local businesses interested in engaging with such events for business promotion and community development

Linked Policies and Programmes

- Walk the Way to Health – www.whi.org.uk
- 2,012 Active Challenge Routes – www.walkengland.org.uk/content/acr.aspx
- Macmillan Cancer Support – www.macmillan.org.uk/GetInvolved/GetInvolvedHome.aspx
- NHS – Let's Get Moving – <http://tinyurl.com/letsgetmoving>

Research Evidence

Chalip (2006) on sport and social leveraging, Brown & Massey (2001) on impacts of major sporting events, Smith & Fox (2007) on event-theming, Crompton on sport and community, LERI (2007) on Olympic/Paralympic impacts, Edcoms (2007) on 2012 legacies, Lynch (2005) on volunteering, and Downward and Ralston (2006) on volunteering.



Initiative 11:

Cultural Carnivals

Activity Type	Participation event at carnivals and/or fayres
Value Hooks	Community values
Audience	C4L Cluster: 3 & ethnic minority communities SE Segment: Helena, Jackie, Elaine, Phillip, Roger & Joy, Ralph & Phyllis
Legacy Effect	FESTIVAL EFFECT
Goals	Stimulate contemplation
Targets	Disinterested non-participants
Ring Rating	○ ○ ○ ○ ○



How is this part of the 2012 legacy ambition?



Alongside the Olympic and Paralympic Games, the Cultural Olympiad aims to celebrate diversity and welcome the world to the UK leaving a lasting legacy cultural inspiration and inclusion.

Cultural Carnival initiatives have the potential to create a legacy of participation in a range of cultural projects including pursuits connected to galleries, museums, theatre, dance, fashion, gaming, photography, heritage, food and the natural environment.

Cultural Carnivals are intended to promote and inspire excellence, encouraging people to be a part of a diversity of cultural activities and creating an atmosphere of celebration and respect, while also becoming more physically active in non-sporting initiatives.

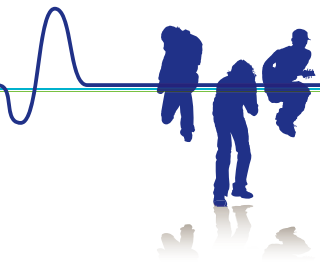


Activity ideas

Cultural Carnival projects are locally organised events that embrace the celebratory strands of the Cultural Olympiad. Projects may be organised in conjunction with the torch relay, handover ceremonies, and opening and closing events, or other significant national events.

Initiatives might include arts displays and workshops, traditional craft demonstrations, showcases of theatre productions, dance performances and programmes, story-telling activities, book clubs, film and video making and photography sessions.

Cultural Carnivals are intended to be diverse yet inclusive, showcasing historical and contemporary aspects of culture, and would promote and challenge people to embrace new and digital technology including the use of Live Sites.



Audience

Change4Life Clusters

Cluster 3

While families believe they are active and are leading healthy lifestyles children are not confident doing exercise. *Cultural Carnival* projects may represent an opportunity to engage in activity that is more than sport and to learn from successful activity experiences of others.

For ethnic minority communities *Cultural Carnivals* represent an opportunity to raise awareness about the health benefits of cultural activities and to develop an understanding of how activity can be incorporated in day-to-day living with children and extended family.



Sport England Segments

Helena – career-oriented females and Elaine – empty-nest career ladies

May represent a new challenge, an opportunity to learn about a diversity of community activities and may provide opportunities for volunteering and developing friendship and work networks.

Jackie – middle England mums

Potential motivation to engage in activity with the children that is more than sport and that engenders a sense of community pride and identity.



Phillip – comfortable mid-life males

May represent an opportunity to meet friends in a new environment as well as participate with his older children.

Roger & Joy – early retirement couples and Ralph & Phyllis – comfortable retired couples

Potential for engaging in arts and music activities as alternatives to sport. Both couples are motivated to participate as a way of meeting with friends and developing knowledge about cultural heritage through participation in cultural activities.

Volunteering

Projects embrace volunteering as a key component of promotion and organisation.

Some activities may promote volunteer opportunities as a way of participating in the Cultural Olympiad.

Volunteers are likely to be drawn to the community hooks connected to developing a sense of community pride and identity.



Connections

Potential Partners

- Private and public sector sponsors
- Local leisure centres, schools and colleges as venues as well as large outdoor open air spaces or parks
- Voluntary sector community groups particularly local arts, music and sports clubs who maybe looking for new members or volunteers

Linked Policies and Programmes

- Mela Festivals Programme – www.melifestival.com
- Healthy Weight Healthy Lives: Consumer Insight Summary, Department of Health – <http://tinyurl.com/http-www-dhhealthyives>



Further information

Example Projects

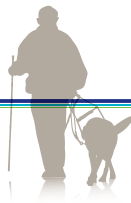
Free music and community festivals e.g. Coventry Godiva Family Festival – www.godivafestival.co.uk

Whitby Regatta – www.whitbyregatta.co.uk

Brighton Carnival – www.brightoncarnival.co.uk

Research Evidence

Payne et al. (2003) on role models and physical activity participation, Chalip (2006) on sport and social leveraging, Edcoms 92007) on 2012 legacies, LERI (2007) on Olympic/Paralympic impacts, Waitt (2003) on sport and community, Crompton (2004) on sport and community, Smith and Fox (2007) on event-theming.



Initiative 12:

Ultimate Performance

Activity Type	Inclusive theatre and performing arts
Value Hooks	Community and lifestyle values linked specifically to paralympic values
Audience	Disability communities
Legacy Effect	FESTIVAL EFFECT
Goals	Prompt activity and stimulate contemplation
Targets	Participation contemplators and disinterested non-participants
Ring Rating	○ ○ ○ ○ ○



How is this part of the 2012 legacy ambition?

The London 2012 organising committee is the first to plan the design of the Paralympic and Olympic Games together from the outset. The legacy vision for the Paralympic Games is to use the sporting festival and cultural programme to inspire change in all aspects of peoples' lives.

Ultimate Performance initiatives intend to increase the profile of physical activity for those with disabilities and develop awareness of physical capabilities. Projects should focus on challenging stereotypes of disability and inspiring understanding about disability and performance.



Ultimate Performance embraces and promotes the Paralympic ideas of empowerment and achievement by fostering and maintaining the Paralympic values of determination, courage, inspiration and equality.

Activity ideas

Ultimate Performance initiatives are intended to provide genuinely inclusive opportunities for all people to engage in physical activity through challenging and dynamic theatre and performing arts projects.

Those with all types of ability should be welcomed with provision for those with physical disabilities (e.g. wheelchair users), facilities for blind and partially sighted participants and visitors, and facilities for deaf and hard of hearing performers and audiences.

Projects are locally orientated and organised through groups of people sharing the values of community inclusion and activity for well being, as well as operating through a network of shared resources for theatre and performing arts activities.

Ultimate Performance initiatives might involve circus type activities, theatre performances and dance and singing education and participation.





Audience

Ultimate Performance projects are intended to appeal to those who wish to raise the profile of the abilities of those with impairments and who are focused on an inclusive approach to participatory activity. Participants are likely to be drawn to the unique challenge and altruistic foundation of *Ultimate Performance*. Such projects may appeal to those already involved in promoting activity for people with disabilities as well as representing a new challenge for some; an opportunity to learn about physical and mental impairment and an opportunity to volunteer in community projects that aim to integrate those of differing capabilities.



Connections

Potential Partners

Ultimate Performance projects will bring together a range of partners focused on promoting inclusion, including local authorities and members of Local Strategic Partnerships, as well as disability focused charities such as Mencap and organisations like the Arts Council that are involved in promoting arts and culture more generally. They may also link with the framework for the Cultural Olympiad, particularly the Unlimited programme that focuses on disability projects, and draw on the expertise of regional 'Creative Programmers' in the development of activities and programmes.

Linked Policies and Programmes

- The British Paralympic Association – www.paralympics.org.uk and International Paralympic Commission – www.paralympic.org
- The National Center on Physical Activity and Disability for guidance on promoting physical activity and well-being – www.ncpad.org
- Lifestyle choices for disabled people – www.livability.org.uk
- Cultural Olympiad Unlimited Programme – <http://tinyurl.com/2012unlimited>



Volunteering

Ultimate Performance initiatives embrace an ethos of volunteering which provides a foundation for getting people more active. Community hooks connected to altruism and a sense of pride and identity in community groups, as well as the values of achievement, inspiration, courage and empowerment are likely to be central in encouraging people to volunteer for *Ultimate Performance* projects.



Further information



Example Projects

Chickenshed Theatre Company – www.chickenshed.org.uk
 Candoco Dance Company – www.candoco.co.uk
 Octavia Foundation arts festival – <http://tinyurl.com/disabilityartsfestival>
 Brighton Carousel – www.carousel.org.uk

Research Evidence

Gaskin (2005), Downward & Ralston (2006), Ralston et al. (2004) and Burgham and Downward (2005) on volunteering, Payne et al. (2003) on role models and participation, Waitt (2003) on sport and community, Crompton (2004) on sport and community, LERI (2007) on Olympic/Paralympic impacts.

Initiative 13:

Silver Spirit

Activity Type	Older age activity
Value Hooks	Family and community values
Audience	SE Segment: Brenda, Terry, Norma, Ralph & Phyllis, Frank, Elsie & Arnold
Legacy Effect	FESTIVAL EFFECT
Goals	Prompt activity
Targets	Participation contemplators in older age groups
Ring Rating	○ ○ ○ ○ ○



How is this part of the 2012 legacy ambition?



The Legacy Action Plan for the 2012 Games focuses on developing a lasting improvement on the quality of cultural life for people of all age ranges. *Silver Spirit* projects embrace these legacy aims by promoting the Olympic values of excellence, respect and friendship and the Paralympic vision to empower, achieve and inspire through activities for older age groups.

Silver Spirit initiatives have the potential to bring older age communities together to promote and celebrate health and well-being in later life. Project are intended to raise awareness of the health benefits of low level physical activity in older age groups.

Projects also represent an opportunity to support learning, skills and personal development throughout the life course and can create collaborations between older age communities and wider regional and national cultural sectors connected to the Cultural Olympiad.



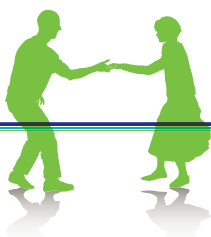
Activity ideas

Silver Spirit initiatives draw on a sense of pride in older age participants and engender a sense of fun and sociability through a diversity of low intensity physical activities.

Projects and events may draw on and develop family bonds through shared participation in a range of physical activities including dance, yoga, pilates, swimming, gardening and singing, and arts activities such as painting, sculpting, textiles and photography.

Activities may be provided through one-off taster events, as well as more sustainable programmes of activity, and through clubs based in a variety of settings including community halls, retirement homes and day centres.

Silver Spirit projects could be organised and promoted through home visits and, indeed, take place in people's own homes.



Audience

Sport England Segments

Norma – later life ladies and
Ralph & Phyllis – comfortable retired couples
Potential for engaging in arts and music activities as alternatives to sport and drawing on motivation to participate as a way of meeting friends.

Frank – twilight year gents

May represent an opportunity to engage in enjoyable and sociable activities that also stimulate enjoyment of cultural heritage sites and museums.

Elsie & Arnold – retirement home singles

Appeal for projects that are focused on maintaining physical capacity, improving disability and preventing injury are likely to appeal if promoted as low intensity, sociable and fun and organised in retirement homes and day centres.

Brenda – older working women

Although time is a barrier, Brenda would still like to



participate in art activities and alternatives to sport that might be provided through *Silver Spirit* initiatives.

Terry – local 'old boys'

Motivated to participate in organised activities that do not require membership of a traditional health and fitness centre. May welcome opportunities to try something new with groups of people like him.



Volunteering

Silver Spirit projects use assistance, care and support for the elderly as a way to get people a little more active or maintain activity levels. The community hook represents the motivation to volunteer for projects that engage and encourage older age groups to participate in activity.



Silver Spirit projects should use volunteer leaders skilled in physical activity prescription in older age groups who have an understanding of the benefits of a range of organised, low level activity for health promotion.



Connections

Potential Partners

- NHS Primary Care Trusts, Adult Social Services and age-related charities and organisations e.g. Age Concern and the National Association for the Providers of Activities for Older People.

Linked Policies and Programmes

- National Association for the Providers of Activities for Older People – www.napa-activities.co.uk
- Department for Work and Pensions – Building a Society for all Ages – www.hmg.gov.uk/buildingasocietyforallages.aspx
- NHS – Let's Get Moving – <http://tinyurl.com/letsgetmoving>
- Walk the Way to Health – www.whi.org.uk
- 2012 Free Swimming Initiative – <http://tinyurl.com/2012free swimming>

Further information

Example Projects

Silver Song Clubs – <http://tinyurl.com/silversong>

Older People's Activities – <http://tinyurl.com/dudleyolderactivities>

Taster events linked to the National Older People's Day – <http://tinyurl.com/olderpeopleday>

Age Concern Fit as a Fiddle – www.ageconcern.org.uk/fitasafiddle

Research Evidence

Gaskin (2005), Downward & Ralston (2006), Ralston et al. (2004) and Burgham and Downward (2005) on volunteering, Payne et al. (2003) on role models and participation, Waitt (2003) on sport and community, Crompton (2004) on sport and community, Edcoms (2007) on 2012 legacies, LERI (2007) on Olympic/Paralympic impacts, Smith & Fox (2007) on event-theming.