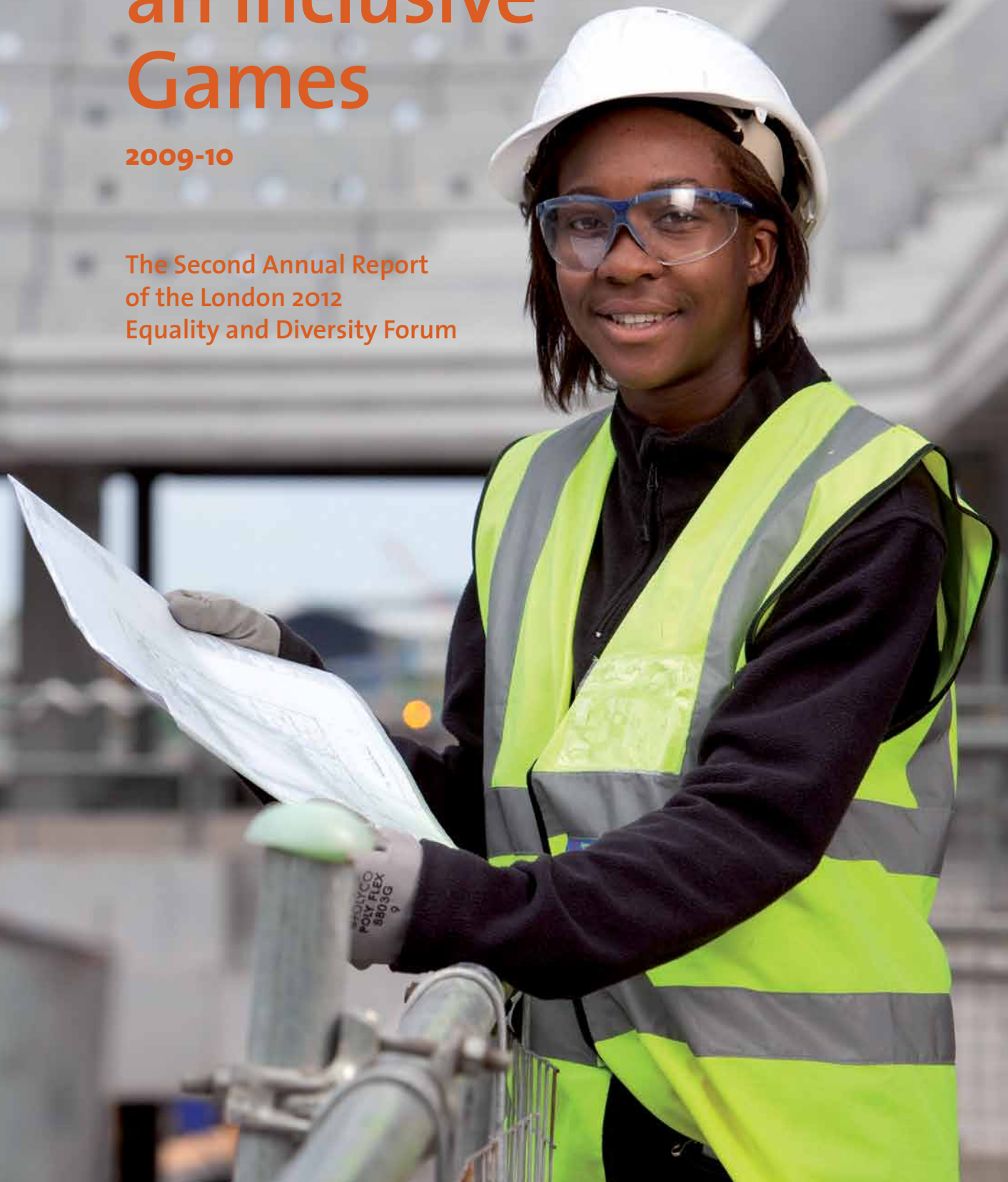


Working towards an inclusive Games

2009-10

The Second Annual Report
of the London 2012
Equality and Diversity Forum



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The Second Annual Report of the
London 2012 Equality and Diversity Forum

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Foreword

by **Richard Barnes**, Deputy Mayor of London and
Chair of the London 2012 Equality and Diversity Forum

As chair of the London 2012 Equality and Diversity Forum, I am proud to present the Forum's second annual report. This report continues to highlight examples of good practice in increasing access and inclusion to a range of sporting, business, employment and volunteering opportunities presented by the London 2012 Olympic and Paralympic Games.

This year's report comes at a particularly timely occasion as we mark 'two years to go' till the London 2012 Paralympic Games. This will be one of the biggest celebrations of disability sports in the United Kingdom.



This year's report continues to highlight examples of good practice in increasing access and inclusion to a range of sporting, business, employment and volunteering opportunities.

Some of the key achievements within this report include:

- initiatives that have led to five per cent of women making up contractors workforce on the Olympic Park; nationally the average is between one and two per cent (in March 2010). This includes the ODA's gender equality programme

– which established gender equality champions at a leadership level that won the Opportunity Now Innovation Award;

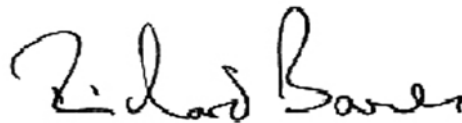
- details of the Mayor's 'Big Dance' which will get Londoners fit through dance and ready to provide a warm welcome to the world in London 2012;
- details of the work that is being undertaken to make the recruitment drive for the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG's) 70,000 volunteers and the 8,000 London Ambassadors Volunteers

based in London, reflect the diversity of the people they will assist during The Games;

- the Government's legacy plan, London 2012: a legacy for disabled people, which is the first of its type and has been praised by the International Olympic Committee (IOC) and the International Paralympic Committee (IPC). The plan sets out a number of initiatives aimed at harnessing the power of the Games to improve the life chances of disabled people in the run up to 2012 and beyond;
- and initiatives to provide sporting opportunities to 20 million young people by 2012 including PlaySport London which encourages people to try out new sports.

This is just a flavour of some of the achievements documented by the London 2012 Equality and Diversity Forum, whose members are: the Greater London Authority (GLA), the Olympic Delivery Authority (ODA), the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG), the Government Olympic Executive (GOE), the London Development Agency (LDA) and the Olympic Park Legacy Company (Legacy Company).

All of this will go a long way towards ensuring that the 2012 Olympic and Paralympic Games are 'the most accessible Games ever' and leave a lasting impact on diverse communities and to using the power of sport to inspire change.



Richard Barnes

Deputy Mayor of London and
Chair, London 2012 Equality and
Diversity Forum

The London 2012 Equality and Diversity Forum

The Deputy Mayor of London leads a bi-monthly Forum bringing together senior representatives from the main bodies responsible for staging the Games and ensuring it leaves benefits long after the world's best athletes have left the stage.

Two organisations, working together as '**London 2012**', are at the heart of what we are doing:

- The **Olympic Delivery Authority (ODA)** is the public body responsible for building the venues, facilities and infrastructure for the Games.
- The **London Organising Committee of the Olympic Games**

and Paralympic Games (LOCOG) is the private sector company responsible for planning and staging the Games.

These organisations are supported by:

- The **Greater London Authority (GLA)**, which is responsible for ensuring the Games leave a lasting and positive legacy for Londoners. The capital's Deputy Mayor chairs the London 2012 Equality and Diversity Forum.
- The UK government, represented by the **Government Olympic Executive (GOE)** at the Department for Culture, Media and



Sport, is the majority funder of the Games. It established the ODA and the Olympic Lottery Distributor, and leads a cross-departmental programme to ensure a lasting legacy for the whole of the UK.

- The **London Development Agency (LDA)** is the city's Regional Development Agency, helping Londoners benefit from the many long-term opportunities the Games offer. The LDA is investing in programmes that will deliver employment and better skills, bring benefits for business, encourage greater participation in sport, and enhance cultural creativity, to drive the growth of the London economy. The LDA had responsibility for developing our vision for the

Olympic Park, through the Legacy Masterplan Framework, in the first half of 2009/10.

- The **Olympic Park Legacy Company (OPLC)** was set up by the Mayor of London and central Government in 2009 as a commercially-focused, community-minded organisation responsible for the planning, development and management of the Park after the 2012 Games.
- The **Equality and Human Rights Commission (EHRC)** sits on the Forum as a 'critical friend'.



Panoramic aerial view of the Olympic Park looking north and showing all of the major Olympic venues. Picture taken on 30 June 2010 by Tom Last. © ODA

Executive Summary

This is the second annual report of the London 2012 Equality and Diversity Forum, covering activity undertaken in the year from April 2009 to the end of June 2010.

Our aim is to make London 2012 everyone's Games.

That means an inclusive Games, with every venue accessible to all; where the social and economic benefits are spread across east London, the rest of our capital city, and the whole of the United Kingdom; and where everyone can participate in the activities and enjoy the opportunities London 2012 is already offering.

Our task as a Forum is to unite the work of the people responsible for staging

the Olympic Games and Paralympic Games in this area.

That means no one being left out, or feeling excluded from the great global celebration of sport that our country will host in the summer of 2012.

This report sets out what we are doing in five areas which are critical if we are to make London 2012 a Games for all – for men and women, young and old, for disabled people, and people of every ethnic background, faith or sexual orientation.

We want our success to be measured, so we can weigh up our performance against the challenges we have been set in these key areas.



© Sport England

1 Businesses – including procurement, supplier diversity, monitoring and best practice

We are making sure the opportunities provided by the Games are spread as widely and fairly as possible. We will do this by supporting programmes that help businesses across the UK reap the rewards of staging the Games in London.

2 Workforce – including jobs, skills and volunteering

We are upholding the highest standards of 'best practice, in recruiting and building a diverse workforce, and ensuring opportunity and training for all. We are running innovative and successful programmes to encourage people from every background to be involved in London 2012; by working at a Games site or as a volunteer.

3 Service delivery – including Games-time service provision, accessibility and inclusive design

We aim to stage the most accessible Games ever. The emerging Olympic and Paralympic venues are already recognised as models of access and inclusion. We will use the power of the Games to inspire lasting change – triggering improvements in accessibility to transport, accommodation and visitor attractions across the capital, and all the places people live and work in, and enjoy as visitors.

4 Communities – including impact on local people, especially in the Host Boroughs¹, across London and the UK

We are making sure that there are no barriers to anyone enjoying and benefitting from the Games, its long-term legacy and the cultural events that will accompany it. The Host Boroughs cover some of the most cosmopolitan areas of the country, so this will include communities that have traditionally been under-represented, experienced discrimination, or social exclusion.

5 Participants – including the Equality Standard for Sport, and impact on levels of participation in sport for currently under-represented groups

We want to get more women, disabled people, and black, Asian and minority ethnic (BAME) people taking part in sport and physical activity. We will do this by broadening the appeal and awareness of the Olympic and Paralympic Games.

¹ Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest

Introduction

London 2012 really will be Everyone's Games

The second London 2012 Diversity Week in March 2010 showcased the work being done to turn this vision into a reality – before, during and after the Olympic Games and Paralympic Games – and deliver on the benefits we promised in our bid for the Games.

There has already been positive progress. In March 2010 almost one in five of the 6,500 people working on the Olympic Park came from BAME backgrounds, with the number of women in manual trades above the construction industry average.

We are having a positive impact on disabled people through the >access now outreach programme, which encourages disabled people to apply for jobs with LOCOG, the nine-times Paralympic gold medal swimmer Chris Holmes was named as its Director of Paralympic Integration.

We are having a positive impact on women through the ODA's 'Women into Construction' project, which aims to get more women into the industry through building the Olympic Park and gaining experience and skills of value long after the Games are over.

We are having a positive impact on older people through LOCOG's award winning **attitude over age programme**, which promotes working together by older and younger people,

so there are no barriers and they can learn from each other.

'Everyone', the ODA's integrated equality scheme, has brought together its action plans for race, gender and disability and given a greater and more inclusive focus to the building programme on the Olympic Park.

The ODA's Inclusive Design Strategy has won an award for promoting accessibility in the planning of the London 2012 venues, potentially changing the way sports facilities are developed in the future.

Our Legacy for Disabled People action plan has been hailed as ground-breaking by the International Paralympic Committee (IPC), a springboard to changing attitudes towards disabled people, increasing participation in sport, and improving their chances in business, transport and employment.

And there is more to do. While the number of people from BAME backgrounds playing sport has increased significantly in the last two years, the same has not yet been true of women or people with disabilities.


Significant investment has gone into making public transport more accessible, but more will be done to extend accessible travel options, both through further physical improvements and through improved information for customers.

We are working hard to make sure London offers a warm welcome to all visitors from home and abroad in the summer of London 2012 and beyond. The Accessible Tourism Forum has asked disabled people what barriers they face and spelled out why being inclusive is good for business.

This report highlights what has been done, what is being done and what more we have to do in the future. There are also case studies throughout the report describing some of the schemes in more detail and the inspirational people who are already transforming their lives as a result of London 2012.



The ODA's Women into Construction Project holds taster days which give women a chance to experience different building trades. © ODA



We are committed to giving companies reflecting Britain's diverse population a fair chance when it comes to getting access to the CompeteFor service and winning London 2012 contracts.

1 Businesses

Our commitment

The London 2012 Equality and Diversity Forum shares a determination that the business opportunities offered by the Games are spread as widely as possible.

We have been working to ensure those economic benefits reach far and wide businesses big and small, new and old; reflecting the diversity of London and the United Kingdom, including companies run and staffed by women, disabled people, older Britons, people from BAME backgrounds, and lesbian, gay, bisexual and transgender (LGBT) people.

The ODA and LOCOG have built equality into judging which contracts they award. And they have strongly urged the larger businesses winning high-profile jobs to use the innovative CompeteFor website as a shop window for contracts further down the supply chain and to incorporate equality and diversity best practice within their procurement process.

Established in anticipation of the business opportunities generated by London 2012, CompeteFor is helping businesses of all sizes to get into shape for the long-term by linking them up with support services like Business Link in England, and similar schemes in Scotland, Wales and Northern Ireland.

Many thousands of diverse companies, including small and medium-size enterprises (SMEs), have visited the CompeteFor website, seen the opportunities and taken up the challenge. Around two-thirds of the companies supplying and providing services directly for the ODA are SMEs.

We are committed to giving companies reflecting Britain's diverse population a fair chance when it comes to getting access to the CompeteFor service and winning London 2012 contracts.

We believe all our contractors and suppliers have a wider responsibility to recruit staff and run their businesses in a way that values diversity and promotes inclusion. We are holding them to account, just as we expect to be judged ourselves on what we do in making London 2012 the most inclusive Games ever.

Key indicators of performance

Increase the number of diverse-led businesses gaining access to London 2012 business opportunities:

- Across the UK, over 111,000 businesses were registered on the CompeteFor network by the end of March 2010, with 8.4 per cent owned by BAME people, 18.1 per cent by women, 1.3 per cent by disabled people and 1.2 per cent by members of the LGBT community.
- In London, there were 32,059 companies registered on CompeteFor – 17.4 per cent from the BAME community, 20.1 per cent run by women, 1.6 per cent by owners with a disability and 1.9 per cent by LGBT people.
- So far over 6,600 contracts have been opened up and made more widely accessible to businesses that traditionally would not have known about the potential opportunities.
- Over 45,000 companies have received business support as a result of registering on CompeteFor.

Our programmes

'Everyone', the ODA's Integrated Equality Scheme published in 2009, drew together the different schemes for race, gender and disability and the ODA's overall Equality and Diversity Strategy first published in March 2007.

It contained five core objectives, including:

'Ensuring that the procurement of all work, goods and services for the Olympic programme is transparent, fair and open to diverse suppliers.'

Each objective had a timetable for delivery, with action on business diversity concentrated between spring 2008 and the end of 2009.

The ODA committed itself to:

- encourage bids from SMEs including those owned and led by BAME people, by disabled people and by women;
- work closely with the Host Boroughs to ensure access to opportunities for local businesses;
- create working partnerships with its main contractors and local borough networks to facilitate and encourage a diverse ODA supply chain;

- engage with organisations to reinforce the importance of supplier diversity and reaching out to SMEs;
- make sure its target market was aware of CompeteFor and was given technical knowledge to increase SME participation in this electronic brokerage system.

CompeteFor

Thousands of London 2012 contracts, both those directly awarded by the ODA and LOCOG, and those which are sub-contracted have been advertised on the CompeteFor website, an online service that matches potential suppliers to Games-related business opportunities throughout the supply chain.

The ODA recognises the challenges facing smaller companies in bidding for contracts for a global event like the 2012 Games – for instance, the time needed to fill in required documentation for tenders could be prohibitive, given lower staffing levels.

The ODA has worked with business partners to address these potential barriers from the perspective of both the bigger Tier 1 contractors and the SMEs themselves.

The ODA has worked in partnership with the LDA, Business Links, the London Business Network (London First, the London Chamber of Commerce and Industry, CBI and the Federation of Small Businesses), the East London Business Place organisation and partners across the UK, to boost the number of SMEs registering on CompeteFor and taking up the business support that is also available.

The ODA monitors diversity data supplied by Tier 1 contractors and works with these companies and SMEs to help them to better understand the market and improve the diversity of the supply chain, encouraging Tier 1 contractors to look beyond traditional suppliers and open up a range of opportunities, not just ones that are London 2012 related.

Case study

Benefiting from the Games

Clarity is a social enterprise and charity. It was founded in 1854 with Queen Victoria as its first patron. Clarity employs blind and disabled people making cleaning products, soap, hand sanitisers and toiletries – some of which you will find at London 2012's headquarters at Canary Wharf.

Through Clarity's connection with LOCOG, Social Enterprise London and Supply2Gov highlighted CompeteFor as a route to being able to bid for further opportunities with other organisations. Clarity's small scale means that big contracts are beyond its scope, but LOCOG has opened up a range of events where sub-contracting opportunities for SMEs or social enterprises are showcased. In turn, this led Clarity directly to LOCOG who placed an

order with the charity's trading arm, GWB Products Ltd, for hand wash and washing up liquid for its offices.

Now Clarity hopes this contract will be a real boost to its business profile and credibility.

John Stutchfield, Clarity's Business Development Manager, said: 'Social Enterprise London were extremely helpful in pointing us in the right direction to get these opportunities. The CompeteFor process was simple to use and we are really hopeful that this first order will lead to even larger ones. This is just the first stage of bigger and greater things.'

In June 2010, the Minister for Civil Society at the Cabinet Office, Nick Hurd, visited the charity. He toured the factory, met staff and talked to representatives of its customers, including LOCOG.



Nick Hurd, at Clarity. © Cabinet Office

Reaching out to business

An extensive programme of business engagement has been carried out to tell companies about the opportunities that the Games are generating, and how to get support to compete for and win contracts. Across the UK more than 400 events have been held.

The ODA has met businesses at road shows, seminars and industry days. Starting in Bristol in June 2007, the ODA has visited each English region, and Scotland, Wales and Northern Ireland, and invited companies to the Olympic Park to meet contractors delivering the 'big build'.

By the end of March 2010 the ODA had been in contact with more than 10,000 businesses across the UK to make them aware of the opportunities to secure work to build venues and infrastructure for the 2012 Games.

This visits programme has enabled the ODA to meet a range of potential suppliers face-to-face and alert them to current and future contract opportunities relevant to their companies. LOCOG is continuing this work.

Diversity and Inclusion Business Charter

LOCOG set out its approach to procurement in November 2009 at the 2012 Games Business Summit, organised by the Department for Business, Innovation and Skills. The vast majority of its contracts, worth £700 million, will also utilise the CompeteFor website.

Launching the strategy, LOCOG's Director of Procurement, Gerry Walsh, spelled out requirements for potential contractors, including the standards set out in his organisation's Diversity and Inclusion Business Charter, also launched in autumn 2009.

This charter explained how LOCOG is embedding the principles of diversity and inclusion into its own procurement activity and that of its main contractors and suppliers. LOCOG has three procurement objectives for diversity and inclusion:

- publicising its own business opportunities to a truly diverse range of suppliers;
- ensuring that organisations awarded business seek to promote related opportunities to a diverse range of suppliers;
- and ensuring that contractors share its aims for diversity and inclusion and improve, or further improve, their own performance in diversity and inclusion.

At the heart of the charter is LOCOG's supplier promise:

'We will be easy to do business with; we will be transparent, and will actively promote diversity and inclusion to everyone we do business with.'

LOCOG is monitoring diversity to ensure that promise is observed throughout its supply chain.

The charter has been praised by the Commission for a Sustainable London 2012 (please see Appendix iii) as a 'bold and potentially ground-breaking attempt to tackle the issue of diversity in the supply chain.'

Diversity and equality is important not just in choosing which companies are awarded contracts. It also must be at the heart of a business's 'culture' and the way it recruits and treats its own staff.

Equality in the workplace

LOCOG's Procurement Governance Model is a key ingredient of the charter. It builds diversity and inclusion into each stage of the decision-making process.

- CompeteFor Stage – each organisation is checked to establish that it has an Equal Opportunities Policy;

- Pre-Qualification – a mandatory set of seven diversity and Inclusion questions are asked;
- Tender Stage – an additional set of optional service-related questions are asked, if relevant;
- Contract Stage – every contractor is required to complete the Diversity Works for London online assessment and report their results within 30 days. All suppliers are encouraged to aim to achieve its Gold Standard by 2012.

London 2012's second Diversity Week, held in March 2010, highlighted the work being done by the ODA and LOCOG to live up to their commitments. And the ODA's first ever Contractors Diversity Awards ceremony recognised what contractors are doing to integrate and promote equality and inclusion in their companies.

The winners were picked by an independent judging panel that included representatives from the Employers' Forum on Disability, the Employers' Forum on Age and Belief, and the Race for Opportunity and Women and Manual Trades organisations.

The four awards categories were won by:

- **Jessica Petersson** – the HR Equality and Inclusion Manager at security contractor G4S beat nine other nominees to win the 'Best employee's

individual contribution' award;

- **Balfour Beatty**, which was awarded the 'Best all round company contribution' for demonstrating positive change in embracing equality and inclusion principles;
- **G4S** won the award for 'Best use of Jobs, Skills, Futures brokerage for diverse recruitment' for its partnership with the ODA's Employment and Skills team;
- **Ove Arup and Partners** took home the award for 'Most improved organisation', being recognised for their outstanding efforts to improve performance.

G4S, which won two awards, employs more than 400 people to keep the Olympic Park site safe and secure. It has worked to increase the diversity of its workforce by holding women-only recruitment sessions; boosting the number of disabled employees five-fold to seven per cent of the total; and is reporting back experiences and lessons learned from its work on the Olympic Park to the rest of its business.

The ODA gave a special award to Morrison Construction for significant impact in 2009. In addition, it commended SME Zone Construction for its work to increase job opportunities for diverse groups and Dennis Curran of Barhale Construction for his leadership contribution.

'We are building new, accessible and inclusive facilities, venues and infrastructure that will be used during the Games and by a range of communities long after 2012.'

The ODA Contractor Diversity Awards represent the achievements of our contractors in integrating equality, inclusion, employment and skills throughout their own work on the Olympic Park and Olympic Village.'

*John Armitt
Chairman, Olympic Delivery Authority*

'Alongside creating venues and an infrastructure that are built on time and to cost, we have been committed to providing sustainable employment, new training opportunities, getting previously unemployed and local people into work and promoting equality and inclusion.'

*David Higgins, Chief Executive,
Olympic Delivery Authority*

The ODA's Head of Equality, Inclusion, Employment and Skills, Loraine Martins, congratulated the contractors and told them: 'You have begun to integrate equality and inclusion into your roles as part of your everyday work. This is an important legacy that you can take to future programmes and have a positive impact on even more people.'

Looking ahead

LOCOG has formed an Evaluation Group made up from Diversity and Inclusion, Sustainability, Financial Due Diligence, Legal, Health and Safety and Workforce, who help draft specific tender questions and then interrogate each supplier submission to ensure that they will assist LOCOG in making London 2012 the most inclusive games ever.

It was identified that there are three critical points in the procurement process when interaction between this group and the Procurement Manager is vital:

1. Kick-Off Project – to ensure that the group is aware of any new projects that have commenced and has the opportunity to input and/or attend a kick-off meeting if appropriate.
2. Issue of PQQ / ITT – to ensure that the group is aware of both the timing and the volume of proposals that will be coming back from bidders, so that evaluation time can be planned in accordingly.
3. Final recommended contract award – this is either via the DASH form (>£250k) or using the Deal Record (<£250k). In either scenario, sign-off is required by the relevant members of the Evaluation Group.

Diversity Works for London

LOCOG requires all organisations and businesses awarded a contract to complete the online assessment for Diversity Works for London (DWFL) and

supply their results to LOCOG within 30 days of the award.

Further to this, LOCOG asks each supplier to endeavour to achieve the Gold Standard of the Diversity Works for London assessment by 2012. LOCOG was the first organisation in the UK to attain the Gold Standard award from DWFL and will continue to lead in finding new and innovative ways to raise the standards.

LOCOG has awarded 76 contracts since 2009 and established a monitoring system with Diversity Works for London which will allow the procurement team to track which London 2012 suppliers have started the online assessment. This monitoring system will also show which of these suppliers have started the verification process for the Gold Standard. Additionally, a number of suppliers are choosing to complete the online DWFL assessment, regardless of whether or not they are awarded the contract – this further demonstrates the ability of London 2012 to inspire positive change.

Legacy Company

The Legacy Company Board aims to ensure that opportunities for local businesses to benefit from the legacy project are maximised.

Work is ongoing to develop procurement, equality and inclusion, and socio economic strategies for the Company, which will set the Company's programmes and priorities.



Naz Hussain, Enrolment and
Pass Office at the ODA.
© ODA

The ODA's gender equality programme was recognised for its innovation in the 2010 awards of Opportunity Now, the industry umbrella body for companies committed to creating an inclusive workplace for women.



Zaynab Mahmoud-taking part in the ODA work placement scheme.
© ODA

2 Workforce

Our commitment

Thirty thousand people will have worked on the construction of the Olympic Park and the Olympic Village by the time the Games begin. In the summer of 2012, it is estimated that there will be 6,000 LOCOG employees, up to 70,000 volunteers under the London 2012 Games Maker programme and 130,000 contractors helping to deliver the Games. There will also be 8,000 volunteer roles under the Mayor's London Ambassadors Scheme.

All the bodies responsible for building Games venues and staging the Games are committed to the highest standards in recruiting and developing a workforce from all backgrounds, and ensuring jobs and training are open to diverse communities across London and the UK.

The Games are boosting individuals and the economy as we emerge from recession, providing employment opportunities and leaving behind improved skills and added experience that can be put to good use for decades to come.

This is a key part of our promise to the British people for 2012 and we have put in place a number of initiatives to ensure we meet this commitment.

The ODA's job brokerage service is already well established and matching local people to jobs on the Olympic and Paralympic site. Training initiatives

including apprenticeships are developing sustainable skills. Specific projects are being run to help under-represented groups in the construction industry, in particular women and disabled people.

Key indicators of performance

Maximise the diversity of the London 2012 workforce, including volunteers and, increase the employment support we provide to all sections of society:

- In March 2010, 6,442 people were working for contractors on the Olympic Park. Of that total, 18 per cent were BAME people, five per cent were women – nationally, women make up between one and two per cent of the manual trades workforce – and 1.5 per cent were disabled people.
- Of those directly employed by the London 2012 Organising Committee, 51 per cent were women, 14 per cent were from BAME backgrounds, 5 per cent had a disability, 6 per cent identified as either LGB or T, 29 per cent were under 30 years old, 8 per cent were over 50 years old, and all major faiths were represented.
- During 2009/10, the London Employer Accord, a programme that helps employers find and hire good staff, helped an additional 683 unemployed Londoners into employment. 52 per cent were from BAME backgrounds, 37 per cent were female and six per cent were disabled.

Our programmes

Women at work

The publishing of the ODA's integrated equality scheme 'Everyone' in March 2009 marked the development of a programme to ensure that gender equality was being promoted and practiced across the Olympic Park by the Tier 1 contractors.

The programme included:

- creating champions at a senior level, charged with acting as advocates for gender equality;
- the introduction of mentoring programmes on the Olympic Park;
- the development of the London 2012 Women into Construction project, funded by the LDA and ConstructionSkills (the industry's sector skills council and training board), with the aim of increasing the number of women taking up training and job opportunities on the Olympic Park. This has included graduate internships, apprenticeships, mentoring, work placements and education outreach activities.

The ODA's gender equality programme was recognised for its innovation in the 2010 awards of Opportunity Now, part of Business in the Community, the industry umbrella body for companies committed to creating an inclusive workplace for women.

The award citation said:

'The programme fits with the organisation's public sector duties to actively promote equality of opportunity between men and women. But the organisation believes there is a compelling business imperative which goes further than legal obligations. It strongly believes that increasing diversity contributes to creating a good work environment which is conducive to high productivity. It also believes that championing diversity is key to addressing current skills shortages as well as a way of recruiting the highest possible calibre of talent.'

Opportunity Now praised the fact that women working on the Olympic Park were empowered and supported to use their skills to further develop their careers – and noted that contractors felt that the project had positively changed the way they viewed women in construction.

The Women into Construction Project also won the Women in Science and Engineering partnership award in November 2009. The offer of tailored support, training, encouragement and job opportunities is making a difference to both the women taking part and the industry as a whole.

By the end of March 2010, the project had provided 412 women with careers advice of which 160 women gained jobs on the Olympic Park, with 173 women undertaking pre-employment training

in practical construction skills like the use of plant machinery and working at heights.

Ten London women completed their training to become bus drivers on the Olympic Park as part of the London 2012 Women's Project during the last year.

The ODA has been working with social enterprise Hackney Community Transport to deliver training to enable women to become bus drivers. The women, most of whom had been unemployed, moved into work placements before working on the Olympic Park from spring 2010.

Semra Kamil Yusuf was one of those who completed the programme: 'I was unemployed for five years, lost my confidence and self esteem and found it very difficult to get into employment. I looked into courses that I could do that would lead to employment and I found this programme.'

'Gaining employment has changed my life tremendously as I was very depressed and had a lack of confidence. This has helped me financially, emotionally and socially. My life has turned around again. I am excited to be part of London 2012.'

Disability equality

The ODA is working with the construction industry to improve the representation of disabled people in the workforce. Their approach has been wide-ranging.

First, the ODA developed the skills, knowledge and awareness of its job and skills brokerage team to ensure they are able to recognise potential barriers to the employment of disabled people.

Now the ODA works with specialist providers to improve their understanding of the job, the site, and the opportunities available, getting them to provide guidance to disabled people so appropriately qualified applicants are put forward, and employers are assisted with their recruitment.

The ODA asks employers to:

- consider business and job opportunities actively;
- agree to meet disabled candidates and give them constructive feedback even if they are not being hired;
- put effort into feedback, advice and support for disabled candidates;
- arrange workplace trials, placements and shadowing;
- use specialist resources to source disabled candidates;
- encourage ideas and feedback from employers and suppliers.

The ODA runs a programme of presentations to employers to encourage them to employ more disabled people. This has identified issues about the culture of the workplace and the need to improve the levels of knowledge about disability. The sessions also encourage employers to understand the perspective of disabled people, and highlight resources available to employers.

Dedicated on-site Employment and Skills Managers, with support from Jobcentre Plus, provide employers with advice about funding, including recruitment subsidies, whilst helping employers to offer work trials, placements or secondments.

These managers maintain active caseloads of disabled candidates suitable for jobs on the Olympic Park. Senior managers provide feedback and advice to individuals on overall suitability for Olympic Park work, and have hosted pre-screening events for groups. For example the ODA worked with Jobcentre Plus and security employer G4S to stage an event for candidates for security posts.

Other initiatives to improve accessibility on the Olympic Park site have included:

- positive action to improve access to all venues and on-site offices;
- tailored training packages for management at the ODA and its

delivery partner CLM, using disabled people in the delivery of training;

- continuous equality and inclusion audits providing major contractors with progress reports on their work to improve disability equality;
- ODA/CLM measuring its own performance on disability equality against the Employers' Forum on Disability 2009 Standard, achieving a Bronze Award;
- specialist training for disabled people to achieve their Construction Skills Certificate Scheme (CSCS) card, a requirement for working on the Olympic Park.

Representation of disabled people in the Olympic Park workforce remains below the benchmark of three per cent but the figure of 1.5 per cent in March 2010, obtained through voluntary reporting, may not fully reflect the real picture. The wider picture is more encouraging – ODA's jobs brokerage service is helping disabled people into work, and by March 2010, 11 per cent of the people placed in jobs through the service were disabled.

>access now, LOCOG's outreach programme for disabled people, is now in its second year. Disabled people are traditionally under-represented in sport – and in the workforce generally. LOCOG want to change that and encourage disabled people to apply

to work at LOCOG. As an employer, LOCOG promises to:

- guarantee an interview to all disabled applicants who meet the person specification for a job vacancy and to consider them on merit alone;
- ensure disabled employee access to LOCOG's Diversity Action Team to discuss what more can be done;
- develop and use their abilities;
- make every effort when employees become disabled to ensure they stay in employment;
- take action to ensure that all employees develop the appropriate level of disability awareness needed to make sure these commitments work;
- review these commitments annually with stakeholders to measure progress and lay out future plans.

LOCOG has worked closely with the Department for Work and Pensions so that London 2012 disabled staff have been able to access funding quickly from the government's Access to Work scheme. This provides both employer and employee with advice and support with extra costs that may arise because of their particular needs.

In the last eighteen months the

representation of disabled people in LOCOG's workforce has risen from one to five per cent.

In August 2009 LOCOG announced the appointment of Chris Holmes as its Director of Paralympic Integration, leading on all aspects of the planning and organisation of the Paralympic Games.

Chris had a distinguished career as a Paralympic swimmer, winning nine gold medals – including six alone at the Barcelona Games in 1992, as well as being a successful lawyer.

Chris Holmes said: 'My priorities are to educate our audiences so they understand and enjoy Paralympic sport. The Games offer a truly unique opportunity for our country – a chance to change Britain for the better.'

Athlete Career Programme

Since 2005 Adecco, London 2012's official recruitment provider, has worked with the International Olympic Committee to help retired athletes make the transition to the workplace at the end of their careers, through the Athlete Career Programme (ACP).

The ACP has helped over 5,000 athletes find work around the world and now, following Adecco's sponsorship of the London 2012 Olympic and Paralympic Games, it has been extended to the UK and, for the first time, to Paralympians as well.

Adecco is working with the British Olympic Association and ParalympicsGB to deliver a wide range of services to athletes and employers including job placements, online training, career workshops and by providing support overseas.

LOCOG have a Disability Talent Pool (DTP) for talented disabled people who are interested in working at London 2012. Using LOCOG's existing Guaranteed Interview Scheme for disabled people, identified talented job seekers who narrowly miss out on a position with LOCOG; are able to join the DTP. This enables LOCOG to work with candidates to apply and be considered for future roles with the organisation.

Recruiting from the BAME community

LOCOG's Diversity and Inclusion Team has been working with a number of non-commercial organisations and charities that provide a service for, or support people from, BAME communities in London and the UK.

One successful initiative was using people within BAME communities to influence, inform and empower their relatives, friends and neighbours to seek employment with LOCOG.

The **>Recruitment Leader Programme** acknowledges talent and leadership skills within all UK communities by rewarding those individuals with the title of LOCOG Recruitment Leader.

In undertaking the role, Recruitment Leaders act as role models, ensure information reaches their community, provide encouragement and mentoring, and, if necessary, help people with the application process.

The Recruitment Leaders come from a number of backgrounds. Some are current LOCOG employees; some are recruited through an application and interview process, while others have positions of influence at diversity and inclusion partner organisations.

Personal Best

Personal Best is an employability skills programme that uses the excitement of the Games to help those furthest from the labour market. The programme uses volunteering as a stepping stone back to employment and provides participants with an accredited level 1 award in Event Volunteering. All participants who successfully complete the course and apply for a Games-time volunteering role are guaranteed an interview.

The programme has been particularly effective in reaching a broad range of participants through targeted outreach to communities across the capital and the removal of barriers such as childcare.

Almost two-thirds of the 3,000 people in London who have successfully completed courses on the Personal Best programme have a BAME background. Similar numbers are women and one in ten have a disability.

Case study

Jessica graduates with Personal Best

Jessica Bridgett felt at a loss when her two young children became old enough not to depend on her as much. The 40-year-old from North Shields had bypassed a working career to be a full-time mother.

Without training, experience or confidence in her abilities, she was worried about her future and fell into depression. Her counsellor suggested that volunteering would be an effective way to build up her confidence so she signed up for Personal Best.

Jessica said: 'A lot of things were happening in my personal life that were making me feel down and my confidence took a big blow as a result. I wanted to address this and so agreed to try voluntary work. I didn't really know what to expect at first and I was cautious to begin with, but with the support from Personal Best I found myself volunteering for all sorts of things and this really helped to boost my self-belief.'

Jessica began volunteering at the SureStart Library at the Riverside as well as helping out with various Marie Curie fundraising events, the North East Volunteering Awards and the Wunderbar Festival in Newcastle.

She said: 'I'm now not afraid to try new things and I know that if I don't then I'll



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never know what could have happened. I'm also more eager to meet different people and I love speaking with them and hearing all about their different experiences.'

As a result of the Personal Best programme, Jessica is looking at getting back into work but will continue to get involved with volunteering opportunities whenever she can.

She added: 'Personal Best has really motivated me and I'm definitely keen to get involved with larger and more challenging projects. This is just the beginning for me.'

London 2012 Diversity Week 2010

In February 2010, the Archbishop Emeritus Desmond Tutu toured the Olympic Park where he met children from schools in the Host Boroughs. LOCOG's chair, Seb Coe, welcomed him:

'Sport has a real role to play in healing and bringing a nation together. We are thrilled that Archbishop Desmond Tutu could come and see the progress London 2012 is making, not only on the Olympic Park, but also in terms of our diversity and inclusion work.'

Archbishop Tutu was the first in a planned series of London 2012 Diversity and Inclusion speakers, and he praised London 2012's work:

To coincide with Archbishop Tutu's visit, LOCOG launched its Diversity and Inclusion Leadership Pledge. All hiring managers were asked to voluntarily sign LOCOG's commitment to deliver a legacy of inclusion and to date 96% of hiring managers have signed the pledge.

LOCOG Personal Best

Leadership pledge

Our vision is to use the power of the Games to inspire lasting change.

- The Olympic values are excellence, friendship and respect.
- The Paralympic values are courage, determination, inspiration and equality.

I am committed to help deliver a memorable Games, with a lasting legacy that truly encompasses the world in a city; where each individual in LOCOG takes personal responsibility for an inclusive approach that is fully integrated into every business decision.

I will ensure that my team includes as much diverse talent as possible, meeting or exceeding LOCOG's aspirations.

- I will hire talented disabled people.
- I will hire talented local people from a range of cultural backgrounds.
- I will run my team inclusively, respecting all, including women, LGBT people, younger and older people.

I will ensure my staff attend the Diversity & Inclusion Induction Sessions and I will push beyond my personal best to deliver a legacy of inclusion.

Signed

Launched by Archbishop Desmond Tutu
4 February 2010





Archbishop Tutu giving his address to LOCOG Staff, London 2012 Diversity Week © LOCOG

'As a South African, I know how much sport can help bring different people and nations together. I feel strongly that the London 2012 Olympic Games and Paralympic Games will be a fantastic celebration of the many different communities and cultures which exist in London and the rest of the UK and will bring everyone together.'

London 2012's second Diversity Week in March 2010 gave an opportunity to showcase how diversity and inclusion is being integrated into the organisation's work and identify challenges in the year ahead.

The week began with 'Everyone's London 2012', a conference that raised awareness of London 2012's work in areas including

volunteering, procurement, community relations and service delivery and the opportunities that are available for communities across the UK.

Other activities included the ODA's 'Women in Construction' project taster day to mark International Women's Day; an 'Access Summit' held at LOCOG where members of the disabled community were able to talk to staff responsible for areas including venues, ticketing and accommodation; workshops on topics including the procurement process at LOCOG, and engagement opportunities with LGBT sports organisations and sponsors' staff networks.

LOCOG is now working with 54 charities and organisations to encourage potential candidates into paid and volunteering roles through the development of Recruitment Action Plans.

LOCOG's delivery partners include Jobcentre Plus, the Royal National Institute of Blind People (RNIB), the Stephen Lawrence Trust, the Special Olympics, the student-led charity Elevation Networks, Charlton Athletic football club and the British Limbless Ex-Service Men's Association.

The action plans provide valuable information about the level of support and service that each organisation can offer their members and service users.

For example, some organisations (such as the RNIB and East London Mosque) have their own employment advisers, allowing LOCOG to work with them to provide information and tools that enable them to support talented people in applying for roles.

Within LOCOG, the Diversity and Inclusion Team have produced a recruitment package for hiring managers and are providing induction material for new staff. Working groups are looking at issues from the point of view of disabled, BAME and LGBT people to ensure that everyone has the opportunity to get involved with the Olympic Games and Paralympic Games.

Looking Ahead **Games Maker Programme**

The London 2012 Volunteer Programme will launch on 27 July 2010, two years before the opening ceremony for the Olympic Games. This will start the process to recruit up to 70,000 people who will make the London 2012 Games happen. These people will be called Games Makers.

LOCOG will invite specialist groups and disability organisations to apply from 27 July although applicants for the majority of roles – generalists – will not be able to apply until 15 September. This phased application will give members of the general public the whole summer to consider their options and find out if this is really for them, whereas many pre-identified applicants

who have volunteered before and will already be in discussion with their National Governing Body, employer or other professional organisation have been given the chance to apply early.

Eligibility criteria

- All generalists and specialist Games Makers will need to fulfil the same basic criteria:
- Aged 18 or above on 1 January 2012.
- Eligible to volunteer in the UK in line with UK immigration rules.
- Willing to volunteer for at least 10 days of shifts and attend a minimum of three days of training.
- Able to arrange own accommodation.
- Whilst most of the roles require Games Makers to be 18 years old or over by 1 January 2012, young people are encouraged to get involved too! The Young Games Maker programme for up to 1,500 under 18s will be unveiled in summer 2011. Please refer to LOCOG's london2012.com/volunteering for more details.
- Despite being a highly rewarding role, volunteering at the London 2012 Olympics and Paralympic Games is by no means a walk in the park. It requires passion, enthusiasm and skill. Diversity is also valued and

embraced be it age, disability, gender, ethnicity, religion and belief or sexual orientation.

Contractor workforce

It is anticipated that by Games-time LOCOG will be working with over 200 organisations to help deliver the Olympic Games and Paralympic Games. Each of these organisations will support the business charter and undertake the Diversity Works for London (DWfL) assessment as part of the procurement process.

Contracting organisations will have to outline their Inclusion strategy for the Games and they will be required to report on the diversity of their Games-time workforce.

Training content for Games workforce

Diversity and Inclusion will be a key theme that runs through the four elements of training (Orientation, Role Specific, Event Leadership and Venue Specific). In order to develop the training content the Workforce Training Team will work closely with Diversity and Inclusion team in LOCOG as well as external expert groups.

In terms of ensuring that the training is as accessible as possible, all accessibility requirements will be taken into account, from the facilitators used, to the locations, to the delivery channels.

London Ambassadors Scheme

On 27 July 2010 Londoners were invited by the Mayor to become part of the Host City's welcome during the period of the Olympic and Paralympic Games by registering to become a London Ambassador. The London Ambassadors will play a vital role in providing an outstanding welcome to the millions of visitors and Londoners who will fill the city during the summer of 2012.

The LDA are looking for up to 8,000 volunteers who will be based at 35 sites across London. These volunteers will need excellent interpersonal skills and a natural passion and enthusiasm for the capital. This is an opportunity for all Londoners. The LDA wants London Ambassadors to reflect London's diversity, with volunteers representing London in terms of age, faith, religion, gender, sexual orientation and disability. The LDA will encourage those who are new to volunteering to take part, as well as graduates from the Personal Best programme. The LDA also wants to take advantage of the many different languages spoken in London, but a second language will not be a pre-requisite.

At the registration phase the LDA has been working with a number of partners to ensure that all Londoners have the same opportunity to register. The LDA held a workshop with RNIB, RNID, MENCAP, YouthNet and other partners to ensure that the accessibility needs of Londoners was



Mayor launches the
London Ambassadors Scheme
© James O'Jenkins

built in at the development stage of the London Ambassador website (www.londonambassadors.org.uk). The LDA is also working with Volunteer Centres so that those that require assistance with the online registration form can access this help at their local centre.

The LDA are working with a number of partners to ensure that London's diverse communities are made aware of the scheme and feel that they are invited to register. Throughout the application process, applicants will be asked if they have any specific requirements (e.g. help and support), to ensure these needs are met throughout the Programme.

Legacy Company

The Legacy Company aims to promote the highest standards of Equality and Inclusion practice in its own work; developing excellence in procurement and estate management, attracting the best talent, operating best practice in internal policy development, and assessing the impact of decisions on traditionally excluded groups and diverse communities. It is for this reason that the company has identified equality and inclusion as a Priority Theme within its work.

The Olympic park lies in one of the most diverse areas of the UK. In addition to statutory duties, the Company will take this diversity into account in order to attract the best talent, to understand how its decisions impact on different communities and groups, and to create and manage parkland, venues, homes, events and commercial and retails opportunities that capitalise on, are accessible to, and are responsive to the needs of such a diverse community.

To support this the company is:

- developing its employment and skills approach for Legacy, building on the excellent work of the Jobs, Skills and futures brokerage and considering how the maximum benefit for local diverse communities can be leveraged;
- supporting local employment projects such as the retail academy in Stratford City;
- drafting and consulting on a full Equality and Inclusion Policy, to be published alongside the corporate plan for 2011/12.

Why stand
in line when
can buy

Get off



3 Service Delivery

Our commitment

Our aim is to make London 2012 the most accessible Olympic Games and Paralympic Games possible.

That means sports venues and Games-time facilities are accessible to everyone, whether they have a disability or not, and whatever that disability might be.

That means seizing the opportunity to build a sporting infrastructure that is a model of inclusivity and accessibility.

That means being able to get around London – and the Olympic venues, in particular – with ease.

That means everyone enjoying the London 2012 experience in our capital city, whether they are visitors or spectators, competitors or officials.

That means inspiring a transformation – triggering lasting improvements in transport, in accommodation, in tourist attractions and in public spaces.

Staging inclusive and accessible Games is about disabled people benefiting from the provision of truly integrated services, receiving a positive and welcoming attitude and being able to move around the city with ease.

Accessibility and inclusion is the responsibility of everyone with a hand in the success of the London 2012 Games. And everyone benefits: disabled people, tourists, parents with prams and

young families, people with different religions, children, older people, athletes, spectators and volunteers.

Inclusive design and the right attitude improve everyone's experience. They deliver value for money and make good business sense. And Londoners, and the capital's visitors now, and after the Games, have a right to expect them.

Key indicators of performance

Increase engagement with London's communities and with people across the UK, on the planning and preparation for the Games by ensuring that:

- all Host City Volunteers will receive equality and inclusion training as part of their induction to the London Ambassadors programme
- up to ten per cent of London Ambassadors will be from the Personal Best Training Scheme for people who are not in work or education
- LOCOG volunteers will also be drawn from the Personal Best Training Scheme
- Diversity and Inclusion will be a key theme that runs through the four key elements of training for the Games time workforce
- and the GLA will carry out accessibility audits of pedestrian hotspots.

Our programmes **Delivering inclusive design**

The ODA, along with its partners and contractors, is delivering design that combines excellence with innovation. It is creating exciting, well-designed venues that are a fitting stage for the greatest sporting and cultural event on the planet.

London 2012 is designing for the Games and legacy together. The venue designs must obviously meet the requirements of the Olympic and Paralympic Games, whilst also looking beyond 2012. Permanent venues are only being built if there is a long-term use and otherwise London 2012 is being creative in the use of temporary venues and seating.

We want to set an excellent standard of accessibility for disabled people, older people, families with children, and a variety of audiences that will be a benchmark and act as an inspiration to others.

Inclusive design is at the heart of the ODA's design process. The Olympic Village, the sporting venues, new transport services, supporting facilities and the Olympic Park itself will be accessible to disabled people both during and after the Games. The ODA wants to set an excellent standard of accessibility for disabled people, older

people, families with children, and a variety of audiences that will be a benchmark and act as an inspiration to others.

Setting proud new standards

The ODA's Inclusive Design Strategy was recognised by the Royal Town Planning Institute (RTPI) at its 2010 awards. The RTPI predicted that the standards adopted in London would become benchmarks for future major sports venues.

The strategy was published in September 2008, setting out a framework for how the Olympic Park would become accessible and inclusive. Practical examples include:

- wider pathways with smooth surfaces and seating and resting places at regular intervals;
- setting a new UK benchmark for wheelchair spaces and amenity seating;
- gentle gradients giving all users greater freedom of movement;
- clear and easily understood signage;
- excellent provision of baby changing facilities and buggy stores;
- and a range of accessible toilet facilities.



Accessibly DLR trains. © TfL Visual Image Service

Within the Olympic Stadium and other venues, access to seating will be more inclusive in 2012. Wheelchair spaces will be spread throughout, rather than being confined to a specific area on their own, and deaf people will be seated within clear sight of display screens showing action and results.

London 2012 will use a wide variety of venues, each presenting different challenges in terms of overlay – the additional Games-time facilities at Olympic and Paralympic venues.

The LOCOG Overlay Access File (LOAF) sets out a common set of inclusion standards to be applied, incorporating both existing standards and the IPC's technical manual on accessibility.

Outstanding experience

Diversity and inclusion is key to everything LOCOG does.

Planning for the London 2012 Games has been integrated for the first time for a summer Games, with the intention of providing an outstanding sporting

experience for athletes from all backgrounds and a memorable legacy for Paralympic sport in the UK.

LOCOG's aims were set out in a Diversity and Inclusion Strategy, 'Open', in 2008. These aims are to use the power of the Games to inspire change, to stage Games that welcome the world, and to ensure that every individual in the organisation takes responsibility for an inclusive approach that is fully integrated into business decisions.

LOCOG's Diversity and Inclusion Team has identified 22 areas across the organisation's work as priorities to make sure that London hosts the most inclusive Games ever.

Spectators, for instance, will be served by:

- an inclusive ticket sales strategy;
- website accessibility, involving disabled people in testing proposed changes;
- consistent access provision in the



An artist's impression of how the Basketball Arena and Olympic Stadium will look during the 2012 Games. © ODA

final 'overlay' being applied to Games venues after building work is complete;

- a food strategy building on London's diversity and mixture of nationalities, cultures and cuisines, guided by the need to meet dietary needs, ensure clear labelling, provide appropriate staff training, offer affordable options and take account of faith issues and religious festivals – such as Ramadan, which occurs during the Olympic Games.

LOCOG is working with partners to deliver an innovative Paralympic Inclusive Environment by focussing on The Thames, river transport, and the paths and walkways that border the river.

Success will be measured by:

- all external delivery partners working to deliver an environment at Paralympic Games-time that is distinct and equal – celebrating the spirit of the Games, creating a 'look and feel' and environment appropriate to the needs of the athletes and spectators;



- creating a series of connected accessible spaces and routes where everybody can get around with independence and dignity, using the river as a focus;
- delivering key improvements to access on the 'Riverwalk' with a view to creating a Paralympic path from the Thames Barrier to Vauxhall;
- delivering improved signage along the Riverwalk;
- enhancing the accessibility of river transport for disabled people at Games-time, including the possibility of using the Olympic Park waterways as a specific Paralympic project;
- delivering an effective communication plan promoting the legacy benefits of inclusive design and highlighting work around the Paralympic Inclusive Environment to ensure that external stakeholders, specifically disabled people and the Paralympic movement, are positively working with the organisation.

Visitor experience

The success of the Olympic Games and Paralympic Games is not just about the events themselves – but the whole visitor experience from arrival to departure. London 2012's City Operations programme is responsible for the 2012-related work required in the capital beyond the Games venues.

This work is partly about ensuring smooth, safe and efficient operations to support the Games and to keep London clean, safe and moving. But it also aims to reflect what is happening inside venues with an equally outstanding experience across the rest of London – in particular, in the centre of London which contains many of London's top attractions and will be the focus for many visitors.

London Ambassadors will provide information and assistance to all visitors. The aim is to recruit at least ten per cent of volunteers from the Personal Best training scheme for people who are not in work or education. Selected volunteers should have a range of skills including fluency in other languages and experience in working with disabled people. Training for volunteers will include modules on disability awareness.

Live Sites (showing Games action on large screens and providing other entertainment) and all celebrations of the Games will be accessible to all. Events will showcase the cultural, linguistic and sporting diversity that London is known for across the world.

Accessibility improvements will be delivered as part of the City Operations work, in particular at key locations and through providing comprehensive and relevant information.

Ready for 2012

The Mayor of London has pledged to make London 2012 the most accessible Games ever. To help meet this pledge the LDA, in partnership with the GLA and LOCOG, commissioned Live Tourism, a consultancy specialising in accessibility and quality standards, to carry out a study of London's accessibility as a visitor destination.

In January 2010, their report – *Is London ready to welcome disabled visitors?* – was published. It provided a snapshot of London's accessibility, identified major initiatives underway to improve accessibility, made recommendations for intervention by public sector bodies that could increase accessibility and established baselines against which progress could be measured.

The report team conducted almost 600 online interviews with disabled visitors to London and questioned more than 40 key stakeholders in the public, private and voluntary sectors.

Key findings of the online survey of disabled visitors included:

- **Information provision:** Website information is important and has a strong influence on the decision to visit. Information therefore needs to be of a consistently high standard across different themes.
- **Transport:** Forms of transport that are more accessible (e.g. river transport) can significantly add to the enjoyment of a visit. Criticism focused on facilities not working or the inadequacy of signage, announcements and staff training;
- **Accommodation:** Disabled visitors look mostly for cheaper accommodation like budget hotels and B&Bs but end up having to book mid-range hotels, because of strong evidence that cheaper options are not meeting the needs of the disabled visitor;
- **Attractions:** Leisure attractions are key hooks for visitors and received relatively positive scores, however using public transport to travel to attractions remains a considerable problem;
- **Eating and drinking:** This activity had the lowest scores. Visitors said they would like a greater choice of venues but were unable to access many;
- **Shopping:** this is a key activity among visitors. They visit the same key honey-pot areas as any tourist to London. But overall, only 14 per cent give a positive overall rating;
- **Public toilets:** The availability of accessible toilets is fundamentally important to disabled visitors, but experience of toilet facilities is hugely negative;
- **Public realm:** Many visitors are negative about the capital's public



Delegates at Disability Capital 2009. © James O Jenkins

areas and open spaces, especially the lack of clear routes and pavements, dropped kerbs and signage;

- **Staff attitudes:** However, staff at accommodation and attractions are more likely to be positively rated for their availability, attitude and helpfulness. Perceived levels of disability awareness among staff in all sectors was low but especially in transport, eating and drinking, and shopping.

The GLA has since established the **City Operations Accessibility for Visitors project** (led by the LDA), which is guided by a steering group of disability specialists. The project will address access issues, aim to provide an inclusive service to all visitors and coordinate the provision of visitor information regarding accessible facilities and services. The LDA has provided £750,000 of funding over three years for the work.

Key activities will include:

- **publishing visitor-focused information** on the web and in future guidebooks, building on Open London published in April 2010. Development of the website will begin later this year;
- **auditing existing accessibility guidelines** for businesses in the tourism and hospitality sector, commissioning and promoting further guidelines to London companies;
- working with London 2012 sponsors to develop and promote **sector-specific disability equality training** to businesses in London;
- commissioning **accessibility audits of pedestrian hotspots**, engaging with boroughs and local 'Business Improvement Districts' to help deliver improvements;

- planning support for disabled visitors to the 2012 Games as part of the London Ambassadors volunteer scheme.

Other work to improve the experience of disabled visitors in London includes **improvements to transport facilities** through the ODA's 'Accessible Transport Plan'. This includes enhancing travel options to venues and the wider city, improving London's transport infrastructure, providing better information for disabled travellers on the tubes and buses, improving perceptions and expectations of public transport by communicating changes to disabled people effectively, and improving disability awareness and training for transport staff.

Similarly, the **Accessible Tourism Stakeholder Forum** has continued to work on improving the welcome given to disabled visitors, through better training and skills and the provision of accessible facilities and information. Membership of the Forum was enlarged in 2009 to include the One and All Foundation (set up to promote diversity in the hospitality industry), the Employers Forum on Disability, Scope, Shopmobility, Mobilise, and Accentuate.

Its activities during 2009/10 have included:

- research conducted by People 1st to establish what disabled people require from tourism services and any barriers

encountered. The Forum sought to establish the skills and knowledge required of the hospitality, leisure and tourism businesses to meet the needs of customers with a disability, and to identify the extent to which these are reflected in current programmes and qualifications;

- the publication of a business case 'Accessible tourism: making it work for your business' by DCMS on behalf of the Forum in January 2010, which was launched at a tourism stakeholders' conference in London. This showed that visitors with access needs made some 12 per cent of all overnight domestic trips in England between January and June 2009 – contributing almost £1 billion to the economy.

A session on 'Accessible London' looking at how London can become more accessible as it approaches 2012 for the Olympic Games and Paralympic Games was included in the **GLA's Disability Capital** event for deaf and disabled stakeholders in September 2009.

The event provided an opportunity to question the organisations working together, to ensure that spectators and visitors to London have a positive and inclusive experience. The session focused on LOCOG's work identifying and auditing the accessibility of visitor destinations like Covent Garden, Transport for London's work to improve visitor information on accessible

transport and the LDA's 'London Open to All' programme of tourism industry improvements.

The Legacy Company

In 2009/10 the Legacy Company undertook a high level review of the Legacy Masterplan Framework (LMF).

The Company is in the process of producing a high level vision for the long-term development of the Olympic Park after the Games, which will inform the legacy planning application. The legacy vision and the legacy planning application will take into account the views of local communities and equality groups expressed as part of the consultation, stakeholder engagement and equality impact assessment undertaken by the LDA. The legacy development of the Olympic Park has the opportunity to be a beacon of inclusive design and accessibility. To support this aim the Legacy Company is:

- developing a Design and Access Statement, as well as an Equality Statement to support the Legacy Planning Application. These documents will form part of the application and will take account of all of the consultation, and Equality Impact Assessment work previously undertaken on the LDA's LMF;
- establish an Inclusive Design Strategy, to inform the Legacy Company's future work;

- embed Equality and Inclusion into the Business Plans for the ArcelorMittal Orbit and other legacy Venues;

- embed Inclusion into the market testing exercises on the legacy venues.

Service delivery

The Diversity and Inclusion Team will continue to work closely with the functional areas within LOCOG and also our external delivery partners to ensure that 22 projects are inclusive so that LOCOG can fulfil its promise of delivering Everyone's London 2012. Some examples of intervention are:

- The LOAF (LOCOG Overlay Access File) – LOCOG will continue to add to this document and will have the main section regarding the overlay of venue completed in preparation for the planned test events in 2011.
- Inclusive Uniforms – The Diversity and Inclusion Team are working closely with colleagues to ensure that the London 2012 uniforms are inclusive across all six diversity strands.

**We are using London 2012 to improve
the standards of transport facilities
for disabled people through the ODA's
Accessible Transport Plan, by enhancing
travel options to venues and across the
wider city.**





**This is the human dimension of London 2012,
changing people's lives for the better – and
changing our capital city for the better.**

4 Communities

Our commitment

The statistics only tell a part of the story.

The five East London Host Boroughs of Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest are home to over a fifth of London's BAME people.

All the organisations in the London 2012 Equality and Diversity Forum continue to work to eliminate barriers to accessing opportunities throughout the UK. Although we each have our own responsibilities and work programmes we have adopted a united approach to community engagement, ensuring that the Games meet the aspirations of diverse communities in London and across the UK.

Our aspirations go beyond the summer of 2012. We are determined that the Games will improve the quality of life for local people. The Olympic Park will be a blueprint for sustainable development, and be home for a vibrant new community with world-class housing, health, education and leisure provision. This is the human dimension of London 2012, changing people's lives for the better – and changing our capital city for the better.

We are also engaging with communities right across the UK.

The Cultural Olympiad and programmes that underpin it will promote inclusion and equality, and provide opportunities

for communities across the UK to take part in cultural events long before the sporting competition kicks off. Companies and workers are benefiting from London 2012 business contracts, towns and cities are preparing to host foreign teams before the Games begin, and people of all ages and backgrounds are being inspired to get involved in sport and cultural events – whatever their talents, ambitions or experience.

Key indicators of performance

Increase engagement with London's communities and with people across the UK, on the planning and preparation for the Games.

- Across the UK, interest in London 2012 remains at a high level, at 72 per cent in 2009. This is consistent with the figure in 2008 and an increase from 67 per cent in 2007.
- Levels of interest are significantly higher among people from BAME groups. This is also reflected in higher than average levels of interest in the Host Boroughs, at 80 per cent. Among disabled people, 70 per cent expressed interest, only slightly below the national average.
- Between 2007 and 2010, some 68,000 people toured the Olympic Park on visits organised by the ODA and LOCOG.
- The ODA's publications *Your Park* and *Engage* are distributed respectively to

10,000 homes and businesses across the Host Boroughs (with 40,000 copies going to public venues like libraries) and 2,500 to homes and businesses in the Host Boroughs nearest to 2012 venues.

Our programmes

The ODA, LOCOG and the Legacy Company are all engaging with local communities across the capital and specifically in the Host Boroughs.

Public engagement activity by these and other London 2012 stakeholders, including central, London and local government, has included statutory and non-statutory public consultation processes, as well as road shows, activities in schools involving young people and Olympic-themed stands at large-scale community or borough-wide events.

The ODA continues to maintain contact with the local community neighbouring the Olympic Park and in other areas where they are responsible for 2012 building work – such as the site for the Lee Valley White Water Centre in Hertfordshire. It organises regular tours of the Olympic Park and in this work it has now been joined by the new OPLC.

The ODA has delivered a wide programme of engagement events with local people throughout 2009/10, as well as running telephone hotlines, both for general comments and queries and for complaints about building work.

The construction hotline operates 24 hours a day.

The LOCOG Community Relations Team's activities include the London 2012 Forum that holds meetings on a quarterly basis to liaise with the diverse communities of London.

Topics on which Forum members have contributed their ideas this year include the education programme, ticket allocations, LOCOG's Diversity Week Programme, the Legacy Masterplan for the Olympic Park and transport planning for the Games.

LOCOG's programme of attendance at major community celebration events involved making contact with over 19,000 individual Londoners, whilst community groups engaged with LOCOG benefitted from the opportunity to visit the Olympic Park through LOCOG's allocation from the ODA Park Tour programme.

LOCOG's advocacy programme has grown and meets on a regular basis with community leaders representing LGBT Londoners, older Londoners, faith communities, black Londoners, Chinese Londoners, women, deaf Londoners, disabled Londoners, Irish Londoners and the residents of the Host Boroughs. This has led to an increased role for these leaders as advocates within their own communities, and to wider coverage of Games news in community media.

Case study

Get moving

Big Dance was established as a two-yearly festival in 2006 by the Mayor of London in partnership with Arts Council England and has grown to become the UK's most important dance festival, with opportunities to experience, learn about and take part in dance.

This biennial celebration of dance aims to encourage as many people as possible to get into dance, increase their fitness levels and generate a legacy of dance for all. More than a major dance festival, Big Dance is a vibrant campaign to get everyone taking part – wherever they are, whatever their age, experience or ability.

Big Dance 2008 was enjoyed by an estimated half a million participants with over 500 events across London. Big Dance 2010 in July built on this success with many events specifically targeting older people, young women, excluded communities and ensuring disabled people are integrated into all activity.

© James O Jenkins



The initiative has contributed significantly to the health and well-being of Londoners with over one million people taking part. As part of the Mayor's 2012 legacy commitment and aided by a grant of £2.9 million from Legacy Trust UK, the target for 2012 is that three million people will have been involved in Big Dance.

Throughout the UK

The London 2012 Nations and Regions Group (NRG) is responsible for ensuring that the whole of the UK makes the most of the Games. The group is run jointly by LOCOG and the Department for Culture, Media and Sport. The group has representatives from each of the nine English regions as well as the nations of Wales, Scotland and Northern Ireland.

Every month, senior officials from the London 2012 stakeholders visit communities the length and breadth of the UK, from the Isle of Lewis to Exeter and from Caerphilly to Chelmsford.

Thousands of people will take part in cultural activities inspired by London 2012 through the Cultural Olympiad; thousands more will take part in social, sporting and sustainable Inspire Mark projects; more than 650 facilities across the UK are in with a chance of having an Olympic or Paralympic team train at their venue pre-Games (many agreements have already been signed); and the Games are creating £700 million worth of business opportunities that business all around the UK have the opportunity to benefit from.

Providing the Inspiration

London 2012's Inspire programme is helping bring alive the benefits of the London 2012 Games in every corner of the UK, whether inner city areas; suburbs; market towns; small villages or rural communities.

Non-commercial organisations running projects and events inspired by the Games can apply to have them recognised through this programme and use the Inspire Mark brand. Only the most accessible, participative, inspiring and stimulating projects and events will achieve the Mark – across sport, culture, education, sustainability, volunteering and business.

Applications are open to non-commercial organisations that can demonstrate their ability to deliver the project or event and produce the results identified in their application.

The Inspire Mark will be awarded to specific projects and events that are:

- genuinely inspired by the London 2012 Olympic and Paralympic Games.
- well planned and managed;
- fully funded from non-commercial sources and with no commercial association;
- innovative and inspiring;
- and likely to achieve at least one of our key outcomes (for example, increased participation in grassroots sports).

Case study

Taking big steps

The 500th project to be awarded the Inspire Mark was Steps to Inclusion, an innovative coach education programme that strives to enhance and increase the number of high-quality participating opportunities available to disabled people across South Yorkshire.

The Steps to Inclusion project combines workshops and practical sessions with further training opportunities and was developed through dialogue with the South Yorkshire Disability Sport and Physical Activity Steering Group, local clubs and coaches.

The project works alongside national initiatives such as Playground to Podium (see Section 5 for further details) and is the first disability-themed project in the Yorkshire and Humber region to be recognised by the Inspire programme.

'As well as encouraging

participation, Steps to Inclusion helps

build confidence and promotes healthier

lifestyles for people of all ages and

abilities. It provides high-quality coach

education for local clubs and coaches

to enable them to provide inclusive

services for everyone.'

As a consequence of the project, grassroots sports clubs are increasing and improving what they are offering disabled people in their local communities and changing attitudes and perceptions.

Achievements include a gymnastics club in Barnsley that is offering special sessions for disabled people, cricket clubs in Sheffield and Doncaster that are now visiting special schools, and new inclusive sessions at local badminton clubs.

The Federation of Disability Sports Organisations is driving forward the project. Its Chief Executive, Kevan Halliday-Brown, said he was delighted it had been chosen.



Using the 2012 opportunity

Big Dance is just one of the initiatives being backed by the Mayor of London that are already capitalising on, or are planning to use, the power of the Olympic and Paralympic Games to inspire change and make life better for Londoners of all ages, communities and backgrounds.

Programmes and work include:

- the Mayoral Education Legacy programme, including initiatives to benefit hard-to-reach sections of the community;
- engagement with young people, for instance through a special consultation meeting (Your London, Your Say), with 500 young Londoners in September 2009;
- the Young Londoners Fund, running between 2009 and 2011, and providing £5 million for 11 voluntary sector youth projects to provide positive opportunities for disadvantaged young people;
- increasing the numbers of volunteers and apprentices across the capital;
- action to tackle human trafficking up to and during the London 2012 Games, a key part of the Mayor's strategy to tackle violence against women and girls;
- working with Embassies based in

London to disseminate information to resident communities and help ensure easy access to the UK for foreign visitors in 2012.

The Mayor has also launched a whole range of sports initiatives to get people active, which will be detailed further.

Reaching out

The GLA and the Mayor of London continue to undertake activity to connect with the capital's many communities and groups.

In September 2009, the GLA staged the Disability Capital conference, a key forum for disabled people, policy makers and representative organisations, with speakers including Richard Barnes, Deputy Mayor and chairman of the London 2012 Equality and Diversity Forum. The London 2012 Olympic Games and Paralympic Games were among the topics discussed.

The Capital Age Festival is London's largest arts festival organised by, for and with older people. This year's Winter Gathering event in March 2010 included the screening of a film on the 1948 Olympic Games, the last Games to be held in London, and featuring interviews with competitors in the Games. This offered opportunities to promote dialogue between the generations, as well as ensuring that older Londoners feel they are involved in the London 2012 Games.

Looking ahead

The GLA has now appointed an Inspire Mark co-ordinator for London to work with organisations with an involvement in equality and diversity to identify projects and events for inclusion in the London 2012 Inspire programme.

The Mayoral Education Legacy programme will launch its 2010/11 programme in November 2010 by inviting hard-to-reach groups to put forward projects inspired by the 2012 Games. The groups must consider

how their programmes have engaged diverse communities across London.

The GLA is now working on plans to use Trafalgar Square as a live site during the Paralympic Games in 2012.

The Home Office is taking forward plans to engage with BAME audiences and media as part of the communications activity surrounding its strategy to create a safe, secure and resilient Games.

The Home Office is also identifying additional requirements in



Volunteers at the Your London, Your Say consultation meeting, September 2009. © James O Jenkins

communicating with disability audiences, to ensure that these audiences are involved with their work.

Legacy Company

The Legacy Company continues to undertake a comprehensive stakeholder engagement programme with local communities and stakeholders. This includes:

- establishing strong and positive links with equality and inclusion stakeholders;
- delivering a comprehensive community engagement programme including the Legacy Company's Youth Panel which enables local young people to get involved in planning for legacy, and the schools outreach programme;
- developing an events strategy to animate the park in the early years in a way which promotes cultural diversity and cohesion; and
- embedding an Equality and Inclusion theme within the estates and facilities management strategy.

Diversity Pin Badges

The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) announced that it will be issuing a series of pin badges to celebrate its six strands of diversity and inclusion and engage all communities to support London 2012.

LOCOG is committed to making sure London 2012 is 'everyone's Games' and staging an inspirational and memorable Games, in which everyone can take part and feel inspired. The diversity of London was one of the reasons why London was chosen to host the Games.

The first pin badge to be launched was in support of the Lesbian, Gay, Bisexual and Transgender (LGBT) community. The badges went on sale at London Pride on Saturday 3 July and will also be available from the London 2012 online shop.



Further pin badges will be launched over the next year and will celebrate belief, age, disability, gender and ethnicity.

Welsh rugby player Gareth Thomas said: 'It's great to see LOCOG reaching out to all communities and making sure that London 2012 is a Games for everyone, in which every community feels included. I hope that everyone buys and wears their pin badge with pride and helps us achieve greater inclusion in sport.'



'Our ambition is to deliver an Olympic Games and Paralympic Games for everyone and making sure diversity and inclusion is a key part of the Games will help ensure they are a real success. We also need great suppliers and partners to deliver a great Games – our Business Charter will ensure we are setting new standards for best practice in this area and will leave a legacy of greater inclusion and understanding of diversity.'

Paul Deighton, Chief Executive of LOCOG © LOCOG

Paul Deighton, Chief Executive of LOCOG said: 'Our vision is as bold as it is simple – to use the power of the Games to inspire change. We want to reach out to all parts of the community and connect them with London 2012.'

'We also want to leave a legacy of greater inclusion and understanding of diversity. Our diversity and inclusion pin badge range, starting with the LGBT pin badge, is one way of showing our support for a sporting environment built upon equality and inclusion.'



'London's vision is to reach young people all around the world, to connect them with the inspirational power of the Games – so they are inspired to choose sport.'

Seb Coe

The vision for London 2012 is to reach young people all around the world to connect them to the inspirational power of the 2012 Games.
© Sport England

5 Participants

Our commitment

We are already doing what we promised – delivering on the vision spelled out by Sebastian Coe before London was awarded the Games in Singapore in 2005:

‘There must be no barriers to participating in sport and physical activity – no glass ceilings limiting what can be achieved, no out-dated or misguided attitudes stifling ambition. And this applies to all sections of the community.’

Our aim has been to change the lives of young people at home and abroad, reflecting the global spirit of the Olympic and Paralympic movements.

But this is not just about inspiring the youth of the world to choose sport.

We want to get more women, disabled people, and people from BAME backgrounds actively involved by raising everyone’s awareness of sport, and broadening the appeal of the Games.

And our vision of increased participation is not just about sport. It seeks to get more people volunteering to improve their local communities, not just in 2012, and taking part in the cultural events that will run parallel with the Olympic Games and Paralympic Games.

Key indicators of performance

Provide enhanced sporting opportunities for minority groups, women and disabled people.

- In 2008/09, some 6.93 million adults and young people over 16 in England (16.6 per cent of the population) participated in sport three times a week for 30 minutes at moderate intensity – a jump of more than half a million from the first survey in 2005/06, and an increase from 6.815 million in the 2007/08 survey.
- In comparison with the previous year’s survey, participation among women decreased from 2.79 million (13.1 per cent) to 2.73 million (12.7 per cent) and participation among disabled people fell from 429,500 (6.7 per cent) to 386,700 (6.1 per cent).
- But participation among men increased from 4.03 million (20 per cent) to 4.2 million (20.6 per cent) and among non-white adults and young people over 16 from 615,000 (16.1 per cent) to 713,800 (17 per cent).

Our programmes

Our strategy to increase the number of people taking part in competitive sport and being more active has been driven by evidence. Plans have been carefully developed throughout to get results, with London 2012 stakeholders in

partnership with the governing bodies who know their sports best. In addition, working with Sport England, the British Olympic Association (BOA) and LOCOG, we are looking at how the inspiration of the Games and the increased funding available through changes to the lottery share for Sport England can be channelled to create a distinctive sports legacy for London 2012.

Sports legacy and Whole Sport Plans

Sport England, the government agency responsible for community sport, funds national governing bodies of sport (NGBs) and will also take the lead responsibility for

delivering the participation legacy from the London 2012 Olympic Games and Paralympic Games.

Sport England will have two clear aims:

- Delivering on the substantial investment made to NGBs to achieve the outcomes set in individual whole sport plans; and
- Driving a mass-participation sport legacy from the Games and subsequent world-class events.

Governing bodies of both Olympic and Paralympic sports are at the heart



© Sport England

'The government is committed to making sure that London 2012 is an accessible and enjoyable experience for everyone. LOCOG and the ODA have championed the equality and diversity agenda since their inception, and are now hailed as innovators and exemplars in this field. Also, our Disability Action Plan – the first for an Olympic and Paralympic Games – has been well received by the IOC and IPC. We are determined to continue on this journey of making sure that the Games will inspire more and more people across the UK and globally to be active and take up sport.'

*Hugh Robertson,
Minister for Sport and the Olympics*

of the strategy as it is their networks of community clubs, coaches and volunteers that make sport happen.

A substantial public investment is going to the 46 NGBs between 2009 and 2013. Each sport has developed a Whole Sport Plan that explains how it will use this money to achieve ambitious but realistic targets for increased participation set by Sport England. For the first time this includes investment in disability sport NGBs.

The importance of Whole Sport Plans has been re-affirmed since the General Election by the Minister for Sport and the Olympics, Hugh Robertson, who has put the programme at the heart of plans for a sports legacy from London 2012. He has also set Sport England the task of driving a mass participation legacy from the Games. Further details of programmes to support this will be announced later this year.

For governing bodies, developing sport for women, disability sport, and reaching out to diverse communities is not an optional extra but a vital part of what they are required to do.

The Sailability initiative launched by the Royal Yachting Association has led to 20,000 disabled people being able to experience sailing and take part on a regular basis.

The British Canoe Union's Paddleability scheme includes an annual programme of events for disabled paddlers, a revamped coach education programme, a disability officer and personal performance awards.

Whole Sport Plans aim to be wholly inclusive. The creation of opportunities for disabled people to participate in sport is just one element, and plans are not confined to Olympic and Paralympic events. Rugby League is one of those using Whole Sport Plan funding to promote itself as a sport for all ages – not just the young.

Case study

Active

The Masters Rugby League concept began in New Zealand in 1992, spread first to Australia and now to the UK.

The sport you are used to seeing on TV is rough, tough and competitive – and young, with only 2,000 registered players in this country over the age of 30.

People only play Masters Rugby League over the age of 35, with participants wearing different coloured shorts showing which age band they come from. Integrated teams include different

ages but the rules vary depending on the age of the player with the ball.

For instance, for players over 60 (wearing gold shorts), a touch by an opposing player constitutes a tackle, whereas younger players are subject to the sport's normal rules.

There are no winners, no champions and no cup finals. Getting people active and the spirit of the game is what matters – not proving a point or settling a score. Masters is about fun, participation and friendship.

© SBS Photography



'London is gearing up to host the world in 2012. The wide range of fantastic events and activities planned at live sites and at venues across the capital, alongside the sporting spectacle, will be open and accessible to all and will be part of my pledge for London the 2012 Games to be the most accessible Games ever.'

The extensive improvements in preparation for the Games – including public transport, signage and provision of information – are integral to ensuring disabled and able-bodied visitors, Londoners, the Games family and others can enjoy and keep moving around our city. This will leave a lasting legacy for years to come and I am sure will be the foundation for London's continued success.'

Boris Johnson, Mayor of London

Mayor's priorities

The Mayor's priorities were spelled out in *A Sporting Future for London* published in December 2009. The PlaySport London initiative forms part of this – giving small grants to community organisations. Beneficiaries in 2009 included a college cricket club in Tower Hamlets, one of London's most diverse boroughs, and sitting volleyball sessions for children and young people with learning disabilities, run by Richmond Volleyball.

The GLA, NHS London and the London Sports Forum for Disabled People published 'Inclusive and Active 2', a sport and physical activity strategy in London covering 2010-2015. The strategy aims to increase the participation of disabled people by building on a common set of targeted

outcomes across London shared by delivery bodies from London's Sport and Health sectors. The objective is to give disabled people greater choice and better access to opportunities.

The Mayor is committed to ensuring that everyone has an equal opportunity to participate in sport and physical activity and this commitment forms a key element of his equality framework for London, 'Equal Life Chances for All'. It is a fact that at the moment some people in some sections of the community feel excluded from sporting activities and/or have particularly low rates of participation in the capital.

These include those in lower socio-economic groups, young women aged 14 to 24, older people, BAME people, disabled people, and LGBT people.

There are a number of programmes that are addressing the issue of participation amongst some of these groups, such as Street Athletics. Almost three-quarters of its participants have come from BAME groups. It is expected that all organisations that the Mayor works with will show what steps they are taking to ensure equality of access and opportunity.

As a priority, the London Community Sports Board is establishing a target for increasing participation amongst disabled people in London. This will take into consideration the guidelines set out in the Inclusive and Active

plan commissioned by the GLA, Sport England and the London Sports Forum for Disabled People in 2007.

Springboard for disabled people

The London 2012 Plan: a legacy for disabled people was launched in March 2010. The plan sets out schemes aimed at harnessing the power of the Games to improve the life chances of disabled people in the run up to 2012, and beyond – and will play a part in achieving the government’s goal of disability equality.

Its aims include changing perceptions of disability and disabled people, encouraging greater participation in sport and physical activity, and providing more inclusive services and facilities.

This is the first ever Paralympic legacy plan and has been praised by the International Paralympic Committee. Chief Executive, Xavier Gonzalez, said:

‘This is the perfect fit for the IPC’s strategy in this field. With such a plan the Paralympic Games can become the springboard to push the agenda forward. It is great to see that the plan is really long-term, far beyond the London 2012 Games.’

In terms of sport and physical activity, the aim is to remove barriers to sport and physical activity for disabled people, and reverse the trend of reduced participation among disabled adults. This is being tackled in four key areas:

Encouraging disabled people to be more active

- Providing a systematic approach to identify and support disabled people not engaged in physical activity through ‘Let’s Get Moving’, a new care pathway for physical activity.
- Bringing together private and voluntary organisations to unlock new resources that can help disabled people increase their physical activity through the Physical Activity Alliance.

Widening sports opportunities for disabled adults

- Sport England is continuing to support efforts to integrate disability sport with mainstream sport and working with NGBs to tackle barriers to sports participation.
- The English Federation of Disability Sport (EFDS) received £1.45 million of Sport England funding for 2010/11 to help them deliver a new strategy to increase participation and opportunities for disabled people, and a legacy of excellence and inclusion in sport.
- In addition, making sure that disability sport is central to plans being developed by Sport England for a mass participation legacy.

Widening sports opportunities for disabled children and young people

- The Youth Sport Trust, the publicly funded charity that promotes sport



South Yorkshire Sport © Sarah Zagni

and physical activity in schools, is working to increase the proportion of young disabled people taking part.

- Young disabled pupils have access to once-a-term 'Identifying Ability' days, pointing them towards County Assessment Centres.
- In addition, ensuring that disabled young people are given the chance to take part in high-quality competition and working to achieve the best format for this.

Increasing the supply of accessible facilities

- Encouraging 1,000 sport and leisure

facilities to improve access and services for disabled people by 2012 through the Inclusive Fitness Initiative.

- Ensuring that the London 2012 Olympic Park sets new standards in inclusive design.

No limits to what can be achieved

London 2012, the Olympic Lottery Distributor and the UK Arts Councils announced that as part of the 'Unlimited' programme the first round of disabled artists who had been awarded £400,000 of funding for ten commissions. Further rounds and funding will be available in 2010 and 2011.



© Sport England

The scheme, which celebrates arts, cultural and sporting activity by disabled and deaf people, aims to help transform the disability arts movement in the UK and capitalise on the inspiration of the Olympic Games and Paralympic Games.

The commissions unveiled in March include Candoco Unlimited (by the Candoco Dance Company, London), *The Screaming Silence of the Wind* (Maurice Orr, Northern Ireland) and *Mind the Gap – Irresistible*, by Jez Colbourne from Yorkshire.

TV boost for disability sport

LOCOG announced in January that they had awarded the UK broadcast rights for the London 2012 Paralympic Games to Channel 4 after a highly competitive tendering process.

Channel 4 will show more than 150 hours of coverage during the 12 days of the Paralympic Games – far more than has ever been screened in the UK.

It was also announced in March, as part of the Legacy Plan for disabled people, that the Government and London 2012 stakeholders would be working with Channel 4 to ensure that coverage of the Paralympic Games was appropriate and accessible and that broadcasting of disability sport would be extended before and after the Games in August and September 2012.

Before the Games, key disability sports and sporting events will be covered. Two peak time 10-part documentaries will be screened in 2011 and 2012, covering the stories of the athletes and increasing

public understanding of and enthusiasm for Paralympic sport.

Strong human stories about the capacity of sport to help disabled people were also among the winners of the BBC's Power of Sport regional awards, supported in 2009 by Sport England.

These included the Children's Able and Disabled Sport project in Cheshire and Greater Manchester and the Power Chair football scheme in Hampshire, which has enabled young wheelchair users to play the sport using giant footballs in a fun and safe environment.

No one left out

Sport England is committed to an inclusive approach in all its mainstream schemes – including **Sport Unlimited**, which has so far enabled almost half a million young people to try new activities.

Sport Unlimited is aimed at youngsters not yet playing sport on a regular basis out of school time and is boosting participation by giving them the freedom to choose the sports on offer. The most popular sports for boys include boxing, midnight basketball and free running. For girls, it is fencing, gymnastics and badminton.

Thanks to this approach, the programme is proving a success in tackling the gender divide in sport. Fewer than two in five adults playing sport are women, but with Sport

Unlimited, the split is almost 50/50. This autumn's new schemes will include an indoor football course for visually-impaired children and young people in Gloucestershire.

New sports clubs being established in 3,000 schools and colleges as part of the Change4Life initiative will offer five Olympic and two Paralympic sports (boccia and wheelchair basketball), and will have a strong focus on encouraging young disabled people to play sport.

Sporting Equals was established by Sport England in 1998 in partnership with the then Commission for Racial Equality, but is now an independent body. Sporting Equals exists to promote ethnic diversity across sport and physical activity, and is the only organisation in the UK to do so. This includes an increase in participation, volunteers and staff from black and minority ethnic backgrounds working in sports organisations.

'Access to Sport' is a community-led sports development project operating in the North London boroughs of Islington, Haringey and Hackney. The project is designed to increase participation and provide quality sports provision for under-represented groups. The project is based on a partnership approach between a broad range of agencies including local community organisations, such as sports clubs, tenants associations and voluntary youth groups, local and national

organisations and statutory partners such as local authorities.

They have developed accredited training for local people enabling them to become involved in sports coaching and a range of accessible and affordable sports activities for young people. Much of the work is organised by local groups who develop and deliver sports activities in local venues, notably housing estates, parks and other open spaces and provide support and assistance to local sports organisations and voluntary groups interested in sports.

The funding from Sporting Equals has helped to fund a Project Co-ordinator, helping partners to increase sports participation by priority groups and coaching to develop their sports development potential.

The project provides a programme of accredited sport award courses including football, basketball, cricket, athletics, netball, sports leadership courses and multi-skills programmes. About 130 people from ethnic minority communities have taken part in the 198 training coach education programmes.

They have been given advice and support in gaining sports coaching experience through networking with other sports clubs and assisted other coaches, helping to increase coaching capacity for the clubs.

Boosting competition

The UK School Games, staged in Cardiff, Newport and Swansea in 2009, was integrated so that young people competing in Olympic and Paralympic sports could rub shoulders and get the chance to experience the atmosphere and pressures of a major sporting event together.

The 2010 event, being held in the North-East of England, is featuring 1,600 high-achieving young athletes competing in ten sports – including three with events for those with physical and learning disabilities, athletics, swimming and table tennis.

The coalition government announced in June that it would be establishing a new Olympic and Paralympic-style sports competition from 2011 with local leagues and county competitions building up to national finals in the run-up to the 2012 Olympic and Paralympic Games.

Schools will also be encouraged to host in-house Olympic-style sports days so that children of all abilities have the opportunity to compete. There will be a Paralympic element at every level of the competition for young people with disabilities.

At the announcement in June, Secretary of State for Culture, Olympics, Media and Sport Jeremy Hunt said:

'I want to give a real boost to competitive sport in schools using the



Participants in the Playground to Podium scheme. © Sport England.

power of hosting the Olympic Games and Paralympic Games to encourage young people – whatever age or ability – to take part in this new competition.

‘Competitive sport – whether you win or lose – teaches young people great lessons for life. It encourages teamwork, dedication and striving to be the best that you can be. This will be a key part of our drive to leave a real lasting sports legacy from London’s Games.’

Spotting potential, promoting activity

The Playground to Podium scheme, organised by Sport England, the Youth Sport Trust, the English Federation of Disability Sport and ParalympicsGB, aims to get disabled people of school

age into sport – as well as spotting talented young people and starting them on a pathway that will lead them through sport and potentially to the highest level, the Paralympic Games.

Young people at a Playground to Podium event in Plymouth in March (pictured) got the chance to show off their skills in front of qualified NGB coaches from wheelchair basketball, football, table tennis and athletics. Everyone attending an assessment day, whatever their level of talent, is being steered towards more sports opportunities, with teachers also being given the opportunity to develop their own knowledge and understanding of how to spot ability and nurture it.

ParalympicsGB continues to stage 'Potential Days' in their bid to identify fresh talent. Phil Lane, its Chief Executive, explained:

'There are a lot of medals up for grabs in 2012 and we want to make sure we have left no stone unturned in the search for potential Paralympians who can represent Great Britain in 2012 and beyond.'

Global vision for sport

The International Inspiration scheme launched in January 2008 is an example of how London 2012 is using the power of sport to improve lives, not just in the UK, but across the world.

Now fifteen developing and emerging economy countries are being helped by the initiative, which is funded by the Government, the British Council, UNICEF, the FA Premier League and private donors. It has already enriched the lives of more than six million young people.

Increasing social inclusion is one of the fundamental principles of the programme. International Inspiration aims to integrate those groups that are currently excluded from sport and play, creating wider social cohesion in the countries that it operates.

For example, in Azerbaijan, there has been an emphasis on increased access to sport for disadvantaged groups including girls and women,

'There are a lot of medals up for grabs in 2012 and we want to make sure we have left no stone unturned in the search for potential Paralympians who can represent Great Britain in 2012 and beyond.'

disabled young people and internally displaced people. International Inspiration works to make sport and PE more inclusive through methods such as leadership training, peer mentoring and influencing teaching methodologies, so that young people of all abilities have the chance to make the most of the opportunities that PE and sport can bring. In Azerbaijan, the programme also influenced new legislation to make sport and PE more comprehensive and inclusive – especially for girls and women and for children of all abilities.

This emphasis on inclusion is not unique to Azerbaijan. In November 2009, Baroness Tanni Grey-Thompson visited Jordan to see the scheme at work, visiting the Souf refugee camp where Mouayyed, a wheelchair user is one of the students having the chance to take part in sport thanks to International Inspiration.

Equality Standard for Sport

In September 2009, LOCOG became only the third organisation in the UK to achieve the Intermediate Level of the Equality Standard for Sport, a tool to guide sports' governing bodies,

sports organisations and County Sports Partnerships towards achieving equality.

Previously, LOCOG had achieved the Preliminary Level award, and its work had been hailed as 'comprehensive' and a model for others to follow.

Looking ahead

Free for all

The Mayor of London launched in June 2010 a multi-million pound push to inspire Londoners of all ages and abilities to get active. It includes £340,000 invested in around 120

projects across the capital this summer and next year as part of the PlaySport London: Free Sport initiative.

Throughout July, August and September, Londoners are being given the chance to try out new sports and physical pursuits. These include traditional sports, less familiar ones like trampolining and martial arts, and activities specifically aimed at young families, disabled and older Londoners.

Free Sport is part of the Mayor's £30 million commitment to create a sporting



© Sport England

legacy up to and beyond 2012, by supporting an array of sporting activities and initiatives across the capital. The aim is to inspire Londoners to get more active and increase participation, by investing in grassroots sport, improving sporting infrastructure and building capacity and skills.

The Mayor of London has also provided funding for the Panathlon Challenge in London in Summer 2009. This is a London-wide Paralympic-style sports tournament involving over 1,000 young disabled people.

Meeting the challenge

No one can doubt that reversing the long-term trend of lower participation in sport amongst women and disabled people is a considerable challenge.

Sport England is using innovative themed funding rounds to address some of the biggest challenges standing in the way of increased participation.

Inclusive Sport – launched in March 2010 – is a programme designed to improve opportunities to play sport for those with disabilities.

The English Federation of Disability Sports and eight other organisations were invited to bid for £2 million of National Lottery funding to help them improve their provision for disabled people. The funding aims to increase the number of disabled people taking

part in sport, currently running at under half the level for non-disabled people.

A further £8 million of National Lottery funding has been set aside for investment in schemes to get disabled people into sport, to be announced later in 2010.

And Sport England will also announce later this year the organisations that have been allocated grants from its £10 million 'Active Women' initiative, which will focus in particular on women from disadvantaged communities and those looking after children.

There are a number of challenges facing women wanting to take part in sport. Time constraints, childcare, transport, cost, friends to go with and self-confidence can all represent barriers to women's participation.

At present, one in eight women regularly play sport in England. Whilst this has increased significantly in the last four years, women's participation still trails their male counterparts, with one in five men active and the gap increasing. Sport England figures show that women from disadvantaged communities do even less sport, with just one in ten taking part regularly.

The themed funding rounds are designed to contribute Sport England's objective of getting one million more people playing sport on a regular basis by 2013.



Participants in the Playground to Podium scheme. © Sport England.

Legacy Company

The Legacy Company will create a unique and inspiring place for events and leisure activities, a major centre for sport and culture, new communities built around family housing with a range of affordability, and a hub for enterprise and innovation. The Company is committed to the highest standards of environmental sustainability and estate management, using the park's assets to create a place this is accessible to everyone. To support this the Legacy Company is:

- developing an events strategy which enables culturally diverse and large scale events to animate the park and bring people in from surrounding neighbourhoods;

- developing opportunities to ensure the legacy parklands are a place for active recreation and healthy living
- and ensuring the needs of local and diverse communities are being built into the heart of the plans for the legacy venues.

Equality Standard for Sport

LOCOG aspires to be the first organisation in the UK to achieve the Advanced level of the Standard and will be working with UK Sport to encourage all the National Governing Bodies (NGBs) to use the Equality Standard as their planning tool regarding Equality within their organisations.

Conclusion

The second annual report of the London 2012 Equality and Diversity Forum reflects the range of work that the members have undertaken during the last year.

We have focused on delivering key aspects of our respective programmes through employment opportunities in construction on the Olympic Park; opening up access to sports activities to communities that have traditionally been hugely under represented; communicating the volunteering and business opportunities across the country and to every section of the community.

As we move forward we will continue to concentrate on areas and activities that will have the widest benefits: such as accessibility, volunteering, city operations and all this with a view to influencing the lasting legacy of London 2012.

We have used the performance indicators as a mechanism to ensure we adhere to our individual and collective commitments. The next edition will see the Forum continuing to deliver its programmes and promises building on the progress of the last two years.

Appendix i

Diversity Statement

The London 2012 Olympic and Paralympic bid promised to reach out to the youth of the world through sport and to inspire the world through the diversity of London and the UK, with the Olympic and Paralympic ideals.

The Olympic Charter and Paralympic Constitution strongly oppose any form of discrimination and more than that, they seek to create a way of life which respects individuals, values their effort and recognises their inherent dignity.

The Games offers an unprecedented opportunity to regenerate an area of East London that suffers from severe economic inequality and social deprivation and can produce economic and social benefits across the country.

London 2012 will live those values in everything we do.

We will:

- Treat everyone involved in developing and delivering London 2012 fairly and with respect.
- Be an exemplar of equality and diversity practice in our employment and recruitment, in the way we procure and deliver goods and services and how we communicate with our stakeholders and the public.
- Build the Olympic and Paralympic Park as a model for inclusivity and accessibility.

- Engage with representatives of the UK's and London's many diverse communities to understand their aspirations for the Games and how we can involve them in its development and delivery.
- Encourage people across the UK and London to take pride in working together to deliver the best Games ever.
- Reach out to young people across the world to inspire them with the Olympic and Paralympic ideals through encouraging participation in sport.
- Promote positively the diversity of London and the UK.
- Monitor and publish what we are doing to ensure that we are delivering on this promise.

We will know we have succeeded if:

- The UK's diverse communities take part and celebrate London 2012, and the world sees and recognises the inclusion of our diverse population.
- The employment, training and business opportunities arising from the regeneration of East London are shared by all its diverse communities.
- The facilities we leave in legacy are accessible and used by all.
- The diverse communities of East

London feel engaged with and have a sense of ownership of the delivery of the Games.

- All people can take pride in what has been achieved.
- Young people from all communities in the UK and developing countries have greater opportunities to engage in sport and realise their potential.
- Other major projects use the Games as a benchmark of excellence for inclusivity both in physical design, accessibility and social impact.
- Future Games have equality and respect for diversity at their heart.
- Skills and experience are developed and sustained by individuals across our diverse communities.

Appendix ii

London 2012 Equality and Diversity Forum – Terms of Reference

Background

Following the award of the Games, the Olympic bodies – the London Organising Committee of the Olympic Games and Paralympic Games Ltd. ('LOCOG') and the Olympic Delivery Authority ('ODA') – have been developing their equalities strategies.

The Games are of national significance and importance, offering a range of real opportunities to communities, organisations and businesses. Regionally, the Games are taking place in the most diverse city in the world. Over 300 languages are spoken in London and the Games provide a once in a lifetime opportunity to transform the life chances of Londoners and benefit the whole of the UK, by ensuring that equality and diversity are embedded in the planning, delivery and legacy benefits of the Games.

The national commitment to equality and diversity is reflected in the 2012 Olympic Diversity Statement, which was agreed by the Olympics Board Steering Group on 25 May 2007. The London 2012 Equality and Diversity Forum ('the Forum') has been established as the primary vehicle through which the Olympic bodies and stakeholder organisations will work jointly to support, champion and

monitor the progress that is being made on the delivery of national and regional equality commitments and objectives for the Games.

Name

1. The group shall be called the 'London 2012 Equality and Diversity Forum'.

Aims & Objectives

2. The Forum will:
 - a. Discuss, evaluate and monitor equality and diversity matters that relate to the Games, and work to ensure that equality and diversity is effectively co-ordinated, integrated and promoted in the preparation, delivery and legacy of the Games and ensure that the benefits of the Games reach all parts of the community.
 - b. Provide the environment to consolidate Games related equality and diversity achievements to date, and drive these forward by providing advice, sharing examples of best practice, and identifying blockages to progress that need to be addressed.

Membership

3. Membership shall consist of senior representatives from:
 - a. LOCOG
 - b. ODA
 - c. Greater London Authority ('GLA') (chair)

- d. London Development Agency ('LDA')
- e. Government Olympic Executive ('GOE')/ Department for Culture, Media and Sport ('DCMS')
- f. Equality and Human Rights Commission
- g. Olympic Park Legacy Company
- h. The Forum may include additional second members from these organisations as required and may co-opt members where appropriate.

Accountability

- 4. The Forum will report to the Olympic Board Steering Group.

Meetings

- 5. The Forum will meet quarterly, supported by additional officer discussions to ensure relevant information and advice is prepared for meetings. Further organisations may be invited to attend meetings where they have expertise relevant to the agenda.

Venues

- 6. The meetings will take place at City Hall unless otherwise agreed.

Other

- 7. The Forum will be serviced by a secretariat drawn from member organisations.
- 8. The terms of reference will be reviewed annually.

Appendix iii

The Commission for a Sustainable London 2012 is an independent body which monitors and assures the sustainability of the London 2012 Olympic and Paralympic Games. The Commission was set up in January 2007 to fulfil this promise. It is the first time such a Commission has ever been established.

The Commission monitors the sustainability plans, objectives and progress of the organisations responsible for building and delivering the London 2012 Games.

The aim of the Commission for a Sustainable London 2012 is:

- to provide independent assurance and commentary:
- to enable the sustainability objectives of the London 2012 programme to be achieved, and
- to support a sustainable legacy.

Their remit is nationwide. There are three strands to their work:

- Providing assurance
- Acting as a critical friend
- Engaging with wider stakeholders

Other formats and languages

For a large print, Braille, disc, sign language video or audio-tape version of this document, please contact us at the address below:

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Chinese

如果需要您母語版本的此文件，
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Vietnamese

Nếu bạn muốn có văn bản tài liệu này bằng ngôn ngữ của mình, hãy liên hệ theo số điện thoại hoặc địa chỉ dưới đây.

Greek

Αν θέλετε να αποκτήσετε αντίγραφο του παρόντος εγγράφου στη δική σας γλώσσα, παρακαλείστε να επικοινωνήσετε τηλεφωνικά στον αριθμό αυτό ή ταχυδρομικά στην παρακάτω διεύθυνση.

Turkish

Bu belgenin kendi dilinizde hazırlanmış bir nüshasını edinmek için, lütfen aşağıdaki telefon numarasını arayınız veya adrese başvurunuz.

Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਹੇਠ ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

Hindi

यदि आप इस दस्तावेज की प्रति अपनी भाषा में चाहते हैं, तो कृपया निम्नलिखित नंबर पर फोन करें अथवा नीचे दिये गये पते पर संपर्क करें

Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি (কপি) চান, তা হলে নীচের ফোন নম্বরে বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں چاہتے ہیں، تو براہ کرم نیچے دئے گئے نمبر پر فون کریں یا دیئے گئے پتے پر رابطہ کریں

Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، يرجى الاتصال برقم الهاتف أو مراسلة العنوان أدناه

Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.

