

The Wales Steering Group for the 2012 Games

Summary of legacy and learnings by sector:

The Wales Steering Group for the 2012 Games first met in 2006. Led by Welsh Government, stakeholders within the Wales Steering Group (WSG) included Cardiff City Council, Millennium Stadium, Arts Council Wales and the Creative Programmer for Wales (Cultural Olympiad), Sport Wales, Federation for Disability Sport Wales, Welsh Local Government Association, South Wales Police representing the All Wales Operations Group (for blue light services in Wales), the Wales Office, and Welsh Government officials in education, tourism, events, sports policy, regeneration, resilience, communications, business and health. Six sub-groups reported into the Wales Steering Group and an organogram is enclosed at document 1.

The aim of the Wales Steering Group (WSG) for the 2012 Games was to ensure that Wales benefitted from the Games before, during and after the event, through maximizing the economic, sporting, social and cultural impact on our nation, boosting tourism and enhancing Wales' global reputation.

For a considerable period of time after the Games were awarded to London this effort took place against a backdrop of mixed responses amongst stakeholder organisations and groups ranging from proactive positivity to apathy and even to hostility in some quarters. The latter in particular relating to the revised Games budget, when circa £60m was taken from the lottery good causes budget. Polling consistently indicated however that the majority of the Welsh public were supportive of the Games.

Taking learnings from the management of previous major events hosted by Wales, such as the Ryder Cup, WG took the decision to establish an all-partner Wales Communications Group, which reported regularly to the Wales Steering Group. This allowed the Welsh partner organisations to co-ordinate communications activities along common lines – vital in the case of a complicated and multi site programme, such as Torch Relay, where all challenges were met very effectively alongside the resilience team. The group also presented an all- Wales position, to LOCOG and others, in the case of communications proposals devised outside the Nations and Regions Group. It is recommended that this approach is adopted for future mega events.

This report summarises some of the legacy and learnings from Wales' involvement in London 2012 across six sectors; sport, business, skills & education, tourism, culture and safety & security.

SPORT

A record number of Welsh athletes competed for Team GB at London 2012. Thirty Welsh Olympic athletes won a record haul of medals (3 Gold, 3 Silver, 1 Bronze); our best result in 100 years. 38 Welsh Paralympians won 15 medals (3 Gold, 3 Silver and 9 Bronze) representing 11% of the GB total.

Pre-Games Training Camps (PGT) provided an opportunity to develop sporting, educational and cultural exchanges with a diverse range of countries around the world. For children and local communities PGT provided a unique opportunity to learn more about other nations and to inspire a positive Games legacy for Wales.

- 24 teams based themselves in Wales for PGT involving almost 850 athletes coaches and support staff
- 9 Olympic camps, 10 Paralympic, single and multi-sport camps
- Countries represented: Trinidad & Tobago, Botswana, Lesotho, Great Britain, Russia, Hong Kong, China, Mexico, South Korea, India, Australia, New Zealand and Oceanic countries x 6
- Direct economic impact (facilities, accommodation and transport providers, (including Olympic Football) of over £2m direct spend excluding multipliers.
- 5,705 bed nights in Wales (not including Games-time Football spectator figures)
- Media days in the host local authorities in North and South Wales
- Live Broadcast on Australia's Channel 9 of the Paralympic flag-bearer event at Cardiff Castle plus wider media coverage

Cardiff was a Venue Host City and the Millennium Stadium hosted 11 Olympic Football matches. Cardiff Council were the lead public agency co-ordinating the delivery of a regional event operational plan for LOCOG (and associated sponsors) for the 11 Olympic Football matches and the Olympic Torch Relay evening celebrations in Cardiff. The multi-agency Cardiff London 2012 Operations Group covered 20 delivery strands from 'look & feel' to resilience, and reflected the requirements of the UK wide City Operations Group. The Capital's multi-agency partners shared 3 key drivers as their focus on delivery in the lead up to, and during event delivery - venue, transport and customer experience.

The total attendance figure at the Millennium Stadium was 338,454. Demographic data from LOCOG indicates that some 60% of fans came from the south-west of England. The majority were reported as being a new and largely family based audience who had not attended an event at the Stadium previously. This database is now being targeted by other events organisers such as Rugby League World Cup 2013 who will stage their Opening Ceremony and matches in Cardiff this autumn.

Sport - Legacy, Learnings and Recommendations

Launched in January 2011, Gemau Cymru is a signature event for young people in the Welsh sporting calendar enhancing the performance pathway of Olympic, Commonwealth and Paralympic sports. It provides an opportunity for talented young athletes to compete in a high profile multi-sport event while experiencing an athlete village environment.

Inspired by London 2012, the event is a unique partnership between the private, public and third sectors and designed to deliver a lasting sports legacy for Wales. The event also represents the first ever integrated disability and able-bodied multi-sport event of its kind for Wales.

In 2012, the event attracted 1,320 athletes (representing 13 sports) competing in venues across Cardiff. 83 volunteers were trained and deployed in ensuring the event was delivered successfully and athletes were hosted in an Olympic Village environment at Glamorgan University. The event was featured on a 30 minute programme broadcast by S4C which also attracted coverage on Channel 4 news, ITV news, BBC Wales, Radio Cymru, 5 Live, Prynhawn da and Heno.

A positive bi-product of Gemau Cymru is its potential to unearth the stars of the future. In its first year a participant in the rugby 7's tournament was talent-spotted and drafted into the Welsh 7's development squad. He has subsequently played for the Wales 7's team as part of the International Rugby Board 7's circuit.

Sport Wales announced on 12 February 2013 the number of people playing sport in Wales has increased dramatically since the London Olympics. Swimming and boxing have seen the biggest rises of more than 30% in the six months after the Games, according to Sport Wales. It reports that 30 new canoeing clubs had been set up to cope with a surge in demand. Sports such as gymnastics (25%), hockey (32% of clubs), swimming (39%), cycling (24%), boxing (33%) and athletics (12%) have all reported significant increases in participation.

As the Games concluded, Sport Wales were already reporting that Welsh sports governing bodies were receiving new enquiries from people wanting to start, or renew, their relationship with sport, either as athletes, coaches, support staff or volunteers. Sport Wales continue to drive forward its Community Sport Strategy, helping to create better quality sporting opportunities in communities and promoting grass roots sport throughout Wales. During the Paralympics, the British Paralympic Association's (BPA) para-sport website, www.parasport.org.uk (designed to inspire people with an impairment to find sporting opportunities), saw a 115 per cent increase in visitors. The BPA also reported that Charity United Research found "because of the Games, 81% of British adults changed their viewpoint of persons with a disability. A further 85% felt athletes were people to aspire to."

Athletics New Zealand has confirmed that the team will return to Wales for training prior to the 2014 Commonwealth Games in Glasgow. Additionally the New Zealand disability athletics team will train in Wales in July 2013 in preparation for the IPC Athletics World Championships in Lyon, France. Discussions are ongoing with New Zealand and Australia for Wales to become a regular training destination in order for athletes and support staff to overcome the effects of long haul travel in preparation for events in Europe. The International Paralympic Committee (IPC) has decided that Swansea University will host the 2014 IPC European Athletics Championships which will be a fitting legacy of the outstanding Welsh and British performances at the London 2012 Games. There is no doubt that the bid for the IPC European Championships was enhanced due to the fact that the New Zealand and Mexican Paralympic teams prepared for the L2012 Paralympic Games at Swansea University.

Partners and stakeholders continue to showcase the fantastic sporting facilities we have in Wales. With the 2014 Commonwealth Games taking place in Glasgow, there is an opportunity to target Commonwealth countries with the intention of developing long term relationships and further establishing Wales as a pre-event training destination. The aim must be to secure some return business in 2014 and in the build up to other major sporting events in the UK and Europe.

The Cardiff University Physiotherapy Programme (an Inspire Mark project) goes from strength to strength. This volunteer programme has resulted in over 800 undergraduate and professional physiotherapists engaged in six PGT camps and subsequent major events including the Cardiff Half Marathon, Gemau Cymru, the European & World Touch Rugby championships and various disability sporting events.

The then Minister for Housing, Regeneration and Heritage, Huw Lewis, made a written statement on 11 December 2012 which set out the actions that the Welsh Government would be taking to build on the momentum of the 2012 Games including:

- a cross-governmental ambition to increase levels of physical activity across the population by supporting people to change their behaviour by creating the right environment where being physically active on a daily basis is the easier option. As a result, the Welsh Government has commissioned an investigation of how to further mainstream physical activity within each Government portfolio. HRH Minister will be meeting Cabinet colleagues individually to explore the possibilities for further cross-Government collaboration.
- Tackling barriers to inclusion in sport for disabled children and adults, and for people from different cultures, advancing their rights and enhancing their well-being, and the promotion of wider benefits in terms of more tolerant, inclusive and cohesive communities.

The former Minister for Sport also proposed in this Statement to:

- change the direction of the Physical Activity Ministerial Advisory Group so that the group becomes more outcome focussed and its members are held accountable for specific actions which will lead to increases in levels of physical activity.
- continue to lead a refreshed Group which will meet two to three times per year, and the Cabinet has also agreed to rotate the chair amongst Cabinet Ministers, when appropriate, with clearly defined outcomes sought and new ideas generated across a range of portfolios.
- challenge Sport Wales and Public Health Wales to work together over the next three months (to March 2013) to produce a delivery plan of joint actions that they will take to increase levels of physical activity and to complement all other initiatives underway in this area.

Cabinet colleagues have also agreed to build on the success, of existing cross-Government funded physical activity programmes such as Change4Life and Let's Walk Cymru by increasing the intensity and extending reach in order to support more people to build more physical activity into their everyday lives.

Cardiff and the Millennium Stadium are well used to hosting major international events and while there was acknowledgement that an element of additional work was required for the Olympics, the degree of scrutiny of planning from London was at times considered excessive. Following the 2010 Ryder Cup and the 2012 Games, Wales should have great confidence in its capacity to deliver international best practice as a major event host in a safe and secure environment.

One key lesson for the Welsh Government is that where our signed guarantees are required as part of a UK bid process for a mega event, this mechanism provides an opportunity to leverage Wales' position to the full. By way of

example, this was arguably the only opportunity to secure host status for Olympic competition beyond the football tournament for sports such as canoeing and mountain biking.

BUSINESS

To support Welsh businesses awareness of the opportunities available building up to and during the 2012 Olympic and Paralympic Games the Welsh Government (WG), together with all the UK's Nations and regions has contributed and supported the CompeteFor portal, an online brokerage system. WG invested £327,880 towards the development and operation of CompeteFor, which included £62,380 dependant on the performance and the number of Welsh based businesses registered on the website. The number of Welsh businesses registered on CompeteFor is 3,885, with over 1,000 shortlisted for contracts.

For Wales:

- 69 contracts won via CompeteFor
- 11 Olympic Delivery Authority Contracts won
- 17 LOCOG contracts awarded to Welsh businesses
- 1 LOCOG Licensee
- 574 businesses referred for support
- Over 200 bulletins publicising London 2012 opportunities to Welsh businesses were circulated

Contracts won by Welsh companies to date are valued in excess of £38m and include fourteen high value top tier contracts. Due to commercial confidentiality and marketing restrictions, individual high value figures could not be disclosed. One prominent example of a London 2012 Welsh business success was The Royal Mint contract. They manufactured the vast commemorative coin programme and all 4,700 victory medals for the Games; the largest number, biggest and heaviest medals ever made.

There are many tier 2 and 3 contracts that Welsh businesses have won but this data in the supply chain was not captured in any detail by LOCOG and the ODA.

The CompeteFor portal has been used by the Olympic Delivery Authority (ODA), London Organising Committee for the Games (LOCOG), Transport for London (TfL) and others to widely advertise and promote procurement opportunities. It continues to be used in the supply chain to transform the Queen Elizabeth Olympic Park, and by other public sector buying organisations such as Crossrail, as part of their procurement process. In turn, smaller sub-contractors of these larger organisations use CompeteFor to make their business opportunities widely available.

Following the closure of the Regional Development Agencies in England, including the London Development Agency (LDA), in March 2012 the CompeteFor project was transferred from the LDA to Transport for London (TfL) as another functional body of the Greater London Authority group.

Welsh Government participated in the UKTI British Business Embassy Programme hosted at Lancaster House during the fortnight of Games-time. UKTI hosted a full timetable of global business summits, networking events and business seminars in order to ensure that UK business interests had access to visiting global companies.

- Secured an invitation for WG Ministerial attendance at the Global Investment Conference - the keynote business engagement event to be hosted by the Prime Minister at Lancaster House on the eve of the Games, followed by an

evening reception in the presence of HRH The Prince of Wales at Clarence House

- Liaised with UKTI to ensure a Welsh business presence at the Sector Summits – the series of focus days being run at Lancaster House, each profiling an exciting British industry sector. Welsh involvement included representation from leading Welsh companies proposed by the WG Sector Panels – 23 Welsh companies chose to take the opportunity over the two week programme period. Acting on the awareness raised by UKTI activities during Games-period, WG immediately followed up with a series of media engagement days in London across four key sectors.
- Those sectors unable to attend Lancaster House were offered the ability to take advantage of “live” or “as live” streaming of their sector event and WG worked with them to develop Wales-based events to exploit this facility.

The Welsh “footprint” on the UK business offer was emphasised further during the Olympic period by a carefully targeted advertising campaign, profiling Wales’ recently launched Enterprise Zone programme. Taking advantage of London Underground sites in the vicinity of both Lancaster House and key sporting venues, Welsh business messages were presented to key target audiences visiting central and East London at the time of the Games. Meanwhile, judicious deployment of the newly-opened London office, officially launched to a business audience immediately prior to the Games, will continue in an effort to engage successfully with key, and often difficult to reach, targets in the London and South East.

The London-based sector media were “primed” appropriately and ready to receive Wales sector-specific messages at subsequent media engagement events.

Business Legacy, Learnings and Recommendations

It is not possible to capture conclusive figures regarding Welsh business involvement in London 2012. Whilst CompeteFor captured the value of contracts awarded, actual expenditure data does not exist to corroborate that figure. CompeteFor figures also only include direct contracts awarded and not any sub contract opportunities, i.e. a major construction contractor could be headquartered in England, but sub contract significant elements to Welsh companies but this supply chain data is not captured.

However, on 27 January 2013 LOCOG announced that suppliers involved in helping stage London 2012 would be able to promote their involvement in the Olympics and Paralympics after a landmark deal was reached between the Government, the British Olympic Association (BOA) and the International Olympic Committee (IOC).

Until now companies had been banned, under the terms of the contracts they had signed, from associating themselves with the Olympics. But this deal allows the tens of thousands of companies that worked on London 2012 in various ways to actively promote their work on the Games.

The UK Government has additionally committed £2 million to the BOA to allow them to establish and operate the new 'supplier recognition scheme'.

Companies can apply to the BOA for a free licence to promote their work at trade shows both in the UK and internationally, apply for industry awards for their London 2012 work and use their involvement in direct pitches and tender documentation when competing for international contracts. Additionally, the licence will give businesses exclusive access to the ODA's image library from the project, enabling them to market their involvement London 2012.

The relaxation of the rules affecting promotional activity by UK companies was a key recommendation of last summer's report by ODA chairman Sir John Armitt on how this country could maximise business benefits from the Games.

The impact of this development is already being seen to benefit Welsh companies - on 12 March, Newtown vehicle tracking systems supplier, Quartix, reported a 24% increase in sales and 60% in operating profit in 2012 due to "significant contract wins" which included a LOCOG contract supplying 650 tracking systems in courtesy cars for visiting officials and dignitaries during London 2012. They expect further growth of at least 50% in 2013.

Andy Kirk, sales and marketing director at Quartix, said: "Operating profit increased by 60 per cent to £2.9m in 2012, making us one of the most financially stable companies in the tracking sector."

For future mega-events in the UK we recommend the early deployment of a dedicated 'Welsh Business Ambassador/Broker', working at senior and strategic business levels to focus on 'exporting' appropriately targeted Welsh goods and services on the one hand and generating foreign direct investment opportunities on the other. We believe that Rugby World Cup 2015 provides the next opportunity to develop and implement this work stream.

SKILLS AND EDUCATION

- 1,255 Welsh schools/colleges registered on the London 2012 Education portal, GetSet, which represents 69% of education establishments in Wales.
- 848 registered further on the Get Set Network allowing them to apply for the Ticketshare scheme, 588 of which did apply.
- LOCOG's Host a Nation Campaign - 54 schools in Wales supported other National teams from around the World
- The Young Ambassadors (YA) programme in Wales recognises and rewards committed young sports leaders who are making a difference in schools, clubs and communities. They receive training, resources and opportunities, and have used the 2012 Games as a catalyst, and follow a prescribed pathway (i.e. Bronze, Silver, Gold, Platinum awards). Since 2010 there have been 3,173 Young Ambassadors appointed in Wales, with 1,751 in the 2012-13 year alone.
- One YA, Emma Roberts is currently on internship with Sport Wales.

Skills & Education - Legacy, Learnings and Recommendations

- The Ministers for Education and Heritage agreed the establishment of a Schools and Physical Activity Task and Finish Group in May 2012. The Group is chaired by Baroness Tanni Grey-Thompson and includes representatives from Sport Wales, Estyn, the Education and School Improvement Service (ESIS), University of Glamorgan and the teaching profession.
- The Group has been asked to draw up innovative but practical recommendations on what more can be done to develop the role of schools in increasing levels of physical activity among children and young people. It held its initial meetings in October and November, and is due to report with recommendations by summer 2013.
- A Young Ambassador (YA) Wales Steering Group has been established to help shape the direction of the YA movement and feed into wider issues affecting the sporting sector. This provides an opportunity for young people to shape sports policy, as well as develop key life skills.
- WG DfES Grant funding of £72k supported delivery of an Olympic legacy programme via the Jamie Baulch Academy (Oct-Dec 2012) to a minimum of 60 schools
- PE & School Sports initiative (PESS) - all secondary schools in Wales provide access for pupils to accredited sports leadership training. This is also being rolled out to primary schools
- Adizones (Adidas branded Multi-utility outdoor fitness zones, in the shape of the 2012 logo). There are five Adizones in Wales. Pentrehafod Secondary School, Swansea opened in March 2011, Barry Island promenade followed, and Aberystwyth's Penparcau adizone opened in June 2012. Cardiff has the remaining two Adizones, on the Barrage and in Howard Gardens, Adamsdown.

TOURISM

The work of Visit Wales (VW) aimed to ensure that the Welsh tourism industry benefited as much as possible and that via the Games, Wales was introduced to new travel audiences.

- Working with Visit Britain, VW participated in the “Great Britain – You’re Invited” campaign, and had a clear and active presence at the non-accredited media centre, open 8am-midnight during Games-time,
- Promotion of Wales was shaped to emphasise the Wales Coast Path, and the preparations to celebrate the centenary of Dylan Thomas’ birth in 2014. VW organised and hosted 15 journalists and 7 travel trade contacts from 9 countries during 5 Coast Path press trips.
- Ensured images of Wales were considered for inclusion in the Opening and Closing ceremonies
- Established and maintained links with official overseas broadcasters attending the Games and supplied them with relevant and appropriate B roll footage for Games-time broadcasts
- Concentrated specifically on featuring Cardiff as Wales’ Olympic venue city (WG worked with Cardiff Council to take full advantage of the city branding and dressing proposition offered to host cities by LOCOG to create an Olympic “look and feel” at key sites, welcoming visitors and linking Wales more closely with the Olympic brand)
- Followed up with additional eCRM campaign, commenced April 2012, and ran right up until Games time.
- Incorporated tactical messages exploring Games-related reasons to visit Wales this summer – the Games-related attractions on offer, the opportunity to get away from the Games, if that is what was desired, and the renewed chance to promote Wales’ unique sport and leisure credentials
- Selected high profile athletes, past and present contributed to “Wales View 2012”, VW’s annual magazine,
- GREAT Britain, GREAT Welcome – press trip in August for 9 journalists as Britain prepared for the Paralympic Games. A whistle-stop tour of the UK included a Welsh welcome in Cardiff during the Paralympic Torch Relay in Wales.

Tourism - Legacy, Learnings and Recommendations

Visit Wales PR activation led to a number of filming and interview opportunities, which resulted in HD footage and a promotional mini film. The main legacy is the nurturing of relationships with numerous international broadcasters and media. Two such examples were:

- Wales hosted US Olympic medallist Rebecca Soni who, in conjunction with Visit Britain and the US Olympic Committee ran a series of blogs and video posts about Rebecca’s visit
- VisitWales pitched ideas to TV Channel 9 Breakfast in Australia who agreed to take up a filming opportunity in Cardiff during the Olympics (along with London, Edinburgh and Bath). The show was broadcast live from Cardiff Castle from 8pm–midnight UK time to coincide with peak morning TV viewers.

A Mintel Report (Dec 2012) on the Olympic Impact found visits to the UK were down 1.5% (down from just under 8.6m in 2011 to just over 8.4m) during the 8mth period to August 2012, however those that did come spent more. Although the data includes

money spent on Games tickets regardless of when they were actually purchased, overall expenditure by overseas residents coming to the UK increased 9% year on year to almost £2.4bn.

There doesn't seem to have been an 'Olympic exodus' with the number of holidays abroad during August falling just 0.6% from one year ago. This suggests that the Olympics had minimal effect, but – if anything – stopped people going away.

VisitBritain's research newsletter, Foresight, reported the outcome of Britain's rankings post London 2012. In summary:

- overall nation brand has moved up one place to 4th out of 50 major countries around the world.
- for Culture UK has also moved up one place to 4th
- for Tourism the UK has held at 4th, and held at 7th for aspiration to visit
- for Welcome, the UK moved up 3 places to 9th (highest ranking ever)

There is evidence that Great Britain has capitalised on the 2012 Games to improve image:

Maximise the economic benefit for tourism across the country - 75% of those who saw coverage of Britain hosting the Games agreed it made them think Britain had plenty of interesting places to visit outside London

Enhance the image of Britain as a visitor destination - 63% of those who saw coverage of Britain hosting the Games agreed it had increased their interest in visiting for a holiday (and this was notably higher in emerging markets including the BRICs – Brazil, Russia, India, China)

Other VisitBritain research states that 99% of departing overseas visitors during July - September 2012 said they had felt welcome in Britain, with five out of six (83%) saying they had felt 'very' or 'extremely' welcome (statistically significant increase on 79% in Q3 2011).

The IPS questionnaire that Visit Britain sent out placed those who came to the UK to watch the Games in three distinct groups:

1. Those who came mainly for the Games (so probably secured their tickets before booking their transport and accommodation and may not have come if they hadn't had a ticket) – included as a 'Prime' Games visit
2. Those who were visiting Britain for another reason (such as holiday, visiting friends and relatives or business) but decided to also take advantage of timing and get a ticket for an official event) – also included as a 'Prime' Games visit
3. Those who were visiting Britain for another reason but went along to free to view events (eg sections of the marathon) or a cultural event – counted as a 'Secondary' Games visit

	Visits (000)	Spend (£m)	Average spend per visit (£)	Average stay (nights)
All 'Prime' Games visits <i>(mainly due to Games / involved</i>	685	925	£1,350	11

<i>attending official event)</i>				
Mainly due to Games	470	709	£1,510	8
To watch	391	486	£1,240	6
To work	56	183	£3,260	19
To participate	22	41	£1,830	16
Not mainly due to Games but involved attending official event	215	216	£1,010	17

Due to the structure of the IPS questionnaire it is not possible to definitively report where in the UK overseas visitors went to a Games event. Visitors reported where they spent each night in the UK, and then separately whether they attended a Games-related event or not. However, with events happening around the country visits were not limited to London – although these visits may have involved seeing an event in London and then staying elsewhere before or afterwards. The rest of England saw 202,000 visits, Scotland 24,000 and Wales 16,000 ‘prime’ Games visits. In total these visits involved spending over £160m outside London.

VOLUNTEERING

Some 3,500 London 2012 Games Makers were interviewed in Wales in June 2011. LOCOG has not disclosed how many Welsh/Wales based people were selected as volunteers during the Games.

Cardiff Council recruited over 300 Host Council Ambassadors, who represented Cardiff by welcoming visiting spectators and teams to the City. In total approx 6,000 hours of volunteering was provided by these volunteers amounting to the equivalent of £50,000 - £60,000 of paid labour. Many have volunteered at other events in Wales since. This database of volunteers can be utilised for future Major and Mega events, and is currently being considered for Rugby League World Cup 2013, ICC Cricket Championships 2013 and WOMEX 2013.

Additionally, approx 300 Millennium Volunteers were recruited, trained, and deployed during the Olympic football matches in Cardiff and at the Pre-Games Training Camps. The Cardiff Host Council Ambassador Programme trained the Millennium Volunteers in emergency management, counter terrorism, world host (accredited), and disability inclusion training (accredited), as well as other bespoke training.

The youth volunteering scheme GwirVol received positive feedback and an increase in volunteering numbers, with their website receiving almost 600 referred visitors as a result of a link listed on the London 2012 website.

St John's Ambulance Wales assisted the Olympic Torch Relay in Cardiff, the numerous Olympic football events and the Paralympic Torch Relay - 411 members contributing 46,854 volunteering hours, an average of 114 hours each.

Many organisations funded by the Volunteering in Wales Fund held events, promoted the Games or even got involved in London 2012 in the games themselves.

Volunteering - Legacy, Learnings and Recommendations

Besides a unique once-in-a-lifetime experience, each volunteer in Wales completed at least one recognised 'accredited' course. Irrespective of the total number of volunteers inspired by London 2012, one project within Millennium Volunteers, *MV50 Sport*, are aiming for 2,012 volunteers as a legacy of the Olympics, which they expect to achieve within a year of the closing ceremony.

Major/Mega Events are proven catalysts for encouraging volunteers to come forward. Lead agencies and key stakeholders working in and with the Third Sector are advised to take an integrated strategic view of ways they can continue to effectively align recruitment campaigns and the wide dissemination of key messages with events going forward.

CULTURE

The Olympic Torch Relay (OTR) travelled around the UK for 70 days. Wales hosted the Relay from May 25, with four Evening Celebrations in Cardiff, Swansea, Aberystwyth and Bangor. The OTR entered and departed Wales three times, with final departure date on May 30. The Olympic Flame travelled by air, sea, canal, train, and Welsh Cob, visiting the coal face at The Big Pit and carried to the top of Snowdon by mountaineer Sir Chris Bonington and through EVERY local authority in Wales. Approximately 750,000 people or roughly 1 in 4 of the people of Wales turned out to support the OTR in their communities.

Cultural Olympiad:

Wales's community led contribution to the Cultural Olympiad was Power of the Flame, five projects developed by Arts Council Wales in partnership with Urdd Gobaith Cymru, Cadw, Disability Arts Cymru, Valleys Kids and Wrexham County Borough Council. The programme was funded by a £1.67m Legacy Trust UK grant with match funding from partners of £1,333,105 and designed to inspire and engage young people to work with professional artists and practitioners.

Following the Flame - the exhibition showcasing Wales' contribution to the modern Games since 1896 toured extensively throughout Wales. The exhibition was seen by over 146,000 people; 555 workshops were held for 16,002 young people in Wales. With Arts Council Wales funding, Minister for HRH launched a scheme on October 18 2012 to have a copy of the Following the Flame exhibition's book and accompanying DVD in every school in Wales

Whose Flame is it Anyway – a Disability Arts Cymru project, engaged with young disabled actors, dancers, visual artists, musicians and writers across Wales. Breaking the Wall, a 40 minute symphonic composition created by 19 year old visually impaired composer Lloyd Coleman was performed at St Davids Hall in March 2012, recorded by BBC National Orchestra of Wales, and is being used by blind and visually impaired young people at UCAN, who develop performances inspired by the music. The Director of UCAN will travel to USA to promote the project.

The Unusual Stage School performers performed an adaptation of Aristophanes' 'The Birds' at the Sherman Theatre, Cardiff. Several actors continue to meet with the Rise and Shine group in Caernarfon to develop their workshop leadership skills. The Go Get Started exhibition artwork was reproduced on postcards and continues to be distributed. Potential partnerships have been identified with disabled artists in County Wexford, Ireland.

During the course of the Power of the Flame project, Disability Arts Cymru developed its capacity for new work. As a result, it has received additional revenue funding from Arts Council of Wales.

Kindling Talent – Foremost in the Urdd's involvement was the National Youth Theatre developed at three residential centres across Wales. Over two years young talented Welsh actors devised and rehearsed a script dealing with significant contemporary issues. Urdd Gobaith Cymru has identified that it wishes to continue with its National Youth Theatre in the Welsh language, and the Arts Council of Wales has agreed to receive an application for a two year funding package for this theatre group. Other events included the annual Message of Peace delivered from the summit of Snowdon on the day the Olympic Torch arrived in the UK.

Cauldrons & Furnaces - eight Cadw sites around Wales were the backdrop for the telling of extraordinary stories in extraordinary places, detailing our nation's rich and diverse history. Using the Cadw sites for community events has supported and galvanised Cadw's continued efforts to use events to offer new and inclusive experiences to local communities while showcasing Wales' heritage to wider audiences. Arts Council of Wales and Cadw have entered into a partnership which will develop the arts at heritage sites throughout Wales in a three year programme 2012-2015. This new concordat was launched by the Heritage Minister at the Senedd on September 25th 2012.

Mzansi Cymru - an international project, initiated by community development charity, Valleys Kids, and including performers and choir from Langa Township in South Africa. 'Torchbearers' was performed over two days at the Wales Millennium Centre in July 2012.

Power of the Flame Summary

- Young people participating - 59,811
- Total audiences - 174,931
- 151 public events were delivered between June 2011 and August 24, 2012
- The weather was the worst on record for the time of year but no event was cancelled and no event was transferred to an alternative venue (though a couple came close!)

Wales's Artists taking the Lead commission, funded by the National Lottery through Arts Council of Wales, was **Adain Avion**. A DC9 aircraft fuselage travelled through Wales providing space for workshops and exhibitions. The "black box recorder" filmed all events in and around the fuselage and was presented to the People's Collection at the National Museum of Wales at the end of summer 2012. It is estimated 47,840 people engaged with Adain Avion.

Wider Cultural Olympiad activities in Wales were centered on Festival 2012. This was a UK wide festival curated by London 2012's Director of the Cultural Olympiad, Ruth Mackenzie. The National Theatre of Wales and Theatr Genedlaethol contributed substantial productions. National Eisteddfod of Wales became a centre for Cultural Olympiad performances in the Vale of Glamorgan and the north coast of Anglesey became one of 5 major UK sites to host the 2012 Peace Camp. Mostyn, Llandudno and Ruthin Craft Centre held exhibitions as part of Festival 2012.

Wales was represented at the Olympic and Paralympic Ceremonies. The composer Gareth Glyn wrote music for the London Schools Symphony Orchestra at the Opening Ceremony; Elin Manahan Thomas performed at the Paralympic Opening Ceremony and the young visually impaired composer Lloyd Coleman played as part of the Paraorchestra in the Paralympic Closing Ceremony and Matt Fraser, closely involved with Disability Arts Cymru, played his drumkit alongside Coldplay's drummer at very end of this ceremony.

Another hopeful legacy is **A Celebration of Wales at London 2012**: The proposal is to create a series of small dynamic permanent satellite display spaces throughout the country, the panels of which are changed two to three times per year to reflect Welsh events and achievements as well as local interests and characters. Requests for the first of these have already been received, with interest from every corner of the country.

The Inspire Programme:

The Inspire Programme (the London 2012 branded kite-mark for programmes and projects) played an integral part in engaging and securing a 2012 legacy for communities and individuals across the nation.

- provided a medium for raising awareness of community sports development and other community group activity awarded the London 2012 Inspire Mark with LA Councillors and Communications teams
- Demonstrated true community engagement with the 2012 'Games'
- Served as an important vehicle to both engage and demonstrate community engagement
- Programmer networks were of great advantage in generating enthusiasm for the Games in Wales and support for Team GB athletes.
- 103 Welsh projects were awarded the Inspire Mark
- 103,000 people participated in the Inspire Programme in Wales which drew in project funding to the value of £2m
- 21 projects activated across the Olympic Torch Relay route and evening celebrations

A UK-wide survey is concluding at year end regarding the Inspire Mark Projects. Initial statistics received in December reveal:

If London wasn't hosting the Games -

- The project would not have taken place 39%
- The project would not have taken place with the same scale or profile 33%

Delivery of Inspire Projects

- People involved in delivering c.887k
- Project delivery (Volunteers v Paid staff) 92% v 8%
- At least a third of Inspire Projects received funding from Local Authorities
- 6% of Inspire projects did not require any funding
- Projects continuing post Games 78%
- Inspired to run similar projects in the future 93%

Culture - Legacy, Learnings and Recommendations

The Cultural Olympiad and the Inspire Programme created a unique nationwide network of people with a detailed and intimate knowledge of communities and networks, and a significant asset to the UK Nations and Regions.

This network is now being re-visited in order to provide a cultural dimension to other major events, including Rugby League World Cup 2013.

Learning – all major arts and culture stakeholders in Wales should recognise there is a real appetite for community level engagement opportunities/celebrations if the central theme is strong enough. Upcoming examples include Dylan Thomas 100 celebrations and World War I commemorations in 2014.

Sports events of appropriate size and scale can galvanise the arts, cultural and wider creative sectors in new ways, providing a valuable international platform and profile for professional artists and practitioners as well as an impact at 'the grass roots'. Rugby World Cup 2015 provides the next global opportunity.

Security and Safety – Command, Control and Communications

South Wales Police chaired the All Wales Group, leading on the Olympics Command, Control and Communication Structures in Wales working with the other emergency services, local government and other public and private sector bodies. Two years of planning on a multi-agency basis, together with the willingness of all those involved, resulted in a very successful Olympic Torch Relay and Olympic Football matches in Wales.

Multi-agency planning is nothing new in Wales. The Cardiff London 2012 Operations Group model was based on that developed for the European Summit in 1998, followed by the Rugby World Cup 1999.

Cardiff hosted 11 Olympic Football matches between the 25th of July and the 10th of August. For each game the South Wales Strategic Co-ordination Centre (SCC) was activated and was staffed by all the relevant responder agencies. The SCC considered the local Games management/emergency in its wider context, considered wider impact and risk and provided a framework to support those operating at tactical level by prioritising demands and providing resources.

The Emergency Co-ordination Centre (Wales) (ECC(W)) at the Welsh Government managed the flow of information across the remainder of Wales. Daily Situational Reports were produced from the information received from the rest of Wales and fed into the SCC. Its purpose was to reduce the telephone traffic into the SCC and avoid duplication in response.

Having a dedicated multi-agency team working together on the planning for 2 years ensured that preparations for security and safety were thorough and robust. This was the first time that a single command and control structure was put in place for an event covering all 4 Police Force areas in Wales and this worked effectively. The preparations were based on existing planning which helped embed arrangements more easily with many of these unique to Wales.

The infrastructure of the 3 Strategic Co-ordination Centres – which is unique to Wales – and the technology built in to them greatly assisted in the joint working and response to the Torch Relay and Olympic Games with the seamless transition from one SCC to another during the Torch Relay.

From a safety and security perspective the Torch Relays and Olympic Games were a great success. The lessons learnt from the operation of a single command structure and the use of a dedicated multi-agency planning team will be applied to future events which require all-Wales co-ordination.

Jonathan Jones
Chair
Wales Steering Group for the 2012 Games