

## Be inspired by the 2012 Games

Helier Cheung, of the Olympic Executive Staging Team, introduces a new programme which seeks to inspire change across the UK by harnessing the excitement of the Games to drive participation.

What do an outdoors Bollywood dancing spectacular, an innovative volunteering and leadership programme for schools and a youth sporting competition involving sports stars have in common? They're all great projects contributing to the legacy of the 2012 Games, recognised as part of the London 2012 Inspire programme: [www.london2012.com/get-involved/inspire-programme](http://www.london2012.com/get-involved/inspire-programme).

### Be inspired

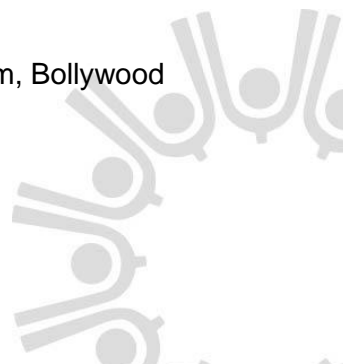
The Inspire programme seeks to inspire change across the UK by harnessing the excitement of the Games to drive participation. It recognises high quality, non-commercial, participative projects from Government and the third sector that promote participation in the 2012 legacy areas: sport, culture, education, sustainability, volunteering, and business opportunities. Over 270 projects have already joined, and are able to use the Inspire mark, the non-commercial 2012 logo, on a wide range of their marketing materials. As well as being officially recognised as part of the Games through the Inspire mark, benefits of being part of the programme also include:

- Communications and marketing support from the LOCOG team, including being linked to and featured on the popular London 2012 website and inclusion in targeted London 2012 media campaigns.
- Access to exclusive communications materials provided by LOCOG, including graphics and editorial.
- The chance to have London 2012 representatives, government ministers and olympians and paralympics present at key project events.
- Opportunities for strengthening projects - joining up third-sector projects, identifying areas of common interest, and forging new partnerships via the 'Inspire Network', where Inspire projects can network, share best practice, and receive capacity-building advice from 2012 sponsors.

Although the Inspire mark cannot be used for fundraising, being part of the programme is a great opportunity to link to the Olympic and Paralympic Games, raise a project's profile, and forge new partnerships through networking and greater publicity.

Three projects recently recognised by Inspire include Sports Jam, Bollywood Steps, and Today's Youth, Tomorrow's Leaders.

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### Sports Jam

Over 1000 children and parents had the opportunity to try out sports such as canoeing, Parkour, and sprinting with UK athlete Perri Shakes-Drayton, at the launch of Sports Jam, a project that supports community sports clubs in Tower Hamlets and Hackney to help them increase their youth participation and coaches and volunteers, see <http://bit.ly/inspiresport> or [www.london2012.com](http://www.london2012.com).

### Bollywood Steps

In Birmingham, hundreds of school children and young people performed in an outdoor Bollywood dance production that celebrated communities coming together through dance. The festival included fireworks, water effects and dhol drummers as well as three dance routines, and the audience, as well as town hall staff and Olympic athlete Denise Lewis, joined the dancing. You can look through photos from the event at:

<http://blog.bollywoodstepsbirmingham.co.uk>

### Today's Youth, Tomorrow's Leaders

The project uses the 2012 Games as an incentive to motivate young leaders to volunteer in sport, and lead Olympic and Paralympic themed events to get their schools involved in the values of the Games. "We are able to use the Games as a long term target with short term goals", said Andy. "The fact that they are part of such a big programme gives the leaders more incentive to volunteer and help our other programmes". You can read a review of the launch by James Tabberer, the Yorkshire Inspire Programmer, at:

<http://bit.ly/todaysyouth> or [www.london2012.com](http://www.london2012.com)

### Further inspiration

Do any of your members have projects inspired or energised by the Games? Do you or your members have any ideas or questions about getting involved with 2012?

You can find out more by visiting the London 2012 Inspire website at: [www.london2012.com/get-involved/inspire-programme](http://www.london2012.com/get-involved/inspire-programme) or contact Helier Cheung on [helier.cheung@culture.gsi.gov.uk](mailto:helier.cheung@culture.gsi.gov.uk) or **0207 211 6333**.

You can also follow the Inspire team on Twitter at: <http://twitter.com/london2012team>

Or contact your regional Inspire programmer:

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