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Dr Dan Hull

Potential benefits of the London 2012 Olympics and Paralympics for Northern Ireland

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This paper presents an overview of some of the potential benefits of the London 2012 Olympic Games for Northern Ireland, including economic, cultural and sporting factors. A brief analysis of the benefits of previous Games is also presented.

Key Points

- The London 2012 Olympic Games will take place from 25 July to 12 August 2012, and the Paralympic Games will follow from 29 August to 9 September 2012. Around 32 sporting venues will be used for the Games, including 10 outside London.
- The London Organising Committee of the Olympic and Paralympic Games (LOCOG) and the UK Department for Culture, Media and Sport (DCMS) have articulated a range of arguments regarding the benefits of the London 2012 Olympic Games to the UK, though many of these arguments are specific to England.
- Northern Ireland's involvement in the Games is routed through the LOCOG Nations and Regions Group, and a Northern Ireland-specific Leadership Group chaired by the CAL Minister.
- A *Northern Ireland Strategy for the 2012 Games* was launched in 2007 addressing seven key policy areas (sport, culture, tourism, volunteering, business, education, and skills and employment).
- A series of targets for the Games are provided in the Programme for Government, and in the *Sport Matters* strategy, including providing a minimum of 10 new or upgraded facilities for Northern Ireland player/athlete development by 2011, and by 2012 to seek to attract 10 nations for pre-games training or acclimatisation.
- Three training camp agreements have been signed, by the Australian boxing team, the Ireland Paralympics team, and the Chinese gymnastics team. This compares with two agreements for Scotland, six for Wales, and 106 for the English regions.
- Initiatives such as the Get Set Education programme and the National Schools Sports Week have been established to help boost grass-roots participation in sport, though it is not clear to what extent Northern Ireland is participating in such schemes.
- Sport NI has estimated that 14–16 Olympic athletes may compete in the London 2012 Olympic Games, and 3–5 athletes in the Paralympics. Around eight coaching and other support staff may also be involved, though it is difficult to be certain at this stage.
- In terms of wider benefits, 40 companies have won £40m of business to date, with around 1,700 companies registered for potential contracts. Further benefits may derive from the Cultural Olympiad, with £5m of funding available for cultural and sporting projects. Sport NI has previously estimated the cost of the Olympics to Northern Ireland to be £84.7m.
- A number of studies have highlighted the economic and social benefits of previous Olympic Games, though few have explicitly stated the potential benefits for regions of the host country outside of the host city.
- LOCOG is recruiting up to 70,000 volunteers for the Games, and the Northern Ireland strategy includes a target to involve 2,000 volunteers from Northern Ireland. To date, around 900 interviews have been carried out for such posts.

Executive Summary

This paper presents an overview of some of the potential benefits of the London 2012 Olympic Games for Northern Ireland, including economic, cultural and sporting factors. A brief analysis of the benefits of previous Games is also presented.

The London 2012 Olympic Games will take place from 25 July to 12 August 2012, and the Paralympic Games will follow from 29 August to 9 September 2012. Around 32 sporting venues will be used for the Games, including 10 outside London. The UK government and London Organising Committee of the Olympic Games and Paralympic Games have articulated a range of arguments regarding the benefits of the London 2012 Olympic Games to the UK. Many of these arguments focus on the London Olympic Park, the London 2012 Festival, some of the infrastructural developments in London, as well as on some of the wider economic benefits for London businesses. Indeed, most of the arguments articulated by DCMS regarding the wider benefits for the UK are in fact England-specific.

Northern Ireland's involvement in the Games is largely routed through the LOCOG Nations and Regions Group, and a Northern Ireland-specific Leadership Group chaired by the CAL Minister. A *Northern Ireland Strategy for the 2012 Games* was launched in 2007 addressing seven key policy areas (sport, culture, tourism, volunteering, business, education, and skills and employment), with responsibilities defined for bodies such as NITB, Invest NI, DE, DEL and others. Each area contains goals and a series of measures and associated projects.

A further series of targets for the Games are provided in the Programme for Government, and in the DCAL/Sport NI strategy *Sport Matters*. These documents specify targets such as providing a minimum of 10 new or upgraded facilities that will support Northern Ireland player/athlete development in Olympic and Paralympics sports by 2011, and by 2012 to seek to attract 10 nations competing in Olympic or Paralympics Games for pre-games training or acclimatisation.

Initiatives such as the Get Set Education programme and the National Schools Sports Week have been established to help boost grass-roots participation in sport, though it is not clear to what extent Northern Ireland is participating in such schemes.

As of 21 October 2011, three Northern Ireland training camp agreements have been signed by national teams, including the Australian boxing team, the Ireland Paralympics team, and the Chinese gymnastics team. This compares with two agreements for Scotland, six for Wales, and 106 for the English regions. Sport NI has estimated that 14–16 Olympic athletes may compete in the London 2012 Olympic Games, and 3–5 athletes in the Paralympics. Around eight coaching and other support staff may also be involved, though it is difficult to be certain at this stage.

In terms of wider benefits for Northern Ireland, 40 companies have won £40m of business to date, with around 1,700 companies having registered for potential contracts. Further benefits are described as deriving from the Cultural Olympiad, with around £5m of funding available for cultural and sporting projects, including the 'Connections' programme administered by Arts Council NI with funding from Legacy Trust UK. The Land of Giants event, scheduled to take place in June 2012, is one of four major regional events. The Torch Relay will be making four official stops in Northern Ireland in June 2012.

In terms of the costs of meeting London 2012 Olympic Games commitments, Sport NI has previously estimated that this could be around £84.7m, with £38.2m spent on talent identification and development, £6.8m on volunteering, £29.2m on sport support services, and £10.4 on events, training and holding camps.

A number of studies have highlighted the economic and social benefits of previous Olympic Games, though few have explicitly stated the potential benefits for regions of the host country outside of the host city. Research conducted on the Sydney Olympic Games suggested that for every £1 of economic benefit for Sydney, around £2.10 will be added to the Australian economy as a whole, though the nature and destination of that benefit has varied a great deal between different Olympic Games events.

The London Organising Committee of the Olympic Games and Paralympic Games is responsible for recruiting up to 70,000 'Games Maker' volunteers to help staff the Games. The *Northern Ireland Strategy for the 2012 Games* includes a target to involve 2,000 volunteers from Northern Ireland. To date, around 900 interviews have been carried out for such posts.

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1 Olympics overview

1.1 Schedule and facilities

The International Olympic Committee announced on 6 July 2005 that the 2012 Olympic and Paralympic Games will be held in London. The Olympic Games will take place from 25 July to 12 August 2012, and the Paralympic Games will follow from 29 August to 9 September 2012. Around 32 sporting venues will be used for the Games, including 10 outside London. Two sporting venues outside England will be used, at Hampden Park in Glasgow and the Millennium Stadium in Cardiff.

In addition, a torch relay will take place throughout May, June and July 2012, visiting around 70 venues around the UK. Four venues have been selected for Northern Ireland: Portrush, Derry/Londonderry, Belfast and Newry, and Belfast will host a flame-lighting ceremony for the Paralympic Games. There will be approximately 17,000 athletes and officials from 200 national teams taking part in the Games, with many teams choosing to take up training or holding camp facilities prior to moving competing athletes and accredited coaches to the Olympic Village itself.

1.2 Potential benefits of the London 2012 Olympic Games

The UK government and the London Organising Committee of the Olympic and Paralympic Games (LOCOG) have articulated a range of arguments regarding the benefits of the London 2012 Olympic Games to the UK. Many of these arguments focus on the London Olympic Park and Village and its reuse as a 'Tech City', the London 2012 Festival, some of the infrastructural developments in London, as well as the wider economic benefits for London businesses. However, some arguments are presented for the UK. Among these, the document describes:

Our plan to create a new fund aimed at generating £1bn worth of PR and marketing activity in the years around 2012 is well advanced. We expect the campaign to run over four years and have very clear commercial targets. These will include delivering one million additional overseas visitors each year and £2 billion in extra visitor spend in the UK, with the potential to generate up to 50,000 new jobs across the country¹.

A case study is presented demonstrating an example of legacy impact in Northern Ireland. The '5-Star Disability Sports Challenge' is a project being delivered in primary schools in Northern Ireland focusing on disability sports and educating young people about disability and the Paralympics.

¹ Department for Culture, Media and Sport. 2010. *Plans for the Legacy from the London 2012 Olympic and Paralympic Games*. <http://nia1.me/e4>

Examples are also provided of companies outside London winning major contracts, though none of the examples cited is from Northern Ireland.

The network of 70,000 volunteers known as 'Games Makers' is cited, and the Torch Run is also mentioned. It is now apparent, though the document does not state it, that both of these initiatives will involve participants from Northern Ireland, Scotland and Wales.

Although the document attempts to articulate benefits for the UK as a whole, many of the measures and initiatives named within it are England-specific. For example, the Department for Education is providing funding of £65 million for secondary schools to release a PE teacher to organise competitive sports, but as education is largely a devolved matter this initiative is for England only. Furthermore, Sportivate – 'a nationwide campaign...that will capture the excitement of sport, providing opportunities for teenagers and young adults to receive six weeks of coaching in the sport of their choice' – is being led and coordinated not by UK Sport, but by Sport England. It seems reasonably clear that benefits derived from the Olympic Games for nations outside England are largely the responsibility of those nations themselves, rather than DCMS or LOCOG.

1.3 Nations and Regions Group

LOCOG has established a Nations and Regions Group, with representation from 12 senior representatives from business and sport: nine from the English regions, and one each from Northern Ireland, Scotland and Wales². The purpose of the group is to 'make sure the whole of the UK is involved in and benefits from the 2012 Games'. Each member of the Nations and Region Group chairs a task force bringing together representatives of interested parties across their nation or region. They each 'have a vision and plan for making the most of the Games – from helping businesses gear up to win Games-related contracts to encouraging young people to take up more sport and activity'.

To coordinate Northern Ireland's interests, a Leadership Group has been established here, chaired by the Minister of Culture, Arts and Leisure. The Group has representation from the Arts Council of Northern Ireland, Sport NI and Disability Sport NI, NI Tourist Board, Invest NI, the Department of Education, the Department for Employment and LearningNI, the Volunteer Development Agency, and local councils.

² LOCOG website. 'The nations and regions group': <http://nia1.me/e3> Accessed 7.9.11.

2 Experiences from previous Olympics

A recent study has attempted to draw together a range of assessments of previous Olympic Games to examine whether a standard definition of a 'good legacy' can be found³. Although some common factors have been identified, these generally focus on the host city itself, and not the potential benefits for other regions within the host country beyond simply increasing national GDP⁴.

2.1 Benefits for the host city/region

The potential **economic benefits** of hosting the Olympic Games have included increases in income derived from visitors, both of the Olympic 'family' itself as well as spectators, and boosts in tourism derived from the positive exposure of the host city in media coverage and publicity material. Income can also derive from the sale of television rights, and economic arguments have also been made about the awarding of contracts and sponsorship deals for infrastructure and products to serve the Games. However, such benefits must be balanced against losses incurred through state investment, and the potential diversion of investment away from other sectors towards the Games. Arts Council England, for example, has stated that it withstood 3.5% cuts in 2010 as part of the cultural sector's £322 million contribution to the costs of the London 2012 Olympic Games⁵. Assessment of the economic benefits of the Games infrastructure after the Olympics can be complex, with the success or otherwise of schemes to reuse the facilities only apparent some years after the event. Previous Olympic Games events have often underestimated the costs of building and operating infrastructure in their initial bids⁶.

In general, the operational costs of the Games have tended to be less than the Olympic-related revenues claimed of the Games, though the 'profit' margin can vary a great deal and the overall trend is of operating costs rising in relation to revenue. For example, a calculation of the operating cost as a percentage of the overall revenue for the Games from 1972 to 2000 is as follows:

³ London East Research Institute. 2007. *A Lasting Legacy for London? Assessing the legacy of the Olympic Games and the Paralympic Games*. Report prepared for the London Assembly: pp17–19.

⁴ See for example the studies presented in: de Moragas, M, Kennett, C & Puig, N. (eds) 2003. *The Legacy of the Olympic Games 1984–2000*: The International Olympic Committee, which rarely refers to the benefits for dispersed regions and nations.

⁵ Arts Council England. 'You can cut us but don't kill us say the UK's cultural leaders'. <http://www.artscouncil.org.uk/news/you-can-cut-us-dont-kill-us-say-uks-cultural-leade/> Accessed 15.7.10.

⁶ London East Research Institute. 2007: p8.

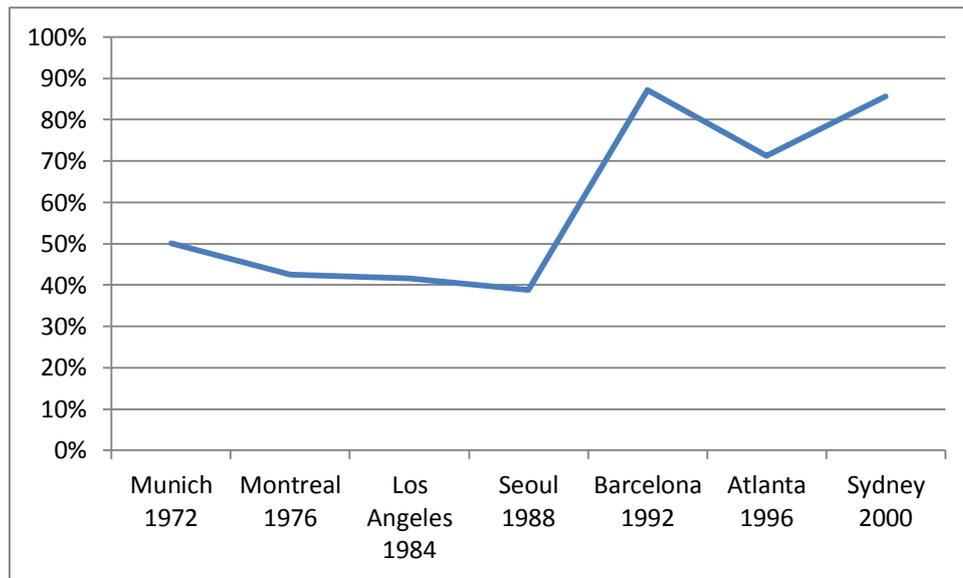


Figure 1: Revenue as a percentage of operating costs for previous Olympic Games⁷

However, it should be said that estimates of the economic impact of the Olympic Games have been troubled by methodological difficulties. Previous estimates have tended not to assess Games income in the context of longer term economic trends which may have an external influence on the regional economy, and it can be difficult to separate Games-specific income from non-Games income. Overall, the evidence from previous Olympic Games suggests that ‘economic impact studies often overstate the true impact of the event’⁸.

In terms of employment, previous Olympic Games have shown that employment growth is marked, particularly during the pre-Games phase. For example, in the lead up to the Athens Olympic Games in 2004, the labour force in Greece rose from 4.5m to 4.8m employees (an increase of 7%). The sectors most benefiting from an expansion in full-time employment were construction and hotels and restaurants. However, in the three months after the Games, 70,000 jobs were lost, the majority in construction. Indeed, the longer-term employment legacy from Olympic Games is mixed: some specific skills such as event management have been shown to have been developed as a result of the Games, but communities with long-term unemployment appear to have been largely unaffected by the staging of the Barcelona, Atlanta, Sydney and Athens Olympic Games.

Volunteering played a significant role in each city, with typically 30–50,000 taking part, though it would seem that many were trained for low-skilled tasks and there is little evidence of volunteer skills transferring to the post-Games economy.

Further benefits can also be gained from wider supporting infrastructure such as the creation of new transport links, green spaces and tourist accommodation. However, economic drawbacks can also result from the over-supply of such infrastructure in

⁷ Figures from Preuss, H. 2000. *Economic of the Olympic Games. Hosting the Games 1972–2000*. Sydney: p243.

⁸ London East Research Institute. 2007: p8.

comparison to demand, a slump in employment and capital projects, and the costs of maintaining infrastructure in the long term if governance arrangements do not undergo a successful transition to local authority or private sector responsibility following the event.

Some commentators have pointed to a range of intangible economic benefits for hosts of the Olympic Games derived from the 're-branding' of a city and the attracting of inward investment through the perception that the host city and its region are successful and dynamic, and the 'enhancement of entrepreneurial confidence and expertise'⁹. In Sydney, the Olympics acted as a catalyst for a number of capital projects to be completed which, although they were not directly connected with the Games, may not have been completed otherwise; for example, Sydney airport was expanded and new rail and road links created¹⁰.

In terms of the **social and cultural effects** of hosting the Olympic Games, commentators have noted some of the 'hard benefits' of community participation, notably the positive social legacy derived from reuse of venues, infrastructure, and expertise¹¹. In Barcelona, for example, four museums and a botanical garden were renovated in preparation of the Games¹². There are also 'soft' benefits such as pride of place, a positive reputation and confidence – Barcelona is cited as an indicative example of this¹³. However, such benefits cannot necessarily be assumed: some commentators have concluded that the Atlanta Olympic Games in 1996 failed to make a positive impact on inner city communities¹⁴.

Increased participation in sport has also been cited as a long-term social benefit of hosting the Games.

2.2 Benefits outside the host city/region

Most of the post-Olympic Games assessments have focused on the host city and its immediate region, and it is rare for the social and economic effects on other, more distant regions of the host nation to be considered. One exception is a pre-Games assessment by KPMG of the likely economic impact of hosting the Games in 2000¹⁵. The study concluded that the Games would add \$Aus3.6 billion (approximately £2.4 billion) to the economy of Sydney during a 14 year period between 1991 and 2004, adding \$Aus4.6 billion (£3.0 billion) to the economy of New South Wales, and \$Aus7.3 billion (£4.8 billion) to the economy of Australia as a whole. The study does not estimate which other states in Australia are likely to benefit from this additional economic activity. It is also calculated that the Games will lead to 'significant' job

⁹ London East Research Institute. 2007: p9.

¹⁰ London East Research Institute. 2007. p53.

¹¹ Pound, D. 2004. *Inside the Olympics*. London: Wiley.

¹² Oro Nel lo. 1997. *The Olympic Games as a Tool for Urban Renewal: The Experience of Barcelona '92 Olympic Village*. Universitat Autònoma de Barcelona.

¹³ London East Research Institute. 2007. p56.

¹⁴ For example, Rutheiser, C. 1996. 'How Atlanta lost the Olympics. *New Statesman*. Vol 125: pp28–29.

¹⁵ KPMG Peat Marwick. 1993. *Sydney Olympics 2000 Economic Impact Study*.

creation, with 73,000 additional jobs created within Sydney, but 156,000 in Australia as a whole. This study would seem to imply that whatever the economic and employment benefits for the host city, the wider benefits for Australia can be extrapolated proportionately at a ratio of around 1:2.1.

However, subsequent research has cast doubts on this kind of study¹⁶. It does not appear to take into account that the funding of significant capital works for the Olympic Games may be offset by reductions in other capital works. Similarly, public funds to finance the Games may in part have been diverted from projects in other sectors and regions, resulting in net losses in other areas.

3 Potential benefits for Northern Ireland

3.1 Economic benefits

The Minister of Culture, Arts and Leisure has recently set out some of the potential economic benefits for Northern Ireland in correspondence with the CAL Committee¹⁷. It is stated that 'significant work' has been undertaken by DCAL, Invest NI, NILGA and others 'to enable local businesses to compete for contracts related to the delivery of the London 2012 Games'. Two areas of economic benefit are outlined in particular: business contracts arising from Olympic Games infrastructure and supply, and promotion of Northern Ireland which may 'increase business and visitor numbers'.

It is stated that the latest information is that 40 companies have won £40m of business to date. The number of companies and income could be higher, but further details are not forthcoming as additional business links with the Olympic Games may be difficult to detect partly due to 'non-marketing rights' and partly the complexity of supply chains.

It is also stated that the 2012 Games have 'helped to build the capability of our local companies'. Local businesses have bid for Olympic business through the 'CompeteFor' online service, and more than 700 companies have participated in information events run by InvestNI, ODA, LOCOG and NILGA aimed at helping local firms meet registration requirements, and 1,700 companies have registered on CompeteFor. The correspondence states that there are still £350m worth of LOCOG contracts to be won.

Further benefits are described as deriving from the Cultural Olympiad. Around £5m of funding has been made available for cultural and sporting projects associated with the Cultural Olympiad, including the 'Connections' programme administered by Arts Council NI with funding from Legacy Trust UK, which has a total budget for the UK of £40m¹⁸. Connections is delivered by six local partners: Beam Creative Network, Echo

¹⁶ New South Wales Treasury: Office of Financial Management. 1997. *The Economic Impact of the Sydney Olympic Games*. NSW Treasury & The Centre for Regional Economic Analysis, University of Tasmania: <http://nia1.me/e2>

¹⁷ Correspondence from the Minister of Culture, Arts and Leisure to the Committee for Culture, Arts and Leisure. 27 July 2011. Ref: C33/11.

¹⁸ Legacy Trust UK website. 'About us': <http://www.legacytrustuk.org/info/About> Accessed 7.9.11.

Echo Dance Theatre Company, Northern Ireland Screen, Open Arts, The Verbal Arts Centre and The Beat Initiative. The Land of Giants event, scheduled to take place in June 2012, is described by the Minister as one of four 'major regional events', and is a consortium made up of the Beat Initiative, Belfast City Council, Belfast Community Circus School and Young at Art¹⁹.

In terms of the costs of meeting London 2012 Olympic Games commitments, Sport NI had estimated in 2008 that this could be around £84.7m, with £38.2m spent on talent identification and development, £6.8m on volunteering, £29.2m on sport support services, and £10.4 on events, training and holding camps²⁰. This was clearly an aspirational figure, and one which contained a number of facilities and projects which have not subsequently been funded.

3.2 Programme for Government targets

The most recent Programme for Government states under the priority of promoting 'tolerance, inclusion and health and well-being' an intention to 'host at least 10 countries at training camps for the 2012 Olympics or Paralympics'²¹. Under PSA9, 'Promoting access to culture, arts and leisure', an objective has been set to:

Realise NI benefits from 2012 Olympics and Paralympics Games and ensure a sustainable legacy.

Under this objective, five specific targets are set, as follows:

- By 2011 to be on schedule to deliver the Northern Ireland 2012 Olympic and Paralympics Games Strategy, through monitoring key themes progress at six monthly intervals.
- By 2011 and subject to the normal approval processes to have an operationally viable and commercially sustainable Multi-Sports Stadium for Northern Ireland.
- By 2011 to have a minimum of 10 new or upgraded facilities that will support Northern Ireland player/athlete development in Olympic and Paralympics sports and which will be available for community and school use.
- By 2012 to seek to attract 10 nations competing in Olympic or Paralympics Games for pre-games training or acclimatisation.
- By 2011 to secure agreement of the London Organising Committee of the Olympic and Paralympics Games (LOCOG) organisers to host the torch relay at four Northern Ireland venues.

¹⁹ Land of Giants website: <http://www.landofgiants.info> Accessed 7.9.11.

²⁰ Sport NI. 'Response to Assembly Research and Information request' 4.7.11. 'Strategy resources 1.5.08'.

²¹ Northern Ireland Executive. 2008. *Programme for Government*: p11.

3.3 Northern Ireland Strategy for the 2012 Games

In December 2007, DCAL published the *Northern Ireland Strategy for the 2012 Games*. This strategy states that:

The 2012 Olympic and Paralympic Games present Northern Ireland with a unique opportunity to participate in and benefit from a truly global event. This is a once in a lifetime opportunity: it is essential that Northern Ireland rises up to the challenge that this opportunity brings.

However, the strategy also states that:

...there needs to be a sense of realism in terms of NI athletes bringing back medals from the 2012 Games; it is more likely that developments in high performance sport systems and structures will start to produce medal winning performances at the 2014 Commonwealth or 2016 Olympic Games.

The strategy includes a commentary on seven key policy areas: sport, culture, tourism, volunteering, business, education, and skills and employment. It also presents a governance structure and outlines financial plans. Under each policy area a goal is provided, along with a description of key measures of success and a number of projects. A brief summary of these is provided in Annexe 1.

3.4 Sport Matters targets

The DCAL and Sport NI strategy, *Sport Matters: The Northern Ireland strategy for sport and physical recreation 2009–2019*, contains no specific targets relating to the London 2012 Olympic Games, though there are specific performance targets for the 2010 and 2014 Commonwealth Games. However, the strategy does contain some mention of the Olympic Games under 'key steps for success', with one of the steps being to:

Maximise the potential to use the London 2012 Olympic and Paralympic Games as an opportunity to promote volunteering in sport.

Under the category 'places', an intention is set out to 'develop world class facilities for Olympic and Paralympic sports'. Indeed, one of the capital requirements set out in the strategy is:

The construction of a range of training and competition facilities for Olympic and Paralympic sports including a 50m swimming pool.

However, Sport NI have subsequently stated that there is a capital funding shortfall for sport of £81m for the period 2011/12 to 2014/2015.

4 Training camps and holding camps

The Northern Ireland Programme for Government contains a target 'to seek to attract 10 nations competing in Olympic or Paralympics Games for pre-games training or acclimatisation'. LOCOG has published a list of venues across the UK which are eligible to be used as training camps. For Northern Ireland, these include 27 locations. A full list of these locations, and the sports for which they cater, is included in Annexe 2.

LOCOG maintains a list of confirmed pre-Games training camp agreements²². This includes three entries for Northern Ireland: the Australian boxing team training at Queen's Sport, Queen's University Belfast; the Ireland Paralympics team training at the Antrim Forum Complex and Carrickfergus Sailing Club; and the Chinese gymnastics team training at the Salto National Gymnastics Centre in Lisburn²³. It has also been reported that the Indonesian badminton squad have made exploratory visits to Northern Ireland²⁴.

The total number of training camp agreements by region and nation is as follows:

Nation/region	Total agreements
England:	
East Midlands	2
East of England	19
London	10
North East	3
North West	6
South East	28
South West	25
West Midlands	2
Yorkshire & Humber	11
TOTAL	106
Northern Ireland	3
Scotland	2
Wales	6
UK TOTAL	117

Table 1: Total number of confirmed training camp agreements

This information indicates that some training camp agreements had been finalised as long ago as 2008 (x4) and 2009 (x19), but that the majority have been arranged in the

²² London Organising Committee of the Olympic Games. 'Pre-Games Training Camp Agreements': <http://nia1.me/i4> Accessed 21.10.11.

²³ Northern Ireland Executive. 28.9.11. 'Sports Minister announces Chinese Pre-games Olympic Training Camp': <http://nia1.me/i3> Accessed 28.9.11.

²⁴ DCAL news release. 31.8.11. 'The Ireland Paralympics team will train in the north of Ireland, Sports Minister Carál Ní Chuilín announced today': <http://nia1.me/e5>

last two years (25 in 2010, and 48 in 2011), with the period March to October 2011 particularly busy.

In addition to these agreements with national teams, it has also been reported that Scotland has secured the GB swimming team, and Wales will be hosting the GB cycling team.

5 Participation

5.1 Grass-roots participation

The degree to which the London 2012 Olympics has, or will, inspire people to become more active in sport is unclear at this stage. However, figures published by Sport England as part of the Active People survey in June 2011²⁵ suggested that some progress still has to be made towards a target of 7.815m people playing sport three or more times a week by 2012/13²⁶. The results indicated that 6.881m are achieving this level of sporting activity, only a slight increase on the 2007-08 figure of 6.815m. Nine sports increased, as opposed to 21 which decreased.

In Northern Ireland, the Sport and Physical Activity Survey (SAPAS) is a research project designed to monitor participation levels in sport, particularly in relation to the recommendation that adults take 30 minutes of moderate physical activity five times a week. This research has indicated that 35% of adults are achieving this level²⁷. The Sport Matters strategy and the Northern Ireland Strategy for the 2012 Games contain various measures and targets aimed at increasing participation in sport.

A number of UK-wide initiatives associated with the London Olympics are designed to increase participation in sport, particularly among young people. For example, in November 2010, the UK Department for Culture, Media and Sport announced a £135m lottery initiative designed 'to inspire a new generation to play sport', through upgrading up to a thousand local sports clubs and facilities and improving playing fields²⁸.

Educational programmes have also been created. For example, the Get Set Education Programme, launched in 2008, aims to encourage 'children and young people across the UK to learn about the Games and explore the Paralympic values of inspiration, determination and equality, as well as the Olympic values of respect, excellence and friendship'²⁹. In Scotland, 1220 Scottish schools and colleges are registered for the Get

²⁵ Sport England. 15.6.11. 'Active People survey': <http://nia1.me/i7> Accessed 21.10.11.

²⁶ BBC News. 20.9.11 Sport England failing participants says. 'Richard Caborn': <http://nia1.me/i8> Accessed 21.10.11.

²⁷ Sport NI. 12.1.11. 'Sport and Physical Activity Survey (SAPAS) – Presentation of headline findings to the Participation Sport Matters Implementation Group': <http://nia1.me/ic>

²⁸ DCMS news release. 15.11.11. 'London 2012 mass participation sports legacy launched': http://www.culture.gov.uk/news/news_stories/7565.aspx Accessed 21.10.11.

²⁹ London Organising Committee of the Olympic Games. 'Get Set Education Programme launches': <http://nia1.me/ib> Accessed 21.10.11.

Set Education programme³⁰. National Schools Sports Week took place in England, Wales and Northern Ireland between 27 June and 1 July 2011, and will be staged again in June 2012 just before the Olympic Games itself³¹. In Scotland, the event took place between 6 and 10 June 2011, involving over 1400 schools and around 330,000 children.

It is not clear how many schools and colleges in Northern Ireland are participating in these schemes.

5.2 Athletes

Further indications of the levels of participation in the London Olympics by those based in, or from, Northern Ireland can be gained by examining the numbers of athletes likely to compete, the coaches and other support staff, as well as the numbers of volunteers.

Sport Northern Ireland, the lead agency for developing sport in Northern Ireland and one of DCAL's arms-length bodies, has provided an indication of the likely number of athletes who will take part in the London Olympics in 2012³². The Sports Institute of Northern Ireland (SINI) has been working over the current Olympic and Paralympic Quadrennial to provide support services to those Northern Ireland athletes hoping to represent either Ireland or Great Britain in London 2012. Since qualification processes are ongoing the following information is not definitive, but provides some indication of those athletes who are aiming to qualify for the Games:

(a) Olympic hopefuls supported by SINI

- Triathlon: Aileen Morrison/Gavin Noble (both Ireland)
- Judo: Lisa Kearney (Ireland)
- Sailing: Matt McGovern/Ryan Seaton (both Ireland)
- Canoe Slalom: Hannah Craig (Ireland)
- Athletics: Ciara Mageean/Jason Smyth (both Ireland)
- Hockey: Irish Women's Squad (5 from Northern Ireland)
- Swimming: Syckerika McMahon/Melanie Nocher (both Ireland)
- Shooting: Matthew Hall/Kirstie Barr (both GB)
- Cycling: Martyn Irvine (Ireland)
- Boxing: Paddy Barnes (Ireland)

³⁰ The Scottish Government. 27.9.11. 'Scotland gearing up for 2012': <http://www.scotland.gov.uk/News/Releases/2011/09/27151002> Accessed 21.10.11.

³¹ London 2012 Olympic and Paralympic Games website. 6.6.11. 'Chris Hoy inspiring children in School Sport Week 2011' Sir Chris Hoy inspiring children in School Sport Week 2011': <http://nia1.me/ia> Accessed 21.10.11.

³² Sport NI. 25.8.11. 'Response to CAL Committee information request' – with particular thanks to Paul Donnelly, Edel Cosgrove and other Sport NI and SINI staff for their help in preparing information.

(b) Northern Ireland Olympic hopefuls supported by the English Institute as they are part of the GB team based in England

- Cycling: Wendy Houvenaghel
- Rowing: Alan Campbell/Richard Chambers/Peter Chambers
- Hockey: Iain Lewers

(c) Paralympic hopefuls supported by SINI

- Wheelchair Basketball: Paul McKillop/Matthew Rollston/Debee Steel (all GB)
- Athletics: Jason Smyth/Michael McKillop (both Ireland)/Sally Brown (GB)
- Swimming: Stephen Campbell (Ireland)

5.3 Coaches and other support staff

Caution should be exercised in estimating final numbers of support staff as the number of coaches and other staff involved in either Olympics or Paralympics is dependent on the qualification of the athletes with whom they work. Furthermore, an athlete's personal coach or support team may not be part of the official Irish or GB Games team as these are determined by the British Olympic Association or the Olympic Council of Ireland accordingly, and not by individual athletes. If not part of the official team, the personal coach or support staff member are not permitted to access the Olympic Village and the competition venues. In such circumstances it is expected that they and their athletes will be based outside the village before the Games in a holding camp, with the athletes only moving into the village shortly before the competition starts. Even so, during the competition phase it is likely that the athlete will maintain contact through visits to support team members based outside the village.

Northern Ireland coaches who currently work in association with SINI and are expected to receive accreditation for the Games include:

- Stephen Maguire (Athletics)
- Ciaran Ward (Judo)
- Thomas Evans (Triathlon)

Other SINI staff expected to be involved in Headquarters Staff (ie those based in the Olympic Village) include Dr Philip Glasgow, who is part of the GB physiotherapy team.

SINI personnel involved in the provision of athlete support outside the village are expected to include a physiologist, a physiotherapist, and one or two performance skills coaches who support athletes with their mental preparation.

It is also possible that there will be personnel involved as Games officials in terms of judging, anti-doping control etc. For example, it is expected that a local official will be a key anti-doping officer at the Olympic Hockey venue for the duration of the Games.

5.4 Volunteers

The London Organising Committee of the Olympic Games and Paralympic Games is responsible for recruiting up to 70,000 'Games Maker' volunteers to help staff the Games. The *Northern Ireland Strategy for the 2012 Games* includes a target to involve 2,000 volunteers from Northern Ireland. Although it is not yet clear how many volunteers will be from Northern Ireland, some indication of the level of involvement in the selection process has been provided by LOCOG.

LOCOG received over 240,000 Games Maker applications from across the UK. Around 100,000 people were then asked to attend face-to-face interviews for up to 70,000 'Games time' roles. These interviews will continue through to March 2012 and encompassed to date nine selection centres across the UK. Games Maker interviews have been conducted in Belfast by a team of 34 Selection Event Volunteers, all from Northern Ireland, and trained by LOCOG. A number of Belfast students from the University of Ulster and Queen's University Belfast were part of the programme, 'providing tangible work based experience for local under and post-graduates'.

The Belfast selection centre ran from 20–29 April 2011, with over 900 people invited to interview. LOCOG has stated that:

The Games Maker selection process is still underway and given the numbers involved in the UK's biggest peace-time recruitment drive, no two applications will proceed at the same pace.'

In addition to Games Maker recruitment, an announcement was made in September 2011 that a Young Games Maker recruitment phase is also open for 16 to 18 year olds³³.

³³ Sport Northern Ireland. 22.9.11 'Young Games Maker programme open': <http://nia1.me/i5> Accessed 22.9.11.

Annexe 1: Summary of the *Northern Ireland Strategy for the 2012 Games*

Policy area	Goal(s)	Measures	Examples
Sport	<ul style="list-style-type: none"> ▪ A world class start and lifelong participation in sport and physical recreation for young people. ▪ World class performances by teams and individuals. ▪ A sustainable sporting and physical recreation infrastructure and culture that contributes to wider government objectives. 	<p>Various, including:</p> <ul style="list-style-type: none"> ▪ No. of children in Northern Ireland over the age of 8 years with the opportunity to participate in at least two hours per week of extra-curricular sport and physical recreation. ▪ Percentage increase in participation in sport by adults, women, people with a disability, people who live in areas of high social need. ▪ No. of FTE coaching posts established at community, club and high performance level. 	<p>Sport NI and Disability Sport NI are taking the lead on this theme. Some actions are outlined in the Sport Matters strategy, but the 2012 Games strategy describes the following intentions specifically:</p> <ul style="list-style-type: none"> ▪ Developing physically literate young people ▪ Lifelong participation in sport ▪ Development of the coaching workforce ▪ Talent identification and athlete development ▪ 'Fit for purpose' governing bodies ▪ Facilities ▪ Events and pre-Games holding and training camps
Culture	<p>Raise the profile of Northern Ireland's arts and culture locally, nationally and internationally by focusing on the theme of 'peace and reconciliation' in the Cultural Olympiad.</p>	<ul style="list-style-type: none"> ▪ NI arts and cultural sector involved and engaged with the Cultural Olympiad through a specific programme of projects and events. ▪ Create two Cultural Olympiad events per year. ▪ Create two sustainable partnerships that have a legacy beyond 2012. 	<p>Arts Council NI are leading on the Cultural Olympiad. Specific actions include:</p> <ul style="list-style-type: none"> ▪ NI will use the Cultural Olympiad to develop a specific programme which will focus on the overarching theme of Peace and Reconciliation. ▪ Through the Cultural Olympiad, NI will partner with other UK regions and internationally in developing its arts and cultural platforms.
Tourism	<ul style="list-style-type: none"> ▪ Growth in visitor numbers and revenue (pre- and post-Games). ▪ Increased positive press/PR coverage of Northern Ireland. 	<p>Measures include a series of generic headings, including:</p> <ul style="list-style-type: none"> ▪ Visitors and revenue ▪ Press and PR ▪ Visitor servicing ▪ Industry mechanisms ▪ Investment 	<p>NITB are taking the lead in this theme. Actions include:</p> <ul style="list-style-type: none"> ▪ Include NI programme within VisitBritain tourism strategy ▪ Increase NI content at key visitor outlets in London during the Games.
Volunteering	<p>Maximise the potential for NI volunteers to participate and benefit from the 2012 Games.</p>	<p>2,000 NI volunteers involved in Olympic related events in London. Increased numbers of volunteers registered in NI.</p>	<p>NI Sports Forum and the Volunteer Development Agency are leading this. <i>NI Volunteer Strategy</i> sets out actions in more detail.</p>

		Further development of the volunteering infrastructure.	<ul style="list-style-type: none"> ▪ 2,000 volunteers to take part in 2012 Games. ▪ Further opportunities as part of the torch runs, mini-festivals and training camps.
Business	To develop and grow SMEs through opportunities presented by the 2012 Games.	<ul style="list-style-type: none"> ▪ Revenue gained by NI companies from 2012 business. ▪ Number of companies developed as a result of 2012 opportunities. 	Invest NI are taking the lead in this area. Actions include the opportunities for NI companies to compete for (a) infrastructure contracts and (b) supply contracts for the operation of the Games. Need to encourage companies to register for 2012 opportunities, assess their readiness to supply, and then develop companies so they are capable of meeting requirements.
Education	The London Olympics 2012 should provide an opportunity to instil the Olympic spirit in young people by inspiring them through education. Specific goals include: <ul style="list-style-type: none"> ▪ Maximise participation ▪ Inspiring all people ▪ Unified message ▪ Raising awareness ▪ Added value from stakeholders ▪ Build a legacy post-2012 	Measures include: <ul style="list-style-type: none"> ▪ Levels of participation in the range of sporting, cultural and volunteering opportunities. ▪ Use of resources such as curriculum aids to inspire young people to do something new. ▪ Working with LOCOG to roll out their programme to schools and 'youth settings'. 	Use 2012 Games to: <ul style="list-style-type: none"> ▪ Boost young people's interest in sport, increasing participation at community and grass-roots level in all sports. ▪ Better equip young people in a global society by transforming their capability in language learning. ▪ Support the promotion of Olympic ideals of doing one's best, fair play and cultural understanding.
Skills and employment	<ul style="list-style-type: none"> ▪ Provision of the skills necessary to ensure Northern Ireland's workforce can contribute effectively to making Olympics 2012 a world class and memorable event for participants and spectators. ▪ Provision of a lasting skills legacy and experience which can enhance the employability of Northern Ireland's people and allow them to avail of quality job opportunities in a modern economy. 	<ul style="list-style-type: none"> ▪ Availability of key skills in sufficient numbers of people across all relevant sectors to meet demand. ▪ Job and volunteering opportunities filled by suitably skilled people. 	Intentions identified include: Skills developed, and experience gained, whether through employment or volunteering, will not be lost when Olympics 2012 comes to an end but will provide a lasting legacy and foundation which can benefit the Northern Ireland economy and help provide prosperity for years to come.

Northern Ireland – Pre-Games Training Camp Guide

	Facility name	Sports	Consortium name
1	Andersonstown Leisure Centre	Boxing	Belfast City Council
2	Antrim Forum Complex	Athletics, Judo, Table Tennis, Taekwondo, Wrestling	
3	Ballyholme Yacht Club	Sailing	North Down Borough Council
4	Banbridge Amateur Boxing Club	Boxing	
5	Bangor Castle Leisure Centre	Swimming, Synchronised Swimming, Water Polo, Beach Volleyball	North Down Borough Council
6	Bangor Sportsplex	Athletics	North Down Borough Council
7	Carrickfergus Sailing Club	Sailing	
8	City Of Lisburn Salto National Gymnastics Centre	Rhythmic Gymnastics, Artistic Gymnastics, Trampoline	
9	Glengormley Amateur Boxing Club	Boxing	
10	Glentoran Football Club	Football	
11	Grosvenor Grammar School	Fencing	
12	Grove Wellbeing Centre	Road Cycling	Belfast City Council
13	Killowen - Carlingford Lough	Sailing	Newry and Mourne Enterprise Agency
14	Lisnagarvey Hockey Club	Hockey	
15	Mary Peters Athletics Track	Athletics	Belfast City Council
16	Mid Ulster Sports Arena	Archery	Cookstown District Council
17	Monkstown Boxing and Community Sports Facility	Boxing	
18	National Badminton Centre	Badminton	
19	North West Regional Sports Campus	Boxing, Fencing, Judo	
20	Northern Ireland Civil Service Sports Association	Road Cycling	Northern Ireland Civil Service Sports Association
21	Olympia Leisure Centre	Football	Belfast City Council

	Facility name	Sports	Consortium name
22	Portmore Equestrian Centre	Equestrian	Portmore International Equestrian Centre
23	Queen's Sport, Queen's University Belfast	Hockey, Judo, Table Tennis, Taekwondo	Queen's University Belfast
24	The Boys' Brigade Ganaway Training and Activity Centre	Road Cycling	
25	Ulster Lakeland Equestrian Park at Necarne	Equestrian	Ulster Lakeland Equestrian Park at Necarne
26	University of Ulster at Jordanstown	Archery, Badminton, Basketball, Boxing, Fencing, Trampoline, Hockey, Judo, Table Tennis	
27	Valley Leisure Centre	Boxing	