

GLL INSPIRED

Sport and social legacy
commitments 2012-2016



INTRODUCTION

The success of London 2012 Games has always been more than fantastic athlete performances and our national medal tally. The legacy baton has been passed on to show how sustainable sporting and social outcomes can benefit local communities and sport infrastructure.

GLL have been consistent in our vision that we would actively contribute to help make the Games ‘the best ever’ and that we will commit to deliver a strategy of multiple and transparent legacy programmes.

Evidence suggests that previous Host Cities have not demonstrated the delivery of a comprehensive sporting legacy. A common cause being that legacy has either been ignored until after the Games or planned by centralised administrators with little connection to operators who deliver front-line public sport and activity.

Key operators; like GLL, are the connectors between sport and communities. They have the economic capacity, sporting facilities and partnerships to deliver long term legacy. The production of well-meaning national or regional concepts – needs integration with and the support of accessible delivery systems.

“GLL Inspired” sets out our commitments to ensure that real and lasting legacy can be both consistently delivered and the outcomes measured.

ABOUT GLL

GLL is a charitable social enterprise which has pioneered new ways of delivering and investing in community sport, leisure and cultural services.

GLL manage 110 sports and leisure venues for 27 key partner organisations. With a turnover for 2012 set for £120m. GLL are the largest public sport and leisure operator in the UK.

We are passionate about bringing ‘social added value’; doing what others can do but with more depth, more innovation and better all round outcomes.

We are proud of our staff ownership and the empowerment and commitment that brings to our organisation.

Cover image: GLL have been awarded the legacy Management of two Olympic Venues; the Aquatics Centre and ‘Copper Box’ Multiuse Arena.



Inspired by the games – Some of GLL's 38 million annual visitors.

GLL INSPIRED LEGACY THEMES

Sport and activity – Page 6

- Raising participation
- Talent pathways and GLL Sport Foundation
- Sports and activity brands
- Sports development and National Governing Bodies

Community, health and inclusion – Page 8

- Young people
- Free swimming
- People over 55 years
- Disability sport
- Health intervention

Economic and skills – Page 11

- Reinvestment into legacy
- Employment and career opportunity
- Skills development
- Developing the social enterprise economy

Environmental – Page 13

- Carbon footprint reduction
- Waste management
- Energy efficiency and research

2012 Games and Olympic Park – Page 14

- Supporting LOCOG Test Events
- Contribution to the Games
- 2012 training camps
- Olympic Venue legacy transformation
- Olympic Venue legacy launch and management





30 CORE LEGACY AND 17 GAMES AND OLYMPIC PARK COMMITMENTS

Chris Tomlinson, one of GLL Sport Foundation Ambassadors.

30 CORE LEGACY COMMITMENTS 2012 - 2016

SPORT AND ACTIVITY COMMITMENTS

Raising participation in sport and activity

- 1 Increase the number of visits to GLL Centres by 2 % per annum – reaching 40,500,000 per annum by 2016.
- 2 Provide 365 ‘free taster’ and ‘try it’ sessions per annum across GLL Centres – equivalent to one initiative per day.
- 3 Support 52 community sports events across GLL 27 partner regions per annum – equivalent to one event per week.
- 4 To be a host partner at every GLL fitness venue for Technogym’s “Our Greatest Team” Pledge Campaign to create a ‘healthier and sporty lifestyle’.

Support talent pathways and keep the GLL Sport Foundation as the largest independent talent programme in the UK

- 5 To increase the number of young athletes supported by the GLL Sport Foundation by 5 % per annum – reaching annual awards for 2,250 athletes by 2016. A total of 4,300 athlete awards over the four year period.
- 6 To provide athlete support through the GLL Sport Foundation in each of the GLL 27 partner regions.
- 7 To extend the GLL Sport Foundation support to other Partner Sport Trusts working directly with GLL.
- 8 To commit to an ongoing formal partnership with SportsAid to ensure that GLL and Partner talent programmes have direct links with national performance pathways of National Sport Governing Bodies.

Provide key sport programmes through high quality sports and activity brands

- 9 To deliver a core set of 5 sport and activity brands in the 27 GLL partner regions for athletics, basketball, gymnastics, football and swimming.
- 10 To increase sport course sessions offered by GLL to 2,160,000 per annum by 2016.

Sports development and National Governing Bodies (NGB)

- 11 To secure Memorandum of Understanding Agreements (MOU) with 6 NGBs by 2016.
- 12 Through the MOU Agreements deliver specific partnership programmes in key GLL regions with NGBs.



GLL Sport Foundation supports athletes across more than 50 sports; including Olympic, Paralympic, Deaflympic and Special Olympic Sports.

SPORT AND ACTIVITY TARGETS

Theme	2012	2013	2014	2015
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Raising participation

1 Increased annual GLL visits.	38,000,000	38,750,000	39,500,000	40,500,000
2 GLL everyday sport sessions.	200	255	310	365
3 Support community and sport events.	40	44	48	52
4 Our Greatest Challenge Partner Centres.	80	90	95	100

GLL Sport Foundation (GSF) / talent pathways

5 Annual number of GSF supported athletes.	1,100	1,150	1,200	1,250
6 To provide GSF support in GLL partner regions.	27	28	29	30
7 To extend GSF support to partner sport trusts.	2	2	3	3
8 SportsAid partnership.	✓	✓	✓	✓

Sports and activity brands

9 Core set of sport and activity brands in GLL partner regions.	23	25	27	30
10 Increase sports and activity course spaces offered.	1,824,000	1,920,000	2,016,000	2,160,000

Sport development and National Governing Bodies (NGB)

11 Formal memorandum of understanding with NGBs.	3	4	5	6
12 NGB partnership programmes in key regions.	3	4	5	6



COMMUNITY, HEALTH AND INCLUSION COMMITMENTS

Programmes to encourage increased use by Young People

- 13 To offer the GLL “Kids for a Quid” initiative within all partner regions to promote young people participation in Swimming.
- 14 To provide specific young adult sessions in every GLL partner region to encourage increased activity and healthier lifestyles.
- 15 To provide dedicated GLL “Women / Girls” activity sessions in each partner region to increase participation by young women and girls.

Free Swimming

- 16 To offer the GLL “Free Swimming” Initiative in all partner regions to remove price barriers to encourage swimming as a key life skill for all ages.
- 17 To provide a GLL “Swim Guarantee” initiative to provide free lessons to children who have not passed a swimming lesson after two attempts.

People over 55 Years

- 18 To have a GLL senior club in all GLL partner regions by 2016.
- 19 To hold the GLL Senior Games each year as a dedicated Sports and Activity Tournament for over 55 year olds.

Disability Sport

- 20 To provide at least one Inclusive Fitness Initiative accredited facility in key GLL partner regions.
- 21 To have support agreements in place to promote and sponsor key disability sports clubs.

Health

- 22 To provide a GP Referral / Health Programme in all GLL partner regions.



GLL have supported the development of London's leading Wheelchair Basketball team since 2008.

COMMUNITY, HEALTH AND INCLUSION TARGETS

Theme	2012	2013	2014	2015
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Programmes for young people

13 GLL "Kids for a Quid" in GLL partner regions.	23	30	30	30
14 Young people fitness offer in GLL partner regions.	23	27	30	30
15 Dedicated women / girls activity sessions.	23	26	28	30

Free swimming

16 GLL free swimming initiative in GLL partner regions.	23	26	28	30
17 GLL 'Swim Guarantee' initiative in GLL partner regions.	23	26	28	30

People over 55 Years

18 GLL senior club in all partner regions.	14	18	24	30
19 Hold annual GLL senior games tournament.	✓	✓	✓	✓

Disability Sport

20 One IFI registration in key GLL partner regions.	14	16	18	20
21 GSF / GLL support to key disability sport clubs.	4	5	6	6

Health

22 GP referral / health programme in GLL regions.	14	18	24	30
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GLL's Modern Apprenticeship Scheme provides award winning employment opportunities for local communities.

ECONOMIC AND SKILLS LEGACY COMMITMENT

Reinvestment into legacy

- 23 Invest an average of £4 million per annum into GLL managed services to improve services and standards.

Employment and career opportunity

- 24 Provide a dedicated route to work apprentice schemes in GLL partner regions.

Skills development

- 25 Deliver professional qualification skills training to 2,000 students per annum through our vocational training college – London Leisure College.

Developing the social enterprise economy

- 26 Supply partnerships with social enterprise providers to develop sector opportunities and widen social impact within communities.

ECONOMY AND SKILLS TARGETS

Theme	2012	2013	2014	2015
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Investment into legacy

23 Capital investment to GLL services.	£4,000,000	£4,000,000	£4,000,000	£4,000,000
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Employment and careers

24 Provide dedicated route to work schemes p.a.	6	8	8	8
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Skills development

25 2,000 students p.a. through London Leisure College.	2,000	2,000	2,000	2,000
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Developing the social economy

26 Partnerships with social enterprise supply.	6	8	10	12
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GLL have invested over £3m capital funds in recent years to improve energy efficiency in swimming pools and sports facilities.

ENVIRONMENTAL LEGACY COMMITMENTS

Carbon footprint reduction

- 27 Reduce gas and electricity consumption for each venue annually to reduce our carbon footprint by an annual average of 2%.

Waste management and recycling

- 28 Implement a waste management plan that increases recycling across GLL by 5% per annum.

Energy efficiency and research

- 29 To trial and review two alternative forms of energy generation.
30 To support external research projects into sporting venue energy efficiency with British Swimming and Loughborough University.

ENVIRONMENTAL COMMITMENT TARGETS

Theme	2012	2013	2014	2015
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Carbon footprint reduction

27 Reduce gas and electricity consumption by 2%.	✓	✓	✓	✓
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Waste Management

28 Increase recycling by 5% per annum.	✓	✓	✓	✓
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Energy efficiency and research

29 Trial two alternative forms of energy generation.	✓	✓	✓	✓
30 External research partnership on energy efficiency.	✓	✓	✓	✓

17 GAMES AND OLYMPIC PARK COMMITMENTS

GAMES AND OLYMPIC PARK COMMITMENTS

Supporting Games Test Events

- 1 To provide technical and staff resources for the Aquatic Centre diving test event – 18th FINA visa Diving World Cup 2012.
- 2 To provide technical and staff resources for the Aquatic Centre swimming test events – British Gas Swimming Championships 2012.
- 3 To provide technical and staff resources for the Aquatic Centre test event – Host Borough Swimming Championships 2012.
- 4 To provide technical and staff resources for the Aquatic centre Synchronised Swimming Test Event – FINA visa Olympic Games Synchronised Swimming qualification.

Active Contribution to the Games

- 5 To support the Games by engagement of GLL staff in partnership with Balfour Beatty to provide 1300 hours of Pre and Games Time pool plant operation support at the Olympic Aquatics Centre.
- 6 To support the Games delivery by management and training for 120 Games volunteer lifeguards at all pools within the Olympic Park.
- 7 To second GLL “Group Training Manager” to LOCOG for 9 months to manage volunteer lifeguard training.

2012 Training Camps

- 8 To provide key Games training venue hosting arrangements for GB Basketball and to GB Synchronised Swimming teams.
- 9 To provide Olympic and Paralympic training venue hosting for key International Olympic Committees including; Brasil, USA, Russia, Japan and South Korea.
- 10 To support the London Borough of Newham host the LOCOG training venue at Newham Leisure Centre.

Queen Elizabeth Olympic Park

- 11 To partner with the Olympic Park Legacy Company in the venue transformation programme for the Aquatics Centre and Multi-Use Arena.
- 12 To provide operational equipment and fixtures for the Aquatics centre and Multi-Use Arena.
- 13 To partner with the Olympic Park Legacy Company to activate programmes for the opening of the Queen Elizabeth Olympic Park.
- 14 To launch and manage the public opening of the Aquatics Centre and Multi-Use Arena
- 15 To engage with other social enterprises and SME’s in GLL’s supply chain for the legacy management of Park venues.
- 16 To partner and engage with Lea Valley Regional Park Authority as key Legacy Partners on the Queen Elizabeth Olympic Park.
- 17 To partner and work with the Balfour Beatty Workplace Consortium as key Estates and Facilities Management deliverers.



GAMES AND OLYMPIC PARK COMMITMENT TARGETS

Theme	2012	2013	2014	2015
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Supporting Test Events

1 18th FINA visa Diving Event support.	✓			
2 British Gas Swimming Championships support.	✓			
3 Host Borough Swimming Championship 2012 support.	✓			
4 FINA visa Olympic Games Synchronised Swimming Qualifying event 2012.	✓			

Contribution to the Games

5 Pool technical support to Balfour Beatty for Pre and Games times.	1,300 hours			
6 Games Time Management of 120 Volunteer Games Lifeguards.	✓			
7 Second GLL Group training manager to LOCOG for volunteer lifeguards.	9 months			

Training Camps

8 Games Time training venues for GB Basketball and Synchronised Swimming teams.	✓			
9 Olympic and Paralympic Training venues for key National Olympic Committees.	✓			
10 Support LOCOG Training Venue at Newham Leisure Centre.	✓			

Queen Elizabeth Olympic Park

11 Legacy Transformation Programme Partnership with OPLC.	✓			
12 Operational Equipment and Fixtures for Aquatics Centre and Multi-Use Arena.		✓		
13 Partner OPLC to support QE Olympic Park Legacy Opening programme.		✓		
14 Launch and manage the Aquatics Centre and Multi-Use Arena.		✓	✓	✓
15 Engage with social enterprises and SMEs for QE Olympic Park supply contracts.		✓	✓	✓
16 Partner with lea Valley Regional Park Authority.	✓	✓	✓	✓
17 Partner with the Balfour Beatty Consortium on estates and facility management.	✓	✓	✓	✓

GLL client partners

London Borough of Barnet
London Borough of Camden
London Borough of Ealing
Royal Borough of Greenwich
London Borough of Hackney
London Borough of Hammersmith and Fulham
London Borough of Harrow
London Borough of Hillingdon
Royal Borough of Kensington and Chelsea
London Borough of Lambeth
London Borough of Merton
London Borough of Newham
London Borough of Tower Hamlets
London Borough of Waltham Forest
Westminster City Council
Greater London Authority – Crystal Palace National Sports Centre
London Legacy Development Corporation
London Playing Fields Foundation – Peter May Sports Centre
Bellingham Community Project Ltd
Buckinghamshire County Council
Chiltern District Council
Epsom and Ewell Borough Council
Henley-on-Thames Town Council
Oxfordshire County Council
Reading Borough Council
Reigate and Banstead Borough Council
South Bucks District Council
South Oxfordshire District Council
West Oxfordshire District Council
York City Council

GLL delivery partners

