

REIGNITING THE
OLYMPIC LEGACY DEBATE
Moirra Swinbank, Chief Executive
Legacy Trust UK



Olympic legacy - context

- What is legacy?
- Legacy Action Plan promises
 - 1. To make the UK a world-leading sporting nation
 - 2. To transform the heart of East London
 - 3. To inspire a generation of young people
 - 4. To make the Olympic Park a blueprint for sustainable living
 - 5. To demonstrate the UK is a creative, inclusive and welcoming place
- Current climate – funding crisis; overhaul of regional infrastructure; new cultural landscape
- New administration, new approach

Our approach

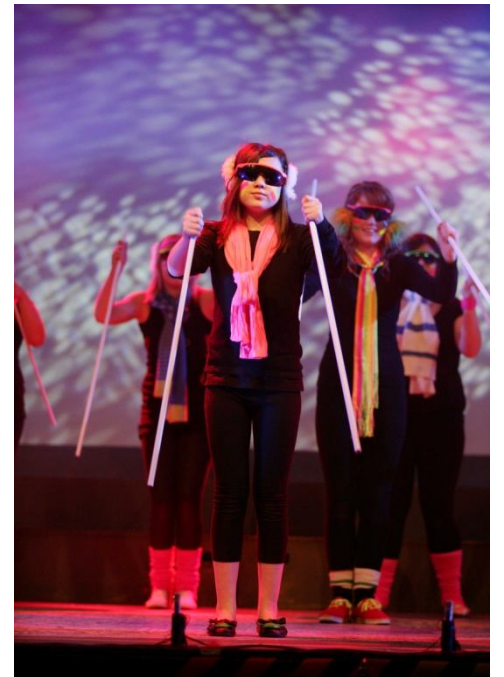
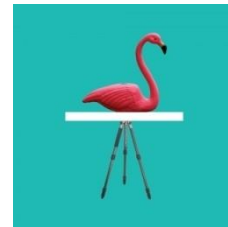
- Set up in 2007
- £40 million endowment – DCMS, ACE, Big
- Independent, but close partner with LOCOG, DCMS
- A 'partnership broker'
- Localism – the 'Big Society'
- Common aims
 - Unite culture, sport and education
 - Make a lasting difference
 - Grassroots projects
- Leveraging match funding













Northern Ireland: Connections

2012 and beyond



- Outcomes to date:
 - Long-term partnerships
 - Additional funding
 - Participation
- Challenges:
 - ensuring that we strengthen our position as a key player in the legacy plans for London 2012
 - capture and communicate the impact and success of our programmes to ensure their sustainability and legacy post 2012
 - share our learnings with Rio 2016

Moira Swinbank
Legacy Trust UK
Royal London House
22-25 Finsbury Square
London EC2A 1DX
t: 020 7920 6430
e: moira.swinbank@legacytrustuk.org