

# London Culture and 2012

A guide to getting involved in the  
capital's cultural celebrations

**MAYOR OF LONDON**

**LONDON**  cultural strategy group



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## **ABOUT THE LONDON CULTURAL STRATEGY GROUP**

The London Cultural Strategy Group is a high-level advocacy group, established by the Mayor of London, to develop and promote London

as a world-class city of culture, bringing together representatives of the key agencies that support culture in London.

If you would like to sign up to the newsletter and receive regular updates about culture in London and LCSG/GLA activities, visit the website:

**[www.london.gov.uk/  
lcsg/signup.jsp](http://www.london.gov.uk/lcsg/signup.jsp)**



In 2012 all eyes of the world will be focused on London. Approximately one million people will visit the stadium during the Olympic and Paralympic Games, over one billion people will be watching on television, and many millions of people from around Britain and the world will visit the city in this momentous year.


The London 2012 Olympic and Paralympic Games will be an incredible display of global sporting prowess but also a celebration of the rich culture and internationalism of London in the 21st century. Our city – home to three hundred languages and a myriad of communities – will welcome visitors from around the world and rejoice in human friendship

through a range of cultural activities and events.

Beijing gave the world a spectacular display in 2008, and we will be honoured to do the same in London in our own unique way.

Importantly, London 2012 is also a chance for Londoners to celebrate their city and participate in the greatest show on earth. We hope that more than ever before, London's Olympic and Paralympic Games will be accessible to everyone, and all can feel part of the excitement. The 2012 Games will be the third time London has hosted the modern Olympics: first in 1908 and then, forty years later, in 1948.

Over the past year there have been a number of




significant changes in London and this guide provides an update on the latest information regarding culture and 2012.

In summer 2009 the Olympic Lottery Distributor (OLD), using National Lottery funds, announced a grant of £16 million for the Cultural Olympiad. At the same time a new Cultural Olympiad Board was established, chaired by Tony Hall, the Chief Executive of the Royal Opera House. This board is now working closely with the GLA, LOCOG and other agencies to coordinate the cultural elements of the 2012 Games across the UK. In addition, the 2012 City Planning Group for Culture has been established at the GLA, which will keep

track of cultural activities and how they fit into wider strategic planning in London. Over the next year, LOCOG will also be developing plans for the torch relay, opening & closing ceremonies and a range of other activities such as Live Sites, the major Cultural Olympiad projects and the Inspire mark. We also are aware of many other organisations that are developing plans to make a splash in their own way in 2012.

We hope this guide will help explain who the main organisations are, the key moments during 2012, ways in which you and your organisation can be involved, and the best way to find out more and register an interest. Inevitably,



things will keep changing over the next three years so we will keep updating our website and try our best to communicate with you about new developments. If you still have questions that we have not answered here, we have provided the names of organisations and people throughout this

guide to contact for more information.

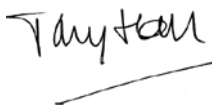
Above all, we hope this guide will help excite you about culture in 2012 and inspire you to take part. It will be a year to remember - not only in our own lifetimes, but also for generations to come.



**Munira Mirza**  
Mayoral Advisor  
on Cultural  
Olympiad Board



**Iwona Blazwick**  
Chair - Cultural  
Strategy Group



**Tony Hall**  
Chair - Cultural  
Olympiad Board



# 1 London 2012: The countdown begins...

After months of excitement and jubilation following the announcement that London had won the 2012 bid, the Olympic flag was officially handed over to the Mayor of London on 24 August 2008 at the Olympics Closing Ceremony in Beijing to mark the transition from one host city to the next in 2012. The Mayor, Boris Johnson, remarked that it was his 'aim to make the 2012 Games the most accessible and unified Games yet, a Games that will leave a lasting legacy for generations to come.'

## **The London 2012 Cultural Olympiad**

You do not have to wait until 2012 to get involved with the Olympic and Paralympic Games. The Cultural Olympiad, which began in September 2008,

is a four-year UK-wide cultural programme that is harnessing the power of the Games to inspire creativity across all forms of culture, especially amongst young people. It is all about ensuring that London 2012 is 'Everyone's 2012' and is designed to give everyone a chance to be part of the Games and to leave a lasting cultural legacy beyond 2012.

The Cultural Olympiad takes its inspiration from Pierre de Coubertin, the founder of the modern Olympic Movement by bringing culture and sport together. London will become a city of festivals, with public spaces alive with street theatre, art and live big screen sites, created through unique collaborations between communities and the cultural sector.

At the heart of the London 2012 Cultural Olympiad are the Major Projects that originally featured in London's bid for the Games and encompass a wide range of culture from art to music and theatre. LOCOG works closely with the Government and the Mayor of London along with a network of partner organisations such as the Arts Councils, BBC, MLA, Regional Development Agencies and national and regional arts organisations. The Cultural Olympiad is funded by a range of partners including the OLD.

All projects will be completed over the next three years and some are already being produced – see below for more details. There is also the London 2012 Inspire programme which enables organisations, large or small, to receive the Inspire mark which signifies recognition of a project's excellence and demonstration of Olympic and Paralympic values.

As host city, London is a focal point for many of these celebrations, which will culminate in the year of 2012. London is already world renowned for its creative landscape and since 2008, Londoners from all walks of life have enthusiastically embraced and created a plethora of new activities. We've picked some highlights of the London 2012 Cultural Olympiad below to give a flavour of what is happening.

### Ceremonies

As well as the Cultural Olympiad LOCOG is charged with producing a number of Ceremonies throughout the Games, most notably the Opening and Closing Ceremonies.

Watched by one billion people worldwide, the Opening and Closing Ceremonies of the Games are always something to remember. They will welcome the world to London and set the tone



for the 2012 Games. The Ceremonies will recognise the competing athletes and celebrate the Olympic and Paralympic values and spirit of friendship in a spectacular display of colour, excitement and culture. Preparations are underway and London 2012 is currently in the process of talking to potential Creative Directors. Once that appointment has been made, the creative process and planning will begin in earnest. The LOCOG Ceremonies team is also responsible for planning

of the Medal Ceremonies, Team Welcome and Torch Relay.

To find out more, contact:  
**ceremonies@london  
 2012.com**

### **Torch Relay in 2012**

For every host city, the torch relays mark the beginning of an exciting journey. It is a chance for everyone in the country to join in the build up to the opening of the Games - the relay brings the Games to your doorstep. The London 2012 Olympic Torch Relay

will be a national event and will travel across the UK in a period of between 60 - 80 days. The ambition is for 95 per cent of the UK population to be within a one hour journey of the Olympic Torch Relay. It is expected that the Torch will come to London one week before the Games and travel through all 33 boroughs before arriving at the Olympic Stadium for the cauldron lighting, signifying the start of the Olympic Games.

The London 2012 Paralympic Torch Relay will also be a national event and last between 7 – 10 days.

The Olympic and Paralympic Torch Relays are in the early stages of planning, and LOCOG is working to make sure the relays are truly unique to London and the UK.

To find out more, contact: **ceremonies@london2012.com**

## Cultural Olympiad Projects

Central to the heart of the Cultural Olympiad are the Cultural Olympiad Projects which formed part of London's original bid and which represent the themes of internationalism, participation by young people and legacy. To find out more about the projects below, please visit: **[www.london2012.com/culture](http://www.london2012.com/culture)**

## World Shakespeare Festival

It would be unthinkable to have a major cultural festival during 2012 without celebrating our most famous cultural icon – William Shakespeare.

The Royal Shakespeare Company (RSC) has created an extraordinary celebration of his work to mark 2012. A series of high-profile productions will be developed with UK theatre companies and their international counterparts from around the world. Commencing

on Shakespeare's birthday (23 April) the festival will run for three months across three main hubs; Stratford-upon-Avon, Newcastle and London, where it will culminate just prior to the Games. Major UK partners already include the National Theatre and Shakespeare's Globe.

The theme of collaboration will feed through into UK-wide participatory projects for amateur and community groups, young people and schools. These activities will develop from late 2009, with regional celebrations leading to performances in Stratford-upon-Avon in spring/summer 2012.

A Shakespeare programme involving the amateur and voluntary arts sector is being devised with the Voluntary Arts Network, to create new models of professional/amateur collaboration that share skills, encourage a mix of art forms and provide opportunities for

increasing participation in the performance of Shakespeare. The celebration will bring an international dimension to the RSC's schools network, getting many young people involved through new networks. This project is part funded by the OLD.

### **World River**

World River will welcome the world to London the weekend before the London 2012 Games with a spectacular two-day free festival at iconic sites along the River Thames. Experienced music producers Serious will invite performers from each of the 205 Olympic and Paralympic nations and the action will take place at five performance sites – each representing a different continent. The performances will be specially commissioned and world-class artists will perform alongside the next generation of young people and communities.

Three years of participatory activity, developed with communities across the UK, will culminate in this spectacular weekend of music and performance, bringing the city alive and welcoming the world to London. World River is part of 'Sounds' (below), and is part funded by the OLD.

### **Sounds**

Sounds is an ambitious music programme which will showcase and celebrate the sounds of the nation in 2012 and is led by the BBC. In addition to World River (above), the programme includes the creation by Youth Music of a national youth vocal ensemble. There are also plans for composing, singing and performance programmes in all forms of musical genre in collaboration with the BBC, the ABO, the PRS Foundation and other leading music producers and orchestras. 'Sounds' will highlight the best musical talent in London and the UK and provide a

series of spectacular music events in the run-up to the Games. It will be launched in early 2010.

### **Film Nation**

Film Nation is a celebration of the rich contribution of film to the way we see ourselves and the world around us. It will bring together young people from across the country with some of the world's great film masters and a new generation of filmmakers. There will be a UK-wide film making competition for young people, a Schools Film Week and an international film festival in London prior to the Games.

In partnership with the UK Film Council and part-funded by the OLD, Film Nation will introduce young people to film, support the development of film making skills, explore the flexibility of digital technology and provide opportunities to

discover new and non-mainstream film.

### **Discovering Places**

Discovering Places will unearth and showcase the environment around us on a scale never seen before. The historical, built and natural environment and landscape of the UK will be revealed through a series of open days, participation and performance events from 2010 onwards. It will involve both iconic and undiscovered urban and rural sites across the UK and will culminate in a series of cultural events that will animate the route of the London 2012 Torch Relay.

Discovering Places is managed in partnership with Heritage Link, CABI, Natural England and will feature several of the UK's World Heritage Sites. This project is part-funded by the OLD.

### **Unlimited**

Just as the Paralympic Games represents the pinnacle of sporting achievement for the world's disabled athletes, Unlimited will profile and celebrate the creative talents and ambitions of disabled and Deaf artists, and along the way challenge outdated perceptions of disability. It will commission a series of major works by disabled and Deaf artists as well as providing workshops, mentoring, career and training advice.

A strong international component will be developed by the British Council alongside a powerful consortium of arts, cultural and disability organisations across the UK and the national Arts Councils to deliver an exciting and dynamic programme of events, festivals and showcases. This project is principally funded by the OLD.

### **Festival of Carnivals**

The celebrations in 2012 would not be complete without major carnival and outdoor performances – especially now that Rio de Janeiro will be the next host city for the Olympics.

Festival of Carnivals will celebrate the raft of popular outdoor cultural work that spans street theatre, spectacle, circus skills and traditional as well as contemporary carnival in a series of events and festivals. It will animate

London and other UK cities before and during Games time, helping to bring to life the streets of London and the UK and will culminate in a world-class street theatre commission in London in 2012. This project is part-funded by the OLD.

### **Artists Taking The Lead**

This project does what it says on the tin – it allows artists to dream up inspirational ideas for 2012 and to use the nation as a blank canvas, showcasing the UK's creativity to the world.



It is an open submission scheme on an unprecedented scale - in London alone over 700 ideas were submitted. Across the UK a total of £6 million pounds will fund 12 major new works of art. Arts Council England and other national Arts Councils run this project. More information is available at [www.artiststakingthelead.co.uk](http://www.artiststakingthelead.co.uk)

### **Stories of the World**

Stories of the World will see the cultures of the world understood and interpreted in new ways. Young people from all over the UK will become 'curators' of the collections and objects held in participating museums, libraries and archives, bringing them to life through new stories. Launched in April this year with the MLA, this project will include 14 major exhibitions in over 50 leading museums, galleries and libraries across the UK. In London, the London Museums Hub

project, London: World City, funded by Renaissance, is working with 24 museums around the capital with opportunities for community organisations to be involved. MLA London is working with partners in London, led by the London Museums Hub, the British Library and the Wellcome Collection. [www.london2012.com/documents/culture/stories-of-the-world-prospectus.pdf](http://www.london2012.com/documents/culture/stories-of-the-world-prospectus.pdf)

### **Somewhereto**

Somewhereto will give young people new opportunities to use spaces around the UK on their terms to dance, set up a band, play sport, show films or create works of art. Spaces could include anything from a building or an outdoor area being used in a new way, to a radio space being used to create a different voice for young people. The project, funded by Legacy Trust UK, is currently in initial planning stages and groups will be invited to bid to run Somewhereto in the autumn of 2009.

## UK Cultural Programme – The Inspire mark

For the first time ever, the Inspire programme creates an opportunity for local and regional communities throughout the UK to be part of the London 2012 Olympic and Paralympic Games. It has six themes of which culture is one. The Inspire programme is open to non-commercial organisations that have created innovative and exceptional initiatives and events inspired by London 2012. Successful projects will be able to carry the Inspire mark on their publicity material and cultural projects are officially recognised as being part of the Cultural Olympiad. They also benefit from marketing and communications support.

To be eligible, organisations must demonstrate the ability to deliver the project and meet the outcomes identified in their application and all projects must meet the following criteria:

- start before 9 September 2012;
- be mainly cultural;
- meet the three core values and at least three of the seven themes of the Cultural Olympiad;
- be inspired by the London 2012 Games and not from an existing piece of work - it must differ from the kind of work the organisation normally does;
- have non-commercial funding and support;
- and only not-for-profit organisations can apply.

For more information, please contact your local Creative Programmer. For the Five Host boroughs, this is Hadrian Garrard: **Hadrian.Garrard@london2012.com** and for the rest of London, please visit the website: **[www.london2012.com/get-involved/inspire-programme/index.php](http://www.london2012.com/get-involved/inspire-programme/index.php)** or please email: **[culture2012@london.gov.uk](mailto:culture2012@london.gov.uk)**

## Inspire marks so far...

Here are a few examples of projects that have been given the Inspire mark in London:

### Imagination Our Nation 2008-2012

Imagination our Nation is a five-year project led by Kinetika, examining future cities and British cultural identity. Combining art forms included music, dance, carnival, street arts, circus, theatre and digital arts, and encouraging participation from young people across the UK, ION will culminate in 2012 with a large event in Victoria Park. To become part of it, please contact:

[ali@kinetika.co.uk](mailto:ali@kinetika.co.uk)

for more info

[www.imaginationournation.com](http://www.imaginationournation.com)

[www.kinetikaonline.co.uk](http://www.kinetikaonline.co.uk)

[www.walktheplank.co.uk/creative/imagination-our-nation](http://www.walktheplank.co.uk/creative/imagination-our-nation)

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[www.walktheplank.co.uk/creative/imagination-our-nation](http://www.walktheplank.co.uk/creative/imagination-our-nation)

### Hackney Wick Festival

Is for people who 'LOVE Hackney Wick' – led by artists, local residents, businesses and groups whose neighbourhood will change dramatically over the next few years. They want to work together to provide an intelligent, sensitive and coherent response to this changing landscape.

[www.hackneywickfestival.org.uk](http://www.hackneywickfestival.org.uk)

### Discover Young Hackney

An arts and culture festival for young people in Hackney aged 11-19 years, Discover Young Hackney encourages young people to try out arts and culture for the first time. A month-long festival produced by young people, it offers free events, workshops and taster sessions in local arts and cultural activities and different art forms such as dance, drama, music, film, photography and fashion.

[www.discoveryounghackney.com](http://www.discoveryounghackney.com)

### **Inspiring Spaces 2008-2012**

Will take over a different public space each year for an annual programme of carnival, street theatre, music and dance performed in some of the most deprived areas of Greenwich.

**[www.london2012.com/  
get-involved/cultural-  
olympiad/projects/  
inspiring-spaces.php](http://www.london2012.com/get-involved/cultural-olympiad/projects/inspiring-spaces.php)**

### **Grand Union Youth Orchestra of East London**

The Grand Union Orchestra is an ensemble of young musicians aged 15-25, initially from the boroughs in east London, now throughout the UK. Performing over the next few years, they will build up to a large-scale performance that will take place in spring 2012. New members are welcome to join, please visit the website for further details.

**[www.grand  
unionyouth.org.uk](http://www.grandunionyouth.org.uk)**

### **Mapping the Change**

Mapping the Change project will record the changes that will take place in Hackney as it builds towards, and then hosts, the 2012 Olympic and Paralympic Games. It will take place at Hackney Museum and Hackney Archives with parts of it also on display at public events. It will be a chance for visitors to Hackney to see what hosting the Games means to the community and the impact it has on the borough.

**[www.hackney.gov.uk/  
mapping-the-change](http://www.hackney.gov.uk/mapping-the-change)**

### **Sailing into Britain 2009-2012**

Sailing into Britain will document and celebrate the rich history of the Lascars, forgotten Asian, African and 'foreign' sailors who made a huge contribution to London life. Spanning a three-year period, it will involve young people from across the capital and will culminate in a 2012

performance on a boat sailing down the Thames between Wandsworth and Greenwich. To participate in workshops or for further information, please contact Jules Tipton at Tara Arts. Group: [admin@tara-arts.com](mailto:admin@tara-arts.com), [www.tara-arts.com](http://www.tara-arts.com)

### Literature and Stories

Led by the MLA, Literature and Stories will enable children and young people across the country to work with published poets in creating their own poetry, which they then perform. Each year, participants will perform their work in annual Poetry Slams, which will be broadcast to audiences via the network of Live Sites. The project will culminate in a Grand Slam in 2012.

[www.mla.gov.uk/what/programmes/setting\\_pace/festival%20of%20storytelling](http://www.mla.gov.uk/what/programmes/setting_pace/festival%20of%20storytelling)

### Millfield Youth Theatre

Based in Enfield, Millfield Arts Centre is creating a new youth theatre group

focusing on musical theatre. Young people will train with professional directors and choreographers in performing and theatre skills. A full-scale production will be performed in July 2010. For more details or to join up, please email [Emma.Robinson@enfield.gov.uk](mailto:Emma.Robinson@enfield.gov.uk) [www.millfieldtheatre.co.uk/youth\\_theatre.php](http://www.millfieldtheatre.co.uk/youth_theatre.php)

### Live Sites

The largest ever network of giant public screens or 'Live Sites' will be ready for 2012. New permanent structures will be in place in Waltham Forest and Greenwich where you will be able to witness all the action from the Games. These Live Sites will operate not just for the four years up to 2012, but for many years afterwards. They will also carry a range of local information, news, cultural, sporting, education and community events and content.

In addition, there will be over 20 other temporary Live Site screens erected for the 2012 Games in key locations in London.

To find out more email [livesites@london2012.com](mailto:livesites@london2012.com)

### London 2012 Open Weekend

Open Weekend, supported by BP, is a mass participation event that gives people across the UK the opportunity to join in and try something new. It invites arts and cultural organisations to open their doors to the public and challenge themselves to do something different and exciting.

The first Open Weekend, held in September 2008, included 655 events staged by 421 organisations with over 750,000 visitors. Open Weekend this year marked the three-year countdown to the start of the Games on the weekend of 24 July 2009 and there were hundreds of activities across

the country celebrating the best in art, culture and sport.

In London this year there were over 200 activities across the capital. The Hip-Hop Shakespeare Company had special guests joining for a hip-hop reinterpretation of Shakespeare on the South Bank and the World Rugby Museum opened up its archives to explore rugby's Olympic connections, revealing some startling facts – like the USA being the reigning Olympic rugby champions!

[www.london2012.com/openweekend](http://www.london2012.com/openweekend)

### '1000 days'

30 October 2009 marked 1000 days from the official start date for the 2012 Games.

A celebration of the people behind the scenes who are delivering the Games took place during the 72 hours from 30 October to 1 November 2009 at the National Portrait



© James O Jenkins

Gallery, where a selection of 10 portraits of people behind London 2012 were unveiled.

The National Portrait Gallery/BT Road to 2012 Project is a three-year collaboration between the National Portrait Gallery and BT that will create a photographic record of some of the important people playing a role in the 2012 Olympic and Paralympic Games. Around 90 world-class portraits will be created between Autumn 2009 and Spring 2012, each illustrating stories of achievement, ingenuity

and determination. Sitters will range from politicians to engineers, construction workers to volunteers, sportspeople to community leaders and architects to youth ambassadors. Each phase of photographs will be displayed free to the public at the National Portrait Gallery in the summers of 2010, 2011 and 2012. The final project display in summer 2012 will overlap with the staging of the London 2012 Olympic and Paralympic Games, and will include a larger retrospective showing highlights of all the commissioned work.



## 2 More opportunities in London



London is one of the most culturally renowned cities on earth. It has more museums than Paris, more major theatres than any other city, four UNESCO World-Heritage Sites, 400 music venues and the most visited contemporary art gallery in the world. The 2012 Olympic and Paralympic Games is an exciting opportunity to celebrate our city's rich culture on an international stage.

There is already an extraordinary breadth of activity happening in London, so it will be a unique challenge to create a distinct programme for London during the entire year of 2012. There are also a range of issues relating to sponsorship, branding rules, logistics, promotion and coordination. Apart from

the official projects in the Cultural Olympiad, detailed in Chapter 1, there will be a range of other high quality activities and events taking place around the city during 2012 which will also need to be mapped out.

The GLA has taken a lead role in planning for the city's celebrations and is developing a 2012 Culture 'Clash Diary' in order to begin to catalogue the many events happening in 2012. This tool will help with overall logistics planning in the city, and will enable agencies to map out the key moments and activities in the year. A secure web-based clash diary is currently being tested. If you would like to find out more about this please email: **Culture2012@london.gov.uk**



This 'Clash Diary' will be an invaluable resource in understanding the spectrum of activity in 2012 and help agencies, organisations and communities to plan their celebrations, ranging from large-scale, spectacular moments and major artistic commissions to smaller, fringe and grassroots activity. These programmes will be shaped and nurtured, with the support and expertise of the Cultural Olympiad Board chaired by Tony Hall,

into a coherent, clear and easy to navigate cultural programme for the capital.

The London cultural programme will also be supported by a major regional, national and international marketing campaign led by London's tourism agency Visit London.

Below are just some of the many opportunities that are being developed specifically in London for 2012:

## CREATE

Established in 2008, CREATE is a new annual festival for east London. Together the five host boroughs - Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest – make up Europe's largest Cultural Quarter and is home to over 10,000 artists. CREATE sets out to reveal and explore the cultural richness, unique character and exceptional homegrown talent of the region.

CREATE aims to be the UK's next major international arts festival. Working with leading venues and cultural organisations, it will continually attract visitors to east London for years to come and to encourage a vibrant cultural life.

2009 marked the start of a series of new commissions including a new music festival Young London: Into Music programmed and produced by young creatives from the five host boroughs and participatory

art works from major local artists in parks, gardens and on the streets.

CREATE has established Bank of America CREATE art awards which saw the culmination of two commissioned participatory pieces - miles of dominoes falling through parks, playgrounds and across the Thames and the names of local residents planted in huge floral tributes in parks green spaces across the five host boroughs. Contact Natalie Curd by email at: [natalie.curd@host-boroughs.org.uk](mailto:natalie.curd@host-boroughs.org.uk) or go to: [www.createlondon.org](http://www.createlondon.org)

### Hadrian Garrard said

'CREATE can, and should be, London's answer to Edinburgh or Manchester international, and this year we started to show some of what we're capable of. There has never been a better time to do something on this scale'

## Big Dance

Big Dance is the ultimate London dance experience. It will take place in 2010 and 2012 and has set the ambitious goal of getting three million people dancing.

Over nine days there will be dance events in unusual places throughout the city - shops, parks, galleries and museums - showcasing the diversity of dance styles and cultural attractions across the capital.

It will celebrate the central part dance plays in the cultural, health and sporting life of all Londoners and hopes to inspire people of all ages and abilities to come and try some of the best dance classes on offer and take up dance as a hobby for life. There will be a Big Dance Schools Pledge, world record attempts as well as programmes led by our foremost dance institutions - the English National Ballet,

Greenwich Dance Agency, East London Dance, Siobhan Davies Dance and Sadlers Wells.

Big Dance will take place on 3-11 July 2010 and 7-15 July 2012 and is London's Legacy Trust UK project, delivered by the Greater London Authority and the Arts Council England, London. If you are a school, dance organisation or a venue that wants to take part please contact Jacqueline Rose, Big Dance Director at: **Jacqueline@bigdance2010.com**. Or go to: **www.bigdance2010.com**

## London Festival

Arts Council England is in conversation with LOCOG and the Mayor's office about how ACE can support the development of a major arts festival in London in 2012. We hope that this will present a range of international commissions, alongside a symposium for

arts and cultural thinkers from across the world.

## Volunteering Opportunities in London

Volunteering will be vital to the London 2012 Games. Up to 70,000 volunteers will be needed to help put on the London 2012 Olympic and Paralympic Games. The volunteer programme will aim to encourage a wide range of people to join in.

London 2012 will provide the training to make sure volunteers' skills are of the highest standard. Volunteers will help with essential tasks like stewarding, translation and medical care, whilst also gaining valuable experience and skills and ultimately playing a part in this once in a lifetime event.

In addition to the Games delivery volunteers, in July 2009 the Mayor announced plans for a Host City Volunteer scheme to welcome and assist the

increased numbers of people expected to visit the city during the Games.

If you wish to register your interest in any of these volunteering opportunities, and be assured of receiving information about the application process when it opens, please visit [www.london2012.com/get-involved/volunteering/the-volunteer-programme.php](http://www.london2012.com/get-involved/volunteering/the-volunteer-programme.php)

In the meantime, anyone who wants to volunteer now or would like to learn more about the benefits of volunteering can find lots of information and details of hundreds of opportunities at [www.london.gov.uk/volunteer](http://www.london.gov.uk/volunteer).

TimeBank London is a new resource designed to help you find a way to volunteer in London. A section on volunteering opportunities within arts and culture is included [london.timebank.org.uk/](http://london.timebank.org.uk/)



© Yayoi Kusama, Pumpkin, 2009

## Memory Marathon

Memory Marathon is a project by artist Simon Pope, who will be filmed walking a 26-mile route through the five host boroughs, accompanied by over 100 local residents who will each contribute a personal recollection based on their memories of previous Olympic Games.

The film will highlight the individual memories as part of a wider reflection not only on sporting history, but also on the passing of time and the processes of urban and cultural change.

Commissioned by the Olympic Delivery Authority, it forms part of the arts and culture programme for the development of the Olympic Park and its legacy which consists of both permanent and temporary commissions and a developing programme of participation and engagement, with a focus on working with communities within the host boroughs.

Memory Marathon is conceived and produced by Film and Video Umbrella and is being funded by the London Development Agency and Arts Council England, London until the end of March 2010. It has also been granted the Inspire mark.

Subject to further funding subsequent engagement projects may be developed as a part of a longer term series of commissions in the lead up to 2012. For further information please see [www.memorymarathon.info](http://www.memorymarathon.info)

[www.memorymarathon.info/about-the-project](http://www.memorymarathon.info/about-the-project)

[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

Email contact for the ODA's culture team: [artcommissions@london2012.com](mailto:artcommissions@london2012.com)

## Free Olympic Walking Tours Around the Olympic Park Area and the 'View Tube'

If you fancy getting behind the scenes and watching the Olympic Park take shape, then sign up for one of the ODA's free bus tours for local community groups and residents to look around the new site and the home of the Olympic Arena.

During the hour-long trip, visitors can see the major venues evolving, including the Olympic Stadium and Aquatics Centre and learn about the environmental and community programmes running on the Olympic Park.

Tours run on Tuesday, Wednesday and Friday at 6pm and on Saturdays and Sundays at 10am, 11.30am, 1.30pm and 3pm. Visitors over the age of 16 must present valid photographic identification on the day of the visit, as access to the site

will not be permitted if this identification is not produced. **To book call: 0300 2012 001**

Another way to see the Olympic Park taking shape is to visit the 'View Tube', a community space located on The Greenway adjacent to the park. It has a café, education and arts spaces, as well as a viewing platform over the Olympic site. The View Tube will be open from November 2009. For further information and hire enquiries please contact Alex Thornton: **athornton@leasideregeneration.co.uk** or visit: **www.leasideregeneration.com/the-view-tube**

## West London Story

The West London Story is a new four-year programme of commissions, residencies, public art and high profile events from the Western Wedge partnership of seven west London boroughs.

It will embrace the heritage of west London with its diverse and vibrant communities, stimulate creativity and innovation across the breadth of its practice and sharpen west London's creative edge.  
[www.westernwedge.org.uk/westlondonstory](http://www.westernwedge.org.uk/westlondonstory)

## Shape Artist Commissions

Four disabled artists were commissioned by Shape to produce works responding to the London 2012 themes. It is hoped the project will provide a catalyst for other deaf and disabled artists to consider what the Olympics mean to them.  
[www.shapearts.org.uk](http://www.shapearts.org.uk)

## Deloitte Ignite Festival

Deloitte Ignite is a three-day contemporary arts festival hosted by the Royal Opera House, taking place annually until 2012. Each year, an invited curator creates an innovative programme of film, performance, installation interactive art, music and illusion.  
[www.roh.org.uk/deloitteignite](http://www.roh.org.uk/deloitteignite)

## Various Voices

Various Voices showcases the variety of musical talent that exists in the lesbian, gay, bisexual and transgender (LGBT) community. The 2009 project involved 60 choirs and 1800 delegates at the Southbank Centre. The next festival in London will take place in 2012. As some countries that participate in the Olympic and Paralympic Games criminalise homosexuality, Various Voices is a way for the LGBT community to get involved in London 2012.  
[www.variousvoiceslondon.org.uk](http://www.variousvoiceslondon.org.uk)



# 3 Who does what?



## London 2012 Cultural Olympiad Board

A new Cultural Olympiad Board has been formed to provide direction and leadership over the London 2012 Cultural Olympiad, to ensure the programme of creative events showcases London and provides a lasting legacy beyond the Games in 2012.

Tony Hall, the Chief Executive of the Royal Opera House has been appointed as the Chair of the new Board as well as to the LOCOG Board. Other members include a range of senior figures from the arts: Jude Kelly OBE (Artistic Director, Southbank Centre), Alan Davey (Chief Executive, Arts Council England), Vikki Heywood (Executive Director, Royal Shakespeare Company), Sir Nicholas

Kenyon (Managing Director, The Barbican), Munira Mirza (Mayoral Advisor on Arts and Culture), Sir Nicholas Serota (Director, Tate) and Mark Thompson (Director General, BBC).

## Commenting on his appointment as Chair of the Board, Tony Hall said

‘I have always believed that the Olympic and Paralympic games presents a fantastic opportunity for the arts in this country. We have the ability to introduce a whole new generation to arts and culture and show the world what a creative and inspirational country this is.’

## London 2012

London 2012 are the people who put together London's winning Olympic and Paralympic bids in 2005. Since then the organisation has continued to grow to ensure that everything Games related will be accomplished in 2012 with London at its hub.

London 2012 is made up of two key organisations – LOCOG (the London Organising Committee of the Olympic and Paralympic Games) and the ODA (Olympic Delivery Authority). In simple terms the ODA is often described as the organisation 'building the stage' with LOCOG 'putting on the show' [www.london2012.com](http://www.london2012.com)

© Benedict Johnson



## **LOCOG**

LOCOG is a privately funded organising committee responsible for preparing and staging the Games, and for overseeing and delivering all the activities in the Olympic and Paralympic venues including the newly created space in the Olympic Park in east London. To ensure this runs smoothly, London 2012 carries out tasks including organising procurement, training volunteers, and arranging a series of test events during 2011, as a practice run for the main events in 2012. They also protect the London 2012 brand, which helps raise a significant amount of revenue to fund the Games.

LOCOG's Culture, Ceremonies, Education and Live Sites Team is in the process of planning the delivery of the Opening and Closing Ceremonies and the Torch Relay, as well as leading on the London 2012 Education programme

in schools across London and the UK, and the development of content for the network of Live Sites around the UK.

## **ODA**

The ODA is the public sector delivery organisation responsible for developing the venues and infrastructure for the Games. Since 2005 it has decontaminated the land on the Olympic Park site so that the physical infrastructure including roads, venues and the new Olympic Park landscaping can transform a previously run-down area into a thriving new iconic space in east London. The ODA is committed to incorporating art into the design of the Olympic Park and is developing a programme of art commissions.

## Mayor of London and the Greater London Authority (GLA)

The Mayor sees the London Olympic and Paralympic Games as one of the most significant opportunities the capital has ever had. It will provide an unparalleled platform for London to showcase itself to the world, generate significant economic benefit, draw the citizens of London together and leave behind the largest urban park created in Europe for more than 150 years.

The London Olympic Games and Paralympic Games Act 2006 grants the Mayor of London Olympic specific powers to enable him to fulfil his obligations under the Host City Contract. The Mayor is responsible to the IOC for ensuring that a lasting legacy is developed from the Games.

The GLA is responsible for everything that happens outside the official London 2012 Games venues,

including road closures, street dressing and the London Look programme. It has established the 2012 City Operations Group to lead on this.

## 2012 City Planning Group for Culture

The Mayor has recently established the '2012 City Planning Group for Culture' to develop a coherent approach to cultural planning across the boroughs, in terms of events, logistics, promotion, major commissions, and look and feel. The group acts as a liaison between partners and stakeholders, and provides a link to the wider City Operations Group. It leads on the development of the 2012 Culture Clash Diary and the London 2012 cultural programme mentioned in Chapter 2.

## 2012 Creative Programmers

Each region in the UK has a Creative Programmer whose task is to provide advice for cultural organisations and facilitate projects for 2012.

In London there are two creative programmers: one for the Five Host boroughs (Hadrian Garrard: **Hadrian.Garrard@london2012.com**) and for the rest of London (Chenine Bhatena: **culture2012@london.gov.uk** - starting in January 2010). To discuss your ideas, please contact them directly.

## The London Cultural Strategy Group (LCSG)

The London Cultural Strategy Group is the Mayor's advisory group for culture. It brings together representatives from key agencies and organisations to advise on the promotion and development of London as a world-class city of culture. The group also works to ensure effective communications within the sector, and it commissioned

this handbook. A full list of members is available at: **[www.london.gov.uk/lcsg/about/who.jsp](http://www.london.gov.uk/lcsg/about/who.jsp)**  
email: **[lcsg@london.gov.uk](mailto:lcsg@london.gov.uk)**

## Arts Council England, London (ACE)

Arts Council England is the national development agency for the arts and works to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives. Between 2008 and 2011, it will invest £1.3 billion of public money from government and a further £0.3 billion from the National Lottery to create these experiences for as many people as possible across England.

The Arts Council believes that the London 2012 Olympic and Paralympic Games offer an unprecedented opportunity to reinforce London's reputation as a world leader in culture and

provide increased access and participation to the arts and create a cultural legacy beyond the Games. The Arts Council's London team is managing a range of specific programmes as part of the Cultural Olympiad; they are running the Arts Council's major project, Artists taking the Lead and have recently taken on a new role in Unlimited, as part of a wider programme to raise the profile of work by disabled artists and disability-led organisations. The Unlimited Commissions will celebrate arts and disability on an unprecedented scale, as part of the London 2012 Cultural Olympiad.

The Arts Council has endowed £5 million to Legacy Trust UK, to support a range of cultural and sporting projects across the country (which helped lever additional funds to a total pot of £40 million) - in London this is supporting the Big Dance. The Arts Council

has also supported artistic commissioning within the Olympic Park. Many of the arts organisations the Arts Council support through regular funding are already planning 2012 activity as part of their core business for the next three years and beyond. Dozens of projects are being supported through the Grants for the arts programme, and there are a range of interesting partnerships and collaborations emerging [enquiries@artscouncil.org.uk](mailto:enquiries@artscouncil.org.uk)

### **Department for Culture, Media and Sport (DCMS) & Government Olympic Executive (GOE)**

The Government Olympic Executive, as part of DCMS, is the lead government department for the 2012 Games, responsible for the overall finances of the Games, sponsorship of the Olympic Delivery Authority, as well as ensuring the Games bring the widest



© Nick Gurney

benefit to the UK, before, during and after 2012.

DCMS works closely with other key stakeholders – LOCOG, Mayor of London, the British Olympic Association, the British Paralympic Association and other Government departments and relevant bodies on preparations for the Games. [nick.cady@culture.gsi.gov.uk](mailto:nick.cady@culture.gsi.gov.uk)  
[www.culture.gov.uk](http://www.culture.gov.uk)

## Museums Libraries and Archives Council (MLA)

The MLA promotes best practice in museums, libraries and archives, to inspire innovative, integrated and sustainable services for all. One of the key aspirations for the MLA is for the Cultural Olympiad to transform the way people experience museums, libraries and archives and to sustain a legacy for people in London and other parts of the UK. Earlier this year, MLA launched Stories of the World, one

of the Cultural Olympiad's major projects (see Chapter 1). In addition Literature & Storytelling and The People's Record projects are also now underway, details in Chapter 4 or go to: [www.mla.gov.uk/what/programmes/setting\\_pace/festival%20of%20storytelling](http://www.mla.gov.uk/what/programmes/setting_pace/festival%20of%20storytelling)  
**Richard.Sved@mlalondon.org.uk**  
[www.mlalondon.org.uk/](http://www.mlalondon.org.uk/)

### London Councils

London Councils, a membership organisation of the 32 boroughs and the City of London, runs a network of 2012 lead officers from each of the councils to ensure that Londoners get the most out of the Games and that the benefits of hosting the 2012 Games are spread across all of London.

London boroughs have a vital role to play both in the successful delivery of the Games in 2012 and in achieving a lasting legacy for London and its

communities. They are large funders of cultural activity, often working with local communities and also with other boroughs.

Boroughs played a large part in the Handover in 2008 by organising events across the city. They have also coordinated events to mark the two Open Weekends and many have developed Inspire mark projects. A number of sub-regional clusters events have emerged, for example 'Create' in the five host boroughs in east London and the West London Story.

London Councils maintains interactive maps showing the boroughs' plans and preparations for 2012 with links through to the 2012 sections of each borough's websites.

**info@londoncouncils.gov.uk**  
**www.londoncouncils.gov.uk/2012.**

## International Olympic Committee (IOC) & International Paralympic Committee (IPC)

The International Olympic Committee is an international non-governmental non-profit organisation that is responsible for the Olympic Games internationally. Founded on 23 June 1894 by the French educator Baron Pierre de Coubertin, the IOC owns all rights to the official brand of the Olympics. Its primary responsibility is to supervise the organisation of the Summer and Winter Olympic Games.

The International Paralympic Committee is the global governing body of the Paralympic Movement. Organising the Summer and Winter Paralympic Games, the IPC aims to promote the Paralympic values, which include courage, determination, inspiration and equality. Founded on 22 September 1989, the IPC is an international non-profit organisation formed and run by 161 National Paralympic Committees (NPCs) from five regions and four disability specific international sports federations.





# 4 Funding update

Significant levels of funding have already been committed to 2012-related cultural projects both within the Cultural Olympiad, and more widely. For example, the OLD recently announced £16 million for six Cultural Olympiad projects and the Legacy Trust UK has given £2.9 million to the Big Dance in London.

There are also other ways for organisations and individuals to benefit from 2012, which do not involve funding. For example, organisations involved in the Inspire mark programme benefit from marketing and publicity.

Inevitably, current economic circumstances mean that organisations face a challenge trying to

secure funding for their projects. Here we list some of the organisations that have already committed funding, and any specific grant schemes you may still apply for.

## 2012 London Cultural Skills Fund

Through the London Development Agency the Mayor has committed £1.2 million to the 2012 London Cultural Skills Fund. The project is helping Londoners participate in the Cultural Olympiad in the run up to the Games by supporting community-based groups and cultural organisations that engage Londoners in cultural activities, and provide pathways into skills training and jobs.

It was administered by Arts Council England

and provided grants of between £25,000 and £50,000 per project in three funding rounds. By July this year, two funding rounds had been completed with 16 organisations being awarded a share of £700,000. The results of the third round will be announced in December 2009. Applications have now closed.

Funding went to a range of projects, including:

**Emergency Exit Arts – Gigantic**

(Greenwich, Bexley, Barking and Dagenham, Havering, Lewisham and Redbridge)

This project uses Emergency Exit Arts' expertise in innovative puppetry and outdoor performance, to equip people in the five Olympic boroughs with the skills to deliver workshops, performances and events. Gigantic offers skills development for Londoners through the creation of giant mechanical puppets and outdoor arts events.

**Battersea Arts Centre – Creative Technicians Training Bursaries**

(Wandsworth)

The project addresses skills shortages in theatre and offer six training bursaries – providing a unique opportunity to work alongside leading creative teams on professional theatre projects.

**Corali Dance Company – Visual Voices**

(Lambeth, Hackney, Southwark and Lewisham)

Visual Voices is a training programme to develop cultural leadership skills for emerging and professional visual artists and dancers.

The project provides a valuable opportunity for participants to develop skills in curation, choreography and gallery education.



### **Spread the Word – Supporting Emerging Writers**

(Greenwich, Harrow, Croydon, Hounslow and Waltham Forest)

Spread the Word is a nine-month programme of creative and practical training, mentoring, and hands on experience for 12 emerging writers.

### **The Albany – Future Fusion**

(Lewisham)

Future Fusion provides hands on training and work experience in the cultural industries for people aged 16 - 25, allowing them to develop a varied suite of skills relevant for employment in the theatre sector and specialist skills in marketing, producing, event management, technical theatre, recording and documentation.

### **Urban Development – Industry Takeover**

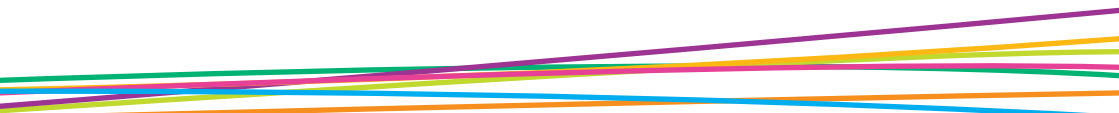
(Newham, Hackney, Hounslow and Lambeth)

Industry Takeover is a new industry-led skills project to engage emerging music practitioners through a varied six-month programme of seminars, rehearsal support and showcases, mentoring and placements.

### **English PEN – Readers and Writers – New Communities**

(City of Westminster and Islington)

This scheme provides new opportunities for migrants, refugees and asylum seekers to produce writing that reflects their experiences of London through a series of creative writing workshops.



### **Craft Central – Craft London: Emerging New Talent**

(Islington)

An innovative business skills development programme to support emerging designer-makers and encourage new talent in London. Craft Central is delivering a programme of business support and showcasing opportunities for practitioners.

### **Akademi – Extend – Developing Dancers' Skills**

(City of Westminster, Camden, Greenwich,

Haringey, Newham, Southwark)

An accredited programme for South Asian dance artists and producers to develop essential skills to manage dance events, providing them with opportunities to benefit from workshops and master classes, work experience and practical business start up advice.

Further information about the 2012 London Cultural Skills Fund can be found at: [www.lda.gov.uk/server.php?show=ConWebDoc.3355](http://www.lda.gov.uk/server.php?show=ConWebDoc.3355)



## London Councils

London Councils has committed £1.8 million to enhance Londoners' involvement in cultural activity in the run up to 2012, and to ensure that communities across London benefit from the Games. This money is now committed until 2012. To find out more about the projects that have been funded, visit: [www.londoncouncils.gov.uk/grants](http://www.londoncouncils.gov.uk/grants)

## Arts Council England (ACE)

The Arts Council has developed a number of initiatives and funding streams dedicated to 2012.

Artists Taking the Lead, one of the ten Cultural Olympiad Projects, will invest £6 million in 12 artists' commissions in all regions of the UK. Five artists have been shortlisted for the one London commission. The shortlisted London artists have each received a development grant of up to £5,000 to turn their initial proposals into

comprehensive plans. The winners were announced on 22 October 2009 and each artist was awarded up to £500,000 to create their artistic vision.

ACE has also committed £450,000 over the next two years for 'Unlimited', another Cultural Olympiad Project. Commissions will be funded to support the production of quality work by disabled and Deaf artists and arts organisations. The first round for applications is now open and will finish on 4 January 2010. Two further rounds will then take place in October – December 2010 and April – July 2011. You can apply for funding through the Grants for the arts programme – application forms can be found at: [www.artscouncil.org.uk/funding](http://www.artscouncil.org.uk/funding).

In addition ACE has endowed £5m to Legacy Trust UK, to support a range of cultural and sporting projects across the country and in London this is supporting the Big Dance.

In the London region there are also a variety of regularly funded organisations many of which are planning specific 2012 related programmes. For the most up-to-date list of who these organisations are, please visit the London page of the ACE website.

Finally, ACE continues to offer opportunities for funding through its 'Grants for the arts' programme, which is the main open application funding programme for the arts. Although not 2012 specific, 'Grants for the arts' are for individuals, arts organisations and other people who use the arts in their work. For more information call: **0845 300 6200** or email: **enquiries@artscouncil.org.uk** For more general information visit: **www.artscouncil.org.uk/funding** or **www.artscouncil.org.uk/regions/london**

## Museums Libraries and Archives Council (MLA) and MLA London

MLA runs a number of schemes for organisations within the sector that wish to participate in activity during the Cultural Olympiad. However, applications have closed for this year. The schemes are under review and news on whether they will open again next year will be on the website: **www.mla.gov.uk/what/support/grants**. Please note that MLA does not make grants to individuals.

Specific funding schemes for 2012 include:

The Family Storytelling Disability Stories grants scheme opens up access to the diversity of collections through innovative storytelling activities, and helps families learn together. **www.mla.gov.uk/what/programmes/setting\_pace/festival%20of%20storytelling**

The People's Record has awarded small grants for partnership projects that explore themes of health, sport and wellbeing, and aspirations of young people. Projects celebrated community records: documents, photographs, film, oral history and artwork, and ensured they are archived for the future.

For further information on MLA projects, please contact Vanessa Harbar, Project Manager for 2012 on: **0121 345 7331**, [vanessa.harbar@mla.gov.uk](mailto:vanessa.harbar@mla.gov.uk) or Richard Sved, Deputy Director, MLA London on: **020 7549 1700**.

### **CompeteFor (LDA)**

CompeteFor offers organisations the ability to compete for opportunities linked to the London 2012 Games and other major public and private sector organisations. It is a free website that acts as a brokerage service between potential suppliers and buyers.

CompeteFor encourages transparent and equal access to a wide range of opportunities that organisations may otherwise not have been aware of. For cultural organisations, this means tender opportunities like ODA's Inside Out project or the recently completed 2012 London Cultural Skills Fund.

At first sight, CompeteFor may appear to be focused on construction for the Olympic Park, but it is in fact a tool for the entire 2012 supply chain. So far it has included opportunities from LOCOG for filming, arts installations, use of drama in training and the 2012 London Cultural Skills Fund. There is a buyer engagement strategy to encourage organisations (including those delivering the Olympics) to post opportunities on CompeteFor.

CompeteFor also offers access to a free and impartial business advisory

service through Business Link in London.

To get started, visit: [www.CompeteFor.com](http://www.CompeteFor.com) and register basic details of your organisation to create a user account. This allows you to view opportunities and gain access to relevant business news and events in your region.  
[www.competefor.com](http://www.competefor.com)  
[www.businesslink.gov.uk/london](http://www.businesslink.gov.uk/london)

### Youth Music

Youth Music's Open Programme offers grants of £5,000 to £30,000 to organisations that provide music-making opportunities to children and young people up to the age of 18, or 25 with special needs or disabilities.

To apply, organisations must commit to raising a minimum of ten per cent of the total project budget in match funding and employ at least one trainee. Applications can be made at any time but

the following closing dates apply: 10 November 2009, 10 February 2010 and 10 May 2010.

Projects can run for between six to 24 months and should include children and young people in the decision making or running of them. Youth Music actively encourages organisations that are inspired by the London 2012 Games to apply to the Inspire programme to become part of the Cultural Olympiad. Please email: [reception@youthmusic.org.uk](mailto:reception@youthmusic.org.uk) or call: **0207 902 1060** for further information.  
[www.youthmusic.org.uk/looking\\_for\\_music\\_funding/Open\\_programme](http://www.youthmusic.org.uk/looking_for_music_funding/Open_programme)

### Big Lottery Fund (BIG)

The Big Lottery Fund's Awards for All programme offers grants of between £300 - £10,000 to projects that help improve communities and the lives of people most in need. In the run up to the Olympics

they welcome applications from projects building stronger communities across the capital.

Awards for All is a broad grants scheme and funds projects that give people better chances in life, including better access to development activities to improve their life skills, activities that build stronger communities with more active citizens working together to tackle their problems, improved rural and urban environments which communities are better able to access and enjoy, and projects that build healthier and more active people and communities.

BIG also runs the Reaching Communities programme, providing grants of between £10,000 - £500,000.

For more information on both these programmes visit: [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk) or call the BIG advice line on: **0845 4 10 20 30**.

## Useful links

The 24 Hour Museum website lists a range of funding programmes and a checklist for fundraising: [www.24hourmuseum.org.uk/downloads/Funds%20listed%20alphabetically.doc](http://www.24hourmuseum.org.uk/downloads/Funds%20listed%20alphabetically.doc)

Arts Council England have produced a booklet on Other Sources of Funding, which lists a wide range of private and charitable organisations: [www.artscouncil.org.uk/media/uploads/documents/funding/gfta2008other.pdf](http://www.artscouncil.org.uk/media/uploads/documents/funding/gfta2008other.pdf)

Arts and Business have developed a fundraising toolkit: [www.artsandbusiness.org.uk/Central/arts-services/Fundraising%20Toolkit.aspx](http://www.artsandbusiness.org.uk/Central/arts-services/Fundraising%20Toolkit.aspx)



# 5 Frequently asked questions

## 1) I'm thinking about starting a project, is there any funding available for it?

Even in the current financial climate there are still a number of funding strands available that we have listed in Chapter 4. For specific arts, heritage and culture funding you may also want to seek direct advice from the relevant agencies listed in this guide including: ACE London, MLA London, LDA and London Councils – all listed in this handbook.

## 2) I've started a project and want to be part of the Games. How can I do this?

Your first port of call should be the Creative Programmers for London who can help advise on how best to get involved. Hadrian Garrard is the Creative Programmer for

the five host boroughs and can be contacted at: Hadrian.Garrard@london2012.com. The Creative Programmer for the rest of London will take up post from January 2010 and will be based at the GLA. They can be contacted at: Culture2012@london.gov.uk.

There are a range of opportunities to get involved highlighted in this guide which include the Inspire mark, Cultural Olympiad Projects and a variety of funding streams.

## 3) When are the Olympic and Paralympic ceremonies?

The Opening Ceremony will take place on 27 July 2012 and will be followed by nearly three weeks of Games, to close on 12 August 2012.

The Paralympic Games will start on 29 August 2012 and the official closing ceremony will be on 9 September 2012.

#### **4) How do I get involved in the Olympic and Paralympic ceremonies?**

Preparations for the ceremonies are currently underway and London 2012 are currently in the process of talking to potential Creative Directors. Once that appointment has been made, the creative process and planning for more widespread participation will begin in earnest.

For more information visit [www.london2012.com/plans/ceremonies/index.php](http://www.london2012.com/plans/ceremonies/index.php) or contact: [Ceremonies@london2012.com](mailto: Ceremonies@london2012.com)

#### **5) Is it too late to register as a 2012 volunteer?**

No, it isn't too late to register yet. LOCOG are currently planning the Volunteer

Programme, which will ensure volunteers are trained and ready to go for 2012.

Up to 70,000 volunteers will be needed to help put on the London 2012 Olympic and Paralympic Games. The volunteer programme will aim to encourage a wide range of people to join in. London 2012 will provide the training to make sure volunteers' skills are of the highest standard. See Section 2 for further information.

#### **6) What does the Inspire mark mean in practice - how will it benefit my organisation?**

The Inspire mark could be described as a badge of excellence, which gives an association with the Olympic and Paralympic ideals. London 2012 is the first time this mark has been used so it is a unique opportunity to be part of the Games and to set your project apart.

London 2012 and the International Olympic Committee assess each project and only the best are recognised through the Inspire programme.

Inspire projects can carry the London 2012 brand, through the Inspire mark, on a wide range of marketing materials and it brings your organisation into a diverse network of organisations at national and regional level, across culture, sport, education and sustainability, with the potential to drive new opportunities.

London 2012 also run regional events to showcase projects, drive inspiration and stimulate new partnerships. They will work with you to provide communications support that works for your project.

This might include:

- inclusion in targeted London 2012 media campaigns
- London 2012 representatives at your key events

- blog and feature content on the London 2012 website
- features in one or more of their e-newsletters, targeting specific audiences
- your project video or photographs on London 2012 social network pages and groups
- media relations advice

### **7) I own a business and am looking to take on new contracts, how can I find out if my business could be involved in 2012?**

New tenders are announced weekly at: [www.london2012.com/business](http://www.london2012.com/business) and business e-alerts will keep you updated – you could check it out to see how your business could join in. Also look at the CompeteFor website:

[www.competefor.com](http://www.competefor.com)

### **8) Is CompeteFor just for businesses or can cultural organisations apply? If they can, what cultural opportunities will there be?**

CompeteFor is open for all businesses and third sector organisations in any area. There have already been opportunities posted for cultural and third sector organisations, for instance for filming, arts installations, use of drama in training and the 2012 London Cultural Skills Fund (see Section 4 for more information).

### **9) How does London 2012 reach out to and involve young people directly?**

The Games are an ideal opportunity to encourage young people to learn from and to be inspired by the Olympic and Paralympic values. London 2012 is developing an education programme to involve people in the Games and everything they stand for.

Go to: [www.london2012.com/onyourmarks](http://www.london2012.com/onyourmarks) to download the 'On Your Marks' resource for schools – which is filled with information and ideas to support teachers and students.

### **10) What will happen in the Olympic Venues and the Park after the 2012 Games?**

This is still being decided, but we are confident that Londoners will use the infrastructure to live, work, study and play. Also there is great interest in staging more large-scale national and international events, which will benefit London's economy and increase the amount of high profile cultural and sporting opportunities for many years to come. The newly formed Olympic Park Legacy Company is tasked with leading on this important work.

For further information go to: [www.olympicparklegacycompany.co.uk](http://www.olympicparklegacycompany.co.uk)

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### Vietnamese

Nếu bạn muốn có văn bản tài liệu này bằng ngôn ngữ của mình, hãy liên hệ theo số điện thoại hoặc địa chỉ dưới đây.

### Greek

Αν θέλετε να αποκτήσετε αντίγραφο του παρόντος εγγράφου στη δική σας γλώσσα, παρακαλείστε να επικοινωνήσετε τηλεφωνικά στον αριθμό αυτό ή ταχυδρομικά στην παρακάτω διεύθυνση.

### Turkish

Bu belgenin kendi dilinizde hazırlanmış bir nüshasını edinmek için, lütfen aşağıdaki telefon numarasını arayınız veya adrese başvurunuz.

### Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫੋਨ ਕਰੋ ਜਾਂ ਹੇਠ ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

### Hindi

यदि आप इस दस्तावेज की प्रति अपनी भाषा में चाहते हैं, तो कृपया निम्नलिखित नंबर पर फ़ोन करें अथवा नीचे दिये गये पते पर संपर्क करें

### Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি (কপি) চান, তা হলে নীচের ফোন নম্বরে বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

### Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں چاہتے ہیں، تو براہ کرم نیچے دئے گئے نمبر پر فون کریں یا دبئے گئے پتے پر رابطہ کریں

### Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، يرجى الاتصال برقم الهاتف أو مرسله العنوان أدناه

### Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.



London Organising Committee  
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