



London 2012 - Brief

London 2012 - achieving the vision

Introduction

The Olympic and Paralympic Games run every four years. Each time they are held in a different city. In 2012 London will be hosting the games. The London Organising Committee for the Olympic and Paralympic Games (LOCOG) has been set up to plan, organise and deliver the event. This study shows how having a clear vision and set of values will deliver an unforgettable Games.

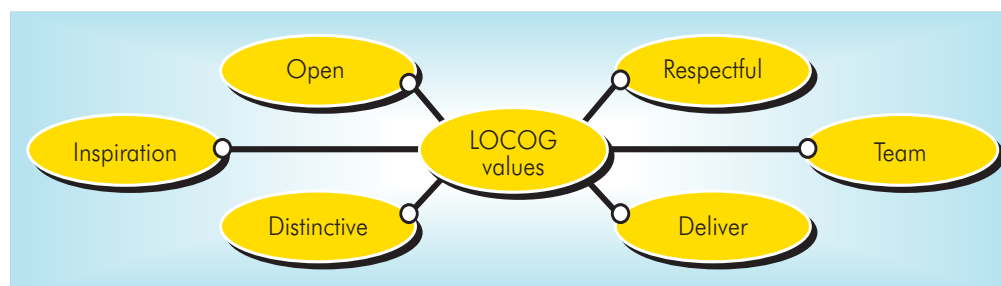
The vision

A vision is a written concept. Organisations need to set a vision to provide a clear path for its actions. London 2012's vision is: *'to use the power of the Games to inspire change'*. LOCOG wants to show that the Games are about more than sport and more than London. It wants them to be accessible to everyone. It also wants its work to show the Olympic and Paralympic values of friendship, excellence, respect, inspiration, determination, courage and equality.

Values

LOCOG's values show what it stands for. Its actions are driven by its values. They can affect who it works with and how it carries out its activities. They link to the way its workers behave and how LOCOG manages them. LOCOG's values are:

- inspiration
- distinctiveness
- delivery
- teamwork
- respectfulness
- openness.





Objectives

The vision sets out a broad aim for everyone to work towards. Objectives give details of what the organisation wants to achieve. LOCOG's objectives are to:

- stage an inspiring Games
- deliver all venues on time and to plan
- maximise the economic, social, health and environmental benefits
- improve UK sport long-term.

Objectives must be SMART to be effective. One SMART objective is linked to transport. It is to have 100% of spectators travel to the Games by public transport, cycling or on foot. This is:

- **S**pecific – it relates to transport
- **M**easurable – the target is 100%
- **A**greed – those involved have agreed to it
- **R**ealistic – it can be done
- **T**ime related – it can be done in time.

Objectives in action

The Games aim to engage young people. LOCOG will do this through its education programme, Get Set. This will:

- support the Olympic and Paralympic Values through Get Set's website
- involve young people in the process, through project design, development and delivery
- show examples of new and exciting work that relates to the Games
- provide the chance to reward and endorse schools and young people for their hard work by having them join the Get Set Network.

Get Set helps to meet LOCOG's objective to '*maximise the economic, social and health benefits*'.

Conclusion

The London 2012 Olympic and Paralympic Games are not just about sport. LOCOG aims to create a community spirit and get people involved in the Games in many ways. This is shown in its core objectives. They include a range of social, economic and environmental issues. Objectives are SMART so that results can be measured. This ensures the London 2012 Games will have a lasting impact.

