



London 2012 - Summary

London 2012 - achieving the vision

Introduction

The Olympic and Paralympic Games are held every four years 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 take responsibility for planning, organising and delivering the event. This study shows how creating a clear vision and set of values has made it possible to establish SMART objectives for delivering an unforgettable Games.

The vision

A vision is an idealised picture set out in words. Directors or owners of an organisation set a vision to provide a clear direction for its activities. London 2012's vision is: 'to use the power of the Games to inspire change'. LOCOG wants to demonstrate that the Games are about:

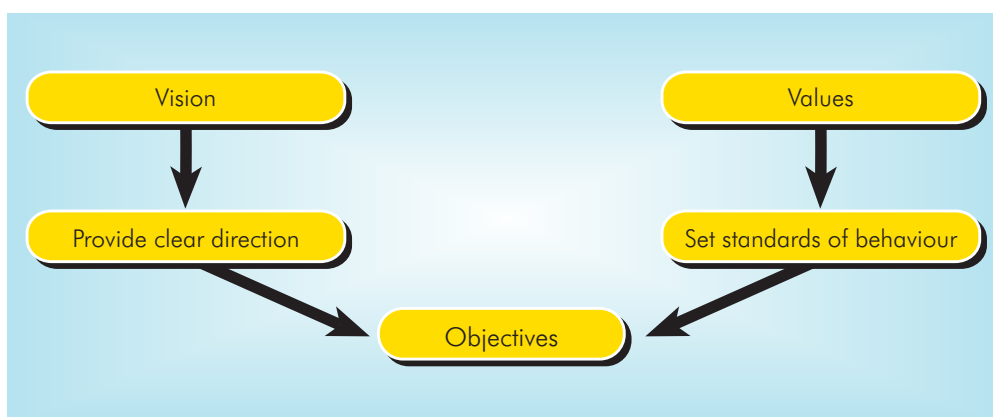
- more than sport
- more than London
- being accessible to everybody
- upholding the Olympic and Paralympic values of friendship, excellence, respect, inspiration, determination, courage and equality.

Values

Values represent what the organisation stands for. They can affect who it does business with, how it carries out its activities, the behaviour of its workforce and the management style it uses. LOCOG's values are:

- Inspiration
- Distinctiveness
- Delivery
- Teamwork
- Respectfulness
- Openness.

Effective communication between LOCOG and its stakeholders and partners will ensure that its actions demonstrate its values.





Objectives

The vision sets out a broad aim, which must then be divided into precise objectives. LOCOG's objectives are to:

- stage an inspirational Games
- deliver all venues on time and to specification
- maximise the economic, social, health and environmental benefits
- achieve a sustained improvement in UK sport.

Objectives must be SMART to be effective. One of London 2012's SMART objectives for its transport strategy is to have 100% of spectators travel to the Games by public transport, cycling or on foot. This is:

- **S**pecific – related to the transport strategy
- **M**easurable – through a target of 100% of spectators
- **A**greed – by those involved in delivering it
- **R**ealistic – it can be met
- **T**ime related – it can be achieved in time.

Objectives in action

The Olympic and Paralympic Games aim to engage young people. LOCOG will do this through its education programme, Get Set. Get Set is directly meeting LOCOG's objective to 'maximise the economic, social and health benefits'. Its objectives are to:

- support the Olympic and Paralympic Values through Get Set's website
- involve young people in the process, through project design, development and delivery
- showcase examples of interesting, inspiring and innovative practice in relation to the Games
- provide opportunities to reward schools and young people for their hard work by encouraging them to join the Get Set Network.

Conclusion

London 2012 is not just about sport. It aims to create a force for good in society. This is reflected in its core objectives, which address a range of social, economic and environmental issues. Objectives are SMART so that results can be measured, ensuring the impact of the London 2012 Games will last beyond the closing ceremony.

