

**Rt Hon Tessa Jowell MP, Minister for the Olympics and London & the South East**

*at One Whitehall Place, on June 29, 2007*

Opening

I am delighted to join you to celebrate Canada Day. Canada and the UK have of course a long and close relationship and much in common. Not least is our hosting of successive Olympic Games and Paralympic games after Beijing 2008.

Bid

The two original pillars of the Olympic and Paralympic Games were sport and culture and in 1994 the International Olympic Committee introduced a new pillar – Environment. When we put together our bid in 2003 we did so because we firmly believe that sport and culture can – and should – make a substantial contribution to life in this country. Our bid also emphasised that we believe the UK can make a substantial contribution to the international community through the Olympic and Paralympic Games.

International benefits of 2012

The Government is committed, not just to hosting an excellent event, with a lasting legacy that will benefit the whole of the UK, but to inspiring people throughout the globe.

Our international ambitions were a key part of our bid - to work with those in other countries, particularly those in development, to promote sport excellence and participation.

Working closely with key stakeholders, such as UK Sport, DFID, the British Council and UNICEF, we are progressing the development of a programme to meet those aims.

The programme will initially work in Brazil, India, Azerbaijan, Zambia and Palau and will include initiatives like, for example, coaching and athlete scholarships, skills training for PE teachers or in-country social development schemes. I hope to be able to provide greater detail in the near future.

Diversity and the modern UK

The United Kingdom in the 21<sup>st</sup> century is not necessarily the country it's perceived to be around the world. Certainly our rich and diverse culture is recognised. But we also emphasised in our bid the diversity of our population. And that diversity helped us to win the bid in 2005. It will be a large part of what makes the London 2012 Games a success. We want our Games to be inclusive for all our people, embedded within our communities. And we want to ensure that the 2012 Games leave a lasting legacy; in fact, we want to enjoy the benefits of hosting the Games from now, up to and beyond 2012.

We can use the Games to redefine Britain's international image, and at the same time help to define for ourselves what it is to be a modern Briton. At the heart of which are fairness to all, justice, a society which is basically stable and cohesive, and a creative, vibrant society, where for example, scientific innovation is second to none.

## The Opportunity

I know that we share with Vancouver a number of themes which they have for their 2010 Winter Games around inclusion, sustainability and inspiring young people to become more involved in sport and in their communities. Both the UK and Canada are at an exciting juncture. We both have the opportunity to host and inspire the world, and truly make change and progress happen.

In 2012, 4 billion people have the opportunity to watch London and the UK. There will be over 17,000 athletes and officials visiting London, and we expect almost 9.5 million spectators to visit the UK in support of the Games. That exposure creates many opportunities: for sport and much more.

## Progress so far

Already we have made excellent progress:

- a detailed planning application has been submitted for the Olympic park
- £100m has been raised by Olympic Lottery games – ahead of schedule
- In March I announced a revised budget of £9.3 billion to Parliament
- This month a new London 2012 brand was launched
- Tunnels for the underground power lines have been completed on time and to budget
- And this month we published our 5 Legacy Promises.

When the International Olympic Committee's Coordination Commission visited London earlier this month they reviewed nearly all aspects of our preparation, from venue construction, to sport, to technology. They were impressed by our preparation and by the progress we have made.

In his closing press conference Denis Oswald, Chairman of the Commission, said it had been a "very positive visit...confirming all good impressions we had from previous visits". And that we were "operationally and financially on-track".

## Legacy Promises

We have set ourselves challenging objectives for 2012. They challenge us to host inspirational Games, and they also challenge us to ensure that the Games will leave a sustainable legacy of benefits across London and the UK.

At the beginning of this month, we published our 5 Legacy Promises for the 2012 Olympic and Games. Our commitments are simple but, in my view, truly ambitious:

First, We will make the UK a world-leading sporting nation on every level.

Second, We will transform London's east end.

Third, We will make the Olympic Park a blueprint for sustainable living

Fourth, We will demonstrate that the UK is a creative, inclusive and welcoming country to live in, visit and for business

Fifth, We will inspire a generation of young people to take part in local volunteering, cultural and physical activity

Already we taking steps towards these aims, and we will publish an action plan in the Autumn setting out how we intend to progress.

## Sustainability

The London 2012 Games will be at the forefront of sustainability; we have committed to hosting a low carbon and a zero waste Games, to conserving biodiversity and to promoting environmental awareness and partnerships. We will be encouraging healthy living and inclusion.

## Inclusion

And it will be a truly inclusive Games. We are the first host nation to plan both the summer Olympic Games and Paralympic Games in a completely integrated way, overseen by the same governing body. I hope this will be help to achieve really positive benefits for disabled people.

All our communities will be involved, in the preparation for the Games, the Games itself, and in the legacy afterwards. Already we are engaging with local communities. For example, with the local borough councils, with voluntary and community sector organisations and directly with local people on the planning of the park. This involvement will increase as we move to the detailed design, the look and feel of the park and the impact on the places people live.

## Volunteering

Over 140,000 people have already registered to volunteer at Games time. I think this is just one demonstration of how popular the games are here. Over a quarter of all volunteers in this country are involved in sport, and we want to make the most of this opportunity. To encourage people to engage in sport, we need volunteers able to run sports clubs, and especially to be qualified as coaches.

11 Pre-Volunteer Programme pilots are up and running in London. This is based on the successful programme run at the Manchester Commonwealth games, and the aim is to give people who are out of work the opportunity to develop skills through training and volunteering. The hook will be the excitement round the Games, and in the pilots it is already showing its value. The programme will be rolled out across the UK and the London 2012 Organising Committee has promised to interview everyone who completes the course for Games times volunteering.

## Business Opportunities

We expect excellent business opportunities to arise from the games. A business network has been set up to ensure that we publicise widely forthcoming contracts. There will of course be infrastructure improvement to transport.

There will be £4.8 billion public sector funding of the venues and regeneration. With for example on the Olympic village:

- £3bn private sector development; with an Olympic Delivery Authority contribution of £481m.
- The village will house 17,000 competitors and 1,000 officials in Games time, and
- in legacy, 4,000 homes, at least 30% of which will be affordable housing

Internationally we will be looking to attract investment into the UK. We will of course also be aiming to sell British expertise in construction and event management. UKTI

are developing an action plan to take this work forward, and have appointed one of their board (Alan Collins) to champion opportunities arising from the Games.

UK Trade & Investment, working with the British Columbia Ministry of Economic Development is encouraging British Businesses to partner with Canadian counterparts for the Winter Games in 2010, and use these partnerships for future business in the Pacific gateway, London 2012 and future major sports events.

Partnerships was the watchword for a UK Trade & Investment seminar held around the visit of 10 UK companies to Vancouver at the beginning of June 2007, where UK companies were keen to supply the know-how and event experience to Canadian businesses to form strategic alliances for the 2010 games and beyond.

That event is already bearing results, and a delegation from VANOC will be received by UKTI next week during the Grand Depart of the Tour de France. Most exciting of all perhaps is a meeting between VANOC and LOCOG next week, facilitated by UKTI which will address the possibility of temporary facilities and commodities used in Vancouver 2010 being relocated to London for its Games in 2012. This partnership in particular offers a practical solution to sustainability as well as a direct link between these two wonderful Cities

### Relations with Canada

Our Cultural Olympiad will begin in 2008, encouraging more people, around the country, to become involved in cultural activities.

I know Vancouver will also begin its Cultural Olympiad next year. We have similar aims, and I have no doubt we can work together and learn from each other to achieve them.

I am delighted that our national tourism organisation, Visit Britain, has developed a good relationship with the Canadian Tourism Coalition they and are sharing best practice on research, welcome and service, branding, marketing, media and on presence in Beijing. Visit Britain and the Canadian Coalition are looking at using the same approach to benchmarking and evaluation of the impact of hosting Games. Visit Britain aim to have a presence at 2010 Games to learn from Games-time operation and to build relationships with the Olympic family and media. I hope and expect that other British agencies can work closely with their Canadian counterparts to learn lessons for hosting the 2012 Games, and in doing so we can forge still closer relationships between the UK and Canada.

The activities in Trafalgar Square today show Canada at its best; vibrant, exciting, rich in opportunity and experience, and I'm sure everyone here today will enjoy them. And I am sure those qualities will help make Vancouver 2010 a great success.