

# A 2012 Olympic effect? Are we ready?



**David Reader – National Development Manager**

**National Development Conference 2011**



# 2 Questions

1. Will there be a 2012 effect?
2. Are we ready as a sport?





# Will there be a 2012 effect?

- £5.3 bn will be spent on organising
- 9.6 million tickets will be sold – 8 million Olympic and 1.6 Para tickets
- £840 million will be gained from taxation
- The Olympic Village Polyclinic will be converted into a lifelong learning centre for the east London community, with a nursery, primary and secondary schools.

# Will there be a 2012 effect? (2)

- The village will be converted into 3,600 apartments. Most of them will be affordable housing.
- The media and press centre would become a creative industries centre for east London.
- After the Games four arenas would be 'deconstructed' and relocated to other parts of the UK along with the swimming pools that are used for water polo and the 50m training pools.



# Questions

- Charities will be given the sports equipment used in the Games for free.





# Archery effects

- Beijing – 4.7 billion watched the Olympics – 70% of the worlds population
- For a sport not on TV.....
- Massive increase in profile
- What will this result in?
- Will more people take part in the sport?



# Archery effects (2)

- Evidence does indicate that sports do see an increase in participation after a major Games <sup>(1)</sup>
- Sydney and Barcelona reported increases in participation
- In 2003, France saw a 20% increase in the number of athletes after the World Champs that they hosted.<sup>(2)</sup>



# Archery effects (3)

- But, this is likely to be short term
- We need to consider positive versus the negative effects



# Are we ready?

- Nationally, could we deal with a large increase in interest?
- How could we absorb new archers who want to try the sport?
- How are we prepared to capture the short term interest?
- How can we maximise this interest?

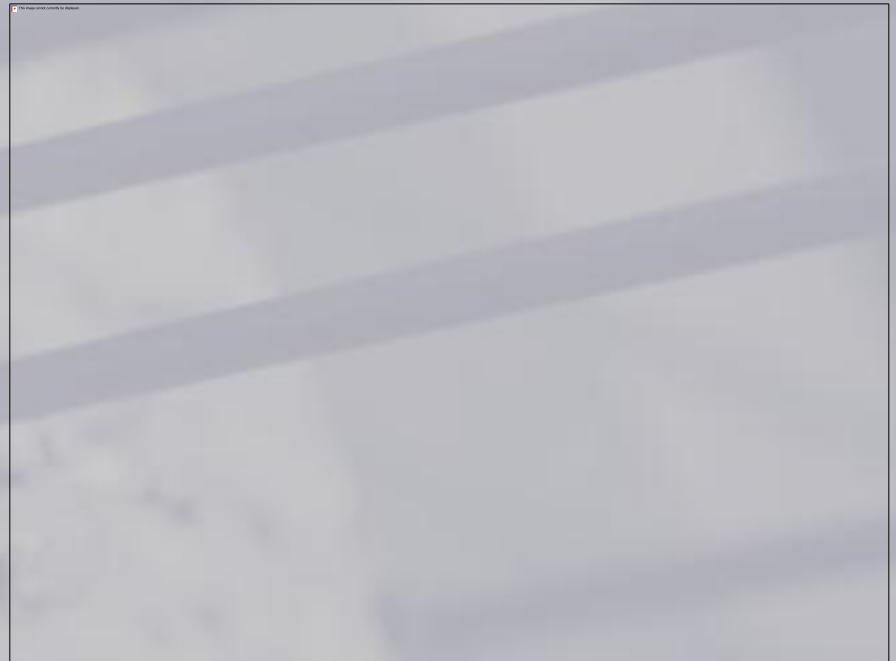
# Are we ready?

- Yes – carry on
- No – what to do?
- “I’m ready, but I’m not sure about others”
- Who needs to do what and in what time scale



# Outcomes?


- More archers?
- Bigger clubs?
- Better shooting?
- Less shooting?
- More income?
- A stronger sport?





# Next two days

- A chance to look more closely at the possible effects?
- An opportunity to consider some possible responses to this interest
- Ability to discuss about how we can affect others in the sport



# References

1. *A lasting legacy for London?* UEL / London Assembly. 2007
2. *An investigation into the techniques used to develop athletics in Sweden, France & United States of America.* Reader, D. 2004
3. BBC Sport website. 2011