

- To increase active participation in sport and physical activity as a direct result of events (legacy)
- To create sustainable outcomes from events and high profile activities
- To enhance the everyday offer of centres based on the principles of the event
- To enhance staff development as part of volunteering, training and taking part in the event

PLAN

How do you define and plan your contribution to legacy?

EXAMPLES OF BEST PRACTICE

- Sports legacy should be part of the overall planning of internal events and/ or external/ national events

GUIDANCE

- Is legacy planning an integral element of the event planning process, rather than an after-thought
- Is there clarity on what legacy is sought from the event
- Is there clarity within the plan as to how to achieve a sustainable legacy from the event
- Is there clarity on how to measure the legacy of the event
- Has the legacy been defined; increased participation in sports, enhanced levels of performance, sports tourism, increased spectating opportunities, developing volunteers, etc could assist to structure the planning inputs
- Is the timing of legacy defined – when will results/outcomes show
- Planning well in advance of the event and testing these plans may assist the delivery of legacy
- Are responsibilities clearly defined
- How does the legacy plan fit with the corporate objectives/business Plan; has it been considered how the sporting legacy will meet wider health, wellbeing, community safety, social cohesion, learning and regeneration objectives
- How does the sporting legacy link with other legacy elements e.g. tourism, economic development, volunteering, schools, young people and arts
- Have the associations with the event been considered; has the use of components of the event e.g. the logo been considered when promoting related activity
- Have critical paths and milestones been determined as part of the plan
- Have links to other strategies e.g. regeneration, governing body of sport whole sport plans, Sport England
- Legacy Plans (e.g. Places People Play for London 2012 Games) been considered
- Have partners been considered and consulted in formulating the plan; consultation with all relevant stakeholders could ensure that the legacy plan is owned and agreed

DO

How do you communicate your legacy plans and to whom?

EXAMPLES OF BEST PRACTICE

- Communicating with stakeholders, community and internal staff

GUIDANCE

- Are key messages, promotion and marketing opportunities agreed in advance and used with related activities; has a brand style and permissions been agreed
- Have various methods of electronic marketing been considered i.e. social networks such as facebook, twitter and LinkedIn to generate and escalate messages very quickly
- Have relationship/arrangements with media been considered throughout the planning process, before, during and after the event
- Could using major events to engage and motivate the community e.g. schools, youth groups and clubs prior to and after the event be of value
- How are staff briefed and involved in the writing and implementation of the legacy plans

What good practice and guidance have you considered?

EXAMPLES OF BEST PRACTICE

- Local authority vision and corporate plan - LGA, Sport England and governing bodies of sport
GUIDANCE - Have overarching plans and strategies been considered; LGA, Sport England and governing bodies of sport - Has benchmarking with other event organising committees and companies been used to improve understanding and awareness of some clear lessons and opportunities to improve
What training is in place for staff to deliver your objectives?
EXAMPLES OF BEST PRACTICE - Team training - Stakeholders
GUIDANCE - Are the volunteers for the event managed in such a way that they can continue to have an impact after the event - Is formalised training such as national vocational qualifications (NVQ) used to enhance the team and volunteers career opportunities - Does the organisation have systems and processes in place to ensure fairness in decision making about the programmes and subsequent delivery
What resources have been allocated to deliver the legacy?
EXAMPLES OF BEST PRACTICE - Prioritisation - Stakeholders
GUIDANCE - Is there a system in place to prioritise resources such as staffing, funding, space and materials/equipment in the build up to the event, during and after - Has it been established how elected members, the media, user groups and non-user groups can all add value to the event and the legacy
MEASURE
How do you measure the success?
EXAMPLES OF BEST PRACTICE - Critical path and milestones - Measuring output and outcomes - Performance specification - Collecting data, primary and through observation - Using secondary data, where appropriate - Impact on the centre's programme, users and finances - Impact on the general public
GUIDANCE - Have you set measurable targets that relate to the planning of the event; as an example are there pre-event activities in place to test security, staffing needs, communication processes, stakeholder requirements - Do measurements include success elements such as participation, increased regular use and new participants, finance, number of bed nights sold, social, integration and interaction of community groups and staff morale, how much more pride do the team have as a result of being part of the event - Is there a performance specification set out as part of the planning process; are there measurements that include timescales for completion, for example number of contractor or team accidents in the preparation for the event and the number of participants expected. Can these be measured - Have methods been considered to collect data for all agreed measurements

- Have customer compliments increased, complaints decreased and are the 'everyday' customers' part of the event
- In relation to customer relationship management how are the views of stakeholders and the general public on the legacy work collated
- Does the community support and understand the value of the event; are there positive comments in the local press and radio

REVIEW

How do you review what you have measured?

EXAMPLES OF BEST PRACTICE

- The planning process
- The event
- The legacy

GUIDANCE

- Was an agreed specification for the review of the legacy set at the planning stage; has this been shared with stakeholders
- Does the review process occur during planning and implementation phases, during the event and immediately post-event and longer-term
- Is there an internal review process for the legacy plan e.g. team review carried out
- Are there external/independent reviews of the legacy plan e.g. peer review
- How is success celebrated and what is the process for addressing areas for improvement
- Are the 'lessons learnt' for legacy work considered for future major events

IMPACT

Has what you have done made a difference?

EXAMPLES OF BEST PRACTICE

- Have the aims of the legacy plan been achieved in full?

GUIDANCE

- Has the centre's definition of legacy been achieved with quantifiable change; increased participation, enhanced levels of performance, sports tourism, increased spectating opportunities, developing volunteers, etc
- Are there an increased number of volunteers that could be used for future events
- Has the event improved the development of talented performers and enhanced levels of performance
- Has community engagement improved
- Is there a raised political profile of centre
- Is there a raised awareness of the centre amongst the public and partners
- Has the centre made any new links /partners
- Are there stronger links with coaches, leaders, volunteers, clubs
- If applicable, have the achievements of the event participants improved i.e. number of medals awarded