

***Inspire programme  
application form  
guidelines***

***Spring 2011***



# *Inspire programme application form guidelines*

This guide has been produced to help applicants complete the London 2012 Inspire programme application form.

We want to make applying as easy as possible for you. These guidelines aim to simplify the process and ensure we get the information we need in order to approve your project.

Please remember your answers don't need to be long – just keep it simple and don't overcomplicate things. We're looking for clear, concise answers telling us what we need to know.

Here are some general tips to remember when filling in your application form:

- *Don't use complicated language with over-technical terms. Keep it plain and simple.*
- *Answer the question – with information on what, where, when and how – and try not to wander off the point.*
- *Please observe the word limit.*

These guidelines should help you to complete a successful Inspire programme application with minimum time and effort. For more help, please contact your regional Inspire/Creative Programmer.

# Front page

## Section A

**This section is to be completed by the London 2012 Inspire/Creative Programmer.** Project applications should go straight to Section B.

## Section B

### *What is your project called?*

If in doubt when naming your project, avoid terms that suggest it is an official Olympic or Paralympic Games project. We want it to reflect your projects aims and goals. Please remember that you will be affiliated to the London 2012 Olympic and Paralympic Games through the Inspire mark and not through the name of the project itself.

### *Hints on Naming Projects:*

Your **project name should not:**

- Appear to be an official Olympic or Paralympic Games project. Names such as 'Olympic Roots' or 'London 2012 Lifestyle Project' would not be appropriate.
- Use '2012' as shorthand for 'London 2012'.
- Use names that are similar to existing official London 2012 programmes, such as 'Get Set' or 'Changing Places'.

For more help on naming your project (and to ensure it's not the same as another project in your area), please talk to your regional Inspire/Creative Programmer.

### **When does the project start and finish?**

- We are looking for applications from projects that start within two to 12 months from the point of application.
- Remember that projects will be licensed to market themselves as Inspire projects only between the dates you state in your application.
- You can apply for an extension to your license if you later prove you can fund the project for a longer period of time.

## Section 1. Legal details

### 1.1. Full legal name(s) of the lead organisation(s).

- Sometimes a number of organisations may apply jointly for the Inspire mark. We want to make a lasting legacy in each community and to encourage as many organisations as possible to be involved.
- When applying for the Inspire mark as a group, **you will need to choose one of these organisations to take the lead role.** Remember this organisation will then be the licensee and will be responsible for the project as a whole.

### 1.4. Legal status of lead organisation(s) and registration numbers:

- Applicants must be not-for-profit, non-commercial legal entities.

### 1.8. Is your organisation the subject of a formal insolvency procedure?

- Please note that projects submitted by organisations that are subject to a formal insolvency procedure will not be considered to join the Inspire programme.

## Section 2. About your project.

### 2.1 - What is the project?

This is your chance to tell us all about what's great about your project. Keep it short, clear and relevant. Here are some key areas to remember:

**What your project will actually do:** Keep it simple and explain what will actually be happening and what participants will be doing.

**Your project aims:** Tell us what you think the community will **gain from your project** and what you aim to achieve.

**Previous successes:** If your organisation has already submitted or completed another project, briefly tell us about it.

**Responsibility:** We would like all our Inspire projects to run smoothly and to be as successful as possible. Try to describe your plans to overcome any challenges that your project may encounter.

**Safe working environment:** Workers and participants are at their happiest when they are in a safe working environment. It is expected that your project will be safe.

## 2.2 - How does your project meet the criteria for the theme applied?

London 2012 hopes to work with your project to help make lasting change in sport, culture, education, sustainability, volunteering and business. In this section, please **describe how your project will meet/deliver the objectives of the project theme it is applying under**. Theme objectives are set out below:

### Sport

- Increasing participation in grassroots sports, sport competition and physical activity
- Improving Olympic and Paralympic medal table performance
- Enabling projects to build a sports legacy to help support the above goals, including helping to train new coaches, volunteers and supporting community groups focused on delivering grassroots sports participation.

### Culture

- Delivering an inspiring Cultural Olympiad that encourages wide participation.
- Delivering a wider cultural festival that generates a positive legacy (including increased capacity, economic impact, social cohesion and community identity).

### Education

- Promoting the Olympic values of excellence, friendship and respect and/or the Paralympic values of courage, determination, inspiration and equality.
- Involving young people in the design, development and delivery of the project.
- Improving young people's skills and enhancing employment opportunities.
- Developing partnerships between institutions and other educational organisations.
- Where relevant, complementing and promoting Get Set, London 2012's education programme for schools and colleges in the UK.

### Sustainability

- Helping to deliver a sustainable Games
- Promoting lasting environmental and community benefits, using the Games as an example.

### Volunteering

- Encouraging volunteering in sport, culture, education and/or sustainability projects and events.

## Business

- Showcasing UK and regional business capability in relation to the Games.

### 2.3 – How is your project inspired by London 2012?

We want to know the positive influence of the London 2012 Games on your project. Here are some useful prompts that may help you when answering this question.

- Tell us how the aims/output of your project have been inspired by the Games coming to the UK.
- How will your participants and audience know that your event/project is inspired by London 2012?
- If your project is already running, tell us how you have taken new steps as a result of the Games coming to the UK
- Are the key goals of London 2012 apparent in everything you do?

### 2.4 – Where will your project take place?

We want your project to benefit as much as possible from the Inspire mark. The commercial sponsorship of the Olympic and Paralympic Games must be respected and not confused with your project.

- Is your project to take place in publicly-run facilities? If so, please provide details of the location(s).
- We do understand that sometimes you may need to use facilities or resources in private ownership. In this case, you must ensure that all private contributors know that they are not entitled to claim any association with London 2012. The Inspire mark should be used to benefit your project and not the private contributor. If you are using facilities in private ownership, show us that you're aware of these conditions.
- You can refer to commercial venues when giving the location of the event, but must ensure it is free from commercial branding in order to be approved.

### 2.5 Are you working with schools and colleges? If so, please provide details and postcodes.

The Get Set programme is an outstanding London 2012 education programme open to all schools and colleges in the UK. **Any project working with schools and colleges applying to be part of the Inspire programme should also register with Get Set. This can be done at [www.london2012.com/getset](http://www.london2012.com/getset).**

## 2.6 – Approximately how many people do you expect to participate?

Here are a few things you may want to consider when listing who you expect to participate.

- We are particularly interested in projects that aim to include young people in planning, preparation, organisation and participation.
- Although there is not a stipulated minimum number of participants for a project in order for it to be considered for the Inspire programme, the programme is about participation and therefore a project can't be an individual. Ideally we are aiming for high-impact projects with high participation levels. Therefore, we favour projects that aim to include and benefit as many people as possible.

## Section 3: Funding

**Inspire is a non-commercial programme and therefore it is against the rules to:**

- Have a main aim of raising funds. Charity fun runs, art sales and other similar activities will not be considered for the Inspire programme. We are looking for unique, new and exciting projects.
- Have less than 75% of funding confirmed when you submit your application form.
- Have any commercial links or commercial ties. Any projects with commercial links may be considered on a case-by-case basis, but these applications will take longer and be at the discretion of the Inspire Committee.
- Please see Section 4 'Commercial issues to be considered' for more information on commercial issues.

## Section 4: Commercial issues to be considered

London 2012 sponsors have invested large sums in the Games and in supporting the British Olympic and Paralympic teams. In return they are granted exclusive rights to associate with the Games. For this reason, Inspire projects can not present an opportunity for commercial organisations to create an association with the Games through the London 2012 Inspire programme, which has been designed as a fundamentally non-commercial programme.

We also have obligations to the International Olympic Committee and International Paralympic Committee to ensure the Inspire mark is not inappropriately exploited – this means we cannot grant the Inspire mark to

projects that are revenue generating or have a fundraising objective. Speak to your programmer if you have commercial queries about a project.

Projects that have any commercial ties must be thoroughly appraised by the Inspire or Creative Programmer and the project applicant must understand such applications will take longer to process and approve. The following points should be explained:

- Does your project, any element of it, any participants in it, or any events or festivals etc that the project will form part of, have any commercial sponsors, supporters (including business providing value in kind support) or funders? If so, please provide details of the supporting businesses and credits they may request.
- Does your project involve businesses (eg as participants in the project)? If so how?
- Does your project have a commercial delivery partner (eg an events company)? If so, who are they and do they expect to have any advertising via the project?
- Does your project seek to charge a fee for participation/tickets etc? If so, please explain. (Note that reasonable charges which only seek to recoup costs of putting on the project will normally be approved. However, projects that have a core fundraising element, even if charitable, will not be eligible.)
- Does your project award prizes or other rewards? If so, what are these? (Note that prizes that are commercial products should normally be referred to generically, ie as an MP3 player rather than by its brand name).
- Is your project taking place at a commercial venue, or a venue with prominent commercial advertising, such as a football stadium? If so, please provide details of what is happening, where, and any commercial branding/advertising that is present at the venue. (Note that, depending on the nature of the activities happening at the venue, using a venue with extensive branding present may be problematic. However, holding an event in an unbranded room at a commercial venue, or for example, a commercially operated theatre or leisure centre is less likely to be a problem).

## Section 5: Using the Inspire mark

### Any other uses for the Inspire mark?

- The table on the application form shows the uses included in your license – please let us know in the space provided if you plan to use the mark in any other forms of marketing. Please note the Inspire mark can not be put onto any merchandise (eg t-shirts)

- You should also list the quantities of marketing materials you will produce and always bear in mind our sustainability guidelines listed below.

## Section 6: Sustainability:

Please consider making your project as sustainable/ecological as possible.

For London 2012, 'sustainability' has wide implications for the environment. With your help, we want to make the London 2012 Games the most sustainable games yet. Below are some key guidelines to be considered when delivering your project.

**Transportation:** Public transport, walking and cycling to events should be actively encouraged.

**Accessibility:** Make sure communication methods and physical access facilities mean everyone has the chance to get involved.

**Reduce, reuse and recycle:** Buy only what is needed. Hire or re-use items. Use recycled products. Be inventive and have fun!

**Buy responsibly:** Be aware of where your purchases are sourced. Try to support local businesses and buy from socially responsible organisations. **Catering:** Provide free tap water and make sure there are dietary options for people of varying cultures.

**Energy and water:** Look for renewable energy sources. Use energy and water efficient appliances.

**Do away with 'give-aways':** Will the freebies be wasted and what will they actually add to your project?

**Waste:** Keep waste to a minimum and maximise recycling. Remember to reduce, reuse and recycle. Put recycling bins as well as waste bins at all your events.

**Local area:** Look after your local community. Try to reduce congestion, litter and noise.

**Health, safety and security:** A safe environment is a happy environment. Make sure that you do a risk assessment so that staff, volunteers and participants may all enjoy their experience.

## Section 7: Measuring success

### How will you measure the success of your project?

We want your project to be a great success. Show us how you are going to measure this. There are many elements to evaluating the success of your project.

**Participation:** By taking some kind of register you may be able to track participant numbers.

**Inclusion:** Has your project reached harder to reach participants? How well are all sectors of the community and minority groups represented in your project?

**Change:** Have your participants changed? Are they independently continuing the aims of your project? For example, maintaining participation in a sport.

**Aims:** Have the stated aims of the project been achieved?

**Education:** Describe what participants have learned through the project. Maybe even record their views by using questionnaires before and after the project.

**Impact:** What impact has your project had on the community and on the participants? Has there been any impact on the lead theme of the project? Tell us how you will measure this.

## Section 8: Diversity and inclusion

### 8.1. Please tell us about specific groups of people your project involves.

Your project will not be judged on this, however, this data must be reported.

Only mark a box if you expect over 25% of your participants to be from one of the groups.

### 8.2. How accessible is your project ?

We encourage all our projects to be as accessible as possible – please consider the following:

- Are the project facilities accessible for those with a physical disability?
- Do your communication methods ensure equal opportunities for all to take part?
- Has your project taken steps to make sure that disabled people are able to take part in all aspects of your project?

- Are there any costs for participants to get involved in the project? If so, please provide ticket prices.

## Section 9: Signed declaration

If you're not sure about any of the terms, please contact your Inspire/Creative Programmer who will talk you through your queries and make sure you have all the information you need.

## Section 10: Culture projects

### 10.1

- The London 2012 Cultural Olympiad is the largest cultural celebration in the history of the modern Olympic and Paralympic Movements. Spread over four years, it is designed to give everyone in the UK a chance to be part of London 2012 and inspire creativity across all forms of culture, especially among young people.
- We are looking for excellent, like-never-before projects. We need to know how this project is different from what your organisation or programme normally does and how London 2012 has inspired you to go that extra bit further. For example, are you perhaps working with brand new audiences or partners? Are you bringing sport and art together for the first time?
- We're particularly interested in how you are putting young people at the heart of your project.
- Legacy is also important. Projects that are great on the day but don't change anything can be effective, but we are looking for projects that are building a lasting legacy. How is your project doing that?
- If your project has an international aspect, or is celebrating the diversity of the UK, please make sure to tell us about that too.

### 10.2 What we mean by 'cultural' projects

We take a broad view of culture. Some examples of what we could consider to be a cultural event include, but are not limited to, the following: a carnival, concert, display, exhibition, fete, performance, play, reading, show, workshop or other community event (in a physical or online environment) involving any one or more of the following: architecture, archives, carnival and street theatre, crafts, dance, design, fashion, film and video, food, video games, museums and galleries, music,

opera, photography, poetry, science, theatre, the visual arts, books, publishing, the web and landscape.

To be part of the Cultural Olympiad, your project can not mainly be a sporting or educational event, although a sporting or education component is fine. Please talk to your Creative Programmer who will advise whether you should put your project forward for the Inspire programme through a different channel.