The 2012 Cultural Olympiad
From initial planning to final delivery and beyond

February 2014
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Executive Director, Arts Council England
Olympic Ideals

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind.

Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.

Olympic Charter
The Olympic Opportunity

“A vibrant and rewarding Olympic Games and Paralympic Games where the creativity of the UK’s artists is enriched and inspires individuals and communities to fulfill their potential and achieve their best.”

creativity, quality, innovation
cultural Olympiad
London on show
arts sector participation
an enhanced cultural legacy
British identity in 21st century

Portal, Sue Austin
Arts Council mission: To get great art to everyone by championing, developing and investing in artistic experiences that enrich people’s lives.
Arts Council England objectives

Arts Council England was a principal funder of the London 2012 Festival and Cultural Olympiad

We saw London 2012 as an unprecedented opportunity to bring great art to more people across UK

Through our investment we set out to:
- Increase participation in the arts, particularly young people
- Increase profile for our artists and build public value for their work
- Strengthen the creative sector by encouraging new partnerships and collaborations
The desired end result

- Beijing Handover
- Liverpool European Capital of Culture
- Cultural Olympiad

Peak activity:
London 2012

Enhanced legacy of arts/cultural engagement

Arts Activity

Timeline

2004  Arts, Culture & Education Committee
      Bid document – chapter 17

2005  Development of bid projects
      London wins bid

2007  Developed Inspire Mark and Programme

2008  Launch of the Cultural Olympiad

2009  Creation of Cultural Olympiad Board

2010  Announcement of London 2012 Festival

2012  London 2012 Festival, finale of the Cultural Olympiad
National reach and the Creative Programmers

Global Rainbow, Cultural Olympiad. Image: Lunabee (Creative Commons)
London 2012 Festival Aims

Vision
A world-class cultural offering at the heart of the Games

Publicly stated targets
A UK wide programme attracting new audiences
10m free opportunities to attend

Internal targets
500,000 new culture attendees (not public target)
Awareness of cultural programme at 20% by end of October 2011 and 30% by April 2012.
Database of >300,000 to pass on to the UK cultural sector.
Scale of Achievement

• 13,006 performances and events
• 621 productions and projects
• 1,270 venues across the UK
• 160 world and UK premieres
• 200 commissions
• 176 permanent art work
• 18m Cultural Olympiad attendances and participation
• 19.8m Festival attendances and participation
• 80% of attendance was at free events

“Every street, alley and grassy knoll here will be alive...”
Los Angeles Times
Scale of Achievement

- 550,000 brochures distributed and picked up
- 2.25m Telegraph and Guardian Festival supplements
- 14.5m London 2012 Festival emails sent to the 5.5m London 2012 database, including 560,000 culture opt ins
- 72,000 social media followers and twitter reach of 17m
- 2m visitors to the website, many from younger age groups and an international profile
- 1200 individual stakeholders

“There have been complaints that the Olympics is a London-only party... that argument is now dead in the water. Because the whole nation will be celebrating thanks to a mega festival of sport, art and entertainment.”

Daily Star
### Cultural Olympiad Income

**Legend:**
- Legacy Trust
- Great London Authority
- Arts Council
- LOCOG
- Co Funding

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<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>LOCOG</td>
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<tr>
<td>Arts Council</td>
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<td><strong>Total</strong></td>
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Cultural Olympiad Funding by Region

- **East (18 Projects)**, £2,121,499, 7%
- **East Midlands (59 Projects)**, £3,305,092, 11%
- **London (42 Projects)**, £5,991,721, 20%
- **North East (16 Projects)**, £1,266,961, 4%
- **North West (17 Projects)**, £1,736,234, 6%
- **South East (38 Projects)**, £2,376,510, 8%
- **South West (44 Projects)**, £3,139,741, 10%
- **Yorkshire (20 Projects)**, £1,250,313, 4%
- **West Midlands (37 Projects)**, £3,086,866, 10%
- **National (15 Projects)**, £6,254,371, 20%
Cultural Olympiad Spending by Artform

- Visual Arts (86 Projects), £7,342,083
- Dance (53 Projects), £4,099,214
- Literature (14 Projects), £1,894,562
- Music (29 Projects), £3,131,841
- Theatre (80 Projects), £2,034,935
- Not Artform Specific (17 Projects), £5,729,350
- Combined (80 Projects), £6,631,309

Visual Arts

Dance

Literature

Music

Theatre

Not Artform Specific

Combined
Legacy for the UK

Large scale ambitious commissions and international artists
Art in unusual places and iconic venues (and pop up)
Sell cultural tourism nationally and internationally
Free opportunities for big crowds
Cross-genres and inclusive across culture, heritage, arts, creative industries
Digital partnerships
Disabled and deaf artists
Creating new partnerships and ownership
Ambition and international
Art in unusual places

Circa I Fagiolini, How Like An Angel, commissioned by Norfolk & Norwich Festival and London 2012 Festival. Film produced by Polyphonic Films Ltd. Photo: Chris Taylor
Cultural Tourism

Tree of Light, Oxford, 2012
Image: Nick Serpell-Rand
Free Opportunities and mass participation

Sacrilege by Jeremy Deller,
College Green, Bristol.
Image: Kevin Clifford
Deaf and Disabled artists

Claire Cunningham, 12 : Candoco Unlimited by Candoco Dance Company
Photo: Rachel Cherry
Diversity and multiculturalism
Identity

The Boat Project by Lone Twin. Photo: Arts Council England
Identity

The past is all around us, in the air, the acres here were once "the Wilderness" - "Blimey, it's fit for a millionaire" -

Eton Manor: Carol Ann Duffy
Photo: ODA
Art in the Park
Learning for Future Host Cities

Starting with a clear vision of the end point

Securing leadership within the cultural sector and the OCOG

Linking into key moments of the Games

One brand – including the regions

Flexibility to include venues with non Olympic sponsors
Thank you

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