

**the people's games**  
A mutually run, community based  
Olympic Games

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march 2007

**the co-operative party**

## **The People's Games**

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# **Executive Summary**

We well remember the moment of exultation when London was announced as the host city for the 2012 Olympic Games. The idealism of the Olympics - the fellowship of citizens – had caught our imagination and at that moment, united Britain in pride and joy at being chosen.

But nearly two years after our successful bid was announced, the headlines are turning nasty. Budget controversy, planning problems and funding criticism – this is the story of the Olympics today. It may be the predictably British response – at least from our media – to extract a perverse enjoyment from negative and depressing reports. Or it could be that the Games are already appearing to be a distant thing that ‘the Government,’ ‘Lord Coe,’ ‘Ken Livingstone’ or ‘others’ are responsible for, and not really something we all share in.

For London to host a successful Olympic Games in 2012, many challenges must be overcome. Perhaps the most important element in ensuring success is the need to maintain the imagination and support of the people of Britain. We know that it exists, and briefly witnessed it at the announcement of the winning bid. But it is crucial that we can re-capture and build on that goodwill, in order to get the most for Britain out of the Games.

This publication suggests a way to reconnect the Olympics with those they are for. It outlines how all sports fans from across the country, and the people of London in particular, can get involved to strengthen London's Games, through a community focussed body called, ‘The People's Games.’

The People's Games will be a membership based community group, uniting the shared ambitions of the key bid partners, the people of London and beyond.

## **The People's Games**

In 2012, the Olympics will become the property of the nation.

The People's Games would provide the basis for a national supporting mechanism for the Games themselves, with membership including citizens from all parts of the UK.

It could provide a platform for recruiting volunteers, fundraising and helping to build support for the legacy developments resulting from the Games, many of which will be sited across the country.

Crucially, it will be a vehicle for legitimising the engagement of citizens in the Games.

## **A Community venture**

As a genuine community venture, The People's Games will give Londoners and UK citizens the right to become individual members. It will be structured so that all stakeholders have a voice, in addition to the key Games partners: Government, the Greater London Authority, London Organising Committee for the Olympic Games (LOCOG) and the Olympic Delivery Authority (ODA).

It will be structured to allow for citizens to feel part of the Games as never before, ensuring that support is carried from day one to the end.

The People's Games will provide a genuine forum for informing and where appropriate, consulting with citizens. It will run a comprehensive series of events to ensure that citizens remain fully informed of the organising work progress. It will be a focus for ensuring that the link with UK citizens remains strong.

But it will not be one-way traffic. The People's Games will give rights to all stakeholders and guarantee that the Games reflect their interests. It should have representation on the decision-making bodies that are organising and developing the Games. In this way, there will be a genuine two-way dialogue between the executive and our citizens, to ensure that public support is maintained at its highest level – on the basis of mutual trust and transparency.

## **A Charter for The People's Games**

**The essence of the Olympic Games is the fellowship of citizens. The London 2012 Olympics should be built on partnership and democratic participation.**

**We believe that the national sporting community, the citizens of London and the wider public should be enabled to play a role in the planning for the Games.**

**We will work with all interested individuals and organisations to ensure that London 2012 is run in the interests of all UK citizens.**

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The author would like to acknowledge the help of Andy Love MP, Meg Hillier MP and Maggie Cardozo.  
Published by The Co-operative Party  
77 Weston Street  
London SE1 3SD

Tel: 020 7367 4177  
Fax: 020 7407 4476  
Email: [enquiries@party.coop](mailto:enquiries@party.coop)  
Website: [www.party.coop/90](http://www.party.coop/90)  
ISBN 0-9549161-3-1  
March 2007

The Co-operative Party is the fourth political party in Parliament. Founded in 1907, the Co-operative Party is this year celebrating its 90th anniversary with a series of events and publications illustrating how the co-operative and mutual models successfully operate in most areas of life.