

## **Singapore Presentation - 6 July 2005**

### **1. SPEAKER HRH the Princess Royal**

Mr President, dear colleagues . . . Thank you for this opportunity to present London's bid.

We stand before you today with a great sense of history. We are proud of our country's long and unbroken partnership with the Olympic Movement.

A partnership which dates back to the founding Congress of 1894 of which my great-grandfather, King George V, was an Honorary Member.

An interest and enthusiasm which continues today. And I'm delighted to have been asked to convey to you a special message from Her Majesty The Queen.

Her message reads: "I have been impressed by the way everyone has united behind London's bid.

"As a country, we share a passion for sport, and we also share a desire to welcome you to London in 2012.

"I was delighted to welcome the Evaluation Commission to Buckingham Palace earlier this year and I very much hope to welcome each of you to the Palace in 2012."

Message ends.

Now, let me hand over to our colleague Craig Reddie, Chairman of the British Olympic Association.

### **2. SPEAKER Craig Reddie**

[IN FRENCH]

Thank you, Your Royal Highness.

Mr President, dear colleagues, let me begin by paying tribute to our fellow Candidate Cities.

We are honoured to be competing against four great cities.

I know that each of them could host wonderful Games because, like many of you, I have attended summer or winter Games in each of their four countries in the last 25 years.

Our dream today is to bring the illustrious title of Host City to our country for the first time in 64 years.

We are proud to say that our athletes have competed at every Games since 1896. From Athens to Athens.

And we are also proud to be the birthplace of Paralympic sport. [FRENCH ENDS]

No country in recent times has made a greater effort than Britain to host the summer Games. This is our fourth bid in 20 years.

It was conceived by the NOC. We have been involved throughout and developed the bid with the total support of Mayor Ken Livingstone and the Government of Prime Minister Tony Blair.

We have learnt from each of the three previous bids.

We understand the recipe for magical Games. A superb technical plan. A breathtaking atmosphere in our capital city. And a vision to realise fully the power of the Olympic Games.

In a moment, bid Chairman Seb Coe will outline that vision. And how it will make a unique and lasting contribution to the

Olympic Movement.

Olympic champion Denise Lewis will describe the special experience London offers the athletes.

Mayor Ken Livingstone will describe London's meticulous preparation to guarantee the delivery of the Games.

Prime Minister Tony Blair will guarantee total Government support.

And Olympic Minister Tessa Jowell will explain London's sporting legacy.

The BOA has just celebrated its centenary.

Mr President, we appreciate that if you grant the Games to London you will place in our hands the Olympic spirit.

We will guard that spirit. We will cherish it. And we will proudly hand it on. To young people like those in this film.

### **3. FILM A Opening**

#### **4. SPEAKER Seb Coe**

Mr President, Members of the IOC

To make an Olympic champion takes millions of young people around the world to be inspired to choose Olympic sport.

In the past, London and the Olympic Movement have come together when there were serious challenges to be faced.

In 1908, London delivered the Games and the first purpose-built Olympic Stadium to the tightest of the schedules.

In 1948, our predecessors re-united a devastated world through sport.

And their legacy was the first volunteer programme an idea still at the heart of the Games.

Today, London is ready to join you in facing a new challenge. And to provide another enduring sporting legacy.

Today's challenge is tough. It's more complex.

We can no longer take it for granted that young people will choose sport.

Some may lack the facilities. Or the coaches and role models to teach them.

Others, in an age of 24-hour entertainment and instant fame, may simply lack the desire.

We are determined that a London Games will address that challenge.

So London's vision is to reach young people all around the world. To connect them with the inspirational power of the Games. So they are inspired to choose sport.

I'm delighted we have with us today representatives of the next generation.

Here on stage, Amber Charles, an emerging Basketball player. Amber delivered our Candidate File to Lausanne last year.

And in the audience, 30 of her contemporaries, aged from 12 to 18.

Why are so many here, taking the place of businessmen and politicians?

It's because we're serious about inspiring young people.

Each of them comes from east London, from the communities who will be touched most directly by our Games.

And thanks to London's multi-cultural mix of 200 nations, they also represent the youth of the world.

Their families have come from every continent. They practice every religion and

every faith.

What unites them is London. Their love of sport. And their heartfelt dream of bringing the Olympic Games to our city.

Mr President . . .

Technical excellence is essential in delivering the Games. London's bid takes that as its starting point.

So we are delighted that the Evaluation Commission judges our bid to be "of very high quality".

But we aim to go much further. Allow me to outline the three principles which have guided this bid.

First, we want to deliver a magical atmosphere. An electrifying experience for competitors and spectators.

To provide the uplifting spirit which distinguishes the Olympic Games from other sports events.

And that magic begins with the venues. Which is why we have carefully selected them in line with the needs of the IFs, and the recommendations of the Olympic Games Study Commission:

Existing world-class venues.

Spectacular city centre locations.

And, most importantly, our decision to create an Olympic Park. A park containing nine state-of-the-art venues. And the IBC and MPC. All just seven minutes from central London.

Our Park will also contain the Olympic Village. We will put athletes Olympians and Paralympians at the heart of our Games. They will live within sight of the Olympic Flame.

Our second principle is to be your best

partners.

We have listened and learnt. We are a better bid as a result. Thank you to all of you who have helped us in our quest.

We established our own Athletes Commission.

We worked just as hard to understand the needs of all those upon whom the athletes depend.

IOC members. The NOCs. The IFs and technical officials. Sponsors and the media. Every single member of the Olympic Family.

For example, we know it is much harder to negotiate hotel room rates after the Host City has been selected.

So, we already have legally-binding agreements which guarantee low, fixed prices for all Olympic Family rooms. With no minimum stay.

This alone will save you millions of dollars in accommodation costs.

Our third principle is to deliver a lasting sporting legacy.

We know the Games must offer more than just 17 days of world-class sport and celebration.

So, in London every sport will have a legacy.

We'll come back to this later.

Now, let's see more about our plans.

## **5. FILM B Concept**

## **6. SPEAKER Denise Lewis**

Mr President, Members of the IOC

I'm Denise Lewis, Olympic Heptathlon champion from the Sydney Games.

I have the pleasure of speaking on behalf of the London Athletes Commission.

I was eight when I was inspired by the Moscow Games.

I dreamt of emulating the athletes I watched. And my dreams came true when I competed in Atlanta, in Sydney and in Athens.

Like every Olympian, I have unforgettable Olympic memories.

And we in London are determined every athlete will leave our city with friendships and memories which last forever.

Our Athletes Commission had to answer one fundamental question: how do you give athletes the best possible Olympic experience?

We said: give us the best Village in the most convenient location. Everything else follows.

Our Village is within walking distance of nine venues. In London, athletes will compete, not commute.

The Village is inside the Park to guarantee the athletes a special experience. Take it from me, it makes all the difference to be as close to the action as possible.

In fact, the whole London plan was conceived with our input. Everything athletes need was designed in from day one. Training venues. Security. And, of course, the needs of Paralympians.

These are the things athletes want.

When a fraction of a second, or a fraction of a centimetre, can be the difference between

winning and losing and can change your life  
you appreciate that the small details have  
been worked out years before.

That's why we athletes are proud the  
Evaluation Commission praised our  
contribution.

In London your athletes will compete in  
venues packed with passionate fans,  
renowned for their sense of fair play.

Thanks to the city's diversity, there will be  
supporters from every Olympic nation.  
Every athlete will have a home crowd.

And every Paralympian will enjoy a fantastic  
atmosphere too, from British crowds  
famous for their love of Paralympic sport.

You, and every athlete in 2012, will never  
forget the magic of London.

## **7. FILM D The Magic of London**

## **8. SPEAKER Ken Livingstone**

Mr President, Members of the IOC

I am Ken Livingstone, the Mayor of London.

That film has given you a flavour of our  
city. But it is only a flavour.

London is a city which welcomes the world  
with open arms and an open mind. A city  
which wants nothing more than to welcome  
the Olympic Games.

[Pause]

A city in which 300 languages are spoken  
every day and those who speak them live  
happily side-by-side.

It is a city rich in culture, which will stage a  
spectacular Olympic festival.

A city with sport at heart, where every  
weekend hundreds of thousands of fans fill



our stadia. Where every year half-a-million people line the streets to watch the world's greatest marathon.

[Pause]

And it's a city which is a magnet for young people from all over the world. London is already their no.1 destination.

Six million young people visit every year. More of them choose London for their education than any other city.

As the organisers of Saturday's Live 8 concerts would tell you, if you want to mobilise the youth of the world, start in London.

As London's Mayor, I know that what you want from me is to take whatever measures are necessary to deliver a safe, secure and superb Games. That is what I am committed to do. Because I know if I fail you, I fail our city.

For example, in transport which we know is vital for a successful Games.

Our bid locates as many sports and facilities as possible in one place: the Olympic Park.

That Park is exceptionally well-served by public transport. It has nine existing rail lines. The tenth line will be completed in 2007.

In fact, every single competition venue is served by existing public transport.

And the entire transport network is already benefiting from a 30-billion-dollar investment before 2012.

The regeneration of the area around the Olympic Park is already underway.

The Games guarantee this regeneration will create a community where sport is an integral part of everyday life.

A model for twenty-first century living. The embodiment of the philosophy of Pierre de Coubertin.

The Park will be an environmental showcase.

The Games will dramatically improve the lives of Londoners.

Now, please allow me to introduce our Prime Minister, Tony Blair.

### **9. FILM C The Rt Hon Tony Blair**

[IN FRENCH]

Mr President, IOC members, distinguished guests . . .

I am sorry I can't be with you in person.

My responsibility as host of the G8 summit, which starts today, means I must be back in the UK. It is the only reason I am not at your historic Session.

I was, however, honoured to meet many of you over the last few days, and delighted to renew old friendships.

Last year I was privileged to attend the superb Olympic Games and Paralympic Games in Athens. And proud to be one of 20,000 Britons, the largest group of overseas spectators.

Athens inspired me and taught me much about the Olympic Movement.

Our goal is to witness its power in London.

[FRENCH ENDS]

It is a unique honour to act as Host City.

I also understand it is an honour which comes with a great responsibility and which requires the highest levels of co-

operation with the IOC.

My promise to you is that we will be your very best partners.

All of us who have made guarantees to you are ready to deliver on them now. On security. On finance. On every single undertaking we have given.

If you award London the Games, I pledge to you personally we will continue to give the highest level of support to Seb Coe and Keith Mills as they lead the Organising Committee, backed up by our Olympics Minister Tessa Jowell.

My entire Government and the main Opposition parties too are united behind this bid. It has total political support.

It is the nation's bid. It has excited people throughout the country. More than three million have already volunteered their support.

And that support goes beyond our shores too. We were honoured to receive the endorsement of the most inspiring statesman of our age: Nelson Mandela. He said this:

"I can't think of a better place than London to hold an event that unites the world.

"London will inspire young people around the world and ensure that the Olympic Games remain the dream for future generations."

Those words remind us that as leaders, in government or sport, we have a duty to reach beyond our own time and borders. To have a vision which serves those who come after us.

Our vision is to see millions more young

people in Britain and across the world participating in sport, and improving their lives as a result of that participation.

And London has the power to make that happen.

It is a city with a voice that talks to young people.

And, with more than 1,000 foreign media correspondents based here, it is a city with a voice that is heard all around the world.

It is that unique combination of strengths which London offers a global platform for the Olympic message to young people.

Not just for the 17 days of the competition, but for the years leading up to the Games, and beyond.

#### **10. SPEAKER The Rt Hon Tessa Jowell**

Mr President, Members of the IOC

I am Tessa Jowell, Olympic Minister.

London is already investing huge sums in sporting infrastructure.

You see it at the new Wembley Stadium. And the new arena at the Millennium Dome both 2012 venues.

You see it in the three Olympic Park venues already being developed.

The Aquatics Centre and the Velodrome will be ready in 2008. The Hockey facility soon after.

There are only two permanent venues left to develop an indoor sports arena and the Olympic Stadium.

The stadium will be a purpose-built home for athletics for generations to come. Set in the biggest new urban park in Europe for 200 years.

But we know a successful Games has to offer more than just 17 days of spectacular sport.

So, London offers much more. And our legacy will be immediate.

The Olympic Stadium will become the home of the London Olympic Institute a new world centre of sporting excellence.

It will house national governing bodies, medical experts and educators. And it will be an international resource for NOCs. Offering young athletes from around the world the opportunity to learn and train.

The Stadium and the four other permanent venues in the Olympic Park will allow London to host world championships and elite competition in many sports.

Each of the venues has an agreed and clear long-term future. Each has a 25-year business plan already in place.

And London's legacy will reach beyond London. Our aim is to serve the ambitions of the Olympic Movement.

The experience gained in designing and using state-of-the-art relocatable venues will help efforts to stage future Games in every continent.

So, London is committed to a legacy for sport in Britain. And to a far-reaching legacy for the Olympic Movement.

## **11. FILM E Closing**

## **12. SPEAKER Seb Coe**

Mr President, Mr Honorary Life President,  
Members of the International Olympic  
Committee

I stand here today because of the

inspiration of the Olympic Movement.

When I was 12 about the same age as Amber I was marched into a large school hall with my classmates.

We sat in front of an ancient, black and white TV and watched grainy pictures from the Mexico Olympic Games.

Two athletes from our home town were competing. John Sherwood won a bronze medal in the 400m hurdles. His wife Sheila just narrowly missed gold in the long jump.

That day a window to a new world opened for me.

By the time I was back in my classroom, I knew what I wanted to do and what I wanted to be.

The following week I stood in line for hours at my local track just to catch a glimpse of the medals the Sherwoods had brought home.

It didn't stop there. Two days later I joined their club.

Two years later Sheila gave me my first pair of racing spikes. 35 years on, I stand before you with those memories still fresh. Still inspired by this great Movement.

My journey here to Singapore started in that school hall and continues today in wonder and in gratitude.

Gratitude that those flickering images of the Sherwoods, and Wolde, Gammoudi, Doubell and Hines drew me to a life in that most potent celebration of humanity Olympic sport.

And that gratitude drives me and my team to do whatever we can to inspire young people to choose sport. Whoever they are, wherever they live and whatever they believe.

Today that task is so much harder.

Today's children live in a world of conflicting messages and competing distractions. Their landscape is cluttered. Their path to Olympic sport is often obscured. But it's a world we must understand and must respond to.

My heroes were Olympians.

My children's heroes change by the month.

And they are the lucky ones. Millions more face the obstacle of limited resources and the resulting lack of guiding role models.

In my travels over the last two years, speaking with many of you, I've had many conversations about how we meet this challenge. And I've been reassured and I've been uplifted we share a common goal for the future of sport.

No group of leaders does more than you to engage the hearts and minds of young people.

But every year the challenge of bringing them to Olympic sport becomes tougher.

The choice of Host City is the most powerful means you have to meet this challenge.

But it takes more than 17 days of superb Olympic competition. It takes a broader vision. And the global voice to communicate that vision over the full four years of the Olympiad.

Today in Britain's fourth bid in recent years we offer London's vision of inspiration and legacy.

Choose London today and you send a clear message to the youth of the world: more than ever, the Olympic Games are for you.

Mr President, Members of the IOC

Some might say that your decision today is between five similar bids.

That would be to undervalue the opportunity before you.

In the past, you have made bold decisions. Decisions which have taken the Movement forward in new and exciting directions.

Your decision today is critical.

It is a decision about which bid offers the vision and sporting legacy to best promote the Olympic cause.

It is a decision about which city will help us show a new generation why sport matters.

In a world of many distractions, why Olympic sport matters.

And in the 21st century why the Olympic Ideals still matter so much.

On behalf of the youth of today, the athletes of tomorrow and the Olympians of the future, we humbly submit the bid of London 2012.

Mr President, that concludes our presentation. Thank you.

-ENDS-