

London 2012 Inspire Programme: Legacy guidance for applicants.

This guidance for applicants is provided together with the application form for the London 2012 Inspire programme. The application form gives you the opportunity to provide us with information in support of your application for the Inspire programme. This guidance for applicants is intended to answer many of the questions that commonly arise from the process of completing the application form. It should be used alongside discussions with your programmer who will be able to answer more detailed questions:

- Education – education@london2012.com
- London – inspire.mark@london.gov.uk
- National and regional projects (excl. London and Education) – inspire.mark@culture.gsi.gov.uk.

How we make our selection

We'll assess each application to check its eligibility and so we can be confident your organisation can comply with the Inspire mark licence conditions. Please be aware that it's also possible that your idea will fit all the basic criteria but we might have too many which are broadly similar, or others of the same kind which are just a little stronger.

This is an entirely new scheme, not tried at previous Olympic or Paralympic Games, so you'll understand that we have to start modestly with just a small number of projects and events. Should your application for the mark be unsuccessful, you are welcome to re-apply provided that you are able to demonstrate that your proposal has developed significantly enough to meet our criteria.

What happens once you've submitted your application

We aim to give you an answer in 10 weeks as to whether your project or event can use the mark. We will assess your application using the criteria in these guidelines and will send you an answer in writing. If your application is successful, we will email you next steps including the brand licence agreement. You will also be asked to attend a Brand Induction session.

Feedback

If your application isn't successful, we'll be able to give you some feedback on why we weren't able to select your project. We expect to receive a lot of applications so this feedback will be in writing.

Please note there is no right of appeal against the decision made by London 2012 in relation to your application.

Section 1: About your organisation

We need to understand about your organisation and whether or not it is suitable as a licensee for the Inspire mark.

- We need you to list the full name of the lead organisation at question 1.1. This should be the name of your organisation as it appears on your governing document or set of rules.
- Your organisation must be a type of organisation listed at question 1.4 (and cannot be an individual).
- Your organisation must be based mainly in the United Kingdom of Great Britain and Northern Ireland (including the Channel Islands) or have a branch or other significant presence in the UK).
- Your organisation must be a not-for-profit organisation - this means that it must not share out profits to members or shareholders unless the activity to which the application relates is a self-contained proposal and has a clear benefit to the public.
- While we welcome applications from religious organisations, we cannot allow the Inspire mark to be used for any religious promotion or activities, or in relation to any political activities.
- Your organisation must not be the subject of an insolvency procedure - this includes the organisation being declared bankrupt or becoming insolvent, any order being made, or resolution being passed, for your organisation to go into administration, be wound up or dissolved; an administrator or other receiver, manager, liquidator, trustee or similar officer being appointed over all or a considerable amount of your organisation's assets; or your organisation entering into or proposing any arrangement with people it owes money to.
- If your project will involve children, young people or vulnerable adults, it is your responsibility to have acceptable child protection and vulnerable adult policies and procedures in place. Anyone working on the proposed activity who is, or will be, working with children, young people or vulnerable adults should also have Criminal Records Bureau (CRB) clearance.
- You should be aware that you might need to get a licence (e.g. for an event). If you are unsure about this you should consult the guidance on the DCMS website (www.culture.gov.uk) and in particular the advice relating to temporary event notices.

The main contact for your application should be both available to answer questions about the proposal and application, and have been involved with initial discussions with your programmer. He or she should also be contactable during normal office hours and complete the declaration in Section 6. If your main contact has any particular communication needs, for example preferring materials in large print, please state these needs at question 1.11.

Section 2: About your proposed project or event

Question 2.1:

Please note that the name or title of the project should not create an association with London 2012 and must not include any of the following: 'Olympic', 'Olympian', 'Olympiad', 'Paralympic', 'Paralympian', 'London 2012' or '2012'.

Question 2.2:

Please note that the information you give here will help us decide if your project is a good fit to be part of the Inspire programme. This is your opportunity to explain your idea but we would expect the following to be included:

- What is your project or event?
- What are the overall aims and expected results?
- What activities make up the project or event?
- Are they new or existing activities?
- What's special about your project or event?
- Who is your project or event aimed at?
- How big is it?

Question 2.3:

Please note that your proposed activity must either take place in the UK or have a substantive link to the UK. Please note that the Inspire mark cannot be used outside the UK. If your proposal will be taking place in more than one region your application form should be sent to your programmer who will consult regional Inspire Programmer Advisors.

Please specify all known venues for your proposed activity. We need to understand the level of commercial branding in the vicinity of the project activity.

Question 2.4:

Your project needs cannot run beyond 31 October 2012. We can only look at applications for projects or events which start at least four months, and not more than 12 months, from the date of application. This is to ensure there is sufficient time for us to process your application and, if it is successful, issue you with a licence and clear approvals.

Question 2.5:

We're looking for really special projects which are either new and innovative, or have taken bold new steps forward, because the Games are coming to the UK. Your project may be excellent and innovative but we need to be convinced that it would not have happened without the 2012 Games as the catalyst.

Questions 2.6 and 2.7:

Projects within the Inspire programme must reflect Olympic and Paralympic values, and reflect a commitment to diversity and sustainability.

Section 3: The Inspire programme

Questions 3.1-3.4:

Your project should reflect at least one of the themes of the Inspire programme – sport, education, the environment, volunteering and business opportunities (culture is assessed through a separate process).

Please answer all of the questions in this section which are relevant to your project,

Section 4: Making it happen

Question 4.1:

This should include key dates (or milestones), who will be delivering the project, how you will reach your intended audience and how you will know it has been a success.

Question 4.2:

We need to know if you've already got the funding for your project or event. If not, and you are applying for other funding, we need to be confident that you will have got all the money you need for the project or event before it starts. Please list ALL funders. Your project or event must be wholly funded from public sector sources, trusts & foundations or private individuals.

We need to understand the marketing rights those funding your project or event have – for example, you are obliged to have their logo on the cover of your brochure and on posters.

Section 5: The Inspire mark

Please note that the Inspire mark will be granted to projects, not organisations.

Question 5.1:

Please note that you should allow four months for your application to be processed, for a licence to be issued and for approval of marketing materials.

Question 5.2:

Please note that funding for your project or event must be compatible with London 2012's ability to raise funding from its commercial sponsors, who are contributing a large percentage of the operating budget of the 2012 Games and who we, in return, offer exclusive rights to use the London 2012 official emblems and to associate with the 2012 Games. In order to preserve our ability to raise these sums, we have to ask other businesses and organisations not to exploit the brand and/or create any unauthorised associations with the 2012 Games. Should your application be successful you will be asked to enter into a brand licence agreement together with guidelines setting out how the Inspire mark can be used. The brand licence guidelines have been designed to ensure that no potential conflicts arise in this area.

If you don't use the Inspire mark properly, London 2012 reserves the right to take it back. In that case, you would have to remove the mark from all printed materials at your own cost.

Question 5.3:

Should your application be successful, your brand licence agreement will state your permitted uses of the Inspire mark. When making a decision about which uses we can allow, we will refer to your response to this question. However, please note that we will not always be able to grant all requested uses and once your application has been submitted, we will not be able to consider further uses.

We also need to know if you intend to film and/or broadcast your proposed activity.

Section 6: Declaration

This section must be completed by the main contact named in section 1.

Legislation, regulations and rules

It is your responsibility to ensure you comply with all relevant legislation and rules (for example, securing a licence for an event, and ensuring child protection policies and trades union guidelines are followed).

By completing the declaration, you are saying that you understand our obligations under the Data Protection Act 1998 and the Freedom of Information Act 2000 and that you accept that we won't be liable for any loss of damage to you as a result of our fulfilling our obligations under the relevant law.

Data Protection Act

We will use the information you give us on the application form during assessment of your application and during any use by you of the Inspire mark. We might use the data you provide for our own research. We recognise the need to maintain confidentiality and your details will not be made public in any way, except as required by law.

Freedom of Information Act

The Freedom of Information Act 2000 gives members of the public the right to request information held by public authorities. This may include some of the information provided by you as part of this application process. If information is requested under the Freedom of Information Act it will be released, subject to any exemptions in the Act applying to it. You may be consulted before any information you provide is released. If you think that information you are providing may be exempt from release, you should let us know when you apply. Your views will be taken into account before any information is released, but it is for the public authority that holds the information to decide whether the information is required to be released in accordance with the Act.

Changes to the information you provide

Should any of the information you have provided in your application change, please contact your programmer as soon as possible.

Successful applications are subject to the information provided and failure to disclose information may result in the licence being revoked.