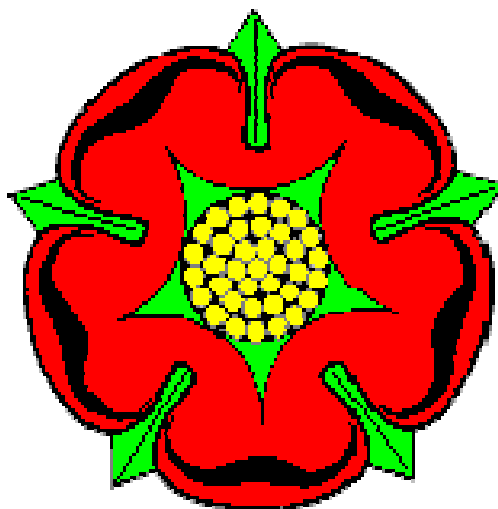


2012 Games and Preston Guild Project



“ This report presents the journey that young people from Red Rose Sports Club made in learning about the Olympic/Paralympic Games and the Preston Guild which both occurred in 2012”

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A special thanks also to the participants who volunteered to take part in the interviews and volunteered their time on the various aspects of the project.

Finally, the Preston Guild and 2012 Games were a spectacular success for the UK and Preston. We need to learn the lessons from the organisation of these events and take them with us for the future. Red Rose Sports Club have already started this by planning with the young people a programme of activities to build on the success of this year.

Red Rose Sports Club management committee
December 2012

1.0 Introduction

The Preston Guild is the only surviving Guild that is celebrated across England and 2012 was to be a momentous one for Preston, with not only the Guild occurring that year, but also the country was going to host the Olympic and Paralympic Games.

The last time that England hosted the Games was in 1948 and the last time the Guild occurred was in 1992. There has never been an occasion when the Olympic Games and Preston Guild occurred in the same year in England, so 2012 was a special year.

The 2012 Guild Olympic and Paralympic Games project wanted to use this unique opportunity to engage young people to be involved in both events.

A core group of young people came together and outlined ideas of what they could do for the Guild and 2012 Games. Following a successful bid to the Heritage Lottery Fund, a project was developed to capture the experiences of people.

The project enabled the young people to undertake desk research to find out more about the Preston Guild and the Olympic and Paralympic Games. This laid the foundations for future ideas for the project.

The young people developed the project schedule and developed the research and questionnaire that formed the basis for this report.

The report presented here is a compilation of the actions that the young people undertook towards achieving the aims of the project.

2.0 History of the Olympic Games

2.1 Ancient Olympics

The Olympic Games, as much of a long-standing institution as they are, did not take the form and structure that people the world over are familiar with now. In fact, the ancient Olympic Games as they are now known, initially began their expedition through time as an event taking place on a single day. However, the flame of competitive spirit and desire to surpass one's rivals in varying tasks of physical exertion burned brightly back then, much as it does now. As a result, the ancient Olympic Games were extended in 684 BC to three days and were subject to a subsequent change thereafter where they became a sporting jamboree that spanned five days (www.olympic.org).

The actual genesis of the ancient Olympic Games is steeped in mythical lore and legend involving Gods, demi Gods and the epic confrontations that are said to have taken place between them. The games were seen as a tribute and a mark of remembrance for these past events and the links that the ancient Olympic Games had with religion and the cult of Zeus are oft mentioned. According to (www.olympic.org), many specialists attribute the purity and importance of the Ancient Olympic Games to religion. Moreover, in 393 AD the Christian emperor at the time, Theodosius, banned the Ancient Olympic Games citing them as pagan cults. This would add further credence to the view that the Ancient Olympic Games were indeed thought of as a part of religion and were being held in reverence to a higher, ethereal power. (www.olympic.org)

The Ancient Olympic Games were held every four years, or every Olympiad, the unit of time that the Greek calendar was based upon denoting the intervening period between two Olympic games (Hellenic information society UK, 2012). Contrary to the modern Olympic Games, the ancient variants were always held in the wooded valley of Olympia in the city of Elis. Olympia, possessing imposing temples, shrines and a gargantuan statue of Zeus sculpted from gold and ivory, also served as a meeting place for religious and political activities long before the inception of the Ancient Olympic Games. It would seem that Olympia was the perfect place to stage a tribute and pay homage to the Gods owing to the location's numinousness.

Considering the magnitude and status that the Ancient Olympic Games held, it would seemingly be reasonable to presume that only a privileged minority would be able to participate. On the contrary, anybody was permitted to participate irrespective of status although there were certain criteria that the athletes were required to fulfil as prerequisites for entry. One of the requirements was being male, as women were not permitted to participate in the event. Furthermore, it was not permitted for married women to even attend the games as spectators, though the same did not apply to unmarried women who were free to do so. The male participants were also required to be from the Greek states and be speakers of the Greek language. The Ancient Olympic Games also served the purpose of strengthening Greek unity and as Greek colonies began to surface in other regions, representatives from those towns, cities and settlements would also travel to Olympia to partake in the events adding an almost international sentiment to the Ancient Olympic Games while still remaining a Greek affair at its core.

Initially the Ancient Olympic Games consisted of a single event, a simple dash/sprint event with the distance believed to be around 200 yards. As time went on, however, more events were added. Soon after, "the ancient Games included running, long jump, shot put, javelin, boxing, pancration and equestrian events." (www.olympic.org) Pancration, a primordial mixture of martial arts and boxing was seen as one of the toughest sports at the time. Only biting and eye gouging were barred holds with victory coming with a knockout or submission. With boxing and wrestling already having their place as Olympic sports, the desire to enter and ultimately reign victorious in pancration was a big incentive for both boxers and wrestlers according to (Potter, 2011). It drew competitors from both those disciplines as well as having pancration specialists and pitted differing styles against each other in order to "answer the fan's question: who was the better athlete, the boxer or the wrestler?" (Potter, 2011). Pancration seems to have been part of the evolutionary process of unarmed combat that amalgamated different styles and techniques and an obvious present day version of it would be the Ultimate Fighting Championship. As well as pancration, the other ancient Olympic events have also withstood the test of time in some form or another and have transcended history to remain competitive sports to this day.

According to (www.nostos.com), the Ancient Greeks held competitiveness and athletic ability in very high regard. The fact that only a wreath from a tree that was planted and grown by a farmer in the vicinity, was the only tangible reward for the victor illustrates the point that it was the victory itself that was the goal and any other materialistic gains to be acquired was merely an afterthought. Such was the desire and zeal to breed quality athletes and proponents of physical activities in Greek culture at the time. The glory of victory would far outlive the material gain and the name of the victor living on through history would go some way of emulating the mythical lore of the confrontations between the Gods as is the case with Coroebus, a cook from Elis, who was the very first Olympic champion

(www.about.com). From an institutional perspective, physical education was seen as an integral part of the education of Greek males along with the more academic subjects such as philosophy (www.nostos.com). This could go some way to explaining why the Ancient Olympics were seen as an event of considerable magnitude within the Greek world.

The Olympics held such a status in the ancient Greek world that wars would be halted and a temporary cease-fire would be declared to enable competitors and athletes to travel safely to the venue in order to participate. The declaration would be delivered via messenger initially a month before the Games were due to begin. However, after some time this period was extended to more than double the time to enable participants to train vigorously and to make other necessary preparations prior to the commencement of the actual events. Furthermore, no arms were to be carried within the grounds and somewhat surprisingly, no death penalties would be carried out over the duration of the ancient Olympic Games. Contrarily, the modern Olympic Games were cancelled and did not take place at all on three separate occasions during times of conflict; once during the first World War and subsequently twice more during the second World War. (www.nostos.com/www.about.com)

After approximately twelve centuries of competition, the ancient Olympic Games were outlawed by the Christian Byzantine emperor Theodosius in 393 AD as Christianity expanded and its grip tightened. The reason cited for the banning of the Olympics was a religious one. The ancient Olympics were steeped in mythical lore and significance and had strong links with the cult of Zeus. Due to these pagan influences, the ancient Olympics were banned in an attempt to suppress the pagan beliefs that were their foundation in the hope, one would presume, that this in turn would bolster the ideals of Christianity (www.olympic.org/www.nostos.com). However, with all the mythical leanings and influences removed, there still remained an undoubted quality of the ancient Olympics. Its origins in myth and deities can be and indeed is questioned but other aspects were indubitable such as the fact that it brought people together and helped create and strengthen unity, albeit only amongst the Greek world initially. It taught and helped further instil the notion of fierce but fair competition amongst individuals and that it was the partaking and victory that mattered, with defeat resulting in motivation and desire to improve. Centuries later, these aspects reverberated with others and the value of sporting competition and increased vigour and self development and improvement through physical exertion would pave the way for the reintroduction of the Olympics in 1896 spear-headed by the Frenchman, Pierre de Coubertin.

2.2 Modern Olympics

Many attribute the reestablishment of the Olympics to Coubertin and while he instigated and saw to fruition the official inaugural modern Olympics in 1896, it was in actual fact an English doctor by the name of William Penny Brookes who crucially revived the spirit and ideals of the ancient Olympics in the modern era. Coubertin would later take the foundation laid by Brookes and develop it into the Olympic Games as they are today (Sekar, 2009).

Brookes, the father of the modern Olympian movement, was born in 1809 in the town of Much Wenlock, Shropshire. Looking briefly at the early life of Brookes, the source of his inspiration seems clear. Brookes followed in his father's footsteps by studying medicine and after the death of his father in 1830, Brookes moved back to Much Wenlock in order to take over and run his father's practice. Brookes soon became a prominent local figure and subsequently became a magistrate in 1841. As a magistrate, Brooke "gained an insight into

the result of misdirected energies and ignited a desire to develop the need for structured physical exercise and education for the working classes, later manifest in his calls to introduce physical education into British schools.” (www.teachingexpertise.com)

The first games were held in Brookes’ hometown of Much Wenlock in October 1850 (Sekar, 2009). According to Brookes, the games were geared towards the ‘promotion of moral, physical and intellectual improvement’ of participants and open to ‘every grade of man.’ The Wenlock Games, as they are known, “sometimes included novelty events and perhaps surprisingly were often sponsored by local businesses. Though often associated with later Olympic occasions, pageantry was an important element from the outset, with a band leading a procession of flag bearers, competitors and officials as they marched through the decorated streets of the town” (www.teachingexpertise.com).

According to (Pagomenos), however, Brookes’ endeavour did not resemble Olympic Games. Only when Brookes started to adopt events from the programme of the Athens Olympic Games which had been held in 1859, 1870 and 1875, did the Wenlock Games begin to look anything like an Olympic Games. (Pagomenos) does go on to state that “Brookes did inspire Coubertin to go on to form the International Olympic Committee. So yes, he is by default a founder of the Modern Olympic Movement who preceded Coubertin.” Irrespective of any technicalities, Brookes continued in his endeavours to turn his vision and dream into reality. Buoyed by the success of the Wenlock games, Brookes sought to expand his vision, this time nationally. In 1865, with Hulley of Liverpool and Ravenstein of the German Gymnastic Club in London, Brookes established the National Olympian Association (NOA), a sport’s association for amateur athletes. Their first festival, held the following year at Crystal Palace, London, was a great success and attracted a crowd in excess of 10,000 spectators. (www.teachingexpertise.com)

News of Brookes’ venture did not fall on deaf ears and a young Baron Pierre de Coubertin, organiser of the International Congress on Physical Education, appealed for information about the Games through the English newspapers. Brookes responded and extended an invitation to attend. De Coubertin visited Much Wenlock on 22 October 1890 and experienced the Olympian Games at first hand. (www.teachingexpertise.com)

After witnessing the event for himself, Coubertin attempted to inject interest into the revival of the Olympic Games in his native France but initially his ideas were not met with a positive reaction and he was unable to accomplish what he had hoped to do. Though Coubertin was not the first to propose the revival of the Olympic Games, he was certainly the most well-connected and persistent of those to do so. Two years later, Coubertin organized a meeting with 79 delegates who represented nine countries. He gathered these delegates in an auditorium that was decorated by neoclassical murals and similar additional points of ambiance. At this meeting, Coubertin eloquently spoke of the revival of the Olympic Games. This time, Coubertin aroused interest. The delegates at the conference voted unanimously for the Olympic Games. The delegates also decided to have Coubertin construct an international committee to organize the Games. This committee became the International Olympic Committee (IOC; Comité Internationale Olympique) and Demetrious Vikelas from Greece was selected to be its first president. Athens was chosen as the location for the revival of the Olympic Games and the planning was begun. (Guttman, 1992)

Unfortunately, Brookes did not live to see his dream become reality as he died only a few months before the inaugural Olympics in 1896. However, his legacy lives on and the Wenlock Games still take place. In a fitting tribute, “the then President of the International

Olympic Committee (IOC) Juan Antonio Samaranch visited Much Wenlock to place a wreath at Brookes' grave. "I came to pay homage and tribute to Dr Brookes, who really was the founder of the modern Olympic Games," said Samaranch at the time." (Sekar, 2009)

One of the most dramatic feats of the Olympics was the triumph of the United States track and field team in 1896. Competing as unofficial representatives, the ten-man squad reached Athens barely in time to participate. They won nine out of 12 events. In 1912 the theme of American dominance continued when Jim Thorpe, a Native American, became the only man to win both the decathlon and pentathlon in one year. Officials cancelled his record and took back his medals when they learned that he had played professional baseball. His medals were restored posthumously in 1982 (www.nostos.com). Unlike the ancient Olympics, victors in the modern Olympics are awarded medals as well as wreaths. The medals are designed especially for each individual Olympic Games by the host city's organizing committee. The last time the gold medal was made entirely out of gold was in 1912. Since then, the gold medals are simply covered in 6 grams of gold. (Rosenburg)

The famous five ring symbol of the Olympic Games was created by Pierre de Coubertin in 1914, the Olympic flag contains five interconnected rings on a white background. The five rings symbolize the five significant continents and are interconnected to symbolize the friendship to be gained from these international competitions. The rings, from left to right, are blue, yellow, black, green, and red. The colours were chosen because at least one of them appeared on the flag of every country in the world. The Olympic flag was first flown during the 1920 Olympic Games. (Rosenburg)

To further emphasise the unity that Coubertin hoped to achieve through sport and the revival of the Olympic Games, he wrote an oath for the athletes that would be read out during the opening ceremonies. One athlete recites the oath on behalf of all the athletes. The Olympic oath was first taken during the 1920 Olympic Games by Belgian fencer Victor Boin. The Olympic Oath states, "In the name of all competitors, I promise that we shall take part in these Olympic Games, respecting and abiding by the rules that govern them, in the true spirit of sportsmanship, for the glory of sport and the honour of our teams." (Rosenburg)

As well as the awarding of wreaths to victors, another synonymous aspect of the modern Olympics that takes its inspiration from the ancient Olympic Games is the Olympic torch relay. In Olympia (Greece), a flame was ignited by the sun and then kept burning until the closing of the Olympic Games. The flame first appeared in the modern Olympics at the 1928 Olympic Games in Amsterdam. The flame itself represents a number of things, including purity and the endeavour for perfection. In 1936, the chairman of the organizing committee for the 1936 Olympic Games, Carl Diem, suggested what is now the modern Olympic Torch relay. The Olympic flame is lit at the ancient site of Olympia by women wearing ancient-style robes and using a curved mirror and the sun. The Olympic Torch is then passed from runner to runner from the ancient site of Olympia to the Olympic stadium in the hosting city. The flame is then kept alight until the Games have concluded. The Olympic Torch relay represents a continuation from the ancient Olympic Games to the modern Olympics. (Rosenburg)

And it is this very flame that makes its way to London now, the host city for the 2012 Olympic Games after a successful bid in 2005 with work building and renovating stadia continuing since then. Other work also continues to regenerate locations and transportation to ensure a successful, and profitable, Olympic Games.



3.0 Paralympic Games

3.1 History of the Paralympics

The Paralympic Games, modelled on the Olympic Games, is an international sport event for world-class athletes living with a disability. The origin of the Paralympic Games dates back to an English hospital in the late 1940's. Back in 1948, Sir Ludwig Guttmann, a neurologist who was working with World War II veterans with spinal injuries at Stoke Mandeville Hospital in Aylesbury, began using sport as part of the rehabilitation programmes of his patients. He noted that sport competitions were an excellent tool for rehabilitating war veterans who had sustained spinal cord injuries. Guttmann established the Stoke Mandeville National Competitions, which became an annual event. (www.canada2010.gc.ca)

The first of these competitions with other hospitals that Guttmann set up in 1948 coincided with the Olympic games of that year as they were being held in London. Over the next decade, Guttmann's care plan was adopted by other spinal injury units in Britain and competition grew. At that stage, the Stoke Mandeville games were strictly a national affair but four years later, in 1952, they became an international event when a team from the Netherlands participated in the competition. (www.news.bbc.co.uk/sport)

The international Paralympic Movement finally took off after the Olympic Summer Games in Rome. In 1960, what is considered the first Paralympic Games occurred when Guttmann brought 400 wheelchair athletes from 20 countries to participate in international events modelled on the Olympic Games. It is at this point that the modern Parallel Olympics (or "Paralympics") were born. (www.news.bbc.co.uk/sport)

It is interesting to note, however, that athletes with disabilities did compete in the Olympic games prior to the advent of the Paralympic games. The first to do so was in 1904, American gymnast George Eyser who had one artificial leg. Hungarian Karoly Takacs competed in shooting events in both the 1948 and 1952 Summer Olympic games. He was a right arm amputee but was able to compete by shooting with his left hand. Another was a Danish equestrian athlete, Liz Hartel, who won a silver medal when she competed in the dressage event. She had contracted polio in the early 1940's and was therefore considered to have a disability. (DePauw & Gavron, 2005)

Despite having various disabilities, these individuals competed with the rest of the athletes

in their chosen discipline and it would seem that they facilitated the transition from disabled athletes competing with those without a disability to having a fully-fledged Olympic games specifically for those with disabilities. Whatever the case may be, the Olympic games of Rome in 1960 is considered the pivotal moment when the Paralympics became the Paralympics and it would be Rome 1960 that would serve as the springboard for the Paralympics to achieve the growth that it has enjoyed since then. (DePauw & Gavron, 2005)

Four years later, in 1964, Tokyo hosted the Olympic and Paralympic games. The games in Japan saw the introduction of wheelchair racing - although only in the normal day-to-day chairs rather than the space age machines used by the Paralympians of today. While the Olympics went to Mexico in 1968, the Paralympics were staged in Israel and four years later were held in Heidelberg while the Olympics were in Munich. They saw more than 1,000 athletes from 44 countries participating and people with quadriplegic spinal injuries competed for the first time while visually impaired athletes took part in demonstration events. (www.news.bbc.co.uk/sport)

The visually impaired took a full part in medal events in Toronto in 1976. Their participation, along with debuts for amputee and mixed disabilities, boosted the number of competitors. The Summer Paralympic Games in Toronto made Paralympic history by hosting 1600 athletes from 40 countries, including blind and paraplegic athletes, amputees, and people with spinal cord injuries or other types of disabilities. The year also marked the introduction of specialised racing wheelchairs. (www.canada2010.gc.ca)

Politics reared its ugly head in 1980, as the Soviet Union could not, or would not, agree to the Paralympics taking place and as a result 2,500 disabled athletes from 42 countries went to Arnhem in Holland to compete. Like the games in Toronto four years previously, another Paralympic milestone was reached in 1980 as athletes with cerebral palsy were invited to compete for the first time. (www.news.bbc.co.uk/sport)

Four years later, Britain and the United States joined forces as hosts with events being held at Stoke Mandeville and New York. The Wheelchair Marathon race was added to the competition for the first time. The 1980's ended on a high note for the Paralympic movement, with the 1988 games in Seoul. The Koreans decided that the games should be truly "parallel" and so they were staged on the same scale and lines as the Olympics. It saw an unprecedented level of co-operation between the organising committees of the Olympics and Paralympics. The 1992 Barcelona Paralympics took the Games one step further with 3,500 athletes from 82 countries competing in front of packed stadia. (www.news.bbc.co.uk/sport)

A major development and a true landmark in the history of the Paralympic games came to fruition in 1988. Starting with the 1988 Summer Games in Seoul, and the 1992 Winter Games in Albertville, the Paralympic Games used the same facilities as those of the Olympic Games. This would pave the way for an agreement, albeit some years later in 2001, which ensured that the Paralympic Games would always be held in the same year as the Olympic Games, are hosted by the host country of that year's Olympic games, and use the same sites and facilities. (www.canada2010.gc.ca)

After the enormous successes of 1988 and 1992, the 1996 Paralympic games held in Atlanta unfortunately undid a lot of the good work done previously and the debacle that ensued was a very probable cause for the aforementioned agreement to be subsequently solidified and brought into effect in 2001. In Atlanta 1996, the Paralympic Organising

Committee received little help from their Olympic counterparts and athletes complained about the facilities in the Olympic Village and about the city's transport system. To add further insult to injury, the athletes competed in almost empty venues. Having said this, there were a few notably bright lights in the otherwise dark and gloomy tunnel of Atlanta 1996. Atlanta was the first Paralympic games to benefit from having world-wide sponsors, athletes with learning disabilities were integrated into the main programme, and equestrianism was added to the list of sports, with sailing and wheelchair rugby being included as demonstration events. Atlanta 1996 also saw a record number of participating nations and record number of world bests set. (www.news.bbc.co.uk/sport)

Thankfully, four years later, the Paralympics would emulate and improve upon the standards set by Seoul and Barcelona in 1988 and 1992 respectively. The games in 2000 were held in Sydney, the first city in the southern hemisphere to host the Paralympics. A staggering 132 countries took part with rugby and wheelchair basketball given full medal status, but the Games was not without some controversy, which involved the Spanish basketball team. But this failed to taint the overall success of the Games, which enjoyed packed stadiums and unprecedented media coverage across the world - making it the best Paralympics ever. (www.news.bbc.co.uk/sport)

3.2 Paralympic Games 2012

The Paralympics have come a long way from its humble beginnings as a rehabilitation programme for British war veterans with spinal injuries. It is all a far cry from the movement's humble beginnings in Stoke Mandeville, England. And now, after 64 years, the Paralympics come full circle back to their spiritual home. Getting them back home was no easy task and the process required to do so was a long and arduous one, requiring the efforts of many.

On 18 May 2004, the International Olympic Committee (IOC), as a result of a scored technical evaluation, reduced the number of cities to five: London, Madrid, Moscow, New York, and Paris.

The IOC inspection team visited the five candidate cities during February and March 2005. The Paris bid suffered two setbacks during the IOC inspection visit: a number of strikes and demonstrations coinciding with the visits and a report coming out that Guy Drut, one of the key members of the Paris bid team and IOC member, would face charges over alleged corrupt party political finances. (www.GamesBids.com)

In their evaluation report, the International Olympic Committee (IOC) stated that "With its rich history, the capacities of UK Paralympic Sport are among the best in the world." However, throughout the process and up to the vote at the 117th IOC Session, Paris was widely seen as the favourite to win the nomination, particularly as this was its third bid in recent history. Originally, London was seen to be lagging behind Paris by a considerable margin; however, this started to improve with the appointment of Sebastian Coe as new head of London 2012 on 19 May 2004. In late August 2004, some reports started emerging predicting a London and Paris tie in the 2012 bid. (www.GamesBids.com)

At the end of the fourth round of voting, London won the right to host the 2012 Games with 54 votes, defeating Paris's 50. Various French publications blamed the Paris loss on French President Jacques Chirac's statements before the vote that "We can't trust people [the British] who have such bad food. After Finland, it's the country with the worst food." Two current members of the International Olympic Committee are from Finland. Several other news sources cited Bertrand Delanoë's complaint regarding Tony Blair's secret late night meetings with numerous (African) IOC representatives as having a more significant impact on final vote.

(BBC News, 'London Tactics Upset Paris Mayor')

Irrespective of how upset Chirac was, the fact remained that the Olympics and Paralympics would be coming to London. The 'London Organising Committee for the Olympic Games' was created to oversee the staging of the Games after the success of the bid, and held their first board meeting on 7 October 2005. The committee, chaired by Lord Coe, is in charge of implementing and staging the games, while the Olympic Delivery Authority (ODA) is in charge of the construction of the venues and infrastructure. (www.wikipedia.org)

The 2012 Olympic and Paralympic Games used a mixture of new venues, existing and historic facilities, and temporary facilities, some of them in well-known locations such as Hyde Park and Horse Guards Parade. In the wake of the problems that plagued the Millennium Dome, the organisers' intention is that there will be no white elephants after the Games and instead that a "2012 legacy" will be delivered. Some of the new facilities will be reused in their Olympic form, while others, including the 80,000 seater main stadium, will be reduced in size or relocated elsewhere in the UK. The plans are part of the regeneration of Stratford in east London which will be the site of the Olympic Park, and of the neighbouring Lower Lea Valley. (www.wikipedia.org)

This has required the compulsory purchase of some business properties, which are being demolished to make way for Olympic venues and infrastructure improvements. This has caused some controversy, with some of the affected proprietors claiming that the compensation offered is inadequate. (www.wikipedia.org)

The costs of mounting the Games are separate from those for building the venues and infrastructure, and redeveloping the land for the Olympic Park. While the Games are privately funded, the venues and Park costs are met largely by public money. On 18 August 2007, (The Belfast Telegraph) reported that jubilation over winning the right to stage the Olympic Games was becoming more muted as realisation dawns on the public of the enormous costs involved in creating facilities for the athletes. Furthermore, and arguably the biggest cause for concern, was that grassroot sport cuts would fund the Olympics, government figures suggested on 19 August 2007. (The Times)

Moreover, in November 2007, Edward Leigh MP, criticised the organisers for significantly under-estimating the cost of staging the games, suggesting they had either "acted in bad faith or were incompetent". (BBC News)

According to the then Mayor of London, Ken Livingstone, the Olympics and Paralympics would be profitable in spite of the negativities surrounding the issue of financing the games and everything that that entails. (BBC News)

Despite the concerns, the Olympic and Paralympic Games were a resounding success and it brought great pride and unity to the whole country. It will be interesting to see if the Games do indeed leave behind a legacy.

4.0 History of the Preston Guild

4.1 Origins

The Preston Guild dates back to 1179 and is the only such ceremony still celebrated in the UK. In 1179, Henry II granted Preston the right to have a Guild Merchant. The Guild controlled the town's craftsmen, the right to trade in the town and the town's marketplace. Membership of the Guild was for life, and the membership rolls were updated infrequently. (www.vaguelyinteresting.co.uk)

As well as these vocational aspects, early guilds involved other societal facets. The Anglo-Saxon guilds had a strong religious component; they were burial societies that paid for masses for the souls of deceased members as well as paying fines in cases of justified crime (www.wikipedia.com). In this regard, early variants of guilds shared traits that were later seen in early insurance schemes (specifically life insurance) which involved groups of people paying a set premium at regular intervals to ensure that the costs they incurred posthumously in terms of their burial and related expenses, were met without financially burdening their surviving families. (Culp, 2011)

The continental custom of guilds of merchants arrived after the Norman Conquest, with incorporated societies of merchants in each town or city holding exclusive rights of doing business there. In many cases they became the governing body of a town (for example, Guildhall became London city hall). Trade guilds arose in the 14th century as craftsmen united to protect their common interest. (www.wikipedia.com)

Bringing together all of the town's traders, merchants and craftsmen was a perfect excuse for a display of civic pageantry, great processions and feasting. Behind all the pomp of celebration, however, the guilds possessed economic attributes that greatly influenced the economies, both positively and adversely, of which they were a part.

Seemingly, the guilds by their nature and design were vehicles of anti-free trade and stifled economic growth and prosperity in a macro-economic sense, which then invariably led to adverse effects on a micro-economic level.

The chief reason for this was due to the fact that the guild had a monopoly of trade in the town and only its members could carry on a craft or business. Newcomers could only trade here with the permission of the Guild, and such approval was not given lightly. Furthermore, at intervals the Guild Merchant updated its membership lists, to ensure that people were not falsely claiming the right to trade in the town. Anybody who claimed to be a member of the Guild had to come to Preston and, in a public court, swear loyalty to the Mayor and the Guild Merchant. His credentials were checked and if he was eligible, and paid a small fee, he would then be admitted or re-admitted as a Burgess (the name for a member of the Guild Merchant). (www.prestonguild2012.com)

Moreover, European guilds imposed long standardized periods of apprenticeship, and made it difficult for those lacking the capital to set up for themselves or without the approval of their peers to gain access to materials or knowledge, or to sell into certain markets, an area that

equally dominated the guilds' concerns. These are defining characteristics of mercantilism in economics, which dominated most European thinking about political economy until the rise of classical economics. (www.wikipedia.com)

(Ogilvie, 2011) argues that the guilds negatively affected quality, skills, and innovation. Through what economists now call "rent-seeking" they imposed deadweight losses on the economy. Ogilvie says they generated no demonstrable positive externalities and notes that industry began to flourish only after the guilds faded away. Guilds persisted over the centuries because they redistributed resources to politically powerful merchants. On the other hand, Ogilvie agrees, guilds created "social capital" of shared norms, common information, mutual sanctions, and collective political action. This social capital benefited guild members, even as they hurt outsiders.

The guild system became a target of much criticism towards the end of the 18th century and the beginning of the 19th century. They were believed to oppose free trade and hinder technological innovation, technology transfer and business development. According to several accounts of this time, guilds became increasingly involved in simple territorial struggles against each other and against free practitioners of their arts. (Ogilvie, 2011)

Karl Marx in his Communist Manifesto also criticized the guild system, according to (Ogilvie, 2011), for its rigid gradation of social rank and the relation of oppressor/oppressed entailed by this system. From this time comes the low regard in which some people hold the guilds to this day. In part due to their own inability to control unruly corporate behaviour, the tide turned against the guilds.

Because of industrialization and modernization of the trade and industry, and the rise of powerful nation-states that could directly issue patent and copyright protections — often revealing the trade secrets — the guilds' power faded. After the French Revolution they fell in most European nations through the 19th century, as the guild system was disbanded and replaced by free trade laws. By that time, many former handicraft workers had been forced to seek employment in the emerging manufacturing industries, using not closely guarded techniques but standardized methods controlled by corporations. (Ogilvie, 2011)

Due in large parts to the reasons cited above and the establishment of free trade laws in the late 18th century, the guilds somewhat unsurprisingly lost their trade origins and in their stead the celebratory aspects and associated pageantry took the limelight and became central to the guild. (www.vaguelyinteresting.com)

4.2 Preston Guild 1952/ 1972/ 1992

The regular pattern of holding a guild merchant every twenty years appears to have started in 1542, on the grounds that the membership roles would only need to be updated once every generation. (www.vaguelyinteresting.com)

An uninterrupted series of Guilds from 1542 to 1922 was finally broken in 1942, as the Second World War took priority over the continuation of medieval pageantry. It was resumed in 1952 and celebrated in 1972, 1992 and will therefore be celebrated this year. (www.vaguelyinteresting.com)

Even in 1952, seven years after the Second World War had ended, the economy was still coping with the after effects of the war. Rationing was still in place for some foods and there was a general shortage of materials. The Guild Mayor and Mayoress in 1952 were John and

Maggie Ward. It is perhaps a sign of more austere times that neither of their images appears on any of the commemorative pieces of memorabilia that were made for the Guild of that year. (www.preston-guild.co.uk)

Interestingly, there are fewer commemorative pieces of memorabilia available from the 1952 Guild than there were for the 1922 Guild. Although, those items that do exist, particularly drinking glasses and a biscuit tin, are relatively numerous. Ceramic pieces are especially in short supply, a cream coloured mug with the Preston emblem of the lamb being particularly rare. Apart from two hand made beakers from Frederick Cook of Ambleside, which are displayed in the Harris Museum, this is the only 1952 ceramic piece that we are aware of. (www.preston-guild.co.uk)

Another tradition that began in the Guild of 1952 was the introduction of Guild scrolls. These scrolls sought to establish a link with people of Preston that had since moved abroad. In 1952 - with the arrival of air travel - Preston Guild went global. Many ex Prestonians had emigrated to far flung places including America, Canada, Australia and New Zealand. But even though they lived thousands of miles away they wanted to take part in Preston Guild, so the Guild Scrolls were born. (www.guildscrolls.com)

In every Preston Guild since - 1972 and 1992 – scrolls of friendship have been sent around the world to New York, Toronto, Johannesburg, Sydney, Auckland and many more places for ex Prestonians to sign. (www.guildscrolls.com)

Once back in the UK members of Preston Harriers Athletics club ran the scrolls of friendship back in a relay from Manchester airport, through the streets of Preston during the Guild celebrations, when many thousands of people lined the streets, cheering the scrolls arrival from overseas. (www.guildscrolls.com)

Preston Guild 1972

1972 was the year of Donny Osmond singing "Puppy Love" and of velvet loon pants. Perhaps more in keeping with Preston's strong working tradition it was also the year of national miner's strikes and power cuts, and later in the year Preston Dock was severely affected by a dockers strike. In the United States of America five men burgled a building called Watergate. (www.preston-guild.co.uk)

It was against this backdrop that the 1972 Guild celebrations took place. The egalitarian trend of the 1952 Guild continued, and although there are many more 1972 commemorative pieces available in comparison to 1952, most of the china and pottery designs of this period are similar, and many were made by the same manufacturer. Many items other than china or pottery were mass produced, and in 1972 items such as a Preston Guild pack of cards would have been quite novel. (www.preston-guild.co.uk)

The 1972 Guild Mayor and Mayoress were Fred Grey and his sister, Evelyn, and they do not appear to be commemorated on any of the pottery of the time, but their images do appear on the medals. Fred Gray had been in the cotton trade, and worked in the RAF during the war and later worked in the family jewel business. He had been involved in local politics since 1939. Sadly Fred died in April 1973, with 37 days to go before the end of his Guild Mayoral year of office. The New Town Hall, which is depicted on the back of many of the 1972 pieces, was demolished in 1963, following a serious fire after a Police Ball in 1947. The now nationally famous - mainly for concerts and snooker competitions - Preston Guild Hall was not finished in time for the 1972 celebrations. (www.preston-guild.co.uk)

Preston Guild 1992

The most recent Preston Guild was held in 1992. Unsurprisingly there are a substantial number of commemorative items to be found. 1992 was the year of a General Election. John Major won against most expectations. It was also the year that Bill Clinton became the 42nd President of the United States of America. (www.preston-guild.co.uk)

By 1992 the different kinds of commemorative ware manufactured and available for purchase were very varied. As well as the traditional china, pottery and glass objects from previous guilds there were now teddy bears, handkerchiefs, bottles of beer, tins of sweets, lorries and buses. Many of these items are very collectable and still regularly come up for sale. (www.preston-guild.co.uk)

Some of the commemorative china was relatively expensive to buy in comparison to other Guilds and made by well known makers such as Spode, although it is not worth as much as earlier Guilds on the second hand market. It also continued in the trend begun in 1952 of not having the picture of the Mayor on the pieces. (www.preston-guild.co.uk)

4.3 Preston Guild 2012

The Guild takes the form of a series of formal proclamations culminating in the Guild Courts. This year, the first proclamation will be read on Saturday 18 August, the second on Saturday 25 August and the third on Saturday 1 September. The Guild Court (and attendant civic procession) will take place on Monday 3 September. (www.vaguelyinteresting.com)

A series of Guild Processions will then fill the streets of Preston, showcasing the town's trades (Saturday 1 September), churches (Monday 3 September) and voluntary groups and schools (Friday 7 September). This culminates in a torchlight procession on Saturday 8 September before the whole Guild is wrapped up with more civic pomp on Sunday 9 September. Street parties that are held throughout the borough and beyond augment the sense of celebration and festivity. (www.vaguelyinteresting.com)

This year has already seen Preston take the centre stage with a live BBC broadcast on Good Friday from the city. It also featured in the national Olympic torch relay and has attempted to tie into the national mood of celebration with the slogan 'all back to ours' for anyone visiting the UK. (www.vaguelyinteresting.com)

To mark the tenth anniversary of Preston being a city, the guild of 2012 has been extended to ten days. (www.prestonguild2012.com)

Throughout its long history the Preston Guild has always been focussed on the first week in September, even though celebrations have taken place before and after. This is when the ceremonial and civic events take place. The timing of Guild Week has been the same since 1562 - the Guild Court must be opened on the Monday after the feast of the decollation of St John the Baptist (29 August). The civic events are our link with the rich and unique history of Preston Guild and all those people who have celebrated it before us. (www.prestonguild2012.com)

Celebrations for this year's guild began as early as March and encompassed a plethora of activities ranging from arts, music and culture to cycling, military shows and business events. (www.prestonguild2012.com)

It is interesting to note the evolution of the Preston Guild and how the celebratory aspect has really come to the fore while still retaining the religious and trade aspects that were central to it in centuries gone by. Also noteworthy is the way in which societal norms of the era have influenced the event. Gone are the stringent and mercantilist properties of guilds of the past; free trade economics reign and the guild is a reflection of this with businesses and individuals alike able to benefit from the guild. Somewhat ironic then that the free trade economics that the guilds sought to quell and indeed arguably the reason they existed centuries ago are the same economics that are now promoted by them. This paradigm shift in global economics is in a sense a testament to the Preston Guild and the people behind it, who in spite of a constantly evolving global climate, continue this historic tradition not only assuring its survival but also endeavouring to ensure that the Preston Guild goes from strength to strength.

5.0 Research findings

5.1 Methodology

The following methods were used to undertake the research for this project:

- a) Desk research – Information was obtained about the Olympic and Paralympic Games and the Preston Guild via the internet, books and papers. Visits were made to the Preston and British libraries to obtain archive information. The young people also produced per profiles of athletes that took part in the 2012 Games.
- b) Questionnaires – The young people involved in the project were provided with training on interview techniques and subsequently they carried out fifty interviews using a questionnaire that they developed (Annex A).
- c) Interviews – The young people interviewed members of the community about their experiences of the 2012 Games and Preston Guild.

5.2 Results

The desk research enabled much of the information compiled in this report and it also helped inform the young people whilst producing the DVD and planning for the rest of the project.

The interview results were as follows:

Age of interviewees			Ethnicity of interviewees	
16-24 yrs	10		Asian	44
25-49 yrs	28		Black	0
50-64 yrs	8		White	6
65 + yrs	4			
Gender			Age of interviewers	
Female	6		14-15 yrs	8
Male	44		16-19 yrs	8
			20-24 yrs	34

Did interviewees know why Preston celebrated the Guild?

The vast majority (64 per cent) of respondents said they knew why the Guild was celebrated. Of those stating the reason, the majority felt that it was linked to trades, although a high proportion also thought it was to bring people together.

When was the first Guild held?

A mixture of answers was received, with only 20 per cent being correct to state that the first Guild was held in 1179. A further 30 per cent thought the Guild started in 1902.

Which Guild's did interviewees remember?

Most of the respondents (82 per cent) remembered the 1992 Guild, with 4 per cent remembering the 1952 Guild.

What involvement did the interviewees have in the Guild?

The majority of respondents (60 per cent) stated that their involvement in the Guild had been as a participant, with 26 per cent having taken part in the processions. A further 10 per cent had not had any involvement in the Guild activities.

Those that were involved were because of either being a councillor, being at school that took part.

What memories did interviewees have of their involvement in the Guild?

Over half of respondents replied that seeing or taking part in the processions and events was the memory they had of the Guilds.

Have the interviewees been involved in the 2012 Guild activities?

The majority of respondents (78 per cent) stated that they had not been involved in any activities related to the 2012 Guild.

Those that were involved had done so by involved in the planning events for the processions.

Will interviewees be attending the Guild processions?

The majority (60 per cent) replied that they would be watching the Guild, with a small number (14 per cent) stating that they would not be taking part in any Guild activities.

Did interviewees know where the ancient Olympics took place?

The majority (82 per cent) answered correctly by stating that the ancient Olympics took place in Greece, although 14 per cent did think they had taken place in America or England.

Who was responsible for developing the modern Olympic Games in 1896?

A big majority (70 per cent) of respondents answered correctly when they stated the Baron De Coubertin was responsible for developing the modern Olympic Games.

Did interviewees know when the opening ceremony would take place?

A large majority (84 per cent) answered correctly by stating that the 27 July was going to be the date for the opening ceremony, which showed that there was good awareness of the 2012 Games.

Will the Olympic Torch pass through Preston?

Again, a high number of respondents (82 per cent) replied correctly that the torch would be passing through Preston. This showed that the general public had received good publicity about what was happening in Preston with regard to the 2012 Games.

What does the winner of the Olympic Games receive?

Nearly all the respondents (94 per cent) answered correctly that the winners of the Olympic Games received a Gold medal.

Where did the Paralympics begin?

Surprisingly, a high number of respondents (56 per cent) answered correctly that the Paralympic Games started in England.

Who is regarded as the founder of the Paralympic Games?

Not surprisingly, the majority of respondents (40 per cent) thought that De Coubertin was the founder of the Paralympic Games, with 36 per cent of respondents answering correctly that Ludwig Guttman was the founder of the Paralympic Games.

Where will the 2012 Paralympic Games be held?

Nearly all respondents (94 per cent) answered correctly when they replied that England would be the venue for the 2012 Paralympic Games.

Could interviewees name one Paralympic sport?

A reasonably high number of respondents (76 per cent) were able to state one Paralympic sport.

The most popular sports mentioned included swimming, athletics, wheelchair basketball, wheelchair tennis and football

Who is the most famous disabled sportsperson you know?

The majority of respondents (80 per cent) could not name a paralympian. Those that named a paralympian mentioned Tanni-Grey Thompson (18 per cent) and Ellie Simmons (2 per cent).

Did the interviewees think that Preston should hold the Preston Guild?

Despite the current recession, a high number of respondents (86 per cent) felt that Preston should continue to hold the Preston Guild.

The reasons given for this were; it brings people together and is a good celebration event for the city and its part of Preston's tradition.

Do you have anything to say about the 2012 Games?

The people who replied to this question (40 per cent) stated that the Olympics and Paralympics was a good event and would give disabled people and other athletes the opportunity to shine.

The 2012 Games would also be an inspiration for young people.

Would interviewees like to attend the presentation event?

A good proportion of respondents (72 per cent) were interested in attending the presentation event.

5.3 Analysis and Recommendations

Young people participating in the 2012 Games Guild project interviewed 50 people from the community to find out their views and knowledge of the Preston Guild and 2012 Olympic and Paralympic Games.

The results showed that the majority of people had a good awareness of why Preston celebrated the Guild and whilst many did not know when the first Guild was held, many participants had been involved in previous Guilds through observing the processions or attending the events organised.

The majority of respondents had not been involved in the staging of the 2012 Guild, although through the Red Rose Sports Club, a small number had attended planning meetings and were looking to be involved in the procession.

Rather surprisingly, a high proportion of respondents had knowledge of the Olympic Games, in terms of where they started, who founded the modern Olympics and what winners received.

The respondents had varying degrees of knowledge about the Paralympic Games. Most were aware of where the Paralympic Games started and what sports were involved. However, very few respondents could name a famous paralympian, which showed a lack of profile for disabled sportspeople.

Nearly all respondents felt that the Preston Guild was a good thing for Preston and that it was a good celebration which brought different communities together.

One respondent summed up what the Preston Guild and 2012 Games meant to them:

“ I think we are very lucky to be able to experience the Preston Guild and Olympic and Paralympic Games in 2012. This will never happen again in my lifetime and I want to make the most of it”

6.0 Young people's involvement

6.1 Steering group

The involvement of young people began early when a steering group was established involving young people. Once the project began, more young people were able to join this steering group, which met on a regular basis, supported by the coordinator and young people's facilitators.

6.2 Undertaking the learning

The young people were supported through the project through receiving training and advice by tutors and facilitators.

Training on diversity, organisational skills, presentation skills were organised in order to prepare the young people to conduct the project effectively.

The young people also undertook desk research on the Preston Guild and Olympic and Paralympic Games.



6.3 Producing the DVD

Throughout the project, a professional film maker accompanied the young people to collate footage of the various stages of the project.

The culmination was the young people editing the footage and producing the DVD of their journey throughout the project.

6.4 Olympic torch relay

Some of the young people got up early to attend the Olympic torch relay going through Preston. From the responses, those that attended felt the experience would stay with them for the rest of their lives.



6.5 Visiting the Olympic/Paralympic venues

A small group of young people were selected to visit the Olympic Park. During their visit, two young people interviewed an employee of the Olympic Delivery Authority, whilst other young people interviewed local people about their experiences of London staging the Olympic and Paralympic Games.





6.6 Host a Nation/Sportmaker celebrations

The young people helped organised a community celebration to mark the 'Host a Nation' week. The young people also attended a Sportmaker course and became sportmakers.

6.7 Olympic Games opening ceremony

The young people organised a celebration event to mark the opening ceremony of the Olympic Games.

6.8 Preston Guild 2012 community procession

The young people attended planning sessions to design a float that would take part in the Preston Guild community procession.





6.9 Volunteering qualification

Eight young people took part in an AQA qualification into becoming volunteers.

6.10 Presentation event

The culmination of the project was a presentation event, whereby the young people presented their journey on the project to invited guests, including local councillors and council officials.



Displays of artwork were displayed from the young girls/boys groups



7.0 Evaluation

7.1 Project brief

The Institute for Diversity (IfD) undertook an evaluation of the '2012 Games and Preston Guild' project between September and December 2012.

The evaluation comprised the IfD interviewing some of the participants, analysing the materials produced and facilitating an evaluation workshop involving young people who took part in the project.

7.2 Findings

The evaluation was undertaken against the project aims and the findings were as follows:

- Young people to learn the heritage of the modern Olympic and Paralympic Games and the sports that were included and the reasons for this

A sample of 13 young people completed questionnaires to outline their progress on the project and all respondents stated that their knowledge of the Preston Guild and Olympics/Paralympics had increased as a result of taking part in the project. This was supported by respondents who took part in the evaluation workshop.

Young people produced materials that showed a clear understanding of the Guild and 2012 Games and during the presentation event, young people presented back their findings.

- Young people to identify athletes from Preston who took part in the Olympics/Paralympics and create pen profiles of them

Young people had identified 11 athletes that were born in Preston and had been selected/taken part in the Olympics/Paralympics.

- Young people to undertake desk research to find out about the Preston Guilds and Olympics/Paralympics

Young people undertook comprehensive desk research and a large part of this report is comprised of information that the young people researched. The young people involved in the workshop demonstrated very good awareness of what the Preston Guild and Olympic/Paralympics stood for and its history.

- Young people to interview 50 people who remember the past Preston Guilds and Olympics/Paralympics

Young people undertook training on interview skills and helped develop the questionnaire that they used to interview 50 people.

The findings of the interviews, conducting through the use of a questionnaire is presented in this report.

- Young people to produce a DVD

The project was filmed using a professional film maker, with the young people involved in the compilation of the footage. The final editing involved young people and some of the young people mentioned that they enjoyed this as it taught them a new skill.

The DVD appears to have captured the key activities of the project.

- Young people to develop a procession idea

The young people worked with an artist to develop a procession idea and the young people contributed to the materials that were used to decorate the minibus and the idea for what the young people would wear.

- Young people to contribute to the evaluation of the project

The young people were involved in evaluating the project throughout the duration of the project. A steering group was established and the young people on this group met on a regular basis and articulated their views throughout the project.

During the evaluation undertaken by the IfD, the young people were asked to complete an evaluation form and participate in a workshop, which involved the young people working in small groups to feedback their thoughts as well as a group discussion.

7.3 Summary

The evaluation undertaken by the IfD involved a diagnostic of all aspects of the project. The key measure was the extent to which young people contributed to the development and implementation of the project and how well the project aims were met.

The evaluation showed that young people were involved throughout the project through taking part in the steering group. This ensured that the project was implemented the way the young people wanted.

Throughout the project, the young people were central to activities being undertaken, supported by the coordinator and facilitators.

The feedback from the participants showed that they had found the project very beneficial and they had learnt a considerable amount about the Preston Guild and Olympics/Paralympics.

The young people overwhelmingly found the project very enjoyable and most wanted to carry on with other projects.

The only major aspect which the young people felt could have been improved was having the opportunity to watch activities during the Olympic or Paralympic Games.

Overall, the evaluation showed that the project had met its original aims and was seen by nearly all the participants as a great success.

8.0 What next?

The 2012 Guild Games project was very successful and it enabled many people, in particular young people to be part of a once in a lifetime experience.

Over 150 people took part in the project, including over 75 young people, with a core of 17 young people involved throughout the project.

The young people that were involved in the project have formed into an effective group and have made plans to continue the work they have started and have made plans to develop a project for 2013, with many of the young people now having qualified as volunteers, they are being given the experience to become qualified sports coaches for the club.

The Preston Guild and 2012 Games were about a celebration and people working together for a common purpose. This was brilliantly achieved at both events and the young people participating in the project developed many skills and they will be supported next year to help continue the collective spirit that was developed in Preston's communities and they will help the club to develop a lasting legacy from the 2012 Games.

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