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THE OLYMPIC GAMES LEGACY 2010-2012

Аннотация: В статье рассматривается проблема наследия Игр Олимпиад и Олимпийских зимних Игр. Определены временные рамки начала этапа развития наследия Игр Олимпиад и Олимпийских зимних Игр. Выделены основные направления наследия Игр Олимпиад и Олимпийских зимних Игр 2004-2008 год. Проведен анализ путей наследия Игр Олимпиад и Олимпийских зимних Игр и определены новые направления развития наследия.

Ключевые слова: Наследие, Игр Олимпиад, Олимпийские зимние игры, процесс, развитие, концепция, территория, социум, среда, направление, миссия, планирование.

Annotation: The article considers the problem of the legacy of the Games of the Olympics and the Olympic Winter Games. The time frame for the beginning of the stage of development of the legacy of the Games of the Olympics and the Olympic Winter Games has been determined. The main directions of the legacy of the Games...
of the Olympics and the Olympic Winter Games 2004-2008 are singled out. The analysis of the paths of the legacy of the Games of the Olympics and the Olympic Winter Games has been carried out and new directions of heritage development have been determined.

**Key words:** Legacy, Olympics Games, Olympic Winter Games, process, development, concept, territory, society, environment, direction, mission, planning.

Olympic Games have become one of the most significant events in the life of modern society. Cities and countries, conducting games, successfully use the effect of the Olympic events in the development of all spheres of life, including social development, economy and ecology. Analysis of the games results of the last two decades indicate that they are used as a catalyst for the renovation and modernization. This fact has attracted particular attention of candidate cities interested in organizing and holding Olympic Games, to the use of their legacy.

A new stage - the stage of the extraordinary historic decisions development mark the 127th IOC Session, held on December 9, 2014 in Monaco. In the session adopted recommendations on reforming the Olympic movement were adapted according to the principles of sustainable development of the city and the country as in the preparation and holding of the Olympic Games, as well as the use of the Olympic legacy in the social, economic and environmental spheres after their completion.

Olympic Winter Games held in Vancouver in 2010 went through the further development of legacy in 16 directions (infrastructure, sports, urban environment, the environment, culture, education, branding, venue, Olympic venues, volunteers, health care, accessible environment, social environment, living environment, economy)

Legacy became a leading sports program «Own the Podium». It allowed to win 14 gold medals for Canada and also served as the establishment of a the children's legacy fund. Nowadays, the fund supports 100 secondary schools and more than 400 professional athletes, more than 125 community groups, two
provincial sports organizations and the national snowboard team. As the result of this fund more than 400 thousand students across Canada participated in programs that combine physical activity and healthy lifestyles.

In order to use the experience obtained in the organization of the Games, for future organizers, the organizing committee developed a special standard event Z2010. This marked the emergence of a new direction of the legacy - standardization.

Games of the Olympiad in London left the legacy in 18 directions: (infrastructure, sports, urban environment, the environment, culture, education, branding, venue, Olympic venues, volunteers, health care, accessible environment, social environment, living environment, economy, mass sports ethnic environment)

The positive repercussions from hosting the greatest show on earth will be felt across the UK’s capital for generations to come.

The regeneration of East London and particularly Stratford, the site of the Olympic Park, will bring untold benefits to the area and the local communities that live there.

The Olympic Park will be transformed into the Queen Elizabeth Country Park, and the permanent venues within it will bring new leisure facilities to the area. The increased focus on the area brought by the Games coupled with an improvement in transport links and the new shopping centre next to the Park will bring greater visitor numbers and continued investment to the borough.

Permanent venues such as the Velodrome and the Aquatics centre will not only offer affordable facilities to encourage residents of the capital to get involved in sporting activities, they will also have the facilities to host world-class events. These will attract further tourism to London providing an ongoing boost for businesses operating in the capital.

The sporting legacy created by the Games will also have a lasting impact on the capital and its residents. London 2012 has generated a lot of interest in sport and a number of initiatives are already in place to capitalise on the enthusiasm generated and encourage people to get involved.
Mayor of London Boris Johnson described how London must continue the momentum created by the Games to secure a lasting legacy for the capital. “We can secure a transport, housing, infrastructure, sporting, cultural and social legacy from these Games and turn these Games to gold for decades to come,” he added.

Mass sport became an independent direction of the legacy development by creating a movement «Places People Play», which invested 20 million pounds in the 377 community sports projects in England. The UK government invested 493 million for the development of mass sports. The legacy of this in 2014 became more than 750 thousand people who exercise more than once a week, in December 2011, their number is equal to 500 thousand.

In anticipation of the Games 300 women representing the community of black, Asian and other ethnic minorities in England (BAME) were arranged to work on various Olympic venues. This fact became favorable ethnic legacy as ethnic minorities were infringed in the rights by the indigenous society.

10-year plan for environmental management in order to promote biodiversity was also developed and implemented. 300,000 plants were planted in the wetlands area of the Olympic Park.

Analysis of the emergence and formation of the legacy directions leads to the conclusion that today the legacy takes one of the leading positions in the organization and holding of the Games of the Olympiad and the Olympic Winter Games.

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