



SPIRIT OF 2012

**HAPPIER PEOPLE,
HAPPIER PLACES**

FOREWORD

FOREWORD JANE, LADY GIBSON CHAIR, SPIRIT OF 2012

Spirit of 2012 was founded by the National Lottery Community Fund in 2013. Coming directly out of the hugely successful Games in 2012, they recognised the transformational effect for people, especially disabled people and young people, and wanted to invest in making a lasting change to how people feel about themselves and their communities from what could have been a fleeting and short-lived moment.

In many ways it feels like the UK has moved a long way from that sense of community pride and optimism. We believe that Spirit's refreshed vision and mission – to build sustainable social legacies from the inspiration of events, leaving Happier People and Happier Places, is even more relevant and necessary now.

This publication marks the halfway point of Spirit's life. It feels like the right time to refresh and refocus our strategy as we look to our next, and last, six years. It presents some of our learning so far, and what we want to use the next six years to find out. It is also a call to action for others to take the power of events seriously and invest intentionally, and in the long term, for a sustained social legacy from

national and local events. Our new strategy puts learning, and how we can use it to influence practitioners and policymakers, at the very heart of what we do.

**SPIRIT'S MISSION –
TO HARNESS THE POWER OF
EVENTS TO ENABLE PEOPLE
TO PARTICIPATE IN A WIDE
RANGE OF ACTIVITIES WITH
THEIR COMMUNITIES – CHIMES
WITH MY OWN VALUES AND
EXPERIENCE OF THE DEEPLY
TRANSFORMATIONAL EFFECT
OF “JOINING IN”.**



Throughout my career I have seen the impact of participation reaching beyond the individual to the people around them and their communities. It motivates all Spirit's directors to do their best work and, working with our staff, to use our remaining time to produce the greatest impact in our increasingly unequal society.

2020-2026

VISION

HAPPIER PEOPLE, HAPPIER PLACES

We take happiness seriously. At Spirit's very core, our purpose is to fund projects that increase the happiness of individuals and their communities.

MISSION

TO BUILD SUSTAINABLE SOCIAL LEGACIES FROM THE INSPIRATION OF EVENTS, INVESTING TO IMPROVE HOW PEOPLE FEEL ABOUT THEMSELVES, OTHER PEOPLE AND THEIR COMMUNITIES.

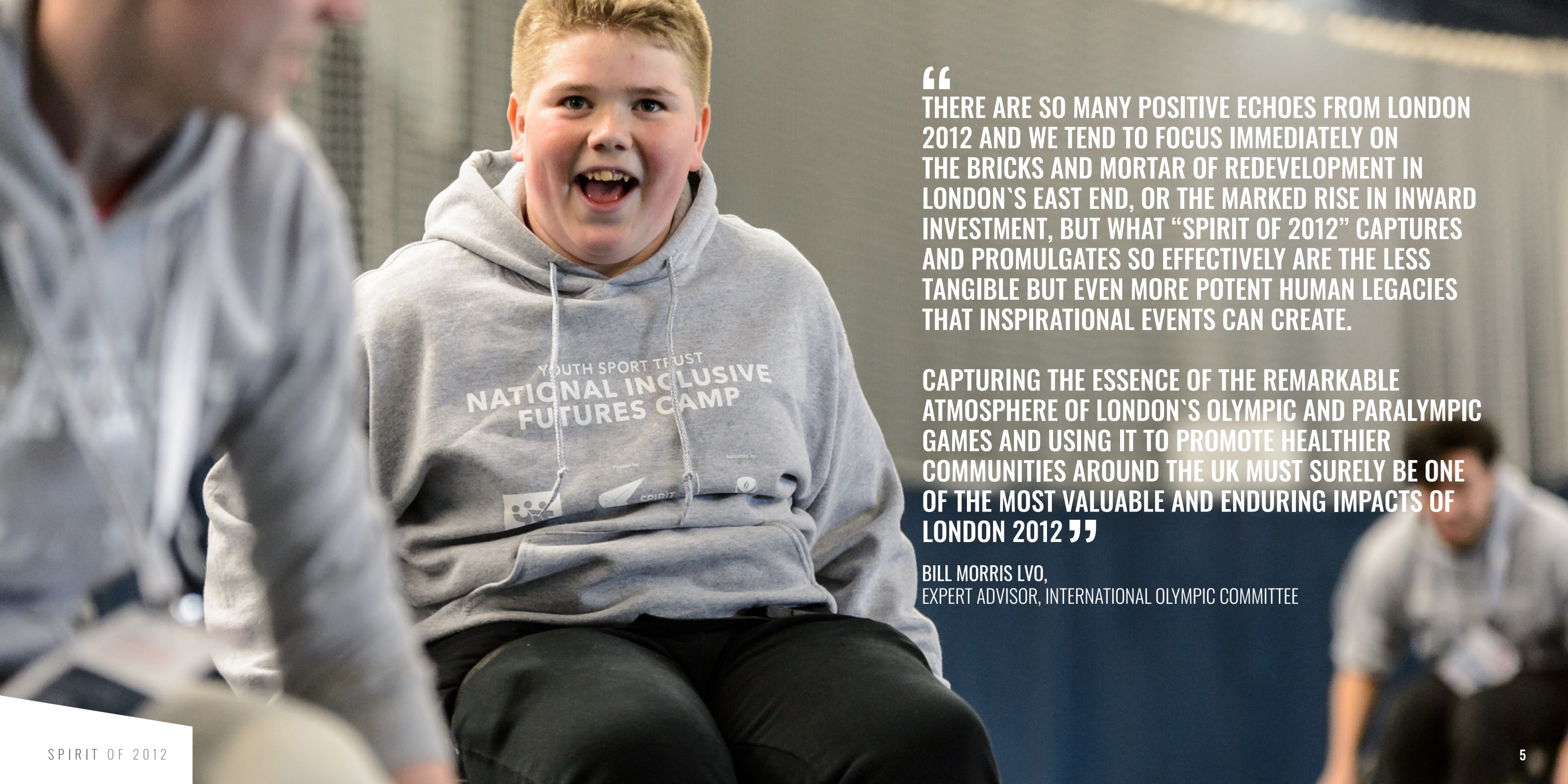
We know that big events like the Olympics, Paralympics, Cities of Culture or milestone anniversaries such as the centenary of Women's Suffrage, are powerful moments in time.

These moments unite people from all walks of life in joyful, optimistic experiences. They connect us to our past and our heritage, as well as to our hopes and dreams for the future; to our many and diverse identities.

However, we also know that leaving a sustainable legacy takes time. Without proper planning and investment, there's nothing to stop it fading away after the 'circus' has left town. We know that when it comes to engaging people, particularly those who might face the greatest barriers to participation, and for whom taking part will have the greatest impact, it's all about your approach. The way you engage people is as important as the specific activity you offer. We also know that bringing

different groups together: disabled and non-disabled people, young and old, people from different backgrounds and walks of life, can change the way we see and treat each other, building empathy and reducing stigma.

Spirit won't be here forever. That's why we will use the remaining six years of our life and all the resources at our disposal to use the power of events to unlock Happier People and Happier Places.



“
THERE ARE SO MANY POSITIVE ECHOES FROM LONDON 2012 AND WE TEND TO FOCUS IMMEDIATELY ON THE BRICKS AND MORTAR OF REDEVELOPMENT IN LONDON’S EAST END, OR THE MARKED RISE IN INWARD INVESTMENT, BUT WHAT “SPIRIT OF 2012” CAPTURES AND PROMULGATES SO EFFECTIVELY ARE THE LESS TANGIBLE BUT EVEN MORE POTENT HUMAN LEGACIES THAT INSPIRATIONAL EVENTS CAN CREATE.

CAPTURING THE ESSENCE OF THE REMARKABLE ATMOSPHERE OF LONDON’S OLYMPIC AND PARALYMPIC GAMES AND USING IT TO PROMOTE HEALTHIER COMMUNITIES AROUND THE UK MUST SURELY BE ONE OF THE MOST VALUABLE AND ENDURING IMPACTS OF LONDON 2012”

BILL MORRIS LVO,
EXPERT ADVISOR, INTERNATIONAL OLYMPIC COMMITTEE

INVESTING IN HAPPINESS

OUR NEW STRATEGY SETS OUT FIVE PRIORITIES THAT BUILD ON THE FOUNDING PURPOSE OF SPIRIT OF 2012.



SPIRIT OF 2012

SPIRIT'S PURPOSE IS TO USE OUR REMAINING NATIONAL LOTTERY RESOURCES TO MAXIMISE PEOPLE'S HAPPINESS. IN DOING THIS WE WILL:



BUILD THE EVIDENCE BASE

Learn what works to improve wellbeing and social cohesion and how to capture and share it to have a sustained impact after Spirit funding ends.



WORK IN PARTNERSHIP

Attract funds and partners that increase the value of Spirit investment by disbursing and matching our funding and contributing to, sharing and amplifying learning through their networks.



BREAK DOWN BARRIERS

Fund projects for everyone but recognise that some people face greater barriers to participation and need extra support. Build evidenced good practice for reducing these barriers.



CHAMPION GENUINE INCLUSION

Use our funding to promote the benefits and understanding of genuine inclusion that enables disabled and non-disabled people to participate, volunteer and lead together as equals.



INFLUENCE

Embed our learning and codify Spirit's approach so that it can reach and influence wider policy and practice through personal connections, public platforms, best practice guidance and toolkits to leave a sustained impact.

THE REVISED STRATEGY GIVES US A CLEAR FOCUS ON FUNDING PROJECTS WITH SOCIAL OUTCOMES AT THE HEART, AND THAT MAKE A SPECIFIC CONTRIBUTION TO SPIRIT'S PRIORITY FOR LEARNING AND SHARING.

We will work in partnership with other funders and partners, wherever possible, and will continue to use our current funding model which makes use of both specific commissioning and open application routes. Over the next six years we will make more opportunities available for smaller learning-focussed grants on specific thematic areas where we want to learn more and build the evidence-base, and grants to enable organisations to bring evidence into practice.

OUR INTENTION IS TO COMMIT OUR EXISTING NATIONAL LOTTERY FUNDS BY THE END OF 2022 AND SPEND DOWN BY 2026.

OUR IMPACT SO FAR

SPIRIT CONTINUES TO IMPROVE WELLBEING OF PEOPLE IN PLACES ACROSS THE UK.

OUR IMPACT DATA SHOWS WE ARE MAKING GOOD PROGRESS IN IMPROVING HOW PEOPLE FEEL ABOUT THEMSELVES, OTHER PEOPLE AND THEIR COMMUNITIES*.

We are pleased to show reduced levels of anxiety: we will work closely with our evaluation and learning partners to explore this in more detail.

We also want to take a deeper look at where and for whom our funded work has the greatest improvement on wellbeing. Using this we will strengthen our ability to achieve transformational outcomes.

THE JO COX FOUNDATION HAS BEEN DELIGHTED TO WORK WITH SPIRIT OF 2012 ON IMPROVING WELLBEING IN COMMUNITIES NATIONWIDE.

In particular, we have greatly valued contributing to their vital Moment to Movement research - deepening our collective understanding of how to achieve sustainable positive change and local legacies through inspiring community events, and demonstrating how we can all work in partnership to champion genuine inclusivity and invest in happiness in order to empower communities to thrive long-term.



Catherine Anderson,
Chief Executive Officer,
Jo Cox Foundation

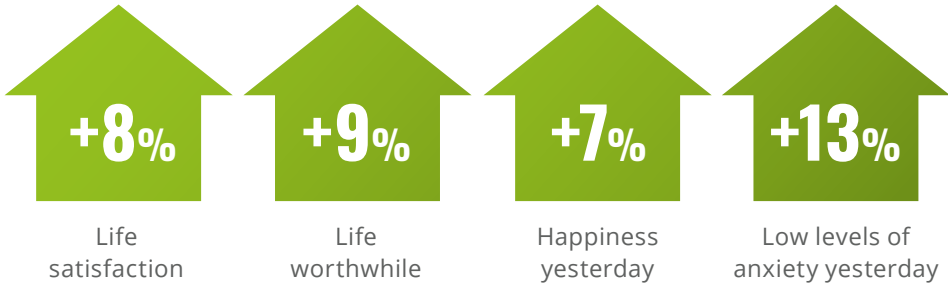
WHETHER THAT'S THROUGH SPORT, CULTURE OR VOLUNTEERING, SHARED MOMENTS OF POSITIVE CONNECTION MAKE LIFE BETTER AND COMMUNITIES STRONGER - IT IS TIME WELL SPENT.

That's why Spirit's work to create happier people in happier places is important - and why we are working with them to measure the wellbeing impact and make that learning part of Spirit's legacy.



Nancy Hey,
Executive Director,
What Works Centre
for Wellbeing

IMPROVED WELLBEING



NUMBER OF BENEFICIARIES



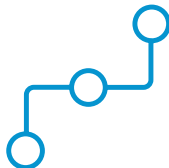
NUMBER OF FUNDED PROJECTS



ACTIVE / CONNECTED / CREATIVE



£13.1m

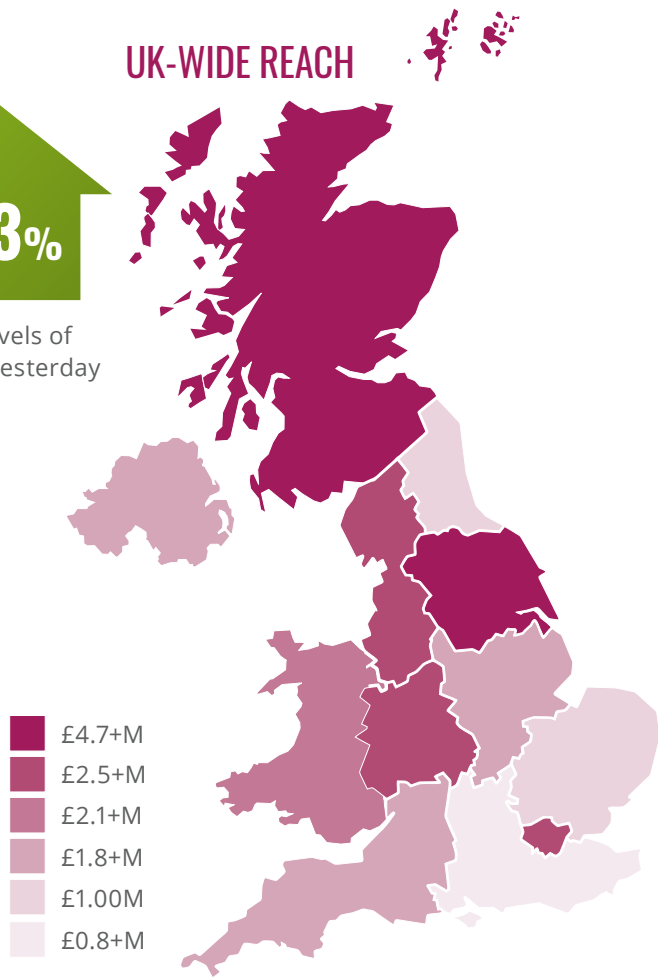


£17m

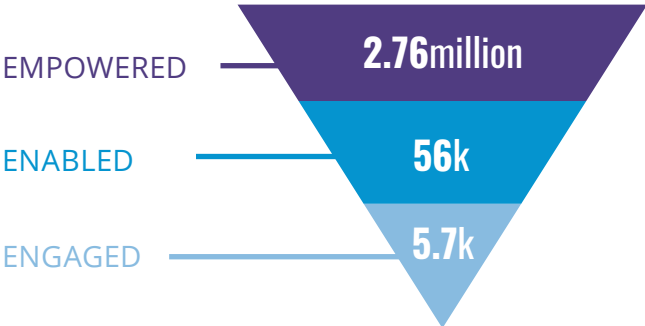


£9.7m

UK-WIDE REACH



LEVELS OF ENGAGEMENT



DELIVERING SUSTAINABLE LEGACIES

GAETANO IANNETTA, Grant and Learning Officer

I remember the feeling of being in Glasgow during the 2014 Commonwealth Games.

There was a sense of excitement just walking through the city and a sense of openness and connection which everyone shared. It feels enormously worthwhile to try to capture that feeling and to find a way to build it into a legacy which can continue to bring people together long after the event has passed.

At its very heart, Spirit of 2012 is about capturing this sense of togetherness and optimism and transforming it into a sustainable legacy. This is not something which happens overnight. It's a long-term commitment to learning, funding programmes which are inclusive, bring communities together and make people happier. It's about building an understanding of why certain approaches achieve these positive, sustainable outcomes and investing in them.

Big events, like the Olympics or the 2014 Glasgow Commonwealth Games,

are not in and of themselves a solution to economic and social problems in cities or regions, but a successful legacy, with community engagement at its heart, can help to alleviate these if it is well planned, well delivered and embedded in existing policies and programmes.

Since the 2014 Commonwealth Games, Spirit has worked with the Scottish Government on a number of funds which have contributed to a strong legacy in Scotland.

This work has had a particular focus on addressing health inequalities arising from inactivity.



THESE REPRESENT A SERIOUS, CONTINUED COMMITMENT TO THE LEGACY OF THE 2014 GLASGOW COMMONWEALTH GAMES DEMONSTRATING OUR CONTINUED BELIEF IN SPORT, VOLUNTEERING AND PARTICIPATION AS A MEANS TO CHANGE PEOPLES' LIVES FOR THE BETTER. THE EVENT WAS THE SPARK, THE LONG TERM COMMITMENT IS THE GAME-CHANGER.

One way of supporting a sustainable legacy is through a volunteering programme, like the one we're funding in Hull, to maintain and extend the widespread community involvement in the city since it was the City of Culture in 2017 and leave a lasting "Blue Army" of people committed to their city and their neighbours.

One of our core contributions as a funder is to draw out the connections and commonalities between these legacy programmes and support them in the longer terms as they seek to make sustained changes.



“THROUGH THE LEGACY OF THE GLASGOW COMMONWEALTH GAMES 2014 PEOPLE CONTINUE TO BE INSPIRED TO TAKE PART IN SPORT AND PHYSICAL ACTIVITY.”

Working in partnership with Spirit of 2012 we want to do everything we can to sustain the legacy of Glasgow 2014 and support inactive people within our communities to become active because we know it brings benefits beyond being physically healthier, it supports emotional and mental wellbeing too

FIONA MCLAUCHLAN,
Delivery Manager, Scottish Government



BUILDING THE EVIDENCE BASE

EIBHLISH FLEMING, Grant and Learning Manager

As a Grant and Learning Manager I am privileged to build relationships with some of the country's most innovative, socially conscious, people-focussed organisations.

Day after day I am passenger on some fascinating journeys towards helping people to be active, creative and community-conscious. At Spirit we don't take this front-seat position for granted. We take pride in our openness and transparency with each of our grantees, as we know that their hard work, energy and commitment brings us our most precious asset: learning.

Spirit is, at its heart, a learning organisation. Emerging insights on wellbeing, social cohesion, inclusion (and much more) from our grantees constantly inform our thinking around what we fund and why. "What works?" "How?" "What change will that make?" "Why?" – I find myself asking these questions daily, because it's our job as a learning organisation to be curious about what changes occur for participants and communities as a result of our investment.

Throughout the year we host fund-specific learning events to discuss approaches, mechanisms and outcomes. Why is it that singing once a week with other women can have a tangible, positive effect on our mental health? What is it about inclusive, physical activities like walking netball that is keeping people over 60 measurably healthier and happier for longer? The answers may be implied in the question, but our grantees go the extra mile to understand what is happening beneath the surface, and are fantastic at sharing their findings – be they positive or negative.



SPOTLIGHT



My favourite event of the year is Spirit's annual Grantee Learning Event. Here we are not bound by category or theme, but by a common cause: how is our work creating happier people, and therefore happier places? This day is full of lightbulb moments, and not always from expected places. A sport organisation might meet a mentoring project and find ways to enhance each other's offer; an inclusive dance project may find common ground with a community hockey programme and compare wellbeing findings.

CREATIVE ARTS EAST'S OUR DAY OUT

Whilst we have preferred wellbeing measures, we know that one size does not fit all. If we had not had a flexible approach to the way Creative Arts East measured wellbeing for people with a dementia, for example, they never would have discovered the evidence that earned them a Royal Society of Public Health Award in 2019.

By using a more specialised set of measures (Professor Paul Camic's Canterbury Wellbeing Scale) the CAE team discovered that a steady wellbeing level was being maintained in participants with a degenerative illness as a result of participating.

“ SPIRIT'S FUNDING ENABLES US AT CREATIVE ARTS EAST TO ESTABLISH LONGER-TERM STABILITY AND ARTISTIC DEVELOPMENT FOR THIS INNOVATIVE PROGRAMME, WHICH MAKES A REAL DIFFERENCE TO THE LIVES OF SOME THE MOST ISOLATED PEOPLE WITHIN OUR COMMUNITY ”

NATALIE JODE,
Executive Director, Creative Arts East



SPIRIT OF 2012



WORKING WITH OTHERS

HELEN KILLINGLEY, Grant and Learning Manager

WE ARE STRONGER WHEN WE WORK WITH OTHERS TO STRIVE FOR HAPPIER PEOPLE AND HAPPIER PLACES. I HAVE SEEN TIME AND AGAIN THE IMPACT OF OUR WORK AND VALUE OF OUR INVESTMENTS MULTIPLIED BY WORKING IN PARTNERSHIP WITH OTHERS WHO SHARE OUR APPROACH AND VALUES.

We believe that the spark of an inspiring event is a key driver to enable change, so to celebrate the centenary of women's suffrage in 2018, Spirit were proud to partner with the #iwill Fund, bringing together funds from DCMS and the National Lottery Community Fund, to provide more opportunities for young people to take part in high quality social action.

I've been privileged to work with partners across the #iwill Fund to develop a grant opportunity to champion young women and girls as a catalyst to change communities using youth social action and ultimately making happier people and happier places.



SPOTLIGHT

EMPOWHER

EmpowHER ENGAGES UNUSUAL SUSPECTS IN THE PROGRAMME THROUGH THE UK YOUTH NETWORK. MANY HAVE EXPERIENCED LOWER LEVELS OF WELLBEING AND ARE NEW TO YOUTH SOCIAL ACTION AND TO THE BRITISH RED CROSS.

In 2018, Spirit and the #iwill Fund awarded a grant to UK Youth with British Red Cross and Young Women's Trust to develop EmpowHER, a programme for young women and girls delivered across England.

It seems hard to believe that the grant has only been delivering for 18 months as in that time the partnership and the delivery team up and down the country have collectively and individually achieved so much. For me, the real delight has come from the examples from within, in particular seeing the power of EmpowHER to shift policy and practice within the British Red Cross to flex their volunteer model for younger people and the positive shift in perceptions this has led to. It's certainly one to watch!



“MANY YOUNG WOMEN AND GIRLS ARE PASSIONATE ABOUT GIVING BACK TO THEIR LOCAL COMMUNITY BUT NEED SUPPORT TO ACCESS INCLUSIVE AND RELEVANT OPPORTUNITIES.

That's why we're excited to work with the British Red Cross and Young Women's Trust to offer inspiring and inclusive opportunities for all young women and girls; learn what empowers them to lead change and share our insight with the rest of the sector.”

PATRICK SHAW-BROWN,
Director of National Programmes,
UK Youth

“We are delighted to support girls and young women taking their first steps into social action, enabling them to make a difference in their communities and help develop their skills, confidence and have new life-enhancing experiences.

THE BRITISH RED CROSS HAS 20,000 VOLUNTEERS ACROSS THE UK, A FIFTH OF WHOM ARE YOUNG PEOPLE.”

MICHAEL ADAMSON,
CEO,
British Red Cross



BREAKING DOWN BARRIERS

ROB KENYON, Grant and Learning Manager

AT SPIRIT WE WANT OUR PROJECTS TO REACH EVERYONE, AND WE KNOW THAT SOME PEOPLE NEED EXTRA SUPPORT TO PARTICIPATE. ALL OF OUR FUNDING IS DESIGNED TO OVERCOME THE BARRIERS THAT CAN PREVENT INDIVIDUALS AND COMMUNITIES FROM GETTING INVOLVED.

The Carers' Music Fund is specifically for carers, so we thought carefully about the best approach to make sure they could take part. Emma Aldridge, Director of Carer Support at Carers UK, sits on the Steering Group for the fund. She told us "we've seen how important it is for carers to be able to take time for themselves and look after their own

mental and physical health. One of the barriers many face is finding replacement care and support that is right for them and the people they care for. Sadly, this often leads to carers missing out on opportunities to take a break from their caring responsibilities."

IN MARCH 2019, SPIRIT WAS AWARDED £1.5M FROM THE DCMS TAMPON TAX FUND TO DISTRIBUTE TO COMMUNITY MUSIC PROJECTS THAT IMPROVE WELLBEING AND REDUCE ISOLATION FOR FEMALE CARERS.



SPIRIT OF 2012

SPOTLIGHT

We knew our funding had to address this in a way that would suit a wide array of projects and a huge diversity of participants. Spirit matched grants from the Tampon Tax Fund with a separate amount specifically for alternative care or parallel activities for the person being cared for. Partners are able to spend this flexibly in a way that best suits the carers they work with. For example:

Folk arts organisation Fèis Rois are helping young mothers to write Tàlaidhean (traditional Gaelic lullabies) for their babies, and are using Spirit funding to provide a crèche for participants.

Blackpool Carers Centre have made grants available that carers can spend on a care provider of their choice, allowing them to attend the 'Bang the Drum' project.

This model of using an 'access fund' came from one of our earliest grants – Inspired Action with the British Red Cross. It is a model that we have promoted to all our partners to ensure they can really actively address the barriers to people taking part without funding becoming a barrier in itself.

The feedback from funding partners on this approach has been really positive, and I can't wait to hear what's produced when the women and girls involved unleash their creativity!

"It's great that Spirit are investing in alternative care provision or parallel activities that the person being cared for can participate in. We're confident this will enable even more carers to take part in and benefit from Carers Music Fund projects."

Emma Aldridge,
Director of Carer Support, Carers UK

“OUR ‘BANG THE DRUM’ PROJECT, FUNDED THROUGH THE SPIRIT OF 2012 CARERS MUSIC FUND, HAS GIVEN US A UNIQUE OPPORTUNITY TO PUT THE SOLUTION TO RESPITE CARE INTO CARERS’ HANDS.

This gives carers fast access to replacement care whilst they pursue new music-based experiences designed to improve their wellbeing. The grants will be accessible for carers to fund their chosen care provider, ensuring that families are able to decide on the type of care that fits best.”

FAYE ATHERTON,
Quality Director,
Blackpool Carers Centre



CHAMPIONING INCLUSION

ALEX JOHNSTON, Head of Learning and Impact

BRINGING DIFFERENT PEOPLE FROM DIFFERENT BACKGROUNDS TOGETHER IS AT THE HEART OF SPIRIT'S APPROACH.

Since our beginnings in 2013, we have used our funding and learning to promote the benefits and understanding of genuine inclusion.

For Spirit, this means bringing disabled and non-disabled people together to participate, volunteer and lead as equals.

Our ambition is to build on the legacy of the London 2012 Paralympic Games which many considered a game changer for how people viewed

Paralympic sport and disabled people more generally. Get Out Get Active (GOGA) is helping us to do this.

Through GOGA I've travelled across the UK and witnessed the incredible impact of enabling disabled and non-disabled people to become active together as a powerful way of raising awareness, broadening horizons and reducing stigma.



SPIRIT OF 2012

SPOTLIGHT

Get Out
Get Active

GOGA IS A GENUINE INCLUSION PROGRAMME DELIVERED ACROSS THE UK BY THE ACTIVITY ALLIANCE AND A RANGE OF NATIONAL AND LOCAL PARTNERS. IT SUPPORTS DISABLED AND NON-DISABLED PEOPLE TO BE ACTIVE TOGETHER AND AIMS TO GET SOME OF THE UK'S LEAST ACTIVE PEOPLE MOVING MORE THROUGH FUN AND INCLUSIVE ACTIVE RECREATION

SINCE 2016, I'VE HAD THE JOY OF WORKING WITH OUR PARTNERS ACROSS THE UK AS PART OF GOGA.

For me, GOGA is more than being active – we talk about “Active Together” with the together element being as important as the active. I've seen it strengthen communities, increase the confidence of many people who often miss out, and bring joy to many families who got to take part in fun, active recreational activities together, often for the first time. That's why I was so delighted when GOGA was the first recipient of the Getting Wales Active Award at the Wales Sport Awards 2018.

“**TOO MANY DISABLED PEOPLE ARE MISSING OUT ON THE BENEFITS OF AN ACTIVE LIFESTYLE.**”

We're delighted to be partnering with Spirit of 2012 and the Activity Alliance to increase delivery in England. Get Out Get Active has taken a place-based approach to developing a truly inclusive programme so that people can become and stay, physically active”

MIKE DIAPER,
Director of Children,
Young People and Tackling
Inactivity for Sport England

“**I AM DELIGHTED THAT SPIRIT OF 2012 HAS CHOSEN TO CONTINUE THIS LIFE-CHANGING PROGRAMME.**”

In the last three years, we've seen the impact an inclusive approach can have on so many people's lives. By targeting the least active people, we are reaching those who have so often missed out on the benefits of an active life.”

BARRY HORNE,
Chief Executive,
Activity Alliance



INFLUENCING

AMY FINCH, Head of Programmes and Impact

WHEN WE ASK OUR GRANTEES WHETHER THE READING GROUP, ARCHERY CLASS, OR SONG-WRITING SESSION CAN IMPROVE WELLBEING, THE ANSWER USUALLY BEGINS “YES, IF.....” AND WHAT HAS BECOME INCREASINGLY OBVIOUS OVER OUR FIRST SIX YEARS OF GRANT-MAKING IS THAT WHAT FOLLOWS THE “IF” IS OFTEN THE SAME THING, REGARDLESS OF THE ACTIVITY IN QUESTION.

We often refer to the activity as the ‘mechanism’, but it’s the approach to delivering that activity that helps to make the change.

This is a vital distinction. Many people delivering these sorts of activities feel that the case has been made – that it is obvious that choirs and sports clubs and volunteering will lead to happier people and happier places. But we know that simply putting on activities (even when they are “high quality”) is

not enough – and indeed suggesting that wellbeing gains are almost automatic minimises the work involved. We are codifying this approach and sharing it to influence our work and others.



SPOTLIGHT



BELONG – THE COHESION AND INTEGRATION NETWORK

This year we were proud to award a grant to Belong – the Community and Integration Network to develop a new toolkit to support the evaluation and design of cohesion and integration projects.

In developing the toolkit they will use the learning from Breaking Boundaries, our £1.8m project, delivered by Youth Sport Trust and

Sporting Equals, which uses the power of cricket and inspiration of the 2018 and 2019 Women’s and Men’s World Cup successes to bring different communities together to foster greater understanding and cohesion.

One of the big questions for our next six years is how we use the insights our projects are gathering to influence policy and practice around using events to bring people together, dynamically, now, not in six years-time when we shut up shop.

“ WHERE WE LIVE, WHO OUR NEIGHBOURS ARE, AND HOW WE FEEL WHEN WE STEP OUTSIDE OUR FRONT DOOR DIRECTLY AFFECTS LEVELS OF TRUST, SOCIAL CONNECTEDNESS AND WELLBEING.

Spirit’s commitment to developing the assets and strengths of people and places is key to building kinder, more resilient neighbourhoods. We are delighted to be working with them to develop a best practice toolkit.”

JO BROADWOOD,
Chief Executive Officer,
Belong – The Cohesion and
Integration Network

WE KNOW WE ARE NOT HERE FOREVER, SO ARE DETERMINED TO MAKE A BIG DIFFERENCE WHILE WE CAN. AND BECAUSE WE WON’T BE AROUND IN THE LONG TERM, IT IS MORE IMPORTANT THAT OUR LEARNING IS SHARED WITH AND BENEFITS OTHERS.



WHAT'S NEXT

RUTH HOLLIS, Chief Executive

SO, WHAT DOES THE NEXT SIX YEARS HOLD FOR SPIRIT OF 2012?

2022 marks ten years since the London 2012 Olympic and Paralympic Games. It will be a moment for many to take stock and reflect on the last decade, and whether there has been a lasting social legacy from the collective sense of joy and togetherness that so many people still associate with that summer.

There are certainly some reasons to question this: the high number of people, including young people, who tell us they are lonely often or all of the time; communities that tell us they still feel divided and lack trust in each other; persistently low levels of physical activity and engagement in the arts in some more marginalised groups.




But we have seen and heard so much in the last six years that makes us feel optimistic and inspired.

IN PREPARATION FOR SPENDING OUT IN 2026 WE'LL BE PUTTING OUR PRIORITIES INTO ACTION OVER THE NEXT THREE YEARS.

We will be mapping those organisations who are already engaged in using the power of events to unlock sustainable change as well as identifying those who are looking to do more.

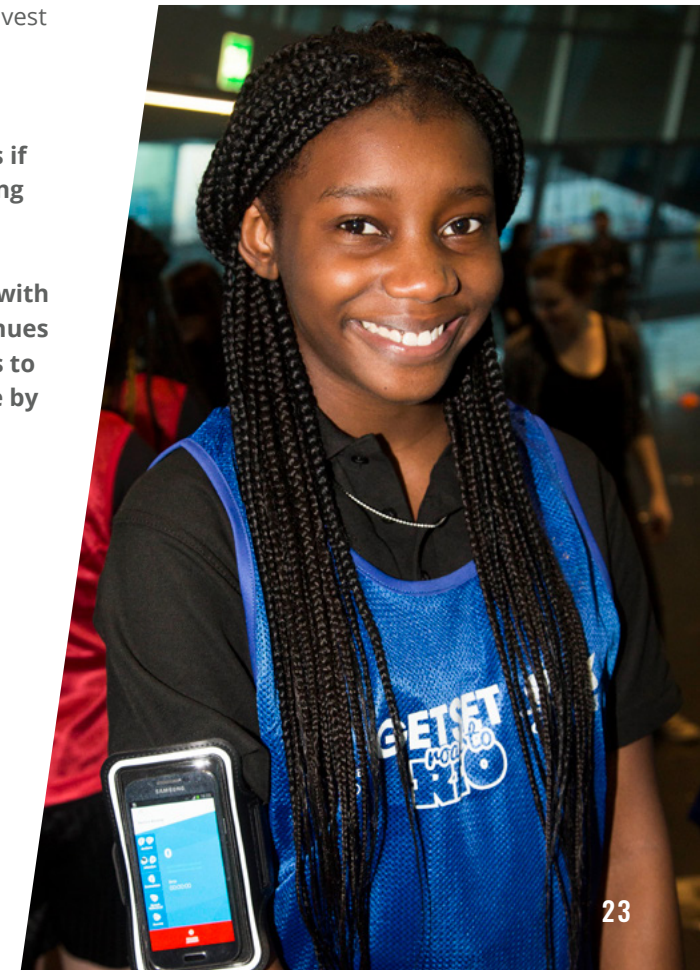
We will continue to collect and share insights and best practice from our funded work and we will also have a renewed focus on the evidence gaps. This work will have a focus on understanding who is gaining the most from activities, who is missing out and how can we ensure we genuinely remove barriers to participation.

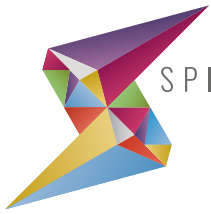
OVER THE NEXT THREE YEARS, WE WILL BE LOOKING FOR:

-  Organisations wishing to dig into the evidence gaps with us
-  Partners who want to learn with us
-  Funders who want to invest alongside us to amplify the impact

Please come and talk to us if you're interested in working with us.

I look forward to working with you as Spirit of 2012 continues to use the power of events to unlock sustainable change by #InvestingInHappiness





SPIRIT OF 2012

THANK YOU TO ALL OUR
PARTNERS, WITHOUT WHOM
THIS WOULD NOT BE POSSIBLE.



Spirit of 2012 was established by the
Big Lottery Fund and endowed with
National Lottery Community Fund.

