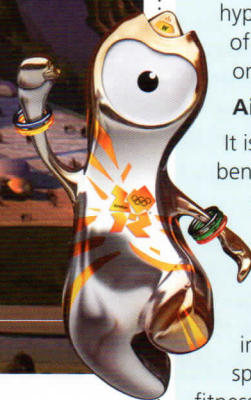


*main arguments for a health and fitness legacy
positive role models: that watching elite athletes
the general population*



LONDON 2012

The views of three PTs

Craig O'Toole

The Olympics can only have a positive effect on my business. Unless you move to Mars next summer you won't be able to move without hearing about it. Even for the most ardent couch potato it will be hard to avoid, and will hopefully turn on a whole new sector of society to exercise. It's normally complete novices who seek the services of trainers to guide them into the daunting world of exercise. Unfortunately, I don't see the Olympics changing the country's health and fitness – 30 years of bad habits is simply too big a problem for two weeks of sports coverage to address.



Scott Marsh

The Olympics can only have a positive impact on the health and fitness industry. With the amount of TV and press coverage surrounding the event it will be hard to ignore. I think people, no matter what their goal is, will find such an event inspiring. I expect there will be a lot more interest in health and fitness as people set about achieving their own personal goals.

The Games will be a crucial time for us to work alongside the media-created hype and raise awareness of the type of impact we as trainers can make on people's lives.

Ailish Hall

It is highly unlikely the Games will benefit my business. No one will sit at home and think, 'Hmmm I must get down the gym or hire a personal trainer'. It will definitely make them more aware and I hope people will feel inspired to try a new sport – but spending money on their health and fitness and pumping money into the industry? It won't happen.

I'll probably challenge my clients to a few Olympic inspired workouts but that will be it. My time and effort will be better spent focusing on my usual, proven strategies for growing my business.

After the Games I think you'll see more people playing sports, and this will probably last a few weeks, just like the New Year rush does. The mentality just isn't there and inspiration isn't enough.

building new ones, a slick and well presented bid and – importantly – a commitment for a permanent health and fitness legacy.

Promotional materials for the bid claimed that, if successful, "Grassroots participation would be boosted. An already sports-mad nation would get fitter and healthier."

In his final address to the International Olympic Committee (IOC) Lord Coe said, "Your decision today is critical. It is a decision about which bid offers the vision and sporting legacy to best promote the

Olympic cause. It is a decision about which city will help us show a new generation why sport matters; in a world of many distractions, why Olympic sport matters."

Despite the many health and fitness legacy claims made, the Department of Health's own study to investigate the legacy stated that, "Evidence directly relevant to the issue of developing a physical activity, sport and health legacy from the Olympic Games, sport events and sports franchises remains sparse."³ ▶