



# Tourism, Culture, Sport and Big Society

Anne Ibrahim  
Big Society Works Ltd

# Commonality across agenda

- ▶ Choice vs necessity
- ▶ Associated with cost
- ▶ Motivation to inspire behavioural change
- ▶ Social and economic outcomes

# Emerging challenges

- ▶ Less disposable income
- ▶ Fewer public funds to deliver alone
- ▶ Move from *deliverer* to *enabler*

# Communities in control

Real people, real power



2008



2010

CabinetOffice  
what we do

Supporting a Stronger  
Civil Society

An Office for Civil Society consultation  
on improving support for frontline civil  
society organisations

Poles  
apart?

# Big Society Concept

Personal and shared responsibility

Consumer - - - - -> Participant - - - - -> **Producer**

Customer of the state  
  
Served by Council  
  
DEPENDENT

Helps to inform /shape state-led activity  
  
Co-operation

Shares responsibility with state  
  
Co-production  
  
INTER-DEPENDENT

*'A social revolution equivalent to our economic revolution'*

*Rt Hon David Cameron MP*

*‘Give a man a fish and you feed him  
for a day. Teach a man to fish and  
you feed him for a lifetime’*

# seeing is believing...





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2012 will see London host the 30th Olympiad where talent from around the world will come together to achieve their personal best.

Legacypledge gives you a chance to set yourself a personal target to achieve, to mark this once-in-a-lifetime event and to share progress and success with friends.



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11 7 2 3

## Categories

### View Pledges

- DIY (3)
- Environment (2)
- Family & friends (8)



Matt pledges to **cycle to work instead of getting the bus**



Jack pledges to **get out more**

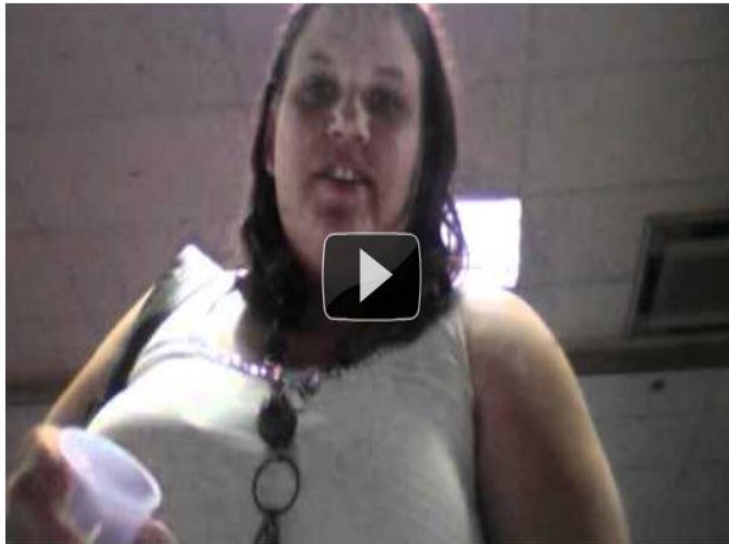


Harry pledges to **eat less sweets**



Harry pledges to **play more football**

## Zoe pledges to lose weight



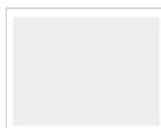
Encourage Pledger  
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### Pledge videos



2 weeks ago



### About this pledge

### Related Pledges



Carol pledges to tidy the Cubby Hole!

1 month ago



Steve pledges to get fitter not fatter by 2012

2 weeks ago



Katie pledges to be gud for my mum

2 weeks ago



Philip pledges to run half a marathon in 2 hours

2 weeks ago





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anne@bigsocietyworks.com  
www.bigsocietyworks.com

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