

Press Release

26 July 2010

Legacy Trust UK announce Livity and Channel 4 Education as partners for groundbreaking London 2012 Olympic and Paralympic Games -inspired youth project

Legacy Trust UK today announced that youth communications agency Livity has been appointed to deliver their national youth programme **somewhere to**, alongside media partners Channel 4 Education .

Legacy Trust UK, an independent charity set up to create a cultural legacy from the London 2012 Olympic and Paralympic Games, has committed £40m of funding to cultural and sporting programmes across the UK.

somewhere to is a groundbreaking programme which gives 16 to 25 year olds the support to access spaces they need, to do the things they love doing. **somewhere to** will:

- inspire young people to look for space
- help identify a space they might use
- help campaign to overcome barriers to spaces
- encourage everyone to view space differently

somewhere to is part of the London 2012 Cultural Olympiad and has already undergone a pilot phase in London, Birmingham and Crewe and will be rolled out to young people across the UK over the next three years.

The exciting partnership formed between Livity and Channel 4 Education provides a comprehensive approach to delivering **somewhere to**. Livity's hands-on experience of working with young people every day to deliver groundbreaking social marketing campaigns and engagement programmes for both public and private sector clients compliments Channel 4 Education's strength as a media partner. The broadcaster will work with Livity on the commission of two to three big projects over the next three years to raise awareness of **somewhere to**.

Moira Swinbank, Chief Executive of Legacy Trust UK said:

"Legacy Trust UK took up the challenge of finding an innovative way to encourage young people across the UK to get involved with London 2012, in a real and meaningful way. We

are confident that **somewhereto** will do just that, and we are delighted to have Livity and Channel 4 Education on board to bring this innovative project to life.

“They bring huge experience of working with and for young people, and exciting and innovative ideas for how **somewhereto** can reach as many young people as possible in the run up to the 2012 Olympic and Paralympic Games.

“We are very excited about the possibilities this programme opens up for young people and are confident that Livity and Channel 4 will ensure that **somewhereto** creates a lasting legacy for everyone who takes part.”

Michelle Clothier, Co-founder of Livity said:

"The Livity team are so proud to be delivering Legacy Trust UK's **somewhereto** programme. Improving and benefiting young people's lives is at the heart of what we do and we can't wait to start inspiring and helping young people to find spaces to do the things they love and are passionate about.

“Our partnership with Channel 4 Education provides us with the kind of amplification that will help make sure **somewhereto** reaches, engages and includes the greatest number of young people possible, and leaves a long-term legacy after the Olympics.”

Jo Twist, Education Commissioning Editor at Channel 4 said:

“We are delighted to be supporting **somewhereto**. With C4 Education’s unique success in reaching young people through different platforms, we are very much looking forward to working with Livity to find new ways to engage their creativity and passion.”

Ruth Mackenzie, Cultural Olympiad Director said:

“It is important to give young people the chance to develop their creativity and this feels like a great team to reach and encourage a diverse range of young people.”

Further information on **somewhereto** can be found at www.legacytrustuk.org/national-programmes/somewhereto

Ends

For media information please contact Julie Morrow on 020 7920 6434 or julie.morrow@legacytrustuk.org

Notes to Editors

1. About Legacy Trust UK

Legacy Trust UK has been endowed with £40million from Big Lottery Fund, Arts Council England and the Department for Culture, Media and Sport to create a lasting cultural and sporting legacy from the London 2012 Olympic and Paralympic Games. www.legacytrustuk.org

2. About Livity

Livity is a socially responsible youth communications agency that works directly with young people every day to produce co-created campaigns and content for brands, broadcasters, charities and local and central government that achieve client objectives whilst improving the lives of young people.

Sharing their open-plan offices in Brixton and Whitechapel with 12-21-year-olds from a broad range of backgrounds, Livity, and their clients, benefit from a uniquely deep understanding of what motivates, worries, interests and inspires young people in the UK today and precious resource of young creative talent, energy and ideas. In return the young people benefit from access to professional mentors, accredited training and equipment to produce their own print and digital media, pastoral care, training and financial support into employment, apprenticeships or back into education.

This unique model, evolved over 9 years, has placed Livity at the forefront of the burgeoning Social Enterprise movement, seen their client base and team grow year-on-year, win multiple campaign effectiveness awards and, just as importantly, helped hundreds of young people achieve their full potential. www.livity.co.uk

3. About Channel 4 Education

Channel 4 Education delivers interactive digital projects aimed at 14-19 year olds in the UK, helping them to understand the world they live in, achieve their personal potential and make the decisions that affect their lives. Channel 4 Education's projects recognise how teenagers use media and technology to discover, share and learn from their families, friends and social networks. Today's 14-19 year olds are the first generation to have grown up with the web as part of their life. They expect to engage and control their media experiences, and to share experiences with friends across platforms and technologies.

4. About The London 2012 Cultural Olympiad

The London 2012 [Cultural Olympiad](#) is the largest cultural celebration in the history of the modern Olympic and Paralympic Movements. Spread over four years, it is designed to give everyone in the UK a chance to be part of London 2012 and inspire creativity across all forms of culture, especially among young people. Millions of people around the UK are already part of the Cultural Olympiad, through the [Inspire programme](#) and [Open Weekend](#).

The finale of the Cultural Olympiad will be in a twelve week UK-wide [Festival](#) in the summer of 2012, bringing together leading artists from all over the world.

The Cultural Olympiad has benefited from a National Lottery grant of £15.6 million from the Olympic Lottery Distributor. Other funders include Legacy Trust UK and Arts Council England. British Council will commit £3million to the international development of London 2012 Cultural Olympiad projects. BP and BT are Premier Partners of the Cultural Olympiad. Panasonic are the presenting partner of Film Nation: Shorts.

For more details visit www.london2012.com/culture