

# 'IT STARTED AT OLD TRAFFORD'

## STORIES OF LONDON 2012 BY THE INSPIRED GENERATION



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# BACKGROUND

BACKGROUND

PURPOSE

METHODS

FINDINGS

DISCUSSION

“use London 2012 to reach young people across the globe and connect them to sport”



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## More young people playing sport

13 June 2013 Young people

- Reports of young people
- Reports of disabled people
- No reports of young AND disabled people

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To explore the ‘inspirational’ effect of hosting the Olympic and Paralympic Games from the perspectives of young disabled people in UK



# METHODS

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 **Sam Turner** @Turnaldo\_ · 18h  
Inspiring workshop tonight with @ultra1x & @leicsfa PDC players. Our young players share their football story! [pic.twitter.com/okoy6iSnHX](https://pic.twitter.com/okoy6iSnHX)



 Expand

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## Digital Storytelling

- Story circles
- Stories 1-4 minutes
- Photos, illustrations, video, captions, music and audio recordings
- FOCUS ON STORY, NOT ON TECHNOLOGY

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There is no 'single' inspiration for participating in para-sport

The image shows a YouTube video player interface. At the top, there is a search bar and the YouTube logo. Below the search bar, the video title is "Nice job, Are We Inspired Yet?!" and the description is "Looks like someone's been inspired lately. Here are the videos you just uploaded." Below the description, there are three video thumbnails. The first thumbnail shows a person playing soccer on a field, with the text "Mind 2010" and "Leicestershire and Rutland County F.A." visible. The second thumbnail shows a fox logo with the text "We are all playing at Leicestershire and Rutland County F.A." and "Leicestershire and Rutland County F.A." around the logo. The third thumbnail shows a group of people playing soccer on a field, with the text "Leicestershire and Rutland County" and "The first my" visible. Below each thumbnail is a lock icon and the title of the video: "Anas' story", "Demi's story", and "Alistair's story".

# DISCUSSION

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- 'Inspiring' is important, but matching inspiration with opportunities is critical
- Like non-disabled youth, disabled youth are ALWAYS watching and they take their inspiration and their role models from a number of sources
- Digital storytelling provides a different way of thinking about legacies and impacts – small stories instead of big data





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Peter Harrison Centre for Disability Sport