

Sustainable renewal in the Olympics. A question of 'legacy'.

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Overview of the presentation

- Why does the Olympics need sustainable renewal?
- How is London 2012 looking to provide 'change' through the Olympics?
- What knowledge can be passed on to future events?

London 2012 Games – the bid

- Plans for London's bid started in 1997.
- On July 6th 2005, Jacques Rogge (President of the International Olympic Committee), announced that London had won the rights to host the 30th summer Olympic and Paralympic Games (London 2012 Games).



The London 2012 Games candidature file focused on four main themes:

- 1: Delivering the experience of a life-time for athletes;
- 2: Leaving a **legacy for sport** in Britain;
- 3: **Benefiting the community** through regeneration;
- 4: Supporting the IOC and the Olympic Movement.



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The concept of legacy

- There are two phrases to note: **legacy for sport** and **benefiting the community**.
- The idea that the Games will bring legacy and benefits to the host country is not a new idea.
- There has always been this expectation, particularly of economic benefits.
- However doubts have been raised about the scale of the economic benefits (Cashman 2003, Kesenne 2005).
- People in the host country have also wanted to know what their communities would gain from the vast public expenditure being put into the Games.

Social legacy

- In response to these issues, there has been an increase in interest in social legacy (Coalter 2008)
- The nature of social legacy is diverse. For example: transport provision, social cohesion, sport participation
- The IOC Charter (2007) now makes reference to the creation of 'positive social legacies' in the host country

The IOC and Games 'social' legacy

- The IOC has been keen to promote the association between social legacy and the Games.
- It received criticism following the revelations of internal corruption in the build up to the Winter Olympics of 2002 (Bale and Christensen 2004).
- It has also been accused of being elitist and using its power to exploit young people and their aspirations (Lenskji 2000).
- The IOC is keen to change the focus to values associated with Olympism and promoting sport's potential to combat obesity and encourage a healthy society.

London 2012 Games and legacy

- The UK government pledged six legacy 'promises' from the London 2012 Games
- The focus was on:
 - elite sport success and increasing mass sport participation
 - transforming East London and creating national economic benefits
 - inspiring a generation of young people
 - delivering a disability legacy from the 2012 Games (DCMS 2007).
- A change of government in May 2010 brought new plans but the themes remain the same (DCMS 2010)



The legacy for young people

The Get-Set schools' and colleges' programme

Ideas for ages 3 -18 years.

<http://getset.london2012.com/>

Resources,
ticket offers,
and news alerts.

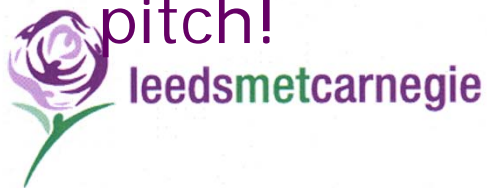


Education and Olympic legacy

- It is traditional to provide an education programme as part of any host country Olympic programme
- The IOC provides guidance on Olympic Education (Binder 2007) but does not look to take any role in programme development
- This has led to questions being asked of the pedagogic value of these programmes and their role in Olympic education post the event (Culpan 2007).

Social capital

- London 2012 needs 70,000 volunteers
- 'Personal Best' uses the 'hook' of the Games to get unemployed young people to engage in volunteering activity.
- It is planned that 10% of the 70,000 volunteers will come from this programme
- It is hoped that Games Time volunteers will continue their volunteering activity at a local level
- It is a big step from the glamour of the Games to a wet, cold Monday night on a football pitch!



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Sport legacy

■ The facilities



'Home advantage'

- Research has shown that being the host nation of a sport mega-event provides a boost to local athletes (UK Sport 2009)
- This is thought to be the result of a number of factors including the support of the home crowd, familiarity with venues and not having to cope with travel and cultural changes
- In my research, sports organisations also spoke of being able to keep emerging talent in the sport with the 'lure' of a home games

'Sport for All'

- The 'promise' of nationwide increased sport participation was central to the bid
- There is considerable anecdotal support but limited research based evidence for this concept
- One Australian study based over 20 years contradicted the suggestion. As a result of increased funding, elite sport was shown to improve dramatically but the numbers of people who did no exercise rose from 29% to 41% (Hogan & Norton 2000).

The 'trickle-down' effect

- The idea that elite sport can inspire mass participation has dominated sport policy for many decades
- It is based on the notion that sport is 'good'. It produces characteristics in people that we consider to be good and beneficial to society
- This process was and continues to be used as the main process by which the London 2012 Games is looking to leave the mass sport participation legacy

'The Inspire Mark'

- An Olympic and Paralympic first, the Inspire Mark enables non-commercial organisations to use an adaptation of the brand to link their projects to the Games
- It forms an important part of the government's legacy programme 'Places People Play'



Places People Play

- £135m national lottery funding
- Places - Local communities can apply for funding to upgrade sport facilities
- People – Sport volunteer programme
- Play – **Sportivate**, a 6 week sport ‘taster’ programme for young people. **Gold Challenge**, a charitable initiative where people can test themselves in a variety of sporting challenges



National Governing Bodies

- NGBs have been given additional funding to increase sport participation using the Games as the catalyst
- In practice, early plans do not always make the direct association
- Main issue is the use of existing NGB sponsors who are not Games sponsors. For example: 'Sky-Ride' (Cycling) and the 'Big Splash' (Swimming)
- NGBs are more focused on the additional profile they may gain from a 'home' Games



■ Importance of creating role models

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The Olympics and the media

- The media reflected the countrywide sense of success when the bid was won
- The rising costs of the Games (£2.1 billion to 9.3 billion) have received considerable criticism
- On-going coverage of the stadium legacy. The media has fuelled the 'row' over who will be the future owners of the stadium

The Olympics and the media

- Most recently, there has been considerable criticism of the ticketing programme
- This reflects the feelings of large numbers of people who feel more tickets should be made available to the public who have helped fund the event as tax payers
- Past experience indicates that the media will take a supportive stance during the Games

Using the media as part of the sport participation legacy

- Many newspapers already support high-profile sponsored sport participation programmes
- They can not make a link to the Games because of sponsorship rights
- BBC are a Games sponsor and are working with the ASA (swimming) to promote the 'Big Splash'.
- Popular programmes e.g. Eastenders and Casualty will feature storylines on getting involved in swimming

Using the media as part of the sport participation legacy

- Many of the larger NGBs are using social media to engage with and sustain the involvement of new audiences



Knowledge transfer of legacy

- This was the stimulus to my research
- 'Trickle-down effect' is a complex mechanism for increasing sport participation
- It has most impact with young people already involved in sport
- Grass roots participation works on a local basis
- The enormity of the scale of the Games makes it difficult to bridge the gap

Knowledge transfer of legacy

- The Games has an official organising committee
- but who is the lead for legacy? Will the other organisations follow?
- London 2012 has put a competitive system in place with on-going funding to NGBS dependent on reaching targets. Each NGB has its marketing plan and they are competing for people
- It needs a co-ordinated approach

Any Questions?

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