



department for
culture, media
and sport

Meta-Evaluation of the Impacts and Legacy of the London 2012 Olympic Games and Paralympic Games

Summary of Reports 1 and 2: 'Scope, research questions and strategy' and 'Methods'

DCMS aims to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

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The information contained in the report is correct to the best of our knowledge as at April 2011

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Section 1: Introduction

1.1 The 2012 Games legacy

In 2012 the UK will be hosting the Olympic and Paralympic Games ('2012 Games' or 'the Games'). One of the key elements of London's bid for the Games was the commitment that they would result in a lasting legacy for the whole of the UK. Thus from the outset the aim has been for the Games to be not just a successful sporting event but also a catalyst for lasting change, before, during and after the event itself. Government's plans for the legacy of the Games focus on four areas: sport; the economy; community engagement; and the regeneration of East London.

Figure 1-1: Legacy strategy



Cutting across these four themes are the areas of sustainability and disability, and wider strategic commitments around equality, inclusion and diversity.

In pursuit of the legacy objectives, a large number of policies and initiatives have been – and continue to be – developed and implemented by a diverse range of organisations across the public, private and third sectors.

This meta-evaluation has been commissioned by the Department for Culture, Media and Sport (DCMS). However it will aim to report on impacts of activity being driven by a wide range of organisations, communities and individuals, including:

- Other Government departments;
- The London Organising Committee for the Olympic and Paralympic Games (LOCOG) and the Olympic Delivery Authority (ODA);
- The British Olympic Association, British Paralympic Association, Sport England and UK Sport;
- Arm's length national delivery bodies such as the Arts Council, Visit Britain, Visit England;

- The Greater London Authority (GLA), London Development Agency (LDA) and the Olympic Park Legacy Company (OPLC);
- The host boroughs of Barking and Dagenham, Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest;
- Regional organisations across the nine English regions, the devolved administrations of Scotland, Wales and Northern Ireland, and the Nations and Regions Group¹;
- Local authorities across the UK;
- The Games' sponsors and other businesses;
- Many third sector organisations operating at national and local levels.

1.2 The purpose and scope of the meta-evaluation

The central aim of the meta-evaluation is to assess the legacy and other impacts up to 2013 of:

- The expenditure on specific legacy interventions and programmes;
- The investment in the infrastructure and venues required to host the Games;
- The inspirational effects of staging the Games themselves

The meta-evaluation will synthesise the findings of individual "project-level" evaluations – commissioned outside of this study – in order to provide a comprehensive initial evaluation of the additionality², outputs, results, impacts and associated benefits of the investment in the Games.

The meta-evaluation is taking a broad view, identifying indirect as well as direct effects, unintended as well as intended consequences, and intangible as well as tangible effects. Impacts are being estimated at the levels of the six host boroughs, London as a whole and the individual nations and regions of the UK more generally.

Specific consideration is being given to the effects of legacy initiatives on target groups, particularly people with disabilities and, more generally, to impacts on measures of equality, inclusion and diversity.

The current study is considering the value for money of specific public sector legacy programmes aggregated to the thematic level where possible. An assessment of the overall value for money of the Games – including the expenditure on infrastructure – will only be practicable after many of the longer-term benefits have been realised. DCMS intends to undertake a final evaluation looking at impacts up to around 2020 by which time there should be more evidence available regarding the longer term impacts of the Games.

It has become clear that there will be important 'gaps' in the available evaluation evidence on which the meta-evaluation can draw. This has required the development of a more diverse collection of methods in order to undertake the study. These are highlighted in later sections.

The current study will inform policy making around the delivery of legacy benefits for mega-events and aims to advance methods of meta-evaluation. There are few, if any, examples of similarly wide-ranging evaluations around the world, so this study presents an opportunity to test new approaches and develop good practice. Methodological development and the dissemination of learning are being supported through specific financial contributions by the Economic and Social Research Council (ESRC) and the Ecorys Research Programme.

¹ Established by Government and LOCOG, it includes representatives from each nation and region of the UK and was set up to help achieve maximum benefits from the Games and their legacy across the UK.

² How far the investment and its effects can be attributed specifically to the public sector investment in the Games.

1.3 The evaluation framework and methodological issues

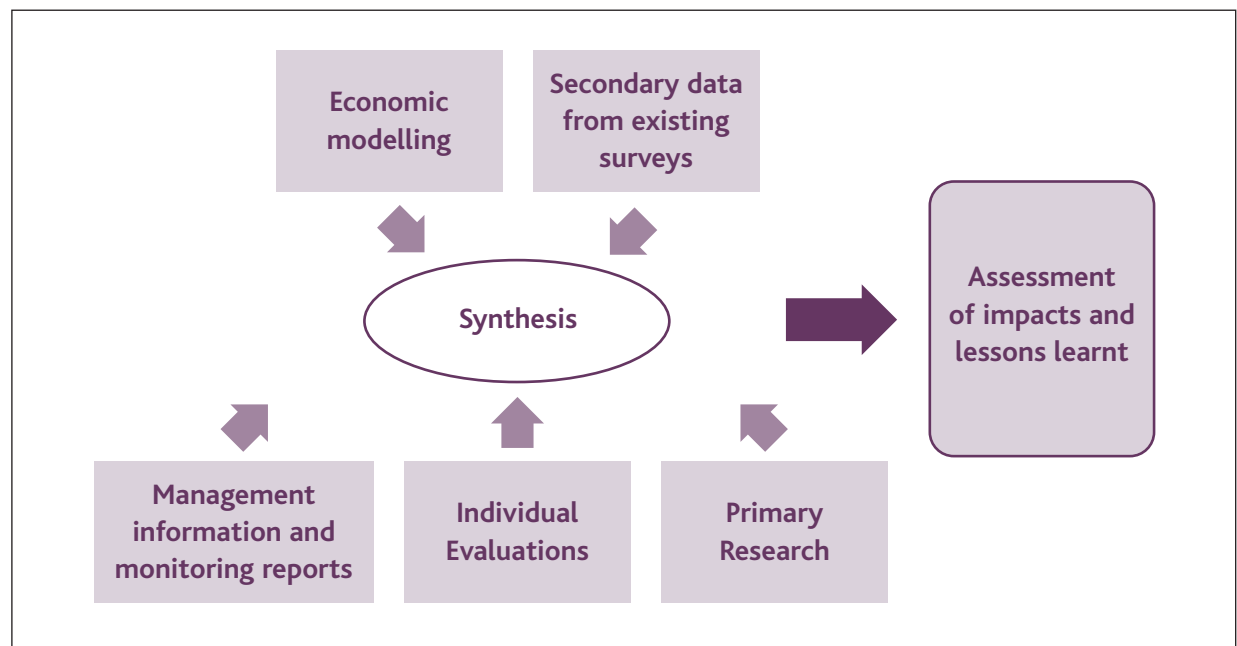
The research methodology design has been informed by existing and well-established guidance such as the Green Book³ and Magenta Book⁴, inputs from leading academics on meta-evaluation methods, lessons from other evaluations of mega-events and the related research literature.

The meta-evaluation will systematically review and synthesise a diverse set of individual evaluations into a single overarching study. Each evaluation on which the work will draw will ideally have broadly followed the principles set out in the 2012 Games Impacts and Legacy Evaluation Framework prepared for DCMS⁵. This sets out the importance of assessing additionality and the counterfactual⁶ and the required scope of each evaluation (Who is impacted? Where and when are the impacts felt? How have the projects been designed and delivered?), alongside criteria for deciding which legacy initiatives are in-scope for the meta-evaluation.

Evaluations will then be synthesised using a common set of output, result and outcome indicators, in order to answer a core set of research questions, paint a picture of the activity underway across each legacy theme and aggregate the impacts wherever possible. This 'bottom up' research approach will be supplemented with a combination of:

- Analysis of management information data, monitoring reports and case studies, particularly for major projects lacking evaluation;
- 'Top down' analysis of secondary data from National Statistics and established surveys, in some cases involving the inclusion of additional questions to aid the interpretation of the drivers of 'high level' trends;
- Economic modelling to assess wider and longer term economic impacts, including effects on nations and regions outside London;
- Limited primary research of different types, including both survey work and a programme of consultations⁷.

Figure 1-2: Meta-evaluation strategy



³ The Green Book, Appraisal and Evaluation in Central Government, HM Treasury.

⁴ The Magenta Book: Guidance Notes for Policy Evaluation and Analysis, Cabinet Office.

⁵ DCMS London 2012 Olympic and Paralympic Games Impacts and Legacy Evaluation Framework, produced in July 2008.

⁶ What would have happened in the absence of the Games.

⁷ The budget for primary research within the meta-evaluation study is limited, so we will need to be selective in deciding what to commission directly. In parallel, we will also seek to influence primary research carried out across Government to include Games-related questions.

Methodological challenges for the study include:

- Achieving adequate coverage, within the bounds of practicality, across a vast range and size of legacy activities;
- The complexity of the task, in particular because of the interdependencies between the different projects and programmes and their impacts;
- The aggregation and synthesis of diverse information that will inevitably be of somewhat varying quality;
- Assessing the additionality of interventions and their impacts in a consistent fashion;
- Ensuring that value for money and benefits are being measured using the most credible evidence which is available;
- Capturing and aggregating the 'intangible' benefits of the Games, such as organisational change, inspirational effects and reputational gain, which may not be attached to any one legacy initiative and thus evaluation.

Perhaps the most significant challenge arises from the patchy coverage of individual evaluations relating to legacy activity. Significant gaps in the evidence were always expected and this was planned into the study approach from the outset. However, as a result of public spending restraint, access to data and differing cultures of evaluation amongst delivery organisations, it has become clear that these gaps will be more substantial than was expected, and this will need to be addressed by the meta-evaluation.

Our response to this challenge has been to place greater emphasis on the 'top-down' analysis, whilst continuing to attempt to influence the evaluation plans of specific legacy initiatives and drawing up contingency plans for targeted primary research.

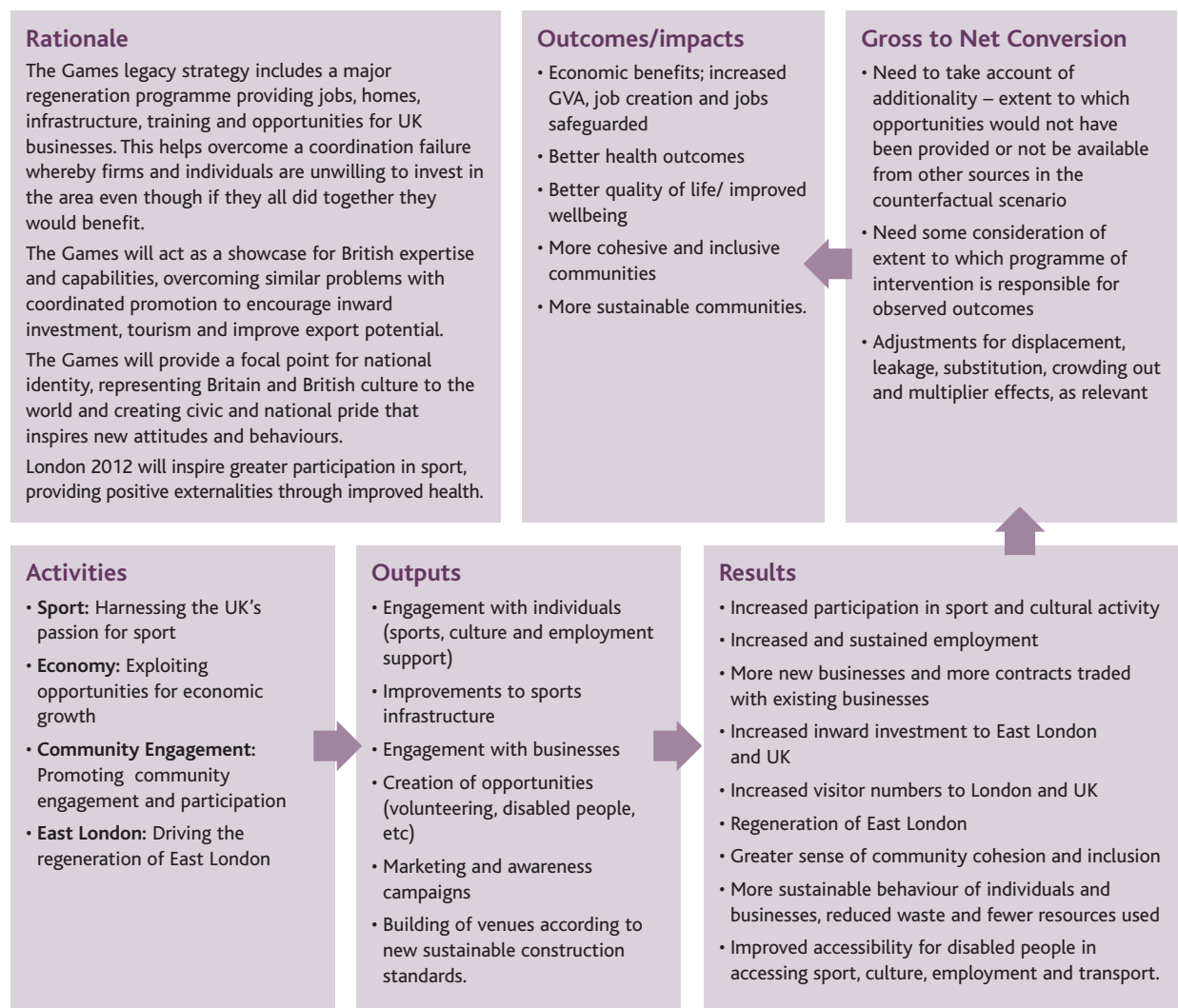
Section 2: Headline research questions

The headline research questions underpin the meta-evaluation. These have been developed based upon the legacy objectives adopted by the previous and current governments, various legacy activities underway or planned, stakeholder interviews, and the development of a set of explanatory logic models for each legacy theme.

2.1 Logic models

The development of a logic model is an important evaluation research tool. It sets out the expected causal links from legacy activities through to their outputs, results and impacts, based upon 'theories of change' and existing evidence. Each logic model highlights a set of key hypotheses which the research will seek to test. The overall logic model for the legacy strategy is shown below.

Figure 2-1: Summary logic model for the 2012 Games legacy



2.2 Headline research questions

The headline research questions (overleaf) are considered to be of most interest to Government, business and the population at large and will guide our approach to the meta-evaluation.

The headline research questions that can be answered within the timeframe of this study are labelled as 'to 2013' whilst those which require a longer term perspective are labelled as 'post 2013'. The spatial scope of each question is defined in terms of the geographical levels of the host boroughs and the wider nations and regions of the UK.

Figure 2-2: Headline research questions

Question	Spatial Scope	Temporal Scope
Summary questions for each legacy theme		
1. What have been the impacts of the Games ⁸ on sport and physical activity and in particular the development of mass participation, competitive school and elite sport?	Nations, regions and host boroughs	To 2013 and Post 2013
2. What have been the economic impacts of the Games, particularly in terms of employment and gross value added (GVA)?		
3. What have been the social impacts of the Games, particularly in terms of volunteering, the cultural sector and community engagement?		
4. What have been the impacts of the Games on East London, and in particular socio-economic and organisational change?	Host boroughs	To 2013
Cross-cutting questions		
5. How far have the beneficial impacts so far accrued to their intended target groups/communities (including across measures of equality, inclusion and diversity)?	As defined by legacy theme	To 2013
6. How far have the Games changed attitudes to disability, and increased the participation of disabled people in sport, the economy, volunteering and culture?	Nations, regions and host boroughs	To 2013
7. How far have the Games contributed to sustainable development, in particular through demonstration effects and the encouragement of behavioural change?		
8. In what ways have the 2012 Games and associated activity contributed to well-being?		To 2013 and Post 2013
9. What have been the impacts of the staging of the Games on the international profile and reputation of the UK, London and East London?	Nations, regions, host boroughs and overseas	To 2013 and post 2013

⁸ The Games is defined as the combination of preparing for and staging the Games and the package of legacy initiatives.

Question	Spatial Scope	Temporal Scope
Study conclusions		
10 (a). How far have the investments in legacy initiatives represented value for money? (b). Up to 2020, how far has the overall investment in the Games represented value for money?	Nations, regions and host boroughs	(a) To 2013 (b) Post 2013
11. How far have the impacts of the Games been sustained in practice – and what, if any, further/consequential impacts have emerged (for example, on health)?		Post 2013
12. What lessons can be learned about how to maximise the benefits to the host country and city from the staging of mega-events, particularly in terms of organisational lessons and change?		To 2013

In addition to the headline questions outlined above, specific and more detailed questions within each of the four themes have been developed. These detailed questions are set out in full in Report 1. The findings from the detailed questions will inform the answers to the headline questions.

The remainder of this report summarises the methods that have been identified within each of the legacy themes to answer the research questions.

Section 3: Harnessing the UK's passion for sport

Headline research question: What have been the impacts of the Games on sport and physical activity and in particular the development of mass participation, competitive school and elite sport?

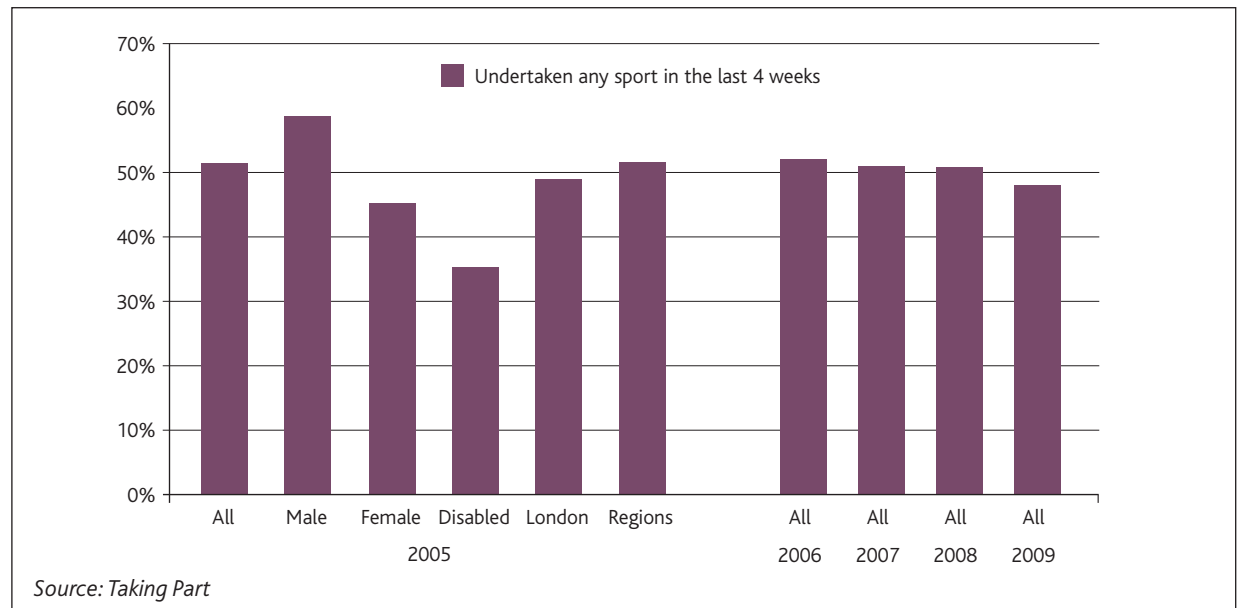
3.1 Legacy activity

The legacy plans in the sport theme centre on harnessing the UK's passion for sport and encouraging physical activity. Taking into account these legacy plans and related initiatives, and logic models, the meta-evaluation research is organised around the following sub-themes:

- **Participation.** The legacy aims are to increase competitive sport in schools and boost grassroots participation. Key initiatives include the £135 million Places People Play Lottery-funded programme being delivered by Sport England, the School Games, which aims to deliver a four-tiered series of competitions by 2012, and Deloitte's Parasport, designed to increase access to disabled sport.
- **Infrastructure.** The legacy aim is to improve sporting infrastructure, including the venues, coaches and volunteers required to stage the Games and support elite sport and mass participation in the future. Beyond the Olympic venues, there will be investment in community and world leading sports facilities and coaches through Places People Play, whilst the Youth Sport Trust is running a host of school-based projects to boost human capital, including the Young Ambassadors. 2012 sponsors are also investing in infrastructure, for example through adiZones⁹.
- **Elite.** The legacy plans are to support elite athletes in the run up to the Games and maintain a world class high performance system in the UK. Principal measures include UK Sport's Mission 2012 framework, providing extra resources and targeted support for the National Governing Bodies for sport, and initiatives to strengthen talent pathways, including UK Sport Talent 2012 projects and the Playground to Podium Framework for disabled people.
- **International.** This aims to give young people around the world access to sports opportunities, through physical education, sport and play, and help build the capacity of overseas governments to develop better sports strategies. At the heart of this sub-theme lies the International Inspiration initiative.

Sport and physical activity participation rates have remained broadly static since 2005 but there are significant differences in participation by age, gender, ethnicity, occupational status and disability (see Figure 3-1 for examples).

⁹Outdoor multi-sports facilities in the shape of the London 2012 logo.

Figure 3-1: Participation in sport and physical activity in England

3.2 Methodology and challenges

Benefits from sports legacy interventions revolve around increases in participation and elite achievement, reputational gains, health and subjective well-being, and other wider outcomes such as community cohesion and educational attainment.

In order to answer the research questions and evaluate impacts under each of the legacy sub-themes, we will draw on a number of sources including: national evaluations; regional and local evaluations; academic studies; National Statistics and other datasets; key performance indicators; case studies; value benchmarks; and new primary research. Our evaluation strategy for each sport sub-theme is summarised below.

Sub-theme	Evaluation strategy
Overall impact on Sport	<ul style="list-style-type: none"> • Synthesise findings across sub-themes, and meta-analysis of project-level evaluations and survey evidence
Participation	<ul style="list-style-type: none"> • Investigate changes in sports participation before, during and after the Games, by analysing and integrating additional 2012 questions into the Taking Part Survey (and undertaking analysis by sport and group) • Explore the reasons why people have taken part in more sport and identify Games-related mechanisms of change through project evaluations and data
Infrastructure	<ul style="list-style-type: none"> • Identify the scale and nature of enhancements to community and elite sport facilities (including within the regions), through monitoring data and stakeholder interviews • Assess changes in the numbers of sport coaches and volunteers recruited and retained, and the accessibility standards of sports organisations, drawing on monitoring data and evaluations • Where possible, estimate the contribution of new and improved infrastructure to the outcomes of increased participation and elite sport development, drawing on evaluations and possible new primary research

Sub-theme	Evaluation strategy
Elite sport	<ul style="list-style-type: none"> • Benchmark the UK's ranking in the 2012 Games medal table and the achievement of UK athletes in other major sporting competitions • Identify the additional impact of Mission 2012 and related investments, working closely with UK Sport • Assess the impact of new talent pathways, such as Playground to Podium, through evaluations and case studies
International	<ul style="list-style-type: none"> • Review the evaluation of International Inspiration Programme • Stakeholder interviews to explore changes in the wider influence of the UK abroad, linked to the 2012 Games

Methodological challenges that are anticipated include:

- Identifying counterfactual scenarios given the extent of sports policy activity prior to the Games;
- Uncertainty around the scope of evaluation coverage, particularly in relation to infrastructure and elite sport, and projects sponsored by the private sector;
- The potential for varying quality and levels of robustness across participation studies, and a lack of studies of longitudinal design;
- Capturing the wider benefits and longer-term impacts from involvement, as well as the intangible effects of the Games on sporting inspiration and reputation;
- Identifying and representing the scope and scale of nations, regions and local investments in sport;
- Ensuring sufficient coverage of disability issues within the available evaluations and data.

Going forward, the use of the Taking Part survey, alongside the provision for small-scale primary research, will help to control for some of these gaps and risks. The meta-evaluation team will continue to engage with major sponsoring stakeholders including DCMS, Sport England and UK Sport, to encourage and influence key evaluation work.

Section 4: Exploiting opportunities for economic growth

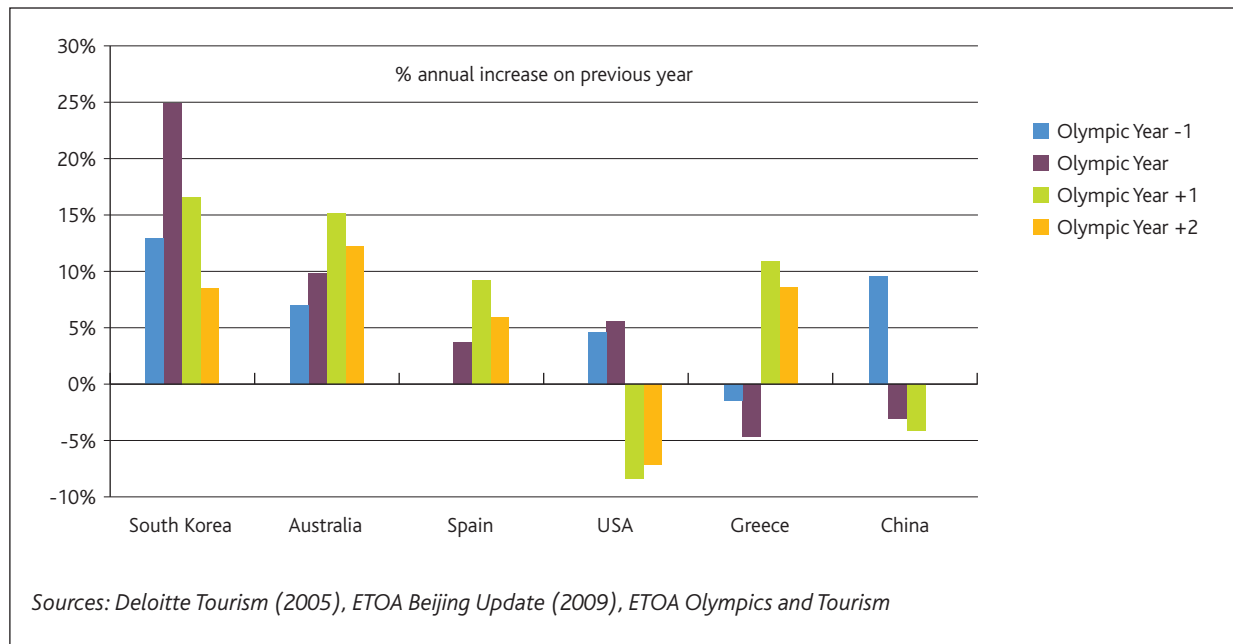
Headline research question: What have been the economic impacts of the Games, particularly in terms of employment and GVA?

4.1 Legacy activity

The economic legacy of the 2012 Games aims to exploit to the full the opportunities for economic growth offered by hosting the Games. The meta-evaluation research will be organised under the following sub-themes:

- **Business access to 2012.** Interventions to support UK based firms to build and supply the 2012 Games. At the heart of this agenda is CompeteFor, an electronic brokerage service that enables companies to access London 2012 opportunities. There is also a programme of business events held by London 2012 Business Network and other national, regional and local partners.
- **Promoting the UK as a place to invest.** A global campaign will be launched aiming to convert global interest in the Games into inward investment across the UK. The East London Tech City initiative is aimed at creating a new cluster of technology firms from Shoreditch to the Olympic Park.
- **Export and trade promotion.** Initiatives focused on showcasing and promoting UK innovativeness, enterprise and creativity, aimed at enabling UK businesses to access new export markets and international contracts.
- **Tourism.** Plans are focused on creating a lasting tourism legacy for London and the rest of the UK, using the Games to showcase the UK as a destination. Visit Britain, Visit England and London & Partners marketing campaigns will build on the destination potential of London. Some, but not all, previous host countries have experienced increased numbers of international visitors before, during or after the Games (see Figure 4-1).
- **Employability and skills development.** Addressing skill gaps and shortages around the preparation and staging of the Games and using the Games to inspire and encourage wider skills development.
- **Sustainability.** Taking a sustainable approach to planning, construction, procurement and staging of the 2012 Games. This includes showcasing good practice in terms of the standards achieved and the benefits of adopting a sustainable approach in order to encourage wider uptake. The Commission for a Sustainable London 2012 (CSL) will monitor and assure the sustainability of the 2012 Games.
- **Disability.** Initiatives revolve around improving skills and tackling barriers to employment among disabled people and using the Games as a catalyst to improve accessible transport. The ODA Accessible Transport Plan in particular aims to improve accessible transport for London 2012 venues and beyond.

Figure 4-1: Percentage increase in international arrivals to host countries



4.2 Methodology and challenges

The approach for the economic theme will involve a synthesis of secondary data, project-level evaluations, primary research and macroeconomic modelling. A significant element of the evidence under this theme will be provided through project-level evaluations including the national CompeteFor evaluation and the LDA’s Games Legacy Impact Evaluation Study (and constituent studies), which is addressing the impacts of Games-related employment and skills initiatives.

Our evaluation strategy for each economic sub-theme is summarised in the table below.

Sub-theme	Evaluation strategy
Overall economic impact on UK and regions	<ul style="list-style-type: none"> • Macroeconomic modelling to define the counterfactual (ie the ‘without 2012 Games’ scenario) and assess the impact of the 2012 Games on GVA and employment in London, the nations and regions • Meta-analysis of project-level evaluation and survey evidence
UK business access to 2012	<ul style="list-style-type: none"> • Utilise CompeteFor evaluation to assess interventions aimed at making Games-related opportunities accessible to UK businesses • Influence CompeteFor evaluation to assess longer-term influence of Games-related contracts on productivity, skills and capacity in UK businesses
Promoting the UK as a place to invest	<ul style="list-style-type: none"> • Utilise UK Trade and Investment (UKTI) Performance and Impact Monitoring Survey of inward investment projects. Seek to include questions on how far Games has influenced investment decisions • Use business surveys where possible to assess influence of Games on perceptions of UK as place to invest and investment decisions

Sub-theme	Evaluation strategy
Export and trade promotion	<ul style="list-style-type: none"> • Utilise UKTI Performance and Impact Monitoring Survey and seek to include additional questions to cover the effect of the Games on trends • Use high level evidence from CompeteFor evaluation to consider impacts of Games-related contracts on exporting
Tourism initiatives	<ul style="list-style-type: none"> • Meta-analysis of destination marketing organisations' conversion research to assess impact of Games-related promotional campaigns • Seek to influence national tourism surveys to support robust assessment of Games impact on visits/tourism spend • Econometric modelling using survey data to explore impacts on total visitor numbers and visitor expenditure
Employability and skills development	<ul style="list-style-type: none"> • Utilise the evaluation of the 2012 Employment and Skills Taskforce Action Plan and the Business Innovation Skills evaluation of the skills legacy • The impact of the Olympic Park on skills and employment is addressed in the East London legacy theme
Sustainability	<ul style="list-style-type: none"> • Gather ODA and LOCOG key performance monitoring data on sustainability benefits • Utilise reports produced by CSL on how organisations delivering the 2012 Games are meeting their sustainability commitments • Assess the wider impacts of the Games on uptake of sustainable behaviours/methods relating to design, construction, procurement and staging
Disability	<ul style="list-style-type: none"> • Analyse ODA/DfT data tracking transport accessibility improvements and web usage statistics (eg rail, river, walk, cycle and taxi improvements) • Utilise CompeteFor evaluation, LOCOG data and Olympic Games Impact study for data on contracts awarded, to assess disabled people employed at the Olympic Park and in London, the nations and regions

The measurement of impact and the valuation of quantitative benefits will centre on net employment and GVA. Other types of benefits that would be taken into account include knowledge and innovation spill over effects and sustainability, valued using conversion factors and shadow prices. Potential disbenefits may include the crowding out of other infrastructure projects and negative displacement economic effects on other regions and sectors.

Methodological issues anticipated include:

- The absence of an evaluation around the impact of the Games on inward investment decisions and perceptions of the UK as a place to invest;
- Defining the scope of national and regional skills initiatives linked to the Games;
- The future of, and ability to influence, key tourism surveys required to help assess the impact of the Games on visitor numbers and perceptions of London and the UK.

Secton 5: Promoting community engagement and participation

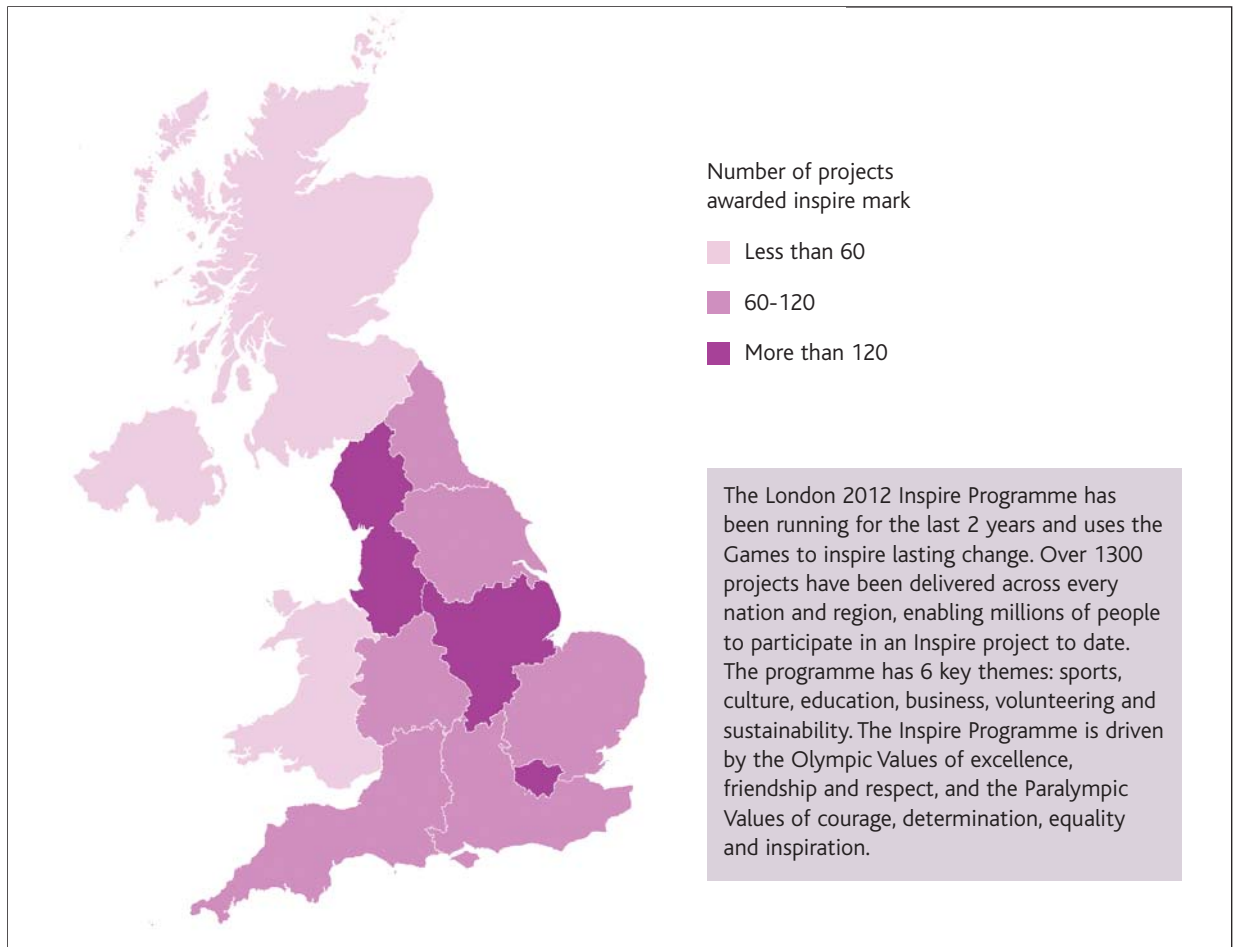
Headline research question: What have been the social impacts of the Games, particularly in terms of volunteering, the cultural sector and community engagement?

5.1 Legacy activity

The legacy plans in this area aim to promote community engagement and participation in community-based activities including volunteering, leading to more cohesive and proactive communities and supporting the creation of the Big Society. The meta-evaluation research will be organised under the following sub-themes:

- **Volunteering and social action.** There are multiple programmes to encourage people to become involved in volunteering and community activity. The Inspire Programme, which enables non-commercial organisations across the UK to link their events and projects to the 2012 Games, has now delivered over 1,300 initiatives across the UK, including projects under the volunteering theme (Figure 5-1 overleaf illustrates the number of Inspire Mark projects across the nations and region). Another key initiative is the Games Maker programme led by LOCOG, which aims to recruit up to 70,000 volunteers for the Games.
- **Culture.** The four-year Cultural Olympiad programme is at the heart of activities to encourage more people to take part in cultural activities and to showcase the UK's arts and culture to an international audience. Funding is provided by the Arts Council England, the Olympic Lottery Distribution Fund and official 2012 Games sponsors. Over 11 million people have so far participated in or attended performances as part of the programmes¹⁰.
- **Engaging children and young people.** The Olympic and Paralympic values are being used to inspire children and young people to increase their aspirations and achieve more. Get Set is an education programme developed by LOCOG with support from the Department for Education (DfE) which is being delivered in participating schools and colleges, while the Opportunity 'inspired by' London 2012 programme provides targeted support to disadvantaged young people.
- **Sustainable living.** The objective of this sub-theme is to encourage people to live within the resources available to us, such as by reducing their carbon footprint, being energy efficient, making more sustainable travel choices and recycling on a greater scale. The Inspiring Sustainable Living Fund led by the Department for Environment, Food and Rural Affairs (DEFRA) is providing seed funding for projects, to be delivered by third sector organisations, which support and help individuals and communities to adopt more sustainable behaviours.
- **Influencing attitudes towards disabled people.** The commitment that the Paralympic Games will receive comprehensive media coverage through the official 2012 broadcaster Channel 4, is at the heart of this agenda to use the 2012 Games as a mechanism to increase positive perceptions and understanding of disability.

¹⁰ Leading artists from around the world head up first commissions for the London 2012 Festival, 07 Dec 2010, LOCOG.

Figure 5-1: Inspire Mark projects across the nations and region

5.2 Methodology and challenges

The meta-evaluation will draw upon a combination of project-level evaluation findings, primary research and secondary data sources. In particular, the evaluations of Get Set, Opportunity 'inspired by' London 2012, the Cultural Olympiad and DEFRA's Inspiring Sustainable Living Fund will provide valuable evidence relating to the results and outcomes which are attributable to the legacy activity.

Evidence from existing surveys such as Active People, Taking Part, Understanding Society, and the Integrated Household Survey will provide evidence of trends in key variables such as participation in volunteering. The Economic and Social Research Council (ESRC) has also recently commissioned a 3 year study on subjective well-being which will provide important evidence for this emerging indicator.

Our evaluation strategy for each community engagement sub-theme is summarised in the table below.

Sub-theme	Evaluation strategy
Overall impact on community engagement	<ul style="list-style-type: none"> • Synthesise findings across sub-themes, and meta-analysis of project-level evaluations and survey evidence

Sub-theme	Evaluation strategy
Volunteering and social action	<ul style="list-style-type: none"> Analyse monitoring and evaluation evidence related to volunteering and community participation, and the extent to which this behaviour was inspired by the 2012 Games Capture wider changes in community cohesion, combining evidence on perceptions with socio-economic outcomes
Culture	<ul style="list-style-type: none"> Analyse monitoring and evaluation evidence relating to the Cultural Olympiad and other relevant activity (eg Inspire projects) Utilise wider measures of participation (provided by Taking Part), and also wider measures of community cohesion Identify case studies of participation of people with a disability in the Cultural Olympiad
Engaging children and young people	<ul style="list-style-type: none"> Draw upon evidence of outcomes obtained from evaluation of relevant activity, including Get Set and Opportunity 'inspired by' London 2012 Analyse secondary data sets such as educational attainment, absence from school and progression
Sustainable living	<ul style="list-style-type: none"> Utilise evaluations of projects supported by DEFRA's Sustainable Living Fund Synthesise evaluation evidence on the effect on behavioural change amongst individuals and/or households
Influencing attitudes towards disabled people	<ul style="list-style-type: none"> Measurement of media coverage as a proxy for the value placed on disabled sports/Olympic events enabling comparators with previous Games Measurement of change in public attitudes towards people with disabilities Utilise surveys such as Life Opportunity, British Social Attitudes and the London 2012 Legacy Research Tracker

Where possible, attempts will be made to quantify and monetise the benefits of increased participation in volunteering, culture, education, etc (for example by combining information on time inputs and average wages as a proxy for the value of volunteering).

Current evidence gaps are a critical risk across this theme. The cancellation of the Citizenship Survey and DEFRA's Public Attitudes and Behaviours survey have weakened the expected level of evidence related to the general population and a contingency plan is being explored with stakeholders to combat this issue. Discussions are also taking place to explore the potential to undertake a survey of Games Maker applicants in order to increase the available evidence related to volunteering effects. At present, there is also some uncertainty regarding the approach to, and scope of, evaluation for some of the key interventions within this theme.

Other methodological challenges anticipated relate to:

- Consistency of definitions across culture, community engagement and disability, which often differ between surveys and sources;
- The granularity of information on volunteering and culture, in particular whether changes observed at the macro level can then attributed to specific legacy interventions;
- The lack of relevant best practice examples around previous evaluations of mega-events relating to education, social inclusion, sustainable living and influencing attitudes towards disability.

Section 6: Driving the regeneration of East London

Headline research question: What have been the impacts of the Games on East London, and in particular socio-economic and organisational change?

6.1 Legacy activity

Ensuring that the Olympic Park (see Figure 6-1 overleaf) can be developed after the Games as a principal driver of regeneration in East London is the final legacy theme. In addition, the host boroughs of Barking and Dagenham, Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest are leading efforts to secure a socio-economic legacy from the Games. The meta-evaluation research will be organised under the following sub-themes:

- **Transforming place.** The creation of a well-planned and well-managed environment in and around the Olympic Park should attract business investment and promote recreational and cultural use. Plans include the legacy use of the Games venues, investment in transport infrastructure and the ambition for East London to become a hub for technology firms.
- **Transforming communities.** Plans for the Olympic Park and surrounding area after the Games are at the heart of the regeneration agenda. Activities which benefit local residents and businesses range from the construction of around 2,800 new homes at the Athletes Village, to the provision of new sport, leisure, education and health facilities.
- **Transforming prospects.** Plans focus on reducing worklessness in the six host boroughs and the creation of new job opportunities in the Olympic Park and surrounding area. This will be delivered through skills development and employment brokerage services, delivered at the local and regional level.
- **Convergence.** The host boroughs' convergence vision set out in the the Strategic Regeneration Framework is that "within 20 years, the communities which host the 2012 Olympic and Paralympic Games will enjoy the same social and economic chances as their neighbours across London".¹¹

The main legacy initiatives in East London will be delivered by the OPLC, the successor organisation, the Mayoral Development Corporation¹² (MDC) and the six host boroughs.

The MDC will have greater powers than the OPLC and greater control over the relevant public land. Important roles are also played by the host boroughs and the private sector. Alongside the Legacy Masterplan Framework¹³ developed by the LDA, the host boroughs have developed masterplans to ensure that the benefits from the Olympic Park are maximised in the surrounding areas. Private sector investments such as the £1.5 billion Westfield retail development will also act as a catalyst to transform Stratford.

There are two spatial levels of interest in the theme. The first is at the level of the six host boroughs, which together are referred to as East London, and the second is in communities around the Olympic Park. This surrounding area is formally defined as within a 2km radius of the Olympic Park and athlete's village¹⁴.

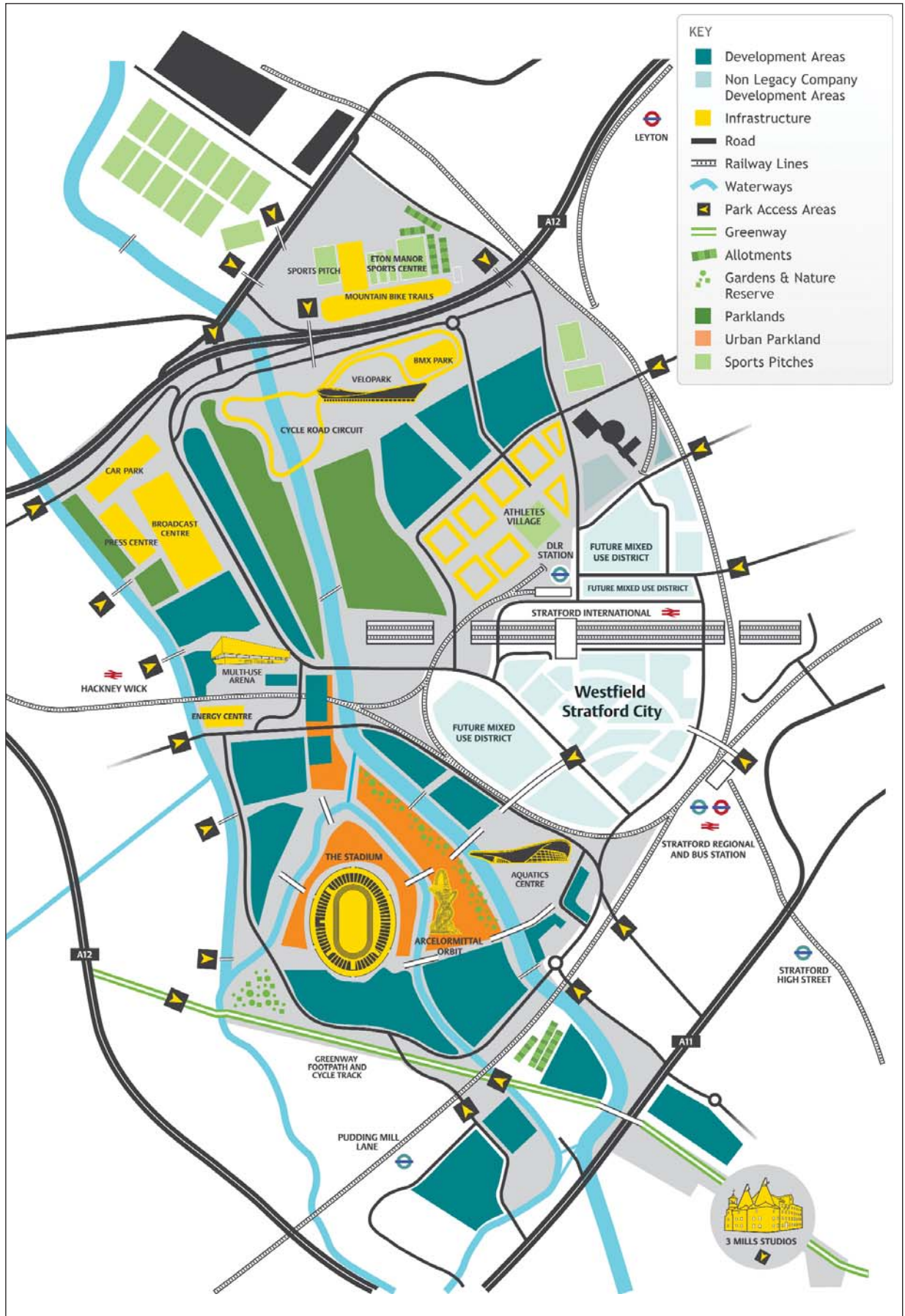
¹¹ Convergence, Strategic Regeneration Framework (SRF), An Olympic legacy for the host boroughs (October 2009). The SRF is a strategic, cross-borough blueprint for improvement.

¹² The MDC will be set up subject to the Localism Bill being passed as law.

¹³ The Legacy Masterplan Framework is an integrated spatial masterplan and framework for future legacy development within the Olympic Park.

¹⁴ DCLG London 2012 Olympics, Regeneration Legacy Evaluation Framework, Amion 2010.

Figure 6-1: The Olympic Park¹⁵ and surrounding area



¹⁵ The Olympic Park will be renamed the Queen Elizabeth Olympic Park in 2013. This map is correct as of March 2011 and is indicative of the future Queen Elizabeth Olympic Park in 2030. (c) OPLC

6.2 Methodology and challenges

Some of the research questions across this theme will be, at least in part, addressed through the 2012 Games Legacy Impact Evaluation Study (commissioned by the LDA) and the London 2012 Olympics Regeneration Legacy Evaluation. However, the LDA evaluation has been scaled back since original inception and the lead organisation for the Regeneration Legacy Evaluation is still to be established. These two studies should still yield valuable evaluation evidence about the impact of the 2012 Games on the regeneration of East London, but the meta-evaluation will need to rely on wider evidence and analysis.

This evidence will include econometric analysis of socio-economic indicators, OPLC monitoring data to understand the specific role of the Olympic Park, local authority resident surveys, additional desk-based research and stakeholder interviews.

Our evaluation strategy for each East London regeneration sub-theme is summarised in the table below.

Sub-theme	Evaluation strategy
Overall impact on East London	<ul style="list-style-type: none"> • Synthesise findings across sub-themes, meta-analysis of project-level evaluations and analysis of secondary data and survey evidence
Transforming place	<ul style="list-style-type: none"> • Document reviews/interviews with ODA, OPLC/MDC and the host boroughs to evaluate long-term plans for venues • Impact on transport investments assessed through secondary data on transport accessibility and interviews with 'project owners'/stakeholders • Draw on LDA evaluation to identify lessons from the site development process
Transforming communities	<ul style="list-style-type: none"> • Resident surveys/focus groups will be used to assess satisfaction with Park masterplans (and consultation process) • Assess the number of additional facilities and homes by type, and their potential to meet local demand • Assess the impact on community cohesion and the recreational habits of East London residents using data from the Active People Survey, resident surveys, Metropolitan Police and focus groups
Transforming prospects	<ul style="list-style-type: none"> • Draw on LDA evaluation evidence in respect of employment and skills initiatives targeted at the host boroughs • Utilise existing surveys of local businesses in order to assess changing perceptions of the area as a place to do business and the prospects for growth • Utilise UKTI Performance and Impact Monitoring Survey
Convergence	<ul style="list-style-type: none"> • Project-based interviews with representative stakeholders and interviews with local community groups/stakeholders to explore impacts on partnership working and new organisational approaches in host boroughs and contribution to convergence objectives • Utilise resident surveys in host boroughs to assess impacts on quality of life/cohesion aspects • Undertake econometric modelling¹⁶ to assess the additional impact of the Games on socio-economic indicators in six host boroughs

¹⁶ See Section 5.2.3 in DCLG London 2012 Olympics, Regeneration Legacy Evaluation Framework, Amion 2010 for a list of techniques that will be explored.

Methodological issues anticipated include:

- The need to cover gaps in data left by discontinued surveys such as the Place Survey, and to address the significant risk that no organisation takes on responsibility for taking forward the evaluation; envisaged in the framework for evaluation of East London proposed by Amion for DCLG;
- Identifying the impact of the Games, relative to other factors, in bringing forward or influencing the timing or shape of key infrastructure and private sector projects (particularly where plans were already in place prior to London being awarded the Games);
- The need to capture the Strategic Added Value benefits of the Games in East London, for example in terms of vision, sub-regional partnerships and organisational change.

Particularly in East London, the legacy benefits will be felt over the longer term and therefore will not be able to be fully captured within this study. The full employment benefits to East London for example are unlikely to be realised until well after the transformation phase, when the conversion of all Olympic facilities is complete (post 2014). The full effects of the regeneration of East London may not be felt for well over a decade. The meta-evaluation will aim to capture as much of the effect as possible by 2013, whilst setting in place a framework for longer-term data collection and the evaluation of the overall value for money from the investment in the 2012 Games.

Section 7: Timetable and outputs

7.1 The meta-evaluation team

The meta-evaluation is being undertaken by a consortium led by Grant Thornton which was commissioned in Spring 2010. The partners involved in the preparation of this report comprised:

- Grant Thornton;
- Ecorys;
- Loughborough University;
- Meta-evaluation specialists¹⁷;
- A peer review group of academics¹⁸.

Additional support from other companies and academics will be drawn upon in the course of the study.

7.2 Key outputs

This report summarises the first two outputs¹⁹ of the meta-evaluation:

- Report 1: Research questions and scope;
- Report 2: Methods (Report 2 will be published shortly and is not being published at the same time as Report 1 and the Summary Report);

Further key outputs for the meta-evaluation are as follows:

- Report 3: Baseline and counterfactual (By end of 2011);
- Report 4: Interim or pre-Games evaluation (Autumn 2012);
- Report 5: Post-Games initial evaluation (Summer 2013).

As indicated, it is intended that this project is followed by a study of the longer term impacts of the Games, up to around 2020.

¹⁷ Professor Steve Martin, Cardiff Business School; Professor David Gough, Institute of Education, University of London; and Professor Ray Pawson, University of Leeds.

¹⁸ Dr Beatriz Garcia, University of Liverpool; Professor Stefan Szymanski, Cass Business School, City University London; Dr Iain MacRury, University of East London; Professor Peter Wells, Sheffield Hallam University.

¹⁹ All outputs will be available on the DCMS website once published:
http://www.culture.gov.uk/what_we_do/research_and_statistics/7605.aspx

Section 8: Conclusion and next steps

8.1 Conclusion

This is a complex and challenging evaluation. Not only will the 2012 Games be one of the largest events ever held in the UK, but the associated legacy plans are also diverse, extensive and driven by a multitude of stakeholders. Evaluating such an ambitious and wide ranging programme of activity has not previously been attempted on such a scale.

The meta-evaluation will assess the legacy of the 2012 Games across the whole of the UK, setting out impacts across the nations and regions, the host boroughs and on specific groups such as the disabled.

The objective of the study is also to enhance the theory and practice of evaluating mega-events, which have so far not been measured in such a comprehensive way, and to advance methods of meta-evaluation more generally.

8.2 Next steps

The research questions, method and analytical framework specified in Report 1 and Report 2 directly informs the next stage of work on the baseline and counterfactual (Report 3).

This baseline and counterfactual assessment will involve analysis of historical trends in socio-economic, social, cultural and environmental indicators, analysis of results from resident, business, tourism and wider surveys and the collection of information available from project-level evaluations.

The evaluation strategy summarised in this report and set out in more detail in Report 1 and Report 2 will be refined as the legacy strategy evolves and additional evaluations are planned and undertaken for new legacy initiatives.

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We can also provide documents
to meet the specific requirements
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June 2011



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