

Report 5: Post-Games Evaluation

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

SPORT EVIDENCE BASE

For:
Department for Culture, Media & Sport

Prepared by:
Grant Thornton
Ecorys
Loughborough University
Oxford Economics
Future Inclusion

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1 Introduction

The Government has made a commitment to "*harnessing the United Kingdom's passion for sport to increase school-based and grass roots participation in competitive sport – and to encourage the whole population to be more physically active*".¹ Priorities include:

- Bringing back a culture of competitive sport in schools;
- Boosting participation in grass roots sport;
- Increasing participation in wider physical activity;
- Supporting elite athletes; and
- Using the power of the Games to give young people around the world access to sports opportunities.

This has resulted in the following overarching sport legacy objectives:

- Increasing sport and physical activity participation;
- Providing the infrastructure, in terms of facilities, sports volunteering and sports coaching, to support and sustain increased participation; and
- Developing and sustaining a world class high performance system.

The sports-related ambitions of the previous Government were to achieve a lasting improvement, leaving a world-leading system, and focused on:

- Participation: using the power of the Games to get more people, from across society, playing more sport;
- Inspiration: using the power of the Games to inspire every young person to begin a life of playing, volunteering or leading in sport;
- Excellence: using the power of the Games to achieve our greatest Olympic and Paralympic performance (and set the foundations of future elite success);
- Infrastructure: using the power of the Games to secure the facilities and sports personnel needed to sustain our world-leading system;
- International: using the power of the Games to increase the UK's influence on the world stage.

The previous Government also had a specific strategy for disabled people, including an ambition to increase participation in sport and physical activity among this group.²

Based on the Government's priorities indicated above, the meta-evaluation for the sport theme is grouped into the following sub-themes:

- Participation: with a focus on sport and physical activity participation;
- Infrastructure: covering the 2012 Games facilities, access to facilities, club membership, sports volunteering and sports coaching;

¹ Hansard, Written Ministerial Statement by The Secretary of State for Culture, Olympics, Media and Sport on Olympic and Paralympic Games Legacy, 20th December 2010

² This was part of a wider disability legacy strategy which was also aimed at influencing attitudes and perceptions about disabled people and driving improvements in business, transport and employment opportunities. See London 2012 (2010) *A legacy for disabled people*

- Elite: covering medals performance, athlete development, elite coaching and hosting major events; and
- International: based mainly on the International Inspiration programme.³

These headline objectives have resulted in a broad suite of investments and activities focused on the sport, all of which can be grouped under the four legacy sub-themes of participation, infrastructure, elite sport and international. These sub-themes provide a framework for our analysis and synthesis of the emerging evidence.

The remainder of this evidence base document systematically sets out the evidence available under each of the sub-themes.

³ International Inspiration aimed to bring into reality the 'Singapore Vision', ie the promise made by the London 2012 bid team to "*reach young people all around the world and connect them to the inspirational power of the Games so they are inspired to choose sport*". The aspiration is to reach 12 million children in 20 countries through the power of high quality and inclusive physical education, sport and play.

2 Participation

2.1 Legacy programmes and initiatives

One of the key legacy promises in relation to sport is to increase grassroots participation, particularly amongst young people, and to encourage the whole population to be more physically active.⁴

In order to determine the impact of the Games on sport, it is important to understand the range programmes and initiatives that were funded and implemented as a result of the Games. Assessing the impacts of these programmes on sport and physical activity also requires an understanding of the how national sport and physical activity participation levels have changed and how these programmes may have influenced this along with a sense what might have happened in the absence of the Games (the counterfactual).

A key organisation in the delivery of this activity is Sport England. Sport England is focused on the creation of a world-leading community sport system in England that will grow and sustain participation in grassroots sport and create opportunities for people to excel at their chosen sport. It is funded by the Government and the National Lottery and the organisation works closely with UK Sport, which has responsibility for elite success and attracting major sports events. The Youth Sport Trust, which was the delivery partner for the School Sport Partnership and Physical Education and Sport Strategy for Young People (PESSYP) programme, is also Sport England's delivery partner for the new School Games programme.⁵

Sport England has had a long-standing focus on maintaining and developing levels of grassroots sport participation (and supporting the development of talent pathways) and this was a regular feature in their historical strategies before the Government first committed support to London's bid in 2003. The chronology and strategies around participation are summarised in Figure 2-1.

⁴ Department for Culture, Media & Sport (December 2010) *Plans for the Legacy from the 2012 Olympic and Paralympic Games*

⁵ Sport England website (www.sportengland.org)

Figure 2-1: Chronology of key sporting strategy around participation

Strategy and date of publication	Description
England, the Sporting Nation (English Sports Council 1996) ⁶	The strategy for the 1997 to 2004 period focused on the four areas of 'young people', 'active participation throughout life', 'performance development' and 'achieving excellence'. The specific goals for the active participation element focused on increasing the number of people taking sport, reducing the drop out in participation with age and reducing barriers to participation.
A Sporting Future for All (2000)	The strategy set out Labour's vision for sport, including sport in education, sport in the community, sporting excellence and the modernisation of sporting organisations. It put in train a variety of initiatives and strategies, including PESSYP. It was later replaced by Game Plan 2002.
Game Plan, 2002 ⁷	This strategy prepared by the Strategy Unit set the Government two objectives to produce " <i>a major increase in participation in sport and physical activity</i> " and " <i>a sustainable improvement in success in international competition</i> ". Recommendations were made around 'grassroots participation', 'high performance sport', 'mega-sporting events' and 'delivery'.
The Framework for Sport in England (2004 to 2008) ⁸	Sport England's three stranded approach centred on making England active, making England successful and backing the bid to host the 2012 Games. The first activity strand has a diverse strategy around, amongst other things, " <i>helping people to start and stay in sport, providing the solutions to increase and widen the base of participation for everyone regardless of age, gender, ethnic origin or disability.</i> "
Review of National Sport Effort & Resources, Patrick Carter, March 2005	This report reviewed national sport efforts and resources and recommended five key areas for consideration: <ol style="list-style-type: none"> 1 To introduce robust measurement and monitoring systems that inform government investment at local level and ensure clear lines of accountability; 2 To promote the personal benefits of sport and physical activity and to help people identify their local delivery points; 3 To improve the local delivery of sport and suggest that government considers how it can support the co-ordination of public, private and voluntary sector investment – as well as local authorities and regional bodies – in order to improve local sporting facilities; 4 To create, under strong government leadership, a single access point and brand for sport in England and to streamline duplicating 'back office' functions that would release more money for front line activity; 5 To provide targeted incentives and commercial assistance – via a new National Sports Foundation – to encourage individual and corporate support and to "<i>help sport help itself</i>"⁹
Sport England Strategy (2008 to 2011) ¹⁰	This strategy – published alongside the Legacy Action Plan - revolves around the three sporting outcomes of 'excel', 'sustain' and 'grow'. Participation in sport features in the sustain strand where " <i>approximately 60% of Sport England's investment will focus on sustaining current participants in sport by ensuring that people have a high quality experience and by taking action to reduce the 'drop-off' in sports participation between 16 and 18.</i> " The 2012 Games was a driver for developing the strategy but Sport England interventions and outcomes were not specifically linked to the Games and no specific 2012 Games programme or workstream were identified in the strategy.

Source: Sport England

These strategies confirm the focus on increasing and sustaining sports participation before the 2012 legacy participation programmes were developed, and even before the 2012 Games bid was successful.

The 2012 Games does of course feature in Sport England's strategy and is one of many factors which are taken into account. Indeed, changes in Sport England's strategy were made as a result of the successful bid for the 2012 Games. The most significant of these was in November 2010 when Sport England launched a specific Olympic Legacy programme: Places People Play.

It should be noted though that while the focus has been on sport participation since pre-2003, and that the Olympics has been one of many factors influencing sport strategies, the policy

⁶ English Sports Council (1996) *England, the sporting nation: A strategy*

⁷ *Game Plan: a strategy for delivering Government's sport and physical activity objectives, A Joint DCMS/Strategy Unit Report* (December 2012)

⁸ Sport England (2004) *The Framework for Sport in England. Making England an Active and Successful Sporting Nation: A Vision for 2020*

⁹ Patrick Carter (March 2005) *Review of National Sport Effort & Resources*

¹⁰ Sport England (June 2008) *Sport England Strategy 2008-2011*

environment and resultant programmes to deliver these strategies have changed over time to reflect changing conditions and requirements. An important example is the 2005 Carter Report¹¹ which reviewed national sport efforts and resources and recommended five key areas for consideration. A key outcome of this was the systematic shift towards using National Governing Bodies (NGBs) and the development of their Whole Sport Plans. This saw NGBs funded to support the delivery of the national sport strategy. Sport England funded 34 NGBs over the 2005 to 2009 period and then extended this to 46 governing bodies over the 2009 to 2013 period to ensure that all Olympic and Paralympic sports were included.

£239m was invested in Olympic and Paralympic sports to deliver their Whole Sport Plans between 2009 and 2013. In the absence of the Games Sport England notes that it would still have invested in NGBs but the Games meant that funding was protected for sport, that all Olympic and Paralympic NGBs received funding and the delivery programmes were different from what they would otherwise have been.

The NGB investment was at the heart of Sport England's strategy for increasing participation in sport. In 2008 the 46 NGBs developed Whole Sport Plans to illustrate how they would deliver against Sport England's key outcomes to sustain and grow participation in sport and support the development of talent. These plans were developed by the governing bodies with the Games in mind and many planned their delivery to provide participation opportunities and infrastructure to capture and build on the interest generated by the Games.

Specific examples of initiatives put in place by NGBs to capture interest from the Games, such as Hockey Nation, are discussed as NGB findings elsewhere in this report.

In addition to Sport England's Places, People Play, a variety of participation legacy programmes were developed, or existing programmes enhanced as a result of the Games.

Key legacy participation programmes include:

- **Places People Play:** A £150 million National Lottery funded initiative being delivered by Sport England in partnership with the British Olympic Association (BOA) and British Paralympic Association (BPA) with the backing of the London Organising Committee for the Olympic and Paralympic Games (LOCOG). The programme operates throughout all the regions of England and has eight elements of which the following two specifically target participation:
 - **Sportivate:** A nationwide campaign that provides opportunities for teenagers and young adults (age 14-25) to receive six to eight weeks of coaching in the sport of their choice at a local venue, and guides them into regular participation within their community when the six to eight weeks has ended. Sportivate began in April 2011 and was originally due to run until March 2015¹² however in April 2013 Sport England announced an extra £24 million worth of funding in order to expand and extend the Sportivate programme which will now run until 2017;
 - **Gold Challenge:** An independent initiative supported by Sport England, the BOA and BPA intended to motivate over 100,000 people to get involved in multiple Olympic and Paralympic sports and in doing so raise money for charity. Gold Challenge was a self-funding organisation with a small level of Sport England investment allocated to evaluating its impact. A total of £3 million of National Lottery funding was available for Sport England to invest in the sport delivery system if sports were unable to meet the additional demand created by Gold Challenge participants. Gold Challenge launched in November 2010 and ran until the end of 2012;
- **School Games:** This is a framework of competitions led by Sport England and delivered by the Youth Sport Trust, with additional funding from the Department of Health. All schools in England were given an opportunity to participate, with pupils competing against

¹¹ Patrick Carter (March 2005) *Review of National Sport Effort & Resources*

¹² Sportivate superseded Sport Unlimited programme which ran from 2008 to 2011 building on learning from Sport Unlimited.

one another in intra-school (level 1), inter-school (level 2) and county festivals (level 3). A national event (level 4) also includes students from the nations. The first national finals were held at the Olympic Park in May 2012. It includes competitions for disabled pupils and those with special educational needs. While not formally a part of School Games, the Department for Education committed £65 million of funding up to the end of the 2012/13 academic year to ensure that one PE teacher in every secondary school could be released for one day a week. This time was used to, amongst other things, help encourage greater take-up of competitive sport in primary schools and secure a fixture network for schools to increase the amount of intra- and inter-school competition. The funding has therefore helped schools engaged in the programme.

- **Inspire programme:** The 2012 Games Inspire programme enabled non-commercial organisations across the UK to link their events and projects to the 2012 Games in an official capacity. Projects and events inspired by the Games applied to be awarded 2012 branding rights in the form of the Inspire mark. Projects covering sport, culture, education, sustainability, volunteering and business were awarded the Inspire mark. Sportivate is an Inspire project;
- **Legacy Trust UK programmes:** Legacy Trust UK is an independent charitable trust endowed with £40 million, consisting of Big Lottery Fund (£29 million), Department for Culture, Media & Sport (DCMS) (£6 million) and Arts Council England (£5 million). The charity was set up to use the 2012 Games as a catalyst to fund projects which enable communities from across the UK to take part in cultural and sporting activity during the build up to 2012. It had funding allocated to twelve regional and four national programmes;
- **Premier League 4 Sport:** A £3.8 million programme with the Premier League working in partnership with the Youth Sport Trust and Sport England in order to get 25,000 young people to join local sports clubs in four Olympic sports (table tennis, judo, badminton and volleyball) by 2011. Although originally planned to run from 2009 to 2011, the programme was extended to 2013, with an additional £2 million of Premier League funding and extended to four more sports (handball, netball, basketball and hockey);
- **Change4Life:** This Department of Health supported programme brings together health and education professionals, industry and the third sector, with the shared aim of improving people's diets and levels of activity and in doing so, reducing the threat to their future health and happiness. The goal of Change4Life when launched was "*to help every family in England eat well, move more and live longer*". Change4Life includes a range of programmes and activities, the following three being the key legacy initiatives:
 - **Change4Life Sports Clubs:** These clubs focus on building a network of new school sport clubs based on seven Olympic and Paralympic sports and are designed to engage the least active children and young people. The clubs aim to use the legacy of the 2012 Games to encourage take up and participation. After an initial £6 million of joint funding from DCMS, Department of Health and the National Lottery, the project is now funded by Department of Health, with the commitment of £8.4 million until 2015, and delivered by the Youth Sport Trust. By 2015, Department of Health is aiming to have Change4Life Sports Clubs in 3,000 secondary schools and 10,500 multi-sports clubs in primary schools;
 - **Games4Life:** Change4Life launched the Games4Life Campaign in summer 2012 to promote physical activity and sport for adults and children in the run up to the London Games. This comprised a nationwide TV campaign to encourage the public to 'join in' with fun and games, direct communication (including an activity questionnaire and personalised physical activity plans to 13 million consumers) and a co-ordinated digital campaign;
 - **Walk4Life:** As part of the Change4Life movement, the Walk4Life project aims to encourage people who are inactive, or who do very little physical activity, to walk more to improve their health. The Department of Health gave £1.4 million of funding at the beginning of the project which was registered as an official 'Inspire' project with LOCOG. It officially started in November 2009 and is due to run until November 2012.

- **PESSYP** (discontinued): PESSYP was jointly led by DCMS and Department for Education, and contributed to participation, elite sport and (soft) infrastructure objectives. Although PESSYP began as a national initiative in 2002, it was subsequently adapted to help meet 2012 Games objectives and was enhanced with additional funding of £100 million over the 2008/9-2010/11 period, to help create a lasting legacy from the Games;

The new Government formed in May 2010 decided not to continue with the centrally funded PESSYP programme and instead announced plans for the School Games programme, which was tasked with increasing access and opportunity for more children to do competitive sport. It is, however, up to the schools to decide whether to continue existing activities previously covered under PESSYP, a number of which will be subsumed in aspects of the School Games. Prior to its cancellation, PESSYP consisted of ten strands. The participation strands included:

 - **Sport Unlimited:** Offered young people the chance to attend 'taster' sessions of sport over 8 to 12 weeks. This programme was led by Sport England. It began in 2008 and finished in March 2011 when it was superseded by Sportivate (which used learning from Sport Unlimited). In July 2007, an additional investment of £100 million was made into PESSYP for 2008 to 2011, with total funding of £36 million allocated to Sport Unlimited. The additional funding was directed towards the programme to harness and improve its effectiveness as a result of the Games (albeit broadly defined as a sports initiative rather than a 2012 Games programme);
 - **Competition:** Led by Youth Sport Trust, this strand aimed to create a single framework for each sport to provide better competitive sporting opportunities within and between schools and give these more profile. Aspects of this strand were subsumed within the School Games;
 - **School Club Links:** Identified to develop links between schools and community sport clubs. Sport England is working with 34 of the NGBs of sport to increase the number of 5-19 year olds taking part in accredited community clubs or taking on leadership and volunteering roles within sport. This work will continue to 2013 as part of Sport England's overall investment in NGB Whole Sport Plans;
 - **Disability – Playground to Podium:** This strand focused on increasing participation amongst young disabled people and ensuring that those with a higher level of ability in PE and sport were identified and progressed along a talent pathway. This continues to be achieved through a series of interventions that form the Playground to Podium framework, in particular Multi-Sport and Multi-Skill clubs. Delivered by the Youth Sport Trust working closely with Sport England, English Federation for Disability Sport and NGBs;
 - **School Swimming Improvement:** Led by Department for Education, this strand aimed to increase the number of children that can meet Key Stage 2 standards.
- **Free Swimming** (discontinued): The Free Swimming Programme was a £140 million programme designed to increase participation in swimming in England, with local authorities providing free swimming for children aged 16 or under and for adults aged 60 or over. It was a cross government initiative with funding from five government departments as well as investment and resource from the Amateur Swimming Association and Sport England. Originally scheduled to run for two years from April 2009 to March 2011, it finished early in July 2010;
- **LOCOG sponsor programme of activities and initiatives**, including for example:
 - **Sainsburys Million Kids Challenge:** In April 2011 Sainsbury's launched their one Million Kids Challenge, aimed at getting one million children from around the UK involved in the Paralympics by giving them the opportunity to try out a Paralympic sport. Sainsbury's supplied free sports equipment to schools and all of the schools participating in the Challenge were eligible for additional rewards and benefits, such as access to London 2012.
 - **Local Heroes:** Lloyds TSB Local Heroes programme supports talented emerging athletes in the UK with awards of £1,000 to help with the costs of training and competing at national and international levels. Working in partnership with SportsAid since 2008, the programme has provided funding and recognition to more than 1,000

Olympic and Paralympic hopefuls on their journey to London 2012 and beyond. 22 current Lloyds TSB Local Heroes and 15 'alumni' competed for Great Britain at the London 2012 Olympic and Paralympic Games.

- **Deloitte Global Athletes' Network:** aims to assist elite athletes who work at a Deloitte member firm to train and to compete at the highest level whilst pursuing careers with Deloitte.

Many of these programmes would not have gone ahead in the absence of the Games, while others are linked to the Games although not solely Games-related. The Government's commitment to programmes aimed at increasing participation is evident in the funding committed which is discussed in more detail in the next sub-section.

In terms of disability¹³, many of the programmes had specific targets related to disabled participants with outputs and impacts evaluated. Of the legacy participation programmes described above, data on disability is available for the following (although it should be noted that just because data is not available does not mean that disabled people did not benefit – rather, only available evidence has been reported on):

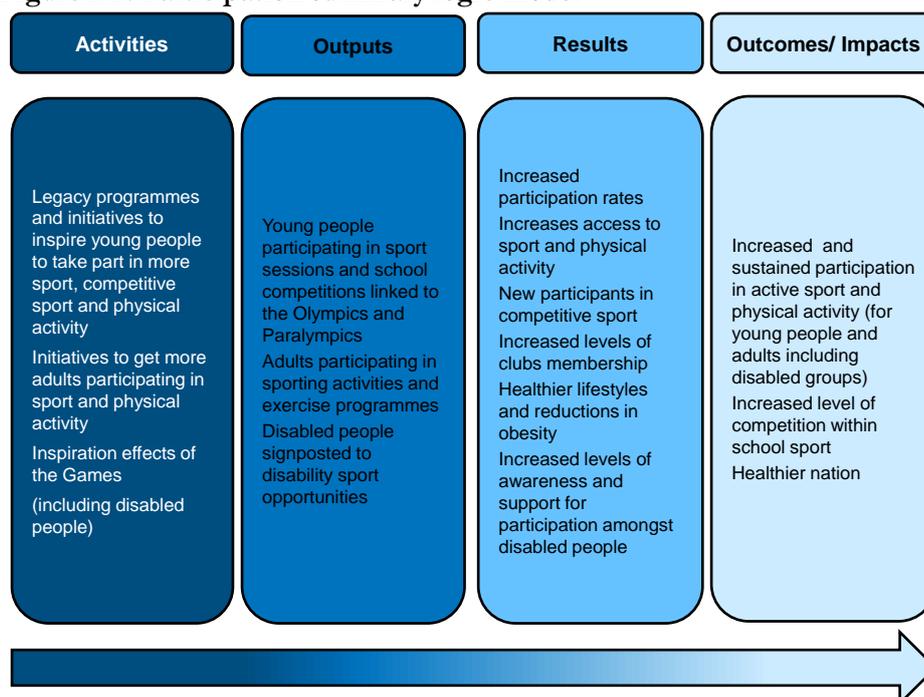
- Sportivate;
- School Games;
- Inclusive Sport;
- Legacy Trust UK;
- Walk 4 Life; and
- PESSYP.

Although Inspire supported the participation of disabled people, there is no evaluation evidence indicating how many disabled people were supported or the impacts. In addition data from the Taking Part survey, Active People survey, Pre-Games Training Camps (PGTC) Survey undertaken by DCMS (see Annex C) and the Local Government Association (LGA) also provide data on the participation of disabled people in sport and physical activity.

Figure 2-2 below summarises how these activities translate into outputs, results, outcomes/impacts for the participation sub-theme.

¹³ The definition for disabled people varies between data sources and surveys and thus the measurement of the impact on disabled people varies. When referencing data related to disabled people it thus needs to be noted that this will be specific to the data source and may not be comparable between sources and surveys.

Figure 2-2: Participation summary logic model



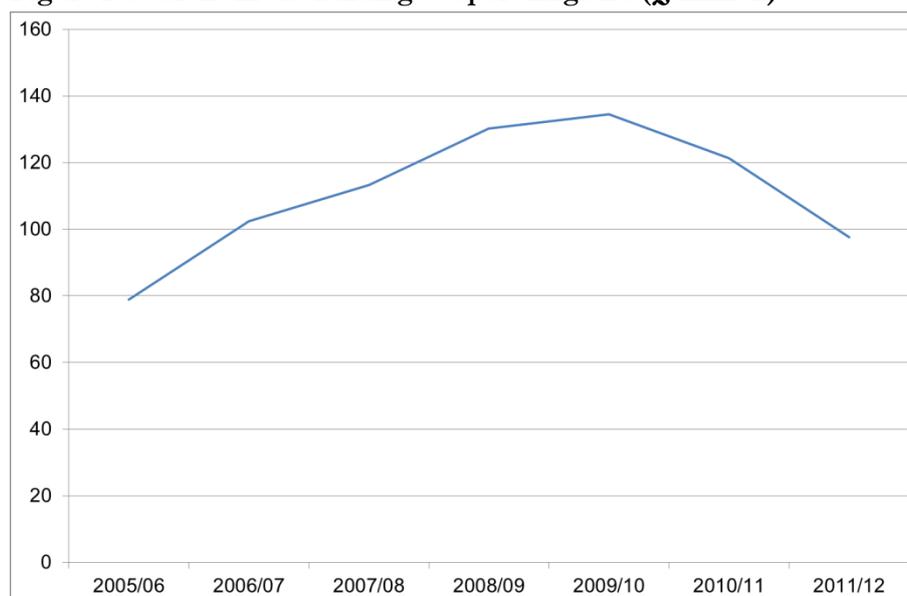
2.2 Expenditure

According to Sport England, in the absence of the Games they would still have invested in sports delivery but the delivery programmes and themes may well have varied. The view of some stakeholders was that the Games has potentially resulted in funding levels being higher than they would otherwise were, or funding being protected/ ring-fenced. However, other stakeholders noted the reduction in Lottery funding to Sport England for investment in community participation projects due to the Olympic transfers to the Olympic Lottery Distribution Fund (OLDF).

The two key sources of funding for Sport England are grant-in-aid funding from the Exchequer and Lottery funding from the National Lottery Distribution Fund.

Grant-in-aid funding for Sport England rose from to 2005/06 to peak in 2009/10 at just under £135 million. This growth in funding could have been in part due to the effects of the Games and to help ensure a legacy. Since 2009/10 grant-in-aid funding for Sport England has declined. This decline is expected to continue into the future. However reductions in grant in aid may be offset by increases in Lottery funding (see Figure 3-2).¹⁴

¹⁴ http://www.sportengland.org/media_centre/press_releases/csr.aspx

Figure 2-3: Grant-in-aid funding to Sport England (£ million)

Source: Department for Culture, Media & Sport Annual Reports and Accounts

In assessing legacy expenditure on sport and participation, it is important to understand Lottery funding. The chronology of National Lottery funding related to sport (particularly Sport England) and the 2012 Games is outlined in Figure 2-4.

Figure 2-4: Chronology of National Lottery funding to sport and the 2012 Games

Date	Summary (including expected costs and outputs where available)
Up to 1997	Sport received 20% of Lottery good causes income, with 16.7% of lottery good cause income going to Sport England.
October 1997	Funding to Sport was reduced to 16.7% (13.9% to Sport England) in 1997 to fund additional projects in health, education and environment run by the New Opportunities Fund.
February to March 1999	Sport funding reduced to 5% (4.2% to Sport England) for three months in 1999 to give extra funds to New Opportunity Fund.
July 1999	UK Sport given share of funding to sport; Sport England's share of Lottery income reduced to 12.6%.
June 2003	Memorandum of Understanding 2003: Contribution of £1.5 billion envisaged as part of the original £2.375 billion budget. The contribution comprises £750 million from sales of Olympic-themed tickets, £340 million from Sports lottery distributors and £410 million (if required) from the National Lottery Distribution Fund.*
August 2005	Set up of the Olympic Lottery Distribution Fund (OLDF) in April 2005 with funds first transferred in August 2005.
April 2006	Transfer of elite sport responsibility from Sport England to UK Sport, with Sport England's share of Lottery income reducing to 10.3%.
June 2006	Confirmation that the £410 million funds from the National Lottery Distribution Fund would be required.^
June 2007	Revised Memorandum of Understanding 2007: Increased contribution from the national lottery from £410 million to £1,085 million (i.e. a proposed further £675 million).
February 2008	Set up of a statutory instrument in February 2008 to transfer the £1,085 million of funds from the National Lottery Distribution Fund in 15 quarterly instalments from February 2009 to August 2013.
2010	After consultation by DCMS, Parliament decided that funding for sport, arts and heritage would be restored to their original shares of 20% in two stages: On 1 April 2011 to 18% each (11.2% Sport England); on 1 April 2012 to 20% each (12.4% to Sport England).**

Source: The National Lottery – The first 15 years, Research Paper 09/93 14 December 2009

Note:

* Memorandum of Understanding (2003) and House of Commons Culture, Media and Sport Committee (April 2008) London 2012 Games: the next lap (23 April 2008)

^ DCMS Press Release 087/06, 21 June 2006

** Consultation on the National Lottery Shares (May to August 2010)

National Lottery funding to Sport England peaked in 1997/1998 at around £300 million and then declined to around £125 million in 2006/07 as a result of lower National Lottery sales, a decrease in allocation to sport from 20% to 16.7% and the share of sports funding to UK Sport increasing. Since then, stronger lottery sales would have seen an increase in funding had the

transfer to the OLDF not taken this away. However, funding increased in 2011/12 due to the increase in allocation to sport to 18% and would be expected to increase again in 2012/13 when the allocation increases to 20% (see Figure 2-5).

Figure 2-5: National Lottery Distribution Fund allocations to Sport England (£ million)



Source: Department for Culture, Media & Sport

While the transfer to the OLDF has taken money away from Sport England, the investment of this money includes the building of Games facilities, which will have a beneficial effect on sports participation. Moreover, Sport England made its only Lottery grants to some of these facilities, specifically the Aquatics Centre, the Velodrome and the Broxbourne Water Centre.

The issues and rationale for the 2010 decision to increase Lottery funding are set out in more detail in Box 2-1 below. The 2012 Games did not feature as a rationale for the reallocation of the share of Lottery sales back to 20% in 2010, but the Games and the desire to enhance the sports legacy were identified as potential beneficiaries.

Box 2-1: Conclusions on the 2010 decision to increase sport funding to 20% share

"The Government believes that some of the health, education and environment funding has been used for projects which should have been funded by statutory bodies rather than the Lottery, in effect reducing the amount of funding available for arts, heritage and sport."

"The Coalition: Our Programme for Government' states that the Government will reform the National Lottery so that more money goes into sport, the arts and heritage. The Government believes that a vibrant cultural, media and sporting sector is crucial for our well-being and quality of life."

"To restore the Lottery good causes of sport, arts and heritage to their original shares of 20% each of the National Lottery Distribution Fund, resulting in more Lottery money going to projects in these good causes. The Government wishes to focus the Lottery on its original causes. The Government also wants to ensure that the levels of funding to the voluntary and community sector through Big Lottery Fund are protected."

"Lottery funding through arts, heritage and sport has increasingly benefitted local community and voluntary groups over the years, and the proposed changes would further this, including such things as increased participation in legacy of major sporting events such as the Olympics."

Source: *The Apportionment of Money in the National Lottery Distribution Fund Order 2010 (Impact Assessment, 15/06/2001)*

Although the 2012 Games appears to have been one of the many factors that has affected the strategic direction of Sport England's specific programmes, it has clearly acted as a catalyst, providing an opportunity to maximise the effectiveness of existing investments. In addition to acting as a catalyst, the 2012 Games has created a momentum behind the initiatives. This has been accompanied by increased publicity, press and public scrutiny which may in turn have impacted on momentum and delivery.

Places People Play (a £150 million initiative) and the School Games (a £128 million initiative) are two of the major sport related interventions, both launched recently and explicitly linked to

the Games. Therefore it can be assumed that in the absence of the Games, funding for community sport would have been invested differently.

PESSYP was launched in 2002 as a national initiative, which consisted of 10 strands by 2011 when the programme was terminated. Although PESSYP preceded London's successful bid for the 2012 Games, the programme was subsequently adapted to help meet some of the 2012 Games legacy objectives, particularly from 2008 onwards. In particular, additional investment of £100 million over the 2008/09-2010/11 period specifically to give every young person aged 5 to 16 years the chance to do five hours of sport a week and those 16 to 19 years, three hours per week.¹⁵ This additional investment was clearly driven by the Games and it is unlikely that this level of additional funding would have been committed otherwise. The additional funding included resource to support extending 'club' activity designed to attract semi-sporty young people to do sport outside the school day – the 'Extending Activities' programme which became Sport Unlimited.

Figure 2-6 provides an overview of expenditure on participation programmes. It should be noted that while the Places People Play Inclusive Sport Fund is entirely aimed a disabled people, many of the other programmes also invested in participation programmes aimed at disabled people, although this expenditure is not available separately.

Figure 2-6: Expenditure on legacy participation programmes

Legacy programme/ initiative	Lead Organisation	Indicative Spend/ Budgets
Places People Play – Sportivate	Sport England	£34m
Places People Play – Gold Challenge	Sport England	£0m
School Games	Sport England	£63m
Places People Play – Inclusive Sport Fund	Sport England	£13m
Premier League 4 Sport	Premier League working with Youth Sport Trust and Sport England	£7m
Inspire	London 2012	£1.6m**
Legacy Trust UK Programme	Legacy Trust UK	£40m^
Change 4 Life School Sports Clubs	Department of Health	£6.4m*
Games 4 Life	Department of Health	Unknown
Walk 4 Life	Department of Health	£2m
Free Swimming	DCMS, Department of Health, Department for Education, DWP and DCLG	£140m

Source: Sport England, Department for Culture, Media & Sport, Premier League 4 Sport, Department of Health

Note:

Places People Play and School Games data is actual spend data to 2012/13 with budgeted spend for 2013/2014 with this spend currently being reviewed and thus subject to change

Data for Inspire and Legacy Trust reflects total budgets and not only those allocated to sport

* This project is funded by DfE and delivered by the Youth Sport Trust. Department of Health made an extra £6.4 million available over two years to continue the presence of Change4Life Sports Clubs in secondary schools and extend the model to primary schools

** £1.6m provided by DCMS to support Inspire Mark

^ The endowment was funded by the Big Lottery Fund (£29m), Arts Council England (£5m) and DCMS (£6m)

Although not purely legacy-related, local authorities, as a significant provider of sporting facilities, have and will continue to support increased participation. For example in 2011/12 councils spent almost £925 million on sports and recreation facilities an average of £14.74 per head.¹⁶

2.3 Evidence on participation level and trends

This section assesses how participation has changed since 2005 with the impact of the Games on participation also assessed where available.

¹⁵ Announcement on 13 July 2007 by the Prime Minister

¹⁶ Based on Audit Commission data received from the Local Government Association

Data is assessed separately for children, young people and adults with data specific to disabled people also provided where available.

This section is structured as follows:

- Adult participation – Participation data is provided to cover sport and physical activity participation, analysed by age, gender, ethnicity, socio-economic class, employment status, geography, disability and sport type. Data is based on the Taking Part survey and the Active People survey as well as surveys on participation from the nations;
- Child participation – Participation of children in sport and physical activity and competitive school sport is taken from the Taking Part survey and evaluations of the School Sport Partnership Programme;
- Impact of the Games – based on the Taking Part survey; and
- Health and well-being – based on the Taking Part survey.

(i) Participation data and trends: adult participation

Headline Participation Levels

The Taking Part survey is a household survey in England, looking at participation in the cultural and sporting sectors. Data for Taking Part is reported annually for the April to March period although is available on a quarterly rolling annual basis, with the first year of data for 2005/06. The latest available Taking Part data is from January to December 2012 and is analysed as this presents the latest data and includes the post-Games period.

The Taking Part survey shows adult participation in sport and physical activity in England has seen a statistically significant¹⁷ increase from 2005/06 to January to December 2012, with the following participation rates recorded (see Figure 2-7):

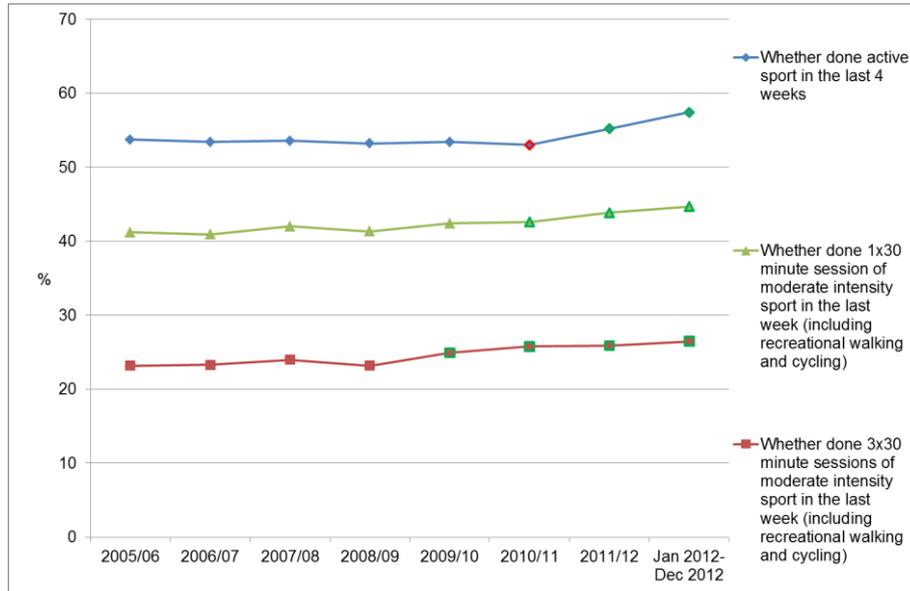
- Active sport participation in the last four weeks has increased in a statistically significant way from 53.7% in 2005/6 to 57.4% in January to December 2012;
- 1x30 minute sessions of moderate intensity sport (including recreational walking and cycling) in the last week has seen a statistically significant increase from 41.2% in 2005/6 to 44.7% in January to December 2012; and
- 3x30 minute sessions of moderate intensity sport (including recreational walking and cycling) in the last week has increased in a statistically significant way from 23.2% in 2005/6 to 26.5% in January to December 2012.

These three measures have all shown a peak in the January to December 2012 period.

The 3.5% rise in the 1x30 minute session of moderate intensity sport (including recreational walking and cycling) in the last week measure, from 2005/06 to January to December 2012, is equivalent to 1.5 million more adults participants. This excludes the effects of population growth between 2005/06 and January to December 2012 which would have led to a higher number of participants even without an increase in the percentage participating.

¹⁷ At the 95% confidence level, the standard used throughout unless stated.

Figure 2-7: Frequency of adult participation in sport in England, 2005/06-January to December 2012



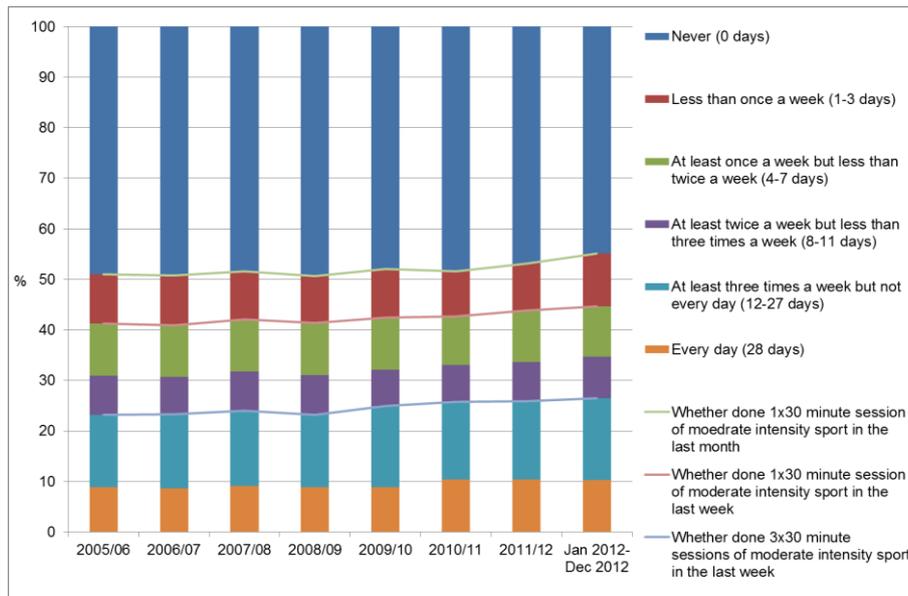
Source: *Taking Part*

Note: Green data point outlines indicate a statistically significant increase from 2005/06, red data point outlines indicate a statistically significant decrease from 2005/06.

Active sport excludes recreational walking and cycling, which are included in the ‘intensity’ measures. Moderate intensity sport only includes sports of sufficient intensity (e.g. yoga and archery are only included for over 65s and activities such as darts and snooker are excluded) to raise a person’s heartbeat and breathing rate

Figure 2-8 shows a further breakdown of the moderate intensity measures. It shows the proportion of those who have never participated in 30 minutes of moderate intensity sport in the last month has decreased statistically significantly since 2005/06 from 49% to 44.9% in January 2012 to December 2012. There has also been a statistically significant increase (in the same period) for those participating in the everyday grouping (increase of 1.4%) and those in the 12-27 days group (1.9%). Looking at the trend lines, these appear to show that participation increased for those participating most frequently (at least 3x30 minute sessions a week) first, with initial signs in 2009/10. However this growth seems to have plateaued since 2010/11. Those participating quite frequently (1x30 minute session a week) show steady growth in participation a little later (2011/12), whilst those participating least frequently (1x30 minute session a month) have shown substantial growth since 2011/12. This fits with the statistically significant increases shown in Figure 2-7.

Figure 2-8: Frequency of adult participation in 30 mins plus of moderate intensity sport (including recreational walking and cycling) in England in the last month, 2005/6-January to December 2012

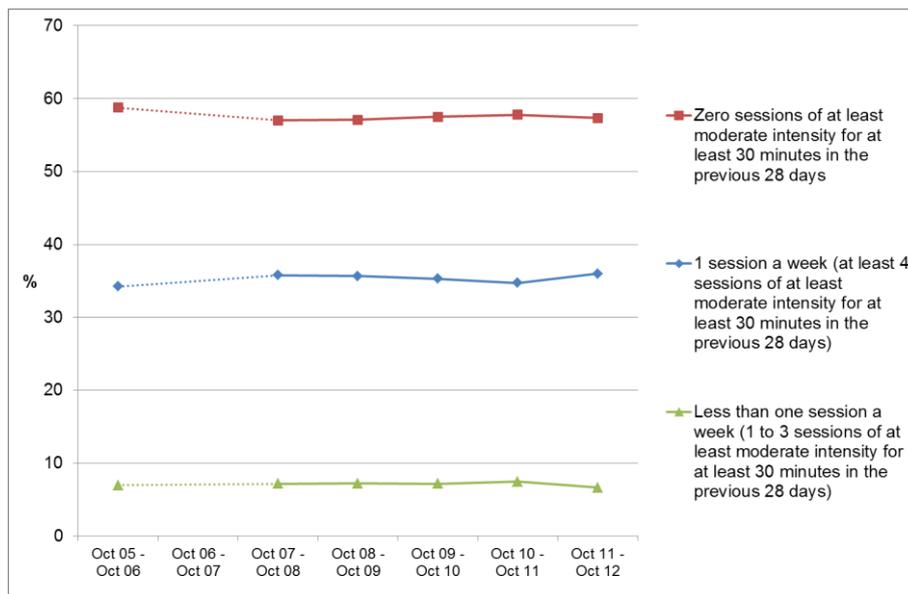


Source: Taking Part

Note: Moderate intensity sport includes recreational walking and cycling, it also only includes sports of sufficient intensity (e.g. yoga and archery are only included for over 65s and activities such as darts and snooker are excluded) to raise a person’s heartbeat and breathing rate.

The Active People survey, Sport England’s participation survey, supports these findings with a statistically significant increase in its headline 1x30 minute session of moderate intensity sport¹⁸ from 34.2% in October 2005-October 2006 to 36.0% in October 2011-October 2012 (see Figure 2-9).

Figure 2-9: Frequency of adult sport participation in England, October 2005 to October 2006 to October 2011 to October 2012



Source: Active People

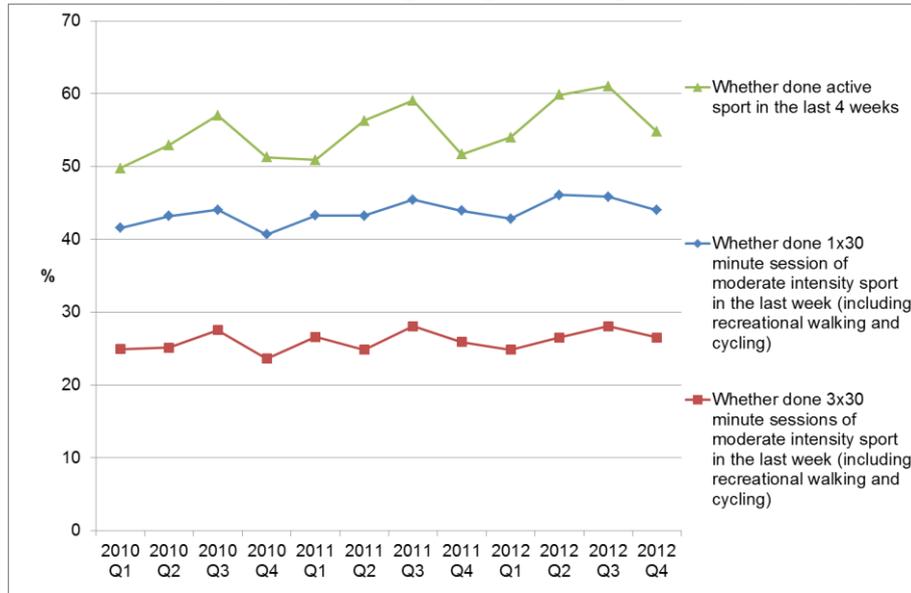
Figure 2-10 indicates the quarterly breakdown in the headline Taking Part participation measures from 2010 to 2012. This shows seasonal fluctuations in sports participation for all

¹⁸ This excludes recreational walking and cycling and so is lower than the Taking Part measure

three measures. Sports participation is lower in the winter (Q1 and Q4) and highest in Q3. As well as a general seasonal trend, Sport England research¹⁹ shows that the weather affects regular participants, particularly rain and freezing condition; a ‘bad’ winter would reduce participation further.

Whilst the sample size limits the significance of any results, there appears to be a general upwards trend rather than a step change. Interestingly, there is not a noticeable jump in Q3 2012, suggesting there was not a large impact directly when the Games was happening. However, Q2 2012 seems to be higher than you might expect, compared to the other quarter twos.

Figure 2-10: Frequency of adult participation in sport in England, by quarter (2010-2012)



Source: Taking Part

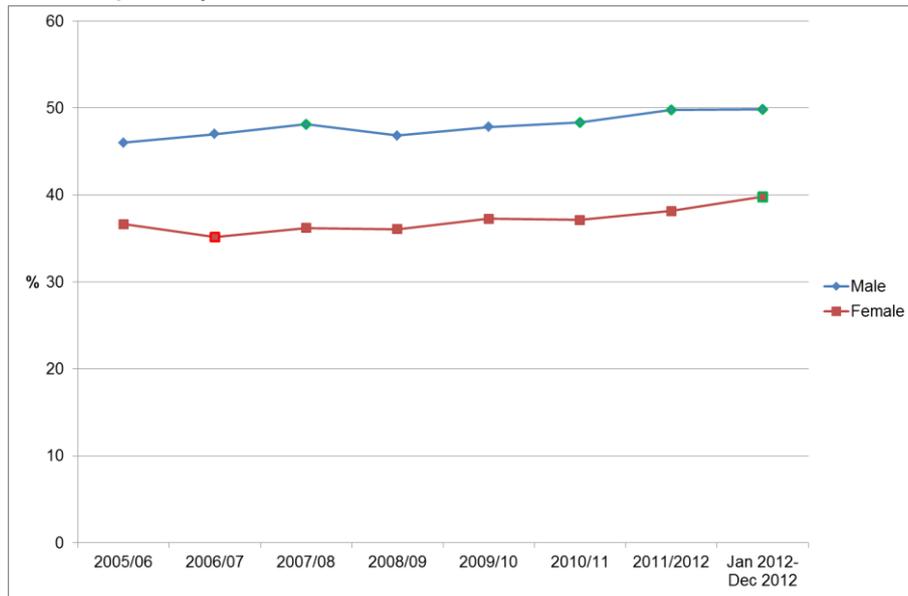
Note: Active sport excludes recreational walking and cycling, which are included in the ‘intensity’ measures. Moderate intensity sport only includes sports of sufficient intensity (eg yoga and archery are only included for over 65s and activities such as darts and snooker are excluded) to raise a person’s heartbeat and breathing rate

Participation by Gender

Taking Part shows participation by gender has statistically significant increased since 2005/06 with a peak in participation in the January to December 2012 period at 49.9% for males and 39.8% for females (see Figure 2-11).

¹⁹ Active People and Met Office data

Figure 2-11: Frequency of adult participation in sport (including recreational walking and cycling) in England in the last week, for at least 30 minutes moderate intensity, 2005/06-January to December 2012



Source: *Taking Part*

Note: Green data point outlines indicate a statistically significant increase from 2005/06, red data point outlines indicate a statistically significant decrease from 2005/06.

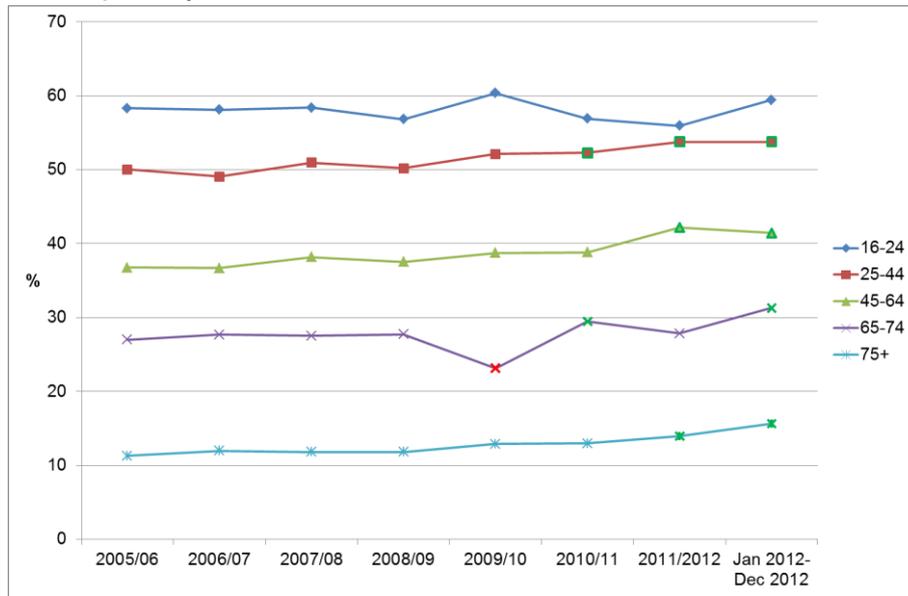
According to the Active People survey a statistically significant increase in participation by both genders was recorded in October 2011-October 2012 with male participation increasing from 38.9% in October 2005-October 2006 to 41.1% in October 2011-October 2012 while female participation increased from 29.8% to 31.1%.

Participation by age

When looking at adult participation there is a clear correlation with age, with participation rates decreasing as age increases.

In terms of participation for different age groups, *Taking Part* shows a statistically significant increase in all age groups, except for age 16-24 years, between 2005/06 and January to December 2012; those aged 45-64 years, 65-74 years and 75 years plus have increased by 4.6%, 4.3% and 4.4% respectively (see Figure 2-12). The 16-24 years age group has remained stable over the period with no significant changes, though this may be in part due to the smaller sample size of this subgroup.

Figure 2-12: Percentage of adults participating in sport (including recreational walking and cycling) in England in the last week, for at least 30 minutes moderate intensity, 2005/6-January to December 2012



Source: Taking Part

Note: Green data point outlines indicate a statistically significant increase from 2005/06, red data point outlines indicate a statistically significant decrease from 2005/06.

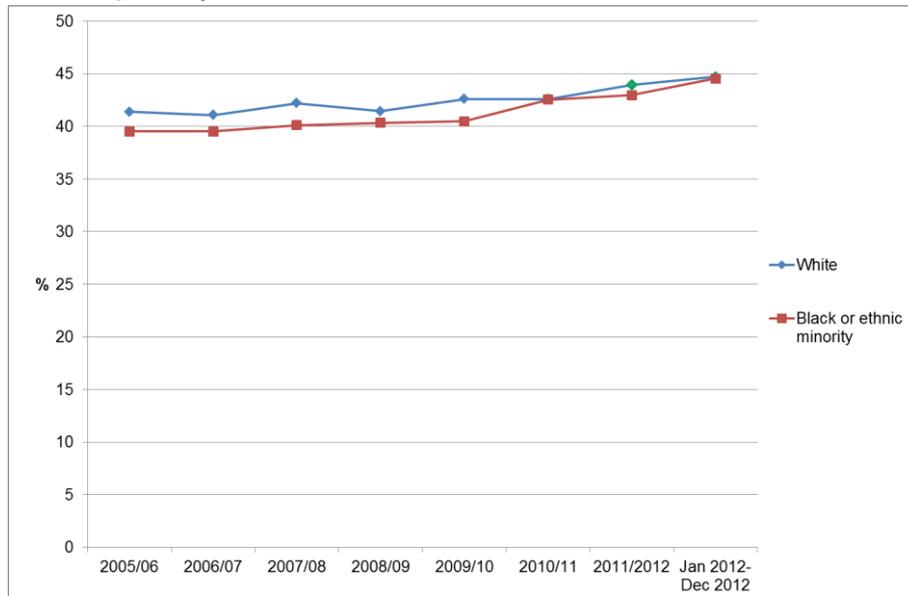
This finding is mirrored in the Active People survey, which showed a statistically significant increase in participation for those aged 25 years and over from 30.2% in October 2005-October 2006 to 32.4% in October 2011-October 2012. However the Active People survey records a statistically significant decrease in participation for those aged 16 to 25 years, from 55.7% in 2005/06 to 54% in 2011/12.

Participation by ethnicity

Participation by white people peaked at 44.7% in the January to December 2012 period which is a statistically significant increase since 2005/06 (41.4%).

Taking Part also shows that participation of the black or ethnic minority (BME) group increased by 5.0% since 2005/06 and peaked at 44.6% in the January to December 2012 period. This is not statistically significant at 95% confidence level, however it is at the 90% confidence level, and given the smaller sample size of this group it is deemed appropriate to report this change (see Figure 2-13).

Figure 2-13: Adult participation in sport (including recreational walking and cycling) by ethnicity in England in the last week, for at least 30 minutes moderate intensity, 2005/06-January to December 2012



Source: Taking Part

Note: Green data point outlines indicate a statistically significant increase from 2005/06, red data point outlines indicate a statistically significant decrease from 2005/06.

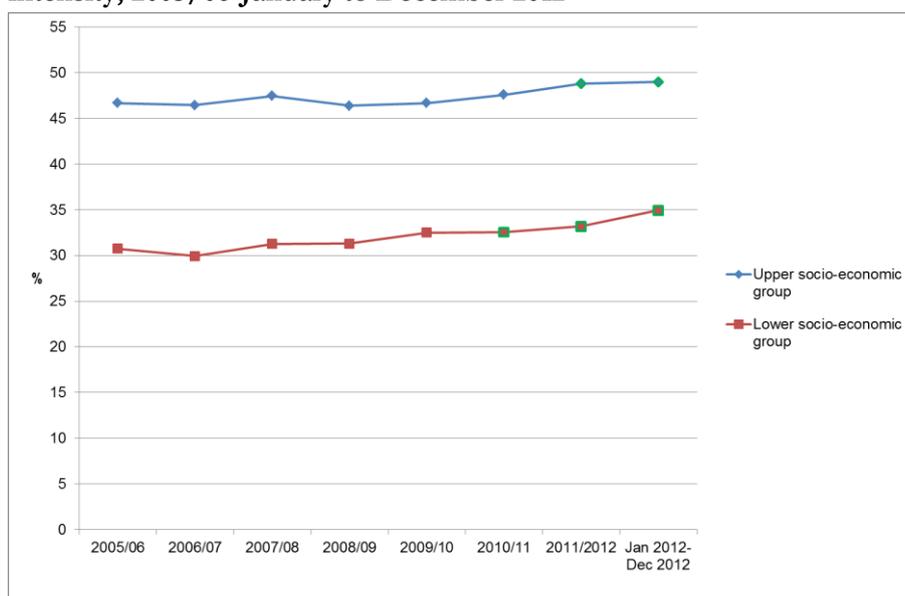
According to the Active People survey, a statistically significant increase in participation for both white and non-whites was recorded from October 2005-October 2006 to October 2011-October 2012 with participation increasing from 34.3% to 36.1% for whites and from 33.2% to 35.5% for non-whites.

Participation by socio-economic status

It is clear from the Taking Part survey results shown in Figure 2-14 that participation amongst upper socio-economic groups (upper SECs) is greater than that of lower socio-economic groups (lower SECs). This could be linked to disposable income being greater in the upper SEC allowing for more club memberships, equipment purchases and a higher standard of living lending itself to sport.

Both groups peaked in the January to December 2012 period at 49% (for upper) and 34.9% (for lower), with both of these reflecting statistically significant increases since 2005/06.

Figure 2-14: Adult participation in sport (including recreational walking and cycling) by socio-economic class in England in the last week, for at least 30 minutes moderate intensity, 2005/06-January to December 2012



Source: *Taking Part*

Note: Green data point outlines indicate a statistically significant increase from 2005/06, red data point outlines indicate a statistically significant decrease from 2005/06

The Active People survey measures socio-economic status using an eight point SEC system with SEC1 being the upper SEC and SEC8 being the lower SEC. Participation by SEC indicates that as one moves from SEC1 through to SEC8, participation decreases, namely:

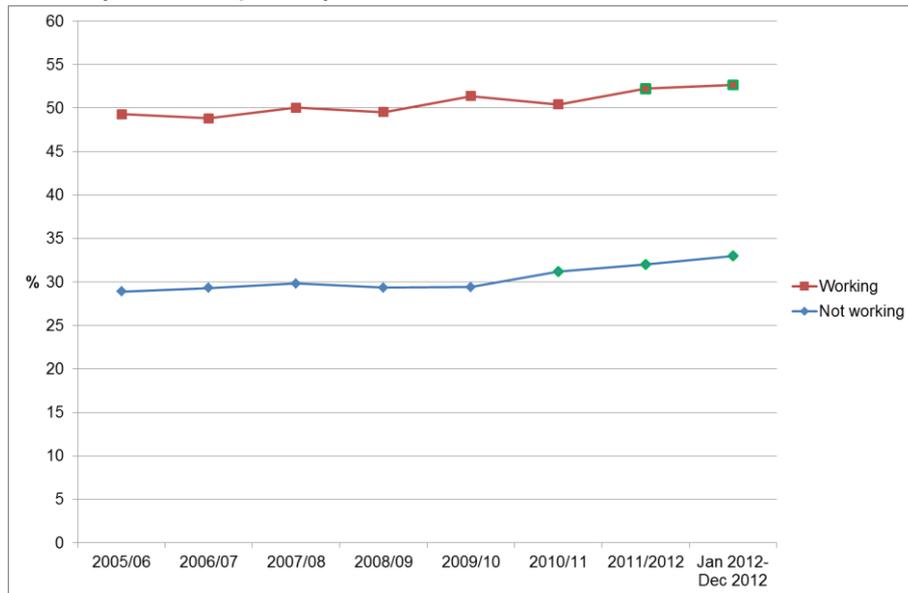
- SEC1 & 2 (grouped) – saw a statistically significant increase in participation from 40.1% in October 2005-October 2006 to 42.7% in October 2011-October 2012;
- SEC3 – saw a statistically significant increase in participation from 32.3% in October 2005-October 2006 to 33.7% in October 2011-October 2012;
- SEC4 – saw an increase (but not statistically significant) in participation from 32.4% in October 2005-October 2006 to 32.9% in October 2011-October 2012; and
- SEC5, 6, 7 & 8 – saw an increase (but not statistically significant) in participation from 26.9% in October 2005-October 2006 to 27.1% in October 2011-October 2012.

Participation by employment status

The participation by employment status has also shown a statistically significant increase since 2005/06. *Taking Part* shows those not working have shown a peak in participation in the January to December 2012 period at 33%, a 4.1% increase since 2005/06.

Those working demonstrate a higher rate of participation than those not working. Although participation has remained stable between 2005/06 and 2010/11 period, in the January to December 2012 period there was a peak at 52.7%, a statistically significant increase of 3.4 percentage points since 2005/06 (see Figure 2-15).

Figure 2-15: Adult participation in sport (including recreational walking and cycling) by employment status in England in the last week, for at least 30 minutes moderate intensity, 2005/06-January to December 2012



Source: Taking Part

Note: Green data point outlines indicate a statistically significant increase from 2005/06, red data point outlines indicate a statistically significant decrease from 2005/06.

Participation by disability

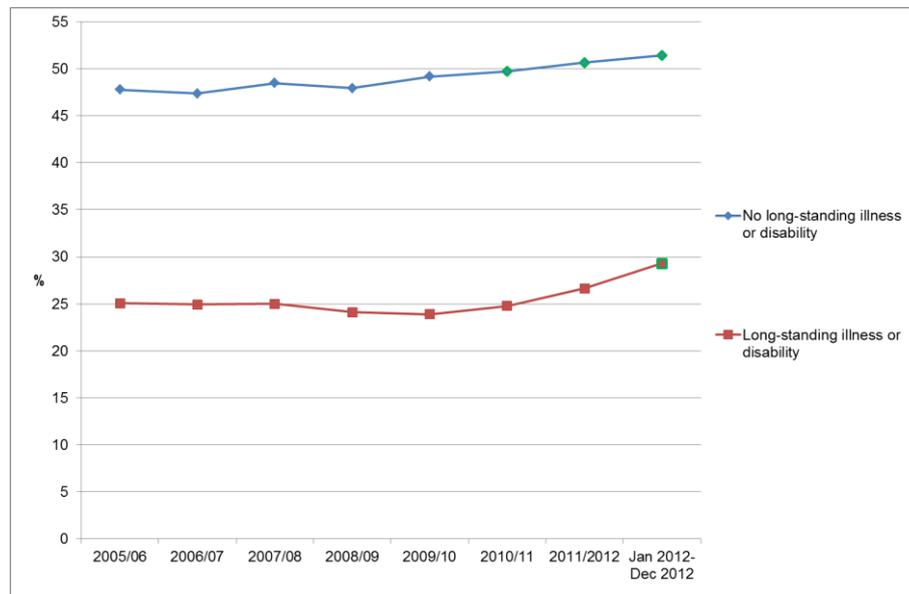
Figure 2-16, from Taking Part survey results, shows that participation in sport is much lower for those with a long-standing illness or disability, although both are increasing.

Participation for those with no long-standing illness or disability show a statistically significant increase in 2010/11 as compared with 2005/6, with further increases noted in 2011/12.

Participation peaked in the January to December 2012 period at 51.4%.

After remaining static from 2005/6 to 2009/10, those with a long-standing illness or disability have seen a steady rise in participation since 2010/11. Participation has also peaked in the January to December 2012 period at 29.3%, a statistically significant increase since 2005/06 (25.1%). The gap between disabled and non-disabled people is also closing, from 25.3% in 2009/10 to 22.1% in January to December 2012.

Figure 2-16: Adult participation in sport (including recreational walking and cycling) by long term illness status in England in the last week, for at least 30 minutes moderate intensity, 2005/06-January to December 2012



Source: *Taking Part*

Note: Green data point outlines indicate a statistically significant increase from 2005/06, red data point outlines indicate a statistically significant decrease from 2005/06.

The Active People survey has also recorded a statistically significant increase in participation with participation by those with a limiting disability increasing from 15.1% in October 2005-October 2006 to 18.3% in October 2011-October 2012. Those with no limiting disability showed a statistically significant increase over the October 2005-October 2006 to October 2011-October 2012 period from 37.8% to 39.4%.

Participation by region

The Active People survey shows South East and London have shown the highest participation rates since October 2005-October 2006 with the lowest level of participation in the West Midlands.

All regions have shown a statistically significant increase since October 2005-October 2006 (see Figure 2-17) although there has been quite a bit of fluctuation over the years.

Figure 2-17: Percentage of adults participating in sport by region in England in the past 4 weeks, October 2005-October 2006 to October 2011-October 2012

Region	APS1 (Oct 2005- Oct 2006)	APS2 (Oct 2007- Oct 2008)	APS3 (Oct 2008- Oct 2009)	APS4 (Oct 2009- Oct 2010)	APS5 (Oct 2010 - Oct 2011)	APS6 (Oct 2011 - Oct 2012)
South East	36.7%	38.0%	36.9%	37.0%	35.7%	37.4%
London	35.0%	35.9%	36.7%	35.6%	35.4%	36.5%
East	34.8%	36.5%	35.6%	34.9%	34.7%	36.0%
South West	33.8%	35.5%	36.3%	35.5%	35.7%	36.2%
North West	33.7%	35.7%	36.0%	35.7%	35.2%	36.1%
East Midlands	33.6%	35.3%	35.7%	34.4%	33.5%	35.3%
Yorkshire and the Humber	33.1%	35.5%	34.0%	35.2%	34.6%	36.3%
North East	32.7%	34.2%	34.7%	35.0%	33.3%	35.6%
West Midlands	31.9%	33.4%	33.6%	32.9%	32.7%	33.5%

Source: *Active People*

Participation by nation

Participation levels outside of England are provided in Figure 2-18 although as the surveys and measures used are different, data is not strictly comparable.²⁰ This is the latest publically available data.

Figure 2-18: Percentage of adults participating in sport in Scotland, Wales and Northern Ireland

Nation	Demographic category	2007	2008*	2009
Scotland	Total	74%	73%	72%
	Male	79%	76%	75%
	Female	70%	70%	69%
Wales (2008/09)	Total	-	56.4%	-
	Male	-	62.5%	-
	Female	-	50.7%	-
Northern Ireland (2008/09)	Total	-	45%	-
	Male	-	54%	-
	Female	-	39%	-

Source: *Active Adults Wales, Continuous Household Survey Northern Ireland; Scottish Household Survey*

Note: * Wales and Northern Ireland surveys undertaken over 2008/09 period.

Figure 2-19 shows similar patterns of sports participation for disabled people in Wales and Northern Ireland.

Figure 2-19: Long-term illness and sports participation by adults in the past four weeks in Wales and Northern Ireland, 2008/09

Nation	Demographic category	2008/09
Wales	Long-term illness, health problem or disability	35%
	No long-term illness, health problem or disability	65%
Northern Ireland	Has limiting long-standing illness	22%
	Does not have limiting long-standing illness	53%

Source: *Active Adults Wales, Continuous Household Survey Northern Ireland*

Participation by sport

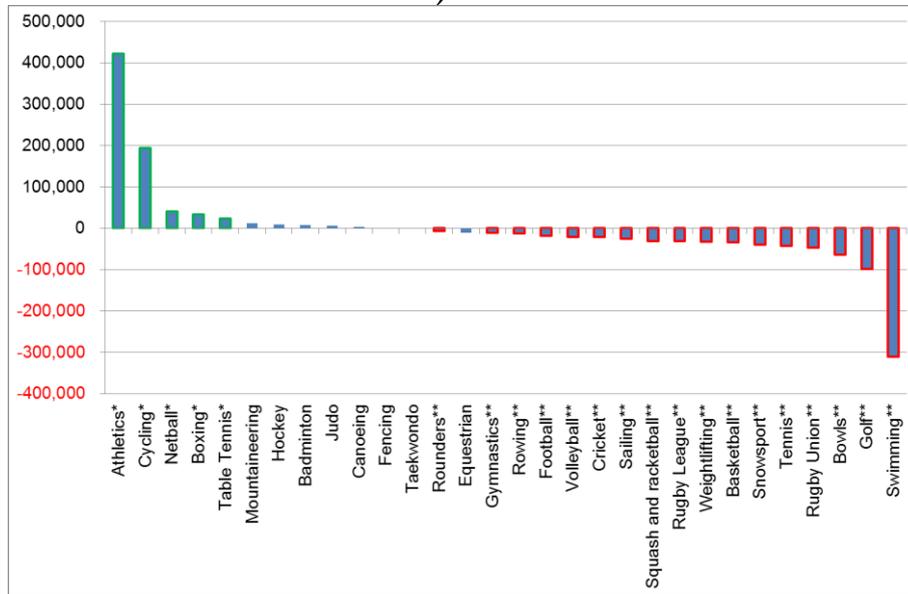
Participation rates naturally vary by sport. When comparing participation by sport from October 2007-October 2008 to October 2011-October 2012, the Active People survey shows five sports have seen a statistically significant increase in participation rates (see Figure 2-20):

- Participation in **athletics** (including running) has grown from 1.612 million adults (3.89%) to 2.034 million adults (4.72%), an increase of 421,600 participants;
- Participation in **cycling** has grown from 1.767 million adults (4.26%) to 1.962 million adults (4.55%), an increase of 194,900 participants;
- Participation in **netball** has grown from 118,800 adults (0.29%) to 159,300 adults (0.37%), an increase of 40,500 participants;
- Participation in **boxing** has grown from 106,800 adults (0.26%) to 140,400 adults (0.33%), an increase of 33,600 participants; and
- Participation in **table tennis** has grown from 75,600 adults (0.18%) to 98,800 adults (0.23%), an increase of 23,200 participants.

²⁰ The surveys are broadly similar in that most ask about sports participation in the last four weeks or not, and their frequency over this period. However, some features of the sampling methods do differ. For example, Active Adult Wales focuses upon an individual in the household, whilst the Scottish Household Survey likewise, but also includes another randomly selected individual. In the former case, too, adults aged over 15 are investigated, whilst in the latter, adults are defined as aged 16 and over. Sampling and weighting methods also vary.

There are however, 17 sports which have seen a statistically significant decrease in participation rates between October 2007-October 2008 to October 2011-October 2012 including swimming, tennis, basketball, weightlifting, sailing, volleyball, football, rowing and gymnastics.

Figure 2-20: Change in once a week adult participation by sport (October 2007-October 2008 to October 2011-October 2012)



Source: Active People

Note: Green bar outlines indicate a statistically significant increase between 2007/08 and 2011/12, red bar outlines indicate a statistically significant decrease between 2007/08 and 2011/12.

* Denotes statistically significant increase

** Denotes statistically significant decrease

Comparing October 2010-October 2011with October 2011-October 2012 is, however, more positive with 12 sports having seen an increase in participation rates. Swimming has seen a positive change in this period of 0.19% (compared the decrease it displayed between October 2007-October 2008 and October 2010-October 2011 of 1.02%) (see Figure 2-21).

Figure 2-21: Once a week adult participation by sport (2005/06 to 2011/12)

	APS1 (Oct 2005- Oct 2006)	APS2 (Oct 2007- Oct 2008)	APS3 (Oct 2008- Oct 2009)	APS4 (Oct 2009- Oct 2010)	APS5 (Oct 2010- Oct 2011)	APS6 (Oct 2011- Oct 2012)	Change APS2 to APS6 (% points)	Statistically significant change (APS2 to APS6)	Change APS5 to APS6 (% points)
Athletics	3.33%	3.89%	4.16%	4.45%	4.47%	4.72%	0.83	Increase	0.25
Cycling	4.02%	4.26%	4.50%	4.43%	4.15%	4.55%	0.29	Increase	0.41
Netball	0.27%	0.29%	0.32%	0.34%	0.31%	0.37%	0.08	Increase	0.06
Boxing	0.28%	0.26%	0.29%	0.28%	0.35%	0.33%	0.07	Increase	-0.03
Table Tennis	0.17%	0.18%	0.20%	0.20%	0.32%	0.23%	0.05	Increase	-0.09
Mountaineering	0.16%	0.21%	0.20%	0.26%	0.26%	0.23%	0.02	No change	-0.03
Judo	0.04%	0.05%	0.04%	0.06%	0.03%	0.06%	0.01	No change	0.03
Hockey	0.23%	0.24%	0.23%	0.21%	0.19%	0.25%	0.01	No change	0.07
Canoeing	0.09%	0.10%	0.15%	0.12%	0.11%	0.11%	0.00	No change	-0.00
Fencing	0.03%	0.04%	0.03%	0.02%	0.03%	0.03%	-0.00	No change	-0.00
Taekwondo	0.05%	0.06%	0.06%	0.06%	0.06%	0.05%	-0.01	No change	-0.01
Rounders	0.04%	0.06%	0.04%	0.05%	0.04%	0.04%	-0.02	Decrease	0.00
Badminton	1.27%	1.29%	1.29%	1.24%	1.20%	1.26%	-0.03	No change	0.06
Gymnastics	0.14%	0.15%	0.12%	0.12%	0.11%	0.12%	-0.03	Decrease	0.00
Rowing	0.10%	0.13%	0.12%	0.11%	0.09%	0.10%	-0.03	Decrease	0.00
Volleyball	0.08%	0.12%	0.09%	0.09%	0.07%	0.06%	-0.05	Decrease	-0.01
Equestrian	0.77%	0.82%	0.82%	0.80%	0.74%	0.77%	-0.06	No change	0.03
Sailing	0.16%	0.22%	0.20%	0.15%	0.12%	0.15%	-0.07	Decrease	0.03
Cricket	0.48%	0.49%	0.49%	0.41%	0.51%	0.43%	-0.07	Decrease	-0.08
Rugby League	0.18%	0.20%	0.15%	0.12%	0.12%	0.12%	-0.08	Decrease	-0.00
Weightlifting	0.26%	0.29%	0.28%	0.18%	0.17%	0.20%	-0.09	Decrease	0.03
Basketball	0.39%	0.45%	0.46%	0.36%	0.36%	0.35%	-0.09	Decrease	-0.00
Squash and racketball	0.74%	0.71%	0.72%	0.69%	0.67%	0.61%	-0.10	Decrease	-0.06
Snowsport	0.31%	0.29%	0.26%	0.25%	0.25%	0.19%	-0.10	Decrease	-0.06
Rugby Union	0.46%	0.56%	0.50%	0.46%	0.42%	0.42%	-0.13	Decrease	0.00
Tennis	1.12%	1.18%	1.27%	1.04%	0.88%	1.03%	-0.14	Decrease	0.15
Football	4.97%	5.18%	5.08%	4.96%	4.98%	4.94%	-0.24	Decrease	-0.05
Golf	2.18%	2.29%	2.15%	2.04%	1.96%	1.97%	-0.31	Decrease	0.01
Bowls	3.13%	3.40%	3.07%	2.92%	2.55%	2.45%	-0.95	Decrease	-0.10
Swimming	8.04%	7.83%	7.57%	7.50%	6.62%	6.81%	-1.02	Decrease	0.19

Source: Active People

Latent demand

Latent demand indicates the number of people that would like to do more sport, either more sport than they are currently doing, or to start participating (for those not doing sport).

Latent demand data from the Active People survey indicates that in October 2011-October 2012 55.4% of respondents indicated that they would like to do more sport and recreational physical activity than they were doing (see Figure 2-22) – the highest level since October 2007-October 2008.

Figure 2-22: Percentage of adults that would like to do more sport or recreational physical activity than they currently do

Survey	Yes	No	Don't know
APS2 (Oct 07-Oct 08)	53.8%	45.8%	0.4%
APS3 (Oct 08-Oct 09)	54.2%	45.5%	0.3%
APS4 (Oct 09-Oct 10)	53.6%	46.1%	0.3%
APS5 (Oct 10-Oct 11)	54.9%	44.1%	1.0%
APS6 (Oct 11-Oct 12)	55.4%	43.7%	0.9%

Source: Active People

(ii) Participation data and trends: child participation

Data on child participation is based on two key sources:

- Taking Part which tracks the participation of children, aged 5 to 10 and 11 to 16, in sport. Data for 5-10 year olds includes out of school sport only, whilst for 11 to 15 years participation is both during and outside of school.²¹ Data is only available from 2008/9, with the latest data, a mid-year release, covering October 2011 to September 2012.
- Department for Education commissioned annual surveys from 2003/4 to 2009/10 of the School Sport Partnership Programme.

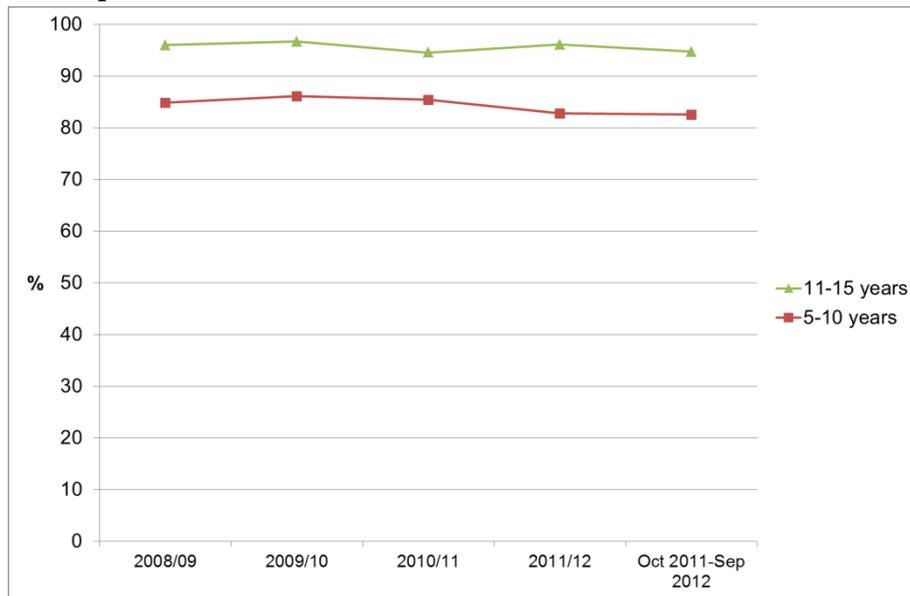
Each of these are discussed below, although due to different methodological approaches, the surveys are not directly comparable.

Taking Part

Sport participation levels for children are high. During October 2011 to September 2012, 82.5% of 5 to 10 year olds did sport outside school with 94.7% of 11 to 15 year olds doing sport in or outside school in the last 4 weeks. These levels have remained steady since 2008/09, with no statistically significant changes (see Figure 2-23).

²¹ Interviews for those aged 5 to 10 are conducted with the adult respondent by proxy and, due to this, the 5 to 10 survey is limited to asking about activities undertaken out of school (with the exception of some questions on competitive sport). For 11 to 15 year olds, the questions are asked directly to the child and cover both in and out of school activities.

Figure 2-23: Percentage of children who did sport in the last four weeks, 2008/09 to Oct 2011-Sept 2012



Source: *Taking Part*

Note: Data for 5 to 10 year olds is outside school only, whilst data for 11 to 15 year olds is for both in and outside school.

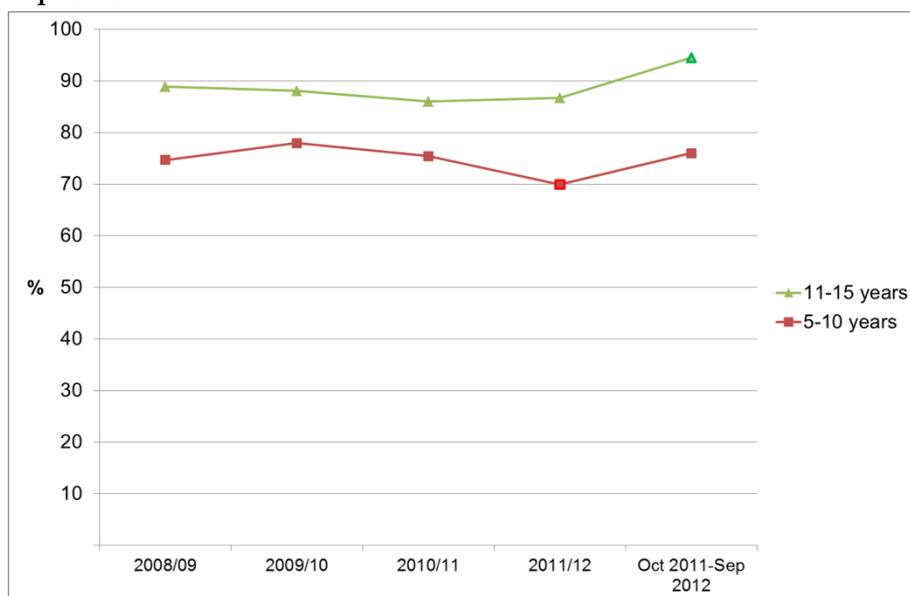
No significant changes since 2008/09.

Similar levels were noted for participation in the past week, with three quarters of 5-10 year olds doing sport outside school and 94.4% of 11 to 15 year olds doing sport in or outside school in the last week.

There was no statistically significant in comparison with 2008/09 for 5 to 10 year olds, although there was an increase since 2011/12, up from 69.9%, which reversed the downward trend.

There was a statistically significant increase since 2008/09 for 11 to 15 year olds, up from 88.8% (see Figure 2-24).

Figure 2-24: Percentage of children who did sport in the last week, 2008/09 to Oct 2011-Sept 2012



Source: *Taking Part*

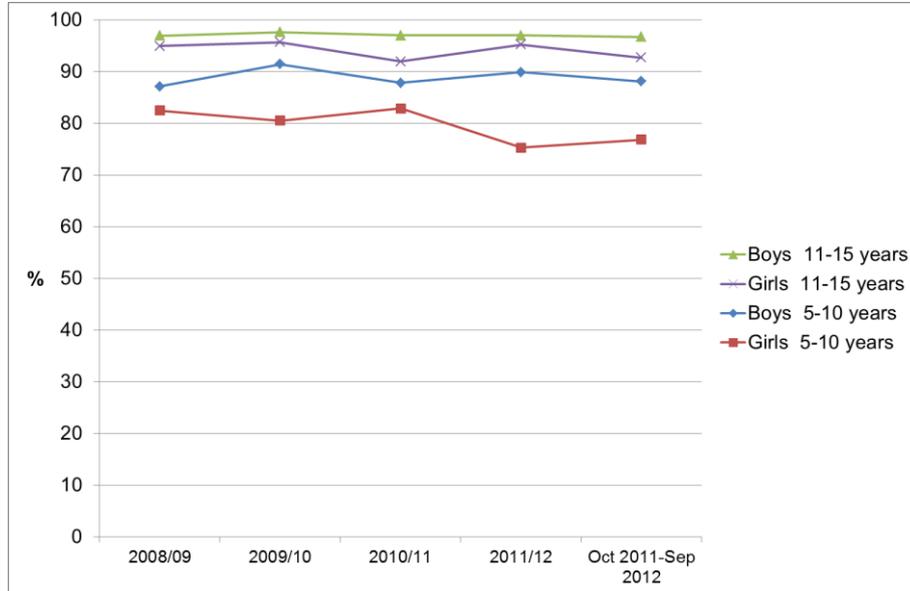
Note: Data for 5 to 10 year olds is outside school only, whilst data for 11 to 15 year olds is for both in and outside school.

Green data point outlines indicate a statistically significant increase from 2008/09, red data point outlines indicate a statistically significant decrease from 2008/09.

Participation by gender

Participation by boys was higher in the 5 to 10 age group than that of girls, although for the 11 to 15 year olds participation was fairly similar for boys and girls with only slightly higher rates recorded for boys (see Figure 2-25).

Figure 2-25: Percentage of children who did sport in the last four weeks, 2008/09 to Oct 2011-Sept 2012 by gender



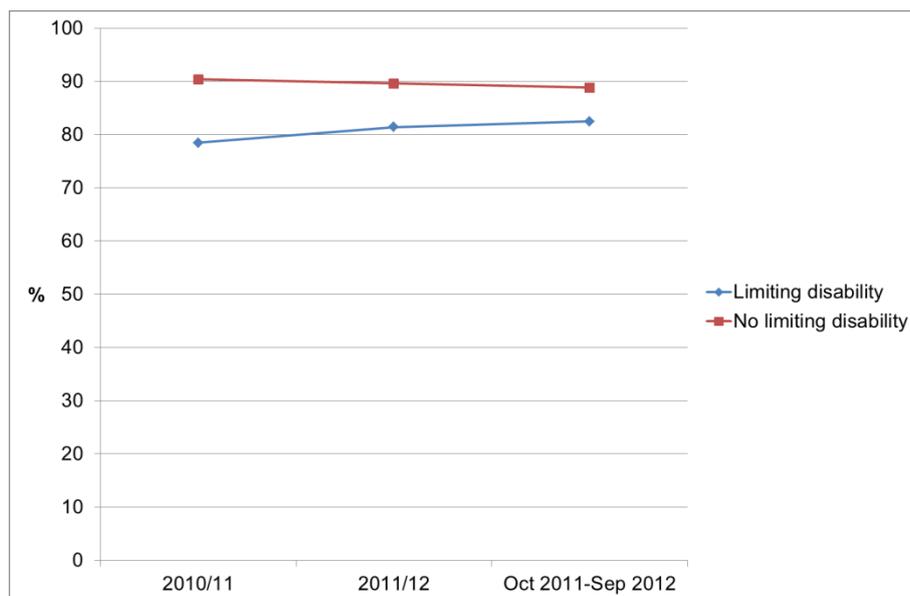
Source: Taking Part

Note: Data for 5 to 10 year olds is outside school only, whilst data for 11 to 15 year olds is for both in and outside school. There are no significant changes since 2008/09.

Participation by disability

Participation by children aged 5 to 15 with a limiting disability has remained stable with 82.5% participating in the October 2011 to September 2012 period (see Figure 2-26).

Figure 2-26: Percentage of children age 5 to 15 who did sport in the last four weeks, 2008/09 to Oct 2011-Sept 2012 by disability



Source: Taking Part

Note: Data for 5 to 10 year olds is outside school only, whilst data for 11 to 15 year olds is for both in and outside school.

No significant changes since 2010/11

Participation by sport

Swimming, diving or lifesaving were the most common sports amongst 5 to 10 year olds with almost half (47.6%) doing this in the last 4 weeks. More than a third had played football (37.9%), and more than a quarter (25.7%) had been cycling. These three activities are at a similar level as 2008/09.

There were, however, statistically significant decreases in participation in walking or hiking, rounders, and angling or fishing compared to 2010/11, and a statistically significant increase in tennis.

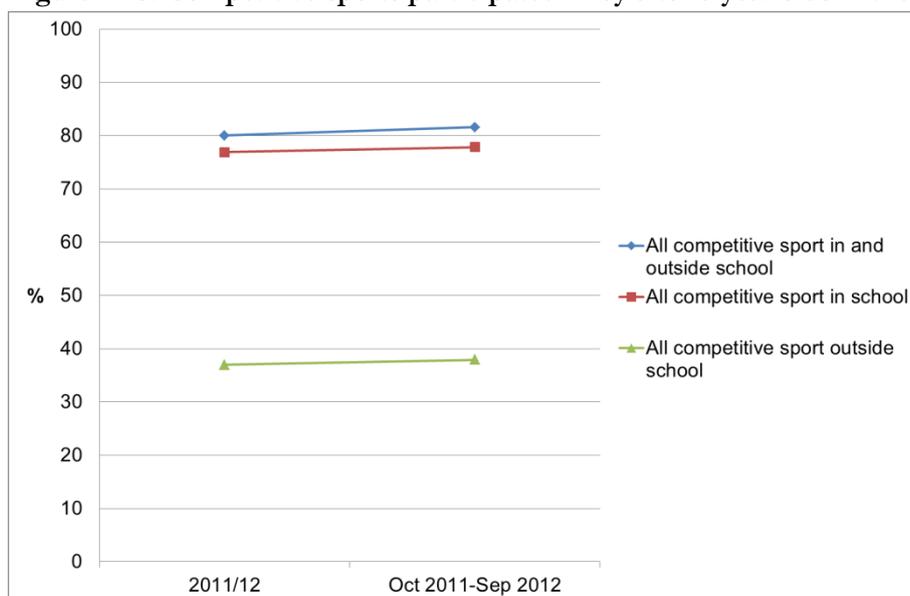
Football (including five-a-side) was the most common sport amongst 11 to 15 year olds, with over half (56.1%) having played in the last 4 weeks. Basketball (29.7%) was the second most common, followed by rounders (28.1%).

Since 2010/11, for 11 to 15 year olds there have been statistically significant increases in participation in football, rounders, tennis, rugby, cricket, table tennis, and athletics, track and field events, running races or jumping. Only walking or hiking has seen a statistically significant decrease since 2010/11.

Competitive sport participation

The latest Taking Part survey data on competitive sport²² shows that 81.6% of 5 to 15 year old children reported they had done some form of competitive sport in and outside of school in the last 12 months. Over three quarters (77.8%) had taken part in competitive sport in school, whilst 37.9% had taken part outside of school (see Figure 2-27). There were no statistically significant changes since 2011/12, which was the first full year of data.

Figure 2-27: Competitive sports participated in by 5 to 15 year olds in the last 12 months



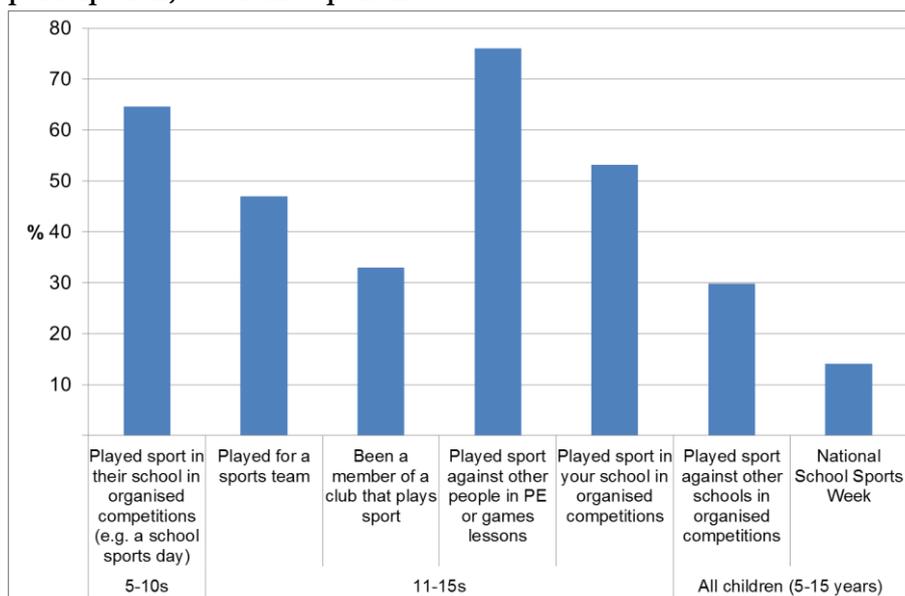
Source: Taking Part

Note: Data for 5 to 10 year olds is outside school only, whilst data for 11 to 15 year olds is for both in and outside school. There are no significant changes since 2011/12.

In terms of in school sport there were no statistically significant changes since 2011/12 with breakdowns of competitive sport shown in Figure 2-28 and Figure 2-29.

²² Data is split into data into 'in school' and 'out of school' activities for both 5 to 10 year olds and for 11 to 15 year olds

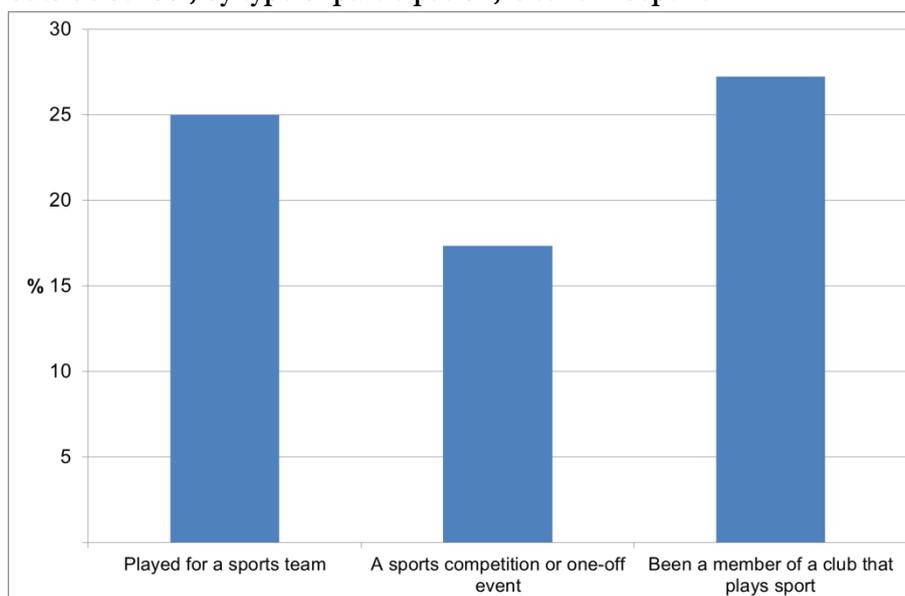
Figure 2-28: Percentage of children who did competitive sport in school, by type of participation, Oct 2011-Sept 2012



Source: Taking Part

Note: Data for 5 to 10 year olds is outside school only, whilst data for 11 to 15 year olds is for both in and outside school.

Figure 2-29: Percentage of all children aged 5-15 years old who did competitive sport outside school, by type of participation, Oct 2011-Sept 2012



Source: Taking Part

Surveys of the School Sport Partnership Programme

The Department for Education commissioned annual surveys²³ from 2003/4 to 2009/10 of the School Sport Partnership Programme which was established in 2000. The Sport Partnership Programme became part of PESSYP which was set up in 2003.

In terms of participation, an initial target was set to increase the percentage of school children who spend at least two hours of each week on high quality PE and school sport to 75% by 2006, extended to 85% by 2008. This target was exceeded in 2008 and thus the target was raised to at least three hours.

²³ Unlike the Taking Part survey, which is conducted with the parents of 5 to 10 year olds and with 11 to 15 year olds themselves, the Department for Education surveys were conducted with teachers.

It is important to note that as there is a lack of baseline information on how much sport schools were doing pre-PESSYP, and as such it is difficult to accurately determine the extent to which PESSYP contributed to driving the increased target. There was a mandatory curricular requirement for two hours' sport which would have prompted schools into organising themselves to meet this target. In addition, it is possible that many schools were already close to the two hours per week target, and PESSYP and the curriculum requirement acted as a driver for the schools to meet this target.

Some key participation related findings from the Department for Education survey as well as from an Ipsos MORI survey have been included below. The following should be noted with regards to the methodological approach used by the two surveys reported:

- The Department for Education survey:
 - Conducted annually from 2003/04 to 2009/10;
 - Based on a self-completion questionnaire administered by TNS-BMRB to partnership schools involved;
 - Completed by the schools themselves, although it is unclear who at the school level completed the survey;
 - Partnership Development Managers²⁴ were asked to take responsibility for data collection within their partnership. The self-assessment nature of the questionnaire has resulted in some debate regarding the survey outcomes; and
 - Department for Education has cancelled this survey and thus the monitoring data collected to date is unlikely to be collected in this format in the future.
- Ipsos MORI survey:²⁵
 - Conducted between March 2008 and February 2009; and
 - Three questions were posed monthly to children aged 5 to 19 via the LVQ Children's Omnibus.

Both surveys provide an indication of how school sport participation has changed since 2003/04.

Department for Education Survey

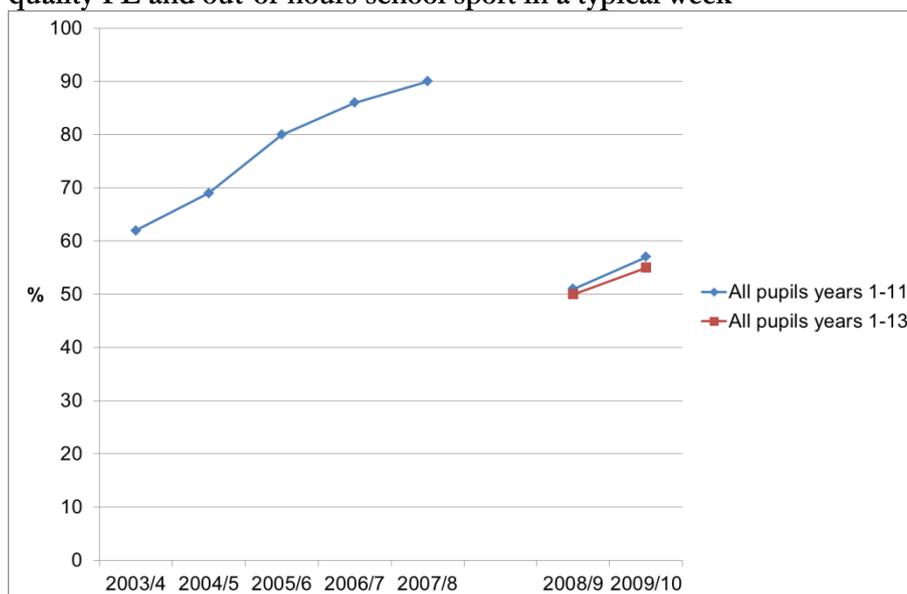
The Department for Education survey broadly indicates that over the period 2003/04 to 2009/10 participation in PE and out-of-school sport increased, and in 2009/10 55% of pupils in years 1 to 13 participated in at least three hours of high quality PE and out-of-hours school sport.

Figure 2-30 indicates how participation increased from 2003/04 to 2007/08, and continued to increase between 2008/09 and 2009/10.

²⁴ Partnerships are 'families' of schools which typically comprise a Specialist Sports College linked to a set of secondary schools, each of which has a further group of primary and special schools clustered around it. The Partnership Development Manager is at the core of the Strategy and is responsible for managing the partnership.

²⁵ Jen Fraser and Alexandra Ziff, Ipsos MORI *Children and Young People's Participation in Organised Sport, Omnibus Survey, Research Report DCSF-RR135*.

Figure 2-30: Percentage of pupils who participated in at least two or three hours of high quality PE and out-of-hours school sport in a typical week



Source: PE and Sport Survey, Department for Education

In addition to increasing the target to three hours, the 2008/09 survey also assessed years 1 to 13, as opposed to years 1 to 11 as in previous years. This has limited the extent to which detailed trends can be determined since 2003.

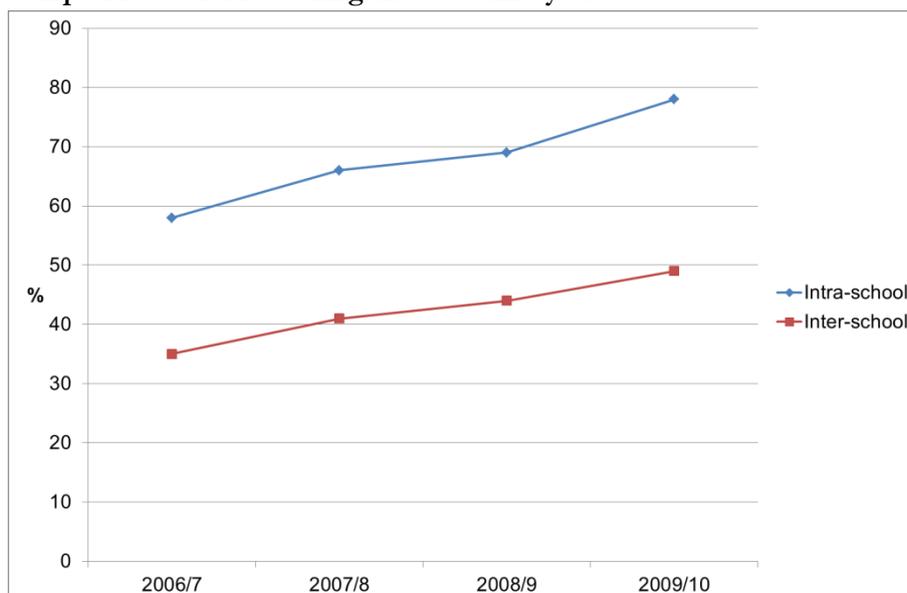
The 2008/09 and the 2009/10 surveys display similar patterns in terms of participation levels by age group (as was the case for the previous five surveys, when the measure was two hours of PE/school sport).

Participation rates did not vary much between the different regions of the country, with rates in the North West (58%) being the highest, and rates in the West Midlands and the East (53%) the lowest. All regions have shown an improvement on 2008/09, with these improvements spread relatively consistently across the regions. Participation rates in at least three hours of PE and out-of-hours school sport were higher in rural areas than in urban areas, although the gap has narrowed.

In 2009/10 data was obtained on gender for the first time, and this indicated that around half (52%) of girls participated in at least three hours of PE/school sport, compared to 58% of boys. When looking at individual year groups, the smallest differences by gender were in years 1 to 7. After that, the gap between the sexes widened as pupils got older, until year 11 when the difference was 13% (33% participation for girls and 46% for boys). This difference was also apparent in years 12 and 13.

Participation in intra-school activities (excluding sports days) has increased from 58% in 2006/07 to 78% in 2009/10 – a 20 percentage point increase in four years. Almost half of pupils in years 1 to 11 participated in inter-school competition during the 2009/10 academic year, a 14% increase over the last four years (see Figure 2-31).

Figure 2-31: Percentage of year 1-11 pupils involved in intra-school and inter-school competitive activities during the academic year



Source: PE and Sport Survey, Department for Education

However, when assessing participation in regular competition, 39% of pupils were engaged in regular intra-school competition, with 21% engaged in regular inter-school competition. This relatively low level of participation in regular intra- and inter-school competition provided the policy justification for ending PESSYP and putting in place School Games.

Ipsos MORI survey

The Ipsos MORI survey indicated that during the 2008/09 survey period, 68% of children aged 5 to 16 years participated in at least two hours of organised sport in total (i.e. during and outside of the school day), with 47% participating in at least three hours. As the survey was only conducted for a year, trends over this time have not been included in this report, as varying participation over the year could be due to a variety of factors, including for example seasonal differences.

The different levels of participation as compared with the Department for Education Survey is probably due to the methodological differences in the survey. In particular, the Department for Education survey was completed by schools whereas Ipsos MORI surveyed children through direct face-to-face contact.

The Ipsos MORI survey measured children and young people's participation in sport both in school and outside of the school day.²⁶ Key findings include:

- 56% of children aged 5 to 16 years participated in at least two hours of organised sport during the school day, with 18% participating in at least three hours;
- 35% of children aged 5 to 16 years participated in at least two hours of organised sport outside of the school day, with 21% participating in at least three hours; and
- 68% of children aged 5 to 16 years participated in at least two hours of organised sport in total, with 47% participating in at least three hours.

The Ipsos MORI survey did not report data by region.

The Ipsos MORI survey revealed that boys (26%) were more likely to have participated in at least five hours of physical activity than girls (18%).

²⁶ As indicated by participation in the past week.

(iii) Impact of the Games

There is much debate as to the 'demonstration effect' of the Olympic Games, and the extent to which a sporting event can influence participation. In Sydney, which hosted the Olympics in 2000, a decline in physical activity between 1997 and 1999 was recorded for adult Australians with no change in physical activity participation between 1999 and November 2000. This could suggest that the Olympics had little impact upon participation overall.

However according to research by Sport England, about a quarter of the sporting population (including lapsed participants) are highly responsive to the 'demonstration effect' of major events, although there is a challenge to capitalise on the opportunity and local inspiration appears most effective.²⁷

The Taking Part survey tracks the impact of the Games on sporting intentions via different questions for those participating or not in sport:

- Asked to those participating in sport – Do you think that the UK hosting the 2012 Olympic and Paralympic Games has motivated you to do more sport or recreational physical activity?; and
- Asked to those not participating in sport – Do you think that the UK hosting the 2012 Olympic and Paralympic Games has made you more interested in sport or recreational physical activity?

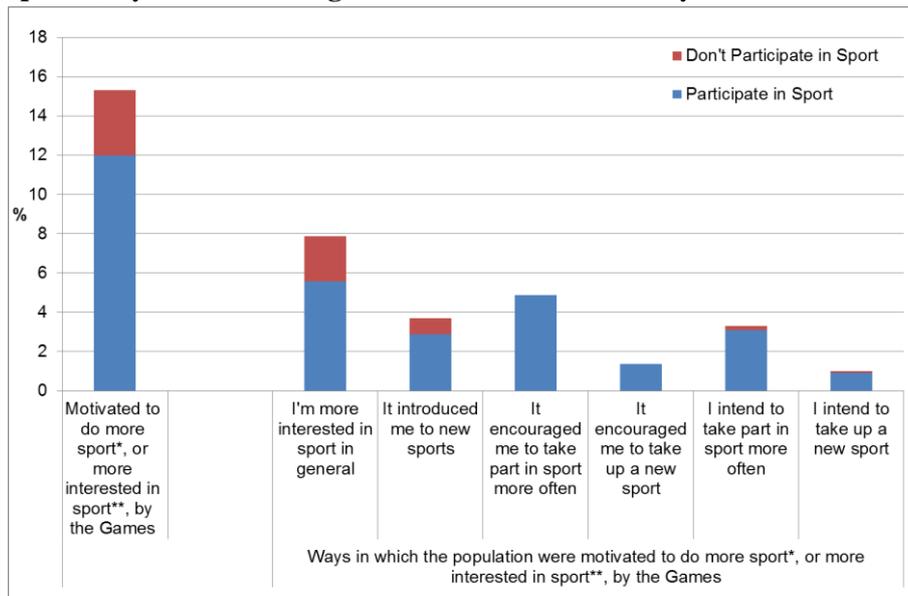
The latest results, for the 2012 calendar year, show that 15.3% of adults are either motivated to do more sport or more interested in sport because of the UK hosting the Games:

- 12.0% of adults have been motivated to do more sport by the UK hosting the Games (16.0% of those participating in sport); and
- 3.3% of adults have become more interested in sport by the UK hosting the Games (13.3% of those not participating in sport) (see Figure 2-32).

The Taking Part survey breaks these results down further, asking in what ways the Games have motivated respondents to do more sport or become more interested in sport. Figure 2-32 shows that 4.9% of the population have been encouraged to take part in sport more often, 1.4% encouraged to take up a new sport, 3.3% intend to take part in sport more often and 1.0% intend to take up a new sport.

²⁷ Sport England (October 2012) *Insight Summary*

Figure 2-32: Percentage of adults motivated to do more sport*, or more interested in sport, by the UK hosting the Games and in what ways**



Source: Taking Part

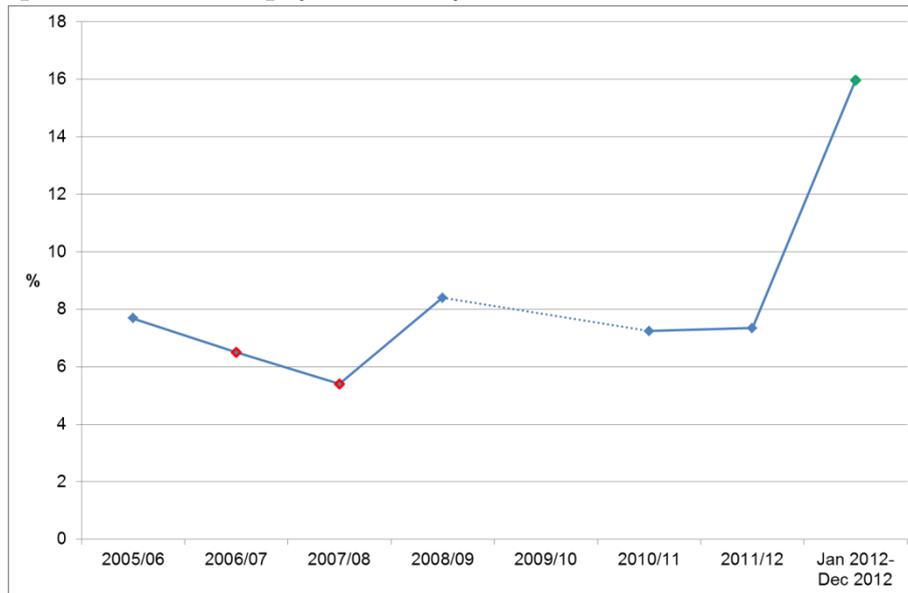
Note: *asked to those that participate in sport, ** asked to those that do not participate in sport

For the purposes of understanding the trend and demographic breakdown of this impact, the motivation effect of the Games on those participating in sport is analysed. The results are presented as a proportion of those participating in sport.

In 2005/06, motivation to do sport or physical activity as a result of winning the right to host the Games was 7.7%, falling to 5.4% in 2007/08 and increasing to 8.4% in 2008/09.

Since 2010/11 the motivation to do sport appears to have stabilised at around 7.3% with a spike to 16% in the January to December 2012 period. This peak at 16% is a statistically significant increase from 2005/06 (8.3%) (see Figure 2-33).

Figure 2-33: Percentage of those adults participating in sport who felt the UK winning the bid to host the 2012 Olympic and Paralympic Games motivated them to do more sport or recreational physical activity, 2005/06-2011/12



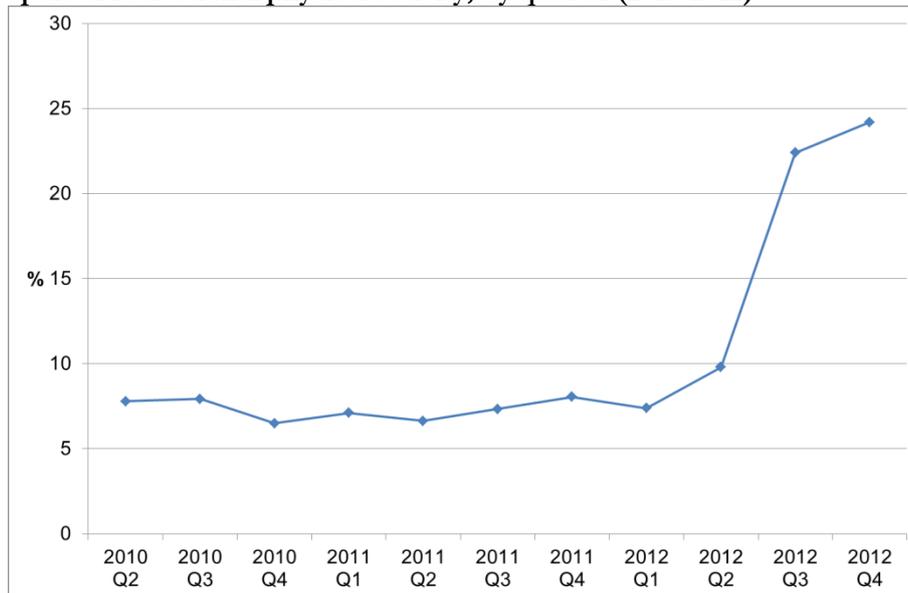
Source: Taking Part

Note: Question not asked in 2009/10

Green data point outlines indicate a statistically significant increase from 2008/09, red data point outlines indicate a statistically significant decrease from 2008/09.

Figure 2-34 below shows the quarterly breakdown of those motivated to do more sport as a result of winning the bid, from 2010 to 2012 indicating that the peak shown in January to December 2012 is concentrated in Q3 and Q4 of 2012, corresponding with the Games period and the months immediately post-Games. It would therefore appear that motivation greatly increased during and directly following the 2012 Games.

Figure 2-34: Percentage of those adults participating in sport who felt the UK winning the bid to host the 2012 Olympic and Paralympic Games motivated them to do more sport or recreational physical activity, by quarter (2010-2012)

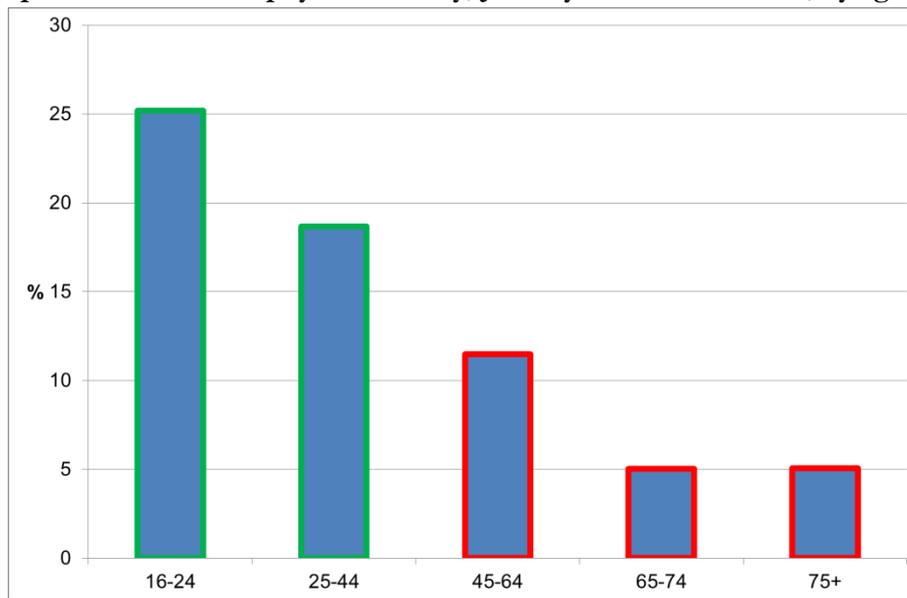


Source: Taking Part

Note: Question not asked in 2010 Q1

The UK hosting the Games as a motivator to do more sport and physical activity decreases with age. Those aged 16 to 24 years and 25 to 44 years were statistically more likely to say the Games had motivated them to do more sport and physical activity than the overall population, 25.2%, 18.7% and 16%, respectively. All other age groups were all statistically significantly lower than the overall population (see Figure 2-35).

Figure 2-35: Percentage of those adults participating in sport who felt the UK winning the bid to host the 2012 Olympic and Paralympic Games motivated them to do more sport or recreational physical activity, January to December 2012, by age



Source: Taking Part

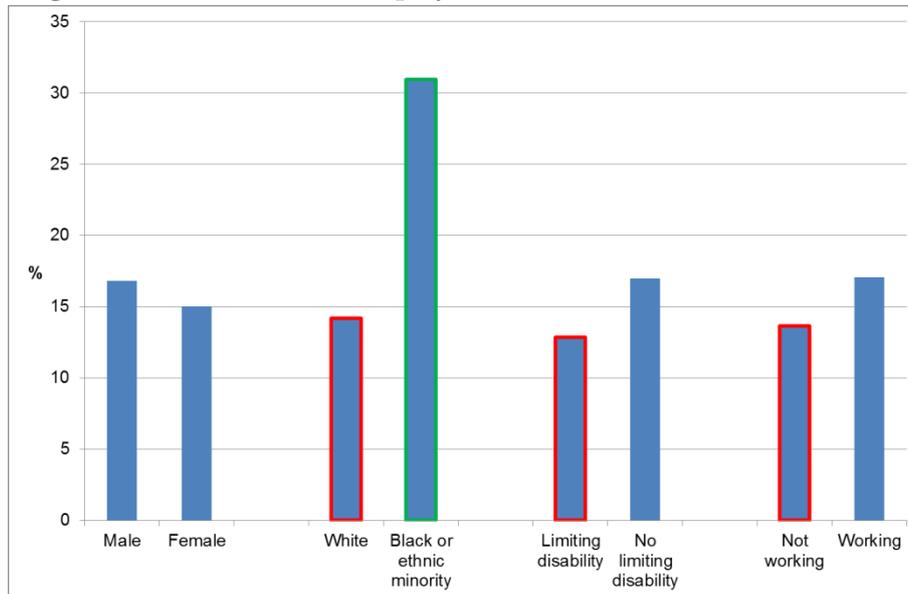
Note: Green bar outlines indicate a statistically significant increase and red bar outlines indicate a statistically significant decrease from the overall adult percentage of 16.0%.

There was no statistically significant difference between motivation by gender (see Figure 2-36). Sport participation by white and BME groups in January to December 2012 was 44.7% and 44.6% respectively. However, when looking at which group has been motivated to do more sport as a result of hosting the Games, the BME group is more motivated, at a statistically significant 31%, than whites at 14.2%, although the reasons behind this trend are unclear. Both are statistically significantly different to the overall average of 16.0% (see Figure 2-36).

Disabled people are statistically significantly less motivated by the Olympics and Paralympics to do more sport compared with the population as a whole, with 12.8% of those with a disability (statistically significantly lower) indicating that the Games motivated them to do more sport, compared with 17% of those with no disability (see Figure 2-36).

Those working (17.1%) were more motivated by the Games than those not working (13.6%), with the latter demonstrating a statistically significantly lower motivation response to doing sport than the overall population (16.0%) (see Figure 2-36).

Figure 2-36: Percentage of those adults participating in sport who felt the UK winning the bid to host the 2012 Olympic and Paralympic Games motivated them to do more sport or recreational physical activity, January to December 2012 by gender, ethnicity, long term illness status and employment status



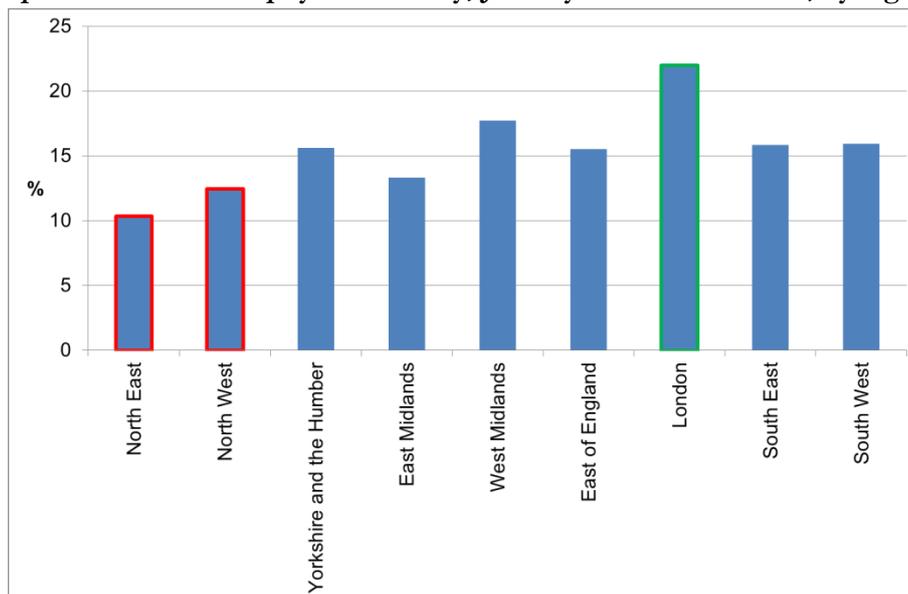
Source: Taking Part

Note: Green bar outlines indicate a statistically significant increase and red bar outlines indicate a statistically significant decrease from the overall adult percentage of 16.0%.

London is the most motivated region in England to do more sport and physical activity as a result of hosting the 2012 Games (22% which is statistically significantly different from the overall response of 16%).

The North East and North West are two of the least motivated regions with statistically significantly lower motivations than the overall response at 10.3% and 12.4% respectively (see Figure 2-37).

Figure 2-37: Percentage of those adults participating in sport who felt the UK winning the bid to host the 2012 Olympic and Paralympic Games motivated them to do more sport or recreational physical activity, January to December 2012, by region



Source: Taking Part

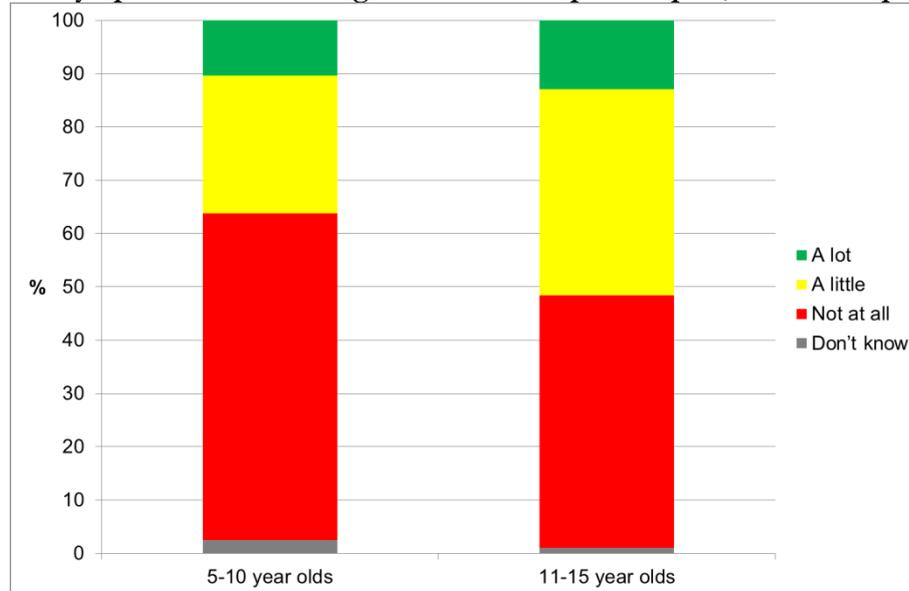
Note: Green bar outlines indicate a statistically significant increase and red bar outlines indicate a statistically significant decrease from the overall adult percentage of 16.0%.

The child results from the Taking Part survey provide similar evidence for a motivational impact from the Games for children.

Data for children indicates that over one third of 5 to 10 year olds (36.2%) and over half of 11 to 15 year olds (51.6%) were encouraged to take part in sport a lot or a little as a result of the UK hosting the Olympic and Paralympic Games.

Ten per cent (10.4%) of 5 to 10 year olds were encouraged to take part in sport 'a lot' by the UK hosting the Games and a further 25.8% were encouraged 'a little'. For 11 to 15 year olds, 12.9% were encouraged 'a lot' and 38.7% encouraged 'a little' (see Figure 2-38).

Figure 2-38: Percentage of children indicating to what extent the Olympic and Paralympic Games encouraged them to take part in sport, Oct 2011-Sept 2012

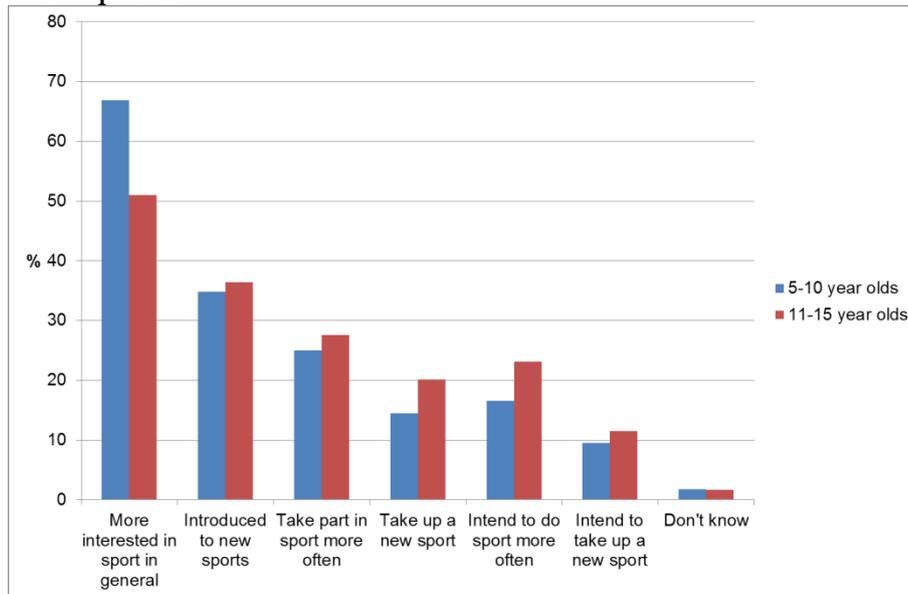


Source: Taking Part

For those children who responded that they were encouraged (either a little or a lot) to take part in sport by the Games, follow up questions asked in what way the Games had encouraged them. As a result of the UK hosting the Games:

- **Children were more interested in sport and new sports** – 66.8% of the 5 to 10 year olds encouraged to take part in sport by the Games and 50.9% of the 11 to 15 year olds encouraged to take part in sport by the Games were more interested in sport in general. 34.8% of the 5 to 10 year olds and 36.4% of the 11 to 15 year olds were introduced to new sports;
- **Children were taking part in sport more often and taking up new sports** – 25.0% of the 5 to 10 year olds encouraged to take part in sport by the Games and 27.6% of the 11 to 15 year olds encouraged to take part in sport by the Games were encouraged to take part in sport more often. 14.5% of the encouraged 5 to 10 year olds and 20.1% of the encouraged 11 to 15 year olds encouraged to take part in a new sport; and
- **Children intend to participate more often and in more sports** - 16.5% of the 5-10 year olds encouraged to take part in sport by the Games and 23.1% of the 11 to 15 year olds encouraged to take part in sport by the Games intend to do sport more often. 9.5% of the encouraged 5 to 10 year olds and 11.5% of the encouraged 11 to 15 year olds intended to take up a new sport (see Figure 2-39).

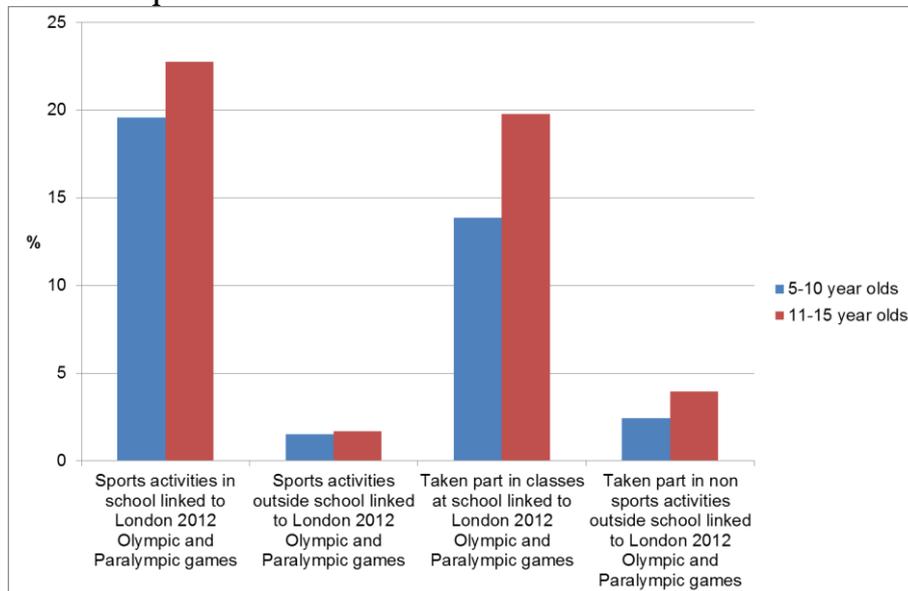
Figure 2-39: Percentage of those children that were encouraged by the Olympic or Paralympic Games to take part in sport that were encouraged in different ways, Oct 2011-Sept 2012



Source: Taking Part

One in five (19.6%) 5 to 10 year olds and 22.8% 11 to 15 year olds had taken part in sports activities in school linked to the Games. With 13.9% of 5 to 10 year olds and 19.8% of 11 to 15 year olds taking part in classes at school linked to the Games (see Figure 2-40).

Figure 2-40: Percentage of children who participated in activities linked to the Games, Oct 2011-Sept 2012



Source: Taking Part

(iv) Health and well-being

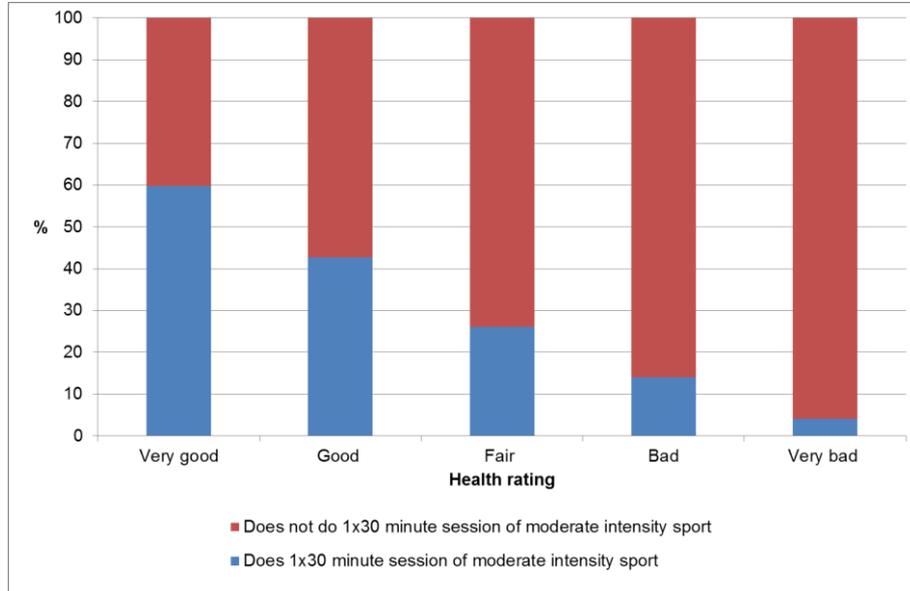
There are a range of factors which affect health and well-being, of which sport and physical activity is only one. This section provides an overview of health and subjective well-being (happiness), linked to sport and physical activity participation.

It is important to note at the outset that whilst levels of health (and other resources at the disposal of the individual) which enable participation in sport can be viewed as contextual conditions, over time the health and well-being impacts of sports will change these conditions, in turn producing feedback that may affect sports participation.

Figure 2-41 and Figure 2-42 below show that sports participation can be linked to higher levels of both health and well-being (happiness). The figures presented are for 2011/12.

In the case of subjective health, of those who state their health to be very good, 59.8% are doing sport (1 x 30mins per week), whilst of those who state their health to be very bad, only 4.1% do sport.

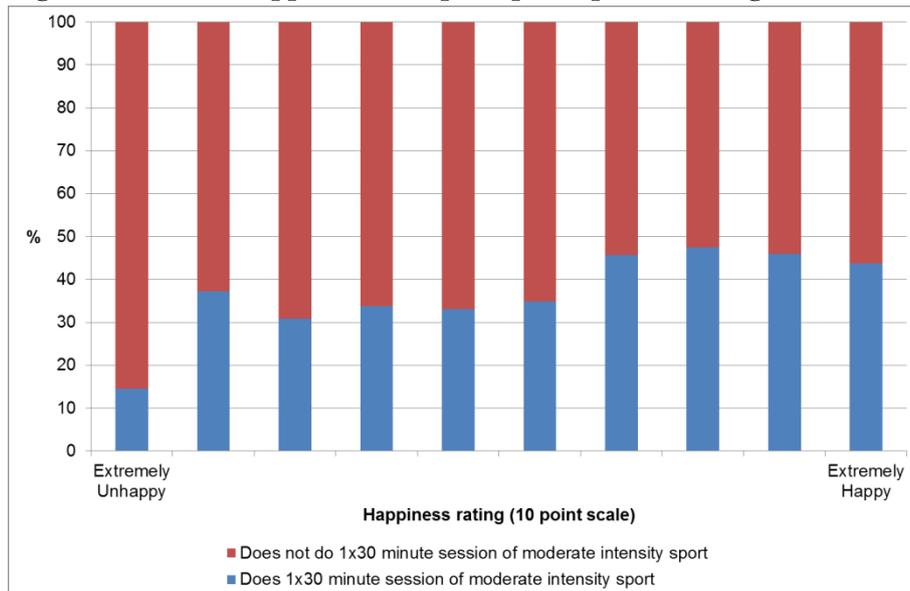
Figure 2-41: Perceived level of adult health and sports participation in England, 2011/12



Source: Taking Part

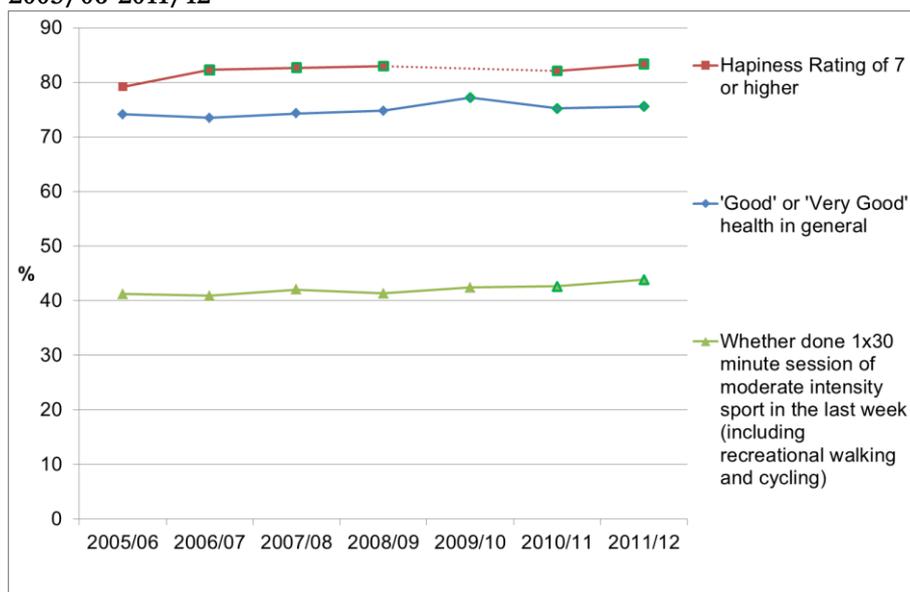
Those who do sport (1 x 30mins per week) are happier than those that do not and overall, on average, for those who rate their happiness as 7 or above (with the rating going from 1-10 with extremely unhappy at 1 and extremely happy at 10), 46.0% are doing sport. However, for those who rate their happiness in the bottom 4 categories (1-4), 32.7% are doing sport.

Figure 2-42: Adult happiness and sports participation in England, 2011/12



Source: Taking Part

Figure 2-43 shows the trends in perceived health, happiness and sports participation from 2005/06 to 2011/12. All three measures have shown significant increases since 2005/06, however, the sports participation was the last to do so, in 2010/11, with happiness showing a significant increase since 2006/07 and health since 2009/10.

Figure 2-43: Perceived health, happiness and sports participation of adults in England, 2005/06-2011/12

Source: Taking Part

Note: Green data point outlines indicate a statistically significant increase from 2005/06, red data point outlines indicate a statistically significant decrease from 2005/06.

Positive health benefits at the individual level from participation in sport and physical activity are evidenced widely in academic literature, with physical activity (of a certain duration and intensity) delivering health benefits.

However it needs to be recognised that while there is a demonstrated causal relationship here, it is also true that improved health enables increased sport participation. Figure 2-44 sets out the data for health ratings by demographic and by the level of sport participation. This shows the same trend throughout, with sports participation reducing with health. Mirroring the participation figures it also shows that in general more males, young, white, working and upper socio-economic group in a given health rating participate in sport.

Figure 2-44: Percentage of adults who participate in sport rating their health in England, by demographic and their health rating, 2011/12

	How is your health in general?				
	Very bad	Bad	Fair	Good	Very good
Male	5.5%	18.2%	31.3%	47.2%	67.2%
Female	2.5%	10.7%	21.4%	38.4%	52.4%
16-24	0.0%	30.9%	47.0%	50.8%	64.9%
25-44	14.2%	34.1%	39.1%	48.0%	64.3%
45-64	4.8%	10.6%	27.3%	43.7%	55.9%
65-74	0.0%	9.7%	15.2%	30.8%	46.9%
75+	2.0%	4.5%	7.4%	18.2%	33.5%
White	4.4%	13.4%	25.6%	43.0%	60.5%
BME	0.0%	23.5%	30.6%	40.7%	53.6%
Upper NS-Sec	6.6%	19.6%	29.4%	46.0%	62.7%
Lower NS-Sec	3.2%	10.2%	20.5%	34.8%	50.8%
Not working	4.5%	11.5%	18.6%	34.2%	55.0%
Working	0.0%	27.9%	37.6%	47.8%	61.6%
No limiting disability	0.0%	44.2%	33.9%	44.3%	60.1%
Limiting disability	4.3%	12.4%	21.4%	37.1%	54.4%
Overall	4.1%	14.0%	26.1%	42.7%	59.8%

Source: Taking Part

Note: For example 67.2% of males who rate their health as very good participate in 1x30 minute session of moderate intensity sport (including recreation walking and cycling)

Figure 2-45 sets out the data for happiness ratings by demographic and by level of sport participation, which shows the same trends again as noted for health.

Figure 2-45: Percentage of adults who participate in sport in England, by demographic and their happiness rating, 2011/12

		Taking all things together, how happy would you say you are?									
		Extremely Unhappy	2	3	4	5	6	7	8	9	Extremely Happy
Does 1 x 30 minute session of moderate intensity sport (including cycling and walking)	Male	14.5%	36.2%	43.6%	37.4%	41.7%	41.0%	49.5%	53.9%	53.0%	49.0%
	Female	14.6%	38.1%	15.2%	29.5%	25.6%	29.2%	41.8%	41.1%	39.5%	39.3%
	16-24	0.0%	44.0%	61.3%	33.7%	44.8%	40.9%	54.4%	59.6%	57.6%	60.6%
	25-44	19.2%	46.2%	39.0%	49.9%	43.9%	50.8%	53.4%	56.1%	55.2%	55.4%
	45-64	18.2%	36.9%	16.2%	25.0%	33.2%	29.7%	43.0%	47.1%	43.3%	45.3%
	65-74	12.5%	40.4%	13.6%	13.2%	17.9%	12.7%	28.4%	31.2%	30.1%	30.1%
	75+	0.0%	0.0%	0.0%	33.2%	4.6%	12.7%	13.6%	13.7%	18.9%	14.8%
	White	12.0%	37.1%	31.3%	34.9%	32.9%	34.7%	45.9%	48.0%	46.0%	43.0%
	BME	31.3%	27.7%	21.9%	25.2%	35.9%	35.8%	44.3%	42.9%	45.6%	49.3%
	Upper NS-Sec	13.1%	36.4%	32.4%	44.2%	41.1%	41.7%	50.0%	50.4%	50.4%	50.1%
	Lower NS-Sec	15.8%	33.0%	20.7%	23.3%	26.8%	24.8%	35.8%	37.9%	32.4%	33.3%
	Not working	16.3%	23.1%	22.1%	19.9%	26.9%	24.9%	33.0%	34.6%	35.8%	33.3%
	Working	4.1%	73.2%	43.7%	49.4%	40.2%	45.0%	53.2%	55.0%	51.9%	52.8%
	No limiting disability	30.7%	59.2%	46.2%	45.1%	44.3%	41.9%	51.2%	52.3%	51.1%	52.0%
	Limiting disability	5.3%	19.8%	18.2%	24.7%	18.9%	24.7%	30.4%	32.6%	28.7%	21.4%
	Overall	14.5%	37.2%	30.8%	33.8%	33.1%	34.9%	45.7%	47.5%	46.0%	43.8%

Source: *Taking Part*

Note: For example 14.5% of males who rate their happiness as 1 (extremely unhappy) participate in 1x30 minute session of moderate intensity sport (including recreation walking and cycling)

(v) Econometric analysis of Taking Part

As part of the Meta-evaluation, econometric research on sports participation was carried out by Downward, Dawson and Mills (see Annex D). This analysis broke the Taking Part data into monthly observations. This dramatically increased the size of the dataset, though this does adversely affect the accuracy of each data point as the sample size is smaller. However, utilising these additional observations means models can be built to investigate whether there have been changes in sports participation at certain times, as well as examining whether the motivation by the Games to do more sport seems to have a causal effect on actually doing more sport. As well as an overall analysis, the research investigates the following demographic breakdowns, those:

- Living in London;
- Aged 16-25;
- Of an ethnic minority;
- With a longstanding illness or disability;
- Who are male; and
- Who are female.

However, analysis by these subgroups reduces the sample size further and therefore these results should be treated with some caution.

Impact on sports participation over time

Employing a standard technique²⁸, which uses previous observations and previous errors to predict the next observation, a model to show how sports participation changed over time was built. Monthly variables were also included to account for the seasonal changes in participation. To capture the effects on sports participation at different times, additional variables were included to investigate:

- The impact of the Games, at games time, on sport participation, specifically:
 - The effect at the time of both the 2008 and 2012 Games;
 - The effect at the time of just the 2008 Games;
 - The effect at the time of just the 2012 Games; or
- The long term effect of the 2012 Olympic and Paralympic Games, specifically:
 - The post-Beijing to London 2012 period (from October 2008 to June 2012 inclusive);
 - The year 2012.

A range of sports participation variables were investigated looking at the time spent on sport (including Olympic sports) and also whether thresholds of 1x30 minute and 3x30 minute sessions of moderate intensity sport a week were met. The overarching conclusions from these variables are:

- During the Olympic and Paralympics Games there is a drop in sports participation, particularly in Olympic sports, with around 10% fewer minutes of sports participation. This effect is generally more noticeable in 2012. However, considering the large proportion of people who followed the Games (90% of the UK population watched at least 15 minutes of television coverage²⁹), this result is unsurprising.
- In the run up to London 2012 since the Beijing Games, there was an increase in participation of those doing sport most intensely. However, in the year 2012, 1.5% more adults were participating in at least one 30 minute session of moderate intensity sport,

²⁸ An Autoregressive moving average (ARMA) model

²⁹ <http://www.bbc.co.uk/mediacentre/latestnews/2012/olympic-viewing-figs.html>

which shows an increase in the population participating in sport. On its own, given the timings, this would not prove an Olympic and Paralympic effect. However, the evidence on participation and motivation included elsewhere in the Meta-evaluation provides a strong link.

- Both these effects were also noticeable in general when investigating the individual subgroups, though there was some variation within these groups, and the smaller sample sizes suggest this is treated with caution. The increases in participation were largest for those from London and those of an ethnic minority.

Motivation from the UK hosting the Olympic and Paralympic Games to do more sport, and whether this has a causal effect on participation

The Taking Part survey also asks those participating in sport whether the UK hosting the 2012 Olympic and Paralympic Games motivated them to participate in more sport.

Initially the motivational effects of the Olympic and Paralympic Games were analysed over time like the sports variables above. This showed that the largest impact was during the London Games; however, there was also a noticeable effect in the year 2012, as well as when looking at the 2008 and 2012 Olympics combined.

Interestingly, when looking at the subgroups, the greatest effect is during the year 2012 rather than the Games, with the exception of the London subgroup, which had a particularly large motivational effect during the Games. This suggests that while there was some national effect throughout the year, proximity to the Games had a larger motivational effect at the time of the Games.

The next stage of research investigated the causal links between sports participation and motivation. By investigating different lags of the participation and motivation variables, it was possible to identify whether a change in one causes a change in the other in the future.³⁰ The overall results showed that there was a bi-directional relationship, with sports participation causing increased motivation to participate in sport and increased motivation to do sport leading to increased participation. However investigation of the subgroups suggests motivation leading to participation relationship is probably stronger.

Health and happiness

The research also investigated happiness and health, with respondents asked to rate their own in the Taking Part survey. The analysis showed that overall there had been a longer term increase in both health and happiness, with health rising in the post-Beijing period and happiness in 2012. However, given the wide range of influences on these, it is difficult to distinguish an Olympic effect.

That said, *the direct evidence of sports participation on health and wellbeing of individuals is now well researched* (see Annex D and section 2.4 for more detail), so if there has been an impact (due to the Games) on participation, then the Games will also have impacted on health and wellbeing.

Furthermore, although there was no statistically significant Olympic 2012 affect overall, the longstanding illness and disability subgroup show statistically significant impacts on health and happiness during the Games, and the 16 to 25 subgroup show statistically significant impacts on happiness. However the smaller sample sizes suggest these results should be treated with caution.

(vi) Context

This trend data needs to be viewed within the wider context of factors which impact sport participation, including economic conditions, weather and personal circumstances, such as income levels. Tough economic conditions and poor weather, especially freezing conditions, have been shown to negatively impact participation (discussed below) with income and work status positively correlated with participation.³¹ During 2011, over 30% of those doing less

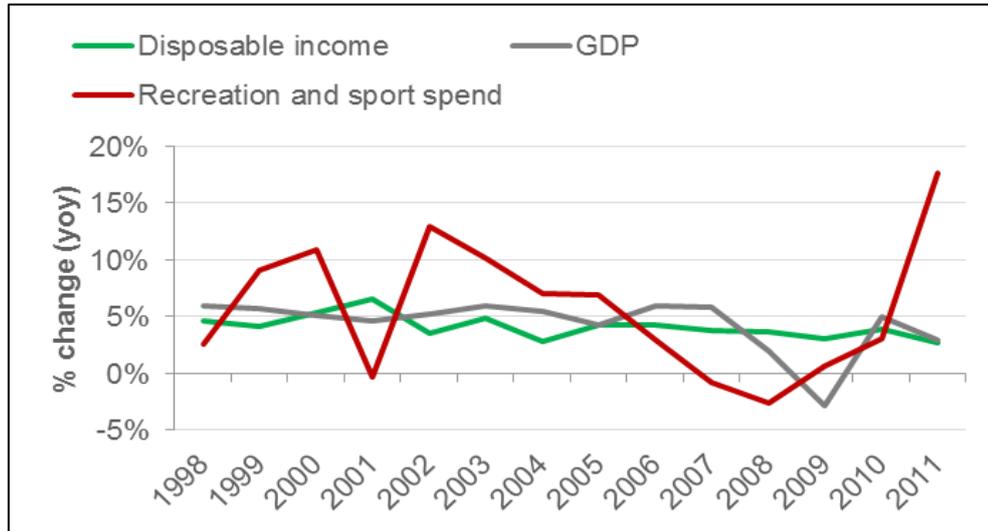
³⁰ Using the Granger Causality Test

³¹ Source: Stakeholder feedback

sport said this was due to work, redundancy or economic concerns, with a particular concern apparent between October 2011 and April 2012. This appears to have more of an effect on people aged 25 to 34 and those aged 55 to 64. In contrast, the oldest age groups were largely unaffected.

Spend on sport and recreation follows GDP and disposable income trends (see Figure 2-46), though fluctuates more widely than these. 2011 saw a sharp rise in sport spend, which is most likely due to spend on tickets for the Games.

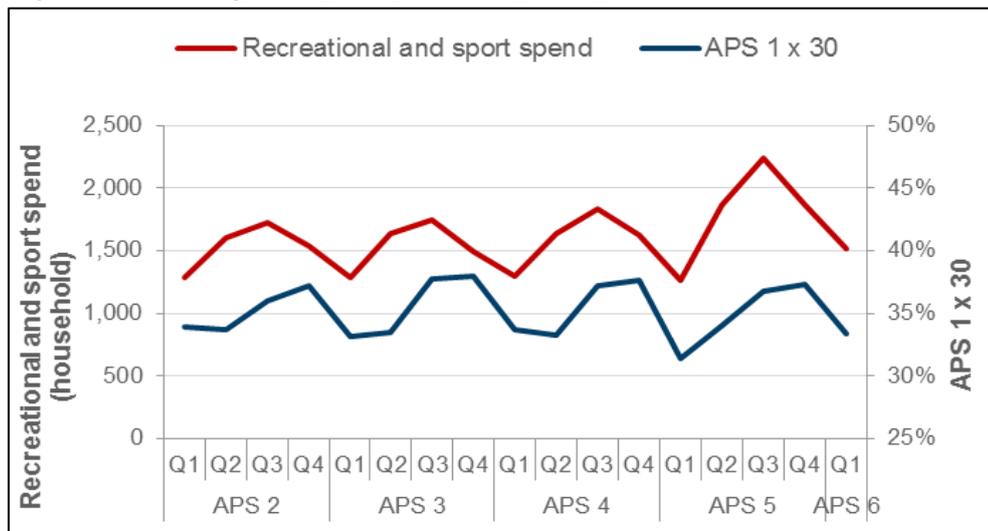
Figure 2-46: Changes in sport spend, GDP and disposable income



Source: Sport England; ONS – Growth in GDP, nominal household disposable income and recreation/sport spend at current prices (IHYP, RPHQ and ADXD). Recreation and sporting services includes services provided by sports stadia, racecourses, rinks, golf courses, pools, courts, bowling alleys, gyms, fairs, parks, dancing and skating

Sport spend does demonstrate seasonal variation and participation follows a similar pattern; however, participation can lag (as seen in Q2 and Q3 of Active People Survey 5) (see Figure 2-47).

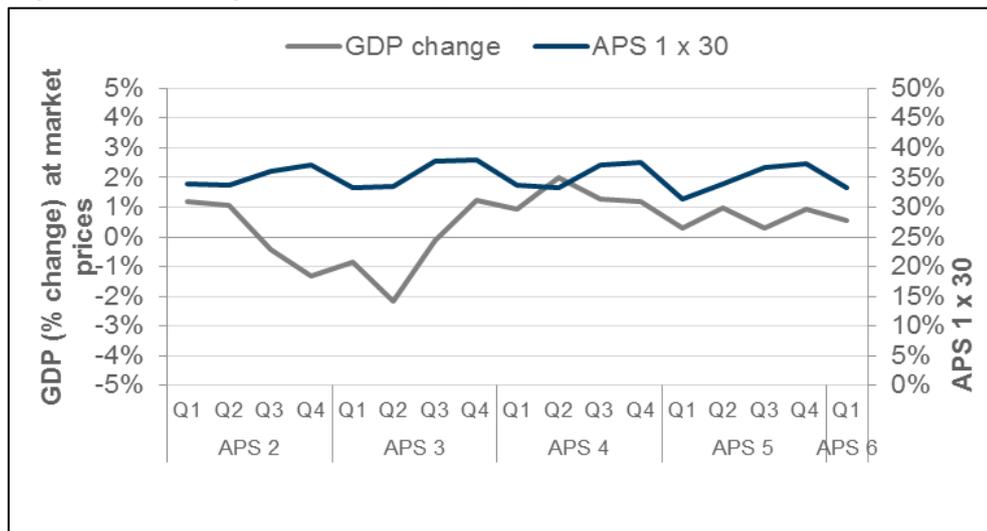
Figure 2-47: Changes in sport spend and participation



Source: Sport England; Active People; Recreation and sporting services includes services provided by sports stadia, racecourses, rinks, golf courses, pools, courts, bowling alleys, gyms, fairs, parks, dancing and skating

Evidence from a Sports Industry Research Centre (SIRC) report³² suggests a link between the economy and sport participation (see Figure 2-48). The main finding of this research was that 3 quarters after a 1% drop in GDP, sports participation would drop by 0.27%.

³² Chris Gratton and Themis Kokolakakis (June 2012) *The Effects of the Current Economic Conditions on Sport Participation*

Figure 2-48: Changes in GDP and participation

Source: Sport England; Active People, ONS – Growth in GDP, nominal household disposable income and recreation/sport spend at current prices (IHYP, RPHQ and ADXD)

More expensive sports also appear to have been more affected:³³

- After September 2008, participation in skiing and sailing dropped dramatically so that the 2011 participation rate was only 60% of the 2008 peak; and
- Participation in golf did drop less than skiing but participation in 2011 was only 80% of the 2008 level. Over this period, many golf clubs have abolished joining fees for new members and many clubs that formerly had waiting lists for new members no longer have such lists, reflecting the drop off in demand.

SIRC concluded that increasing participation would continue to be a challenge if the economy did not return to growth. Thus, in light of the recent tough economic times and periods of poor weather, increases in participation can be seen as a further positive and pointer towards the impact of the Games.

2.4 Evidence

It is clear that sport participation levels have increased with evidence from the Taking Part survey and the Active People survey showing statistically significant increases in participation in 2012.

A discussion of the potential impact of the sport legacy programmes and initiatives is included below. Sources of evidence

There are a range of legacy sport participation programmes and initiatives which may have impacted up participation. This section provides an analysis of the impacts of these programmes, as well as evidence from other sources which provide data on the potential impact of the Games on participation. Information is analysed under the following:

- Sportivate;
- Gold Challenge;
- School Games;
- Change 4 Life Sports Clubs;
- Walk 4 Life;
- Games 4 Life;

³³ Sport England (September 2012) *Research Summary*

- Premier League 4 Sport;
- Inspire;
- Legacy Trust UK; and
- Other data.

Where available, data by disabled people is highlighted.

(i) Sportivate

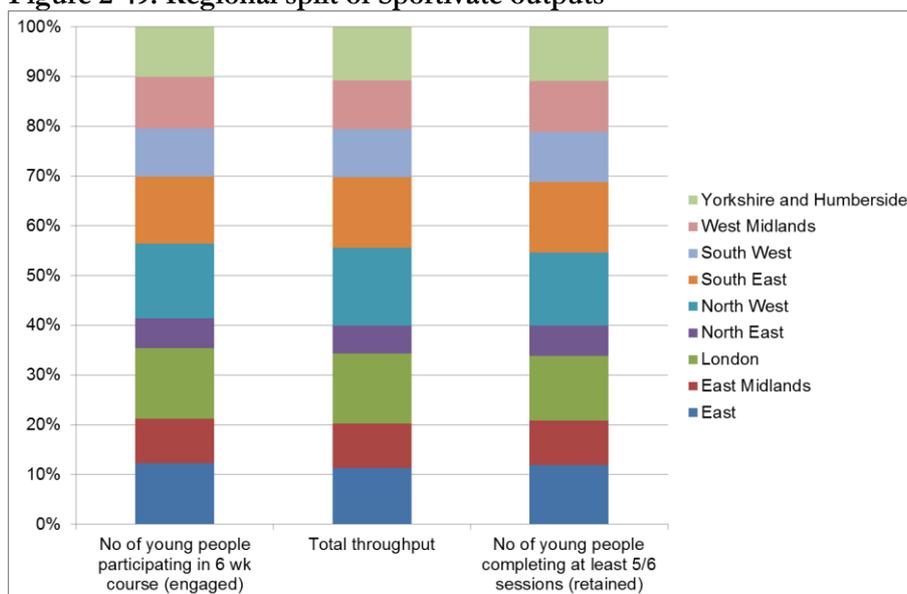
Sportivate provides opportunities for teenagers and young adults (aged 14 to 25) to receive six to eight weeks of coaching in the sport of their choice at a local venue, guiding them into regular participation within their community when the six to eight weeks has ended.

Monitoring data over the first 18 months of Sportivate indicates that to 5 October 2012 it had:

- 140,555 young people participating in a 6 to 8 week course (engaged);
- 115,404 young people (82% of those engaged) completing at least all but one session (retained) – 83% of the total target for years 1 and 2; and
- 820,894 total throughput (attendances).

Indications are that these impacts are being realised regionally with a fairly even split of beneficiaries. This is further supported by detailed regional data (see Figure 2-49).

Figure 2-49: Regional split of Sportivate outputs



Source: Sport England

Note: Data to 5 October 2012

An evaluation³⁴ of the first year of Sportivate indicates that it:

- Has provided opportunities for young people to participate;
- Is helping to keep people involved in sport;
- Is increasing participation levels among a significant proportion of the young people it reaches;
- Is reducing the number of people who do no sport at all; and
- Is contributing to increasing club membership.

³⁴ Sport Structures (April 2011-March 2012) *Sportivate Programme Evaluation, Annual Report*

Figure 2-50 provides an overview of the outputs from the first 18-months of Sportivate, with demographic data provided where available.

Figure 2-50: Sportivate outputs

	April 2011- March 2012 Evaluation	April 2012 - October 2012 Evaluation
Engaged	<ul style="list-style-type: none"> ● 98,869 young people engaged ● 59% male, 41% female ● 58% 14 to 16 year olds ● 73% white; 20% BME ● 6% disabled ● 35% sporty, 53% semi-sporty, 12% not sporty 	<ul style="list-style-type: none"> ● 34,239 young people engaged ● 60% male, 40% female ● 57% 14 to 16 year olds ● 76% white; 21% BME ● 7% disabled ● 34% sporty, 55% semi-sporty, 11% not sporty
Retained	<ul style="list-style-type: none"> ● 80,870 young people retained – 82% of those engaged ● 59% male, 41% female ● 74% white; 19% BME ● 6% disabled ● 36% sporty, 53% semi-sporty, 11% not sporty 	<ul style="list-style-type: none"> ● 28,547 young people retained – 83% of those engaged ● 61% male, 39% female ● 76% white; 20% BME ● 7% disabled ● 35% sporty, 55% semi-sporty, 11% not sporty
Sustained	<ul style="list-style-type: none"> ● 89% of retained have continued to take part in sport – 43% sporty – 55% semi-sporty – 2% not sporty ● 47% doing more sport than previously – 51% because of Sportivate 	<ul style="list-style-type: none"> ● 84% of retained have continued to take part in sport – 44% sporty – 51% semi-sporty – 4% not sporty ● 47% doing more sport than previously – 57% because of Sportivate

Source: Sportivate Programme Evaluation, Annual report April 2011 – March 2012, Sportivate Programme Evaluation, Six Month Report April 2012 – October 2012 (Year 2)

Together these evaluations show that, over the first 18 months of Sportivate, there have been high rates of retention and sustainment;

- 82% of those engaged have been retained; and
- 72% of those engaged have been sustained.

There is also evidence of sustainability and additionality with 12% of those engaged and 11% of those retained being non-sporty (not participating in sport in the last month) before joining Sportivate. This reduces to only 3% of those surveyed after engagement, as participants move into the semi-sporty or sporty categories.

Furthermore, the frequency of participation has also increased with 47% of young people indicating that they are doing more sport than they did before taking part in Sportivate, with over half of these indicating that the increase is due to Sportivate.

Figure 2-51 shows the specific disability outputs of Sportivate.

Figure 2-51: Sportivate disability outputs

	April 2011- March 2012 Evaluation	April 2012-October 2012 Evaluation
Retained	<ul style="list-style-type: none"> • 4,761 young disabled people retained – 83% of those engaged • 65% male, 35% female • 81% white • 22% sporty, 59% semi-sporty, 19% not sporty 	<ul style="list-style-type: none"> • 2,002 young disabled people retained – 84% of those engaged • 62% male, 34% female • 50% 14-16 year olds • 26% sporty, 59% semi-sporty, 15% not sporty

Source: Sportivate Programme Evaluation, Annual report April 2011 – March 2012, Sportivate Programme Evaluation, Six Month Report April 2012 – October 2012 (Year 2)

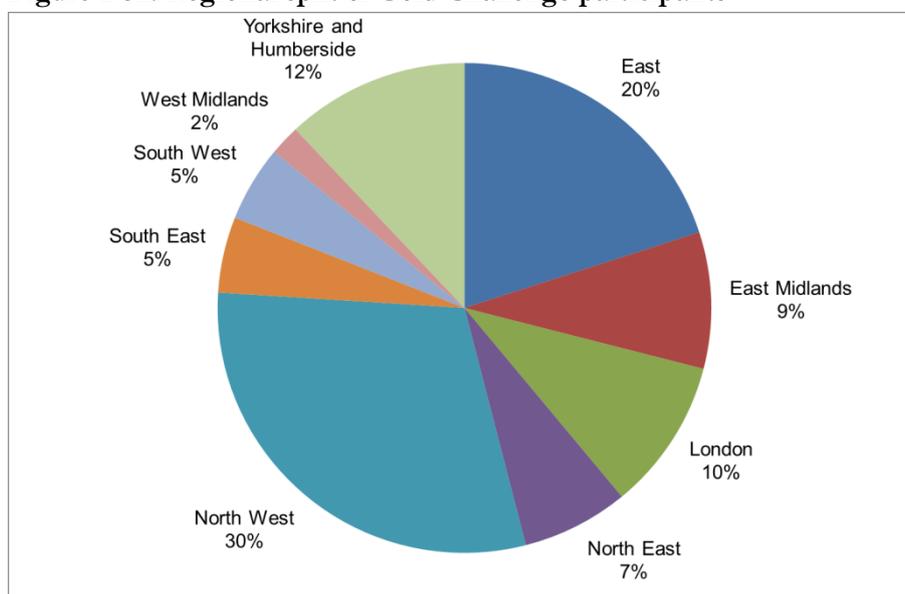
These outputs show that:

- Over 6,700 disabled participants have been retained, 6% of the total retained;
- The retention rate was marginally higher for disabled participants than the overall average;
- A greater proportion of participants are male, compared to the overall average. However this may be due to the greater number of disabled boys than disabled girls;³⁵
- A greater proportion of disabled participants were white, though less were in the 14 to 16 age category, compared to the overall average;
- Disabled participants were less sporty before joining Sportivate than the overall average.

This evidence indicates that Sportivate is creating opportunities and sustaining sport participation.

(ii) Gold Challenge

Gold Challenge has provided participation opportunities to 105,000 people (to end December 2012) with people involved throughout the regions of England, indicating that the benefits are regionally spread (see Figure 2-52).

Figure 2-52: Regional split of Gold Challenge participants

Source: Sport England

Note: Data to end December 2012

There is no evaluation of Gold Challenge however the programme did exceed its target of 100,000 people.

³⁵ According to the ODI, boys are more likely to have a disability than girls, with boys 2.5 times more likely than girls to have a statement of special educational need at primary schools (2% compared with 0.8%) and three times more likely at secondary school (2.9% compared to 1%).

(iii) School Games

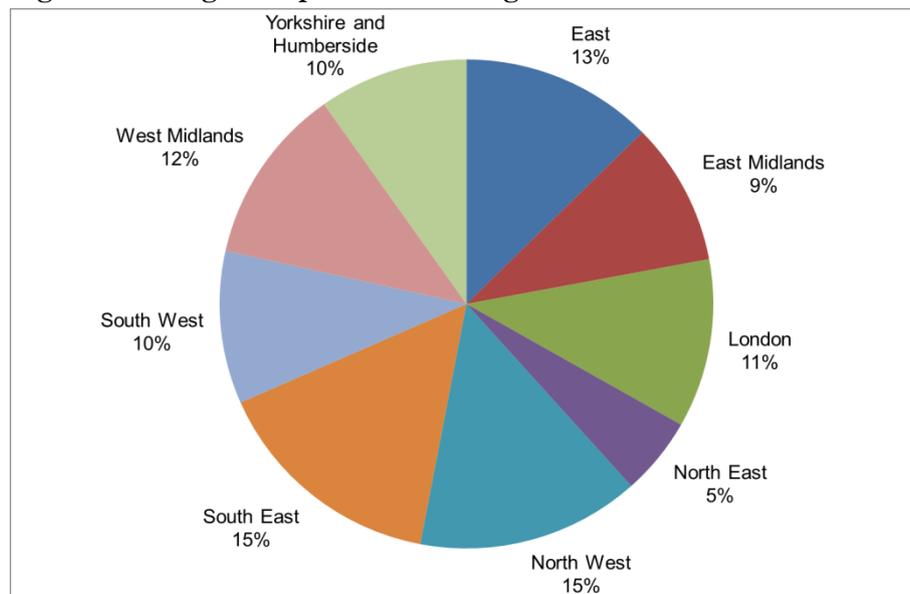
According to Sport England, School Games had over 16,000 schools registered by the end of 2012, the following numbers of schools had registered for the School Games:

- 16,114 schools registered;
- 11,495 primary schools;
- 3,500 secondary schools;
- 83 16+ FE colleges;
- 642 special schools;
- 8 special colleges;
- 386 other schools;
- 450 School Games Organisers in post;
- 46 Local Organising Committees created for Level 3 Festivals; and
- 31 competition formats at intra-school and inter-school level developed.

Schools from throughout the UK have registered (see Figure 2-53 and Figure 2-54).

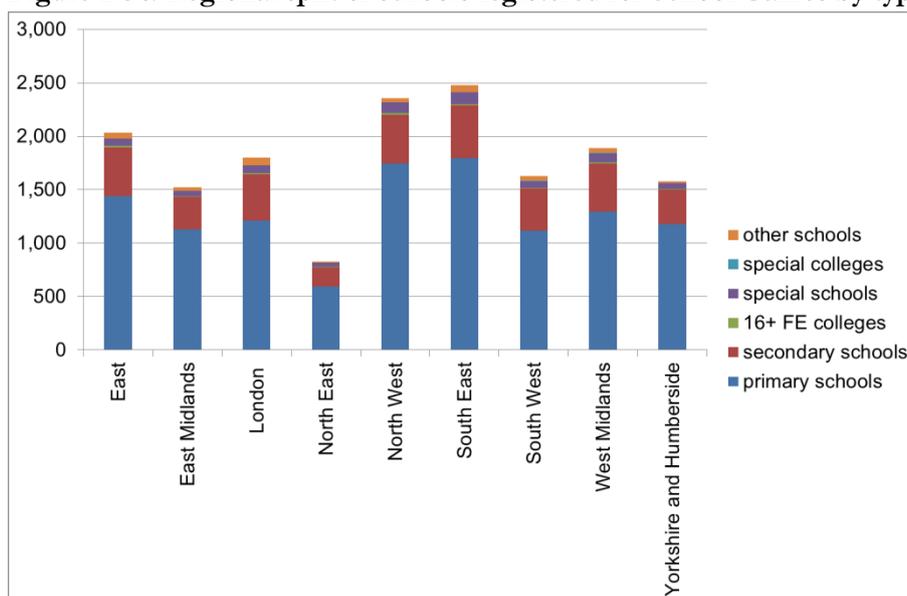
Over 13,000 schools are actively engaged with the School Games, having registered on the latest system.

Figure 2-53: Regional split of schools registered for School Games



Source: Sport England

Note: Data to end December 2012

Figure 2-54: Regional split of schools registered for School Games by type

Source: Sport England

Note: Data to end December 2012

This exceeds the target of 12,000 schools by summer 2012.

As noted earlier, Department for Education funding of £65 million up to the end of the 2012/13 academic year was used to ensure that one PE teacher in every secondary school could be released for one day a week to, amongst other things, help encourage greater take-up of competitive sport in primary schools and secure a fixture network for schools to increase the amount of intra- and inter-school competition. While not a formally a part of School Games, the funding has helped schools engaged in the programme.

An evaluation of School Games is being undertaken although the results are not yet available. This evaluation will provide additional data on the impact of the Games.

An interim evaluation of the first year of School Games indicates "a successful first year of delivery, with significant enhancements to connectivity between levels and improvements to county events reported throughout the course of the year"³⁶. In addition the evaluation reported a greater number of opportunities encompassing a wide range of sports. Some NGBs (e.g. Amateur Swimming Association and Rugby Football Union) reported focusing their offer of sport to schools and adapting the competition format to tailor their offer to the School Games programme.

The interim evaluation also found that the School Games structure was viewed positively, as it provides greater clarity of what competition should look like, standardises formats and demonstrates how links between levels should be made.

It is still relatively early for the impacts of the School Games to be realised. In addition, in some cases the extent of activity, especially at level 1 (intra-school) is not known. However, there is growing evidence of better cohesion in terms of connecting up competition and events, which are starting to mirror the seasonality and progression of School Games thus a more joined up system is emerging. A number of schools also reported that their competition programme had increased during 2012, which is seen as a positive step forwards in terms of school sport competition.

A further strength of School Games has reportedly been the inclusive nature of the programme with respondents highlighting the integration of disabled participants within mainstream sporting events and festivals as a significant positive and the opportunity for disabled participants to compete at the same time as participants from mainstream schools giving a real sense of inclusion to the programme.

³⁶ Sheffield Hallam University, Sport Industry Research Centre (August 2012) *School Games, Executive Summary, Year 1*

Data from the School Games level 4 national event in 2012 indicates that 167 disabled athletes took part in Paralympic-type events, equivalent to 11.6% of the total number of 1,439 athletes. Given that approximately 6% of children are disabled, this represents significantly better representation of disabled people during the School Games national event.

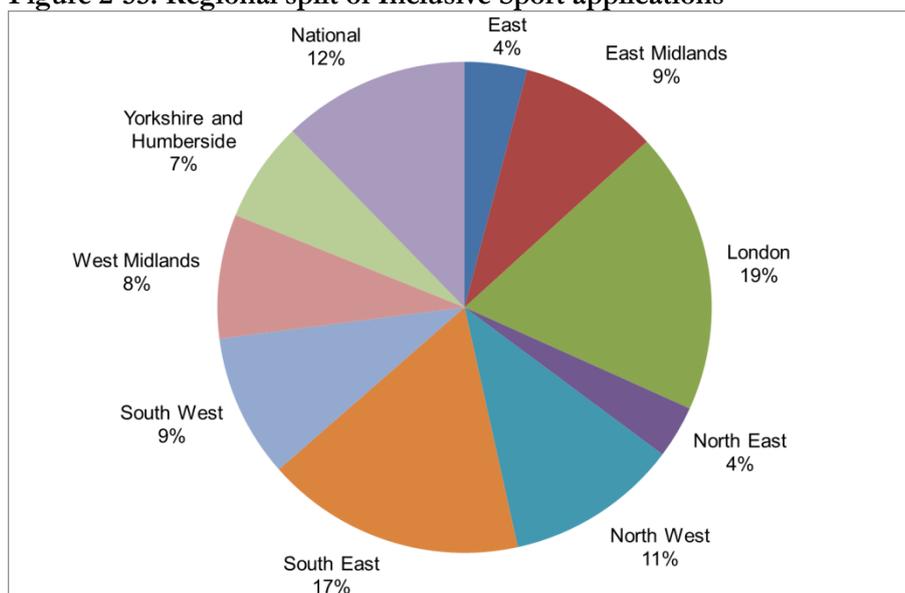
In addition to School Games, Government recently announced a £150 million a year boost to primary schools to improve coaching for the youngest pupils. The new sports funding aims to improve the quality of provision by providing:

- A lump sum for each school, with a per-pupil top-up. A typical primary school with 250 primary aged pupils would therefore receive £9,250 per year;
- ‘Ring-fenced’ funding only to be spent on sport which will go directly into the hands of heads and teachers;
- A greater role for Britain’s sporting and voluntary organisations, including NGBs who will increase the specialist coaching and skills development on offer for primary schools;
- Tougher assessment of sport provision via Ofsted to ensure the funding is bringing the maximum benefit for all pupils, with schools held to account for how they spend the money; and
- Teacher training to produce primary teachers with a particular specialism in PE, developed in conjunction with sports bodies.

(iv) Sport England's Inclusive Sport

Sport England, through the Inclusive Sport Fund, will invest over £10 million of National Lottery funding into projects designed to increase the number of disabled young people (age 14+) and adults regularly playing sport. According to monitoring data from Sport England, 318 applications were received (see Figure 2-55), with 44 awards made, with these spread across the regions³⁷ (see Figure 2-56). The projects aim to help more young people (age 14+) and adults with a disability to play sport regularly. This investment is intended to help tackle the opportunity gap that sees one in six disabled adults playing sport regularly, compared to one in three non-disabled adults, and make sport a viable choice for disabled people. The 44 projects have each been awarded revenue funding for either two or three years of delivery.

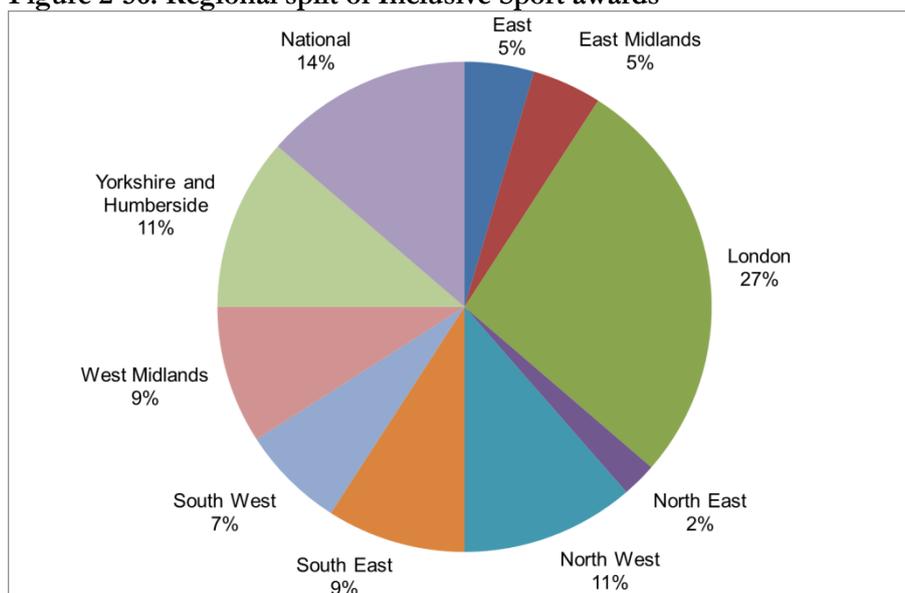
Figure 2-55: Regional split of Inclusive Sport applications



Source: Sport England

Note: Data to 31 December 2012

³⁷ It should be noted that disability varies by geography, with a higher proportion of disabled people living in Wales and Northern England than in London and the South East (Fulfilling Potential Building Understanding, ODI).

Figure 2-56: Regional split of Inclusive Sport awards

Source: Sport England

Note: Data to 31 December 2012

As these awards have only recently been made, the impact of this funding is unknown, however is likely to create additional opportunities boosting participation for disabled people.

(v) Change 4 Life School Sport Clubs

Since 2010, the Youth Sport Trust has been creating a network of school-based sports clubs using Olympic and Paralympic sports and values to motivate and inspire less active children and young people to participate in physical activity and sport.

The programme is scheduled to run for 5 years from 2010. The first year was funded by DCMS and then subsequently taken on by Department of Health for the second year onwards. The investment from Department of Health is £8.4 million for the 4 years to 2015, when it is hoped that funding from local authorities will become available to continue the scheme. Initially launched into secondary schools in 2010/2011 and rolled out into primary schools in 2011/2012, the idea is to use increased participation as a feeder into levels 1 and 2 of the School Games initiative.

Some of the key highlights from the Change4Life Sports Club 2010/2011 evaluation include:³⁸

- **61,175 young people participated** in Change4Life Sports Clubs in 2010/11, exceeding the key performance indicator (KPI) of 40,000;
- The average age was 13.3 years (targeted age was 13 years);
- At the end of 2010/11, **90% of participants** (54,810 young people) **chose to play sport every week** and were positive about sport (an increase of 40% from around 38,000 upon joining a Change4Life Sports Club);
- Within the target group of those that were not choosing to play every week or that were not positive about sport (over 22,500 young people), those **choosing to play sport every week increased by 166%** and those positive about sport increased by 89%;
- The average sports club had an investment of £1,842, ran for 2 or 3 terms and took place after school or at lunchtime with 22 members (of whom 6 were previously 'non-sporty'), one or two new coaches and generating 1.3 new relationships with community clubs;

³⁸ SPEAR, Canterbury Christ Church University (August 2012) *Evaluation of the Change 4 Life School Sports Clubs Programme, Final Report*

- The Change4Life Sports Clubs programme delivered over 80,000 sport sessions, trained almost 4,000 coaches, involved almost 8,000 young leaders and led to over 3,5000 new school-club links. It was noted that a small minority of clubs (6%) were simply re-badged as Change4Life Sports Clubs; and
- Funding and equipment were rated as vitally important by teachers, with young people also giving the enjoyment of using new equipment their top ranking.

The Change4Life Sports Clubs programme out-performed the counterfactual case (the most likely alternative intervention in a scenario in which the Olympic and Paralympic Games were not being held in London in 2012), generating in excess of that which was modelled for the counterfactual case, namely:

- Over 50,000 more participants;
- Over 13,000 more 'non-sporty' participants;
- Almost 2,000 more school-club links;
- Around 2,900 more trained coaches;
- Around 62,000 more sessions; and
- Around 2,100 more clubs.

Although the 2011/12 evaluation is not yet publically available, Department of Health has provided the following data for 2011/2012:

- Over 4,000 Change4Life Sport Clubs were successfully set up in primary schools in 2011/12 in the three multi-sport themes of Adventure, Creative and Target;
- In the first year of clubs in primary schools over 62,000 children took part and over and 91,000 children have participated in Change 4 Life Sports Clubs in secondary schools by the end of the 2012 school year;
- The Youth Sport Trust has worked with NGBs to develop two new club themes of Combat and Flight and the programme has successfully rolled out 500 new clubs in these themes this year;
- 12 Olympic and Paralympic athletes were trained to be Change 4 Life club mentors who will visit clubs across the country, inspiring young people to be active, enjoy sport and live healthy lifestyles;
- Over 10,000 young leaders and volunteers from age 10-18 were engaged, actively delivering club activity;
- Over 5,000 Change 4 Life coaches and deliverers were trained and deployed across primary and secondary clubs to delivery club activity through working with NGBs; and
- Clubs have delivered over 700 celebration events and/or festivals raising the profile of the programme and recognising the achievements of club members and deliverers.

(vi) Walk 4 Life

Walk 4 Life aims to encourage people who are inactive, or who do very little physical activity, to walk more to improve their health. The Walk 4 Life evaluation indicated that physical activity levels increased by 0.73 days a week of moderate physical activity for more than 30 minutes for users registered more than 90 days:³⁹

- Walk4Life users are more active than the general population spending an average of 3.42 days of more than 30 minutes moderate physical activity and 2.43 days walking for more than 30 minutes. A third of users meet the recommended weekly 5x30 minutes moderate physical activity threshold;

³⁹ SKM Colin Buchanan (July 2012) *Walk4Life Project Evaluation, Baseline Analysis, VN40064*

- 60-70% of users are female and the age spread ranges from teenagers to 75 year olds peaking at 45 to 54 years old;
- 29% of users stated they have a specific health issue or are disabled so their ability to walk is affected and a sizeable minority (12%) state that they are only comfortable walking for up to 30 minutes; and
- 39% of Walk4Life users describe themselves as already 'active' persons but the target market of 'potentially active' makes up 51% of users.

As of 1st October 2012⁴⁰ the website had recorded:

- 3,269 Walk4Life Miles, mile long walks established as a separate project within Walk4Life, distributed across England, added by 423 partner organisations;
- More than 17,000 registered users (increasing by approximately 100 per week); and
- More than 46,000 walks.

Department of Health funding stopped in November 2012, however despite this the use of the site continues to increase with 1.1 million unique visitors to the site, and 79,400 walks included by March 2013.

Walk 4 Miles partnered with Tesco in November 2012 who used the site on their website to promote activity, and they expect to continue to work with them throughout 2013.

(vii) Games 4 Life

The Games 4 Life campaign kicked-off on 11th June 2012 with the aim of inspiring the nation to get active during 2012's 'summer of sport', which included the Olympics, Paralympics and Euro 2012. Games 4 Life intended to build on the excitement associated with these events and encourage millions of people to become active. The campaign ran until the end of September 2012 and while an evaluation was conducted, it was not available at the time of writing.

(viii) Premier League 4 Sport

This programme aimed to get 25,000 young people to join local sports clubs in four Olympic sports (table tennis, judo, badminton and volleyball) by 2011. It has been extended to 2013, with additional Premier League funding and extended to four more sports (i.e. handball, netball, basketball and hockey). Based on data received on the programme, highlights to 2012 include:

- 39,327 young people engaged, against a target of 25,000;
- 60% of young people engaged were retained (attended at least 5 sessions per term); and
- 31% of young people engaged that were sustained (attended at least 10 sessions over two terms) (see Figure 2-57).

Figure 2-57: Premier League 4 Sport achievements

	Engaged	Retained	Sustained
Badminton	9,033	67%	34%
Judo	9,463	61%	31%
Table Tennis	7,748	59%	30%
Volleyball	13,083	59%	26%
Total	39,327	60%	31%

Source: Premier League 4 Sport, 2012 and Beyond, Grant Thornton Analysis

(ix) Inspire

The Inspire programme has created a significant number of sporting opportunities for people of all ages, with many of the participants participating for the first time as well as sustaining people's engagement in sport beyond the life of the Inspire project. In addition, the impact has been experienced across the nations and regions of the UK.

⁴⁰ Walk England (October 2012) *Walk4Life Miles Project*

Launched in April 2008, the Inspire programme has resulted in over 2,700 projects inspired by the 2012 Games, creating opportunities for millions of people to get involved in activities spanning sport, education, culture, volunteering and sustainability and in doing so to feel part of the Games. These projects have taken place across the nations and regions of the UK.

Sport, arts, culture, education, sustainability, volunteering and business related projects involved over 10 million (1 in 6) people and generated at least 20 million participation opportunities, prior to March 2012.⁴¹

Inspire supported the participation of disabled people, but there is no evaluation evidence indicating how many disabled people were supported or the impacts thereof.

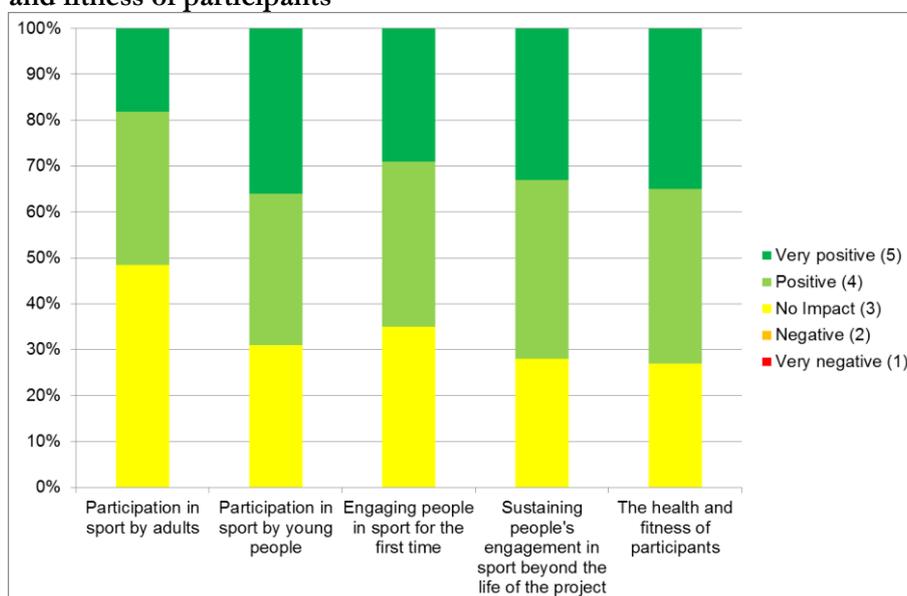
Organisers survey

Based on survey results from an Inspire Mark evaluation conducted by Nielsen, the Inspire projects may have encouraged and sustained sport participation as indicated by the following survey results:

- 51% of projects got adults participating in sport;
- 69% of projects got young people participating in sport;
- 65% of projects engaged people in sport for the first time;
- 72% of projects sustained people's engagement in sport beyond the life of the project; and
- 73% of projects impacted on the health and fitness of participants (see Figure 2-58).

It should be noted the survey is only based on a sample size of 290 respondents and also reports the perceptions/views of the respondents (i.e. organisers of the project/ event).

Figure 2-58: Perceived impact of the Inspire projects on sport participation and health and fitness of participants



Source: Inspire Mark Evaluation (March 2012), Nielsen/LOCOG Survey Results (based on a sample size of 290 respondents)

While not specific to only sporting projects, the Inspire programme has created a potential legacy of projects with 78% of projects set to continue after the Games and 90% of project leads indicating that they were inspired to run similar projects in the future.⁴²

⁴¹Knight, Kavanagh and Page (February 2013) *London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom* – data April 2008 to March 2012

⁴² Inspire Programme – Key Facts & Figures

Participant survey

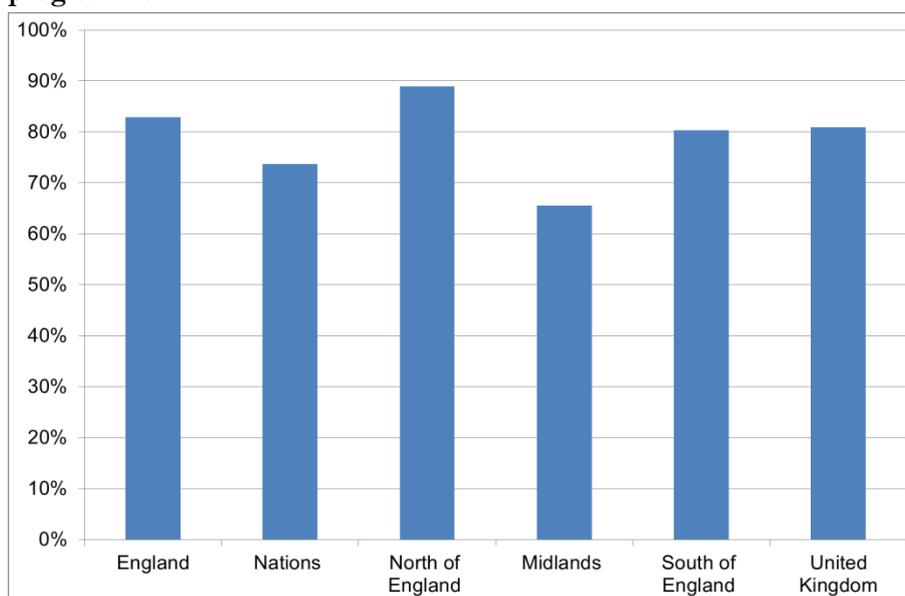
A survey drawing together the views of more than 2,000 participants about their awareness of the programme and its impact on their views and behaviour was conducted. Key findings are included below.

Participation

Key findings from Inspire survey⁴³ reveal the following regarding participation in Inspire:

- Sport and physical activity projects were the most commonly attended Inspire activities with 80.9% of the survey's respondents involved in sport projects, either as participants, spectators, coaches/leaders/instructors, volunteers or organisers. There was no significant variation in participation by gender (men 80.6%, women 81.1%);
- 12-15 year olds were the group most likely to take part in sports related activities:
 - 93.8% age 12 to 15
 - 75.8% age 16 to 24
 - 79.2% age 25 to 34
 - 80.6% age 35 to 44
 - 78.5% age 45 to 54
 - 72.9% age 55+
- Participation in sports and physical activity was fairly consistent across the regions with the exception of the Midlands which recorded the lowest level (see Figure 2-59).

Figure 2-59: Sport and physical activity participated in by region for the Inspire programme



Source: London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

Frequency of participation

Prior to involvement in the Inspire programme 69.1% had taken part in sport and physical activity at least once a week. Following attendance on Inspire this figure rose to 78.0% (see Figure 2-60).

⁴³ Knight, Kavanagh and Page (February 2013) *London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom*

Figure 2-60: Frequency of participation in sport before and after engagement in Inspire

	Before	Since	Difference
Rarely/never	8.6%	3.2%	-5.4%
Once or twice a year	5.2%	3.4%	-1.8%
Once a month	7.0%	5.5%	-1.5%
Two or three times a month	10.1%	9.9%	-0.2%
Every week	26.3%	25.1%	-1.2%
Several times each week	42.8%	52.9%	10.1%

Source: London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

The largest increase was in the proportion of people who, after taking part in the programme, went on to participate in sport and physical activity more than once a week – this increased from 42.8% to 52.9% (+10.1%).

There was also a reduction in the proportion of programme participants who, following Inspire, rarely/ never take part in sport down from 8.6% to 3.2% after Inspire.

Women (+11.5%) were more likely than men (+7.5%) to increase the frequency of their sports participation to several times a week as a result of the programme.

Participation for children and young people also indicates an increase frequency of participation after Inspire (see Figure 2-61).

Figure 2-61: Frequency of participation in sport before and after engagement in Inspire for children and young people

	Before	Since	Difference
Children age 12 to 15			
Rarely/never	7.2%	1.4%	-5.8%
Once or twice a year	2.1%	0.5%	-1.6%
Once a month	4.3%	2.4%	-1.9%
Two or three times a month	6.9%	6.9%	0.0%
Every week	36.8%	33.9%	-2.9%
Several times each week	42.7%	54.9%	12.2%
Young people age 16 to 24			
Rarely/never	7.7%	3.8%	-3.9%
Once or twice a year	3.1%	1.7%	-1.4%
Once a month	7.3%	7.3%	0.0%
Two or three times a month	12.6%	10.8%	-1.8%
Every week	23.1%	23.1%	0.0%
Several times each week	46.2%	53.1%	6.9%

Source: London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

As can be seen in Figure 2-62, participation impacts did not vary significantly by region.

Figure 2-62: Frequency of participation in sport before and after engagement by geographic area

Region	Before	Since	Difference
England			
Rarely/never	9.2%	3.3%	-5.9%
Weekly or more often	68.1%	78.2%	10.1%
Nations			
Rarely/never	6.2%	2.8%	-3.4%
Weekly or more often	73.0%	77.3%	4.3%
North of England			
Rarely/never	9.3%	2.8%	-6.5%
Weekly or more often	67.9%	79.2%	11.3%
Midlands			
Rarely/never	11.7%	5.7%	-6.0%
Weekly or more often	64.6%	70.9%	6.3%
South of England			
Rarely/never	7.3%	2.7%	-4.6%
Weekly or more often	71.4%	81.1%	9.7%
United Kingdom			
Rarely/never	8.6%	3.2%	-5.4%
Weekly or more often	69.1%	78.0%	8.9%

Source: London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

Outcomes

The strongest sporting impacts as a result of Inspire are an interest in having a go at other/new sports (59.5%) and participating in sport (51.8%). Well-being benefits through feeling healthier and fitter were also noted (see Figure 2-63).

Both men and women reported large positive lifestyle impacts as a result of participating in Inspire with women more likely to have net gains.

Figure 2-63: Net-effects of participation in the Inspire programme by gender

Net increase in likelihood of...	Male	Female	Total
<i>Olympics/Paralympics</i>			
..be interested in sport and the Olympic Games	53.7%	60.6%	58.2%
..be interested in sport and the Paralympic Games	53.2%	57.3%	55.9%
<i>Sports and physical activity</i>			
..take part in sport and physical activity in the future	46.3%	54.7%	51.8%
..'have a go' at other/ new sports and physical activities	54.7%	62.1%	59.5%
..join a club / programme to take part in sport and physical activity	36.3%	44.1%	41.4%
..do volunteer work for sport and physical activity	42.6%	36.5%	38.7%
..watching live sport (not TV)	34.8%	33.1%	33.7%
..encourage friends/ family to take part in sport and physical activity	54.8%	57.8%	56.8%
<i>Social benefits</i>			
...feeling healthier and fitter	51.6%	56.3%	54.6%

Source: London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

The North of England reported significant benefits across the majority of categories with 10 of the 18 highest net impacts and only one of the lowest (see Figure 2-64).

Figure 2-64: Net-effects of participation in the Inspire programme by region

Net increase in likelihood of...	England	Nations	North of England	Midlands	South of England	UK
<i>Olympics/Paralympics</i>						
..be interested in sport and the Olympic Games	58.8	55.9	62.2	50.7	56.5	58.2
..be interested in sport and the Paralympic Games	55.7	56.3	53.6	56.7	60.3	55.9
<i>Sports and physical activity</i>						
..take part in sport and physical activity in the future	53.1	46.9	57.7	36.5	54.1	51.8
..'have a go' at other/ new sports and physical activities	60.0	57.5	64.1	41.1	64.0	59.5
..join a club / programme to take part in sport and physical activity	42.6	37.4	48.3	22.4	43.0	41.4
..do volunteer work for sport and physical activity	38.6	39.3	41.2	41.5	29.5	38.7
..watching live sport (not TV)	34.7	30.3	36.1	31.2	33.5	33.7
..encourage friends/ family to take part in sport and physical activity	56.5	58.0	59.3	42.9	59.7	56.8
<i>Social benefits</i>						
...feeling healthier and fitter	56.4	48.0	63.8	36.5	52.7	54.6

Source: London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

Figure 2-65 indicates the net impacts for children and young people as a result of Inspire, with 12 to 15 and 16 to 24 year olds demonstrating higher positive impacts than the population as a whole.

Figure 2-65: Frequency of children and young people participation in sport since taking part: net impact

Likelihood to:	Age 12 - 15	Age 16- 24	Total
<i>Olympics/Paralympics</i>			
...be interested in sport and the Olympic Games	69.7%	65.4%	58.2%
...be interested in sport and the Paralympic Games	54.7%	65.2%	55.9%
<i>Olympics/Paralympics</i>			
...take part in sport & physical activity in the future	70.1%	56.6%	51.8%
...have a go' at other/new sports & physical activities	72.1%	65.4%	59.5%
...join a club/programme to take part in sport & physical activity	59.7%	49.0%	41.4%
...do volunteer work for sport & physical activity	40.4%	64.5%	38.7%
...watch live sport (i.e. not on TV)	38.9%	42.5%	33.7%
...encourage friends/family to take part in sport & physical activity	61.6%	56.3%	56.8%
<i>Social benefits</i>			
...feel healthier and fitter	76.4%	56.0%	54.6%

Source: London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

Participants also indicated that the Games have the potential to result in sustained participation, scoring 7.12, on a scale of 1 (low) to 10 (high) (see Figure 2-66).

Figure 2-66: Participant opinions on the extent to which the Games will lead to sporting impacts

Extent to which the Games will lead to:	Male	Female	Total
Greater participation in sport by people generally	7.29	7.52	7.44
Increased participation in sport after the Games	6.98	7.19	7.12
People being encouraged to adopt healthier lifestyles by exercising	6.85	7.26	7.11

Source: London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

(x) Legacy Trust UK

Legacy Trust UK, set up in 2007 to support communities and organisations across the UK to create projects that celebrate the 2012 Games, has allocated £40 million of funding through twelve regional and four national programmes.

Data is available for Eastern Rising, the regional programme for the East of England which was made up of two strands with the bulk of these for sport and cultural programmes or events. Based on an analysis of Legacy Trust UK monitoring data covering the 2009/10 to January 2012 period, Eastern Rising has:

- Benefitted 23,100 participants, 64% of whom were 25 years old or younger with 2% disabled participants; and
- 91% of the participants were part of sports/health and wellbeing activities run as part of the project.

(xi) Free Swimming

The Free Swimming programme was based around local authorities providing free swimming for children aged 16 or under and for adults aged 60 or over. Originally scheduled to run for two years from April 2009 to March 2011 (but cancelled in July 2010) the initiative was expected to contribute to the target set out in the London 2012 Olympic Legacy Action Plan.

Over the course of the 16-month programme, 24.44 million free swims were recorded across both target groups, with 14.91 million free swims recorded for the 16 and under age group and 9.53 million for the 60 and over age group.

An impact evaluation conducted for year 1 of the initiative (April 2009 to March 2010) estimated that for those aged 60 and over, additionality was 21.4% whereas for those aged 16 and under additionality was 49.8% (see Figure 2-67), with the main reason for the difference being that free swimmers aged 16 and under were more likely to be accompanied by other

(paying) swimmers, although these swimmers are not all in the target age groups. In both age groups, nearly 90% of free swimmers indicated their intention to continue swimming.

Figure 2-67: Estimated net number of free swims and free swimmers, April 2009 to March 2010

	16 and under	60 and over
Number of free swims (million)	11.09	6.99
Number of net additional swimmers	49.8%	21.4%
Number of net additional swims (million)	5.52	1.49

Source: Evaluation of the Impact of Free Swimming, Year 1 report (June 2010)

Assessment of the impact on the level of physical activity undertaken by those who had participated in free swimming was positive. Amongst those free swimmers aged 60 and over, the proportion of survey respondents who undertook at least 30 minutes of activity a day increased from 66.2% before the start of the initiative to 78.4% since the initiative was introduced. Amongst those aged 16 and under, the proportion of free swimmers undertaking more than 60 minutes of physical activities increased from 20.7% to 32.9%. The increase in activity levels amongst these respondents could not be entirely attributed to the free swimming programme, but it was concluded that it is likely that some of it is. However a lack of overall additionality contributed to the programme being cancelled.

(xii) PESSYP

There were five PESSYP strands which targeted increasing participation in sport and physical activity. Of these, evaluations are available for Sport Unlimited and Competitive School Sport. Evaluations of Playground to Podium (Disability), School Swimming Improvement or School Club Links were not available.

Sport Unlimited and Competitive School Sport both resulted in increased participation with:

- Sport Unlimited retaining more than 900,000 young people in sporting activity and sustaining at least 300,000 of these; and
- Competitive School Sport increasing the number of competitions (intra and inter-school) which in turn increased the number of young people participating in competitive sport (see Figure 2-68).

School Club Links were tasked with developing links between schools and community sport clubs with Sport England working with 34 of the NGBs to increase the number of 5-19 year olds taking part in accredited community clubs or taking on leadership and volunteering roles within sport. This will continue to 2013 as part of Sport England's overall investment in NGB Whole Sport Plans.

Figure 2-68: Key evaluation findings of PESSYP sport participation initiatives

	Sport Unlimited	Competitive School Sport
Overview	<ul style="list-style-type: none"> • Three-year (2008-11) £36 million Sport England funded programme to encourage semi-sporty young people to engage in, be retained in and sustain more sports participation 	<ul style="list-style-type: none"> • Aimed to create and develop a world class system for competitive school sport by increasing the quantity and quality of competition to provide opportunities for young people
Key Findings	<ul style="list-style-type: none"> • Target: to retain 900,000 young people in sporting activity by the end of March 2011 • Achievement: attracted around 1.2 million young people and retained (attended 60% or more of an 8-10 week block of sessions) nearly 82% of these exceeding the retain target by 60,938 young people • Overall success was equally apparent for males and females and for different year groups • Target: to sustain 300,000 young people in activity (continuing to participate in activity after the Sport Unlimited sessions either by joining a club or participating in informal environments) • Achievements: Data from various sources provides evidence that Sport Unlimited did generate sustained participation. 	<ul style="list-style-type: none"> • The evaluation revealed that the volume of sport competitions increased resulting in the numbers of young people involved in competitive school sport increasing. • Participation was representative by genders, young disabled people, and people from ethnic minorities. • Activities to attract young people that did not participate in sport were included.

Source: Sport Unlimited, Final Report - Executive Summary (October 2011), Evaluation of Competitive School Sport, Final Report (30 September 2011)

The benefits were felt regionally, for example 62,000 young people in the South East who didn't normally play sport outside of school lessons completing a 10-week Sport Unlimited taster session in their own time, around 6% of the total 900,000 participants.⁴⁴

(xiii) Sainsbury's Million Kids Challenge

Sainsbury's Million Kids Challenge exceeded its target of 1 million children by enabling 2.4 million British children to play a Paralympic sport. Online surveys prior to the Games showed that 62% of British children were excited about watching Paralympic events this summer and over three quarters (78%) of children aged 8-15 who have tried Paralympic sports would like to play more.

(xiv) Local Government Association data

Councils provide a significant number of facilities and programmes which support the sport and physical activity participation of adults, children and young people.

The Local Government Association (LGA) undertook a survey of officers with the responsibility for sports development at two points in 2012 to determine the impact on facility usage during and after the Games:

- Between 8 August 2012 and 24 August 2012 within all councils in England and Wales to determine impacts in summer 2012 versus the same time the year before. A response rate of 25% was achieved; and
- Between 7 February 2013 and 28 February 2013 within all councils in England and Wales to determine impacts in quarter three of 2012/13 as compared with the same time the year before. A response rate of 29% was achieved.

⁴⁴South East Partnership (15th March 2011) *Triple Gold, The London 2012 Games in the South East of England, Review of Achievements*

72% of councils reported an increase in users in quarter 3 of 2012/13 higher than that recorded during the Games period with only 8% recording a decrease. A third of councils also reported the number of disabled users increasing, with only 2% reporting a decrease (see Figure 2-69).

Figure 2-69: % change in users accessing council leisure facilities as compared with last year

Increase or decrease in number of users	Summer 2012 vs Summer 2011	3 rd Quarter 2012/13 vs 3 rd Quarter 2011/12	
		Total	Disabled
A large increase in the number of users	5%	19 %	5 %
A small increase in the number of users	39%	53 %	28 %
Numbers of users have remained the same	30%	11 %	40 %
A small decrease in the number of users	4%	7 %	2 %
Large decrease in the number of users	0%	1 %	0 %
Don't know	22%	9 %	25 %

Source: Local Government Association

Usage of sport facilities which host Olympic and Paralympic sports saw the greatest increase (see Figure 2-70).

Figure 2-70: % increase in council leisure facility usage

Activity	Summer 2012 vs Summer 2011	3 rd Quarter 2012/13 vs 3 rd Quarter 2011/12	
		Total	Total
Cycling/BMX tracks	8%	51 %	8 %
Athletic tracks	17%	50 %	8 %
Beach volleyball	13%	50 %	17 %
Handball	7%	50 %	5 %
Swimming pool/ water polo	36%	48 %	14 %
Gymnastics	12%	35 %	0 %
Rowing	0%	33 %	11 %
Badminton	9%	30 %	3 %
Diving	-	30 %	0 %
Boxing/Wrestling/Martial Arts	-	24 %	0 %
Archery	3%	22 %	7 %
Football	-	21 %	6 %
Equestrian/ Horse-riding	0%	20 %	40 %
Table tennis	5%	20 %	5 %
Trampolining	-	20 %	7 %
Hockey	1%	18 %	3 %
Volleyball	4%	18 %	2 %
Basketball	4%	17 %	5 %
Sailing	12%	17 %	0 %
Tennis courts	11%	14 %	4 %
Fencing	6%	12 %	0 %
Canoeing	3%	10 %	5 %
Shooting ranges	0%	0 %	0 %
Weightlifting	-	0 %	0 %
Don't know	0%	-	-
Gym facilities	26%	-	-
Other	13%	-	-
Wrestling/martial arts	4%	-	-

Source: Local Government Association

Councils are responding to this increase in demand by:

- Increasing the number of coaches available;
- Putting on additional sessions or increasing the capacity of existing sessions;
- Investing in new facilities;
- Supporting clubs;
- Introducing waiting lists for oversubscribed activities; and
- Bidding for additional funding to cope with demand.

However, while councils are significant investors in sporting facilities, and are responding to the current increase in demand, given the previous cuts, and in the face of 33% government funding cuts there are concerns as to the extent to which councils will be able to continue to invest in and cater to demand going forward. According to the LGA survey, councils indicated the following actions to maintain their sports facilities:

- Working in partnership with other councils, schools, public bodies, business/ private sector and volunteer and charity groups to deliver services;
- Shared services arrangements with other councils;
- Linking council departments within their own local authority to achieve shared goals e.g. relocating adult day care services into sport and leisure centres;
- Outsourcing leisure services;
- Invest to save programmes;
- Contract renegotiations with providers;
- Reducing costs by outsourcing management, linking staffing levels to peak and off-peak times and monitoring/ reducing and other running costs (e.g. energy costs);
- Applying for external funding;
- Drives to increase membership to generate greater income e.g. discount card aimed at people on low income/ benefits, disabled people, older people, students, children in care and people with health issues and carers;
- Asset transfer to local community groups and clubs;
- Co-location of services within buildings to reduce costs;
- Leasing or hiring out facilities local community groups, sports clubs and training academies to increase income; and
- Working with developers on Section 106 agreements to fund sport and leisure facilities.

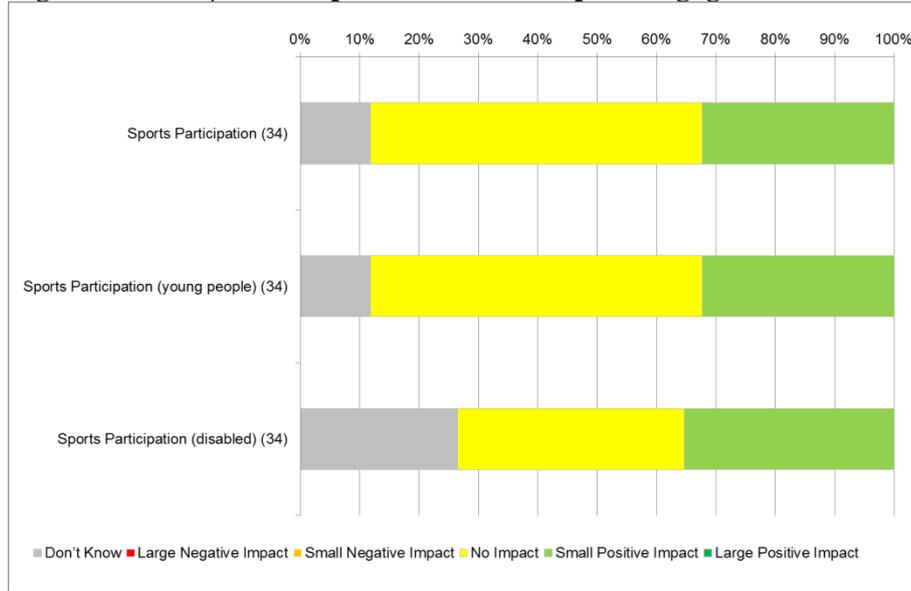
The impact of future cuts in the short, medium and long-term are not known; however, any cuts are likely to be a challenge which may impact on the extent to which facility provision can meet any increased demand.

(xv) PGTC Survey

According to a survey conducted with PGTCs (see Annex C) there was a perceived significant impact on sports participation as a result of the PGTC (see Figure 2-71) with:

- 76% indicating the PGTCs had a positive impact on participation;
- 82% indicating the PGTCs had a positive impact on participation of young people; and
- 53% indicating the PGTCs had a positive impact on participation of disabled people, though of those PGTCs hosting Paralympic teams 100% reported a positive impact on participation of disabled people.

Figure 2-71: Subjective impact of PGTCs on sports engagement



Source: Pre-Games Training Camp Survey (see Annex C)
 Note: Number of responses shown in brackets

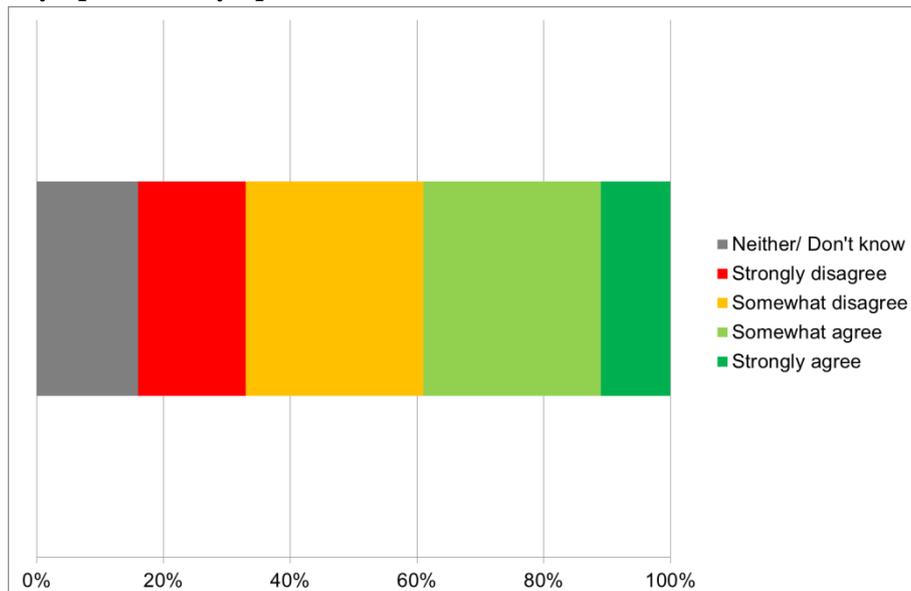
(xvi) UK Sport Sporting Preferences Survey

UK Sport commissioned a survey which was conducted before and after the Games:

- Pre-London – 2,582 adults (16+) representative of the UK population, 4th-11th May 2012; and
- Post-London – 2,580 adults (16+) representative of the UK population, 5th-10th October 2012.

Figure 2-72 below shows that extent to which respondents indicated that they agreed with the statement: I felt inspired to do sport or recreational physical activity more frequently as a result of attending or watching the 2012 Games.

Figure 2-72: Percentage of adults that felt inspired to do sport or recreational physical activity more frequently than they normally do as a result of attending or watching the Olympics/ Paralympics



Source: UK Sport Sporting Preferences 2012

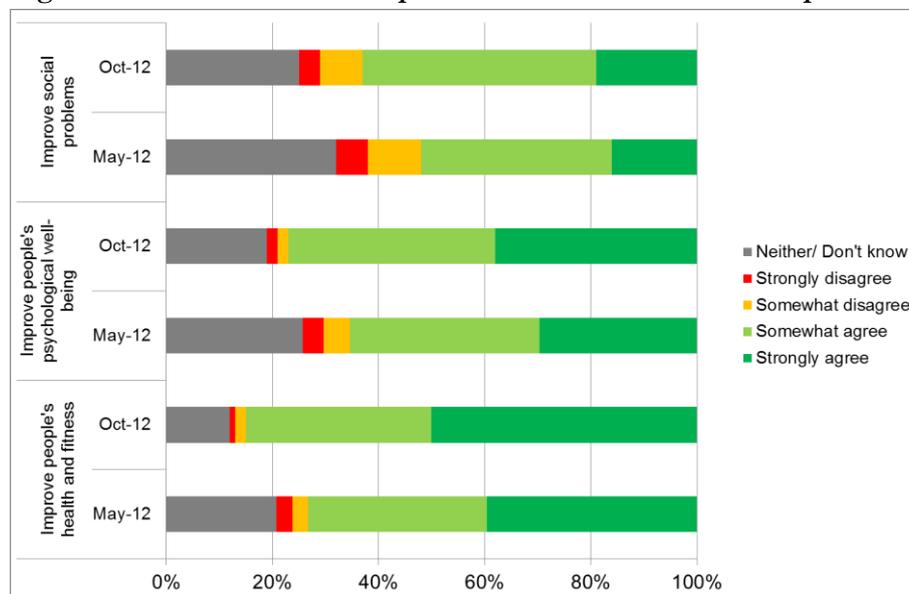
For those inspired to do sport or recreational activity more frequently:

- 47% indicated that this was in sport or recreational physical activity generally (18% of the total sample);
- 36% indicated that this was in a sport in which they already participate (14% of the total sample);
- 18% indicated that this was in a new sport (7% of the total sample); and
- 58% indicated that this was in any of the above (23% of the total sample).

Respondents' perceptions of the impact of the 2012 Games on well-being related social benefits were significantly higher post-Games (see Figure 2-73). Those agreeing or strongly agreeing with such statements were as follows:

- Improve people's health and fitness, net agree – 68% pre-Games, 83% post-Games;
- Improve people's psychological well-being, net agree – 58% pre-Games, 72% post-Games; and
- Improve social problems, net agree – 35% pre-Games, 51% post-Games.

Figure 2-73: To what extent respondents feel that the Games improves social benefits



Source: UK Sport Sporting Preferences 2012

(xvii) NGB research findings

Interviews with and survey results from NGBs (see Annex B) indicate an increased interest in sport following the Games which translated into increased participation and club membership levels..

NGBs provided the following examples of increased participation:

- British Judo estimated baseline membership growth of 8% per year and with an estimated 20% membership growth in 2012 (due to the London 2012 Games);
- British Wheelchair Basketball estimated a 25% increase in league club participation due to London 2012;
- British Rowing participation statistics show an increase of 6,595 members from April 2007 to April 2012 (2007: 21,964, 2012: 28,559). Since April 2007, female membership has increased by 45%, with a possible link to increased female performance in 2012 noted. The sustainability of this increased participation is unknown but David Tanner (British Rowing Performance Director) suggested that when members register, they pay and this could suggest that this participation will be sustainable;
- Sailing's Sail for Gold provided the following opportunities:

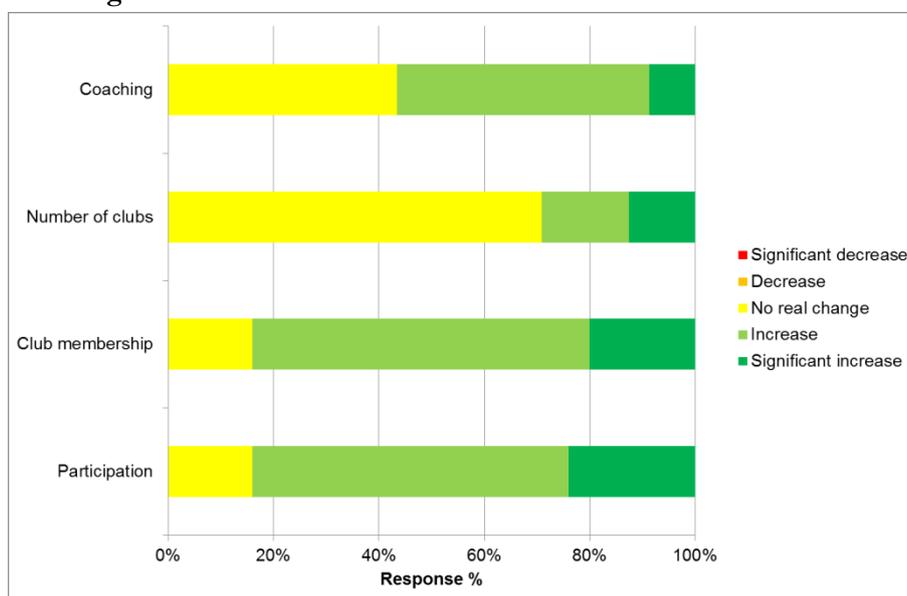
- Over 650 clubs, centres and marinas signed up;
- Clubs held events and activities throughout the UK encouraging people to try boating;
- Clubs and centres continuing to host "have a go" sessions and open days;
- Over 3,000 people "had a go" at sailing or windsurfing in Weymouth at the free Sports Arena during Olympic and Paralympic sailing events;
- 50% uplift in traffic to "Where's My Nearest" section of the RYA website;
- Of the Sail for Gold organisations:
 - o 67% reported increased in participation in 2012;
 - o 53% reported increased in members and customers in 2012;
 - o 85% reported increased general interest in sailing in 2012;
 - o 75% held more than one "Sail for Gold" event with nearly all available to local communities;
 - o 63% reported increased awareness on the local community; and
 - o 58% have made plans for future participation events and activities.

When asked what the impact of the 2012 Games on their sport had been, increased participation was noted by respondents to have seen the largest increases with 84% of respondents indicating a significant increase/ increase (see Figure 7-74).

According to British Cycling "*membership is up to an all-time high of 62,000, races are increasing and participation is booming*".

British Taekwondo stated that there has been a 20% increase in membership since August 2012 and a 50% increase in participation at seminars.

Figure 2-74: NGB views on the impacts of London 2012 on participation, clubs and coaching



Source: National Governing Body Research Report (see Annex B)

The vast majority (93%) of sports indicated that they have made special arrangements for additional interest, including increased numbers of clubs and course sessions, raised talent identification awareness, increased staffing around participation and grassroots capacity, updating websites to deal with increased interest as well as special projects launched as a result of the additional interest.

Specific examples include:

- Taekwondo - improved awareness through website, Facebook & Twitter. Coach & Club development programmes progressing at a faster pace; and

- Hockey - a full programme under the banner Hockey Nation (website which lists all the places to play and watch hockey and information on activities across the country for people of all ages and abilities).

Sport England provided the following case study on hockey, indicating that the Hockey Nation programme resulted in 30,000 young people and adults trying hockey on the Hockey Nation pitches in the holding pen at Olympic Park, most of whom weren't existing hockey players.

Case Study: Hockey Nation at London 2012

- The Hockey Nation programme was a brand for a wide range of activities that looked to maximise the potential of the Olympic Games as a catalyst for greater participation in hockey. The impact of the programmes may take some time to be totally captured but the initial outputs are really positive.
- **30,000** young people and adults tried hockey on the Hockey Nation pitches in the holding pen at Olympic Park. The majority of these weren't existing hockey players.
- England Hockey have worked with their clubs to provide over 20,000 spaces to play hockey up until National Club Weekend (1st/2nd September 2012)
- Some initial feedback from a few clubs suggests early indications are strong:
 - Richmond HC 40 new women 27 new men running Back to Hockey.
 - Horley HC had 18 new adults join during the last two weeks.
 - East London HC had 34 new faces in the last 7 days and
 - Lincoln Roses 25 new juniors 12 new adults to Rush.
 - Old Loughtonians saw a considerable increase in enquiries from prospective members, from those who played in the past and want to get back into the sport, as well as others who are new to the game
 - Some London clubs are starting to report waiting lists so we are working to add additional activity where there is demand.
 - 115,000 unique view on the GB website, up 586% on the previous month, with 10,000 unique views to hockeynation.info which is the information portal we have built for those seeking details of local hockey opportunities
- Press interest has been high with National and Regional press reporting on the success of the games for hockey, including these:

<http://www.itv.com/news/anglia/2012-08-09/hockey-boosted-by-team-gb-performances/>

<http://www.theguardian.co.uk/sport/local/sessions-to-encourage-hockey-players-1-4793954>

Source: Sport England



(xviii) Future investment and policy change

From a policy perspective, there is an increasing focus on women in sport.

Following the performance of female athletes during the Games, raising the profile of women's sport has become a DCMS departmental priority with additional investment to boost female participation, a programme of work to identify and encourage talented women to apply for board positions in sport, and closer alignment with the media to raise the profile of women's sport.

In terms of investment, according to Sport England, nearly all of their funding programmes benefit women and girls (as well as men and boys); however, the following funding streams are solely dedicated to supporting women's participation:

- **Active Women** – In January 2011 Sport England announced the 20 sports projects that would benefit from a £10 Million National Lottery fund to encourage Active Women and tackle the gender gap in sport. The investment supports projects to get more women from disadvantaged communities - and women caring for children - playing sport as part of the drive to deliver a mass participation legacy from London 2012; and
- **Bury Pilot** - In May 2013 Sport England announced Bury as the location for an intensive year-long sporting experiment to get more women and girls active and tackle the gender gap in sport. Bury Council has secured up to £1.8 million of National Lottery funding from Sport England to rigorously test what works in changing the sporting habits of women and girls.

In addition to this investment, there is on-going investment in infrastructure, for example the facility strands of Places People Play as well as soft infrastructure, like Sport Makers, which will facilitate and support increasing sport participation in the future.

2.5 Conclusion

Headline participation data from both of the main surveys, Taking Part and Active People, show adult participation levels are the highest since 2005/6. This increase is after a relatively flat trendline between 2005/06 and 2010/11 and suggests that the Games have impacted sports participation. The two main impacts are through legacy programmes and the motivational effect of the Games, including the 'demonstration' effect'.

The participation elements of Places People Play as well as School Games, the Government's key sport participation programmes, have provided opportunities for adults and young people from across the regions of England and nations of the UK to participate in sport, with a particular and increasing emphasis on the participation of disabled people.

Places People Play, through Sportivate, has provided participation opportunities to over 140,000 young people and is on target to achieve the milestones set. This coupled with School Games, which has over 16,000 schools registered, provides on-going participation opportunities especially given that both Sportivate is set to continue to 2017 with School Games due to run until 2015.

Other legacy initiatives, such as Premier League 4 Sport have provided participation opportunities to young people with approximately 39,000 young people engaged, almost double the target, and with the programme extended in duration and incorporating additional sports. In addition, 60% of young people that were engaged were then retained (at least 5 sessions per term), with 31% of young people sustained (at least 10 sessions over two terms).

Many legacy initiatives have facilitated participation in sport and physical activity for the first time, with evidence indicating that this participation is sustained. A survey of Inspire project organisers found that almost 75% of participants would sustain their involvement in sport after the project.

Other legacy programmes, such as Change 4 Life Sports Clubs, Walk 4 Life and Games 4 Life, have facilitated participation in sport and physical activity, with interim evaluation evidence indicating that this participation is being sustained. Walk 4 Life has reported that that physical

activity levels increased by 0.73 days a week of moderate physical activity for more than 30 minutes for users registered more than 90 days and Change 4 Life Sports Clubs has reported over 61,000 young people participating with 90% of these choosing to play sport every week at the end of the first year (an increase of 40% when compared to data obtained when joining up). A survey of Inspire project organisers indicates that their perception is that almost 75% of participants would sustain their involvement in sport after the project.

The discontinued Free Swimming did facilitate an increase in participation, however limited additionality was estimated.

In addition, the Games has acted as a motivator for participation, with 15.3% of adults in the January to December 2012 period either motivated to do more sport or more interested sport because of the UK hosting the Games:

- 12.0% of adults have been motivated to do more sport by the UK hosting the Games (16.0% of those participating in sport); and
- 3.3% of adults have become more interested in sport by the UK hosting the Games (13.3% of those not participating in sport).

Given that the economy, weather and other factors like income levels, have been shown to impact on participation (with poor economic performance and bad weather negatively affecting participation), the statistically significant increase in participation experienced in a tough economic environment adds further weight to the evidence that increases in participation have been facilitated, at least in part, by the Games and Games-related investment in programmes and facilities.

From a policy perspective, there is an increasing focus on women including additional investment to boost female participation, a programme of work to identify and encourage talented women to apply for Board positions in sport, and closer alignment with the media to raise the profile of women's sport. This investment, together with on-going investment in participation programmes will facilitate and support increasing sport participation in the future.

3 Infrastructure

3.1 Legacy programmes and initiatives

Through investment in infrastructure as a result of the Games, the Government aimed to transform the places where people play sport creating, an enhanced and sustainable infrastructure, which supports continued community grassroots participation and elite sporting performance with increased levels of coaching and volunteering.

The large scale sporting infrastructure investment in the venues within the Olympic Park will see the East London area benefitting in legacy from access to world class sporting venues, with these venues also playing host to regional, national and international visitors and elite sport participants.

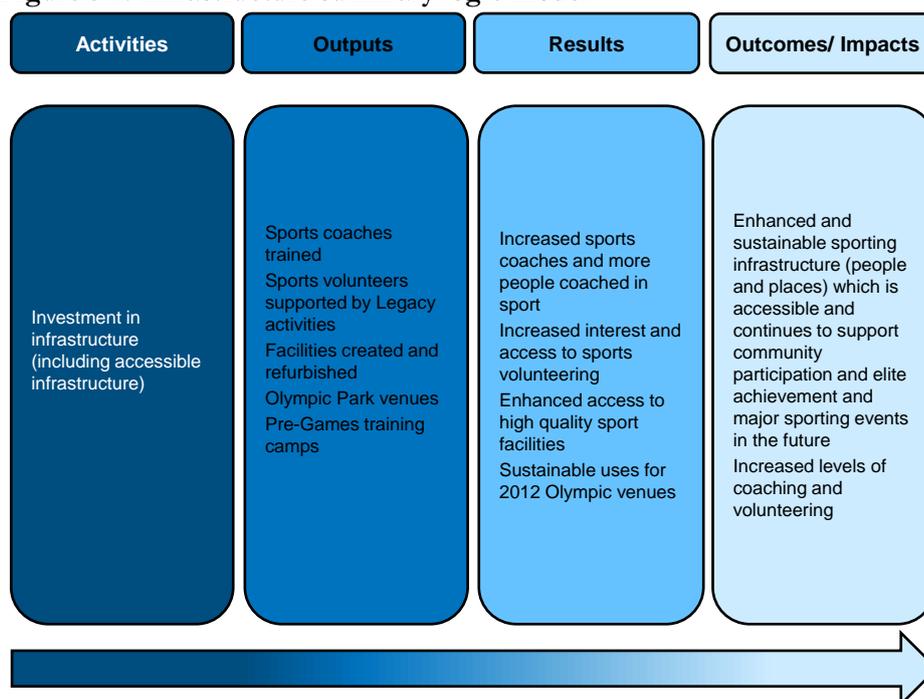
However, while significant investment in infrastructure has, and continues to be made in and around the Olympic Park and its venues, there is also investment in other sporting facilities and in 'soft' infrastructure such as sport coaching and sport volunteering throughout the UK.

Infrastructure includes:

- Physical infrastructure:
 - 2012 venues/ facilities;
 - Upgrading of, or new build, sporting facilities;
 - Facility access and satisfaction; and
 - Club membership.
- Soft infrastructure:
 - Sport volunteering; and
 - Sport coaching.

Figure 3-1 summarises the logic model for the infrastructure sub-theme.

Figure 3-1: Infrastructure summary logic model



There was significant investment in facilities as a result of the Games, most noticeably the 2012-specific facilities, including those used by PGTCs. Most of these were investments were unlikely to have gone ahead in the absence of the Games. In addition to Games-specific investments, the Government also invested in a range of other programmes and initiatives aimed at improving facilities and increasing club membership, as well as focusing on 'soft' infrastructure such as coaching and volunteering.

Key infrastructure legacy programmes and initiatives include:

- **Investment in 2012 facilities:** Olympic Park venues; London, out-of-London and non-sporting venues; Games time training camps, and; PGTCs;
- **Places People Play:** Sport England's key legacy programme, Places People Play is with a £150 million National Lottery funded initiative being delivered in partnership with the BOA and BPA with the backing of LOCOG. The infrastructure elements of Places People Play include:
 - **Inspired Facilities:** Local sports clubs and facilities are being upgraded, with communities influencing decisions over which will benefit from investment. Clubs, community and voluntary sector groups and Councils are able to apply for grants of between £25,000 and £150,000. The scheme launched in Summer 2011 with the final of five funding rounds taking place in 2014/15;
 - **Protecting Playing Fields:** Playing fields across the country are being protected and improved, preserving high-quality spaces for local people to play and enjoy sport. Sport England launched the first of funding rounds in May 2011, with the final round in 2013/14;
 - **Iconic Facilities:** Sport England is investing in a number of iconic multi-sport facilities that are regionally significant for at least two sports. Funding is being provided over three years from 2011, with the final funding round in 2013/214;
 - **Sports Makers:** 40,000 sports volunteers are being trained and deployed to organise and lead local level sporting activities. As part of this programme, every leader commits to at least 10 hours of volunteering with the aim that at least half of the leaders will remain active as sports volunteers afterwards. Sport Makers is fully inclusive and targets people who have a disability and participants from BME groups. It is delivered by

Sport England in partnership with the BOA and BPA. The initiative began in April 2011 and runs until September 2013.

- **Club Leaders:** Under the strapline 'better business skills for sport', this initiative provides training and support to those running community sport clubs. The aim is to create a robust, economically sustainable and enterprising club network by helping people develop their business skills so that they are better able to meet the challenges faced by their club and contribute to ensuring their clubs realise their full potential. E-learning, seminars and mentoring are available. Initial support is focused on business and financial planning, marketing, governance, management and budgeting. The programme has been running since May 2012;
- **Inclusive Sport Fund:** Sport England is determined to create a meaningful and lasting community sport legacy from both the 2012 Olympic and Paralympic Games by growing sports participation by disabled people at the grassroots level. The Fund was launched in May 2012 with over £10 million of National Lottery Funding. Sport England will invest in programmes of up to three years in duration that will grow the number of young disabled people (aged 14+) and adults regularly playing sport;
- **Premier League 4 Sport:** A £3.8 million partnership with the Premier League working with the Youth Sport Trust and Sport England, this programme aimed to get 25,000 young people to join local sports clubs in four Olympic sports (table tennis, judo, badminton and volleyball) by 2011. Although originally planned to run from 2009 to 2011, the programme was extended to 2013 and expanded to four more sports (handball, netball, basketball and hockey), with an additional £2 million of Premier League funding;
- **Change 4 Life Sports Clubs:** Sports Clubs is part of the overall Change 4 Life programme, a Department of Health supported programme bringing together health and education professionals, industry and the third sector, with the shared aim of improving people's diets and levels of activity and in doing so, reducing the threat to their future health and happiness. Sports Clubs focuses on building a network of new school sport clubs based on seven Olympic and Paralympic sports and is designed to engage the least active children and young people. The clubs aim to use the legacy of the 2012 Games to encourage take up and participation. After an initial £6 million in joint funding from the DCMS, Department of Health and the National Lottery, the initiative is now funded by the Department of Health, which has committed £8.4 million until 2015, and delivered by the Youth Sport Trust. By 2015, the Department is aiming to have Change 4 Life Sports Clubs in 3,000 secondary schools and 10,500 multi-sports clubs in primary schools;
- **PESSYP (discontinued):** The strands of PESSYP of relevance to the infrastructure sub-theme included:
 - **Infrastructure:** This strand was led by the Department for Education and provided funding for 450 School Sport Partnerships, 225 Competition Managers and further education coordinators, 3,200 School Sports Coordinators and 18,000 Primary Link Teachers. Limited funding for School Sport Partnerships was provided until Summer 2011 (although only for schools that chose to continue these partnerships), alongside new funding;
 - **Leadership & Volunteering:** This programme aimed to develop young people as leaders and mentors to inspire other young people to get involved in sports. Step into Sport (including links to the governing bodies for nine Olympic sports) and the Young Ambassadors initiative were two examples of activity. The latter was expanded with financial support from Adidas, as the adiStars initiative. Youth Sport Trust led these initiatives;
 - **Recruit into Coaching:** This strand of PESSYP aimed to increase the quality of coaching offered to young people and the number of volunteer coaches. The programme sought to get 10,000 volunteer coaches working in 70 deprived areas of England, providing 675,000 hours of coaching. This also included School Sport Coaching which aimed to develop sports coaches with higher-skill levels. The community component of this programme was cancelled in May 2010; and

- **Continuing Professional Development (CPD):** Led by the Department for Education, this strand focused on providing and encouraging continual development for Physical Education teachers through a coordinated national programme.
- **LOCOG sponsor programme of activities and initiatives**, including for example:
 - **Adi-Zones:** Adidas provided large outdoor multi-sports facilities in the shape of the London 2012 logo which were designed to encourage young people across the UK to dance, play and work out.

Many of these investments and programmes would not have gone ahead in the absence of the Games. Others are linked to the Games but are not solely Games-related.

3.2 Expenditure

Expenditure on legacy infrastructure falls into two main categories, namely:

- Physical infrastructure, including the Olympic Park and other permanent venues, as well as expenditure on the places strands of Places People Play; and
- Soft infrastructure, such as legacy programmes focused on sport volunteering, club membership and coaching.

Figure 3-2 provides an indication of expenditure aimed at increasing and improving infrastructure.

Figure 3-2: Infrastructure expenditure

Legacy programme/ initiative	Lead Organisation	Indicative Spend (£m) ⁴⁵
Olympic Park venues	ODA	£1,000
Places People Play – Inspired Facilities	Sport England	£86
Places People Play – Protecting Playing Fields	Sport England	£12
Places People Play – Iconic Facilities	Sport England	£26
Places People Play – Sport Makers	Sport England	£6
Places People Play – Club Leaders	Sport England	£3
Places People Play – Disability	Sport England	£13
Premier League4Sport	Premier League working with Youth Sport Trust and Sport England	£7

Source: Sport England, <https://www.gov.uk/government/publications/london-2012-olympic-and-paralympic-games-quarterly-report-october-2012>

3.3 Evidence

(i) Introduction

This section presents evidence of the impact that the Games has had on infrastructure. The baseline position is discussed, followed by monitoring data, evaluation evidence and primary research. Evidence is presented under the following key infrastructure elements:

- Physical infrastructure;
- Facility access and satisfaction;

⁴⁵ Places People Play data is actual spend data to 2012/13 with budgeted spend for 2013/2014 with this spend currently being reviewed and this subject to change.

- Club membership;
- Sport volunteering; and
- Sport coaching.

(ii) Physical infrastructure

There are four categories of venues that benefitted from legacy investment:

- 2012 Games venues;
- PGTCs;
- Games time training venues (GTTVs); and
- Other facilities.

2012 Games venues

There were 34 Games venues, half of which were new venues (permanent or temporary) and half of which were existing venues. All of the existing venues were permanent in that they were already in place and remain in place post-Games although some did undergo enhancement. Of the 17 new venues, nine were permanent and eight were temporary (see Figure 3-3):

- 15 venues existing and permanent;
- 9 venues new and permanent;
- 8 venues new and temporary;
- 2 venues enhanced and permanent.

Figure 3-3: 2012 Games Venues

Venue area	Venue	New/Existing/ Enhanced	Temporary/Permanent
Olympic Park	Aquatics Centre	New	Permanent
	Basketball Arena	New	Temporary
	BMX Track	New	Permanent
	Eton Manor	New	Permanent
	Handball Arena	New	Permanent
	Hockey Centre	New	Temporary *
	Olympic Stadium	New	Permanent
	Velodrome	New	Permanent
	Water Polo Arena	New	Temporary
London	Earls Court	Existing	Permanent
	ExCeL	Existing	Permanent
	Greenwich Park	New	Temporary
	Hampton Court Palace	Existing	Permanent
	Horse Guards Parade	New	Temporary
	Hyde Park	New	Temporary
	Lord's Cricket Ground	Existing	Permanent
	North Greenwich Arena	Existing	Permanent
	The Mall	Existing	Permanent
	The Royal Artillery Barracks	New	Temporary
	Wembley Arena	Existing	Permanent
	Wembley Stadium	Existing	Permanent
	Wimbledon	Existing	Permanent
	Out-of-London	Brands Hatch	Existing
City of Coventry Stadium		Existing	Permanent
Eton Dorney		Enhanced	Permanent
Hadleigh Farm		New	Permanent
Hampden Park		Existing	Permanent
Lea Valley White Water Centre		New	Permanent
Millennium Stadium		Existing	Permanent
Old Trafford		Existing	Permanent
St James' Park		Existing	Permanent
Weymouth and Portland	Enhanced	Permanent	
Non-sporting	Athletes' Village	New	Permanent
	IBC/ MPC	New	Permanent

Source: London 2012 Website (<http://www.london2012.com/games/venues/index.php>)

Note: * a new legacy facility will be developed in Eton Manor

The new and permanent venues, as well as the enhanced and permanent ones are the focus of this assessment as investment in these venues was entirely as a result of the Games. However, some of the temporary venues could have resulted in a legacy, for example equipment which was used for the Games and is now available for use in legacy. There is limited data on this type of legacy, although it was explored with the NGBs during consultation (see Annex B).

Olympic Park venues

Of the 10 new permanent venues, six are sporting venues and two are non-sporting venues located within the Olympic Park.

The London Legacy Development Corporation's (LLDC) sport and healthy living legacy objectives for the Olympic Park are to:

- Promote and deliver community sport in the parklands and sporting venues;
- Promote high performance sport athlete training in the sports venues;

- Host a range of events from international to community sporting events;
- Facilitate the development of sports leaders, coaches, officials and volunteers; and
- Design and operate the Park as a catalyst for healthy living.

While these objectives will be fulfilled by all the facilities within the Olympic Park, the sporting venues have a key role to play.

Figure 3-4 provides an indication of the legacy usage of the Olympic Park sport venues.

Figure 3-4: Legacy usage of the 2012 Games facilities

Venue	Legacy Usage
Stadium	<ul style="list-style-type: none"> • A multi-use venue with athletics at its heart. It can host athletics, football and other major sporting- and nonsporting events. The flexible design will enable it to be re-configured to have a capacity of around 60,000. The warm up track adjacent to the Stadium will primarily serve as the centre for community athletics at all levels. • Will host the 2017 World Athletics Championships. • Will be the home to West Ham Football Club in 2016. • Will host the London Anniversary Games in 2013. • Will host five matches in the Rugby World Cup in 2015.
Copper Box (Multi-Use Arena)	<ul style="list-style-type: none"> • A flexible indoor sporting and events accommodating a range of spectator events, community sport and high performance sport activities, with capacity between 3,500 to 7,500 spectators. • To be operated by Greenwich Leisure Limited. • Will be the third largest arena in London. • It is expected to attract up to 600,000 visits a year.
Aquatics Centre	<ul style="list-style-type: none"> • To be operated by Greenwich Leisure Limited. • Is designed to be used for all aquatics disciplines and to host major events as well as community swimming. • Will accommodate two 50m swimming pools, an international diving pool (including dry diving), all with movable floors and booms, and spectator capacity of between 2,500 to 3,500 people. • It is expected to attract up to 800,000 visits a year. • Houses the flagship installation of Poolpod, a submersible swimming pool platform lift, which enables independent access to swimming pools for disabled people. It was developed for the ODA and with financial support from the London Marathon Trust.
Velopark	<ul style="list-style-type: none"> • To be operated by Lee Valley Regional Park Authority (LVRPA). • Consisting of: <ul style="list-style-type: none"> – 250m indoor Velodrome with a seating capacity of 6,000. – BMX track designed to provide potential seating areas with the ability to host major BMX events. – A 1.6km floodlit road circuit and 0.9km of extensive mountain bike trails.
Eton Manor	<ul style="list-style-type: none"> • To be operated by LVRPA. • Consisting of: <ul style="list-style-type: none"> – Tennis Centre – 10 tennis courts (four indoor and six outdoor) with complementary support facilities including reception, changing areas, café/bar, storage and office facilities. – Hockey Centre – two water-based hockey pitches comprising of one main pitch with 3,000 permanent seats (with the ability to add a further 12,000 temporary seats) and one second pitch. Shared multi use support facilities. – Will also include 10 commercial operated 5-a-side football pitches and changing facilities.

Source: House of Commons Committee of Public Accounts Preparations for the London 2012 Olympic and Paralympic Games, Seventy-fourth Report of Session 2010–12 (9 March 2012) and Sport and Healthy Living Policy Draft v (February 2012)

The Olympic Park sporting venues will cater to an estimated 3 to 4 million people per annum, with a high-level of community usage. The venues will also cater to elite sport training and

competition, as well as a range of other sporting and non-sporting events. Estimates of legacy use are given in the box below.

Box 3-1: Indicative legacy visits to Olympic Park sporting venues

- Around 3 to 4 million visits to the Park's sporting venues in 2016 (subject to attendance at the Stadium);
- Community use (i.e. not elite) is estimated to be 94% of the overall visits in the sporting venues (excluding the Stadium) with the combined projected visit number from the local/regional area anticipated to be 1.8 million visits;
- Community sports participation is expected to represent at least 96% of the 1.45 million participation visits to the venues each year (excluding the Stadium);
- High Performance Sport training or competition accounts for at least 58,600 visits per annum (a minimum of 3%);
- Participation will vary by facility. For example, 93% of visits to the Aquatics Centre are likely to be for participation purposes, with 28% in the Copper Box. Time allocated to community sport participation in the Copper Box is expected to be a minimum of 72% of the available time, while in the Aquatics Centre it is expected to be 95% of the available time.

Source: Sport and Healthy Living Policy, February 2012, Draft v5

While community usage remains a priority, the venues will host a range of regional, national and international events. The sporting events already secured are detailed in Figure 3-5.

Figure 3-5: Sporting events secured by Games venues

Year	Event	Venue
2013	UEFA football festival (in run-up to Champions League final at Wembley)	Stadium
	Global Champions Tour (showjumping event)	Olympic Park
	Ride London (a London-wide cycling event, including two road races (one for professionals, one mass participation))	VeloPark
	Anniversary Games (three-day athletics meeting)	Stadium
	London Lions match	Copper Box
	Badminton Grand Prix, Copper Box	Copper Box
2014	NEC Wheelchair Tennis Masters	Lee Valley Tennis Centre
2015	European Hockey Championships	Lee Valley Hockey Centre
	NEC Wheelchair Tennis Masters	Lee Valley Tennis Centre
2016	NEC Wheelchair Tennis Masters	Lee Valley Tennis Centre
2017	IAAF World Athletics Championships	Stadium
	World Paralympic Athletics Championships	Stadium

Source: London 2012

Out of London venues

There are four venues, located outside of the Olympic Park, which are new or enhanced through significant investment (see Figure 3-6).

Figure 3-6: Legacy usage of Games venues outside of London

Venue	Legacy usage
Lea Valley White Water Canoe Centre	<ul style="list-style-type: none"> • This is a new venue and was the first Olympic facility to open ahead of the Games. • Provides white water rafting, canoeing and kayaking on an Olympic Standard Competition Course. • It will be owned and operated by the LVRPA.
Hadleigh Farm	<ul style="list-style-type: none"> • This is a new venue with the construction of the mountain bike course at Hadleigh Farm completed in March 2011. While originally planned as a temporary venue,⁴⁶ there were clear aspirations for the course to remain in place after the Games. Consultation with residents by Essex County Council indicated that they are favour of the mountain bike course being retained and developed after the Games for elite and community usage. Funding and planning permission has been secured for a venue in legacy at Hadleigh Farm.
Portland and Weymouth	<ul style="list-style-type: none"> • This was an existing venue enhanced as a result of the Games to accommodate the Olympic and Paralympic Sailing competitions. It comprises the Weymouth and Portland National Sailing Academy (WPNSA) and the adjoining commercial marina. • In addition to the sailing facilities at Portland and Weymouth, it is acknowledged that the 2012 Games kick-started regeneration in the surrounding area (e.g. of the former Naval Air Station at Portland, now known as Osprey Quay, where new residential, commercial and marina facilities are underway).
Eton Dorney	<ul style="list-style-type: none"> • This was an existing venue enhanced as a result of the Game with a new bridge constructed and the existing gravel/stone access road to the competition venue upgraded • It was the venue for Rowing, Paralympic Rowing and Canoe Sprint during the Games. • Construction of the lake commenced in 1996, well before the Olympic bid, and was completed in 2006. As such, it was not Games-related and would have been developed irrespective of the Olympics.

Source: Stakeholder consultation

British Sailing, who will use the Portland and Weymouth facilities, were consulted as part of the NGB research (see Annex B). The box below highlights their views on the potential benefits to sailing as a result of the Games.

⁴⁶ <http://www.london2012.com/hadleigh-farm>

Box 3-2: Benefits to Sailing from investment in infrastructure

- **Weymouth and Portland National Sailing Academy:**

- New building, slipways, pier, cranes, breakwater, marina and boat park;
- Fully accessible to disabled sailors;
- Venue for major international regattas;
- Royal Yachting Association (RYA) Olympic youth and junior squads training venue; and
- Windsurfing school opened in 2010.

- **Weymouth and Portland:**

- Regeneration of Osprey Quay, new crane/ refurbishment at Weymouth Sailing Club, new marina, marine workshops, accommodation;
- New school (Chesil Primary School);
- Relief road and new transport infrastructure with improvements to local area telecommunications and broadband; and
- Castle Cove Sailing Club – hosting international teams as a sailing venue.

- **Sport England Club Funding:**

- Small Grants Programme (April 2007 – April 2012) – 191 sailing and windsurfing awards totalling £1,718,620;
- Inspired Facilities Fund (August 2011 to April 2012) – 39 successful sailing application awards totalling £2,018,624; and
- Investment in HISC, Pwlhelli, Largs, Rutland and Oxford National Centres of Excellence.

- **Ribs and Equipment:**

- 4 ribcraft RIBS, 5 protector IBS, 1 committee boat, 5 courses worth of marks and tackle and other equipment used for the Games to be distributed to RYA clubs.

Source: Consultation with British Sailing

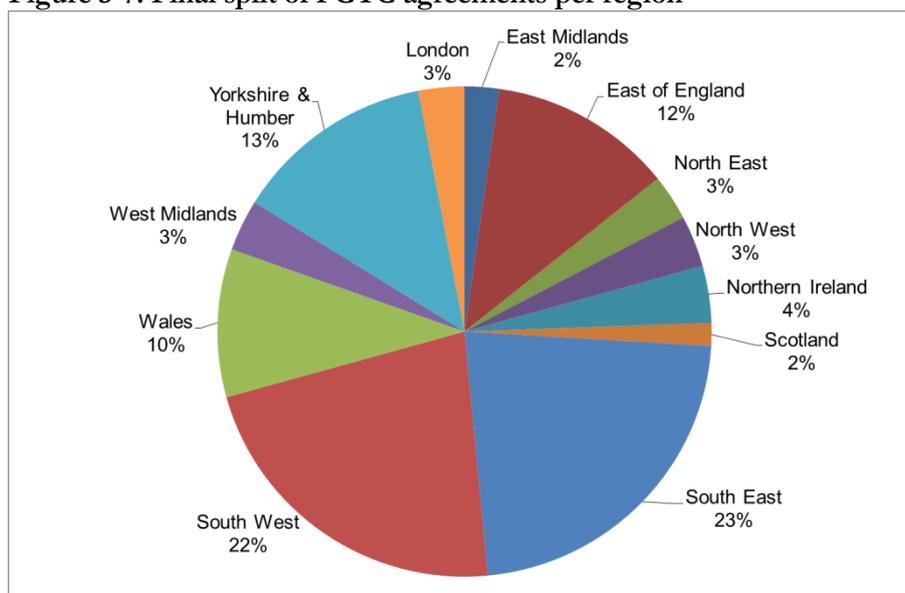
Pre-Games Training Camps

PGTCs provide athletes with a base within the host country where they can prepare, train and acclimatise ahead of the Games. These 'camps' were arranged through formal agreements between facilities in the UK and National Olympic Committees (NOCs) and National Paralympic Committees (NPCs) and international teams.

More than 600 high-quality sporting facilities specifically selected for PGTCs were identified in the UK. These venues were situated throughout the UK and provided a range of facilities catering to Olympic sports Paralympic sports and disciplines.

There were over 250 PGTC agreements⁴⁷ in place across the UK, spread across the country (see Figure 3-7).

⁴⁷ An estimated 266 agreements according to the DCMS (2013) *PGTC Survey* (see Annex C)

Figure 3-7: Final split of PGTC agreements per region

Source: Pre-Games Training Camp Survey (see Annex C)

According to the PGTC Survey there were an estimated 266 PGTC agreements across the country.⁴⁸

During the stakeholder consultation, it was reported that the extent to which investment in PGTCs venues was impacted by the Games varies between facilities. Some investment had been planned and was brought forward as a result of the Games, while other investments were purely a result of the Games.

A third of PGTC Survey respondents reported investment in sporting facilities and infrastructure, with the scale of investment varying. Due to the limited number of responses to the survey, data on investments need to be viewed with caution, however the following was reported:

- Of the 17 PGTC Survey respondents that reported investment in sporting facilities, 13 respondents provided details of investment totalling just under £16.5 million with this dominated by two large investments – £13.5 million investment in the Southend Swimming and Diving Centre and £2 million investment in the Corby Olympic Pool. It should however be noted that these investments were only in part due to hosting the PGTC, however do provide facilities for usage in legacy. The remaining c. £900,000 was spread across 11 respondents with two thirds being new investment and one third planned investment brought forward.
- Investment included additional sports, quality, access, security and size as follows:
 - 6 respondents – additional sports;
 - 6 respondents – quality;
 - 4 respondents – access;
 - 3 respondents – security; and
 - 3 respondents – size.

The camps generated range of benefits for the facilities, as well as communities which hosted the camps. Impacts noted by the survey include:

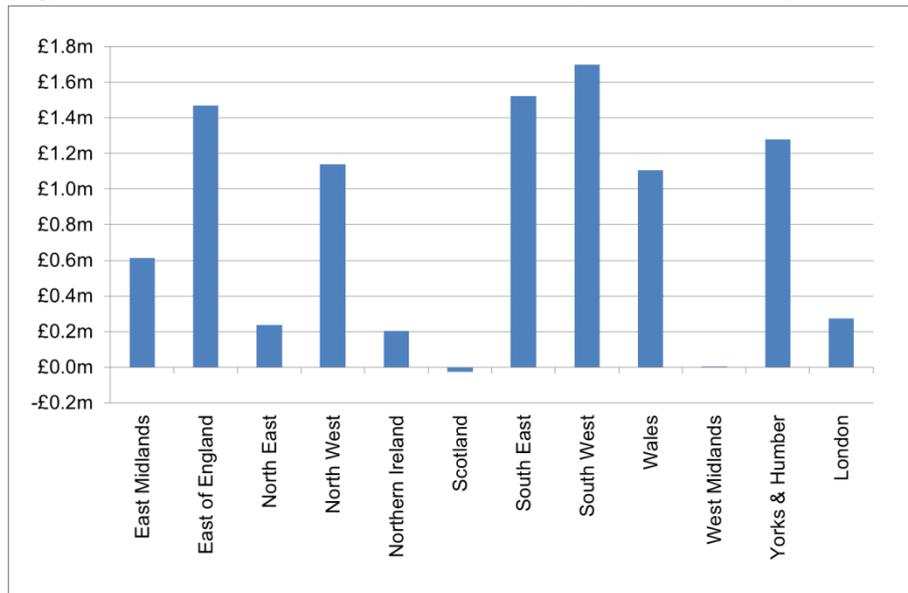
- Direct and indirect economic impacts;
- Increased sport participation;

⁴⁸ In the absence of an official final number of PGTCs, the DCMS (2013) *PGTC Survey* (see Annex C) estimated this number based on data from the Nations and Regions

- Increased awareness of disability;
- Increased pride in the local area;
- Increased volunteering;
- Increased connections to visiting nations;
- Improved profiling – regionally, nationally and internationally; and
- Increased tourism, business, inward investment and export opportunities.

PGTCs generated an estimated direct economic benefit of £10m to the UK economy, with this split across the nations and regions (see Figure 3-8).

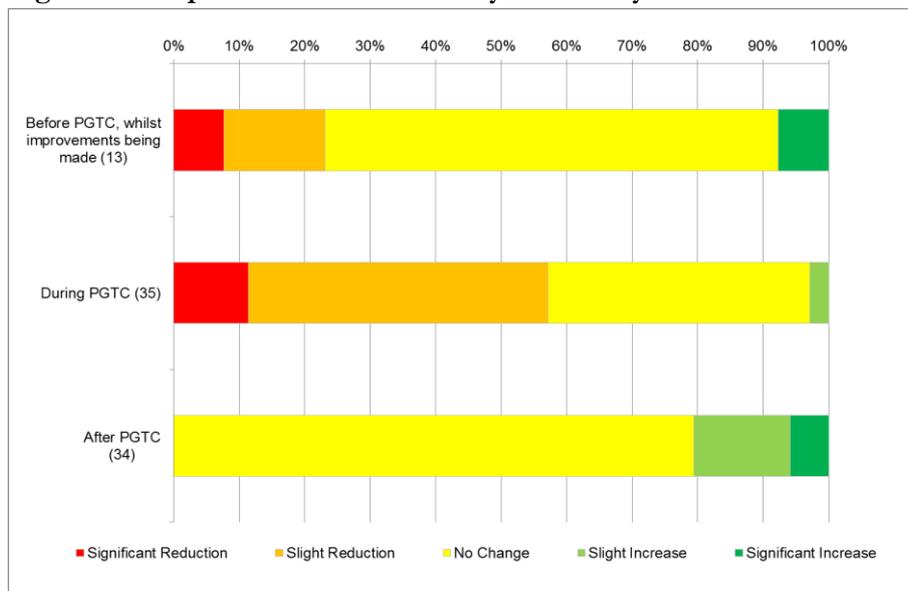
Figure 3-8: Estimated net direct economic impact of PGTCs by nation and region



Source: Pre-Games Training Camp Survey (see Annex C)

Although over half of PGTC Survey respondents reported (slight) reductions in the availability of facilities for usual users during the PGTC, in the long run, this would be more than offset by the 21% reported an increase in available facilities after the camps (see Figure 3-9).

Figure 3-9: Impact of PGTCs on facility availability to usual users



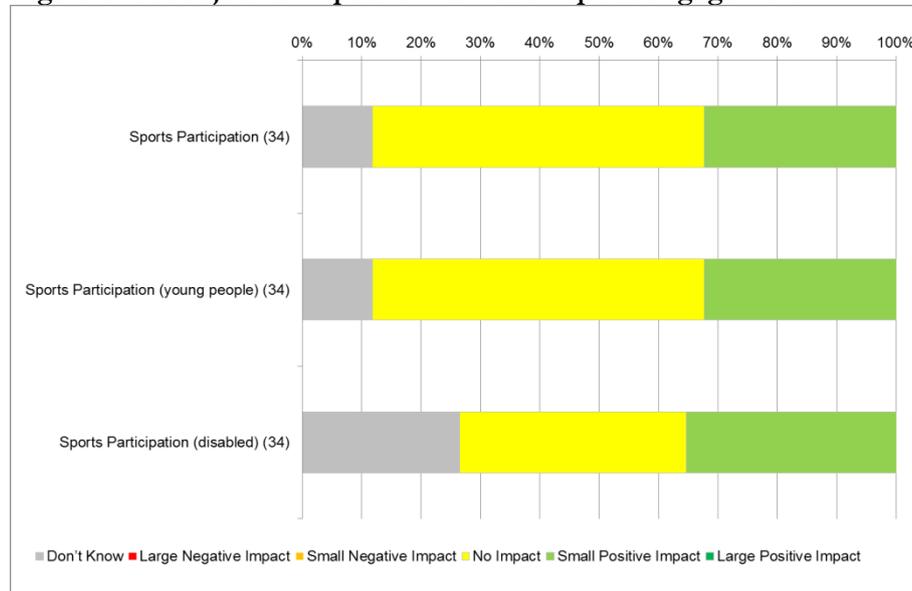
Source: Pre-Games Training Camp Survey (see Annex C)

Note: Number of responses shown in brackets

The impact on sports participation resulting from the PGTCs was perceived as significant by respondents (see Figure 3-10) with:

- 76% indicating the PGTCs had a positive impact on participation;
- 82% indicating the PGTCs had a positive impact on participation of young people; and
- 53% indicating the PGTCs had a positive impact on participation of disabled people.

Figure 3-10: Subjective impact of PGTCs on sports engagement



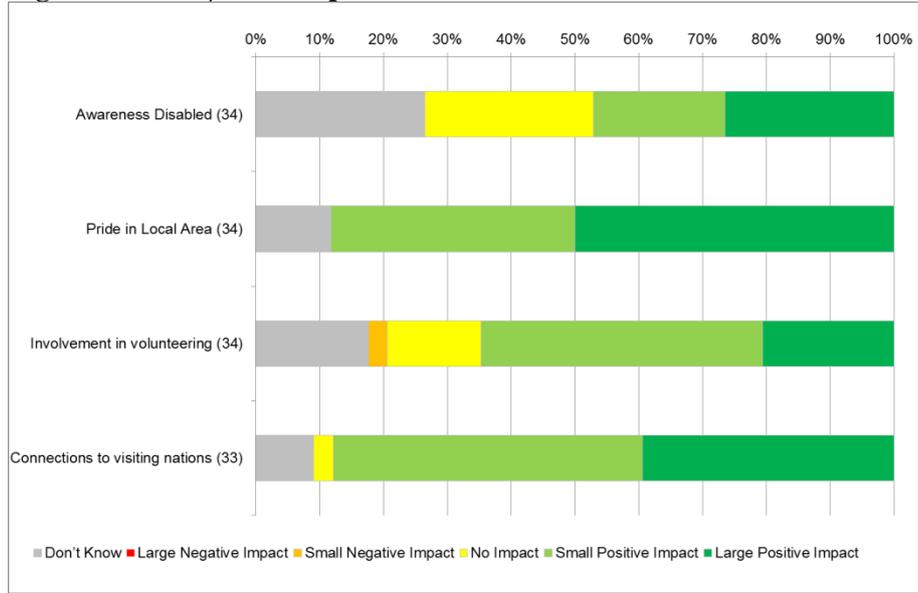
Source: Pre-Games Training Camp Survey (see Annex C)

Note: Number of responses shown in brackets

Other benefits of the camps noted by the survey respondents include:

- 88% indicated a positive impact on connections to visiting nations (see Figure 3-11);
- 88% indicated a positive impact on pride in local area;
- 45% indicated a positive impact on awareness of disabilities;
- 91% indicated a positive impact on promotional activities (see Figure 3-12);
- 91% indicated a positive impact on the profile of the area regionally and internationally;
- 82% indicated a positive impact on the profile of the area nationally;
- 78% indicated a positive impact on local business (see Figure 3-13);
- 53% indicated a positive impact on tourism;
- 30% indicated a positive impact on inward investment; and
- 12% indicated a positive impact on exports.

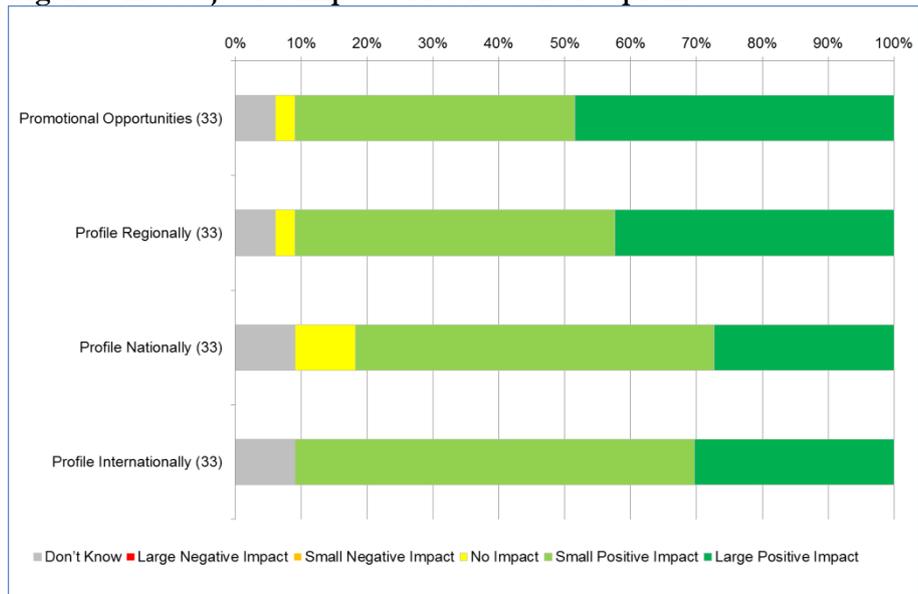
Figure 3-11: Subjective impact of PGTCs on social benefits



Source: Pre-Games Training Camp Survey (see Annex C)

Note: Number of responses shown in brackets

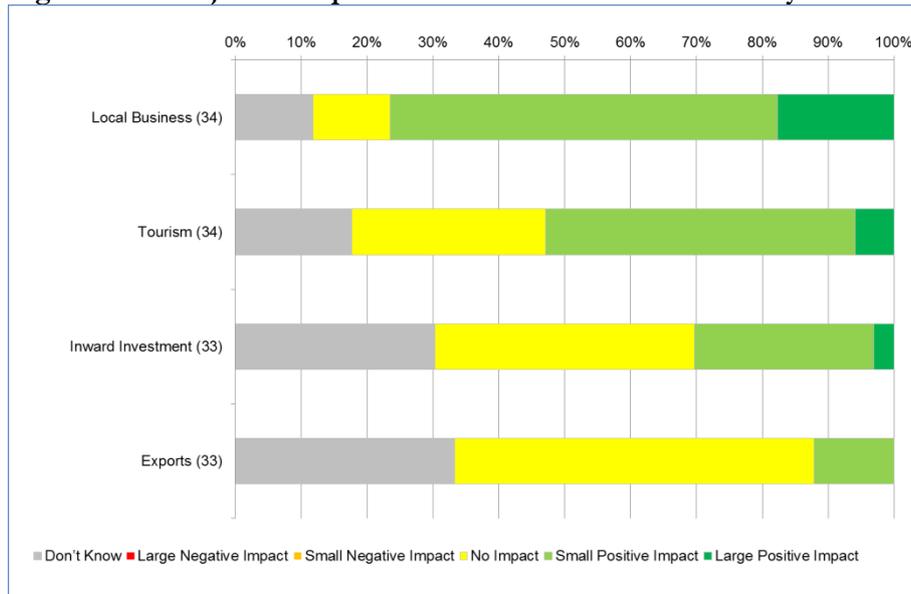
Figure 3-12: Subjective impact of PGTCs on area profile



Source: Pre-Games Training Camp Survey (see Annex C)

Note: Number of responses shown in brackets

Figure 3-13: Subjective impact of PGTCs on the wider economy



Source: Pre-Games Training Camp Survey (see Annex C)

Note: Number of responses shown in brackets

In addition to the survey findings, other evidence also indicates that the Games may result in potential longer lasting impacts. For example, according to University Week 2012 publication *"many of the deals established between the universities and the national Olympic committees go far beyond simple sporting agreements and have produced wide reaching benefits for staff, students and local communities"*.⁴⁹

Some initial impacts associated with some of the venues hosting the PGTCs are summarised below (see Figure 3-14). In addition to impacts generated up and during the Games, a legacy beyond 2012 is expected, with this likely to be experienced throughout the UK and beyond. In addition to a sporting legacy, there is the potential for a range of other impacts and benefits, including economic benefits, an improved profile and new or improved relationships with visiting nations.

⁴⁹ Podium, Universities UK and BCUS (2012) *Olympic and Paralympic Games: The Impact of Universities*, University Week 2012, 30 April to 7 May 2012

Figure 3-14: Examples of PGTC impacts by region

Region	Impacts
East	<ul style="list-style-type: none"> ● The Rwandan Olympic Team and Paralympic Team opted to train in Bury St Edmunds and base themselves at the West Suffolk Athletics Arena at Bury St Edmunds Leisure Centre. The team received a warm welcome from the local community and plan to return post-Games. School children were invited to meet the team, take part in running sessions and received coaching from Rwanda's Olympic judo player and his coach. The athletes also trained with local sports clubs, including the St Edmunds Pacers and West Suffolk Swimming Club. The hosting of the teams inspired a wide range of activity, including the planting of a celebratory Rwandan garden and mural, a community dance festival in the town centre, the forging of cultural and educational links with a school twinning programme in place and local school children learning more about Rwanda and its history as part of their curriculum. St Edmundsbury Cathedral held a special service for the Olympic Team, which members of the Rwandan High Commission attended, and included an address by the Bishop of Kigali. ● In 2009 a sporting Rwanda festival was established by King Edward VI School in Bury St Edmunds and in 2012 it was attended by members of the Rwandan Olympic Team. Thousands of pounds were raised to buy sporting equipment and training resources for Rwandan schools through community fundraising events and through sponsorship of Cycle 2 Rwanda, a team of three cycled from Bury St Edmunds to Rwanda. ● The establishment of a strong relationship with the Rwandan High Commission will no doubt deliver a lasting legacy of an international relationship that would not have occurred but for the Games.
East Midlands	<ul style="list-style-type: none"> ● Loughborough University worked on a training camp deal with the Japanese Olympic Committee. The university helped to launch the Musubi schools project, which sees students throughout the East Midlands learning about Japanese culture and the Olympic values at interactive workshops hosted on campus.
London	<ul style="list-style-type: none"> ● St Mary's University College new £8.25 million sports centre was a pre-Games training camp venue for athletes from South Africa, Ireland and China. Lord Sebastian Coe commented: "<i>St Mary's is forward thinking and world renowned. It shares the Olympic vision and will have a role to play in sport way beyond 2012.</i>"
North East	<ul style="list-style-type: none"> ● The Sudanese National Olympic Committee chose to extend their stay in Middlesbrough at the University of Teesside. They spent a great deal of time undertaking community activities, including attending a local park run, presenting medals at Junior Games, conducting media interviews, attending civic events and encouraging participation of the local Sudanese refugee community in community and sporting activities. The first meeting of the Sudanese refugee community in Middlesbrough was arranged to 'welcome' their national sporting heroes and due to the links made with other community partners at this event, the Sudanese refugees are now talking to the local council and community police about a permanent meeting place for their cultural and social gatherings. ● A team of seven boxers and two trainers from the Colombian Olympic Boxing team travelled to Gateshead in advance of the World Amateur Boxing Championships in Azerbaijan – the World Qualification Tournament for the London 2012 Olympic Games. The team trained alongside young boxers from the newly launched Gateshead College Boxing Academy during their stay.
North West	<ul style="list-style-type: none"> ● Manchester Metropolitan Cheshire, in partnership with Cheshire East Council consortium, held pre-Games training camps for the Vanuatu Women's Beach Volleyball Team and two long-stay developmental camps for two Kiribati boxers. It also hosted developmental pre-Games training camps for two track and field athletes from the Solomon Islands and held camps for qualifying Olympians from Kiribati, the Solomon Islands and Vanuatu. The Sugden Centre in Manchester, jointly owned with The University of Manchester, hosted the Brazilian Paralympic team for wheelchair fencing, sitting volleyball and boccia.
South East	<p>A report⁵⁰ of the PGTC project in the South East region, where 150 or one fifth of all UK PGTC facilities are located indicates that in terms of impacts:</p> <ul style="list-style-type: none"> ● Improved facilities as a result of investment being brought forward due to the Games, new improvements and refurbishments and the development of facilities to widen and deepen the training offer. Examples include: <ul style="list-style-type: none"> – Bletchley Leisure Centre and Surrey Centre for Sport (Surrey University) have both received £1 million of National Lottery investment to develop the sites; Medway Park in Kent (formerly Black Lion leisure Centre) received £1 million of National Lottery funding to

⁵⁰ South East England (March 2012) *Hosting the World, Bringing Pre-Games Training Camps to the South East, Final Report*

Region	Impacts
	<p>provide a multi-sport facility providing local and regional opportunities;</p> <ul style="list-style-type: none"> – Mountbatten in Portsmouth had their 50m swimming pool refurbished with £5 million of National Lottery investment; and – Stoke Mandeville had improvements to the accommodation, resurfacing and access improvements allowing new international competitions to be hosted here. Direct expenditure impact of PGTCs in advance of the camps taking place is estimated at a minimum of £2 million. <ul style="list-style-type: none"> ● A high degree of regional collaboration has been promoted; ● International sports competitions were attracted to the region potentially creating a legacy for further major sports events after the Games.
South West	<ul style="list-style-type: none"> ● In 2007 the University of Bristol became one of the first institutions to host a PGTC after agreeing a deal with the Kenyan Olympic team. This led to the formation of the Bristol-Kenya Partnership which has resulted in a range of benefits for both, including: <ul style="list-style-type: none"> – Coach and athlete exchanges in athletics, rugby, cricket and football; – Twinning primary and secondary schools in Bristol and Kenya; and – Promoting tourism and cultural exchange between the Bristol and Kenyan communities. The project also grew to include the University of West England in Bristol, and other partners including Bristol City Council, Filton College and professional sports clubs in the city. ● The University of Gloucestershire signed a deal to host Malawi's athletes' training camps. The university has established strong links with Malawi through an international outreach initiative which uses sport as a vehicle for community development, and a memorandum of understanding between the two was signed in 2011. ● ParalympicsGB selected the University of Bath as its key training base in the lead-up to the 2012 London Paralympic Games. The university aims to create a legacy beyond 2012 from its strong partnership with the BPA through the establishment of a Centre of Excellence for Disability Sport and Health (DASH).
Yorkshire & Humberside	<ul style="list-style-type: none"> ● University of Bradford and Bradford College hosted training camps for athletes from Vietnam and Tanzania. Estimates are that the pre-Games training camp activity would bring an additional £200,000 in international income for Bradford.
Scotland	<ul style="list-style-type: none"> ● The University of Aberdeen and Robert Gordon University helped to host the Cameroon Olympic team. Shona Robison, Scottish Government Minister for Commonwealth Games and Sport, said: "<i>Securing pre Games training camps not only gives Scotland the opportunity to showcase our facilities but also allows us to promote our nation and its people as a place to visit and do business for both 2012 Games, Glasgow 2014 and beyond.</i>"
Wales	<ul style="list-style-type: none"> ● Cardiff University welcomed athletes from South Africa on to its campus. Head of Sport and Exercise Stuart Vanstone indicated that he hoped the team's presence would be a huge advantage to staff and students. He said: "<i>We're hoping for some real legacy benefits from the pre-Games training camp.</i>"
Northern Ireland	<ul style="list-style-type: none"> ● Queen's University welcomed international Olympic boxing teams from Cuba, Puerto Rico, Canada Argentina, Australia and Colombia. The Sports Minister Caral Ni Chuilin said: "<i>It is a privilege to welcome and host all of these teams as they train in preparation for the 2012 Games. By the end of the Games we will have hosted over 1,000 athletes from over 100 countries.</i>" Overall the PGTC involved 12 different sporting venues, hosted boxing, gymnastics, athletics, wheelchair basketball, wheelchair fencing, hockey, badminton, boccia, cycling, table tennis and two full Paralympics squads.

Source: Olympic and Paralympic Games: The Impact of Universities, University Week 2012, 30 April to 7 May 2012, Case Studies provided by London 2012

Games Time Training Venues

GTTVs were used by athletes immediately prior to and during the London 2012 Olympic and Paralympic Games. The following venues were selected as GTTVs for the Olympic Games:

- Barking Abbey School – Basketball;
- Becontree Heath Leisure Centre – Water Polo;
- Brentwood School – Modern Pentathlon;
- Cardiff University – Football;

- Eltham College – Football;
- Eton Manor – Aquatics;
- Europa Gymnastics Centre – Volleyball;
- Goresbrook Leisure Centre – Boxing;
- Greenwich Academy – Gymnastics;
- Hackney Community College – Basketball;
- Langdon School – Taekwondo;
- Long Lane Junior Football Club – Football;
- Mayesbrook Park Arena – Athletics (track and field);
- Mayesbrook Park Sport House – Handball;
- Manchester Grammar School – Football;
- Newcastle University – Football;
- Newham Sports Complex – Athletics (track);
- Old Loughtonians Hockey Club – Hockey;
- Partington Sports Centre – Football;
- Redbridge Cycle Centre – Cycling;
- Redbridge Sport and Leisure – Badminton, Judo, Wrestling;
- Rokeby School – Indoor Volleyball;
- Sobell – Indoor Volleyball;
- Strathclyde University – Football; and
- Warwick University – Football.

The following venues were selected as GTTVs for the Paralympic Games:

- Europa Gymnastics Centre – Sitting Volleyball;
- Hackney Community College – Wheelchair Basketball;
- Mayesbrook Park Arena – Athletics (track and field);
- Mayesbrook Park, House of Sports – Wheelchair Rugby, Judo;
- Newham Sports Complex – Athletics (track and field);
- Old Loughtonians Hockey Club – 5-a-side and 7-a-side Football;
- Redbridge Cycle Centre – Cycling; and
- Redbridge Sport and Leisure – Goalball.

Other facilities

In addition to the investment in Games-related facilities, significant investment has been and continues to be made to facilities under Sport England's Places People Play programme.

Places People Play

Monitoring data indicates that these programmes are currently delivering against their targets:

- As at 31 December 2012, 1,046 Inspired Facilities awards given in rounds 1, 2 and 3 exceeding against a target of 1,000 by 2013/2014;

- As at 31 December 2012, 12 Iconic Facilities projects were being supported (to develop them to the point where they are ready to receive their award) and 12 had received awards; and
- As at 31 December 2012, 236 Protecting Playing Fields awards given in rounds 1, 2 and 3 against a target of 300 to 450 by 2013/2014.

Figure 3-15 provides an indication of monitoring data from Places People Play.

Figure 3-15: Places People Play monitoring data, to 31 December 2012

Legacy programme/ initiative ⁵¹	Lead Organisation	Monitoring Data	Target
Inspired Facilities	Sport England	<ul style="list-style-type: none"> • 2,412 applications (633 in round 1, 915 in round 2 and 843 in round 3) • 1,046 awards (354 in round 1, 382 in round 2 and 310 in round 3) 	<ul style="list-style-type: none"> • 1,000 awards by 2013/14 (round 5)
Iconic Facilities	Sport England	<ul style="list-style-type: none"> • 193 applications (112 in round 1, 28 in round 2 and 53 in round 3) • 12 projects supported* (6 in round 1 and 6 in round 2) • 12 awards (6 in round 1 and 6 in round 2) 	<ul style="list-style-type: none"> • n/a
Protecting Playing Fields	Sport England	<ul style="list-style-type: none"> • 237 applications (58 in round 1, 102 in round 2 and 77 in round 3) • 159 awards (47 in round 1, 58 in round 2 and 54 in round 3) 	<ul style="list-style-type: none"> • 350 to 450 awards by 2013/14 (round 5)

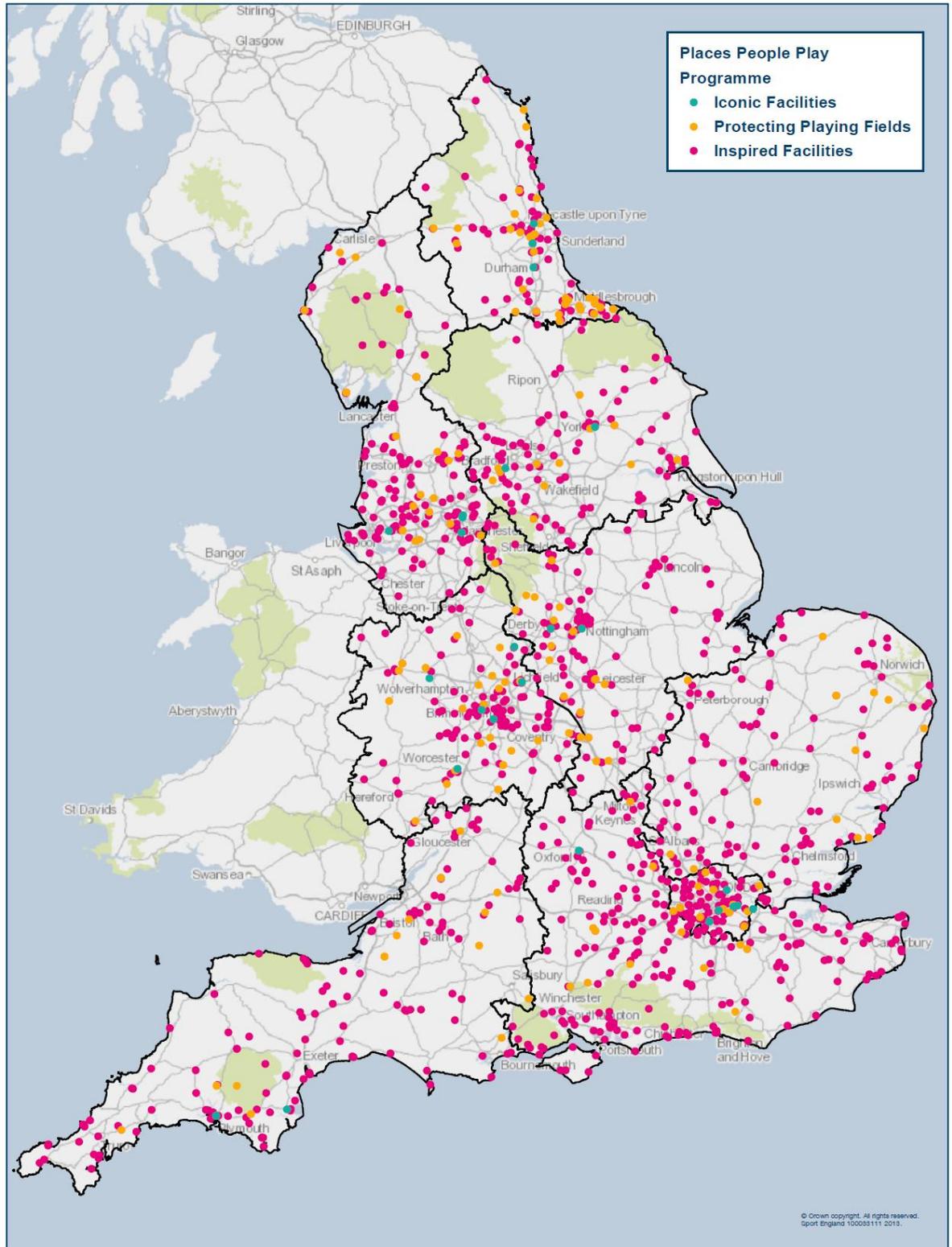
Source: Sport England

Note: * Projects supported are being developed to the point where they are ready to receive their award.

These awards are occurring across the regions as shown in Figure 3-16.

⁵¹ Data is not yet available for Club Leaders or Disability.

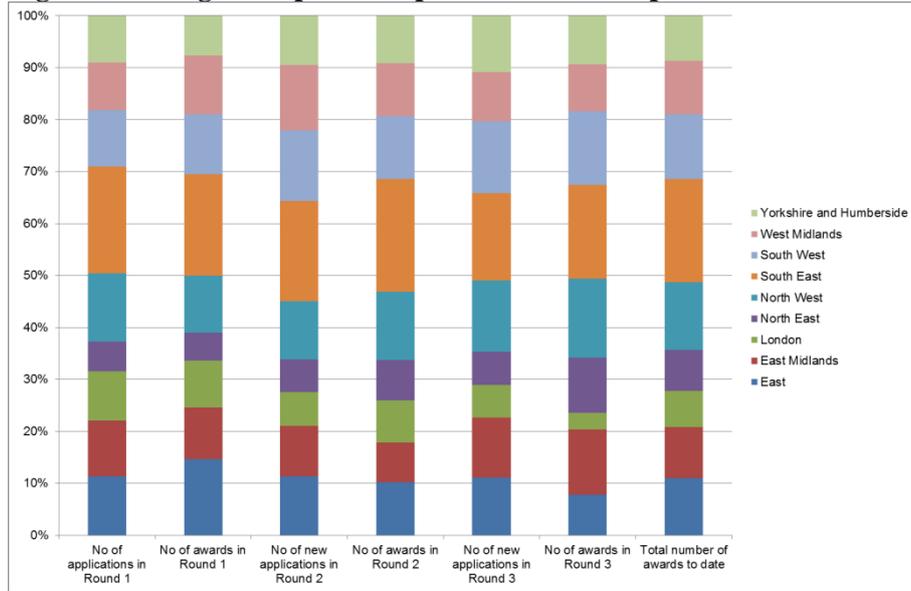
Figure 3-16: Distribution of Places People Play awards, to 31 December 2012



Source: Sport England

Application and awards data by round and region is shown in Figure 3-17, Figure 3-18 and Figure 3-19.

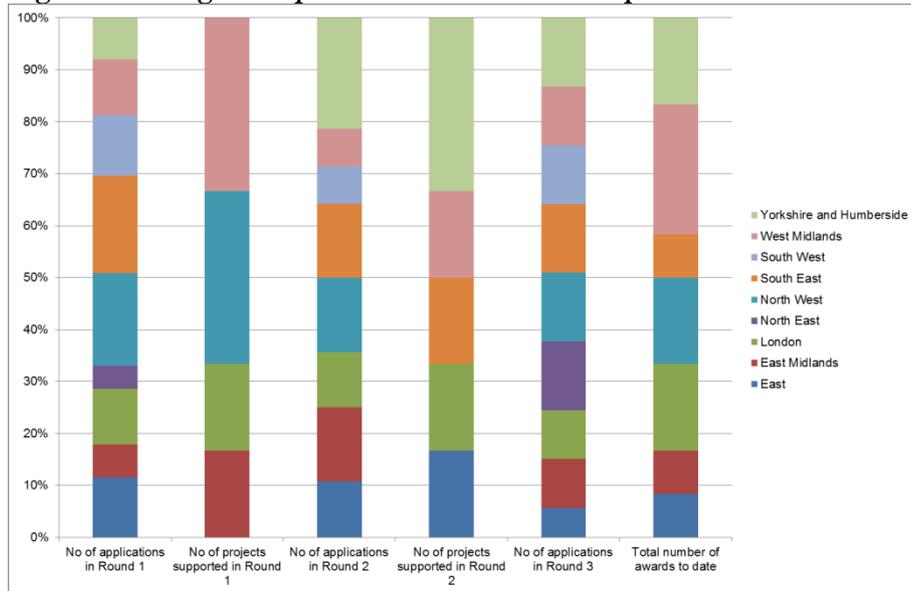
Figure 3-17: Regional split of Inspired Facilities outputs



Source: Sport England

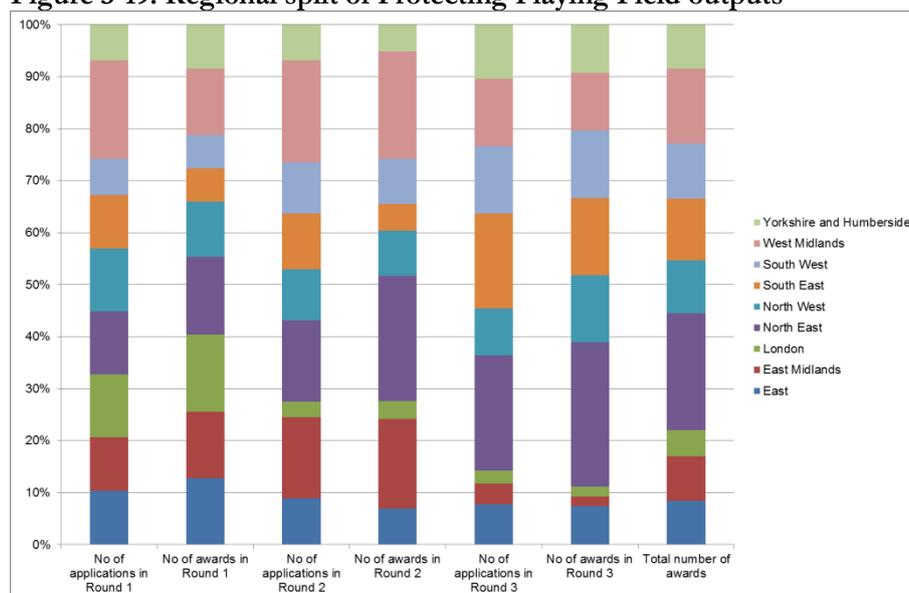
Note: Data to 31 December 2012

Figure 3-18: Regional split of Iconic Facilities outputs



Source: Sport England

Note: Data to 31 December 2012

Figure 3-19: Regional split of Protecting Playing Field outputs

Source: Sport England

Note: Data to 31 December 2012

It is a requirement of People Places Play funding that projects provide participation opportunities. An evaluation of the three Places strands is currently underway which will provide an indication of the impacts of these programmes; however, this evaluation is currently not available.

According to data received from Sport England, the facilities programmes (Inspired, Iconic and Protecting Playing Fields) are expected to create hundreds of thousands of opportunities over the five years the programmes are live, as indicated in Figure 3-20.

Figure 3-20: Participation estimates for Inspired Facilities, Iconic Facilities and Protecting Playing Fields (per project over the 5 years after the works are completed)

Programme	Average annual throughput ⁵² estimate per project (years 1-5)	Average annual participants estimate per project (years 1-5)
Iconic Facilities	495,161	13,696
Inspired Facilities	18,029	n/a
Protecting Playing Fields	10,518	n/a

Source: Sport England

Note: Based on application data

The extent to which the programmes have created opportunities, the sustainability of these opportunities and the extent to which different target groups (e.g. children and young people, women, disabled people) have benefited are largely unknown at this point and will need to be assessed once evaluation evidence is available.

Elite sport venue usage

Research with NGBs aimed to determine the views of various sports as to the legacy of the Games regarding infrastructure and facilities (see Annex B).

The Olympic Park venues and other Olympic and Paralympic facilities were commended by some NGBs as being world class with some, like the Velodrome said to be the best in the world. However, there are concerns regarding the affordability of these venues for the future use of NGBs, with some governing bodies indicating that they may not be able to afford to use

⁵² Throughput refers to the total number of times a user uses the facilities (ie the number of visits). It does not refer to the number of unique participants as one participant could access the facility more than once.

them (due to high venue, accommodation and travel costs associated with London-based facilities).

Closing the venues in the Olympic Park immediately post Games was disappointing because this has meant facilities are not available for use until at least a year after the Games.

Specific comments on the venues included:

- British Judo noted the Copper Box was intended to be British Judo's 'national facility'; however, London is very expensive and there is little financial support for events in London;
- British Swimming stated concerns over the potential cost and affordability of the Aquatics Centre, which they also noted would be lacking in spectator capacity in its post Games mode for major championships;
- British Wheelchair Basketball indicated that the temporary basketball arena from the Olympic Park will be going to Brazil for Rio 2016 and suggested there may be lost legacy opportunities for the arena in the UK as a result of this; and
- British Rowing reported that most of the rowing hardware for the 2012 Games was leased and therefore offers no potential legacy benefits.

Additional facilities built for London 2012 (including venues) are expected to have an impact on sports going forward. Just over half (55%) of the sports surveyed suggesting that the facilities will have a 'very positive/positive' impact and 38% indicated the facilities will have 'no effect' with 7% indicating a 'negative effect'.

Disability-focused projects

Sport England's Inclusive sport fund provides £8m of funding to increase the number of disabled people playing sport. It provides funding to participation and infrastructure schemes with more detail given in section 2.4(iv).

(iii) Facility access and satisfaction

Sport participation is influenced by access to facilities and relative satisfaction with these facilities. The data provided in Figure 3-21, taken from Taking Part survey⁵³, indicated that 90% of the population having access to sports facilities within a 20 minutes travelling time. These facilities are provided by the public, private, and voluntary sectors.

Figure 3-21: Facility access, 2005/06-2008/09

	2005/06	2007/08	2008/09
Facility Access	88.5%	89.2%	89.9%

Source: Taking Part

However although provision may be high, this does not mean that provision is suitable across a range of sports uses or is uniform.

Data for England is based on the Active People survey sport provision satisfaction data – the percentage of adults who are very or fairly satisfied with sports provision in their local area.

According to the Active People survey, in October 2011 to October 2012 approximately 69% of population was satisfied with sports provision in England, with this largely unchanged since 2005/6 (see Figure 3-22). Similar levels of satisfaction were noted for men and women, with a slightly higher percentage of those with no limiting illness or disability satisfied (as compared with those with a limiting disability).

⁵³ 2007/8 is the latest data available for facility access.

Figure 3-22: Adult population satisfied with sports provision in England by gender and limiting illness/disability, October 2005-October 2006 to October 2011-October 2012⁵⁴

Demographic category	APS1 (Oct 2005-Oct 2006)	APS2 (Oct 2007- Oct 2008)	APS3 (Oct 2008- Oct 2009)	APS4 (Oct 2009- Oct 2010)*	APS5 (Oct 2010- Oct 2011)*	APS6 (Oct 2011- Oct 2012)
Male	69.2%	66.5%	68.3%	-	-	69.3%
Female	69.9%	66.8%	68.5%	-	-	68.7%
Limiting illness or disability	66.0%	62.7%	64.8%	-	-	65.4%
No limiting illness or disability	70.1%	67.3%	69.0%	-	-	69.6%
Total	69.50%	66.6%	68.4%	-	-	69.0%

Source: *Active People*

Note: Data does not exist for APS4 or APS5 as the question was not included within the survey

However, assessing sport provision satisfaction is challenging for a variety of reasons:

- Responses to these types of questions can be difficult to interpret in isolation of other information which may affect views on satisfaction; and
- It is not possible to conclude with any accuracy the percentage of very/fairly responses which would equate to the provision being satisfactory. Sport provision (which is not explicitly defined in the Active People survey) is likely to include a range of factors, with facilities being one of these. Others could include programmes on offer, coaching available and pricing.

In Northern Ireland satisfaction amongst females, disabled people and those with a long-term illness is lower than males and those with no limiting illness or disability respectively (see Figure 3-23).

Different surveys are used for England and Northern Ireland and as a result no accurate comparison can be made between sport facility satisfaction in the two countries.

Figure 3-23: Adult population very or fairly satisfied with sports provision in Northern Ireland by gender and limiting illness/disability, 2008/09

Demographic category	2008/09
Male	56.0%
Female	50.0%
Total	53.0%
Limiting illness or disability	43.0%
No limiting illness or disability	56.0%
Total	53.0%

Source: *Continuous Household Survey Northern Ireland*

While access to facilities in England may be high, the quality and compatibility of existing facilities with the needs of participants needs to be more fully determined.

Local authorities, significant providers of sporting facilities, spent almost £925 million on sports and recreation facilities in 2011/12 an average of £14.74 per head.⁵⁵

According to sport participation research conducted by the LGA usage of facilities increased in 2012 with the councils responding in a variety of ways (see section 2.4(xiv)).⁵⁶

However, the LGA is concerned that in the face of potential funding cuts, the provision of sports facilities and programmes could be impacted. Although the effects of this in the short,

⁵⁴ This measure of satisfaction was dropped at the end of Active People Survey 4.

⁵⁵ Based on Audit Commission data received from the Local Government Association

⁵⁶ Based on survey data received from the LGA and Sport England

medium and long-term are not currently known, the situation will need to be monitored to ensure that facility provision supports demand.

(iv) Club membership

Levels and trends

Figure 3-25 indicates that sports club membership is relatively static, at around 23% to 25% of participants, with an overall slight decrease noted since 2005/6.

The Active People survey reflects greater levels of male sports participation, with white British and those without long-term illness or disability more likely to be club members.

Figure 3-24 provides an indication of club membership by sport with rugby union, hockey and archery having the highest membership rates.

The only sports which have shown a statistically significant increase between October 2007 to October 2008 and October 2011 to October 2012 are archery, rowing, gymnastics & trampolining and cycling.

Golf, rugby league, football, equestrian and angling all showed a statistically significant decrease with the other sports showing no significant change.

Figure 3-24: % of adult participants that are members of a sports club for that sport¹

Sport	APS2 (Oct 2007- Oct 2008)	APS3 (Oct 2008- Oct 2009)	APS4 (Oct 2009 - Oct 2010)	APS5 (Oct 2010 - Oct 2011)	APS6 (Oct 2011 - Oct 2012)	Statistically significant change between APS2 and APS6
Rugby Union	60.84%	60.70%	62.88%	53.26%	65.35%	No change
Hockey	56.98%	56.07%	59.31%	57.07%	61.60%	No change
Archery ¹	41.13%	40.19%	40.78%	37.50%	54.33%	Increase
Rowing ²	19.24%	33.95%	50.34%	56.23%	46.78%	Increase
Bowls	44.91%	49.89%	54.37%	42.07%	43.76%	No change
Cricket	38.68%	35.49%	46.15%	39.93%	40.22%	No change
Golf	41.63%	41.84%	45.38%	36.83%	38.98%	Decrease
Sailing	32.47%	34.19%	35.86%	26.73%	37.85%	No change
Netball	37.94%	41.24%	43.44%	35.87%	37.65%	No change
Gymnastics and Trampolining	15.10%	12.42%	15.18%	33.38%	36.01%	Increase
Rugby League	39.24%	31.29%	43.42%	38.42%	26.34%	Decrease
Tennis ³	27.09%	28.87%	27.05%	26.12%	25.89%	No change
Shooting	28.75%	29.27%	21.72%	30.54%	23.06%	No change
Boxing	27.18%	30.43%	27.83%	25.80%	21.87%	No change
Football	20.44%	18.33%	20.19%	17.46%	18.32%	Decrease
Canoeing and Kayaking ⁴	21.14%	14.70%	19.90%	15.40%	17.70%	No change
Squash and racketball	19.89%	17.57%	18.55%	19.66%	17.00%	No change
Badminton	15.68%	17.20%	17.71%	15.89%	14.62%	No change
Table Tennis ⁵	18.31%	15.17%	17.15%	14.15%	14.10%	Decrease
Mountaineering ⁶	15.05%	11.03%	13.84%	12.39%	12.98%	No change
Basketball	13.22%	14.06%	17.10%	10.67%	10.88%	No change
Equestrian	8.34%	8.45%	10.01%	5.76%	6.04%	Decrease
Angling ⁷	15.32%	15.09%	18.61%	6.34%	5.87%	Decrease
Athletics	5.05%	5.66%	5.14%	4.46%	4.95%	No change
Swimming	3.34%	3.32%	3.17%	2.85%	3.03%	No change
Cycling	1.72%	2.04%	1.98%	1.58%	2.38%	Increase

Source: Active People

Note:

1 Since publication of the APS3 results in December 2009, archery figures have been recalculated to include wheelchair sports - archery.

2 Since the third quarter of APS4 indoor rowing has been routed out of the overall rowing number. Once a full years data is available adjustments to figures will be made to maintain continuity in the rowing figures. Current data is not consistent with data before the third quarter of APS4.

3 Since publication of the APS3 results in December 2009, tennis figures have been recalculated to include wheelchair sports - tennis.

4 Since publication of the January 2010 - January 2011 results in March 2011, canoeing figures have been recalculated to include rafting.

5 Since publication of the APS3 results in December 2009, table tennis figures have been recalculated to include wheelchair sports - table tennis.

6 Since publication of the APS3 results in December 2009, mountaineering figures have been recalculated to exclude ice climbing but include bouldering and mountain walking.

7 Since publication of the APS3 results in December 2009, angling figures have been recalculated to include wheelchair sports - fishing. The latest rolling 12 month results for angling include respondents who reported angling participation in response to the fishing check question added to the survey during the course of APS4.

Figure 3-25: Adult sports club membership in England by gender, ethnicity and limiting illness/disability 2005/06 to 2011/12

Demographic category	APS1	APS2	APS3	APS4	APS5	APS6
	(Oct 2005-Oct 2006)	(Oct 2007- Oct 2008)	(Oct 2008- Oct 2009)	(Oct 2009- Oct 2010)*	(Oct 2010- Oct 2011)*	(Oct 2011- Oct 2012)
Male	29.30%	29.00%	28.40%	28.31%	27.54%	26.55%^
Female	21.10%	20.70%	20.00%	19.58%	19.16%	19.27%^
White	25.50%	25.20%	24.60%	24.35%	23.95%	23.50%^
Non-white	21.40%	20.70%	20.30%	19.65%	18.07%	18.26%^
Limiting illness or disability	15.40%	15.60%	14.90%	15.37%	15.76%	16.09%
No limiting illness or disability	26.90%	26.40%	25.80%	25.41%	24.52%	24.01%^
Total	25.10%	24.70%	24.1%	23.85%	23.28%	22.84%^

Source: *Active People*

Note: ^ Statistically significant decrease since APS2

Figure 3-26 below reveals similar patterns for sports club membership for Wales, Scotland and Northern Ireland by gender and for Wales and Northern Ireland by limiting illness/ disability. Club membership varies across the UK, although it should be noted different surveys have been used and thus they may not be entirely comparable. However, whereas the level of engagement in Wales and Northern Ireland is less than in England at 16.1% and 19% respectively, the data for Scotland shows a similar pattern to England, albeit slightly higher (27%), to club membership as England.

Figure 3-26: Adult sports club membership in Scotland, Wales and Northern Ireland by gender and disability, 2007 to 2008

Nation	Demographic category	2007	2008 *
Scotland	Total	28.0%	27.0%
	Male	36.0%	32.0%
	Female	22.0%	21.0%
Wales (2008/09)	Total	-	16.1%
	Male	-	21.9%
	Female	-	10.8%
	Limiting illness or disability	-	9.0%
	No limiting illness or disability	-	19.0%
Northern Ireland (2008/09)	Total	-	19.0%
	Male	-	28.0%
	Female	-	13.0%
	Limiting illness or disability	-	9.0%
	No limiting illness or disability	-	23.0%

Source: *Active Adults Wales, Continuous Household Survey Northern Ireland; Scottish Household Survey*

Note: * Wales and Northern Ireland surveys undertaken over 2008/09 period

It is, however, important to understand the context, recognising that a range of factors will impact on club membership levels.

There is a global trend in sport participation with an individualisation of sport away from clubs and towards more informal participation, with this trend being experienced in Europe and elsewhere. There are a range of factors which contribute to this, including increasing time pressures and family responsibilities. This could result in the current fairly stable club membership levels found in England changing in the future.

Club membership formed part of PESSYP, in the form of School Club Links. The Games-related initiatives Club Leaders and Premier League 4 Sport, as well as Change 4 Life Sports Clubs have all provided club membership opportunities as discussed below.

Research and evaluation evidence

There are three legacy programmes aimed at increasing club membership – Club Leaders, Premier League 4 Sport and Change 4 Life School Sports Clubs. The latter two, which have resulted in increased participation are discussed in detail in section 2.3(v), with the specific club membership impacts including:

- 80 sport clubs created by Premier League 4 Sport⁵⁷;
- Over 3,500 new school club links⁵⁸ had been formed by Change 4 Life School Sport Clubs in 2010/11, out-performing the counterfactual by almost 2,000 more school club links and around 2,100 more clubs. By 2011/12 over 4,000 Change 4 Life Sport Clubs had been set up in primary schools⁵⁹.

Club Leaders provides 10,000 community sports clubs with the chance to develop better business skills by providing training and support to those doing the day-to-day running of community sports and thus helping to create a robust, economically sustainable and enterprising club network. The aim of this project is to help people develop their business skills so that they are better able to assist their clubs realise their full potential, recognising that leading a sports club can be a challenge – particularly in the current economic climate.

⁵⁷ Premier League 4 Sport *Premier League 4 Sport: 2012 and Beyond*

⁵⁸ SPEAR, Canterbury Christ Church University (August 2011) *Evaluation of the Change 4 Life School Sports Clubs Programme, Final Report*

⁵⁹ Data received from Department of Health

During 2012 over 1,000 clubs registered to take advantage of the free online support via the Club Leaders website with e-learning modules, downloadable toolkits, discussion forums, Q&As, news and events.

Hundreds of club leaders have also benefited from face-to-face seminars led by subject matter experts across the country. Training covers business and financial planning, marketing, governance and facilities management. In some cases, tailored training is provided in response to the club's particular issues. There are also a number of clubs receiving one-to-one mentoring where support is provided by business professionals to assist club leaders with specific issues they are facing. This programme is relatively new and it will thus take some time before impacts are realised.

NGB survey respondents (see Annex B) indicate that club membership (and participation) have increased as a result of the Games, although there has been no real change in the number of clubs. British Cycling noted either a 'significant increase' or 'increase' across all four areas and commented, '*membership is up to an all-time high of 62,000, races are increasing and participation is booming*'.

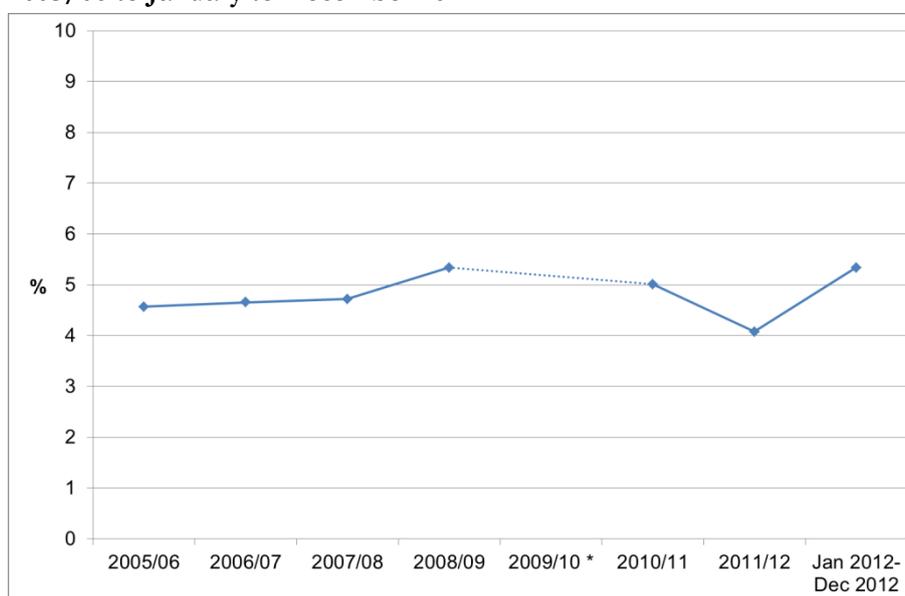
British Taekwondo stated that there has been a 20% increase in membership since August 2012 and a 50% increase in participation at seminars.

(v) Sport volunteering

Levels and trends

There was a steady increase in sport volunteering between 2005 and 2008 from 4.6% to 5.3%. This then fell to 5% in 2010/11 and to 4.1% in 2011/12. During January to December 2012, volunteering levels increased, peaking at 5.3% (see Figure 3-27).

Figure 3-27: Percentage of adults that volunteer in the sports sector in England, 2005/06 to January to December 2012



Source: *Taking Part*

Note: * Volunteering data not available for 2009/10

Calculated by multiplying the percentage of people who have volunteered in the last 12 month by the sports sector percentage.

Data for 2011/12 from Active People survey indicates that almost 8% of people volunteered in sport (see Figure 3-28) in England, with males approximately twice as likely to volunteer, for one hour a week for sport, than females. Limiting long-term illness or disability is likely to reduce the probability of volunteering in sport by about 40%.

Figure 3-28: Adult sports volunteering in England by gender and limiting illness/disability, 2005/06 to 2011/12⁶⁰

Demographic category	APS1 (Oct 2005- Oct 2006)	APS2 (Oct 2007- Oct 2008)	APS3 (Oct 2008- Oct 2009)	APS4 (Oct 2009- Oct 2010)	APS5 (Oct 2010- Oct 2011)*	APS6 (Oct 2011- Oct 2012)
Male	6.10%	6.50%	6.30%	6.01%	9.72%	10.00%
Female	3.40%	3.50%	3.20%	3.15%	4.89%	5.26%
Limiting illness or disability	3.20%	3.10%	3.30%	2.95%	5.23%	5.68%
No limiting illness or disability	5.00%	5.30%	5.00%	4.85%	7.60%	7.92%
Total	4.70%	4.90%	4.7%	4.55%	7.25%	7.58%

Source: *Active People*

Note: * At the start of APS5, the volunteering question was changed to incorporate a wider definition of sport volunteering. Therefore, comparisons to previous years' data should not be made. While there has been a statistically significant increase in volunteering, this is likely to be due to the change in the way volunteering is described in the question.

The pattern is similar in Wales, with 5% volunteering in sport in 2008/9. In Northern Ireland the data reveals a greater chance of male volunteering in sport, but an even lower proportion of disabled people or people with a long-term illness participating in sport volunteering relative to the total (see Figure 3-29).

Figure 3-29: Adult sports volunteering in Wales and Northern Ireland by gender and disability status, 2008/09

Nation	Demographic category	2008/09
Wales	Total	5.0%
	Male	5.0%
	Female	4.0%
	Limiting illness or disability	3.0%
	No limiting illness or disability	5.0%
Northern Ireland	Total	5.0%
	Male	8.0%
	Female	3.0%
	Limiting illness or disability	3.0%
	No limiting illness or disability	6.0%

Source: *Active Adults Wales and Continuous Household Survey Northern Ireland*

Although sports volunteering levels have remained fairly stable over the past five years, volunteering should not be assessed in isolation, as it is impacted by many other factors, including sport participation and club membership. The management of the club and how well it can identify, upskill and use volunteers for anything from coaching to administration and facilities maintenance will also impact on this. Low levels of club membership could also potentially result in a lower demand for volunteers. In addition, the commercial nature of many of the clubs (i.e. health and fitness) also reduces volunteering opportunities.

Sport Makers, the key Games-related sport volunteering programme aims to use the Games to create a pool of volunteers to promote and support increased participation.

Research and evaluation evidence

Sport Makers aims to use the inspirational pull of 2012 to recruit, train and deploy 40,000 Sport Makers (16 years and over) across the country. Sport Makers will embed the Olympic and Paralympic values throughout grassroots sport, becoming the next generation of sports

⁶⁰ The volunteering measure was changed from Active People Survey 5 as more detail was required. There will likely be some issues with the comparability of this measure going forward.

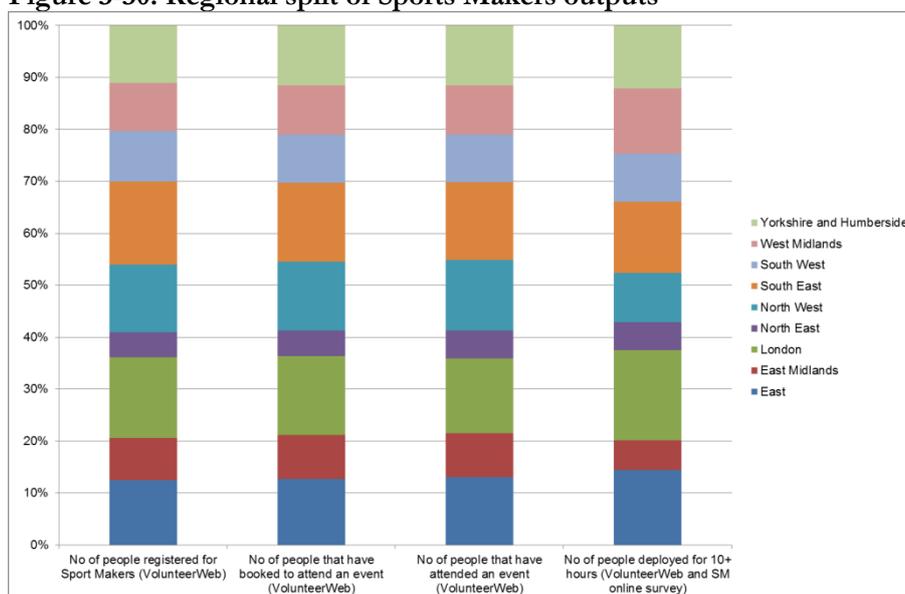
volunteers to organise and lead community sporting activities. Every Sport Maker will commit to at least 10 hours of volunteering, resulting in hundreds of thousands of volunteer hours to support the mass participation legacy. This initiative is fully inclusive, with the aim of contributing significantly to increasing sporting opportunities for disabled people.

According to monitoring data as at 28 December 2012:

- 62,279 people had registered;
- 46,307 people had booked to attend an event;
- 38,660 people had attended an event; and
- 17,174 people had been deployed for 10 hours or more.

Sport Maker impacts were recorded regionally as summarised in Figure 3-30.

Figure 3-30: Regional split of Sports Makers outputs



Source: Sport England

Note: Data to 28 December 2012

Monitoring data, analysed as part of the evaluation of the programme⁶¹, indicates that of the circa 12,700 people that had been registered as Sport Makers for three months or more by June 2012:

- 4% were disabled;
- 57% were male, 43% female; and
- 34% were aged 16-18, 37% were aged 19-25 and 29% were aged 26 and older.

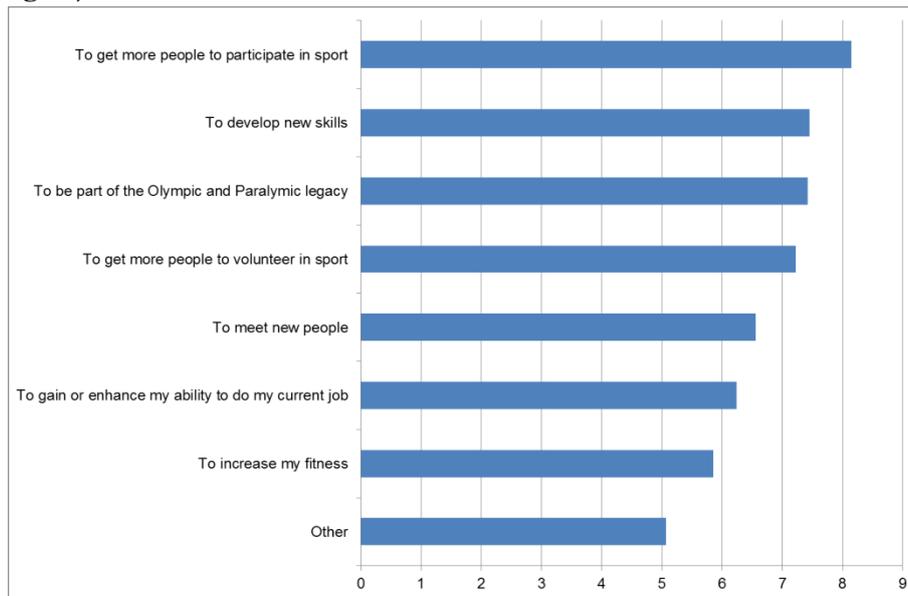
According to an analysis of VolunteerWeb, Sport Makers (who had logged their exact number of hours of activity surveyed at three months post registration) had completed a mean of 13 hours of activity (median of 11 hours). However, as part of the evaluation Sport Makers were sent a survey three months after they registered for the programme. According to this survey, which is viewed as being more accurate, Sport Makers had logged a mean of 23 hours (a median of 15).⁶²

Respondents also reported a wide range of motivations for joining the programme, the primary being to get more people to participate in sport (see Figure 3-31).

⁶¹ CFE (August 2012) *Evaluation of People Projects, Interim Report*

⁶² Comparing self-reported activity (via the surveys) with that logged with VolunteerWeb reveals that much more activity is being undertaken by Sport Makers than is being logged.

Figure 3-31: Motivations for becoming a Sport Maker (1=strongly disagree, 10= strongly agree)



Source: Evaluation of People Projects, Interim Report (August 2012)

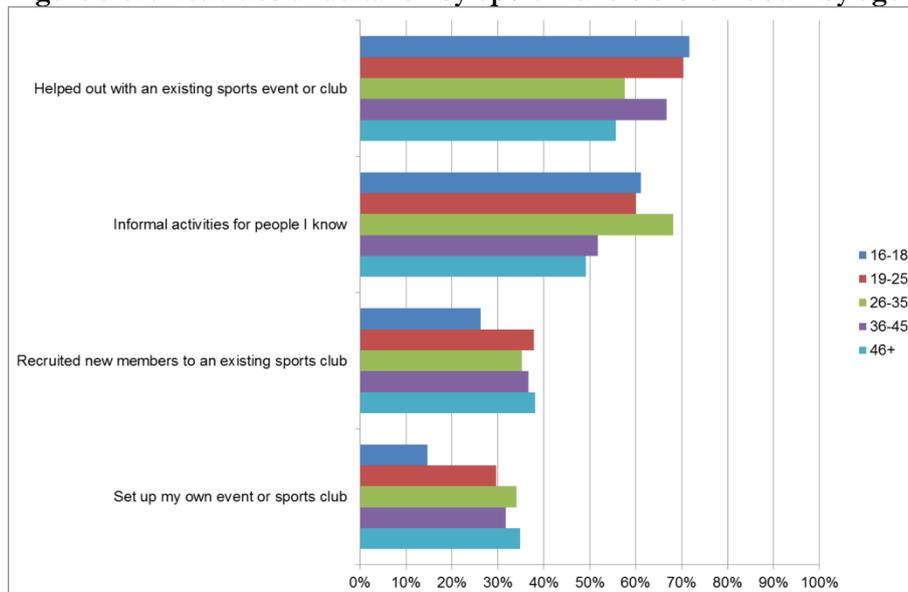
Approximately two thirds of those who had undertaken activities as a Sport Maker reported helping out at an existing sports event or club, with 59.2% arranging informal activities for people they knew. Other activities included:

- 34.9% recruited new members to an existing sports club;
- 28.5% had set up their own event or sports club; and
- 15.1% had run an informal sports session with an NGB.

The only difference noted with regard to gender was that a higher proportion of women had set up formal activities for people they know (62.8%) compared with men (54.1%).

Figure 3-32 provides an indication of activities undertaken by age category.

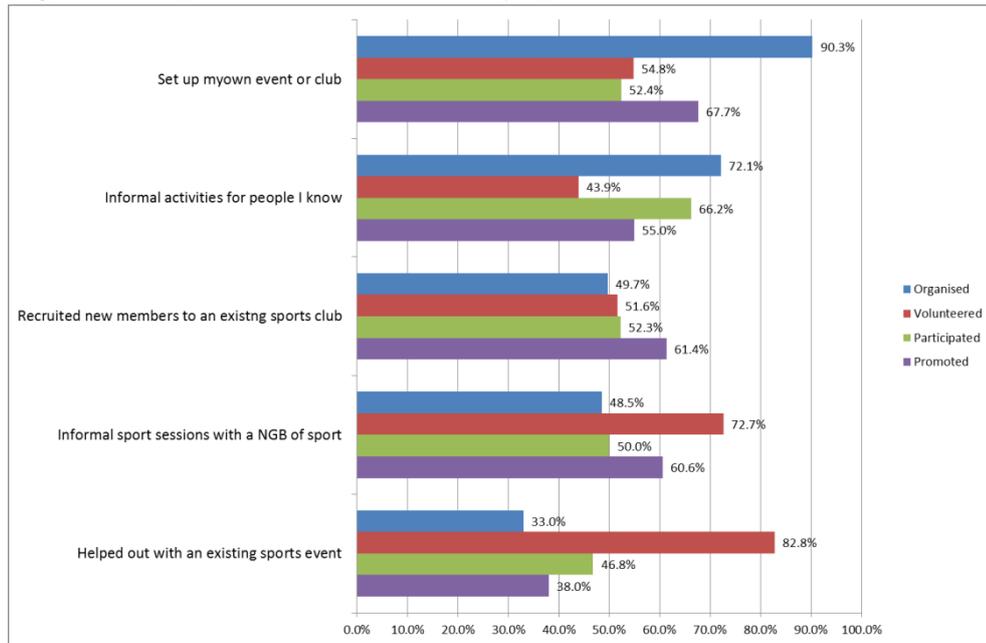
Figure 3-32: Activities undertaken by Sport Makers broken down by age group



Source: Evaluation of People Projects, Interim Report (August 2012)

Figure 3-33 provides an indication of the specific roles undertaken by Sport Makers.

Figure 3-33: Specific roles undertaken by Sport Makers



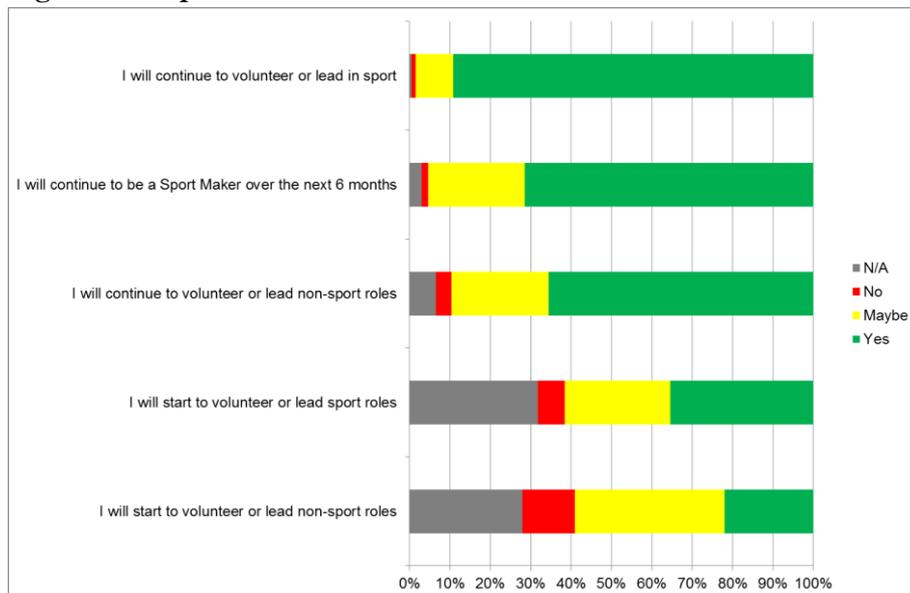
Source: Evaluation of People Projects, Interim Report (August 2012)

With the primary motivation for Sport Makers to participate in the programme being to increase participation in sport, respondents were asked to comment on the success thereof. Data indicated that the mean number of participants recruited is 15 per Sport Maker with a median number of 10.

In addition to recruiting people to participate in sport, there is also a positive correlation between participation in the Sport Maker project and an individual's own level (frequency) of participation in sport. Just over 40% of respondents indicated their participation in sport had increased, 54% indicated that there was no change and only 5% indicated a decrease.

Analysis of the future intentions (for the six months following the survey) of Sport Makers suggested that there could be a sustainable legacy. Almost 90% of respondents indicated that they will continue to volunteer or lead in sport with 93.4% indicating that they will continue to participate in sport (see Figure 3-34).

Figure 3-34: Sport Makers future intentions over the next six months

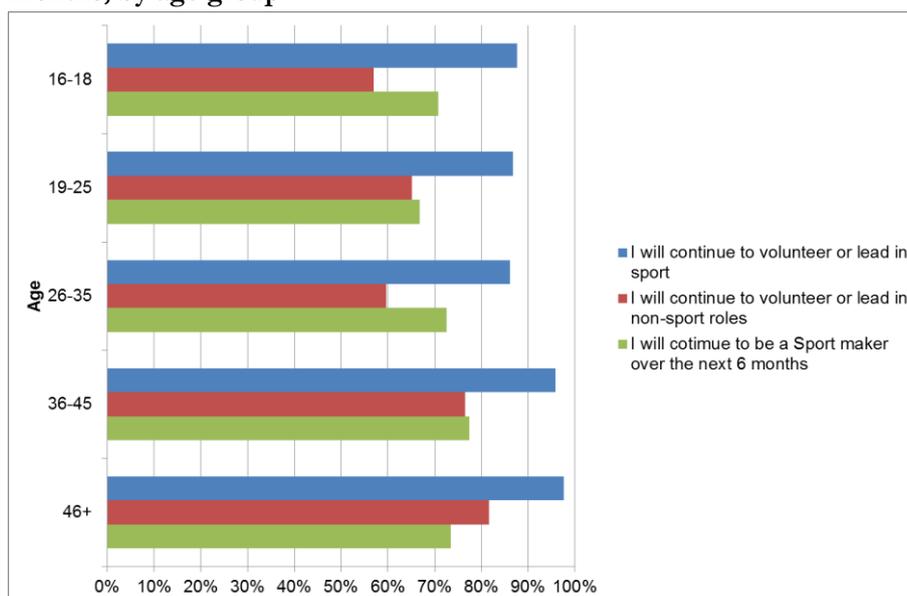


Source: Evaluation of People Projects, Interim Report (August 2012)

A higher proportion of men said they will start to lead in sport roles (44.4%) compared with women (28.9%), while a higher proportion of women indicated they will continue to volunteer or lead in non-sporting roles (70.2%) compared with men (58.3%).

Figure 3-35 provides an indication of Sport Makers' intentions by age group. While there is not much difference between the proportion of respondents who plan to continue to be a Sport Maker, a lower proportion of younger Sport Makers planned to continue to volunteer or lead in sporting and non-sporting roles than older Sport Makers. A higher proportion of men said they will start to lead in sport roles (44.4%) compared with women (28.9%), while a higher proportion of women said they will continue to volunteer or lead in non-sporting roles (70.2%) compared with men (58.3%).

Figure 3-35: Sport Makers intentions to undertake specific activities over the next six months, by age group



Source: Evaluation of People Projects, Interim Report (August 2012)

(vi) Sport coaching

Levels and trends

The need to develop a stronger, more professional base of coaches was formally acknowledged by the Cunningham Report published in 2001 which looked at elite sport funding after the Sydney Games. This stated:

*"The UK is a long way behind other countries in the licensing and employment of sports coaches. The vast majority of sports coaches are still volunteers despite the increased amount of time and expertise required in the rapidly changing world of sports performance. This is an area which requires a radical new approach – a step change in how we recruit, train, employ and deploy sports coaches."*⁶³

The report proposed an increase in funding for the elite sports system, part of which was to be allocated to NGBs on the basis of their articulation of integrated sports plans incorporating an analysis of how coach development would be enhanced.

In 2008 there were approximately 1.1 million people providing coaching in the UK, with 'coach' defined as "any individual who is involved in providing coaching" thus incorporating the full range from informally organised volunteers to elite level coaches. There has been a slight decrease in the total number of coaches since 2004 (see Figure 3-36).

⁶³ Cunningham (2001) *Elite Sport Funding Review, Report to the Prime Minister and the Secretary of State for Culture, Media & Sport*

Figure 3-36: Total number of coaches in UK (000s) in 2004, 2006 and 2008

Year	England	Scotland	Wales	NI	UK
2004	1,020	90	70	40	1,220
2006	984	103	58	32	1,177
2008	927	96	54	31	1,109

Source: *Sports Coaching in the UK (2004/ 2006/2008)*

Coaches were predominantly male (69%) (see Figure 3-37) with approximately half of all coaches coaching one of three sports – football, rugby union and swimming – with football alone accounting for approximately one-third of all coaches.

In social class terms ABC1s account for almost half of the UK population, however make up 75% of the total coaching population. ABC1s are thus overrepresented among the coaching population.

The survey also suggested that individuals from the white ethnic grouping were more likely to be coaches than those from BME groups, while disabled people were less likely to be coaches than those with no disability.

Data from Sport Coach UK's 2011 report⁶⁴ suggests that there has been little change in the demographic composition of the coaching population since the MORI review in 2004. Although the surveys were conducted on different bases the overall picture is broadly similar.

Figure 3-37: Demographic profile of coaches, 2008

Category	Sub-category	Coaches		Qualified coaches		UK population
		Number	%	Number	%	%
Gender	Male	768,098	69	486,197	82	49
	Female	340,921	31	106,726	18	51
Ethnicity	White	1,072,801	97	586,994	99	92
	Ethnic minority	36,218	3	5,929	1	8
Disability	Yes	93,883	8	65,222	11	15
	No	1,015,136	92	527,701	89	85
Socio-economic class ⁶⁵	AB	503,336	45	225,311	38	26
	C1	340,052	31	225,311	38	29
	C2	160,229	14	71,151	12	21
	DE	105,402	10	65,222	11	25
Total		1,109,019	100	592,923	100	-

Source: *Sport coach UK (2011) Sports Coaching in the UK III: A statistical analysis of coaches and coaching in the UK (drawing on 2008 data – BMRB Omnibus (general public survey))*

Note: Base: All adult coaches (16+ years)

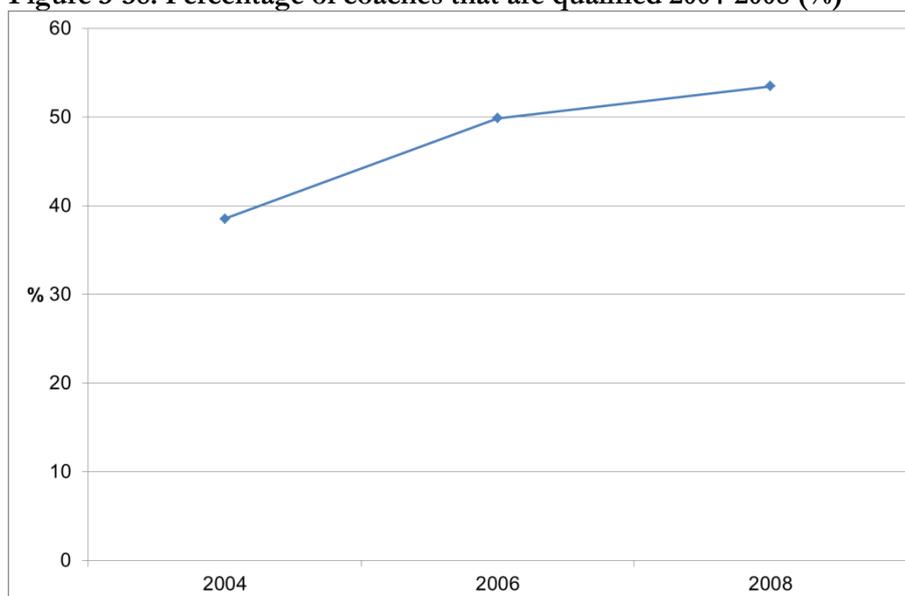
Percentages may not total 100 due to rounding

UK population figures are based on 2001 Census of population data

However, a significant change seems to have taken place in terms of the proportion of coaches with qualifications, with 53% of coaches with a qualification in 2008, up from 30% in 2004 (see Figure 3-38).

⁶⁴ Sport Coach UK (January 2011) *Sports Coaching in the UK III: A statistical analysis of coaches and coaching in the UK*

⁶⁵ Class A: High managerial, administrative or professional; Class B: Intermediate managerial, administrative or professional; Class C1: Supervisory, clerical and junior managerial, administrative or professional; Class C2: Skilled manual workers; Class D: Semi and unskilled manual workers; Class E: State pensioners, casual or lowest grade workers, unemployed with state benefits only.

Figure 3-38: Percentage of coaches that are qualified 2004-2008 (%)

Source: Sports Coach UK (2011)

The report notes however that "around one in three of female coaches are qualified compared to two in three of male coaches. Overall, this means that females account for less than 20% of the total qualified coaching qualification."⁶⁶

More than two-thirds of qualified coaches (69%) were qualified up to Level 2 and only 12% at Levels 4 and 5 which would incorporate those qualified to work with elite performers. Nine per cent of coaches worked with high performance athletes. Thus, while the overall number of coaches appears to have been relatively stable, efforts to structure and stimulate coaching qualifications and their uptake could be argued to have had an impact.

In terms of the specific contribution of the Games to the development of coaching expertise, it is at the elite level that there has been the strongest evidence of impact, with coach development at lower levels targeted for growth independently of the decision in 2003 to promote the London Games bid. However, in the case of elite coaching, the development of specific initiatives and funding commitments were accelerated by the Games.⁶⁷

Research and evaluation evidence

The following programmes have all contributed to creating a coaching legacy from the Games:

- PESSYP – Recruit into Coaching;
- PESSYP – School Sport Coaching;
- Premier League 4 Sport; and
- Change 4 Life Sports Clubs.

PESSYP Coaching Programmes

The Recruit into Coaching programme was announced in September 2007 and included an investment of £5 million over three years to recruit, develop and place 10,000 new coaches in 70 of England's most deprived areas.

⁶⁶ Sports Coach UK

⁶⁷ Cunningham (2001) *Elite Sport Funding Review, Report to the Prime Minister and the Secretary of State for Culture, Media and Sport*

The Recruit into Coaching evaluation⁶⁸ conducted after 2 years (pilot and year 1) deemed the programme to be a "*success in the pilot and Year 1 in that it largely achieved its outputs and there were evident examples of impact at the outcome level*". These outcomes at the end of year 1 are as follows:

- 4,029 trainees entering coaching by attending a structured recruitment and induction process, exceeding the target of 3,759 by 450;
- 2,152 trainees in the community setting received funding to take an award of qualification, exceeding the target of 2,050 by 102. Thus, about four out of five recruits were going on to undertake a coaching qualification;
- 1,053 trainees in the community setting achieved their first recognised UKCC qualification, missing the target of 1,142 by 53. Thus, just over two in five recruits had completed a coaching qualification at the end of year 1;
- 1,640 trainees in the community setting deployed, exceeding the target of 1,513 by 127. Thus, an estimated two thirds of recruits in the community setting had deployed at the end of year 1; and
- 418 unemployed recruits in the community setting entered the coaching pathway, missing the target of 421 by 3. Thus, just over one on five recruits came from an unemployed background at the end of year 1.

School Sport Coaching aimed to support around 1,500 additional coaching hours per School Sport Partnership per year. Key findings from the evaluation of the School Sport Coaching programme conducted after three years indicated:⁶⁹

- The average number of qualified sport coaches increased. In particular, in the third year there was an average of 5.7 qualified sport coaches (paid and volunteer) working in each primary school, compared to three coaches before the programme started, a 90% increase. In secondary schools, there was an average of eight qualified sport coaches (paid and volunteer) working in each secondary school compared with 4.8 coaches before the programme started (a 67% increase); and
- During the third year of the programme it is estimated that there was an additional 1,857 hours of extra-curriculum coaching per partnership, compared to before the programme started.

Premier League 4 Sport

Premier League 4 Sport has facilitated more than 850 sport leader and coaching qualifications.

Change 4 Life Sports Clubs

Change 4 Life Sport Clubs has created opportunities for thousands of children to participate in sport. Central to this is coaching and in 2010/11, the programme trained almost 4,000 coaches, out-performing the counterfactual case (the most likely alternative intervention in a scenario in which the Olympic and Paralympic Games were not being held in London in 2012) by around 2,900 more trained coaches.

In 2011/12, over 5,000 Change 4 Life coaches and deliverers were trained and deployed across primary and secondary clubs to deliver club activity through working with the NGBs.

3.4 Conclusion

There has, and will continue to be, significant investment in infrastructure as a result of the Games. The new sporting venues in the Olympic Park are expected to cater to an estimated 3 to 4 million visits per annum, with a high-level of community usage anticipated. The venues will also cater to elite sport training and competition, as well as a range of other sporting and non-sporting events.

⁶⁸ Sports Coach UK (September 2010) *Recruit into Coaching, Year One Evaluation Report*

⁶⁹ Institute of Youth Sport, School of Sport, Exercise and Health Sciences and Loughborough University (September 2011) *Evaluation of the School Sport Coaching Programme, Final Report*.

There has been significant investment in facilities throughout the UK, in the form of venues for PGTCs as well as the Places People Play infrastructure elements. As a result of the Games, in some cases PGTCs have improved facilities with investment or brought forward already planned improvements, while in others refurbishments and the development of facilities has occurred directly because of the Games. These benefits and impacts were felt across the UK, extending beyond sport benefits, with a potential for a longer-term legacy.

In terms of 'soft' infrastructure, specifically coaching, volunteering and club membership, PESSYP resulted in an increase in coaching and volunteering opportunities, especially amongst young people with Change 4 Life Sports Clubs and Premier League 4 Sport generating club and coaching opportunities. Sports Makers is generating a pool of active and interested volunteers and based on interim evaluation evidence could assist in creating a longer term legacy.

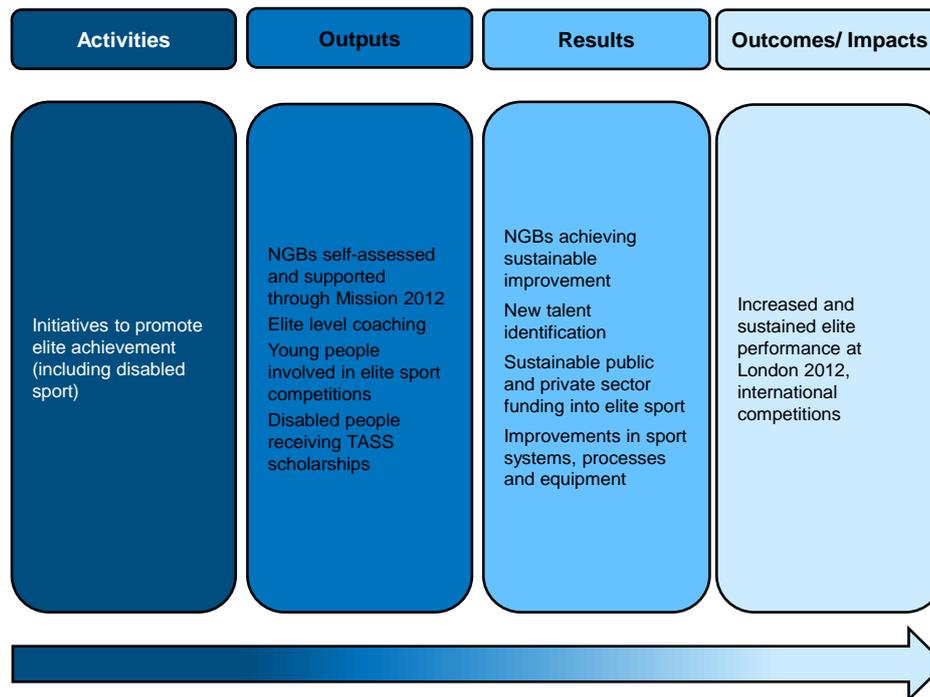
4 Elite Sport

4.1 Legacy programmes and initiatives

The aim of the elite sport legacy is to maintain and further develop a world class high performance system in the UK.

Figure 4-1 summarises the logic model for the elite sport sub-theme.

Figure 4-1: Elite summary logic model



The key outcome for elite sport is medal success with a selected and adapted set of nine Sports Policy factors Leading to International Sporting Success (SPLISS factors) employed in explaining the elite sport outcomes.⁷⁰ These factors are identified as the key policy determinants for international elite sporting success.

These factors are outlined in the Box 4-1 below, though several are covered elsewhere in this paper.

⁷⁰ De Bosscher, V., Bingham, J., Shibli, S., Van Bottenburg, M., & De Knop, P. (2008) *The Global Sporting Arms Race: an International Study on Sports Policy Factors Leading to International Sporting Success*. Oxford: Meyer & Meyer
 De Bosscher, V., De Knop, P., Van Bottenburg, M., & Shibli, S. (2006) *A conceptual framework for analysing sport policy factors leading to international sporting success*
European Sport Management Quarterly, 6(2), 185-215.
 De Bosscher, V., De Knop, P., Van Bottenburg, M., Shibli, S., & Bingham, J. (nd). *Sports policy factors leading to international sporting success*

Box 4-1: Measures of investment and performance in Elite Sport delivery system

- 1 Financial support
- 2 Integrated approach to policy development
- 3 Participation in sport
- 4 Talent identification and development system
- 5 Athletic and post-athletic career support
- 6 Training facilities
- 7 Coaching provision and coach
- 8 International competition
- 9 Scientific research

Each of these is discussed in further detail below (with the exception of participation in sport which is covered in Section 1, training facilities and coaching provision are covered in Section 2).

4.2 Financial support

Financial support for elite sport is channelled through UK Sport, with funding coming from three key sources:

- Lottery Funding;
- Grant in aid; and
- Other private income – although this funding is not significant, some NGBs benefit from their own sources of private income, such as sponsorship.

According to data from UK Sport⁷¹, Lottery funding for elite sport (excluding the amount disbursed via Sport England in this period for World Class Start and World Class Potential) amounted to £21.5 million in 2002/03, with an additional grant in aid funding of £18.3 million – a combined total of £39.8 million in 2002/03.

A significant increase in funding was evident in 2006/07 after the Government announced an additional £200 million of Exchequer funding in March 2006, although this included a transfer of responsibility of functions (and funding) of the English Institute of Sport and the Talented Athlete Scholarship Scheme (TASS) from Sport England to UK Sport. This influx of additional funding represents the major impact of winning the bid for the 2012 Games on funding for elite sport and enabled UK Sport to begin funding all of the UK's Olympic and Paralympic sports (excluding the professional sports of football and tennis).

In the Government's Comprehensive Spending Review for 2013-17, projected Exchequer funding (grant in aid) is projected to decline from £60.7m to £40m, but this shortfall is compensated for by an increase in the share of Lottery funding to be allocated to UK Sport and projected increase in Lottery ticket sales. The projected income to UK Sport from Lottery sources will thus increase to £87m per year as compared with the £70.05m for 2011/12 (see Figure 4-2).

⁷¹ UK Sport Annual Reports and Accounts (Various)

Figure 4-2: UK Sport funding

Source: For income 2000-12 see UK Sport Annual Reports and Financial Statements; for Prime Minister's announcement of projected funding levels for the Rio cycle (12 August 2012) see <http://www.uk.sport.gov.uk/news/Elite-athlete-funding-secured-to-ensure-the-gold-rush-continues-in-Rio-120812>

Note: * Projected

Figure 4-3 and Figure 4-4 provides an indication of financial support to individual sports for the past four Olympic and Paralympic Games, together with the allocations for the Rio cycle.

Figure 4-3: Financial support to individual Olympic sports from Sydney to Rio Olympic Games (£000s)

Sport	Sydney Games*	Athens Games*	Beijing Games^	London Games	Rio Games	London - Rio Change £	%
Archery	n/a	£800	£2,834	£4,408	£3,136	-£1,272	-29%
Athletics	£10,600	£11,400	£26,513	£25,148	£26,824	£1,676	7%
Badminton	n/a**	n/a**	£8,759	£7,435	£5,913	-£1,522	-20%
Basketball	n/a	n/a	£3,694	£8,599	£7,040	-£1,559	-18%
Boxing	n/a**	n/a**	£5,005	£9,551	£13,764	£4,213	44%
Canoeing	£4,500	£4,700	£13,622	£16,177	£19,108	£2,931	18%
Cycling	£5,400	£8,600	£22,151	£26,032	£30,566	£4,534	17%
Diving	£900	£1,400	£5,873	£6,536	£7,468	£932	14%
Equestrian	£3,000	£4,400	£11,727	£13,395	£17,930	£4,535	34%
Fencing	n/a	n/a	£3,074	£2,529	£3,083	£553	22%
Gymnastics	£5,900	£4,100	£9,036	£10,771	£14,465	£3,695	34%
Handball	n/a	n/a	£2,986	£2,925	£0	-£2,925	-100%
Hockey	n/a**	n/a**	£9,882	£15,013	£15,512	£498	3%
Judo	£3,900	£4,100	£6,947	£7,498	£6,800	-£698	-9%
Modern Pentathlon	£1,100	£2,000	£5,920	£6,289	£6,940	£651	10%
Rowing	£9,600	£10,600	£26,042	£27,288	£32,623	£5,335	20%
Sailing	£5,100	£7,600	£22,292	£22,943	£24,515	£1,572	7%
Shooting	n/a	£1,400	£5,056	£2,462	£2,992	£531	22%
Swimming	£6,900	£6,400	£20,659	£25,145	£21,352	-£3,792	-15%
Synchro' Swimming	n/a	n/a	£1,648	£3,398	£4,345	£947	28%
Table Tennis	n/a**	n/a**	£2,533	£1,214	£0	-£1,214	-100%

Sport	Sydney	Athens	Beijing	London	Rio	London - Rio Change	
	Games*	Games*	Games^	Games	Games	£	%
Taekwondo	£600	£600	£2,667	£4,834	£6,862	£2,028	42%
Triathlon	£1,400	£2,600	£5,113	£5,291	£5,509	£217	4%
Volleyball	n/a	n/a	£4,112	£3,536	£514	-£3,022	-85%
Water Polo	n/a	n/a	£3,147	£2,928	£4,542	£1,614	55%
Weightlifting	n/a	£300	£1,686	£1,365	£1,798	£433	32%
Wrestling	n/a	n/a	£2,125	£1,435	£0	-£1,435	-100%
Total	£58,900	£70,000	£ 235,103	£264,143	£283,600	£19,457	7%

Source: UK Sport

Note: * Figures for the Sydney and Athens Games relate just to Podium level funding. During that time, the home nation sports councils were responsible for supporting Development and Talent level activities.

^ On 1 April, 2006, UK Sport became responsible for all Performance funding from Talent to Podium and these figures reflect that total package. These figures also include the cost of sports science and medicine provision not previously incorporated as part of a sport's funding award.

Figure 4-4: Financial support to individual Paralympic sports from Sydney to Rio Paralympic Games (£000s)

Paralympic Sports	Sydney	Athens	Beijing	London	Rio	London - Rio Change	
	Games*	Games*	Games^	Games	Games	£	%
Adaptive Rowing	£0	£0	£1,304	£2,332	£3,470	£1,138	49%
Boccia	£112	£229	£615	£2,333	£3,016	£682	29%
Disability Archery	£0	£531	£1,212	£2,148	£2,029	-£119	-6%
Disability Athletics	£3,726	£3,286	£5,454	£6,730	£10,705	£3,975	59%
Disability Football / Football (5-a-side)	£0	£0	£170	£0	£1,304	£1,304	-
Disability Sailing	£0	£0	£1,228	£1,749	£2,802	£1,053	60%
Disability Shooting	£138	£246	£577	£2,085	£3,334	£1,249	60%
Disability Swimming	£3,523	£4,445	£6,925	£10,469	£11,756	£1,287	12%
Disability Table Tennis	£272	£401	£910	£1,699	£2,732	£1,032	61%
Goalball	£162	£18	£115	£513	£1,009	£495	96%
Judo (Visually Impaired)	£0	£648	£726	£1,294	£2,020	£725	56%
Para-Canoe	£0	£0	£0	£0	£2,299	£2,299	-
Para-Cycling	£0	£516	£1,761	£4,198	£6,738	£2,540	61%
Para-Equestrian Dressage	£0	£1,188	£2,405	£3,606	£3,783	£177	5%
Para-Triathlon	£0	£0	£0	£0	£2,159	£2,159	-
Powerlifting	£151	£339	£691	£1,093	£841	-£252	-23%
Sitting Volleyball	£0	£0	£230	£787	£0	-£787	-100%
Wheelchair Basketball	£1,636	£1,836	£3,099	£4,494	£5,379	£885	20%
Wheelchair Fencing	£76	£100	£341	£553	£1,009	£456	82%

Paralympic Sports	Sydney Games*	Athens Games*	Beijing Games^	London Games	Rio Games	London - Rio Change	
						£	%
Wheelchair Rugby	£223	£564	£980	£2,362	£3,026	£665	28%
Wheelchair Tennis	£55	£473	£803	£810	£1,925	£1,116	138%
Total	£10,076	£14,821	£29,546	£49,254	£71,336	£22,081	45%

Source: UK Sport

Note: * Figures for the Sydney and Athens Games relate just to Podium level funding. During that time, the home nation sports councils were responsible for supporting Development and Talent level activities

^ On 1 April, 2006 UK Sport became responsible for all Performance funding from Talent to Podium and these figures reflect that total package. These figures also include the cost of sports science and medicine provision not previously incorporated as part of a sport's funding award

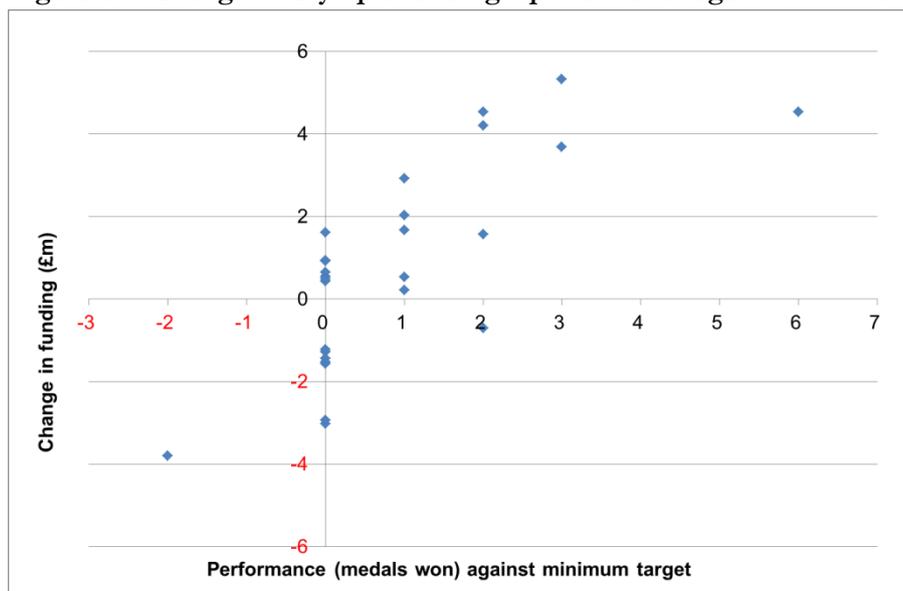
Performance at the 2012 Games was a criteria in UK Sport's funding allocations for the Rio cycle, announced in December 2012.

Figure 4-5 and Figure 4-6 show the correlation between 2012 performance and 2016 UK Sport funding by comparing performance against minimum targets (as set by UK Sport) against the change in funding between the 2012 cycle and the 2016 cycle. The trend displayed is that performance at 2012 is linked to funding for 2016.

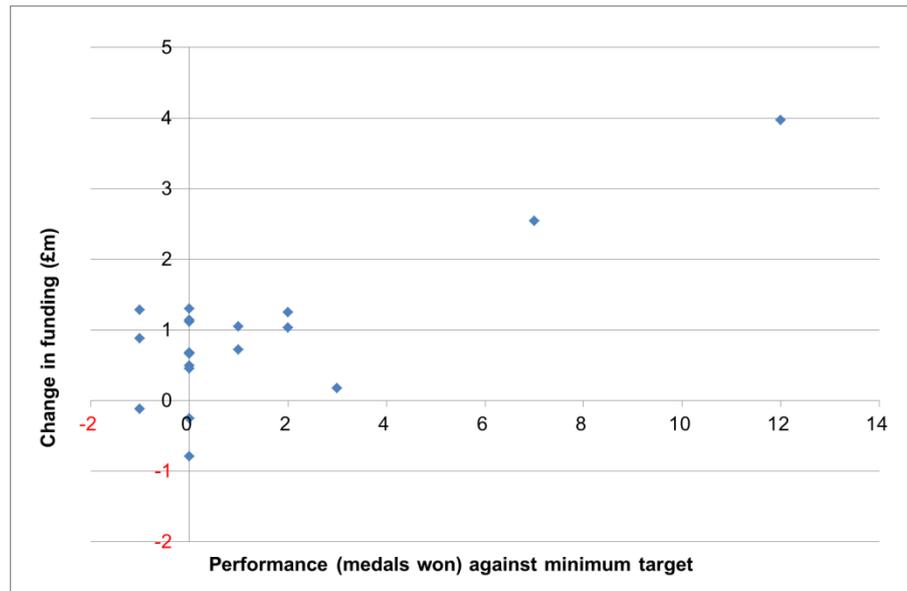
With the exception of judo, all the Olympic sports which obtained one medal more than their minimum target have seen an increase in their funding going forward to Rio 2016. Boxing, equestrian and cycling have seen the largest increases in funding (£5.3m, £4.5m and £4.5m respectively), these three sports exceeded their minimum target by three, two and six medals respectively.

Only three Paralympic sports (volleyball, powerlifting and archery) have had their funding reduced going into the 2016 Rio cycle. All other Paralympic sports have seen an increase in funding with disability athletics and para-cycling obtaining the greatest increase in funding (£2.2m and £4m respectively). This is clearly linked to performance as both disability athletics and para-cycling performed well above their minimum target, exceeding it by 12 and seven medals respectively.

Figure 4-5: Change in Olympic funding v performance against minimum target



Source: UK Sport

Figure 4-6: Change in Paralympic funding v performance against minimum target

Source: UK Sport

The success of the 2012 Games in terms of medals gained was the precursor to the Prime Minister's announcement on funding on 12 August 2012 (at the end of the Olympic, and prior to the Paralympic, Games) when a commitment was made to maintain funding levels for the Rio cycle.

It is anticipated that exchequer grant-in-aid will fall (from approximately £60m to approximately £40m); however, the Government intends to meet the shortfall with an increased share of Lottery income being allocated to UK Sport and anticipated increased Lottery ticket sales. However it should be noted that there is a less stable source of projected funding and may have implications in the future, should Lottery sales change.

Financial support for NGBs for the Rio cycle was premised upon the London medal performance and anticipated medal potential for 2016.

Olympic sports, such as handball, wrestling, and table tennis, and Paralympic sports such as sitting volleyball (where qualification for, or medals from, the 2016 Games were regarded as unfeasible) lost 100% of the funding they had obtained for the London cycle.

In addition, volleyball had a reduction in its funding of 85%, with support retained for Beach Volleyball only. There were also reductions for archery (29%), badminton (20%), basketball (18%), judo (9%), swimming (15%), disability archery (6%), and powerlifting (23%).

4.3 Integrated approach to policy development

This section describes the policy environment which has supported the development of elite sport in the UK. This includes the World Class Performance Programme (WCPP), Mission 2012 and Team 2012, with a move towards a more integrated system.

WCPP was introduced in 1997. The WCPP is a UK Sport programme which supports the UK's most talented athletes to realise their performance potential.

The WCPP brought under one roof elite athlete support, elite coach, sports science, and sports medicine, talent identification and development, bidding to stage world class events, oversight of the performance of NGBs and other services. It covers all summer Olympic and Paralympic sports, together with the high-performing winter Olympic sports and operates at three distinct levels:

- **Podium:** Supporting athletes with realistic medal winning capabilities at the next Olympic/ Paralympic Games (i.e. a maximum of four years away from the podium);

- **Development:** Comprising of athletes whose performances have suggested that they have realistic medal winning capabilities and newly funded sports that are demonstrating the ability to be competitive; and
- **Talent:** Designed to support the identification and confirmation of athletes who have the potential to progress through the World Class pathway with the help of targeted investment.

The programme works by ensuring that athletes get support, which is delivered through the sport NGBs.

Responsibility for the WCPP was consolidated under UK Sport in 2006. UK Sport has indicated this resulted in a simpler, more efficient system with ease of progression, and is seen as a major factor in the improvement of UK performance.⁷²

Consolidation of the WCPP together with the government pledge of additional funding in 2006, which enhanced a range of provisions, some of which were already in place but could be expanded or intensified with the additional resource provided, facilitated the medals success witnessed in Beijing in 2008.

Evidence of athlete and NGB perceptions of a more focused and effective service is reflected in the Athletes Insight Survey of Athletes on the World Class Programme.

"Athletes noted improvements to support services in the previous 12 months with 39% believing that overall sports science support on the WCP had improved, 34% suggesting that overall sports medicine support had increased and 30% indicating an improvement in Performance Lifestyle support. Only a small minority of athletes reported a decrease in standards – 9% in sports science, 9% in sports medicine and 7% in Performance Lifestyle support. Satisfaction scores had slightly increased from 2007 for nine of the fourteen WCP support services, with Performance Lifestyle support showing the greatest improvement. . . . Those athletes with an individual performance plan generally rated support services higher than those without an individual plan. . . . Two-thirds of the sample (66%) agreed that there was a coordinated approach to coaching and other types of support within their sport's WCP; Podium-level athletes were more likely to agree with this proposition than their Development-level peers (72% v 64%)"

Source: UK Sport Athletes Survey, 2010

In addition to athlete, coach and leadership development, which are discussed in further detail below, Mission 2012 was developed as a self-assessment and performance enhancement tool for NGBs, monitoring the self-assessment of each of the NGBs across 30 indicators, which represent critical factors in three dimensions for a world leading performance system:

- **Athletes:** their performance, development, health and well-being;
- **System:** the places, structures, processes, people and expertise that deliver the programme; and
- **Climate:** the feel, functionality and culture experienced by athletes and staff.

Monitoring takes the form of a 'traffic light' for each performance dimension and a judgement about the readiness of the sport's programme as a whole. NGBs submit relevant information to the Mission 2012 Board with this taking place three times per year for all summer and winter Olympic and Paralympic sports.

Mission 2012 is viewed by UK Sport as a successful intervention, and is being continued to 2016 under the title of Mission Control. UK Sport has indicated that there is international interest in this system and it may be adapted and adopted by other countries.

UK Sport staff, as well as NGB representatives, report that the most sophisticated elite sport systems in sports (such as rowing and cycling) probably benefitted least from Mission 2012 since they already employed a positive approach in these areas, although even for these sports, tighter accountability and formalised self-assessment have helped reinforce good practice. However, other sports which were less developed may have made more progress.

⁷² UK Sport (2010) *Making the Case for Elite Sport: Evidence and Research to Demonstrate the Impact and Wider Effect of UK Sport's Activities and Responsibilities*. London (unpublished)

Team 2012 aimed to raise funds for Olympic and Paralympic sports from the private sector, building on the funds received from the National Lottery and the Exchequer. According to UK Sport:

“£6.5m was awarded to sports in December 2009 on the basis of fundraising by Team 2012 and a further £0.75 million was awarded to sports in April 2012 through the World Class Performance Programme specifically for athlete preparation costs in the lead up to the Games”⁷³

In creating and maintaining a world class high performance system, to 2012 and beyond, a range of programmes were developed:

- TASS;
- Elite Coach Programme;
- Elite Coach Apprenticeships;
- International Leadership Programme (ILP);
- Fast Track Practitioners Programme; and
- World Class Events Programme.

These are discussed in further detail below.

4.4 Talent identification and development system

There are a wide ranging suite of programmes broadly relating to talent identification including:

- **TASS** – TASS was initiated in 2004 as a partnership between young athletes, NGBs and Higher and Further Education sectors. It will have been supported financially by UK Sport from 2005 to 2013/14, after which time UK Sport funding will be discontinued.⁷⁴
- **University scholarships** awarded by individual institutions;
- **UK Talent initiatives** – a partnership between UK Sport and EIS; and
- **Other initiatives.**

Although talent identification was largely in place prior to London winning the right to host the Games, the volume of support and the development of *cross-sport* initiatives has been accelerated as a result. According to the UK Talent Team, a collaboration between UK Sport and the English Institute of Sport (EIS) "*The inspiration of the home Games in 2012 has been a huge catalyst for this work*".⁷⁵

The UK Talent Team which was established in 2006 and has since 2007, supported 20 Olympic and Paralympic sports and over 100 world class coaches to run seven national athlete recruitment campaigns and assess over 7,000 athletes.

The TASS programme was established in 2003 and by 2012 had invested over £28 million in athletes and the supporting network around them, providing up to 6,000 awards delivered at seven educational institutions, with 13 hub universities.

TASS has enabled thousands of talented athletes to fulfil their sporting potential and become medal winners of the future, specifically:

⁷³ UK Sport (2012) *Annual Report and Accounts 2011/12*

⁷⁴ In December 2012 UK Sport announced that its funding for TASS would be wound down. 2012/13 investment would continue in the pattern developed since 2005, but for 2013/14, investment by UK Sport would be reduced from £2.23 m. to £1.07 m. and would be limited to support for 64 Winter Olympic sports athletes in preparation for the Sochi Games (see <https://www.tass.gov.uk/news/2012/12/uk-sport-funding-tass.html>). Other sources of funding are currently being sought however the future of TASS remains uncertain at this point.

⁷⁵ UK Sport (2011) *Talent Identification, Confirmation and Development – finding Britain's future Olympic and Paralympic champions*

- 21 of the British Medallists in Beijing in 2008 were current or former TASS athletes;
- The only GB medallist in Vancouver at the Winter Games was TASS alumnus Amy Williams;
- 55 TASS supported athletes won 85 medals at the recent Commonwealth Games in Delhi;⁷⁶
- 200 TASS athletes and alumni competed at London 2012, 44 of them winning a medal, with 10 being multi-medallists – 15 gold, 15 silver and 27 bronze medals (33 Olympic, 24 Paralympic); and
- 58% of Team GB in Beijing who took home 50% of the medals were university students and graduates, indicating the role university scholarships can play for some individuals.

While the TASS organisation is able to point to international recognition which the scheme has received (it recently was invited to present to representatives of National Olympic Committees at the International Olympic Committee's Athlete Career Programme Forum), UK Sport's decision to discontinue funding reflects a view that the resource committed to TASS could be used for athlete preparation in a more effective manner. Funding via TASS has been restricted to student athletes, and furthermore to those who have access to one of the hub sites⁷⁷, with these athletes also restricted to the services available at or provided by the TASS hubs at particular educational establishments.

In addition to the TASS scholarships, individual universities offer sports scholarships and these have in some cases increased in variety, number and value since the announcement of the London 2012 bid. Attempts to obtain from universities via survey details on what they offer in terms of sport scholarships have proven unsuccessful since many of the universities regard this as sensitive information in terms of their competitive position.

According to information sourced for Loughborough University⁷⁸, it has offered Elite Scholarships since 2006/07 to 35 to 40 athletes per year at a value of £4,000 to £5,000. This covers fees plus a contribution to competition/ training expenses. These figures do not, however, include the University's investment in the cost of coaching, support services, or facility investments made on campus.

Previous programmes from the UK Talent Team include:

- Sporting Giants (2007): Identifying tall athletes for the 'tall sports' of basketball, rowing and handball);
- Girls4Gold (2008): Identifying female athletes potential in new sports;
- Pitch to Podium (2008): A partnership with football and rugby authorities to identify potential athletes among those who do not succeed in graduating from professional academies into professional football or rugby;
- Tall and Talented (2009): Identifying tall candidates for rowing and basketball;
- Talent 2012, Fighting Chance (2009): A talent transfer programme for high level combat athletes to convert to Taekwondo;
- Talent 2012, Paralympic Potential (2009): For Paralympic sports; and
- Power2Podium (2011): Aimed at attracting athletes with speed and power into fast-track talent development programmes in the sports of athletics, sprint canoeing, sprint cycling, weightlifting, skeleton, bobsleigh and rugby sevens.

⁷⁶ TASS (2011) *Helping Talent Shine in Education and Sport*

⁷⁷ TASS operates across England through 13 Hub Universities with each hub having a number of partner sites which can deliver support where there is a registered practitioner in core service areas and/or act as a facility base.

⁷⁸ Interview with Deputy Director of Sport, Loughborough University

According to UK Sport, these campaigns have identified over 100 athletes (11 represented Team GB at the 2012 Games), who have entered the World Class system across 17 sports. These athletes account for:

- 239 international appearances; and
- 102 international medals, of which 74 were at major championships, with 2 Olympic medals and 1 Paralympic medal.

In addition to the TASS and UK Talent schemes, there were a range of other talent identification initiatives funded as a result of the Games, including for example:

- The BPA indicated that London 2012 assisted in generating Paralympic talent identification opportunities. For example, the Cadbury Foundation provided the BPA with approximately £150,000 to £200,000 in funding to support the BPA's activities around hosting talent identification days. Prior to Beijing, these were funded by UK Sport through the BPA. UK Sport is now doing this in-house and the additional funding that the BPA has received is unlikely to have been made available in the absence of the 2012 Games.

In the survey of NGBs (see Annex B), 92% of respondents indicated that the 2012 Games had had a positive effect (72%) or very positive effect (20%) on talent identification, with only 8% indicating that there was no effect at all.

A number of talent identification and development programmes were initiated in preparation for the 2012 Paralympic Games, The principal talent identification and development programmes relating to Paralympic and disability sport were:

- Playground to Podium; and
- Talent 2012: Paralympic Potential.

In addition, School Games provides opportunities for disabled school children to participate in competitive sport.

- **Playground to Podium:**

- The Playground to Podium initiative which focused on six sports (athletics, boccia, football, swimming, table tennis, and wheelchair basketball) is estimated by Sport England to have identified “*at least 15 young disabled people a year per school sport partnership who demonstrate a high ability in generic skills. ... [and who were] invited to attend the County Athlete Assessment coordinated by English Federation of Disability Sport and development centres*”;⁷⁹
- Two athletes identified by Playground to Podium (Sophie Kamlish and Jamie Carter) were selected for Paralympics GB to compete in the T44 and T34 100m and 200m sprints at the 2012 Games; and
- While NGB interviewees for disability swimming and wheelchair basketball reported that Playground to Podium had been an effective source of talent identification, disability swimming (which supplied 41 of GB’s Paralympic medals in London) has identified a potential reduction in future talent development due to the Playground to Podium programme being cut. Playground 2 Podium provided £0.74m of funding (2009-13), with nine of the 2012 team members coming through this programme, all of whom made at least one final at the 2012 Paralympic Games.

⁷⁹ Sport England (2012) *Playground to Podium*

- **Talent2012 Paralympic Potential:**

- A short term programme at the elite level introduced in December 2009, it identified 34 athletes across 11 Paralympic sports within 12 months who were selected for intensive preparation for potential inclusion in the Paralympics. Nine members of the Paralympic team came through this route with two athletes, Jon-Alan Butterworth and Karen Darke, winning three silver medals in cycling; and
- GB's youngest Paralympian, Gabi Down, participated in the UK School Games in 2012 within its expanded programme of Paralympic Sports which provides a route for junior elite development.

- **School Games Level 4 Disability Sport:**

- The first School Games national event also gave 167 talented young disabled athletes (11.6% of the total athletes) the chance to compete at the Olympic Park. It is worth noting that Paralympic medallists Jonny Peacock, Ellie Simmonds and Hannah Cockcroft had all been participants in previous School Games.

4.5 Athletic and post-athletic career support

The major vehicle for delivery of athletic and post-athletic career support for those on the WCPP is the Performance Lifestyle (PL) service, which is a broader and more developed service than the Athlete Career and Education Service which came before it.

Although established in 2003, major enhancement of the programme did not occur until 2009 when provision of PL Advisors doubled with the infusion of £900,000 of additional funding (up from 8 to approximately 15 full time equivalents). The role of Performance Lifestyle Advisor was defined and recognised (independently of the generic Athlete Support Manager role) and funding was ring-fenced or allocated for this rather than these services being bought in by sports on a 'needs' basis.

Evaluation of the impact of the programme on athlete performance, health and well-being in the post 2012 Games context, where athletes will have been subject to the new system and its impact, will be important, however results are not yet available, although the NGB Survey data suggests an overall positive evaluation of the impact of the 2012 Games on support for athlete career development with 73% assessing the impact as either strongly positive (18%) or positive (55%), and 28% suggesting that there was no impact.

4.6 Elite coach and leadership development

Since 2003, UK Sport has established a suite of initiatives incorporated within its People Development Programme to develop support personnel who are qualified, innovative and have the potential to develop into world class support including:

- Elite Coaching and Practitioner Initiatives (all launched in 2004):
 - Elite Coach Programme;
 - Elite Coach Apprenticeship Scheme;
 - Fast Track Practitioner Programme; and
- International Leadership Development Programme.

The Elite Coach Programme is designed for coaches operating in a world class performance environment. It is a three year programme in which technical and leadership skills are developed by observing and interacting with leading figures not only in sport but also in business, industry and the arts. The programme is tailored to the specific needs of each individual coach. It has had four intakes since 2004 and has 32 graduates.

The Elite Coach Apprenticeship Scheme is aimed at coaches emerging on the world class performance landscape. It is a two year programme during which coaches are apprenticed to world class master coaches. There are 12 coaches who have benefited from this programme.

The Fast Track Practitioner Programme is aimed not at coaches as such but those from coaching-related and sport science support areas who are starting out on a career in elite sport support. Over 100 practitioners have been through the programme, which deals with disciplines such as physiotherapy, strength and conditioning, physiology, nutrition, performance analysis, psychology, biomechanics, talent identification, performance lifestyle and research.

In addition to home-grown coaching talent developed under these three programmes, there has been an influx of coaches from other countries' elite sports systems providing coaching in the UK; however, there is no data on the number of foreign coaches present in the UK and whether that has changed as a result of the 2012 Games so it is difficult to determine the impact.

In 2006, UK Sport established its International Leadership Programme which is designed to provide participants with the skills required to work effectively in an International Federation or similar sporting body. A key focus is on developing cross-cultural intercommunication skills. In the first three years of operation, 36 people graduated from the International Leadership Programme, of whom 17 currently hold posts of influence within international federations. The annual funding of the programme in 2009 was £55,000.

In addition to the International Leadership Programme, in 2009/10 UK Sport invested £555,000 in 33 NGB International Influence Strategies (an average of £16,8000 per NGB). Sixty-two individuals were elected, re-elected or appointed to positions of influence in international sporting bodies in 2009.

Respondents from the NGB interviews (see Annex B) commented positively on the value of the elite coach development programme, seeing this as a positive step in developing greater available elite competence. This view was reflected in the quantitative data from the NGB Survey returns which indicated that 72% of respondents felt that the 2012 Games impact on elite coaching was either strongly positive (21%) or positive (52%), compared with 28% who believe there was no impact.

According to UK Sport, there has been a positive impact within international representation since the Games, with four British officials successfully elected onto International Federation boards for triathlon, sailing, modern pentathlon and hockey. In addition four LOCOG employees have also achieved higher administrative positions.

4.7 International competition

The impact of the 2012 Games on hosting major events can be identified by contrasting the volume, quality and range of world class events (i.e. world championships and major international competitions) attracted to the UK in the period up to 2003 with those hosted post-2003.

The drive to host world class events in the UK was led by UK Sport between 1997 and 2012 through its World Class Events Programme. After the 2012 Games, UK Sport launched the Gold Event Series, UK Sport's major events programme for the period 2013-2019, which demonstrated their on-going support for international events after the 2012 Games.

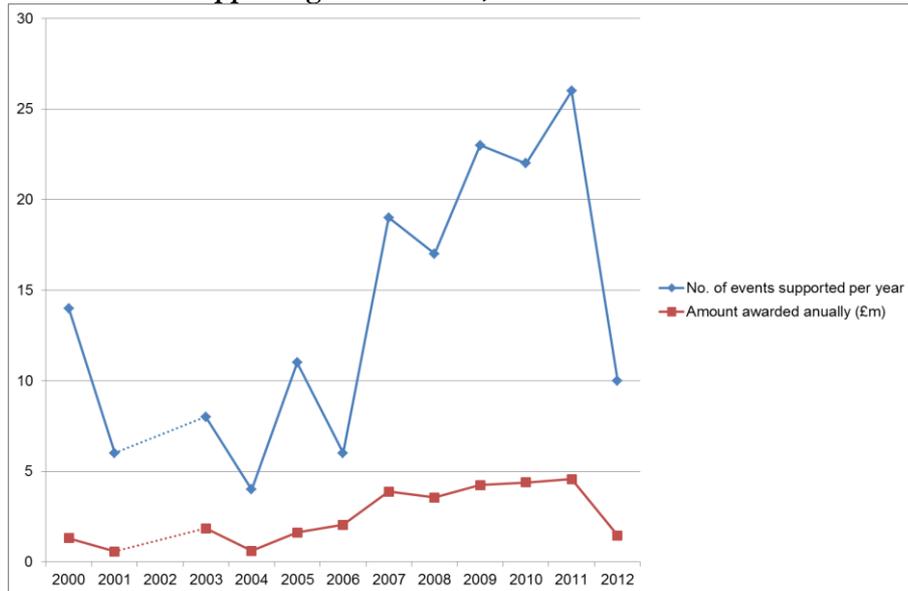
The World Class Events Programme was established in 1998; however, investment accelerated post 2003, with a significant acceleration post 2006 (see Figure 4-7).⁸⁰ There was an understandable decrease in 2012 given the focus on hosting the Games.

During the period 2000-2003, an average of 9.3 events per year were supported, compared to 15.3 events per year over the 2004-12 period (with an understandable reduction in 2012 itself given the Games) (see Figure 4-7).⁸¹

⁸⁰ Given the time lag between winning the bid to hosting an event and the staging of the event (in many instances a minimum of four years), it is probably the case that bids made after 2003 are reflected in the data for events staged from 2007.

⁸¹ UK Sport (2012) *World Class Events: Past Events*

Figure 4-7: Number of major sporting events supported by UK Sport and overall investment in supporting these events, 2000-2012

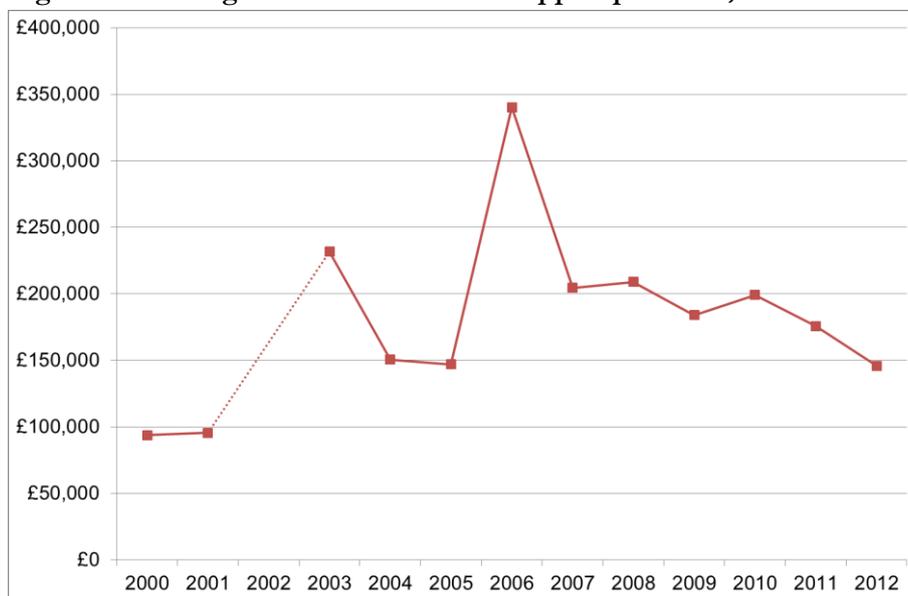


Source: Reproduced from UK Sport data
 Note: No data available for 2002

The 28 events financially supported⁸² prior to the baseline date in 2000-2003 received an average of £133,450 compared with the average financial support of £190,836 for the 138 events over the 2004-12 period (see Figure 4-8).

The peak in 2006 is due to increased funding, but a lower number of events supported resulting in a high average amount per event.

Figure 4-8: Average amount of financial support per event, 2000-2012



Source: Reproduced from UK Sport Data
 Note: No data available for 2002. Figures for 2005 and later are for awards 'up to the value' of specified amounts

A comparison of the amount of funding, the funding per event, and the number of events funded per year, pre- and post- the baseline date of 2003 indicates a significant increase in each case (see Figure 4-9).

⁸² In terms of expenditure, the nature of the published figures changed in 2005 from what was actually spent to the maximum that was committed for any given event.

Figure 4-9: Pre- and post-baseline levels of investment in the World Class Events Programme

	Amount awarded annually	No. of events supported per year	Avg Funding (£000) Per event
2000-3 Pre-baseline Mean	£1,245,534	9.3	£140,225
2004-12 Post-baseline Mean	£2,926,153	15.3	£195,067

Source: Reproduced from UK Sport Data

Note: Figures for 2005 and later are for awards 'up to the value' of specified amounts

No data available for 2002 and thus excluded from averages

41 out of 46 of Britain's summer Olympic and Paralympic sports staged at least one major World or European level competition in the UK in the six years preceding the 2012 Games, across a wide range of sports.

UK Sport has demonstrated on-going support for international events post-2012, with the Gold Event Series, the UK Sport's major events programme for the period 2013-2019. It has been developed to help NGBs attract and stage some of the most important international sporting events, following the successful hosting of the 2012 Olympic and Paralympic Games.

Through the Gold Event Series, UK Sport will invest over £27m of National Lottery funding (a mean of £3.86 million, comparable with the mean for 2007-12 of £3.68 million) to help support the bidding and staging of major international sporting events up to 2019 with a comprehensive range of new and expanded support services to be provided to ensure that major events hosted in the UK are delivered to a world-leading standard.

Box 4-2 below summarises the Gold Event Series.

Box 4-2: Key statistics for Gold Event Series

- **70** major events to be targeted as part of the Gold Event Series
- **£27 million** in National Lottery funding invested in bidding for and hosting events
- **2.5 million** estimated live spectators will watch these events
- **25,000 officials and volunteers** will gain event experience
- **£287 million** additional spend in cities and regions attributable to the events

Source: UK Sport

UK Sport will work in partnership with a number of organisations to help support major events in the UK. UK Sport will, together with NGBs, identify and prioritise major event hosting targets, and will support them in their bidding, financing and delivery. This will be facilitated by working closely with a network of event-hosting cities, regions and nations across the UK to help NGBs source venues and develop strong multi-tiered funding partnerships.

Through the Gold Event Series, UK Sport will ensure that supported events deliver four key objectives:

- Support and profile high performance success;
- Create high-profile opportunities for people to engage with sport;
- Use and demonstrate the legacy of London 2012 and Glasgow 2014; and,
- Drive positive economic and social impacts for the UK.

The purpose of launching the Gold Event Series is not only to formalise a range of new support services for NGBs, but also to help recognise and promote the range of incredible major sporting events that the UK will be hosting following London 2012.

The Gold Events Series has in part been brought about as a result of the 2012 Games, with successful hosting of the event showcasing the UK's ability to host large-scale events. However

the success, in terms of events attracted, of the Gold Events Series will only be known in the coming years.

Respondents from the survey conducted with PGTCs (see Annex C) indicated the profile of the area hosting the PGTC benefitted with 91% of respondents scoring (small or large) positive effects for promotional opportunities, profile of area regionally and profile of area internationally, whilst, 82% of respondents scored profile of area nationally positively.

Venues in Northern Ireland hosted 100 countries, 1,396 delegates and 10,432 spectators at a range of events and PGTCs in 2012⁸³.

4.8 Scientific research

The key programme related to scientific research is the UK Sport Research and Innovation programme. The Research and Innovation programme can point to a range of projects which have made direct contributions to the enhancement of performance, particularly in key medal winning sports in Beijing. Projects on track testing, design and experiments with track cycling, rowing, canoeing and skeleton bob in which medals were won illustrate the nature of the contribution made at and since Beijing. However, baseline funding for the period pre-2005 stood at approximately £750,000 but rose to approximately £2 million in 2006/07. In addition support raised (in cash and in value in kind) from partners was equivalent to 200% of the value of funding provided by UK Sport.

Interviewees in the NGB survey (see Annex B) from a range of sports cited a number of projects undertaken with support from the Research and Innovation team. These included sports which did not necessarily have recognised or sophisticated equipment technology requirements, as well as those which clearly did.

In addition, quantitative data from the questionnaire responses showed that 62% felt that winning the bid to host London 2012 had a positive impact on the respondent's sport scientific research activity, though only 7% reported a 'strongly positive' impact.

4.9 National pride and sense of well-being

Data sources relating to the impact of the Games on national pride and well-being include UK Sport's Sporting Preferences Survey, the Taking Part survey, and surveys undertaken for the media (the most substantial of which is the report BBC report [insert title or description]).⁸⁴

(i) UK Sport: Sporting Preferences

UK Sport commissioned pre and post-Games surveys of the relationship between the public's sporting preferences and Olympic performance for the last four editions of the Games. In the last two surveys, questions have been included relating to the impact of the Games on national pride (2008) and on a "sense of Britishness" (2012).

In the post-Beijing wave of the 2008 survey⁸⁵, interviewees were asked to indicate the extent to which they agreed or disagreed with the statement: 'The success of British athletes at the Beijing Olympics and Paralympic Games made me feel proud about Britain generally'. Overall, nearly three quarters of respondents (72%) agreed with this proposition, with 43% strongly agreeing. There was little difference by gender or socio-economic status, though differences were observed for age groups (76% of those aged 35 or over indicated that they derived a sense of pride from British success as against 66% of those under the age of 35); and by ethnicity (75% of white respondents agreed, or strongly agreed with the statement, compared to a significantly smaller proportion of non-white respondents, 57%).

In the London 2012 pre- and post-Games UK Sport survey⁸⁶ the phrasing of the question employed was different, preventing direct comparison. The question employed in 2012 was 'To

⁸³ Sport Northern Ireland

⁸⁴ Mower, J (2012) 'London 2012: Olympic success is key to National Pride'

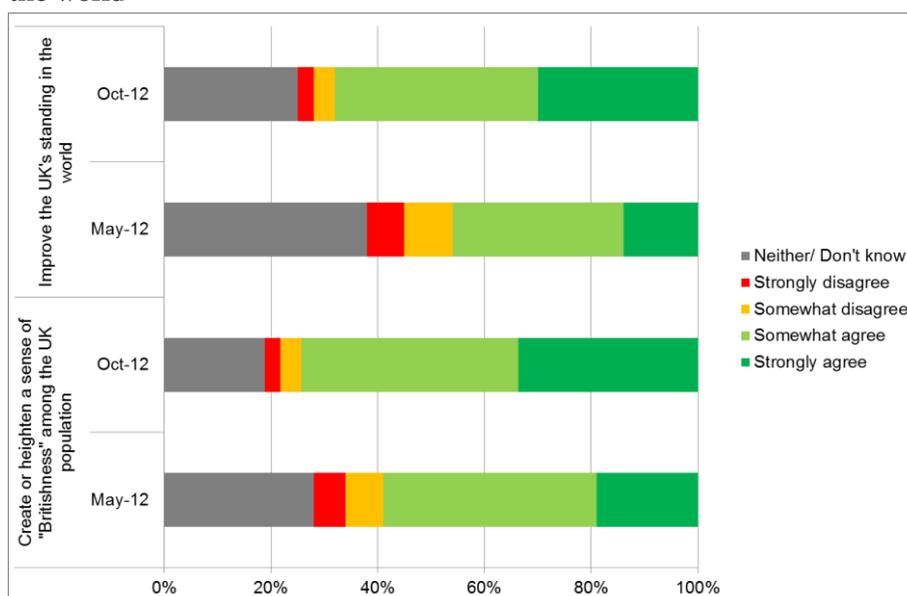
⁸⁵ UK Sport (October 2008) *UK Sporting Preferences*

⁸⁶ UK Sport (2012) *UK Sporting Preferences 2012*

what extent do you agree or disagree that the London Olympic and Paralympic Games will create or heighten a sense of 'Britishness' among the UK population'. The proportions that agreed or strongly agreed with the statement were 45% pre-Games, 68% post-Games.⁸⁷

In addition respondents were asked 'To what extent do you agree or disagree that the London Olympic and Paralympic Games will improve the UK's standing in the world?' In this case also there was a significant increase, with 31% pre-Games, 62% post-Games agreeing or strongly agreeing. Thus there was a considerable shift in opinion indicated from pre to post-staging of the Games in terms of impact on sense of national pride.

Figure 4-10: To what extent respondents feel that the Games creates or heightens a sense of "Britishness" among the UK population and improves the UK's standing in the world

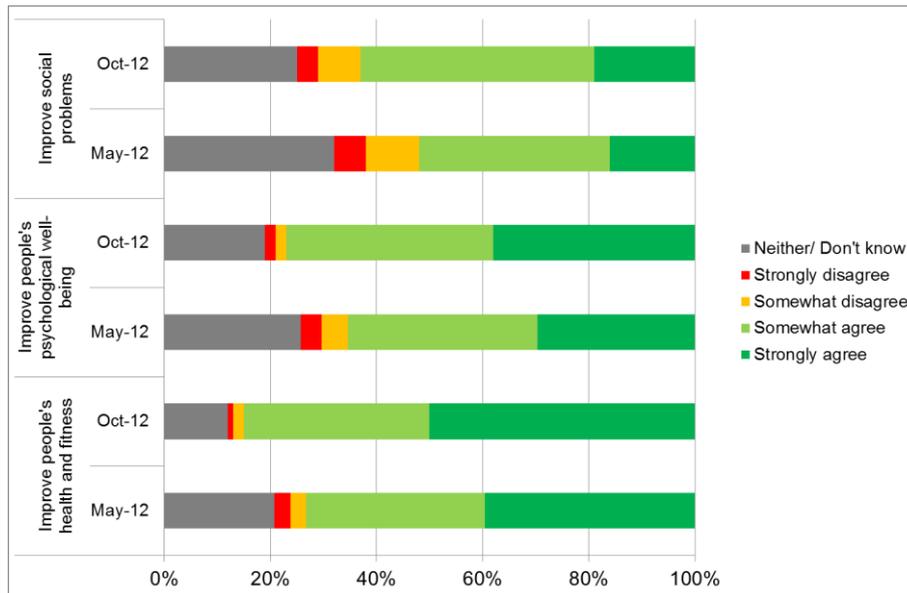


Source: UK Sport Sporting Preferences 2012

Respondents' perceptions of the impact of the Games on well-being related social benefits were also significantly higher post-Games. Those agreeing or strongly agreeing with such statements were as follows (see Figure 4-11):

- Improve people's health and fitness, net agree – 68% pre-Games, 83% post-Games;
- Improve people's psychological well-being, net agree – 58% pre-Games, 72% post-Games;
- Improve social problems, net agree – 35% pre-Games, 51% post-Games.

⁸⁷ A breakdown by age, gender, socio-economic status or ethnic group was not provided in this document

Figure 4-11: To what extent respondents feel that the Games improves social benefits

Source: UK Sport Sporting Preferences 2012

(ii) Taking Part

Of those who indicated that they were strongly supportive of the UK hosting the 2012 Games, prior to the Games in 2008/9 and 2009/10, 5.5% and 4.3% respectively mentioned national pride/ patriotism. This proportion showed a statistically significant increase in 2010/11 and 2011/12 to 7.5% and 8.9%.

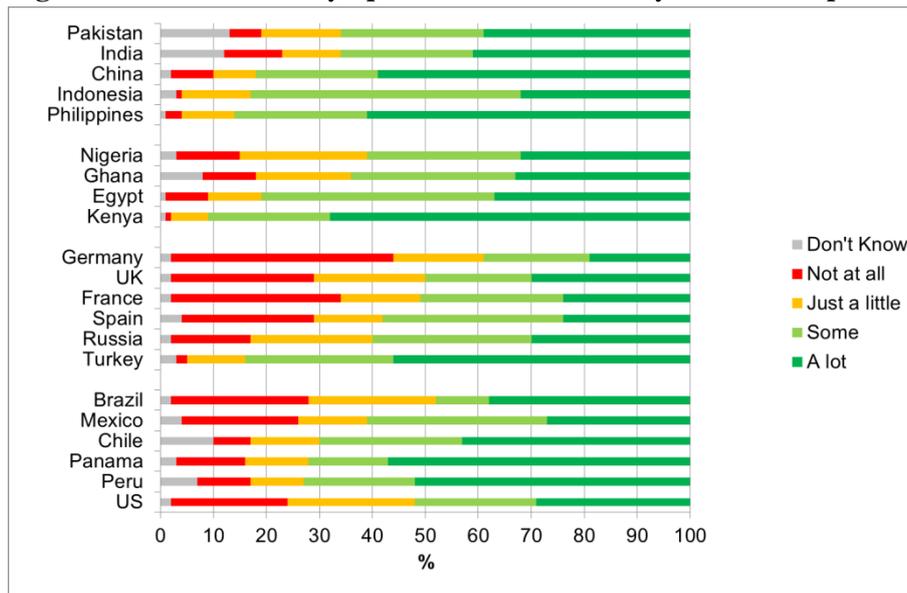
In addition, a Taking Part survey post-Olympic Report indicated that respondents who indicated a sense of pride in British sporting achievements were 88% more likely to support the hosting of the Games by London than those who did not.

(iii) Media polls

There are two media-commissioned studies which deal directly with aspects of the impact of 2012 in national pride:

- **BBC/ Globscan Survey**⁸⁸ - Published in January 2012 this indicated that although Olympic performance affects national pride 'a lot' for 30% of the population and 'some' for a further 20%, the UK is ranked as the second lowest of the 21 countries surveyed in terms of this outcome. The data suggests that the impact on national pride is greater in developing countries (see Figure 4-11).

⁸⁸ Mower, J (2012) 'London 2012: Olympic success is key to National Pride'

Figure 4-12: How does Olympic Performance affect your national pride?

Source: 'London 2012: Olympic success is key to National Pride' BBC News World (2012)

- Freeview Research** – Data relating to enhanced national pride following GB's 2012 performance were reported in the results of a survey conducted by OnePoll (n= 2,000 British adults) on Wednesday 7th August 2012 (i.e. prior to the Paralympic events) on behalf of Freeview⁸⁹. The survey reports that: "Whilst nearly three quarters of the nation (73%) expressed some level of cynicism about the Games before they began, for 85% of those sceptics, this had been replaced by a genuine sense of pride for Team GB." Respondents aged 18-25 years of age felt the greatest sense of national pride following Team GB's success in the 2012 Olympic Games (78%) and this had been the most cynical age group before the event began (78%).

(iv) Academic literature

Although a lack of detail concerning methodologies means that the rigour of the above analyses cannot be assessed, their findings accord with claims in the academic literature⁹⁰. Kavetsos and Szymanski whose data cover the Olympic Games (prior to 2012), the FIFA World Cup and the UEFA European Championship. Using data on self-reported life satisfaction for 12 European countries the work found "that the "feelgood" factor associated with hosting football events is large and significant, but that the impact of national athletic success on happiness, while correctly signed, is statistically insignificant".

Jones, Coffee et al. investigated "English and Spanish fans' emotional responses to team success and failure and resulting changes in social interaction and spending during the 2010 Soccer World Cup" and observed that there were significant impacts on emotional response. They concluded that "positive emotional experience associated with group success persist longer than the negative emotional experience associated with group failure".

Impacts on subjective well-being associated with participation in sport may well be more prolonged. Pawlowski, Downward and Rasciute⁹¹ investigated the age-specific effects of physical activity on subjective well-being in 19 European countries. Their results "suggest that engagement in physical activity generally contributes to the SWB [subjective well-being] of individuals on a European level but that significant age-specific differences exist." Thus, if the

⁸⁹ Freeview (2012) *Research shows a huge surge in national pride following 'unprecedented sporting achievement'*

⁹⁰ Jones, M. V., Coffee, P., Sheffield, D., Yangueez, M., & Barker, J. B. (2012) *Just a game? Changes in English and Spanish soccer fans' emotions in the 2010 World Cup*, *Psychology of Sport and Exercise*, 13(2), 162-169, Kavetsos, G., & Szymanski, S. (2010) *National well-being and international sports events*, *Journal of Economic Psychology*, 31(2), 158-171

⁹¹ Pawlowski, T., Downward, P., & Rasciute, S. (2011) *Subjective well-being in European countries-on the age-specific impact of physical activity*, *European Review of Aging and Physical Activity*, 8(2), 93-102

2012 Games have an impact on participation, there may thus be an indirect impact on subjective well-being.

One should consider in relation to this question whether it is the case that those who feel a sense of 'British' identity are more likely to experience pride in British performance or whether pride in GB performance enhances a sense of 'Britishness'. Research by van Hilvoorde, I., Elling, A., & Stokvis⁹² with a Dutch sample (n=350, with 12 repeating measures) suggests that "National pride is a rather stable characteristic of countries, but there are specific possibilities (such as sport success) that may lead to minor and temporary fluctuations. This last notion seems to be supported the most by the empirical data presented ... [in their study]. In order to have a positive effect on national pride, identifying with sport success must be preceded by a sense of belonging to a specific nation." (p. 99)

4.10 Measures of success: medal outcomes

The nature of success in Olympic and Paralympic sport is commonly expressed in terms of numbers of medals won, position on the medals tables, or 'market share' (numbers of medals won as a proportion of the total numbers available). These measures may be un-weighted (each medal has the same 'value' regardless of its colour) or weighted (commonly for example counting gold as three times, and silver as twice, the value of a bronze medal).

UK Sport set medal targets of between 40 and 70 medals for the 2012 Olympic Games and 95 to 145 for the Paralympic Games. Performance at both considerably exceeded the minimum target with outcomes towards the mid to upper target range, namely 65 medals won in the Olympic events and 120 in the Paralympic events.

UK Sport also set itself a target of finishing in fourth place in the Olympic Games medal table and second in the Paralympic Games table. Finishing third in 2012 Olympics (see Figure 2.1) indicates a slight over-performance against this criterion with 20 of the 28 Olympic sports achieving or exceeding their targets. Although GB finished third in 2012 Paralympics, with the significant movement of the top ten countries, including a significantly improved performance by Russia and Ukraine, maintaining a top three place in the Paralympic table is a successful outcome (see Figure 4-13).

⁹² van Hilvoorde, I., Elling, A., & Stokvis, R. (2010) *How to influence national pride? The Olympic medal index as a unifying narrative, International Review for the Sociology of Sport*, 45(1), 87-102.

Figure 4-13: Total Olympic and Paralympic medals top 10 (2000-2012)

Olympics						Paralympics					
Country	Pre Baseline		Post Baseline		Post v Pre*	Country	Pre Baseline		Post Baseline		Post v Pre*
	2000	2004	2008	2012			2000	2004	2008	2012	
China	59	63	100	87	33	China	73	141	211	231	114
Great Britain	28	30	47	65	27	Russia	35	41	63	102	45
USA	97	103	110	104	7	Ukraine	37	55	74	84	33
Japan	18	37	25	38	4	Brazil	22	33	47	43	18
France	38	33	41	34	2	USA	109	88	99	98	0
South Korea	28	30	31	28	1	Great Britain	131	94	102	120	-2
Ukraine	23	23	27	20	1	Czech Republic	43	31	27	11	-18
Italy	34	32	27	28	-6	Poland	53	54	30	36	-21
Cuba	29	27	24	14	-9	Japan	41	52	27	16	-25
Germany	57	48	41	44	-10	Germany	95	79	59	66	-25
Russia	88	92	73	82	-13	France	86	74	52	45	-32
Australia	58	49	46	35	-13	Australia	149	100	79	85	-43
						Canada	96	72	50	31	-44
						Spain	106	88	58	42	-47

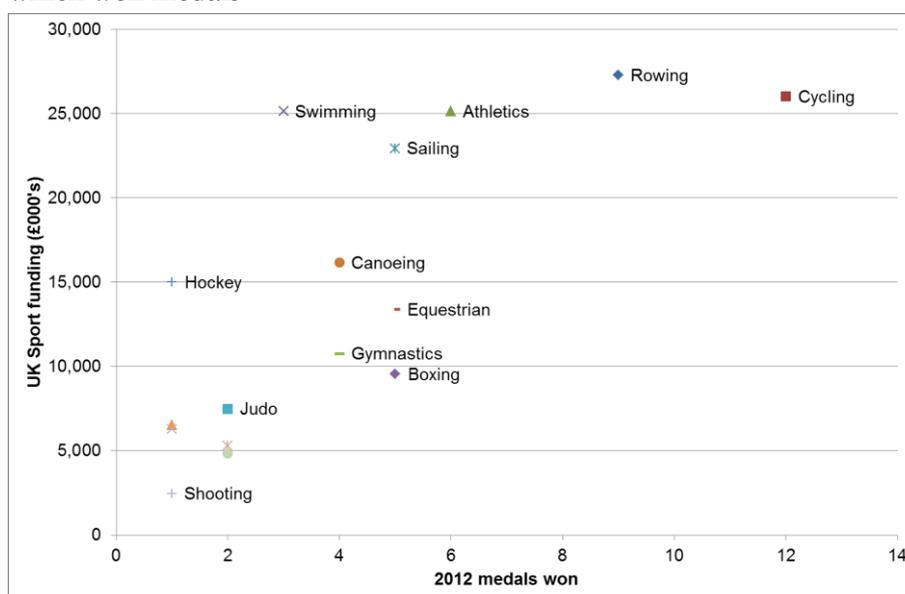
Source: IOC/IPC websites

Note: * Average change between post and pre baseline: $((2012+2008)-(2004+2000))/2$.
Grey figures represent nations which were not in the top ten in that respective Games.

The sources of the medals for Olympic events came from 19 sports with a concentration of 77% of medals from eight sports. The sources of medals are even more concentrated in the case of the Paralympics with 83% of all medals coming from four sports.

Figure 4-14 and Figure 4-15 show the relationship between funding and medals won at the 2012 Games.

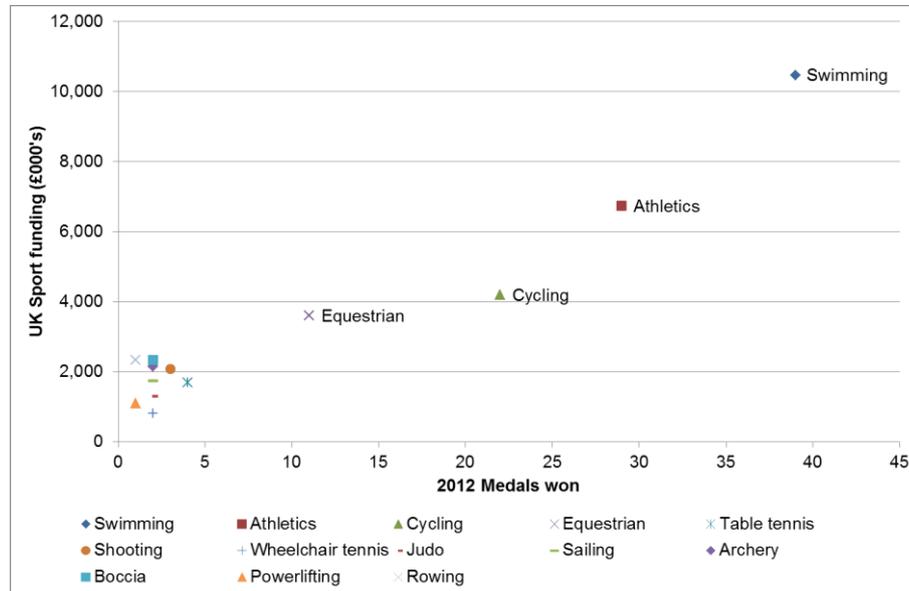
Cycling was a highly funded sport which won a high number of medals (£26m and 12 medals respectively). Other sports such as swimming were highly funded but won a relatively low proportion of medals (£25m and 3 medals respectively). Boxing is an example of a relatively low funded sport (£9.5m) but which won a relatively high number of medals (5 medals).

Figure 4-14: GB Olympic funding and medals won per sport (2012) – for those sports which won medals

Source: UK Sport and IOC websites

Disability swimming was a highly funded sport achieving the highest medal haul (£10m and 39 medals respectively). Equestrian had a much lower funding allocation (£3.6m) and won a relatively high number of medals (11 medals).

Figure 4-15: GB Paralympic funding and medals won per sport (2012) – for those sports that won medals



Source: UK Sport and IPC websites

A measure employed in assessing Olympic performance is that of 'points share' in which the proportion of points for medals (weighting a gold at 3 points, and a silver and bronze as 2 and 1 respectively) obtained by a country is expressed as a percentage of the maximum points available. Figure 4-16 indicates the significant increase in points share obtained by Team GB at the London Games.

Figure 4-16: GB Olympic medal statistics (2000-2012)

Year	Gold	Silver	Bronze	Medal total	Points	Total points available	Points share*
					Gold=3 Silver=2 Bronze=1		
2000	11	10	7	28	60	1,829	3.3%
2004	9	9	12	30	57	1,832	3.1%
2008	19	13	15	47	98	1,865	5.3%
2012	29	17	19	65	140	1,870	7.5%

Source: IOC website

Note: * Market share is total points available divided by total points gained

Figure 4-17 shows the points share of Paralympics GB between 2000 and 2012. This figure shows a strong performance in 2000 with a points share of 7.74%, which then dropped slightly to 6.21% in 2004, before increasing again to 7.55% in 2008 and 7.62% in 2012. This performance also needs to be considered in light of increasing competition within the Paralympics where nations such as China, Russia and Ukraine have significantly increased their total medals haul between 2000 and 2012. NGBs indicated that simply maintaining performance levels within the Paralympics is a measure of success.

Figure 4-17: GB Paralympic medal stats (2000-2012)

Year	Gold	Silver	Bronze	Medal total	Points Gold=3 Silver=2 Bronze=1	Total points available	Points share*
2000	41	43	47	131	256	3306	7.74%
2004	35	30	29	94	194	3123	6.21%
2008	42	29	31	102	215	2848	7.55%
2012	34	43	43	120	231	3031	7.62%

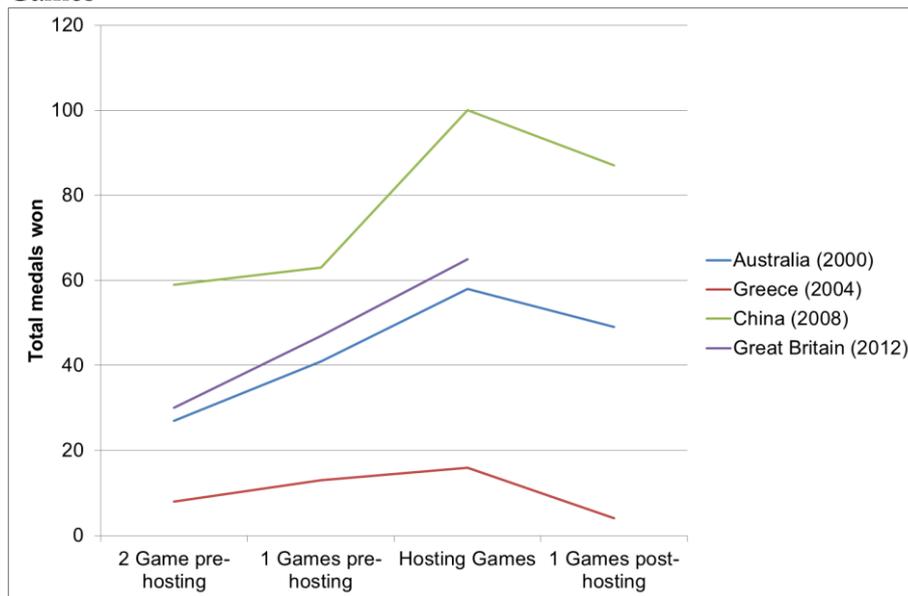
Source: IPC website

Note: * Points share is points divided by total points available

The pattern of medal performance on the part of hosting nations is displayed in Figure 4-18, illustrating that Team GB’s performance in Beijing at the Games prior to hosting, and in London itself, conformed to the anticipated pattern of enhanced performance in the edition of the Games prior to hosting and a further enhancement for the edition actually hosted.

It is UK Sport's aim to maintain the Team GB level of performance achieved in London for the Rio Games. If Team GB is successful in achieving this it will be the first time in recent Olympic history that a significant decline has not been experienced in the Games by the country which had hosted the immediately prior Games.

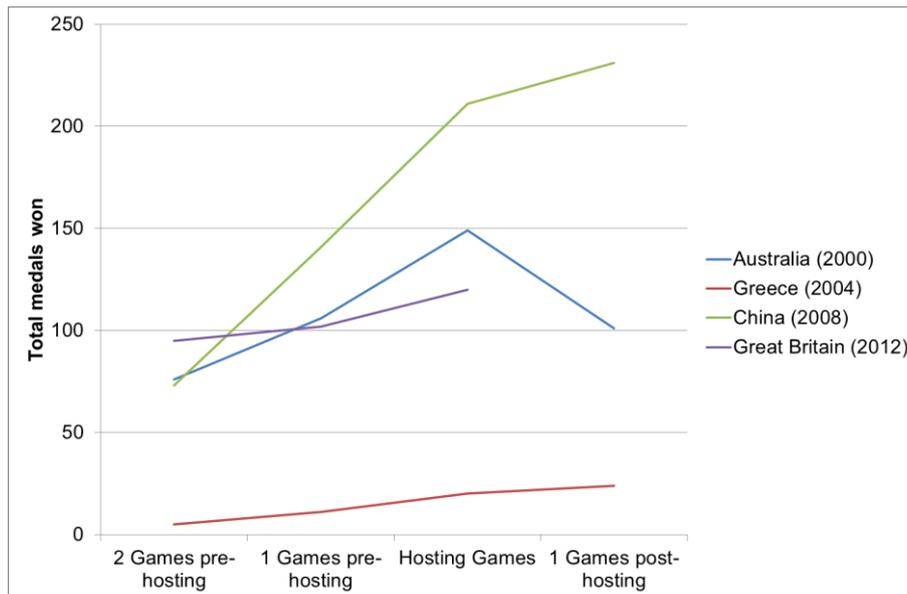
Figure 4-18: Total Olympic medals won pre hosting, hosting and post hosting the Games



Source: IOC website

The trend noted in the Paralympics data (see Figure 4-19) shows a slightly different trend to the Olympics data (see Figure 4-18). Whilst there is a clear increase in performance up to the host Games, the effect on the following Games is more uncertain. In the cases of China and Greece there has also been an improved performance following the year of hosting, but Australia shows a decrease in performance.

Figure 4-19: Total Paralympic Games medals won pre hosting, hosting and post hosting the Games



Source: IPC website

4.11 Conclusion

In summary, the SPLISS factors represent policy elements which had been identified and acted upon in the elite sport system in GB before the 2003 baseline, but were all enhanced in important ways in the years immediately prior to 2012, facilitated by the extra financial resources provided.

Britain's improved position on the Olympics medal table and continued good performance in Paralympics can be reasonably attributed in part to the actions undertaken as a product of the enhanced funding and focus from hosting the Games, whether this be a more efficient and 'joined up' World Class Performance pathway; enhanced and new (particularly cross-sport) talent identification initiatives; improved athlete performance lifestyle support; improved elite coaching and athlete support services; greater access to world class events (and in particular the hosting of such events in the UK); or enhanced scientific research and innovation.

In these respects there is good evidence to support the claim that hosting the Games has a strong positive impact on performance, and that the ways in which such performance improvement was achieved are broadly understood, though they may vary from one sport, discipline, event or athlete to another. The level of protected funding through to the end of the Rio cycle should enable Britain to resource and refine such initiatives in the ambitious aspiration to improve on its London medal performance.

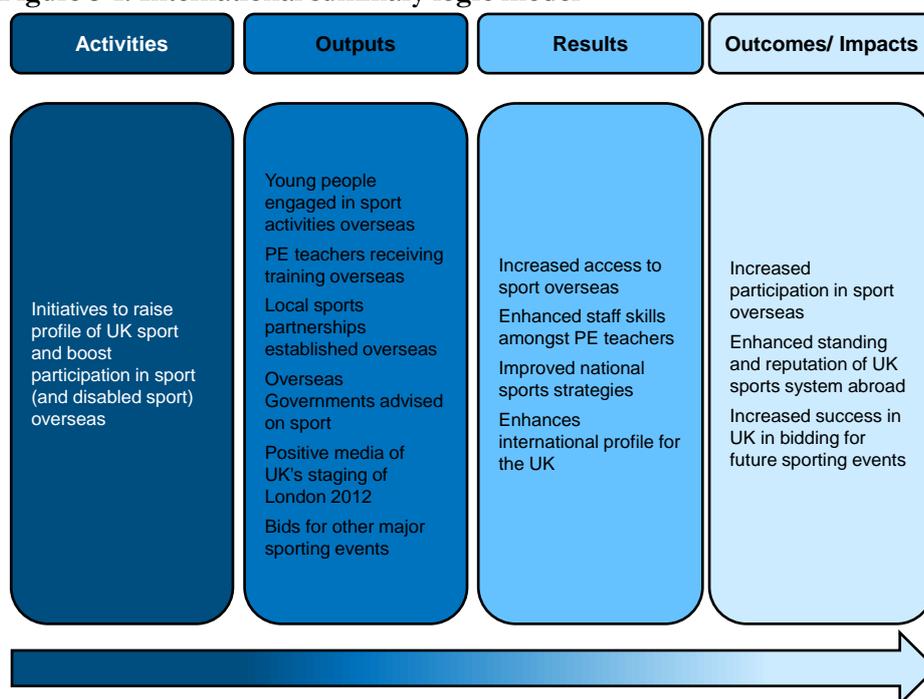
5 International

5.1 Legacy programmes and initiatives

Legacy objectives related to the international sub-theme include increasing participation and physical activity for children and young people in developing countries, influencing global sporting decisions and enhancing the reputation of the UK abroad as a destination for major sporting events.

Figure 5-1 summarises the logic model for the international sub-theme.

Figure 5-1: International summary logic model



The key legacy programme associated with the international sub-theme is International Inspiration, which was set up to enrich the lives of children through the power of sport. International Inspiration was announced by the Prime Minister in India on 21 January 2008. It brings into reality the 'Singapore Vision' – the promise made by the London 2012 bid team to "*reach young people all around the world and connect them to the inspirational power of the Games so they are inspired to choose sport*".⁹³

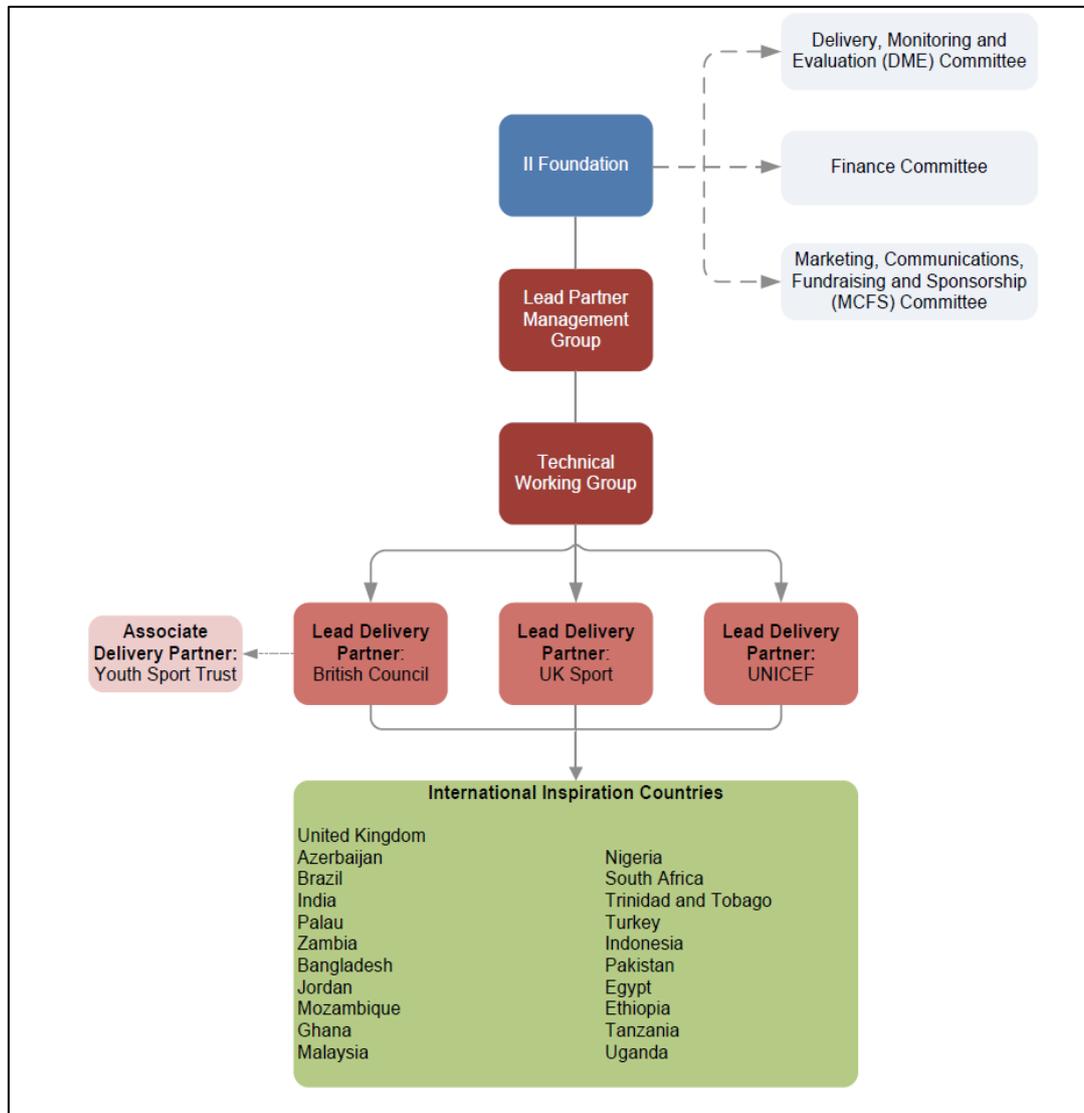
The aspiration was to reach 12 million children and young people of all abilities in 20 countries, particularly developing countries, through the power of high quality and inclusive physical education, sport and play delivering on the ambitions promised in Singapore and setting the foundation for a true international legacy from the London 2012 Olympic and Paralympic Games.

International Inspiration received the formal backing of the International Olympic Committee and the International Paralympic Committee. This is the first time an Olympic Games Organising Committee has undertaken an international legacy programme of this kind with the programme being an official component of LOCOG.

⁹³ UK Sport website

The programme is funded mainly through the International Inspiration (II) Foundation. UK Sport, the British Council and UNICEF lead delivery, working with local in-country partners to deliver the programme across the 20 countries, as well as the UK. Figure 5-2 provides an overview of the organisational structure.

Figure 5-2: International Inspiration organisational structure



Source: *Interim Evaluation of International Inspiration (November 2012)*

Although UK Sport was involved in sport development internationally prior to International Inspiration, evidence indicates that there was very little activity before International Inspiration. Although during the proceedings in Singapore, London pledged to reach and inspire young people around the world if awarded the Games, no specific programmes or initiatives aimed at international development had been included at that stage. In the absence of the Games, it seems unlikely that such the significant investment in International Inspiration or another programme of its type would have been made.

As of 31 January 2013, the II Foundation transferred its assets and liabilities to the IDS (a charity established in 1990) to form a new charity partnership which will be known as "International Inspiration: International Development through Sport", to be formally launched in 2013. This will carry on the work done by the II Foundation.

5.2 Expenditure

The II Foundation received £5,731,607 from the following sources during 2011-2012⁹⁴ (April to March)⁹⁵:

- £4,050,000 – Department for International Development;
- £348,095 – Comic Relief; and
- £1,333,512 – Charitable Trusts and Foundations.

During 2011 to 2012 the II Foundation allocated £5,560,785 to 16 International Inspiration country programmes and related expenditure, with an additional £327,640 allocated to fundraising and governance costs (see Figure 5-3).

Figure 5-3: International Inspiration grants and support costs by country, 2011-2012

Country	£
Bangladesh	531,654
Egypt	376,168
Ethiopia	477,273
Ghana	325,637
India	62,020
Indonesia	424,823
Jordan	517,061
Malaysia	259,675
Mozambique	483,773
Nigeria	405,564
Pakistan	316,017
South Africa	112,445
Tanzania	414,793
Trinidad and Tobago	193,730
Turkey	414,749
Uganda	475,592
TOTAL	5,560,785

Source: International Inspiration Annual Review 2011-2012

5.3 Evidence

Evidence for this sub-theme is drawn from three key programmes/ sources:

- International Inspiration;
- University international links; and
- Hosting of major events in the UK.

International Inspiration

International Inspiration commenced in 2007 with a series of scoping visits and activities in five countries, and then formally launched in 2008. By 2012 the programme had been launched in 20 countries (see Figure 5-4).

⁹⁴ Data on funding is not publically available prior to 2011/12.

⁹⁵ This excludes funds which are not received by the II Foundation but allocated directly on the programme by delivery partners and/ or key stakeholders. It also excludes the funds brought forward from the previous year.

Figure 5-4: International Inspiration countries

Date	Country
From September 2007	<ul style="list-style-type: none"> ● Brazil ● India ● Azerbaijan ● Zambia ● Palau
From April 2009	<ul style="list-style-type: none"> ● Bangladesh ● Jordan ● Mozambique
From July 2009	<ul style="list-style-type: none"> ● Ghana⁹⁶ ● Trinidad and Tobago ● South Africa ● Nigeria ● Malaysia
From 2010	<ul style="list-style-type: none"> ● Turkey ● Indonesia ● Pakistan
From 2011	<ul style="list-style-type: none"> ● Tanzania ● Uganda ● Ghana ● Ethiopia ● Egypt

Source: Interim Evaluation of International Inspiration (November 2012)

The programme has three key levels of intervention, all of which operate to bring about increased sport and physical activity participation opportunities for children and young people:

- Government and policy makers;
- Delivery infrastructure, including schools, sport clubs and practitioners; and
- Participants – children and young people.

Each of these is discussed in further detail below.

In many of the countries, participation in sports and physical activity by some groups, specifically girls and disabled children and young people, was and in many cases still is a challenge with policies not facilitating this, and a lack of trained practitioners and suitable facilities and programmes compounding the issue. Although impacts of International Inspiration on these groups (specifically girls and disabled children and young people) have not been quantified where evidence of benefits exists it has been indicated below.

Government and policy makers

According to the Interim Evaluation of International Inspiration⁹⁷, prior to the introduction of International Inspiration in the countries involved, the following challenges with government policy were noted:

- The importance of sport was not sufficiently acknowledged or valued as a tool for development at a policy level. For example, in Brazil and Jordan there were no agreed national policies on sport;
- There was a focus on the promotion and development of elite sport and talent development as opposed to grass-roots sports-based programmes. For example, in Azerbaijan, India and

⁹⁶ Implementation in Ghana did not officially start until 2011.

⁹⁷ Ecorys (November 2012) *Interim Evaluation of International Inspiration*

Trinidad and Tobago, sports programmes tended to focus on identifying, developing and promoting young elite athletes but did reach out more widely. According to UNICEF Azerbaijan "*Sport in Azerbaijan was not seen as a tool for development, only for winning medals*";

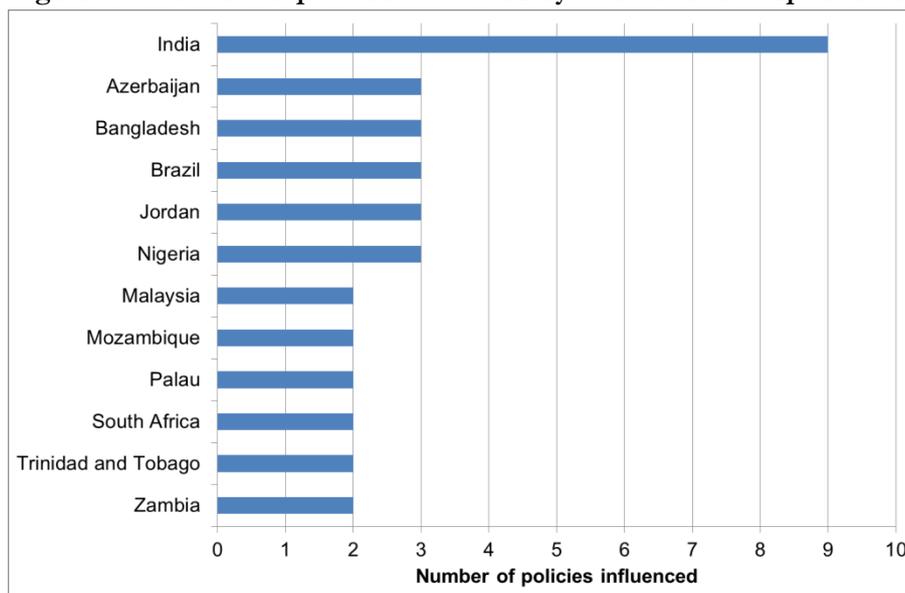
- The importance of Physical Education and sport as part of the national curriculum was not valued or not valued consistently at a national level;
- There were no statutory commitments to delivering a specific number of hours of Physical Education and sport per week within sport curriculums or even if part of the curriculum, insufficient time was allocated to Physical Education and sport or Physical Education was only a requirement for specific age groups;
- Policy coordination was often a challenge. Responsibility for and interest in Physical Education and sport often cut across a number of national ministries, with a lack of joined up working between government departments; and
- Where a desire to improve sport development policy existed, many countries lacked the knowledge of how to develop and implement such changes.

Challenging policy environments within the International Inspiration countries tended to translate into a lack of trained personnel, equipment and interest in supporting the delivery of sport for development on the ground. In addition, there was also a legacy of poor Physical Education and sports within primary and secondary schools in these countries, in terms of both the quantity and quality of provision (alongside similarly poor Physical Education training within colleges of education for teachers).

In order to address these challenges, the programme targets governments and policy makers by setting up steering committees and partnerships, running conferences, events and workshops and providing training, technical guidance and research.

According to programme monitoring data, by the end of August 2012, 700 policy makers had been engaged in the activities described above, with 36 policies influenced in 12 countries (see Figure 5-5). It should be noted that since countries joined the programme at different times, progress varies and some countries which have only recently joined have yet to record any policies influenced. This exceeds the target of influencing 20 national policies during the life time of the programme.

Figure 5-5: Number of policies influenced by International Inspiration by country



Source: *Interim Evaluation of International Inspiration (November 2012)*

Policies influenced includes the development of new policies or the improvement of existing policies with these covering a range of areas including education or school sports policies and related legislation, curricula or teaching resources, coach educational resources and teacher and

young leader training resources. Of the 36 policies, two thirds are currently being implemented (see Figure 5-6).

Figure 5-6: Policies influenced by International Inspiration

Type of policy	Policy stage			Total
	Design	Pilot	Roll-out	
Education or school sport policy and legislation	5	0	6	11
Sports policy and legislation	1	0	3	4
Curriculum and teaching resources	3	1	5	9
Coach education resources	0	0	6	6
Teacher training resources	0	0	2	2
Young leader training resources	1	1	1	3
Other	0	0	1	1
Total	10	2	24	36

Source: Interim Evaluation of International Inspiration (November 2012)

Case studies were conducted with six countries on the different types of policies influenced. Figure 5-7 provides a summary of the findings.

Figure 5-7: Case studies of policies influenced by International Inspiration

	Country	Policy type	Description
1	Nigeria	Education/ school sport policy and legislation	International Inspiration has raised awareness of the importance of PE and sport for young people and in turn has ensured that educational policies better reflect the need for all children and young people to have sufficient access to high quality sports and PE provision.
2	Azerbaijan	Sports policy and legislation	International Inspiration has raised awareness of the importance of PE and sport for the development of young people and in turn has ensured that sports policies support sport for all (particularly girls and disabled people) and sport for development.
3	Brazil	Curriculum/ teaching resources	Through International Inspiration trialled new teaching resources (e.g. TOP, PEC and KKS cards) in a sample of communities and the benefits have been highlighted to policy makers. As a result, these resources have been rolled out to other states or at a national level.
4	India	Coach education resources	Through International Inspiration new coaching resources were developed and piloted to support the delivery of community sports activity. Based on the success of these resources, they have then been rolled-out more widely.
5	Mozambique	Teacher training resources	Through International Inspiration new teaching training resources have been trialled in a sample of communities and the benefits have been highlighted to policy makers. As a result, these resources have been integrated into teacher training manuals and courses.
6	Jordan	Young leader training resources	International Inspiration programme introduced young leader training for the first time. The benefits of this have been effectively communicated to policy makers and as a result, these resources have been integrated into the curriculum or youth programmes.

Source: Interim Evaluation of International Inspiration (November 2012)

It should be noted that in some cases (e.g. the national sports strategy in Azerbaijan), policy changes may well have eventually taken place; however, evidence indicates that International Inspiration stimulated these change to happen more quickly.

While the various countries have different challenges evidence does suggest that the programme is making good progress in terms of catalysing new or improved policies for Physical Education and sport with the principal mechanisms for influencing policy makers and policies through bringing the partners together to map, consider and to help improve existing policies, and also through piloting new resources and demonstrating their success.

Delivery infrastructure

Delivery infrastructure includes physical infrastructure, as well as soft infrastructure such as training/ coaching.

Schools and communities in the International Inspiration countries face a range of challenges which impact on the extent to which PE and sport can be delivered including:

- Importance of PE and sport in schools is not sufficiently valued by head teachers and teachers, with more academic subjects (like Maths and English) being more valued. For example, across a sample of 105 schools in Jordan, around 25% tended to cancel their PE classes and use the time allocated for other academic studies;
- Lack of qualified PE teachers at schools, often as a result of a lack of suitable teacher training courses, and lack of qualified trainers, for delivering PE and sport in schools. In India, there was no specialist PE training available for primary school teachers;
- Insufficient provision of sports facilities, both in terms of quantity and quality;
- Lack of sports clubs or challenges accessing sports clubs with cost of usage being a factor in some countries. In many countries sports club also offered fewer opportunities to disabled people;
- Lack of recognition by parents about the value of their children and young people participating in PE and sport, with it being seen as not being appropriate for specific groups, such as young girls or disabled people; and
- Within community sport, a lack of female coaches and insufficient knowledge in delivering sports activities for children and young disabled people is a key challenge.

This lack of provision, coupled with the challenging policy landscape detailed previously, poses a major challenge to sport and PE delivery. In response to these challenges, International Inspiration focused activities on training (adults and young people), forging links between schools, investing in safe places and sports equipment and facilitating partnerships between schools, sports clubs and sports federations.

As at end August 2012, 124, 897 individuals were reported to have been trained through the programme to organise, manage, deliver, monitor and evaluate high quality PE and sport, sport for development and play activities. This significantly exceeds the target of 20,000.

Of the 124, 896 practitioners trained, 77% were adults with the remainder young people trained (see Figure 5-8).

Figure 5-8: Number of practitioners trained by country

	Country	Started	Adults trained	Young People Trained	Total
1	Brazil	2007	43,829	744	44,573
2	India	2007	35,226	850	36,076
3	Mozambique	2007	4,928	662	5,590
4	Bangladesh	2007	2,311	16,432	18,743
5	Zambia	2007	2,268	2,044	4,312
6	Azerbaijan	2009	1,959	387	2,346
7	South Africa	2009	1,199	3,929	5,128
8	Pakistan	2009	813	168	981
9	Nigeria	2009	657	1,204	1,861
10	Trinidad and Tobago	2009	600	460	1,060

	Country	Started	Adults trained	Young People Trained	Total
11	Jordan	2009	587	470	1,057
12	Ghana	2009	500	20	520
13	Malaysia	2010	416	340	756
14	Tanzania	2010	410	300	710
15	Indonesia	2010	364	305	669
16	Turkey	2011	135	58	193
17	Ethiopia	2011	67	45	112
18	Uganda	2009	60	45	105
19	Egypt	2011	30	45	75
20	Palau	2011	7	22	29
TOTAL			96,366	28,530	124,896

Source: Interim Evaluation of International Inspiration (November 2012)

In addition to training, the programme has targets related to:

- Schools engaged in mutually beneficial relationships;
- Providing safe spaces for sport and play;
- Developing of strategies by federations and/ or new partnerships;
- Delivering community based events;
- Delivering advocacy campaigns; and
- Establishing new links between delivery institutions.

Figure 5-9 indicates the progress made in these various areas.

Figure 5-9: Sport practitioner impacts

Target (2007-2014)	Progress (to August 2012)
600 (half in the UK and half overseas) schools engaged to be in a mutually beneficial relationship.	564 schools were engaged in a mutually beneficial relationship to date. Of these 272 schools are from the UK and 292 schools are from 19 other II countries. Further school links are due to be established between Egypt and the UK at the end of 2012, which will increase the figure to 600. School links with UK schools allows schools to share good practice and develop innovative approaches for delivering PE and sport for children and young people.
20,000 practitioners to be trained to organise, manage, deliver, monitor and evaluate high quality and inclusive PE, sport, sport for development and play activities	124,897 individuals were trained, of which 28,530 are young leaders.
At least 60 safe spaces for sport and play to be provided across targeted countries.	180 safe spaces were created across five countries: India (58), Zambia (8), Azerbaijan (20), Jordan (89) and Mozambique (5).
At least 60 national sport federations in at least 5 different sports, and at least 5 International Sport and Regional Sport Federations (including IOC, IPC, NOCs and NPCs) to develop new strategies and/ or report new partnerships with the education sector and community groups that help to broaden access to their sports.	44 national sports federations across 16 countries and 10 different sports, plus 3 international sport federations, have developed new strategies and/ or reported new partnerships. The sports covered include: athletics, volleyball, triathlon, sailing, basketball, swimming, taekwondo, hockey, football, cricket
At least 200 community based events to be delivered across all targeted countries.	978 community based events were delivered across seven countries: India (84), Brazil (585), Bangladesh (254), Jordan (45), Mozambique (7), Trinidad and Tobago (2) and Indonesia (1).
At least 20 advocacy campaigns to be delivered across all targeted countries.	14 advocacy campaigns were delivered across nine countries: India (3), Brazil (2), Azerbaijan (1), Trinidad and Tobago (2), Turkey (1), Zambia (1), Bangladesh (1), Jordan (2) and Nigeria (1).
At least 20 new links between delivery institutions to be established.	There is evidence that a range of links are being established between delivery institutions but the definition of this KPI and the approach to collecting data is currently being reviewed.

Source: Interim Evaluation of International Inspiration (November 2012)

These activities have resulted in enhanced skills and capacity amongst practitioners as well as significantly improving the perceptions of the value and benefits of PE and sport amongst practitioners. Safe spaces for sport and equipment have also been improved.

Some International Inspiration countries have also seen increased access to out-of-school sport through partnership working to improve sports structures and facilitate community access to sport.

Children and young people – the participants

Children and young people in the International Inspiration countries face a number of challenges, including:

- Low levels of participation in physical activity and sport, either due to limited opportunities or lack of awareness;
- Gender inequality and discrimination, with girls often having limited access to PE and sport;
- Exclusion of children and young people who are disabled due to negative perceptions of disabled people; and
- Cultural barriers which impact sport participation. For example, the belief that some groups should not take part in sport. This is compounded by a lack of suitable facilities to meet specific needs.

Other challenges include poor health and hunger and malnutrition, low levels of school attendance and attainment and lower empowerment and employability.

In order to support the participation of children and young people in PE and sport, and in addition to the policy changes and the capacity building of teachers and young leaders, International Inspiration facilitated the following opportunities for at least 11 million children and young people:

- **Engage** children and young people – improved PE lessons or involvement in regular community sport or sport for development activities; and
- **Reach** children and young people – one-off events like community festivals.

Based on progress to end August 2012, the programme seems set to exceed the target of reaching 12 million young people by 2014.

Of the 11 million children, 6.2 million had been engaged and 4.8 million children reached (see Figure 5-10).

Figure 5-10: Children and young people reached by International Inspiration

	Country	Started	Child and Young People Engaged	Child and Young People Reached	Total Child and Young People Engaged and Reached
1	Brazil	2007	2,058,904	505,527	2,564,431
2	India	2007	2,719,613	3,140,966	5,860,579
3	Azerbaijan	2007	57,838	114,668	172,506
4	Zambia	2007	148,638	152,583	301,221
5	Palau	2007	3,100	0	3,100
6	Bangladesh	2009	408,094	459,595	867,689
7	Jordan	2009	251,340	0	251,340
8	Mozambique	2009	215,849	9,000	224,849
9	Trinidad and Tobago	2009	5,635	9,107	14,742
10	South Africa	2009	32,747	33,253	66,000
11	Nigeria	2009	197,010	74,340	271,350
12	Malaysia	2009	107,500	0	107,500
13	Turkey	2010	8,421	95,293	103,714
14	Indonesia	2010	37,459	36,905	74,364
15	Pakistan	2010	30,504	140,004	170,508
16	Tanzania	2011	0	18,512	18,512
17	Uganda	2011	0	8,589	8,589
18	Ghana	2009	0	6,851	6,851
19	Ethiopia	2011	0	5,510	5,510
20	Egypt	2011	22	101	123
	TOTAL		6,282,674	4,810,804	11,093,478

Source: Interim Evaluation of International Inspiration (November 2012)

Although not quantified at this stage, evidence indicates International Inspiration has:

- Facilitated the inclusion of more girls and disabled children and young people to participate in sport;
- Boosted attendance at school, through for example providing new opportunities to take part in exciting sporting activity;
- Improved relationships between different pupils and pupils from different schools, through the efforts of sports festivals delivered by young leaders;
- Improved educational attainment, through increased sport participation (e.g. by boosting self-esteem); and
- Promoted cultural awareness.

Although it is still relatively early to assess the extent to which International Inspiration will leave a lasting legacy for children and young people, and as the programme runs to 2014, many of the countries to join more recently are likely to show increasing impacts over the next year or so.

Although the overall extent to which the impacts highlighted above are sustainable will need to be assessed as the project continues, if the improved provision of PE and sport does continue beyond the lifetime of International Inspiration, it is reasonable to assume that children and young people who have gained a greater interest in PE and sport are likely to continue to derive the benefits detailed above, including greater participation in sport and physical activity.

University international links through PGTCs

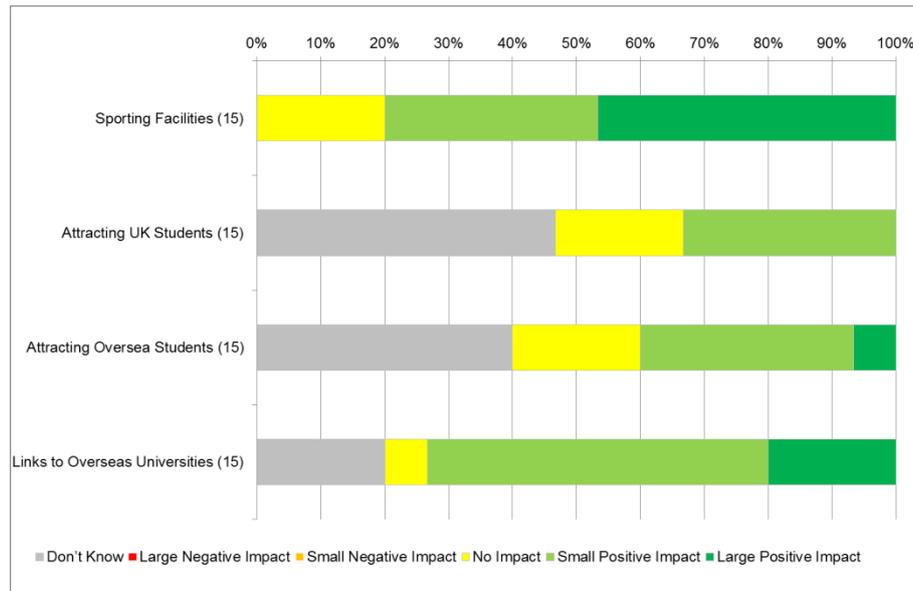
While International Inspiration is the key international legacy programme, other programmes and investments have also helped to drive the international agenda, for example relationships and activities formed as part of the PGTCs.

The PGTCs hosted in the UK provided athletes from around the world with a base from which to prepare, train and acclimatise ahead of the Games. In many cases teams were encouraged to actively engage in cultural and educational activities with the local community with a long-term goal of strengthening ties between host towns and cities and visiting countries.

A survey of PGTCs indicates that these camps resulted in a range of benefits, including economic impacts, infrastructure improvements and a range of wider social benefits such as increased pride in the local area, improved connections to visiting nations, promotional opportunities, increased profiling, both regionally nationally and internationally (see Annex C).

Additional questions were asked to those with PGTCs held at universities. The results from 15 responses are detailed in Figure 5-11 with respondents indicating there was a positive impact (small or large) on sporting facilities (80%) and links to overseas universities (73%). Positive impacts on attracting students were lower, at 33% from UK, 40% from overseas.

Figure 5-11: Subjective impact of PGTCs on universities hosting them



Source: Pre-Games Training Camp Survey (see Annex C)

Note: Number of responses shown in brackets

Universities in the UK have facilitated the development of sport internationally through partnerships formed with organisations in countries around the world. The PGTCs provided an opportunity for new partnerships to be formed, or existing partnerships to be expanded and strengthened. Figure 5-12 provides a brief summary of the impacts from four case studies.

Figure 5-12: PGTC partnership impacts

Partnership	Impacts
University of Bristol – Kenya	<ul style="list-style-type: none"> Originally set-up between the University of Bristol and Kenya in 2007 when the university agreed to host the Kenya Olympic team and later expanded to include University of West England in Bristol, Bristol City Council, Filton College and professional sports clubs in Bristol Project included: <ul style="list-style-type: none"> Coach and athlete exchanges in athletics, rugby, cricket and football Twinning primary and secondary schools Promotion of tourism and cultural exchange Four week volunteering expedition by students and staff from University of West England, Bristol and University of Bristol to Kenya to build and improve local sports pitches and facilities and help train young athletes and their teachers Students at University of Bristol were provided with the opportunity to train at the Kip Keino High Performance Training Centre in Kenya Due to the success of the project, a charity, Umoja Bristol-Kenya Partnership has been set up demonstrating a longer-term legacy associated with the Bristol hosting the Kenyan Olympic team.
University of Gloucestershire – Malawi	<ul style="list-style-type: none"> Sport Malawi was set up in 2008 by the University of Gloucestershire to help Malawi to enhance its sporting infrastructure. Project uses sport as a vehicle for social change with a focus on youth, health, disability, gender and human rights. 45 students and staff were involved in a trip to Malawi in 2012 where 1,450 Malawi participants were trained. In addition to the trip in 2012, volunteers from the university have provided training workshops and coaching sessions for sport professionals in Malawi - by May 2012 38 volunteers from the university had been involved with over 1,000 Malawian participants trained through the workshops. The university also conducts research to support policy developments within the outreach, education and sport sectors.
University of Central Lancashire – Zambia	<ul style="list-style-type: none"> The university has set up a sports development project which involves the University of Zambia, Nkrumah College of Education and Zambia Sport in Action. The project provides undergraduate students studying sport with the opportunity to spend two weeks in Zambia delivering sports-related activities to local children.
Durham University – Sri Lanka	<ul style="list-style-type: none"> A partnership was originally formed in between the university and Sri Lanka when the university provided aid to the country following the tsunami in 2004. Building on this representatives from the university worked with Sri Lanka's minister for higher education on national planning, and the social aspects of sport and sport science.

Source: Olympic and Paralympic Games: The Impact of Universities, Universities Week 20 April – 7 May 2012

The Umoja Bristol-Kenya Partnership and University of Gloucestershire's Sport Malawi are long-standing partnerships, and with the establishment of these new organisations to drive activity indicates a potential long-term legacy.

Hosting of major events

The impact of the 2012 Games on hosting major events can be identified by contrasting the volume, quality and range of world class events (i.e. world championships and major international competitions) attracted to the UK in the period up to 2003 with those hosted post-2003. This is detailed in section 4.7.

5.4 Conclusions

The 2012 Games created an international legacy providing participation and physical activity opportunities for children and young people in developing countries, influencing global sporting decisions and enhancing the reputation of the UK abroad as a destination for major sporting events.

Specific outcomes associated with International Inspiration include:

- Approximately 11 million children and young people have been provided with participation opportunities with 4.8 million children reached through one-off events and 6.2 million engaged in regular PE or sport;
- 36 policies across 12 countries were influenced, and these changes to education and school sport policies and related legislation were followed by improvements to curricula and teaching resources. Most of the new policies are now at implementation stage;
- Partnership working has been facilitated and through the advocacy of International Inspiration, the importance of PE and sport has been raised. Achievements include:
 - 564 schools across 19 countries (plus the UK) are now engaged in mutually beneficial relationships;
 - 180 safe spaces created across five countries;
 - 44 national sports federations across 16 countries and ten different sports have developed new strategies and/or reported new partnerships;
 - 978 community based events were delivered across seven countries; and
 - 14 advocacy campaigns were delivered across nine countries.
- 124,896 individuals across 20 countries were trained of which 28,530 were young leaders. This enables teachers and coaches to deliver PE and sport in a more structured, appealing and fully inclusive way, especially to disabled people and girls. Young leaders have used their skills to establish sports clubs and festivals to help teachers deliver PE lessons.

The Games has impacted significantly on events hosted by the UK. Although the World Class Events Programme was established in 1998 investment accelerated post 2003, with a significant acceleration post 2006, specifically:

- During the period 2000-2003, an average of 9.3 events per year were supported, compared to 15.3 events per year over the 2004-12 period.
- The 28 events financially supported⁹⁸ prior to the baseline date in 2000-2003 received an average of £140,225 compared with the average financial support of £195,067 for the 138 events over the 2004-12 period.

⁹⁸ In terms of expenditure, the nature of the published figures changed in 2005 from what was actually spent to the maximum that was committed for any given event.

Annex A: Medal Performance Analysis

A-1. Introduction

In order to determine the impact of the 2012 Games on both Olympic and Paralympic elite sport, an understanding of Great Britain's (GB) medal performance is required.

The following report provides an analysis of GB medal performance,⁹⁹ with the potential impact of the 2012 Games highlighted.

The report is divided into the following sub-sections:

- Medals performance;
- Funding;
- Cost per medal;
- Hosting effect;
- Performance by sport; and
- Summary.

The Olympic and Paralympic Games are discussed separately under each of these headings.

A-2. Medals performance

One of the key performance indicators for elite sport are the Olympic and Paralympic Games medals tables, which rank nations based on the number of gold medals obtained. Figure 1 summarises GB's performance at the Olympic and Paralympic Games since 1998. When looking at the Olympic Games, with the exception of Atlanta in 1996 which was substantially lower, performance in terms of medals won and place in the medals table remained relatively stable up to and including 2004. Performance improved significantly in 2008, with further improvement in 2012.

Paralympic Games performance has remained relatively stable since 1988, with Paralympics GB always finishing between 2nd and 4th.

Figure 1: Ranking and medals won (gold-silver-bronze)

	Seoul 1988	Barcelona 1992	Atlanta 1996	Sydney 2000	Athens 2004	Beijing 2008	London 2012
Olympic Games	12 th (5-10-9)	13 th (5-3-12)	36 th (1-8-6)	10 th (11-10-7)	10 th (9-9-12)	4 th (19-13-15)	3 rd (29-17-19)
Paralympic Games	3 rd (65-65-53)	3 rd (40-47-41)	4 th (39-42-41)	2 nd (41-43-47)	2 nd (35-30-29)	2 nd (42-29-31)	3 rd (34-43-43)

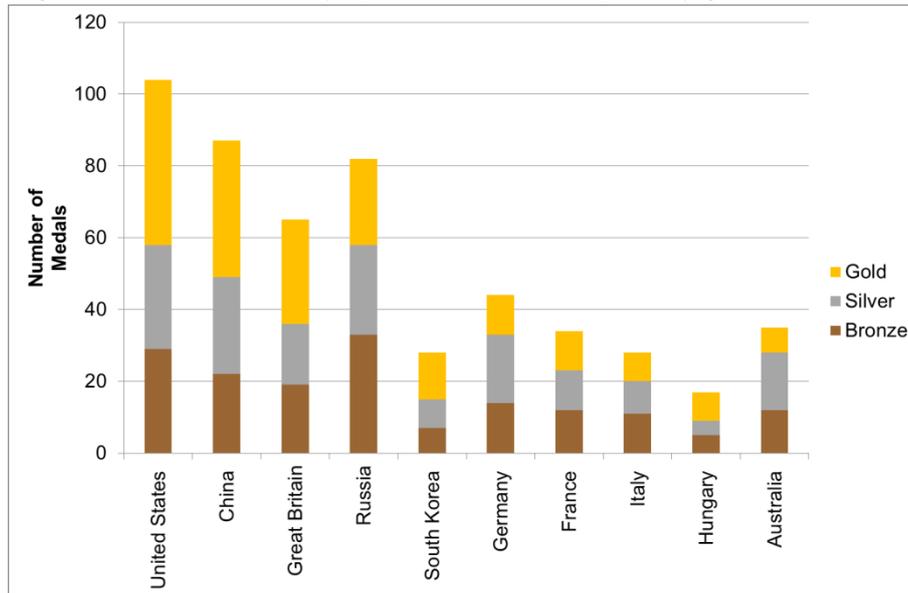
Source: UK Sport

(i) Olympic medals performance

Team GB finished 3rd in the medals table at London 2012 (see Figure 2 for the top ten nations, by gold medals, at the London 2012 Olympic Games). This was a significant improvement of seven places since 2000 and 2004 and one position as compared with Beijing in 2008.

⁹⁹ GB refers to both the Great Britain Olympic and Paralympic teams. Team GB refers to the Great Britain Olympic team. Paralympics GB refers to the Great Britain Paralympics team.

Figure 2: London 2012 Olympic medals table top 10 (by gold medals)



Source: London 2012 website

The medals table ranking is based on the number of gold medals won, however there are a number of other factors or measures of success in addition to gold medals which need to be considered, including for example:

- Total medals;
- Total points;
- Market share;
- Medals per head of population; and
- Medals by GDP of country.

These measures are further defined and discussed below.

Figure 3 shows that over the past four Games both Great Britain and China have seen the greatest average positive movement in terms of **total medal** success with an average increase of 12 and 9 medals respectively. Japan and the United States have shown an overall increase of 7 and 2 medals respectively with South Korea showing no movement. All of the other top 10 countries showed a decrease in total medals between 2000 and 2012. When looking at average change since the baseline Ukraine and France have also shown positive changes of 1 and 2 medals respectively.

Figure 3: Total Olympic medals top 10 (2000-2012)

Country	2000	2004	2008	2012	Average movement*	Average change since baseline **
Great Britain	28	30	47	65	12	27
China	59	63	100	87	9	33
Japan	18	37	25	38	7	4
USA	97	103	110	104	2	7
South Korea	28	30	31	28	-	1
Ukraine	23	23	27	20	(1)	1
France	38	33	41	34	(1)	2
Italy	34	32	27	28	(2)	(6)
Russia	88	92	73	82	(2)	(13)
Germany	57	48	41	44	(4)	(10)
Cuba	29	27	24	14	(5)	(9)
Australia	58	49	46	35	(8)	(13)

Source: IOC website

Note: * Average of the movement between 2000 and 2012 ($=((2004-2000)+(2008-2004)+(2012-2008))/3$).

** Average change since baseline ($=((2012+2008)/2)-((2004+2000)/2)$).

Grey figures represent nations which were not in the top ten in that respective Games.

Points gained (calculated as follows: 3 for gold, 2 for silver and 1 for bronze medals) and **points share** (calculated by dividing total points gained by total points available across all medals awarded) peaked for Team GB in 2012 at 140 gained and a points share of 7.5% - an increase of 2.2 percentage points on 2008 (see Figure 4).

By comparison, China obtained a market share of 11.8% in 2008 when it hosted the Games, an increase of four percentage points on 2004.

Figure 4: GB Olympic medal statistics (2000-2012)

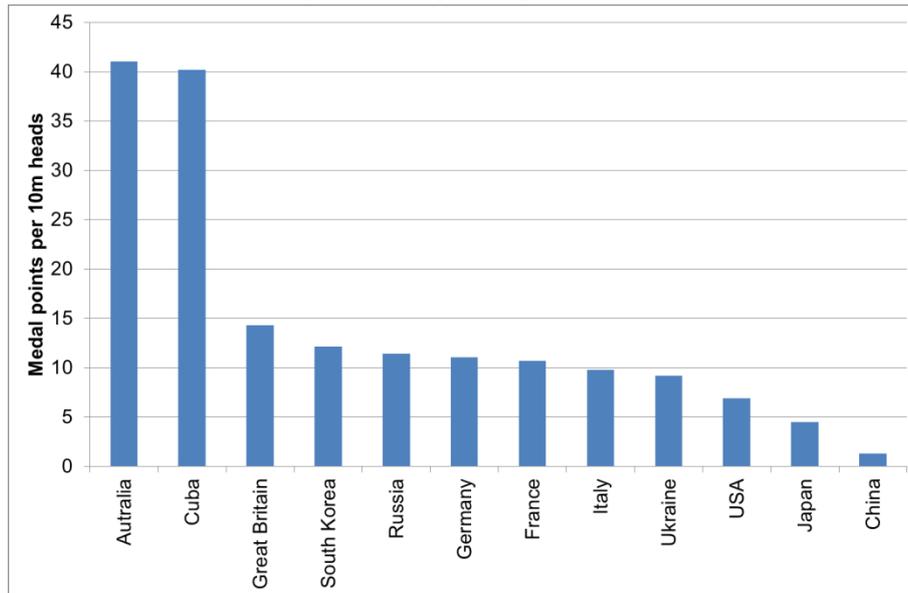
Year	Gold	Silver	Bronze	Medal total	Points		
					Gold=3 Silver=2 Bronze=1	Total points available	Points share*
2000	11	10	7	28	60	1,829	3.3%
2004	9	9	12	30	57	1,832	3.1%
2008	19	13	15	47	98	1,865	5.3%
2012	29	17	19	65	140	1,870	7.5%

Source: IOC website

Note: * Points share is points divided by total points available

Medals per head of population (see Figure 5) is a valuable proxy for how efficient a nation is in identifying and developing talent. Team GB won 16 times more medal points per population head than China and three times more than the USA at London 2012. In a country such as China, which has a population approximately 22 times larger than Great Britain, sports participation numbers are likely to be significantly larger and the pool of athletes from which to select an elite squad is thus likely to be much larger. This could therefore suggest that Great Britain are more efficient in identifying and developing talent. The US and China are consistently positioned in the top 3 of the Olympic medals table (2000-2012), however, Figure 5 shows a different ranking when looking at the average Olympic medal points per 10 million heads measure. Despite Australia falling down the medals table in recent years (see Figure 3 – average movement between 2000 and 2012 of negative eight medals) it is still very successful for its population as is Cuba.

Figure 5: Average Olympic medal points per 10 million heads (2000-2012)



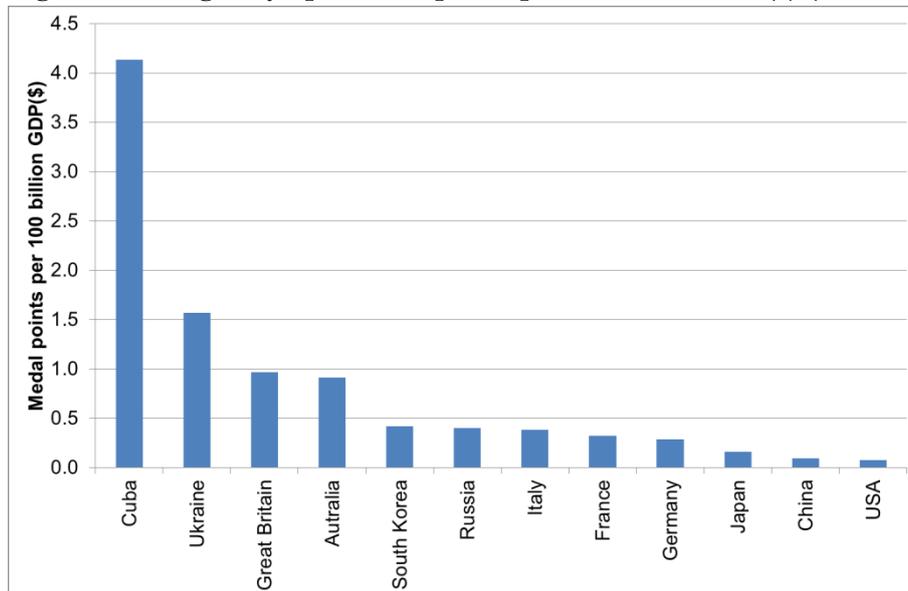
Source: IOC website and 2012 population estimates from <http://www.worldatlas.com/atlas/populations/citypopls.htm>

Note: Countries selection based on total Olympic medals top ten (2000-2012) – Figure 3

Medals per gross domestic product (GDP) (see Figure 6) shows a similar pattern to that of medals per head of population with Japan, China and USA all in the bottom three. Ukraine shows a better performance when using the medals per GDP metric (approx. 1.5 medals per \$100 billion GDP) and Australia is more in line with Great Britain both with approx. 1 medal per \$100 billion GDP.

Great Britain has approximately five and six times more medals per GDP than China and USA respectively at London 2012.

Figure 6: Average Olympic medal points per 100 billion GDP(\$) (2000-2012)



Source: IOC website and 2012 GDP estimates from <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2001rank.html>

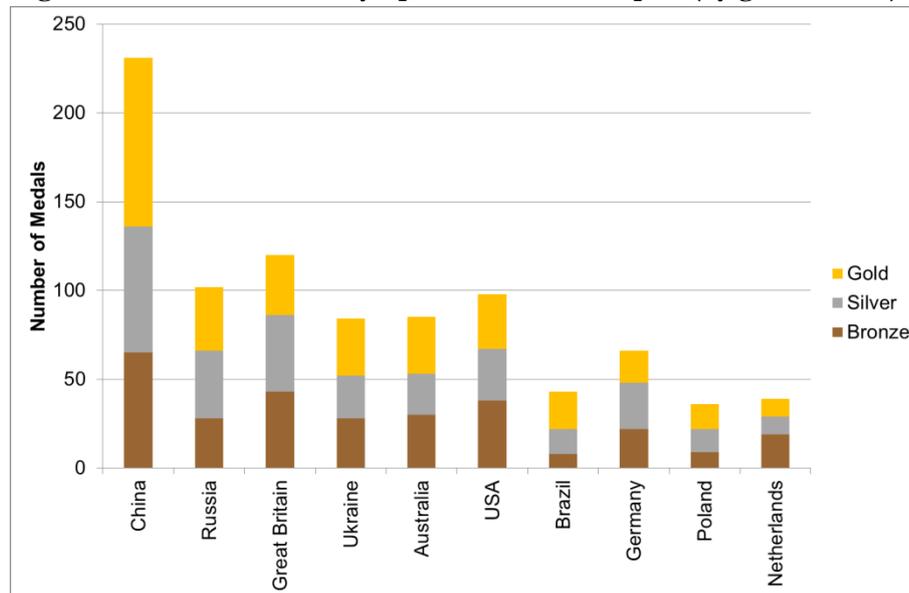
Note: Countries selection based on total Olympic medals top ten (2000-2012) – Figure 3

(ii) Paralympic medals performance

The GB team 'Paralympics GB' finished 3rd in the medals table in the 2012 Games, one position lower than the previous three Games where it finished 2nd.

Although Paralympics GB won fewer gold medals in 2012 than in the previous three Games, its total medals count was 18 medals greater than in 2008 and 26 greater than 2004. Figure 7 shows the Paralympic Games medals results for the top ten nations (by gold medals) at London 2012.

Figure 7: London 2012 Paralympic medals table top 10 (by gold medals)



Source: London 2012 website

Figure 8 shows that over the past four Games China, Russia and Ukraine have seen the greatest increase in average total points movement (53, 22 and 16 medals respectively), this is also reflected in the 'average change since baseline' metric. Brazil were the only other nation (ranked in the top ten by total medals between 2000 and 2012) to have seen a positive movement (seven medals). Brazil have ranked in the top ten for the first time (when looking at the past four Games) at London 2012, this is likely to be linked to the build up to Rio 2016.

All other nations have shown on average a decrease in total medals over the past four Games.

Figure 8: Total Paralympic medals top 10 (2000-2012)

Country	2000	2004	2008	2012	Average movement *	Average change since baseline **
China	73	141	211	231	53	114
Russia	35	41	63	102	22	45
Ukraine	37	55	74	84	16	33
Brazil	22	33	47	43	7	18
Great Britain	131	94	102	120	(4)	(2)
USA	109	88	99	98	(4)	-
Poland	53	54	30	36	(6)	(21)
Japan	41	52	27	16	(8)	(25)
Germany	95	79	59	66	(10)	(25)
Czech Republic	43	31	27	11	(11)	(18)
France	86	74	52	45	(14)	(32)
Australia	149	100	79	85	(21)	(43)
Spain	106	88	58	42	(21)	(47)
Canada	96	72	50	31	(22)	(44)

Source: IPC website

Note: * Average of the movement between 2000 and 2012 ($=((2004-2000)+(2008-2004)+(2012-2008))/3$).

** Average change since baseline ($=((2012+2008)/2)-((2004+2000)/2)$).

Grey figures represent nations which were not in the top ten in that respective Games.

Figure 9 shows the points share of Paralympics GB between 2000 and 2012. This figure shows a strong performance in 2000 with a points share of 7.74%, which then dropped slightly to

6.21% in 2004, before increasing again to 7.55% in 2008 and 7.62% in 2012. This performance also needs to be considered in light of increasing competition within the Paralympics (where nations such as China, Russia and Ukraine have significantly increased their total medals haul between 2000 and 2012 (Figure 8)), with National Governing Bodies indicating that simply maintaining performance levels within the Paralympics is a measure of success.

Figure 9: GB Paralympic medal stats (2000-2012)

Year	Gold	Silver	Bronze	Medal total	Points		Total points available	Points share*
					Gold=3	Silver=2		
2000	41	43	47	131	256	3306	7.74%	
2004	35	30	29	94	194	3123	6.21%	
2008	42	29	31	102	215	2848	7.55%	
2012	34	43	43	120	231	3031	7.62%	

Source: IPC website

Note: * Points share is points divided by total points available.

A-3. Funding

An Olympic funding increase of c.£370m from UK Sport to National Governing Bodies (funding for 2008 & 2012 cycles, compared to funding for 2000 & 2004 cycles) was a clear commitment by the Government to produce an increased performance at the London 2012 Games. The equivalent Paralympic funding increase was c.£54m.

(i) Olympic funding

In considering this analysis, it should be noted that there is a virtuous cycle in relation to funding. Simply put, the more success gained the greater the chance of attracting funding for a sport, and the more funding obtained, the greater the chance of subsequent success.

Figure 10 shows total funding and total medals won by Team GB over the past four Olympic Games. The clear increase in funding since the London 2012 bid success in 2005 is evident and appears to have resulted in a greater medal haul.

Figure 10: GB Olympic funding and medals won (2000-2012)

Year	Total funding (£'000's) *	Medals won
2000	58,900	28
2004	70,000	30
2008	235,103	47
2012	264,144	65

Source: UK Sport funding figures and IOC website

Note: * Funding allocated to NGBs by UK Sport (funding awarded e.g. 2012 is funding for 2009/10 to 2012/13) Due to change of responsibilities of UK Sport, funding in 2000 and 2004 cover less than later funding rounds

Figure 11 shows the funding and medals won by sport at the London 2012 Olympic Games.

Determining the cost of winning a medal is not straightforward because although funding is largely expected to result in medals, there are sports in which Team GB competes, without medal success. This includes:

- Sports which were expected to win medals, but did not; and
- Sports which were not expected to win medals, for example volleyball and handball were funded since Beijing (due to Host Nation Qualification in London 2012) however there was no expectation of winning medals in these newly funded sports and neither had a medal target set.

There is also the question of what funding has gone on and whether it is specifically looking at elite athletes that could win medals. In addition there are other sports which receive no funding from UK Sport, like tennis, but which won medals at London 2012. UK Sport have derived an estimate taking these factors into consideration, which is discussed in the next section (see Cost per medal section below).

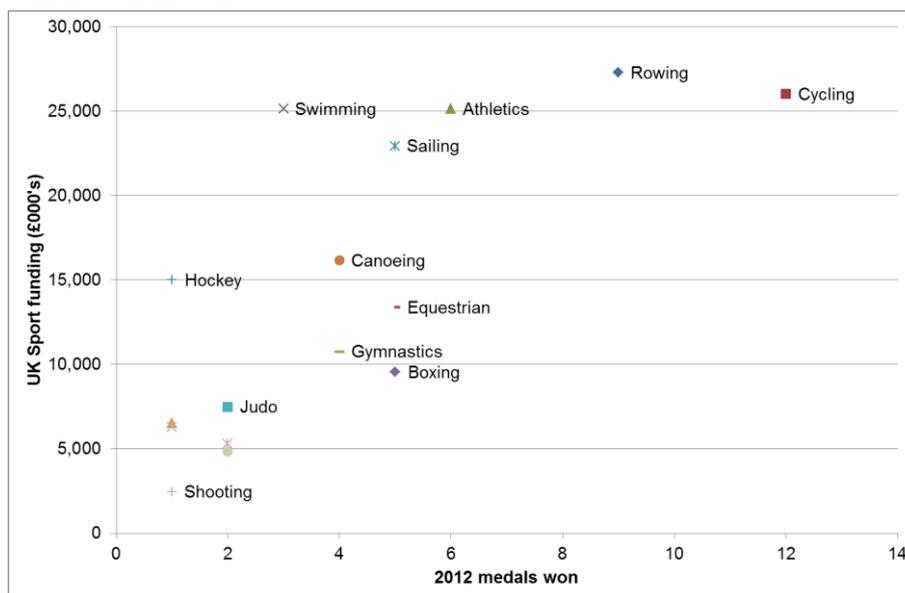
Figure 11: GB Olympic funding and medals won per sport (2012)

Sport	UK Sport funding (£'000's) *	2012 Medals won
Rowing	£27,288	9
Cycling	£26,032	12
Athletics	£25,148	6
Swimming	£25,145	3
Sailing	£22,943	5
Canoeing	£16,177	4
Hockey	£15,013	1
Equestrian	£13,395	5
Gymnastics	£10,771	4
Boxing	£9,551	5
Basketball	£8,599	0
Judo	£7,498	2
Badminton	£7,435	0
Diving	£6,536	1
Modern Pentathlon	£6,289	1
Triathlon	£5,291	2
Taekwondo	£4,834	2
Archery	£4,408	0
Volleyball	£3,536	0
Synchronised Swimming	£3,398	0
Water Polo	£2,928	0
Handball	£2,925	0
Fencing	£2,529	0
Shooting	£2,462	1
Wrestling	£1,435	0
Weightlifting	£1,365	0
Table Tennis	£1,214	0
Tennis	£0	2
Total	£264,144	65

Source: UK Sport funding figures and IOC website

Note: * Funding allocated to NGBs by UK Sport (funding awarded for 2012 cycle eg.is funding for 2009/10 to 2012/13)

Figure 12 shows funding and medals won per Team GB sport for those sports which won medals at London 2012. This shows that cycling was a highly funded sport and also won a high number of medals (£26m and 12 medals respectively). Other sports such as swimming were highly funded but won a relatively low proportion of medals (£25m and 3 medals respectively). Boxing is an example of a relatively low funded sport (£9.5m) but which won a relatively high number of medals (5 medals).

Figure 12: GB Olympic funding and medals won per sport (2012) – for those sports which won medals

Source: UK Sport and IOC websites

There are also other measures of success which cannot be derived from the medals table such as 'personal bests'. For example an athlete could run their personal best time at an Olympics but not get a medal, while another athlete could run their slowest race and pick up a gold medal. This measure of success is important to consider when trying to determine how effective funding has been and is of particular relevance when assessing the performance of sports which were not expected to, or did not win any medals. Some sports may have seen a dramatic improvement in their performance but failed to obtain any medals.

(ii) Paralympic funding

There are a number of Paralympic sports which also attracted funding for the first time in 2008 due to automatic qualification at London 2012. Figure 13 shows total funding and total medals won by Paralympics GB over the past four Paralympic Games. The clear increase in funding since the London 2012 bid success in 2005 is again evident, however, an increased medal haul is less apparent.

Figure 13: GB Paralympic funding and medals won (2000-2012)

Year	Total funding (£000's) *	Medals won
2000	10,076	131
2004	14,821	94
2008	29,546	102
2012	49,254	120

Source: UK Sport funding figures and IPC website

Note: * Funding allocated to NGBs by UK Sport (funding awarded e.g. 2012 is funding for 2009/10 to 2012/13). Due to change of responsibilities of UK Sport, funding in 2000 and 2004 cover less than later funding rounds.

Figure 14 shows the funding and medals won by sport at London 2012 Paralympic Games.

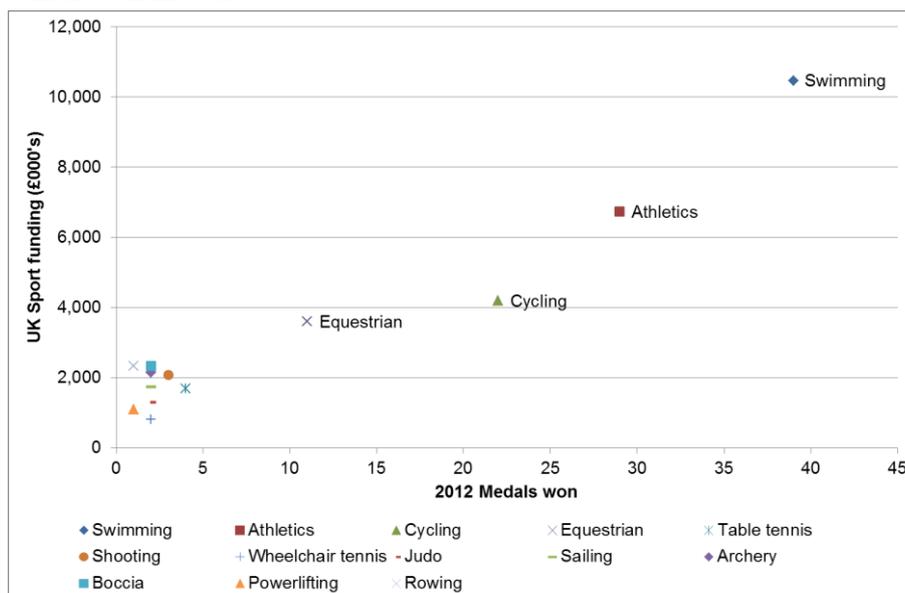
Figure 14: GB Paralympic funding and medals won per sport (2012)

Sport	UK Sport funding (£'000's) *	2012 Medals won
Swimming	10,469	39
Athletics	6,730	29
Wheelchair basketball	4,494	0
Cycling	4,198	22
Equestrian	3,606	11
Wheelchair rugby	2,362	0
Boccia	2,333	2
Rowing	2,332	1
Archery	2,148	2
Shooting	2,085	3
Sailing	1,749	2
Table tennis	1,699	4
Judo	1,294	2
Powerlifting	1,093	1
Wheelchair tennis	810	2
Volleyball	787	0
Fencing	553	0
Goalball	513	0
Football	0	0
Total	49,254	120

Source: UK Sport funding figures and IPC website

Note: * Funding allocated to NGBs by UK Sport (funding awarded for 2012 cycle e.g.. funding for 2009/10 to 2012/13).

Figure 15 shows funding and medals won per Paralympic GB sport for those sports which won medals at London 2012. This shows swimming as being a highly funded sport with also the highest medal haul (£10m and 39 medals respectively). Equestrian had a much lower funding allocation (£3.6m) and won a relatively high number of medals (11 medals).

Figure 15: GB Paralympic funding and medals won per sport (2012) - for those sports which won medals

Source: UK Sport and IOC websites

A-4. Cost per medal

UK Sport has conducted a cost per medal analysis the findings of which are shown in Figure 16. See Box 1 for the method used by UK Sport.

Figure 16: Cost per medal

	Total investment (£m) ¹⁰⁰	Medals won	£m per medal
Olympic sports	212	65	3.37*
Paralympic sports	55	120	0.46

Source: UK Sport analysis

Note: *Olympic cost-per-medal figure calculated on the basis of 63 medals as UK Sport made no financial investment in tennis, in which Team GB won two medals.

Box 1: UK Sport cost per medals method

The key principle applied for including a sport in the calculation is that the sport should have had a target of at least one medal at the bottom of its agreed medal range for London 2012. Sports which met this criteria can be acknowledged as having had genuine medal potential. Sports which did not have a target of at least one medal at the bottom of their agreed range have not been included in the calculation. In terms of the type of expenditure included, for Olympic sports, all World Class Programme Podium-level awards made in the London cycle (2008/09-2012/13) have been counted plus all Development-level awards made in the Beijing cycle (2005/06-2008/09). This is based on the idea that, at the start of a cycle, Development-level athletes are broadly regarded as being eight years away from the podium and that the investment UK Sport makes in them is really targeted not at the upcoming Games but at the one after that.

For the Paralympic sports, where the focus is more on winning gold medals than medals generally and where timescales can be shorter, Development level awards made in the Beijing cycle have been included but also all awards (Podium and Development) made in the London cycle have been taken into account.

¹⁰⁰ The investment figures are based on World Class Programme awards only and do not take account of investment made through other programmes – such as Coaching, Research & Innovation, the English Institute of Sport, etc – where it is not possible, retrospectively, to apportion costs between Podium and Development-level activities.

UK Sport has indicated that it is not feasible to make a comparison with the Beijing funding cycle (2005/06-2008/09) because of the significant changes that took place in the middle of the Beijing funding cycle. In particular, at the start of the funding cycle:

- The Home Country Sports Councils (HCSC) were responsible for supporting Development (and Talent) level activities in all sports; and
- Sports that are administered on a home nation basis were fully funded by their respective HCSC

However, on 1 April 2006, these responsibilities were transferred to UK Sport and their resources were boosted by the additional funding the Government made available subsequent to winning the London 2012 bid in 2005.

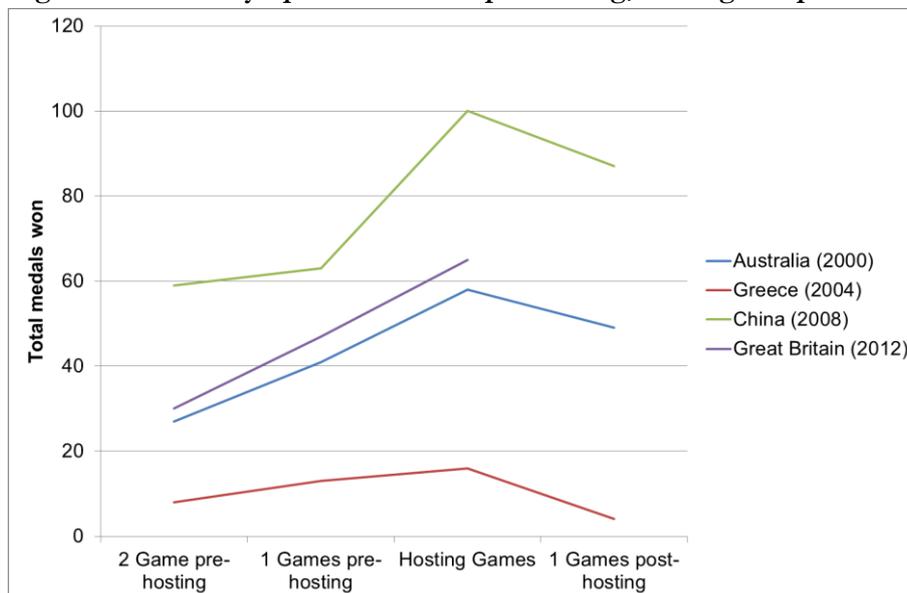
A-5. Hosting effect

The 'hosting' effect is the trend shown in a nation's performance subsequent to winning an Olympic and Paralympic bid through to the Games following their host Games. This is discussed further for both the Olympics and Paralympics hosting nations, for the past four Games, in the following two sub-sections.

(i) Olympic hosting effect

The 'hosting' effect for Team GB is clear to date, and appears to be in line with other previous hosts (see Figure 17). Previous evidence from other Host Cities shows that in the Games following a host Games (1 Games post-hosting) a nation experiences a dip in performance, although performance is still at a higher level than that for the Games pre-hosting (1 Games pre-hosting). This has also been noted in other studies¹⁰¹.

Figure 17: Total Olympic medals won pre hosting, hosting and post hosting the Games



Source: IOC website

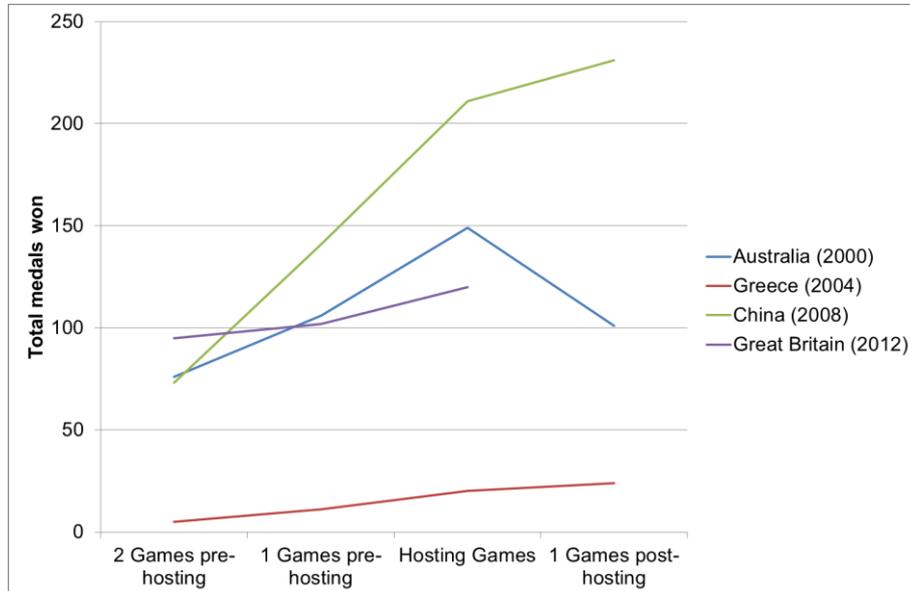
UK Sport has an aspiration to improve upon Team GB's performance in 2016 in Rio, and if so would be the first host nation to do so. The Government is committed to this, and on 12 August 2012 announced that funding levels for elite sport from public and lottery funds will be maintained. It should however be noted that this is in part dependent on maintaining the overall volume of Lottery sales and inflation as well as the maintenance of commercial funding levels which are anticipated to reduce.

¹⁰¹ Why Great Britain's success in Beijing could have been anticipated and why it should continue beyond 2012 by A Nevill, N Balmer and E Winter (Jnl Sports Med 2009; 43: 1108-1110).

(ii) Paralympic hosting effect

Figure 18 shows the Paralympic hosting effect. The trend noted in the Paralympics data shows a slightly different trend to the Olympics data (see Figure 17). Whilst there is a clear increase in performance up to the host games, the effect on the following games is more uncertain. In the cases of China and Greece there has also been an improved performance following the year of hosting, but Australia shows a decrease in performance.

Figure 18: Total Paralympic medals won pre hosting, hosting and post hosting the Games

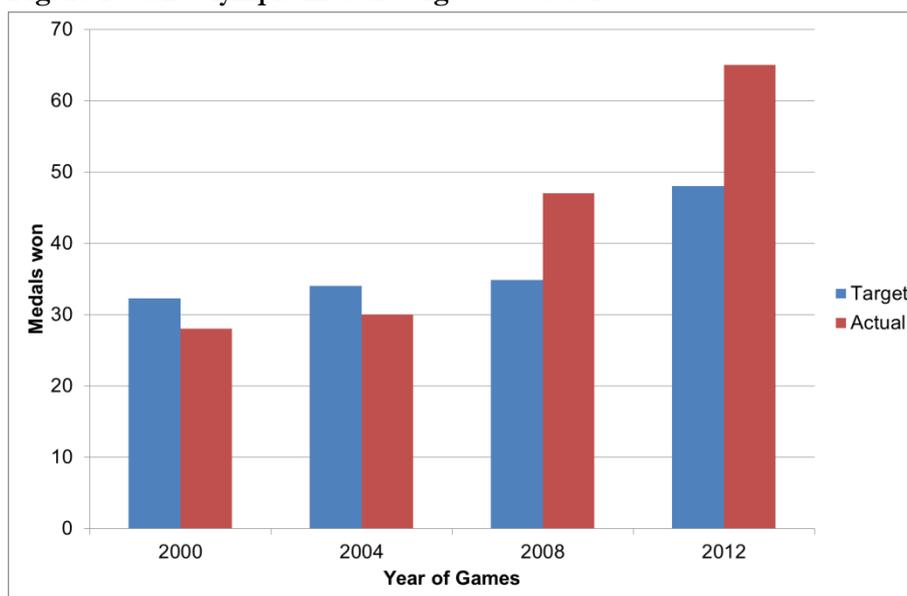


Source: IPC website

A-6. Performance by sport**(i) Olympic performance by sport**

In both 2008 and 2012 actual medals won exceeded medals targets (see Figure 19). In 2012 Team GB exceeded its overall medal target of 48 by 17 medals (135%)¹⁰².

¹⁰² Medals target strategy has changed over the four Games (2000 to 2012). 2012 was the 1st year where a target range was introduced (i.e. min 40, max 70, average 55 medals) with a published minimum of 48 medals as the target (roughly 85% conversion on the average). In 2008 the 'stretch' target was 41 medals with a conversion of 85% giving an equivalent minimum target of 35 medals. An overall medals target was not set for 2000 and 2004, rather the total of the targets by sport were given. However using the same conversion of 85%, comparable figures of 32 and 34 respectively have been calculated.

Figure 19: GB Olympic medals targets vs actual

Source: Created using data provided by UK Sport

At London 2012, Team GB won 65 medals in 19 different sports which is an improvement on recent Games (2000, 2004 and 2008 where medals were won in between 11 and 12 sports). Host Nation Qualification may have had a minor influence on medals won, as some athletes who would not have been expected to qualify for participation in the Games may have medalled as reported by one of the NGBs (see Annex B).

In 2008, 47 medals were won by Team GB in 11 different sports. 2004 saw 30 medals in 12 sports and in 2000 there were 28 medals in 11 sports. This increase in both medals and sports is a sign of development and improved success.

Sports in which medals were won in 2012 but not in 2008 are judo (two medals), tennis (two medals), triathlon (two medals), diving (one medal), hockey (one medal) and shooting (one medal).

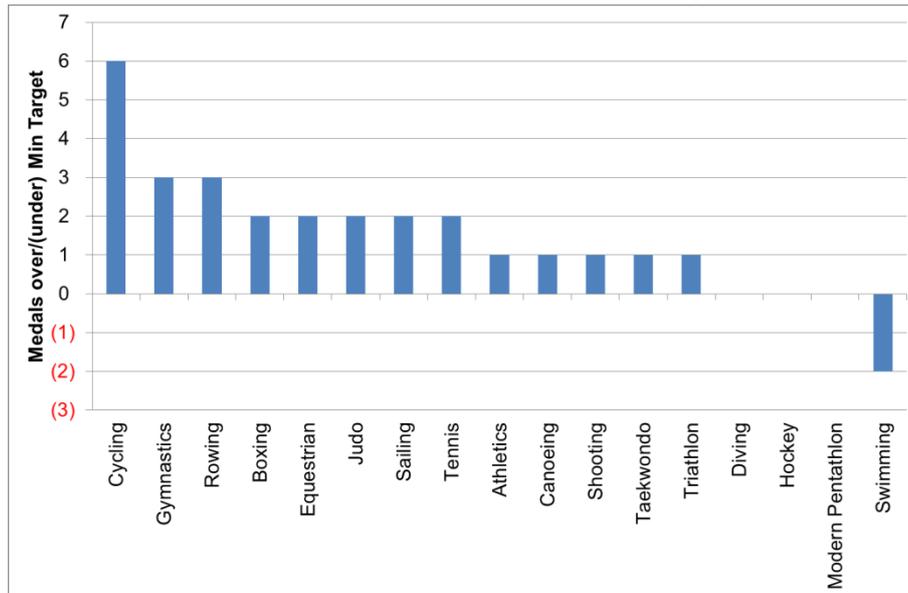
For those sports that had a medal target, or won medals, Figure 20 and Figure 21 show the performance of Team GB against its minimum and maximum medals targets, this data shows that:

- In relation to their maximum targets:
 - 5 sports exceeded their maximum target;
 - 6 sports met their maximum target; and
 - 9 sports did not achieve their maximum target;
- In relation to their minimum targets:
 - 13 sports exceeded their minimum target;
 - 3 sports met their minimum target; and
 - 1 sport did not achieve its minimum target.

Four of the top five sports in terms of funding (rowing, cycling, athletics and sailing) all exceeded their minimum medal targets. Swimming, which is one of the top five sports in terms of funding fell short by two medals.

Rowing and cycling also both exceeded their maximum targets with sailing achieving its maximum target while athletics fell short of its maximum target by two medals.

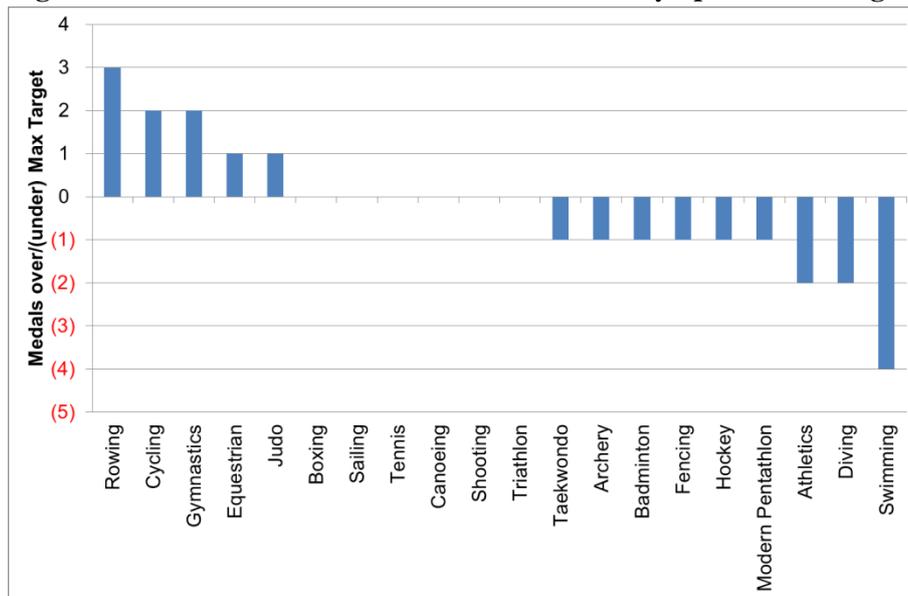
Figure 20: The difference between minimum GB Olympic medals targets and results



Source: Created using data provided by UK Sport

Note: Those sports where a zero target was set and zero medals were won have been excluded.

Figure 21: The difference between maximum GB Olympic medals targets and results



Source: Created using data provided by UK Sport

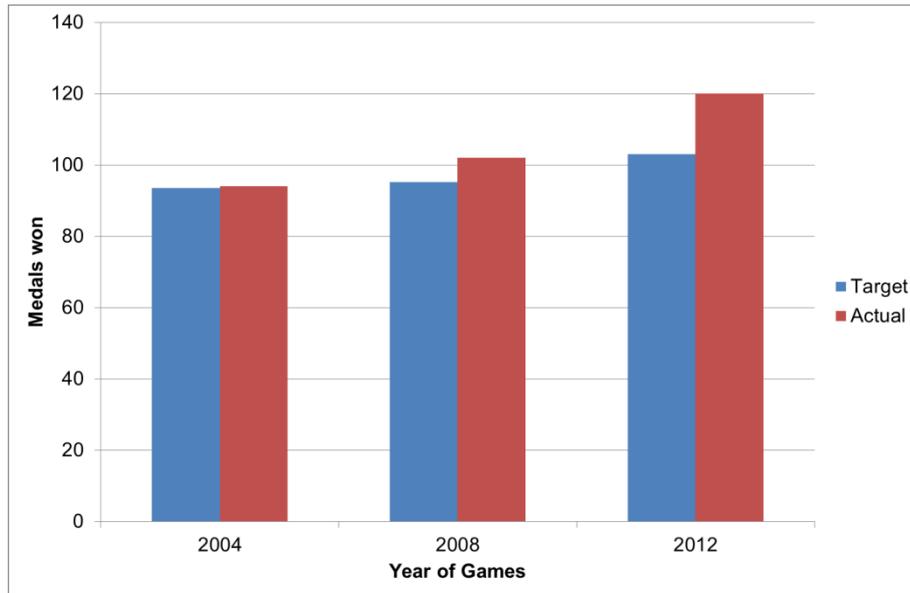
Note: Those sports where a zero target was set and zero medals were won have been excluded.

(ii) Paralympic performance against targets by sport

Paralympics GB outperformed their medals target¹⁰³ in both 2008 and 2012 by a total of 7 and 17 medals respectively (see Figure 22).

¹⁰³ Medals target strategy has changed over the four Games (2004 to 2012). 2012 was the 1st year where a target range was introduced (i.e. min 95, max 145, average 120 medals) with a published minimum of 103 medals as the target (roughly 85% conversion on the average). In 2008 the 'stretch' target was 112 medals with a conversion of 85% giving an equivalent minimum target of 95 medals. An overall medals target was not set for 2004, rather the total of the targets by sport were given. However using the same conversion of 85%, a comparable figure of 93.5 has been calculated.

Figure 22: GB Paralympic medals targets vs actual



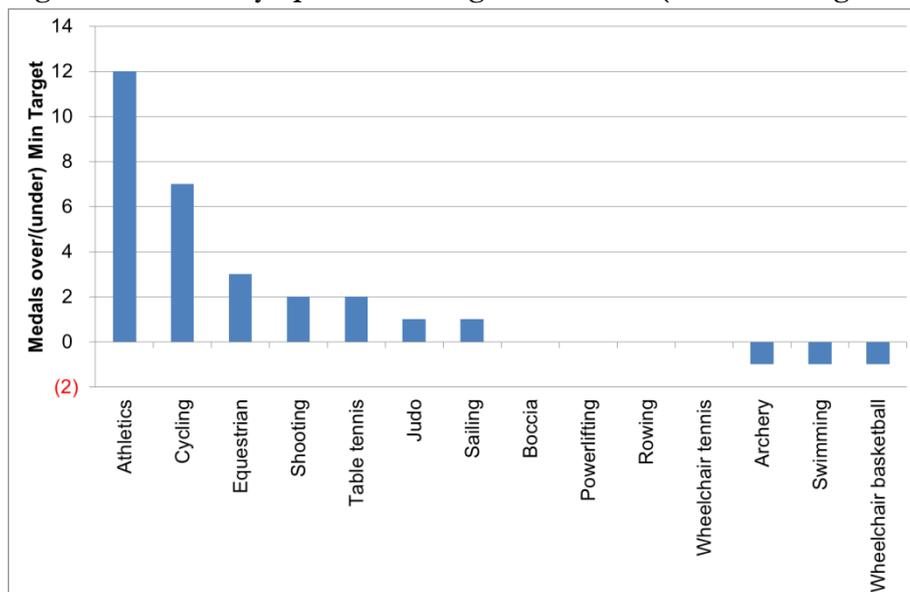
Source: Created using data provided by UK Sport

For those sports that had a medal target, or won medals, Figure 23 and Figure 24 show how Paralympics GB performed against their minimum and maximum targets by sport.

Swimming was very close with a medal total of 39 and a minimum target of 40, whereas wheelchair basketball had a minimum target of one medal and did not obtain any. Athletics and cycling both exceeded their minimum targets by 12 and seven medals respectively.

Shooting, table tennis, judo and sailing exceeded their minimum targets, with shooting exceeding its maximum target of two medals by one. Equestrian was the only sport in the top five funded sports which exceeded its maximum medal target, with the majority of sports unable to achieve their maximum medal target. Swimming fell short of its maximum medals target by 11 medals.

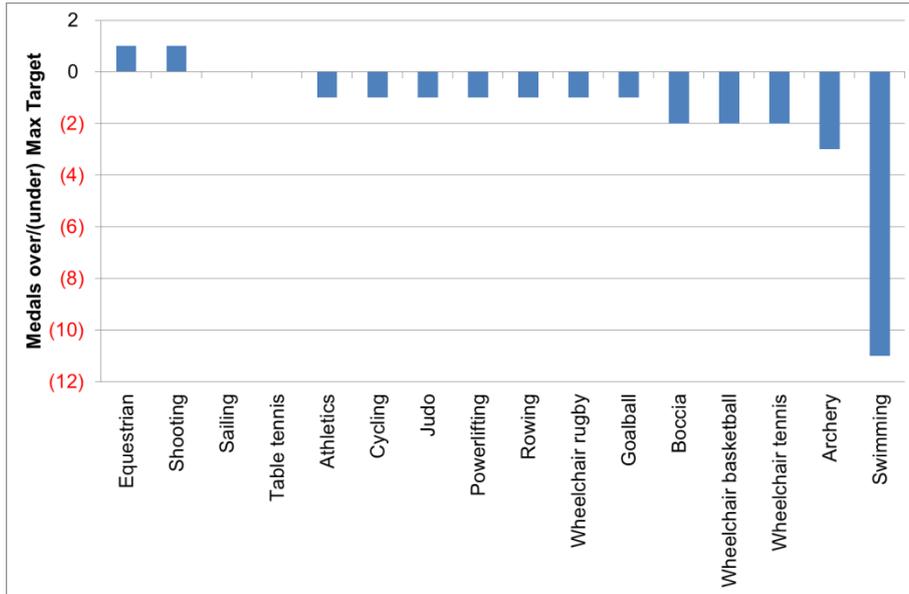
Figure 23: GB Paralympic medals target and results (minimum target 2012)



Source: Created using data provided by UK Sport

Note: Those sports where a zero target was set and zero medals were won have been excluded.

Figure 24: GB Paralympic medals target and results (maximum target 2012)



Source: Created using data provided by UK Sport

Note: Those sports where a zero target was set and zero medals were won have been excluded.

A-7. Summary

Team GB and Paralympics GB both performed very well at London 2012

Team GB positioned 3rd in their medals table. This was an improvement of seven places since 2000 and 2004 and one position on Beijing in 2008. Points share peaked for Team GB in 2012 at 7.5% (an increase of 2.2 percentage points on 2008).

Team GB won 16 times more medal points per head of population (with 22.57 medal points per 10 million heads) than China and three times more than the US at London 2012 (with 1.42 and 7.26 medal points per 10 million heads respectively). This suggests that Team GB are competing above their 'weight'. Similarly Great Britain has approximately five and six times more medals per GDP than China and USA respectively at London 2012.

Paralympics GB finished 3rd in the medals table in the 2012 Games. This is a fall by one position on its previous three Games where it finished 2nd, although the total medals count was higher with 18 more medals than 2008 and 26 more than 2004. However the growth of some nations Paralympic teams has created a 'medal squeeze', particularly with China's dominance in the past three Paralympic Games (2004-2012), though there are also increases for Russia and Ukraine. The average movement in total medals between 2000 and 2012 for China's Paralympics team has increased by 53 (Paralympics GB equivalent movement is negative four), however the majority of top 10 nations are seeing their medal share fall.

UK Sport funding has increased significantly since London won the right to host the 2012 Games in 2005 from £70m in 2004 to £264m in 2012 for Olympic funding and £15m in 2004 to £49m in 2012 for Paralympic funding. The cost per medal for GB Olympic and Paralympic sports at the 2012 Games was £3.37m and £0.46m respectively.

Results from Rio 2016 will be the main indicator of how well Team GB have sustained their peak in performance following London 2012. Previous evidence shows that in the Games following a host Games (host Games +1) a nation has a dip in performance but usually maintains a higher level of performance to that for the Games pre-hosting (host Games - 1) - this is referred to as the 'hosting' effect.

This same 'hosting' effect is not as evident in the Paralympics data, which shows that in the case of China and Greece (the previous two hosts) there has been an improved performance following the year of hosting (host Games +1).

In 2008 and 2012 actual medals exceeded medals targets for Team GB. In 2012 Team GB reached 135% of its medal target, exceeding the overall medal target of 48 by 17 medals. Four of the top five sports in terms of funding (rowing, cycling, athletics and sailing) all exceeded their minimum medal targets. Swimming, which is one of the top five sports in terms of funding, fell short by two medals. Rowing and cycling also both exceeded their maximum target with sailing achieving its maximum target and athletics falling short by two medals.

Paralympics GB have outperformed their medals target in both 2008 and 2012 by a total of 7 and 17 medals respectively. Athletics and cycling both exceeded their minimum targets by 12 and seven medals respectively. Shooting, table tennis, judo and sailing exceeded their minimum targets, with shooting exceeding its maximum target of two medals by one. Equestrian was the only sport in the top five funded sports which exceeded its maximum medal target

Annex B: National Governing Body Research Report

B-1. Introduction

As part of the Meta-Evaluation of the Olympic and Paralympic Games, research was conducted with the National Governing Bodies (NGBs) of London 2012 Olympic and Paralympic sports to obtain insight into their views of the impact and legacy of London 2012 on various sports and their NGBs. The research included:

- 1 A series of interviews with Chief Executive Officers (CEOs) and Performance Directors (PDs) from a selection of NGBs; and
- 2 An online survey which was conducted with key management staff of NGBs.

This report summarises the findings of this research and forms part of the Meta-evaluation of the Impact and Legacy of London 2012 Olympic and Paralympic Games for the Department of Culture Media and Sport (DCMS).

B-2. Method

The following section details our approach to the NGB research.

(i) Approach: interviews

The interviews were conducted with either the NGB's CEO or PD. It was determined that these individuals would be best placed to assess the overall impact and legacy of London 2012 on a variety of areas within their organisation. The interviews were conducted between October and December 2012 and thus followed the 2012 Games and the submission of the Rio 2016 funding applications to UK Sport but prior to UK Sport publishing the Rio 2016 cycle funding. Interviews were conducted by Grant Thornton and Loughborough University.

A topic guide was developed to guide the discussions and the interview approach was piloted with the CEO at British Judo to ensure the questions and structure were appropriate and fit for purpose.

The key areas covered during the interviews were:

- **Funding** – what funding was available (including UK Sport funding, commercial sponsorship and self-generated revenue) and how this funding was allocated and spent during the London 2012 cycle. To determine the impact on funding since London won the bid for the 2012 Games in 2005 and what impact the 2012 Games may have had on funding going forward to the Rio 2016 cycle (four year cycle up to Rio, 2013-2016).
- **Systems** – what systems and governance are in place within NGBs and what impacts the London 2012 Games have had on the structure and operations of NGBs. This includes the 2012 Games driven programme 'Mission 2012'.
- **Home Games** – what impact London 2012 had on the various sports and athletes due to it being a Home Games, for example media, crowds, pressure, participation increases, home advantage etc.
- **Infrastructure** – the impact that the 2012 Games had on infrastructure, including facilities as well as 'soft' infrastructure such as coaching and performance lifestyle advisors.

The guidance questions are included at the end.

In order to structure the interviews, the 9 SPLISS factors were used (see Box 1 below). Taken together these are a measure of investment and performance in elite sport and are intended to reflect critical success factors for elite performance.

Box 1: The 9 SPLISS Factors

- 1 Financial support
- 2 Integrated approach to policy development
- 3 Participation in sport
- 4 Talent identification and development system
- 5 Athletic and post-athletic career support
- 6 Training facilities
- 7 Coaching provision and coach development
- 8 International competition
- 9 Scientific research

It was important to capture the views of both Olympic and Paralympic NGBs and this was considered when selecting which NGBs to interview. The NGBs were selected based on the top 5 sports by funding (both Olympic and Paralympic) and also other sports which had either lower funding allocations but which showed potential during the 2012 Games or those sports which were funded for the first time in the 2008 and 2012 cycles as they could utilise Host Nation Qualification places. The NGBs interviewed are shown in Box 2 below.

Box 2: Olympic and Paralympic NGBs selected for interview**Top 5 funded sports:****Olympic**

Rowing

Cycling

Athletics

Swimming

Sailing

Paralympic

Swimming

Athletics

Wheelchair Basketball

Cycling (joint with Olympic)

Equestrian

Others:**Olympic**

Boxing

Judo

Triathlon

Volleyball

Paralympic

Sailing (joint with Olympic)

During the interviews a combination of written notes and electronic recordings were taken. These were subsequently written up into individual sets of formal notes (meeting minutes) which captured an account of each interview. These notes were then sent to the interviewees for review and approval to ensure all the information captured was both correct and in line with their views. Further information on how the information would be used was provided to the interviewees to ensure that they were comfortable with the proposed approach.

(ii) Approach: on-line questionnaire

An on-line questionnaire was distributed to all CEOs and PDs for the GB Olympic and Paralympic Sports¹⁰⁴, though some were completed by other representatives from NGBs. The questionnaire was designed to be quick and easy to complete in order to maximise response rates.

Where responses were obtained from both CEOs and PDs (or others) for a particular sport, the quantitative results from the PD's responses were removed from the overall summary analysis to avoid double counting and a skewed set of results. However the qualitative data from the additional responses were combined with the CEO responses for that sport to ensure that all additional comments were included.

¹⁰⁴ Where NGBs had been selected to participate in the interview survey the questionnaire was not sent out until post interview.

Where individuals who completed the questionnaire indicated that they were happy for their responses to be directly attributed to their sport, specific statistical results could be identified. However, due to most individuals requesting that their responses were combined and presented as a collated view, a summary analysis was carried out.

Questionnaire

The questionnaire was administered online and included the following questions:

- 1 What percentage of your NGB's¹⁰⁵ London 2012 elite sport funding was from UK Sport (including Lottery funding)?
- 2 Was your NGB's performance at London 2012 above, in-line with or below your expectation?
- 3 How would you rate your sport's overall performance (medals, personal bests, qualification, etc) at the following Games (2000-2012 Games)?
- 4 How do you feel winning the bid to host London 2012 impacted on your NGB in the following areas (talent ID, athlete career development, training facilities, access to venues, exposure to international competition and scientific research)?
- 5 How do you feel London 2012 being a Home Games impacted your NGB's performance (crowd support, pressure/expectation, sponsorship and media)?
- 6 What elite sport funding (UK Sport and Lottery) commitments do you expect for your NGB going forward to Rio 2016?
- 7 What overall performance (medals, personal bests, qualification, etc) do you project for your sport in Rio 2016 compared to London 2012?
- 8 What effect do you think additional facilities built for London 2012 (e.g. Olympic park venues, pre-Games training camps, etc) will have on your sport going forward?
- 9 What has been the impact of the 2012 Games on your NGB's sport in the following areas (participation, club membership, number of clubs, coaching)?
- 10 Has your NGB made any special arrangements for additional interest in your sport following the 2012 Games?

A full copy of the questionnaire (including respondent options) is included at the end.

Survey respondent profile

The questionnaire was sent to all GB sports, both Olympic and Paralympic (included at the end). There are sports, such as swimming (including, swimming, disability swimming, synchronised swimming, water polo) which have different Olympic and Paralympic disciplines (all represented by the same NGB) which provided individual responses by sport discipline. In these cases, the results have not been combined or weighted for the purpose of the summary analysis. This is because each discipline is administered and governed separately with their own athletes and support teams, as well as being listed separately for UK Sport funding purposes.

A total of 36 responses were received, representing 29 sports. The assessment of the responses is based on a summary of the 29 sports, with inputs including quantitative data (e.g. levels of funding), together with qualitative views (e.g. the expert opinion of key senior respondents in relation to the London 2012 experience and its impact on the respondent's sport and NGB).

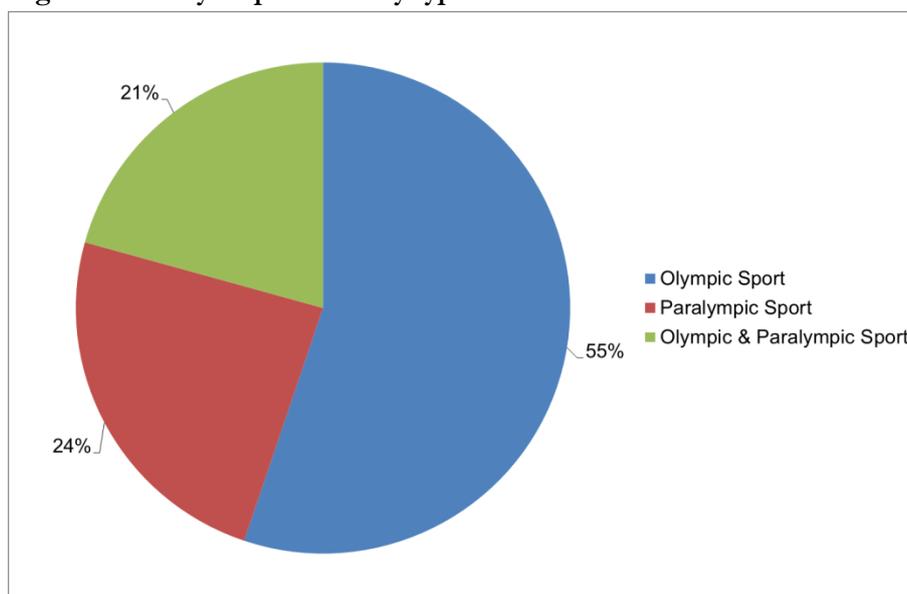
¹⁰⁵ Responses were by individual sport discipline for some sports.

Figure 1: Sports which completed the online questionnaire

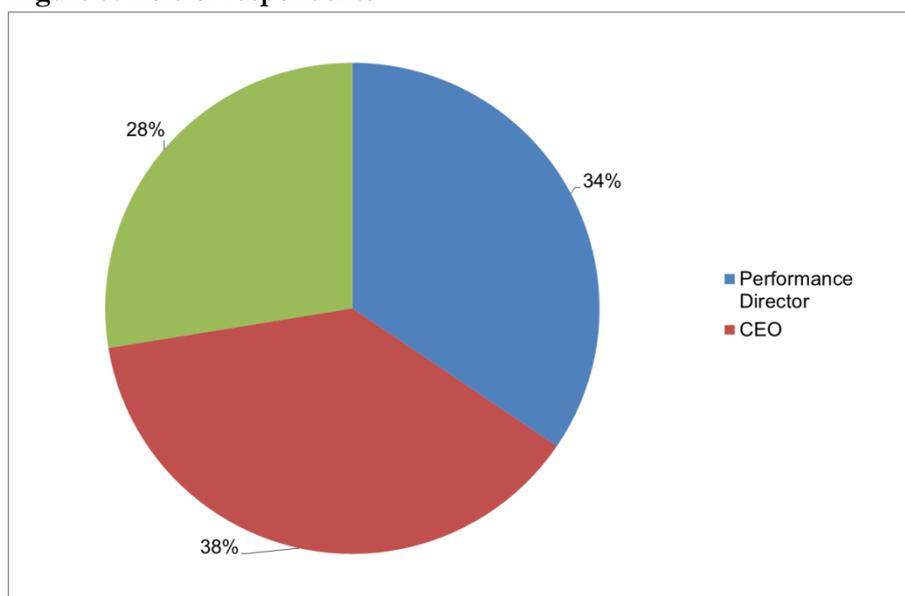
Sport	Olympic(O)/ Paralympic (P)	PD/CEO/Other	Other
Archery	O&P	CEO	
Badminton	O	CEO	
Basketball	O	Other	Performance Chairman
Boccia	P	Other	Operations Manager
Boxing	O	Other	Programme Director
Canoeing	O	CEO	
Cycling	O&P	Performance Director	
Disability Athletics	P	Other	Head Coach
Disability Fencing	P	Performance Director	
Disability Swimming	P	Performance Director	
Diving	O	Performance Director	
Equestrian	O&P	Performance Director	
Fencing	O	Performance Director	
Goalball	P	Other	Development Officer
Gymnastics	O	CEO	
Handball	O	CEO	
Hockey	O	CEO	
Pentathlon	O	CEO	
Rowing	O&P	Performance Director	
Sailing	O&P	Performance Director	
Shooting	O	CEO	
Sync Swimming	O	Performance Director	
Table Tennis	O	CEO	
Taekwondo	O	CEO	
Triathlon	O	CEO	
Volleyball	O&P	Other	Performance Programme Manager
Water Polo	O	Other	Programmes Manager
Wheelchair Basketball	P	Other	Programme Manager
Wheelchair Tennis	P	Performance Director	

Source: Grant Thornton analysis

The split between Olympic and Paralympic (or combined) and also the title of the actual individual who completed the questionnaire are show in Figure 2 and Figure 3, respectively.

Figure 2: Survey respondents by type

Source: NGB Online Survey

Figure 3: Role of respondents

Source: NGB Online Survey

Note: For 'Other' please see roles in Figure 1 (Performance Programme Manager, Programme Director, Head Coach, Performance Chairman, Operations Manager, Programme Manager, Development Officer)

B-3. Key Findings

A number of key findings have been identified across the four key areas of interest. These are summarised below.

(i) Funding

There has been a significant boost in UK Sport funding for NGBs since London won the bid in 2005 - an Olympic funding increase of c.£370m (from the 2008 & 2012 cycles, compared with the 2000 & 2004 cycles) and a Paralympic funding increase of c.£54m. This additional funding which has been present in both the Beijing 2008 and London 2012 cycles has allowed NGBs to invest further in coaches, facilities, core staff, performance lifestyle (PL) advisors and in many cases has allowed for a greater professionalisation of the sports in general. Sports are highly dependent on this funding with 82% of respondents indicating that they receive more than 90% of their funding from UK Sport. Two specific examples of the impact of this funding are:

- British Disability Swimming invested in PL advisors who have had a direct impact as funding was ring fenced due to 2012. This allowed Ellie Simmons to study for her GCSEs while still being able to travel with the team.
- British Equestrian was able to arrange 'home visits' (visiting the rider in situ at home and evaluating the horses, the context/facilities/infrastructure, and the coaching support which was available) with the additional funds from London 2012.

The maintenance of funding or even increasing funding have been identified as crucial if performance is to be maintained and improved upon. Most sports (87%) indicated that they expected 'increased' or 'maintained' funding for the Rio 2016 cycle (with 52% expecting increased funding). Similarly 97% of sports project a 'maintained' or 'increased' level of performance at Rio 2016 with 72% of sports projecting a 'significant increase/increase' in performance.

British Disability Swimming noted that as standards and competition within the Paralympics rise, due to more nations supporting and funding disability sports to a higher level, the depth of competition has become greater. Therefore, in order to maintain and increase Britain's world ranking in Paralympics more investment is needed.

British Volleyball indicated that they could obtain medals in 8 years' time but only with maintained levels of funding. It was noted that there are now Olympians and Paralympians in the British Volleyball system and this should be the catalyst for further exposure and growth, but in order to keep developing athletes, funding is needed.

As well as London 2012 leading to increased UK Sport funding, many NGBs interviewed were able to attract significant commercial sponsorship funding which allowed for additional investment into legacy plans. For a number of NGBs, sponsorship opportunities resulted in the creation of tangible legacies, such as facilities and programmes.

Examples of London 2012 Games impacts on commercial funding include:

- British Disability Athletics used Aviva funding to set up a talent identification pathway called Parallel Success. Between 2009 and 2012, 456 athletics were identified on this scheme, with only 22 athletes recorded prior to the scheme in 2008.
- British Sailing undertook a large legacy project with their sponsorship funding, constructing Portland House which is an accommodation centre linked to the Weymouth sailing facility.
- British Cycling's partnership with Sky supports cross-fertilisation and sharing of best practice in leadership and management skills and includes a formal programme to share knowledge and expertise.
- British Rowing primarily used Siemens funding to pay performance bonuses to rowers, fund media activities to increase awareness of their sport and investment in facilities and infrastructure.

It was noted during the NGB interviews that securing additional sources of funding (e.g. sponsorship) is normally dependent upon having attained a certain level of core funding (i.e. from UK Sport). Without core funding it is very difficult to attract sponsors and often the greater the core funding the greater the level of sponsorship funding. Retaining and sustaining these commercial sponsors going forward will be a challenge given the economic climate.

(ii) Systems

Systems include the organisational and reporting structure within the NGBs as well as projects, programmes and processes that the NGBs are involved in delivering. The general feeling amongst most NGBs interviewed is that a centralised approach works best for elite sport but this requires sufficient funding to support and enable athletes, coaches, medical support, facilities, accommodation, etc to all be based in one location. Most high-funded NGBs indicated that they were working under this type of system prior to the Games. Of those that are not, a notable number of NGBs have also suggested that they wish to move towards this type of centralised structure in the future. For example, British Disability Athletics has centralised at Loughborough University post London 2012.

Talent identification was identified by NGBs as crucial to enhancing the performance of GB sports, the following examples were noted:

- A talent identification scheme called 'Start' was implemented in 2002 by British Rowing. This identifies new rowers with half of the London Olympic rowing champions (at London 2012) coming through the scheme. There are between 80 and 100 16-20 year olds in the scheme. Normally the ratio of interest in rowing is 4:1 men to women, however, the 'Start' weekends in September 2012 had a ratio of 4:3 which shows a potential Home Games impact on female interest.
- British Disability Athletics noted 63% of their athletes at the Games were new to the Paralympics, with 29% never having been to a Championship. This new pool of young athletes is due to ramped up talent identification, by British Disability Athletics, since 2009 and going forward to 2016 and 2020 provides for a very promising platform of young talent.

Mission 2012 was developed by UK Sport to track the performance system, to help sports to identify the issues and challenges they face in hitting their respective performance ambitions and to find ways of addressing these quickly and effectively. The general feedback obtained during the interviews was that although this type of monitoring and accountability was necessary given the level of public funding, the actual impact of Mission 2012 on many NGBs was minimal as it was often seen as a 'tick box' exercise which was either adding no value to the larger NGBs or proving a burden to the smaller NGBs.

NGBs have had to improve systems in order to capture the additional interest generated by the 2012 Games, with 93% of sports claiming to have made special arrangements. These include increased numbers of clubs and course sessions, raised talent identification awareness, increased staffing around participation and grassroots capacity, updating websites in response to increased interest, as well as special projects launched as a result of the additional interest (e.g. British Hockey launched a programme under the banner Hockey Nation - a website which lists all the places to play and watch hockey and information on activities across the country for people of all ages and abilities).

(iii) Home Games

The impact of London 2012 being a Home Games was vast with one of the key trends identified by interviewees being the media coverage which significantly increased awareness of a number of sports (in particular the Paralympic sports). This coupled with the performance success of many athletes and sports has led NGBs to suggest that there is additional interest in sport which is translating into increased participation and club membership levels.

When looking at the impact of the 2012 Games on participation, club memberships, number of clubs and coaching, an average of 63% of sports indicate they have seen 'increases/significant increases' in these areas. There have been no reported decreases; however, on average, 37% of sports suggest there has been 'no real change'.

British Judo noted an estimated baseline membership growth of 8% per year and an estimated boom up to 20% membership growth in 2012 (due to the London 2012 Games) while British Wheelchair Basketball estimates a 25% increase in league club participation again due to London 2012. The CEO for British Wheelchair Basketball also noted that the UK has become more attractive for performance staff due to the Games, as indicated by the number of coaching applications received following the Games despite roles not actually being advertised.

British Rowing participation statistics show an increase of 6,595 members from April 2007 to April 2012 (2007: 21,964, 2012: 28,559). Since April 2007, female membership has increased by 45%, with a possible link to increased female performance in 2012 noted. The sustainability of this increased participation is unknown but David Tanner (British Rowing Performance Director) suggested that when members register, they pay and this could suggest that this participation will be sustainable.

British Swimming noted that the number of Olympic size pools (50m) in the UK has increased – in 2007 there were approximately 21 to 23 pools, while now there are approximately 30 pools. This increase was suggested to be a combination of local Government and Games impacts. Competitive swimming participation levels at the end of 2008 were at 55,722 swimmers and had increased to 60,352 (8% increase) as at November 2012.

An example of increased awareness and community engagement as a result of the Home Games was noted by British Sailing. The Royal Yachting Association (RYA) obtained their 2012 Game volunteers from UK clubs who provided boats and individuals to support the event. Around 500 people were involved all of whom gained additional experience from their involvement to take back and share with their clubs and communities.

Other factors such as sponsors, home crowds, Host Nation Qualifications and the general home advantage are believed to have led to a great overall performance for Team GB. London 2012 saw the best performance (as perceived by CEOs and PDs) from GB sports when compared to the past three Games, with 33% more sports performing at a level described as 'very good' or 'good' than was the case for Beijing 2008. On average only 10% of GB sports reported performance 'below' their expectations at London 2012.

London 2012 was stated as having a largely 'positive/strong positive' impact on performance in terms of crowd support, pressure and expectations, sponsor commitments and media (for an average of 70% of sports). Only a small number (on average 10%) of sports reported 'negative' impacts.

In some cases negative impacts were noted by NGBs, including athletes losing focus due to the increased media demands and the Home Games being an unusual situation which the athletes were not used to. Whether the athletes embraced these situations or not was obviously dependent on the individual.

British Boxing noted that the majority of their athletes coped well with the pressure of a Home Games and indicated that the Home Games was an advantage due to the crowd support. Dave Brailsford at British Cycling stated that the crowds were fantastic with the level of support from the home crowd potentially translating into an improved performance e.g. during the World Cup Cycling event in February 2012, which was held in the London Velodrome and which was the first time the team had competed in the venue, a measured peak in performance was seen and attributed to the crowd impact.

The Home Games resulted in Host Nation Qualification for London 2012 for some sports, that otherwise would not have qualified, resulting in a real impact. For example, additional automatic qualification for British Judo in the London 2012 Games resulted in 14 athletes participating in the Games for Team GB whereas normally only around 8 of 14 athletes would qualify. Subsequently 1 of the 2 medals won in by Team GB Judo was by an athlete who would have been unlikely to have qualified if it wasn't for the automatic qualification. Other sports that noted Host Nation Qualification for London 2012 as an important factor were British Volleyball and British Swimming (open water)¹⁰⁶.

Other Home Games impacts were seen by British Triathlon. There were just two triathlon events at London 2012 (men's and women's Tri). Following the London 2012 success (i.e. the Brownlee brothers obtaining gold and bronze medals in Triathlon), British Triathlon made a submission for Glasgow 2014 to hold a mixed team relay event in addition to the two male and female triathlons, this was approved and is expected to gain increased media attention for the sport. In addition to this another legacy impact noted by the CEO of British Triathlon was the introduction of Triathlon Paralympics at Rio 2016. The 2009 London event had the first ever separate disability triathlon event which will now be integrated into the Paralympics.

(iv) Infrastructure

Additional facilities built for London 2012 (including venues) are expected to have mixed impacts on sports going forward. Just over half (55%) of the sports surveyed suggested that the facilities will have a 'very positive/positive' impact with 38% indicating that the facilities will have 'no effect' and 7% a 'negative impact'.

The Olympic cycling road race course has its own legacy in the form of a one day classic sportive ride which is to be organised each year going forward to attract the pro cyclists to compete in London.

An example of improved infrastructure during the London 2012 Games cycle was seen by British Boxing which has been centralised at the Sheffield English Institute of Sport (EIS) for 6 years. GB Boxing owns 11 properties near the EIS which were purchased over the 2012 Games cycle to provide accommodation for athletes. These properties provide beds for around 37 athletes.

The increase in international competitions, which have been hosted or are planned to be hosted by the UK, has been significant due to London hosting the 2012 Games. This has led to the launch of the Gold Event Series which is UK Sport's major events programme for the period 2013-2019. The programme has been developed to help NGBs attract and stage some of the

¹⁰⁶ These examples were highlighted because Host Nation Qualification benefited these sports most. Although other sports could have utilised automatic qualification, in many cases athletes qualified anyway, so there was no additional impact.

most important international sporting events in the UK following the successful hosting of the 2012 Olympic and Paralympic Games. This will further promote use of the 2012 Games facilities for the immediate future.

The Olympic Park venues and other Olympic and Paralympic facilities were commended by some NGBs as being world class with some, like the Velodrome, said to be the best in the world. However, there are concerns regarding the affordability of these venues for the future use of NGBs with some indicating that they may not be able to afford to use them (due to high venue, accommodation and travel cost that some NGBs associated with the London Games venues). Closing the venues in the Olympic Park immediately post Games is viewed as disappointing because this means that the facilities are not available for use until at least a year after the Games. Specific comments on the venues included:

- British Judo noted that the Copper Box was intended to be British Judo's 'national facility' (as well as a number of other sports i.e. this would not be exclusive use); however, London is very expensive and there is little financial support for events in London.
- The CEO at British Wheelchair Basketball indicated that the temporary basketball arena from the Olympic Park is supposed to be going to Brazil for Rio 2016¹⁰⁷ and suggests there may have been lost opportunities for arenas.
- British Rowing reported that most of the rowing hardware for the 2012 Games was leased and therefore offers no potential legacy benefits.

B-4. Detailed findings

The following sections present the detailed finding and results from both the NGB interviews and the online questionnaire. The interview findings are presented by interview in chronological order. The questionnaire results are presented by question.

(i) Summary of interviews

The following provides the key findings from the NGB interviews.

British Judo (26.09.12) – Scott McCarthy (SM) – CEO **Funding**

- For Rio 2016 Sport England funding is expected to reduce from £10m to £7.5m with a maintained level of UK Sport funding due to the medal success in London 2012.
- SM believes that judo ideally needs £3m pa (£12m UK Sport funding for Rio 2016). SM expects a 2016 target of 2 medals and believes this is possible (although qualifying GB athletes are likely to be around 8-9 rather than the full 14 in London 2012).

Systems

- The four athletes who performed best in the London Games were all from British Judo's centralised system. London validated this centralisation and it is now acknowledged that there is a need to put the best players with the best coaches and the best sport scientists together in one place.
- Mission 2012 – SM believes Mission 2012 is "*a solid monitoring exercise that incorporates all elements and contributors in an elite performance pathways but the actual performance impact, i.e. the positive or change impact it has on our programme, has been minimal*". Governance is regulated via Sport England's assurance process, an online portal which ensures compliance in various areas. SM finds this useful as a tool to help direct the board.

¹⁰⁷ However, it has since been noted that this may no longer be happening.

Home Games

- Automatic qualification in the London 2012 Games resulted in 14 athletes participating in the Games for Team GB - normally only around 8 of 14 qualify. Subsequently 1 of the 2 medals won by Team GB in Judo was by an athlete who would have been unlikely to have qualified if it wasn't for the automatic qualification.
- There are currently about 50,000 British Judo members in the UK (33,000 in England) with an estimated growth of 8% pa and an estimated boom of 20% growth in 2012 (due to the London 2012 Games).

Infrastructure

- London made little difference to facilities available. British Judo are not lacking facilities at the elite level and shortage of facilities is not a problem, rather ideal facilities are missing (e.g. facilities which have everything in one location).
- The Copper Box was intended to be British Judo's 'national facility' (as well as a number of other sports i.e. this would not be exclusive use), however, London is very expensive and there is little financial support for events. Glasgow (where up to 80% council funding is provided for mega-events) is offering incentives to use their facilities / location in the run up to the Glasgow Commonwealth Games. British Judo would love to use the London facility but without a strong London City partner it is more challenging.

British Wheelchair Basketball (9.11.12) – Charlie Bethel (CB) – CEO **Funding**

- Sponsorship came from RGK (who helped with wheelchair design) and Standard Life (£70,000 pa and £60,000 pa respectively). The Lords Taverners Junior development funding amounted to approx. £1m with 6 of the women's team players having been through this scheme.
- Around £800,000 of the £4.5 million UK Sport funding went towards the women's team with the remainder going to the men's team. CB stated that there was no cross-over of benefits felt from the Olympic Basketball funding.

Systems

- Playground to Podium (funded by Sport England) has been very effective for wheelchair basketball.
- There is a great legacy platform which CB believes has been delivered by the NGBs, CSPs, Local Authorities and clubs in the lead up to the Games. The Games showed that Paralympic athletes are athletes and created great exposure, awareness and advertising for the sport and Paralympics in general. Channel 4 was commended by CB for focusing on the sport of the Games.

Home Games

- CB stated that there were 6,000 hits on the Club Finder website following the Games and a further 31,000 hits on the site during the Games.
- CB estimated that there are currently about 1,500 league members. CB estimates a 25% increase in league club participation due to London 2012.
- According to per CB, "*at the time of interview (November) clubs were reporting an increase of up to 8 people going to their sessions. If we just take some clubs in the league that is a 40% increase in participation. Overall there has been a 25% increase in clubs. GB have the largest junior club system in the world (32 clubs), so framework to deal with influx is in place, aided by funding from Sport England. Sport England funding from Playground to Podium – the programme failed with some sports but for us we used the money for club and coach development. We took those principles and set up clubs with enhanced coaching throughout the country*".
- Ticketing was a major distraction for team and coaches. Lack of wheelchair places in the stadium was an issue with this type of seating barely comprising 1%.

- The men's team came 4th but had anticipated gold or at least a final, women came 7th with 4th expected. CB noted that this is a very good result for a Paralympics team sport. London helped focus the athletes (sink or swim situation) which improved their professional attitude.
- The UK has become more attractive for performance staff due to the Games. CB mentioned that there had been many coaching applications following the Games despite them having yet to advertise a role.

Infrastructure

- CB noted that the temporary basketball arena from the Olympic Park is supposed to be going to Brazil for Rio 2016¹⁰⁸ and suggests there may have been lost opportunities for arenas.
- Birmingham, Liverpool and Glasgow all offer good location for international competition. Ahead of the Euros in 2015 CB noted that Olympic Park venues will be too expensive due to the high accommodation costs in London. University accommodation is more affordable. The University of Worcester and Loughborough University are now our key focus venues for the next four years.

British (Disability) Swimming (13.11.12) – John Atkinson (JA) – 'Former' Performance Director (PD)

Funding

- As standards and competition within the Paralympics rise, due to more nations supporting and funding disability sports to a higher level, the depth of competition has become greater. Therefore in order to maintain and increase Britain's world ranking in Paralympics more investment is needed. More nations are becoming more professionalised in their approach.
- There are now more people at podium level due to 2012 funding. Increased funding due to Home Games allowed disability swimming to create systems which will remain and be sustained going forward, providing sufficient funding is maintained. Systems include career pathways and athlete development.
- There is no cash from sponsors, only value in kind (VIK). For example, Kellogg's provide food, Speedo provide kit, British Gas increase the standard of National events by sponsoring the event and increasing the professionalism of the events.
- Performance lifestyle advisors have had a direct impact with funding ring fenced due to 2012. This for example allowed Ellie Simmons to study for her GCSEs while still being able to travel with the team.
- Disability swimming has put a sport specific bid into UK Sport to have London as a 3rd training centre (Swansea and Manchester being the current two) but is unsure whether this will happen as funding may not be granted. London Aquatics Centre lane access is c.£100,000 pa. Not having access until 2014 will not help prepare for Rio Games in 2016.

Systems

- UK Sport recognise success based on medals. However, Olympic success is based on all medals, while Paralympics is just based on Gold medals. Disability swimming were just 1 medal short of their target and JA suggests all medals should be recognised with Paralympic sport.
- There is a potential reduction in 2020 talent due to the Playground to Podium (P2P) programme being cut. This previously consisted of £0.74m of funding (2009-13) and 9 of the 2012 team members came through P2P all of which made at least one final at the 2012 Paralympic Games.

¹⁰⁸ However, it has since been noted that this may no longer be happening.

- There are 10 talent ID days organised for the 3rd and 4th November 2012 across the UK with a total of 180 participants registered to attend (at the time of the interview). There has been increased interest in swimming since the Games with at least 10 queries per day about how they can get involved in swimming.
- Mission 2012 – Accountability, as stipulated within Mission 2012, is important but more feedback to the NGB would have been good.

Home Games

- There has been a huge increase in awareness and exposure due to the Home Games. Those wanting to see the Olympic Park and venues may have been drawn to Paralympic tickets and thus ended up seeing and experiencing Paralympic sports. People are now more aware of accessibility at facilities and more facilities are putting disability days in their calendars.

British Rowing (14.11.12) – David Tanner (DT) – Performance Director (PD)

Funding

- Siemens were attracted to British Rowing so they could be linked to the 2012 Games via logos, association through the media and political links (i.e. the 'Parliamentary boat race' which Siemens sponsored each June). This Siemens funding is primarily used to pay performance bonuses to rowers, fund media and investment in facilities and infrastructure. This sponsorship is due to expire this year (end of 2012), and although it may be hard to attract a new sponsor going forward, London 2012 has laid a good platform.
- The new Coalition Government meant more Lottery money going into sport. Sport has done well in the recession and this could be in light of the London 2012 Games, but is also likely to be linked to the 18% rise due to the change in Government.

Systems

- A talent ID scheme called Start was implemented in 2002. This identifies new rowers with half of the Olympic rowing champions coming through the scheme. There are 80-100 16-20 year olds in the scheme. Helen Glover appeared on BBC's 'The One Show' following her London 2012 rowing success which was part of the British Rowing media's plan to promote the Start scheme. Subsequent to this there were 5 weekends of testing in September 12 which shortlisted 350 people down to around 30. Normally the ratio of interest is 4:1 men to women, however, the Start weekends in September 12 had a ratio of 4:3 which shows a potential Home Games impact on female interest.
- More coaches were engaged in recent years. In 1996 there were 2 coaches, and there are now 30. There are also more full time staff including technical and medical personnel.
- Mission 2012 – Mission 2012 had the benefits of producing a reporting structure and accountability, which is a good when public funding is involved. However, it was at times more prescriptive than necessary.

Home Games

- Participation statistics show an increase of 6,595 members from April 2007 to April 2012 (2007:21,964, 2012:28,559). Since April 2007, female membership has increased by 45%, with a possible link to increased female performance in 2012. Sustainability is unknown but DT suggested that when members register they pay and this could suggest that this participation will be sustainable. These numbers do not capture the increase in all clubs however, just paid up members.
- In total, British Rowing had almost 33,000 Club Finder searches during the Olympic regatta. On 1 June 2012 there were 163 Club Finder searches, on 1 August 2012 (best day of Olympics for Rowing Club Finder) there were 5,410 searches (compared to 408 for the best day during the Beijing Olympics).

- There are both advantages and disadvantages of a Home Games. An advantage was a significant increase in person sponsors for athletes while a potential disadvantage was the increased requests for appearances which can impact on focus.
- The field of play at a Home Games can be a home advantage because the layout is familiar, however, at elite level this and the course conditions should be researched and known irrespective of where the competition is held. It was noted that the slalom canoe course holds a huge home advantage. Similarly the crowd was wonderful but DT suggests this should not impact the performance of the athletes at elite level.
- No nation has ever won more than 6 medals in rowing since 1992. GB Rowing won 9 in 2012 with 28 medallists. They also obtained the 1st women's Gold in the Games and got 3 women's medals in total. These are both huge breakthroughs in performance.

Infrastructure

- DT felt British Rowing were ill served in terms of legacy from facilities as there were no new facilities built. Although the Eton rowing course is fantastic this was not developed specifically for the Games. DT was disappointed with how much equipment was sold off by LOCOG following the 2012 Games including the sale of the moveable starting system used to start the Paralympic Games races which use 1,000 metres of the Olympic course. In addition, most of the rowing hardware for the Games was leased with no potential legacy benefits. The legacy from the Games is what GB Rowing made itself (e.g. talent from 'Start' scheme).

British Swimming (16.11.12) – Michael Scott (MS) – 'Former' Performance Director (PD)

Funding

- In addition to funding received from UK Sport (2009 – 2013) British Gas are the principal sponsor of British Swimming (across all disciplines, due to London winning Olympic bid). Additional VIK support was provided by Speedo, Kellogg's and British Airways.
- The additional sponsorship money enabled British Swimming to enhance the professionalism of the presentations of events.

Systems

- A 'Home Coach' programme was implemented at both Beijing 2008 and London 2012. This was a way of involving the coaching staff who had athletes in the Olympics but who were not on the Olympic coaching team. Each coach was taken to the Games to carry out a project with the reports they produced circulated to all coaches in Britain.
- Mission 2012 – Although time consuming to complete at times, some of the traffic light tools suggested by Mission 2012 were used.

Home Games

- There is good cross over with other swimming disciplines and meetings of the performance director forums allow issues and common learning to be shared. MS suggested there has been an increase in communication at the top staff level amongst NGBs due to the 2012 Games and this should continue into the future.
- Extensions to the contracts at a number of Intensive Training Centres (ITCs) have been secured to ensure the continuation of high quality daily training environments for world class swimmers.
- There are now a lot more Olympic size pools (50m) in the UK – in 2007 there were approximately 21-23 pools, while now there are approximately 30 pools. This is a combination of local Government and Olympic impact.
- Competitive participation levels at the end of each year from 2008 onwards:
 - 2008: 55,722
 - 2009: 57,338

- 2010: 59,042
- 2011: 59,367
- 2012: 60,352 (as of 16th November 2012).
- Great Britain received 1 host nation place (automatic qualification) in the Men's Open Water (10k). The athlete placed 5th; a chance to compete provided by hosting the Games and opportunity for the athlete to focus and hopefully excel in Open Water swimming.
- The UK Sport R & UI programme added significant value to the swimming world class programme in the run up to 2012. Partnerships with the University of Southampton and Sheffield Hallam University were developed and a number of bespoke projects will continue into the next cycle.

Infrastructure

- The London Aquatics Centre is in MS's view the best in the world. It will be used for camp based activity in the preparation for the Commonwealth Games and other events moving forward.

British Disability Athletics (19.11.12) – Peter Eriksson (PE) – Performance Director and Head Coach; and Paula Dunn (PD) – Performance Transition Manager

Funding

- Aviva funding was used to set up a talent ID pathway in disability athletics called Parallel Success (about £200,000 pa). Between 2009 and 2012, 456 athletics were identified on this scheme, with only 22 noted prior to the scheme in 2008.

Systems

- 63% of disability athletics athletes at the Games were new to the Paralympic Games, with 29% never having been to a major Championship. This new pool of young athletes is due to the ramped up talent identification since 2009 and going forward to 2016 and 2020 provides for a very promising platform of young talent.
- Since London 2012 PE has moved into the position of Head Coach of Olympic athletics. He believes his transition will help integration between Paralympics and Olympic athletics and his move should help further raise the profile of disability athletics.
- A number of R&I projects were run for Paralympics athletics including wheelchair frame, helmets, wind tunnel testing, wheels (BAE Systems and F1) and prosthetics. This additional support doesn't cost the NGB very much. It is not thought that GB, as a wealthy nation, has a technological advantage as Ukraine and Brazil are large sport investors but relatively poorer nations.
- Mission 2012 – Seen as functional – it enabled changes to be tracked and a channel to ask for extra support.
- Disability Athletics has now centralised at Loughborough post London 2012 (they have 6 hours facility time per day).

Home Games

- Recruitment of participants was boosted by the Games but retention is hard within athletics as new participants can drop out of training sessions during the winter season.
- Channel 4 coverage was praised for promoting athletic performance rather than focusing on the athlete's background and disability.
- 50% of athletes got medals. The best results are estimated for Rio 2016 following a vast increase in talent identification partly due to the London 2012 effect.
- It was also noted by PD that different cultures have different views on disability. She believes this impacts some of the ethnic minority cultures who may not view disabled people as having potential or importance. There was a low proportion of ethnic minority

cultures pre 2009 compared to the national average and role models are needed to encourage those who need motivation or confidence to participate. The London 2012 Games has helped deliver and promote disability athlete role models.

- Athletes attract private sponsors and have to buy all their own kit, equipment, wheelchairs and prosthetics. There has been an increase in availability of this individual sponsorship due to the exposure from London 2012 Games.
- Areas for improvement include the fact that all areas are funding dependant. Keeping the same pressure applied and investing in better coaching is key to maintaining performance. There should be better access as London 2012 has enabled a bigger foot in the door.
- Following the 2012 Games more people now talk about disabilities. The media coverage raised awareness as did the increased profile of disability athletes. The athletes have since been seen on TV at events such as Children in Need and Sports Personality of the Year.
- Since London 2012 Disability Athletics do not have to work as hard to get into events.

British Equestrian (21.11.12) – Will Connell (WC) – Performance Director (PD) **Funding**

- The approach adopted by the British Equestrian Federation (BEF) is one in which Paralympic Equestrian (PED) is simply treated as one of the four disciplines of Olympic equestrian sport (alongside eventing, show jumping and dressage). Thus the use of the £3.6 million attributed to PED for the London cycle was not distinguished in the budget from the £11.7m allocated to Olympic equestrian disciplines
- It was stressed that in relation to funding, equestrian sport is unique in that there was considerable financial investment provided by horse owners and the riders themselves who generally maintained their own string of horses and had their own capital investment in facilities. Although assistance was provided for Paralympic riders to identify appropriate animals, on the whole horses for the Olympic events were provided and trained within the system by the riders.
- A major additional service which was developed with the additional funds for London 2012 was the possibility of 'home visits'. This involves visiting the rider in situ at home and evaluating the horses, the context / facilities / infrastructure, and the coaching support which was available.

Systems

- Equine Pathway is part of the world class programme and identifies horses who would be able to be developed for competition at world-class level. There are approximately 80 horses on this program. This is critical in terms of producing world class athletes because in effect development of the horses (through Equine Pathway) and of the riders (through World Class Development or Performance) are both necessary conditions of success.
- A number of championships (Europeans, Under 21 Championships etc) were attracted to the UK in the period prior to the London Games, with the assistance of UK Sport's programme for attracting international events. This proved very successful both in terms of performance but also in terms of developing infrastructural support for locally held competition.
- In addition it proved invaluable in getting British representatives recognised by International Federations as having the required expertise to operate at an international level and BEF have been successful in placing British representatives in international bodies related to the sport which clearly has benefits.
- Mission 2012 – Mission 2012 did not add significant value but did provide UK Sport with some comfort that the NGB was on track. The 2012 "form" was complex and time consuming to complete.

Home Games

- BEF was able to secure accommodation close to the Olympic venue, which was invaluable as riders could use this as a place to relax close to the competition facility. It was also able to gain some insight into the nature in which the course design would develop because they were able to see development on the site.

British Sailing (21.11.12) – John Derbyshire (JD) – Performance Director (PD) **Funding**

- British Sailing obtained £4m in sponsorship during the 2009-13 period. Sponsors were brought on board in 2004, with all sponsors renewing and increasing their funding at the 2008 break clause date. This was due to a combination of good performance as well as the London 2012 Home Games factor. Sponsors include Skandia, G4S and Accenture. These provided both cash and VIK benefits to the RYA. For example, Accenture provided VIK in the form of an online Performance Management tool, to enable regular review of the system, culture and athletes.
- UK Sport funding only accounts for a proportion of the athletes costs with individual sailors contributing to their programmes. This means the athletes are reliant on their individual sponsors for support (this often includes family support).
- Team sponsors are used for performance bonuses which cannot be paid from UK Sport funding. A huge legacy project was undertaken with the sponsors money which resulted in Portland House which is an accommodation centre linked to the Weymouth facility.
- Additional UK Sport funding allows for greater professionalisation of the sport and the athletes. Similar levels of funding are expected for the Rio 2016 cycle.

Systems

- It was noted by JD that both Olympic and Paralympic sailing are fully integrated and aligned under the Royal Yachting Association (RYA). There are 10 Olympics sailing classes (currently 70-80 Olympic athletes) and 3 Paralympics classes (currently 7 Paralympic athletes).
- RYA set up a 'sail for gold' initiative, aimed at celebrating the sailing and assisting the clubs with introducing new members to their clubs (there was a sail for gold ball and a sail for gold Olympic classes regatta). This involved 650 sailing clubs which held open days with the support of the RYA supplying kit and Facebook support etc. This was funded from core income such as membership income, not from UK Sport funding.
- Mission 2012 – challenging that it was introduced during the 2012 cycle, but is expected to perform better going into the next 4 year cycle. The tracker board showed a good correlation between the green elements and medal success/ targets and amber and red elements with medals issues. Overall outcomes showed effective links with performance.

Home Games

- Sailing friendly universities include Plymouth, Exeter, Bristol, Southampton and Oxford. There has been a positive impact of the 2012 Games on 'sports friendly' universities which support both academic and sporting excellence.
- The 2012 Games caused a 50% increase in Internet traffic by those searching for clubs. There has been a 53% increase in members and 85% increase in interest (see more statistics in Box 3).
- RYA agreed with LOCOG upfront that they would supply the support staff for the Olympic sailing event in exchange for equipment that LOCOG purchased for London 2012 Sailing events. RYA obtained their volunteers from UK clubs who provided boats and

individuals to support the event. Around 500¹⁰⁹ people were involved all who gained additional experience from their involvement to take back and share with their clubs and communities. Some of the equipment given to RYA in return included RIB boats which the RYA will distribute to various facilities to provide a tangible lasting legacy.

- The RYA is centralised (including coaching, medical support etc) at Weymouth but need a variety of conditions so use numerous training facilities around the UK coast line. Weymouth is used as the primary Olympic training base and the youth and junior sailors use is for about 50% of their squad camps. RYA exercise an exclusion clause to occupy Weymouth exclusively leading up to the 2012 Games, however, LOCOG and International Sailing Federation (ISAF) required the RYA to allow overseas teams to train from Weymouth and Portland National Sailing Academy (WPNSA), as well as the other venues around the town. This did negate some of the home advantage. Being based in Weymouth pre Games made it possible to gain Home Advantage by logging wind shifts, waves patterns etc to produce a database of stats to draw on.
- London 2012 Sailing was the first Olympic Sailing event to have ticketed spectators for each day of competition (Beijing did have paying spectators, but no real programme of activity). It was certainly the first Olympic Sailing event that sold out.

¹⁰⁹ The number gaining experience as a result of the equipment support was around 100 during the test event and Games.

Box 3: Legacy Impacts from the 2012 Games

RYA wanted to "*get behind London 2012 and create a lasting legacy*" for sailing. The RYA has identified the following:

1. Physical legacy:
 - **Weymouth and Portland National Sailing Academy:**
 - o New building, slipways, pier, cranes, breakwater, marina and boat park
 - o Fully accessible to disabled sailors
 - o Venue for major international regattas
 - o RYA Olympic youth and junior squads training venue
 - o Windsurfing school opened in 2010
 - **Weymouth and Portland:**
 - o Regeneration of Osprey Quay, new crane/ refurbishment at Weymouth Sailing Club, new marina, marine workshops, accommodation
 - o New school – Chesil Primary School
 - o Relief road and new transport infrastructure with improvements to local area telecommunications and broadband
 - o Castle Cove Sailing Club – hosting international teams as a sailing venue
 - **Sport England Club Funding**
 - o Small Grants Programme (April 2007 – April 2012) – 191 sailing and windsurfing awards totalling £1,718,620
 - o Inspired Facilities Fund (August 2011 to April 2012) – 39 successful sailing application awards totalling £2,018,624
 - o Investment in HISC, Pwlhelli, Largs, Rutland and Oxford National Centres of Excellence
 - **Ribs and Equipment**
 - o 4 ribcraft RIBS, 5 protector IBS, 1 committee boat, 5 courses worth of marks and tackle and other equipment used for the Games to be distributed to RYA clubs
2. Human legacy:
 - **Volunteers and skills uplift:**
 - o RYA invested 3-6 years in developing volunteers in the lead up to London 2012. c. 500 RYA sailing event volunteers from c. 50 sailing clubs throughout the UK had roles during London 2012 obtaining valuable experience
 - o 3 RYA staff members were seconded to LOCOG with 7 staff acting as Games Makers
 - o Games Safety RIB drivers from sailing clubs gained valuable experience which has been taken back to the clubs.
 - **RYA Ambition Programme:**
 - o Girls for Gold – encouraging female participation in high performance sailing
 - o Olympic Ambition – inspiring and informing future Olympians
 - o Disability sailing boost – Paralympic has raised national awareness and respect and "Sail for Gold" includes sailability groups

3. Funding legacy:
 - **Relationships:**
 - o Games facilitated stronger relationships with sponsors and businesses – RYA plans to capitalise on these in the future
 - **Governance:**
 - o Improved professionalism in relationships between NGBs, UK Sport and Sport England
 - o London 2012 provided NGBs with a focus to work with LOCOG, Sports Councils and local authorities
 - o Drive from Sports Councils to strengthen governance standards within NGBs
4. Participation legacy:
 - **Public engagement:**
 - o Spectatorship
 - o Home Games allowed family and friends to experience a Games
 - o Torch Relay participation by sailors
 - o Press coverage
 - **Sail for Gold:**
 - o Over 650 clubs, centres and marinas signed up
 - o Clubs held events and activities throughout the UK encouraging people to try boating
 - o Clubs and centres continuing to host "have a go" sessions and open days
 - o Over 3,000 people "had a go" at sailing or windsurfing at Weymouth at the free Sports Arena during Olympic and Paralympic sailing events.
 - o 50% uplift in traffic to "Where's My Nearest" section of the RYA website
 - o Of the Sail for Gold organisations:
 - o 67% reported increase in participation in 2012
 - o 53% reported increase in members and customers in 2012
 - o 85% reported increase in general interest in sailing in 2012
 - o 75% held more than one "Sail for Gold" event with nearly all available to local communities
 - o 63% reported increased awareness on the local community
 - o 58% have made plans for future participation events and activities

Source: RYA Olympic and Paralympic Legacy 2012, Sarah Tresder

British Boxing (22.11.12) – Matt Holt (MH) – Performance Manager; and Rob McCracken (RM) – Performance Director (PD)

Funding

- It was estimated that funding for the Rio 2016 cycle would be maintained or slightly increased due to the success at London 2012. Although the Rio Games could be said to be more expensive there will be a similar level of preparation. The target will be to win multiple medals at Rio 2016, however, retaining the position as the leading boxing nation will be very difficult in an increasingly competitive international environment.

Systems

- Increased funding allowed for greater investment in staff, both increasing staff numbers and also increasing time they spend with the athletes during the Olympiad, both of which are seen to be the key to success. British Boxing have increased the time of virtually every member of sports science support staff and brought in extra staff e.g. performance analysts.
- Additional funding also enables training camps with other international teams as GB Boxing can afford to pay for flights and overseas camps which are hugely beneficial. When competing overseas they are also able to travel out in advance of the competitions (1 day in advance for each hour change in the time difference) and support the athletes with accommodation and travel costs. Again this impacts greatly towards a better performance.
- The UK Sport funding provided enables GB Boxing to deliver a high level of professional service to the team by comparison with international competitors. This service is largely due to the core investment in staff, with RM noting that the recent success has been mainly due to taking the right people and pulling them together to form an effective team.
- UK Sport Research and Innovation (R&I) was used in the London 2012 cycle. Video analysis equipment and a database of boxers has been developed as well as a boxing dynamometer. UK Sport funding helps protect IP and pay for development, however, GB Boxing paid for the actual hardware.

Home Games

- The Home Games helped participation to increase in clubs due to the success and exposure of the sport. The sustainability of this is being taken on by the Home Nations.
- Most of the athletes coped well with the pressure at their Home Games. It was noted that most indicated that the Home Games was an advantage due to the crowd support.
- The 2012 judging panel was fully international. There was no home advantage gained with artistic judgement.

Infrastructure

- British Boxing is centralised at the Sheffield English Institute of Sport (EIS) and has been for 6 years. GB Boxing owns 11 properties near the EIS which were purchased over the 2012 Games cycle to provide accommodation for athletes. These properties provide beds for around 37 athletes.
- The GB Boxing Pre-Games Training Camp (PGTC) was at the Sheffield EIS. GB Boxing also spent a week in France 2 weeks prior to London 2012 as the team regularly go there prior to a tournament. The Brazilian team spent a week with GB Boxing at Sheffield EIS where they were able to spar together and build a valuable relationship ahead of Rio 2016.
- GB Boxing used additional money in the 2012 cycle to invest in physical facility and space in Sheffield for training and offices.

British Volleyball (22.11.12) – Kenny Barton (KB) – Performance Director (PD)

- KB believes GB Volleyball could obtain medals in 8 years' time as per our originally accepted plan but only with maintained levels of funding. He noted that in order to keep developing athletes, funding is needed. There are now Olympians/Paralympians in all 6

programme areas in the British Volleyball system and this should be the catalyst for further exposure and growth.

Home Games

- The BOA FTSE 100 scheme linked BVF with Land Securities, then Vertex to support the governance function. Prior to the London 2012 funding bid success in 2005 the Home Countries National Governing bodies for Volleyball, England (VE), Wales (WVBA), Northern Ireland (NIVB) and Scotland (SVA) signed up to a Primacy Agreement in favour of the British Volleyball Federation (BVF). This was to facilitate the setting up of six High Performance Programmes for Volleyball, Beach Volleyball and Sitting Volleyball (men and women in each) to prepare GB teams to compete at the highest level possible and so compete with Credibility at the London 2012 Olympic and Paralympic Games
- KB stated that prior to London 2012 there were a few British professional players, with most 'top' athletes not training nor competing at a high enough level to make the required improvements. From a starting point of GB having 1-2 professional players and there are now 30 professionals playing in leagues all over Europe, and Beach players committed full-time to the sport.
- The BBC coverage of VB at the OG in the UK was on the red button and the uptake of coverage in the UK and around the world was amongst the highest of any team sport. There were 90,000 people spectating each day (6 sessions of 15000, with 80% British Bought tickets) British Volleyball cannot afford to enter significant CEV and FIVB competition to stage more matches following the Games to build on this exposure. The cost of usage of the Copper Box to stage international matches (as the venues at Earls Court, Horse Guards Parade and ExCeL were all temporary) is likely to be prohibitive. KB noted that Volleyball is a growing sport in the UK and GB Volleyball therefore felt hard done by potential funding withdrawal given the unprecedented rise in FIVB Rankings FIVB. KB suggested that at Rio 2016, volleyball will be the number 1 sport for Brazil.
- Due to the Home Games GB Volleyball gained automatic qualification for London 2012. There has been an increase in participation and club members reported by VE, SVA and NIVA.
- If it wasn't for the Performance funding due to London 2012, GB Volleyball would not have competed with credibility at the Games. It has therefore had a huge impact on performance and exposure for the sport.

Infrastructure

- Volleyball at London 2012 was at Earls Court, the beach volleyball at Horse Guards Parade and the Sitting Volleyball at ExCeL all three were all temporary facilities.
- The Gold Event Series programme run by UK Sport does not include any Volleyball as their events do not tick the WC boxes required for support for this scheme so there is no overall support plan to assist with events going forward.
- Sand from the beach volleyball courts has been put into several new beach volleyball courts located around London.
- The Copper Box is unlikely to be affordable. It would have helped if British Volleyball were able to host events in it immediately post the 2012 Games.
- Some training court equipment including balls, scoring equipment, nets posts etc have been donated to British Volleyball from LOCOG, and these have been distributed to the Home Nations. A huge number of match officials, event personnel were trained for and delivered at the events, these people are ready willing and able to assist with the delivery of events but BVF may not be able to host appropriate level events to sustain training progress and interest.
- Even though Volleyball surpassed their required outcomes for the London Games, there has been no recognition of progress made over the past six years, and no Rio 2016 funding allocated to Volleyball and Sitting Volleyball, despite that clearly being part of the original

plan and buy-in from all involved, with limited support to one female beach team of two athletes, which will make the qualification process for Rio very tough indeed.

British Triathlon (26.11.12) – Zara Hyde Peters (ZHP) – CEO

Systems

- The increased funding due to London 2012 enabled more NGB structure, communications resource, website development etc which created a better platform for British Triathlon to raise the profile of the sport of triathlon and allowed for the managing of the success and profile of having world level recognised athletes.
- Development and Community programmes already in existence were linked to signposting and promoting the 2012 Games with messaging around accessible (free-to-view) event viewing.
- Participation in Triathlon is also closely linked to the profile of the three individual sports. Therefore it could be that the legacy from Mo Farah and the success of British Cycling could have a real long term impact on those who ultimately end up running and cycling and therefore taking part in triathlon.

Home Games

- There were just two Triathlon events at London 2012 (men's and women's Tri). British Triathlon has made a submission for Glasgow 2014 to hold a mixed team relay event in addition to the two male and female triathlons. This has been approved and is estimated to gain increased media attention for the sport. This was noted by ZHP as being a London 2012 Games impact.
- British Triathlon wanted to be the best free to view sport at London 2012 in order to show case the sport. In 2009, 2010 and 2011 the World Triathlon series events were held at London Hyde Park with the 2011 event being the London 2012 test event. During the Olympics Triathlon event, the park saw a population of four times that of the Olympic Park Stadium.
- ZHP noted that British Triathlon received more media attention in the two weeks during London 2012 Games than they had in the two years prior. There was also a volunteering legacy from British Triathlon as 99% of the 1,000 volunteers who committed, actually turned up to the events. These are to be involved again in the 2013 World Championships which are being brought to Hyde Park as a legacy event.
- During the Olympics there were 'Triathlon Live' events which were used to spread the 'feel good factor' of triathlon to other regions. Live sites in eight locations (e.g. BT Live in Hyde Park) included endless pools, fixed bikes, virtual competitions and event attractions
- Another legacy impact noted by ZHP was the introduction of Triathlon Paralympics at Rio 2016. The 2009 London event had the first ever separate disability triathlon event which will now be integrated into the Paralympics. For non ambulant categories, hand-cycles will be used for the cycling discipline and wheelchairs for the running stage. A tandem bike will be used for those who are visually impaired along with tethered running.

British Cycling (30.11.12) – Dave Brailsford (DB) – Performance Directors (PD) **Funding**

- Sponsors include Sky and Adidas. Discussions were initiated with Sky pre Beijing when British Cycling wanted a sponsor partner who could give access to the public to enhance their media presence and to also provide in-house expertise (VIK). The Sky sponsorship is worth about £1.3m pa, plus VIK.
- Sky and British Cycling cross fertilise with leadership and management skills. Programmes are run between the two organisations to share knowledge and expertise. The Sky partnership is long term and Sky are committed to leaving a legacy for British Cycling.

Systems

- The Olympic and Paralympic programmes within British Cycling are well integrated.
- The additional funding, due to London winning the bid in 2005, allowed for greater investment in coaching at the performance and performance support level as well as talent retention and R&D (via UK Sport R&D).
- DB suggested the most important change he would like to see implemented is that cycling is included in the school curriculum. This will enhance safety and educate children about wearing a helmet, how to use brakes and gears and help to break down participation barriers. He suggests that this could be delivered by local clubs. This would enable the 'hard wiring' of cycling skills at an early age to create a real long term legacy.
- Mission 2012 – Mission 2012 is a creative and clever tool but proved to be onerous and 'clunky' for developed sports. The process of completion can be a bit of a box ticking exercise to promote governance, accountability and transparency.

Home Games

- The Home Games made a real difference. The logistics were a lot easier in terms of travelling (no jet lag) and there were no language barriers as there were in Beijing.
- DB stated that the crowds were fantastic. The level of support from the Home crowd can translate to an improved performance. During the World Cup event in February 2012, which was held in the London Velodrome and which was the first time the team had competed in the Velodrome, a measured peak in performance was seen and attributed to the crowd impact.
- There has been a significant boost in British Cycling members which have recently increased from 20,000 members to 62,000 members in the London 2012 Games period. However, the success of Team Sky (e.g. Bradley Wiggins and Mark Cavendish) in the 2012 Tour de France is likely to have had an equally important impact on these participation figures.
- It was noted that the London 2012 Games challenged the core sports in the UK and created an appetite for a broader range of sports. London 2012 demonstrated ethical behaviour and fair play and dignity (which is sometime lacking in some pro sports such as Premiership football). The London 2012 Games challenged these values and created a healthy atmosphere for sporting competition.

Infrastructure

- British Cycling were involved in the building of the Velodrome and see it as a great venue. It is proposed that there will be international competitions and a World Cup event in the London Velodrome each year.
- The Olympic road race course has its own legacy in the form of a one day classic sportive ride which is to be organised each year going forward to attract the pro cyclists to compete in London.

- DB suggested that one of the legacies that could be left by the Olympic Park (including the individual venues) is the ability to re-visit in years to come and re-live the London 2012 'feel good factor'. This requires continual modernisation of the park and its facilities.

B-5. Questionnaire Results

The following section sets out the survey results presented as a combined summary for all sports.

Results are discussed under the following key topics, with analysis by question:

- Funding
- Performance at London 2012
- Impact from London 2012
- Rio 2016 Expectations

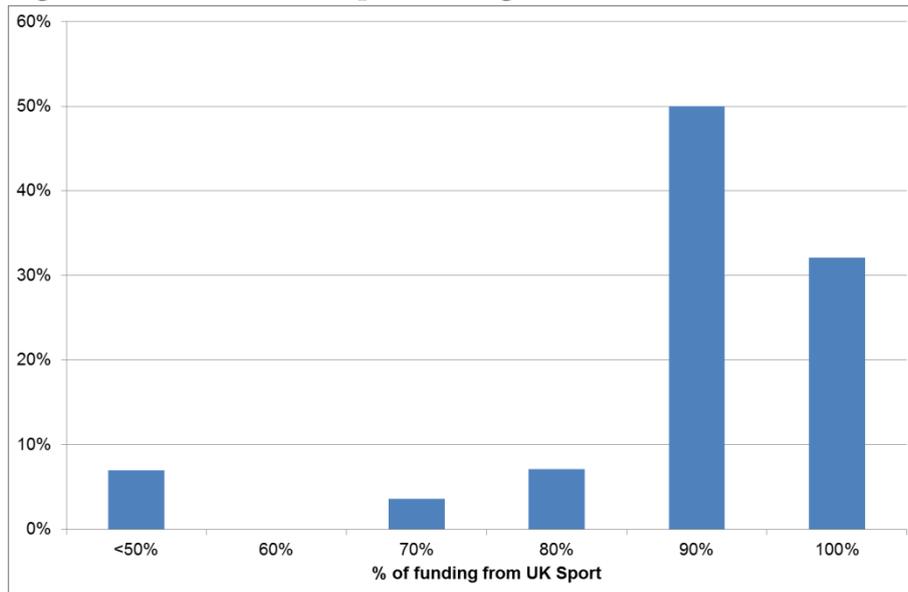
(i) Funding

The majority of elite sport funding was from UK Sport (core funding); however, it was noted that London 2012 did result in increased levels of sponsorship funding.

What percentage of your sport's London 2012 elite sport funding was from UK Sport (including Lottery funding)?

UK Sport (including Lottery funding) forms >90% of elite sport funding for 82% of the sports in this survey. The remaining funding was typically reported as being from sponsors in the form of value in kind, as well as cash input and membership revenue from the various NGBs.

Figure 4: London 2012 UK Sport funding



Source: NGB Online Survey

(ii) Performance at London 2012

Performance at London 2012 was on the whole in-line with or above expectations, with a number of sports either meeting or exceeding their targets. The GB Olympic medals target was 48 medals and 65 were obtained. The Paralympic medals target was 103 and 120 were obtained.

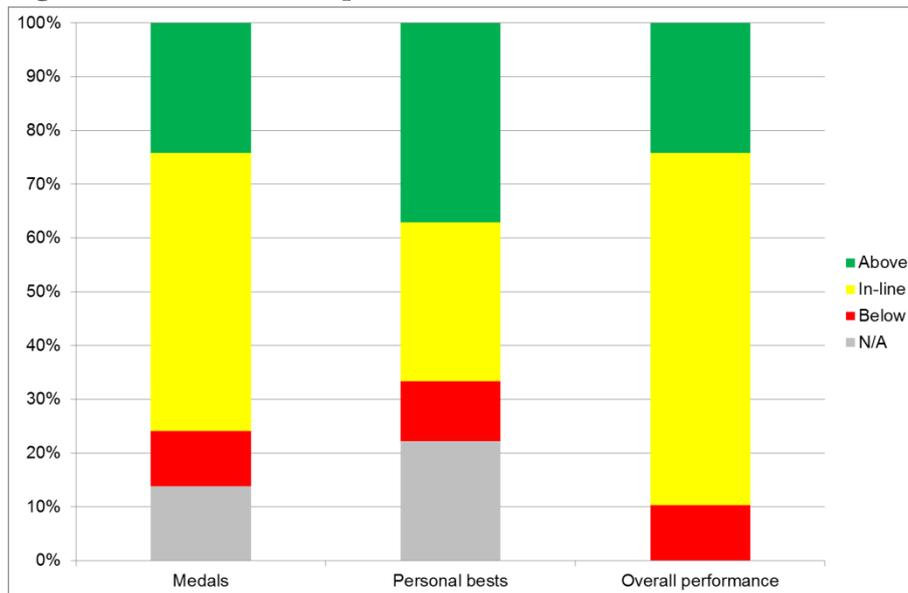
Was your sport's performance at London 2012 above, in-line with or below your expectations?

Overall performance is shown in Figure 5 with respondents indicating that 66% of sports indicated that they performed in-line with expectations with 24% exceeding expectations. When looking at performance in terms of medals and personal best performances (where applicable) 24% and 37%, respectively, of the sports concerned, indicated that their athletes/teams performed above what the respondents had expected, with 52% and 30% respectively performing in-line with their expectations. In only 10% of cases did athletes/teams perform below respondents' expectations.

Dave Brailsford (PD at British Cycling) stated *'the GB Cycling team performed fantastically well during the Games with the majority of riders posting personal best times and world records'*.

Most of the additional comments with regards to this question benchmarked performance against medals targets set. Expectations about performance were already high (because of the home Games and enhanced support), however, in many instances even these heightened expectations were exceeded.

Figure 5: London 2012 GB performance

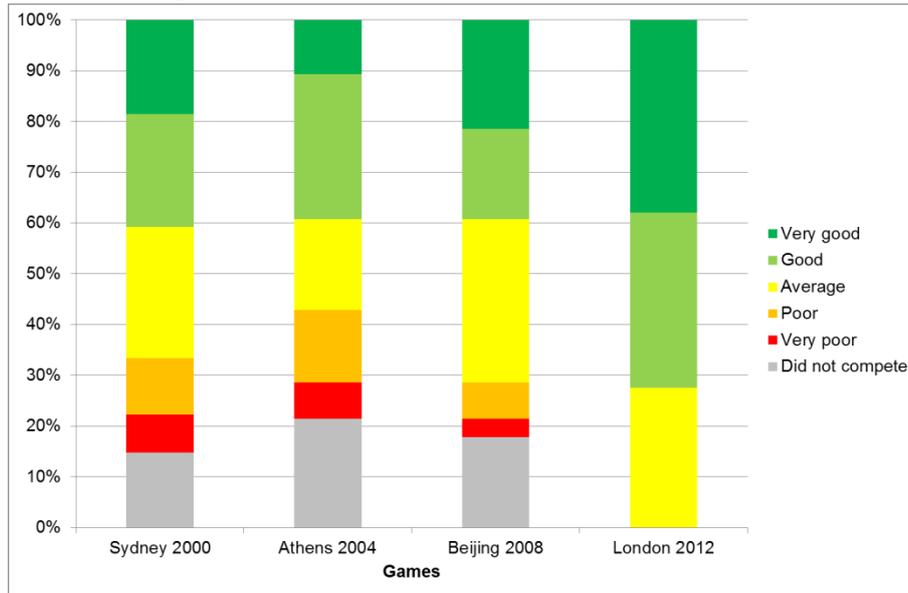


Source: NGB Online Survey

How would you rate your sport's overall performance (medals, personal bests, qualification etc) at the following Games?

It is clear from Figure 6 that when considering overall performance over the past four Games, performance at London 2012 has the highest rating for GB sports. For London 2012, 100% of responses show performance as average or above compared to Beijing 2008, Athens 2004 and Sydney 2000 with 71%, 57% and 67% respectively. London 2012 performance for GB sports was rated as 'very good' for 38% of sports, almost double that in Beijing 2008 (21%). Figure 6 also shows that there were GB sports competing at London 2012 which had not competed in the past four Games, due to automatic Home Games qualifications, as well as improved performance leading up to the Games which led to an increase in qualifications in general.

Figure 6: GB performance history (2000, 2004, 2008 and 2012 Games)



Source: NGB Online Survey

(iii) Impact from London 2012

There were many impacts on elite sport which were a product of London 2012, these were mostly positive impacts, however, some negative impacts have been noted.

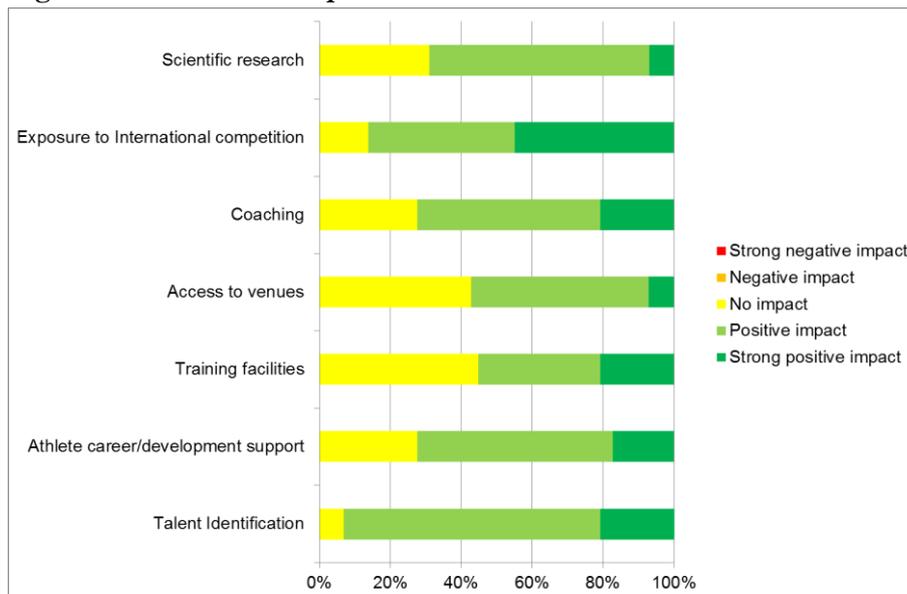
How do you feel winning the bid to host London 2012 impacted on your sport in the following areas (scientific research, exposure to International competition, coaching, access to venues, training facilities, athlete career/development support and talent identification)?

The most common response, as shown in Figure 7, is that London 2012 had a 'positive impact' on the seven areas.

On average 72% of sports felt a 'strong positive' or 'positive impact' in the seven areas. In particular, respondents indicated that London 2012 had had a 'strong positive impact' (45%) on exposure to international competition, however, training facilities and access to venues were noted as having the least impact, with almost half of the respondents indicating 'no impact' (45% for training facilities and 43% reporting no impact in terms of access to venues). Respondents cited talent identification as the area which had experienced the largest overall 'positive impact' (93% for both positive and strongly positive) which potentially indicates a legacy benefit going forward to Rio 2016.

Negative impacts were not noted in any of the seven areas of provision for elite sport incorporated in the responses for this question.

Figure 7: London 2012 impacts



Source: NGB Online Survey

Note: Sports such as swimming, disability swimming, synchronised swimming and water polo all require similar training facilities and access to venues (i.e. a swimming pool). This should be noted when drawing conclusions from Figure 7 as all four swimming related sports are represented in this survey.

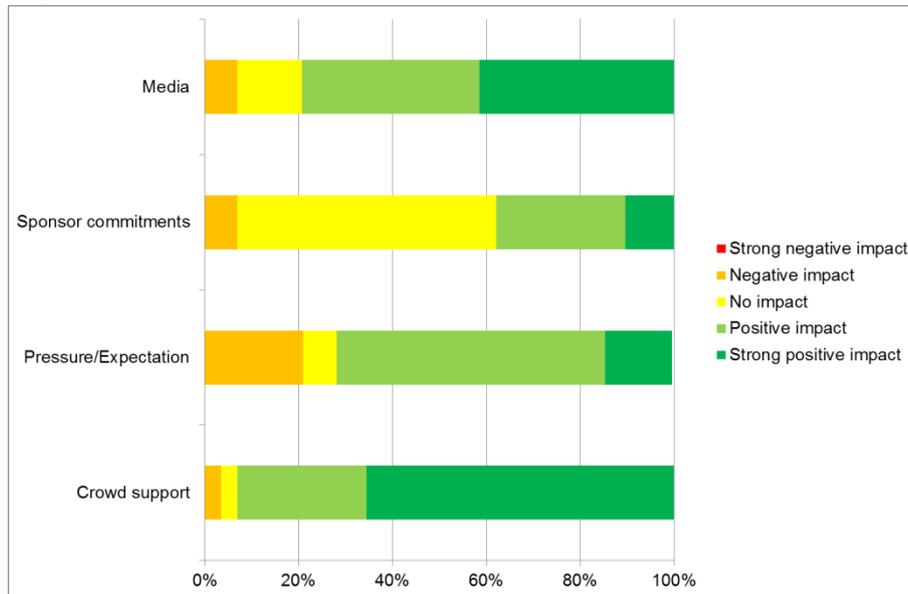
How do you feel London 2012 being a home Games impacted your sport's performance?

According to respondents, crowd support was regarded as having had the most 'strong positive impact' (66%) out of the four areas shown in Figure 8 with both media, pressure/expectation and crowd support having an overall 'positive/strong positive impact' at 93%, 71% and 79% respectively.

Strong negative impacts were not noted for any of the four areas (media, sponsor commitments, pressure/expectation and crowd support) however, some sports noted some 'negative impacts'.

Pressure/expectation had a 21% 'negative impact', however this is likely to be dependent on the sport, athlete and event¹¹⁰ as a 'significant positive/strong positive impact' was noted as well (71%).

Figure 8: Home Games impacts



Source: NGB Online Survey

¹¹⁰ Pressure is likely to vary for different types of event (e.g. relay against individual) and different athlete situations (e.g. returning from injury and having low expectations) etc.

What effect do you think additional facilities built for London 2012 (e.g. Olympic Park venues, pre-Games training camps, etc) will have on your sport going forward?

55% of sports indicated that they think that the additional London 2012 facilities will have a 'very positive/positive' effect on their sport. There is also a large proportion (38%) which feel the additional facilities will have 'no effect'. This could be due to there being few additional facilities for some sports or that the additional facilities are just not expected to affect future performance levels in their sport (e.g. if the facilities are not available or affordable for elite or public use).

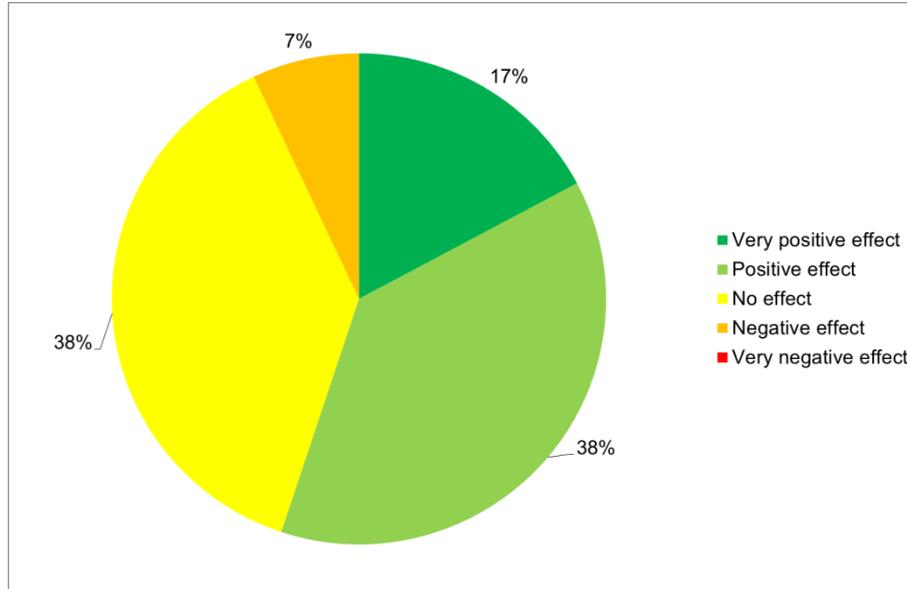
7% of the respondents indicated that the London 2012 facilities will have a 'negative' effect on their particular sport.

A number of sports commented that their London 2012 venues and facilities may prove too expensive to use following Games. The respondent from British Volleyball stated that *'there was likely to be 'no effect' going forward since their events had been held at Horse Guards Parade, Earls Court and ExCeL, all of which were Games-time venues only, with no provision for volleyball going forward. The Copper Box is not available to us at all after the Games and is likely to be too expensive for consideration'*.

However, a number of facilities were commended for their legacy potential and also for their potential to host international competitions (e.g. Velopark). British Cycling's PD believes the Velopark will have a very positive effect on the sport. He commented that *'the Velopark including the Velodrome is a brilliant facility and will attract greater numbers into the sport'*. The respondent from British Disability Fencing noted that the sport had developed good relationships with Bath University as part of pre-Games training camps.

There are a number of London 2012 venues and facilities which were temporary, therefore going forwards there is less chance that they will benefit any sports. This could explain the reason why 'no impact' was noted by 38% of those surveyed.

Figure 9: London 2012 facilities



Source: NGB Online Survey

What has been the impact of the 2012 Games on your sport in the following areas (coaching, number of clubs, club membership and participation)?

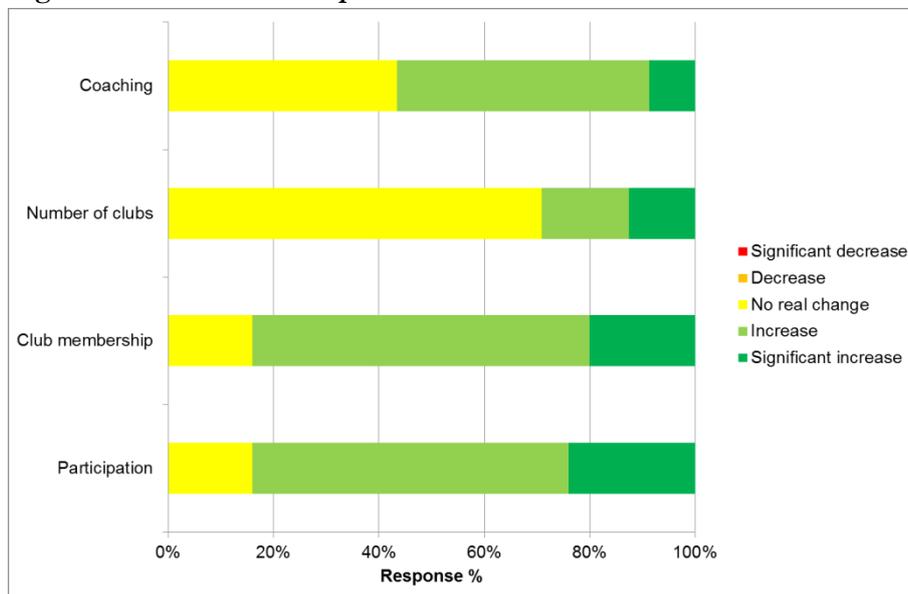
Figure 10 shows that there are no sports which indicate London 2012 has resulted in a 'decrease' in any of the four areas.

Club memberships and participation are noted by respondents to have seen the largest increases at 84% of respondents each ('significant increase/increase'). Number of clubs have seen 'no real change' (71%) while coaching has been said to have 'increased' by 57% of respondents.

British Cycling noted either a 'significant increase' or 'increase' across all four areas and commented, '*membership is up to an all-time high of 62,000, races are increasing and participation is booming*'.

British Taekwondo stated that there has been a 20% increase in membership since August 2012 and a 50% increase in participation at seminars. Both British Taekwondo and British Handball suggested there has been a 'significant increase' across all four areas.

Figure 10: London 2012 impacts



Source: NGB Online Survey

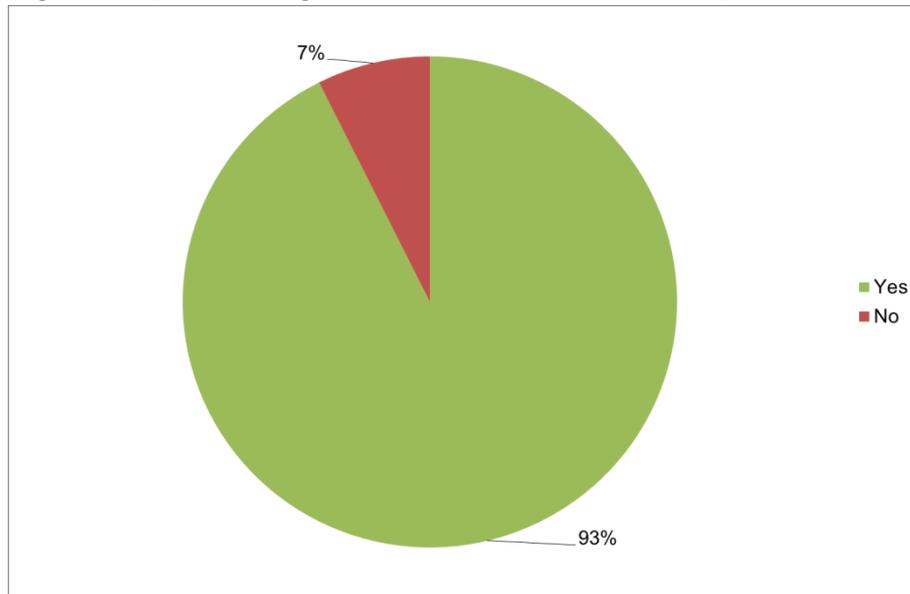
Has your sport made any special arrangements for additional interest in your sport following the 2012 Games?

93% of sports indicated that they have made special arrangements for additional interest provision, including increased numbers of clubs and course sessions, raised talent identification awareness, increased staffing around participation and grassroots capacity, updating websites to deal with increased interest as well as special projects launched as a result of the additional interest.

Specific examples include:

- Taekwondo - improved awareness through website, Facebook & Twitter. Coach & Club development programmes progressing at a faster pace.
- Hockey - a full programme under the banner Hockey Nation (website which lists all the places to play and watch hockey and information on activities across the country for people of all ages and abilities).

Figure 11: Special arrangement for additional interest in sports



Source: NGB Online Survey

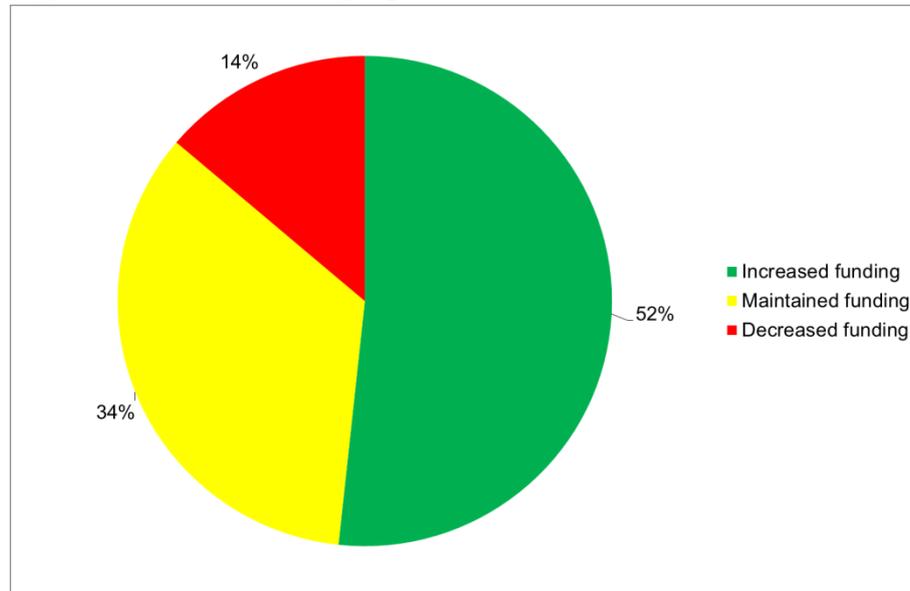
(iv) Rio 2016 Expectations

Overall, increased levels of funding and increased performance are expected for Rio 2016.

What elite sport funding (UK Sport and Lottery) commitments do you expect for your sport going forward to Rio 2016?

Figure 12 shows that 52% of the sports expected increased funding from UK Sport for the Rio 2016 cycle. Approximately a third expected maintained funding (34%) with decreased funding anticipated by 14%.

Figure 12: Rio 2016 funding expectations



Source: NGB Online Survey

What overall performance (medals, personal bests, qualification, etc) do you project for your sport in Rio 2016 compared to London 2012?

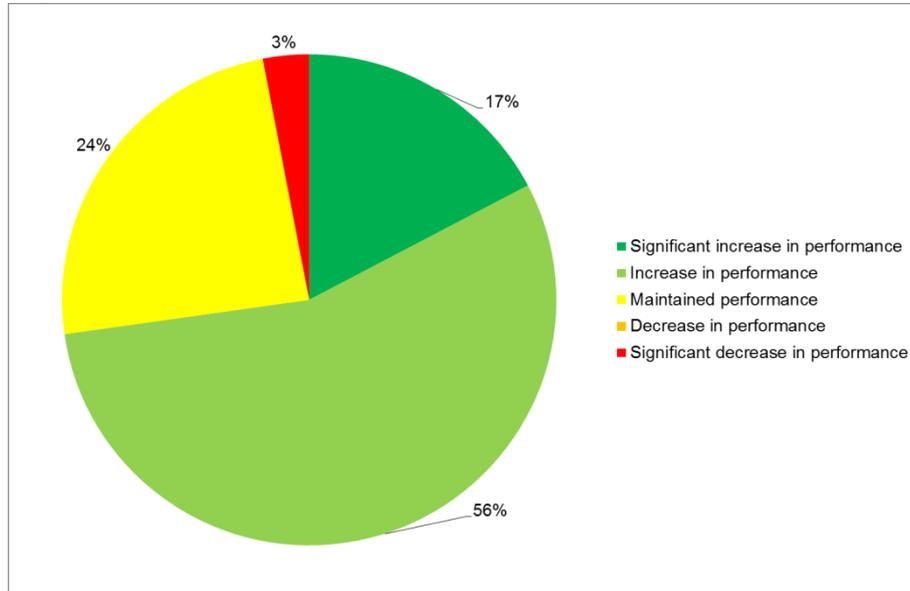
Only British Handball projected a 'significant decrease' in overall performance for Rio 2016 indicating that *'without Rio funding the sport will be unable to compete in International competition'*.

There was a large proportion of sports (72%) which projected an 'increase' or 'a significant increase' in performance at Rio 2016.

Individual circumstances in particular sports do however mediate anticipated performance. For example British Disability Fencing stated that *'six to seven of their athletes were first time Paralympians who have not been in the sport for very long'* and therefore project a significant increase in performance.

In addition there were examples highlighted in the NGB interview process where athletes had gained an Olympic experience due to automatic qualification at London 2012 which they would not have otherwise had. This may impact their performance potential going forward to Rio 2016.

Figure 13: Rio 2016 projected performance (GB)



Source: NGB Online Survey

B-1: Questions and prompts for NGB interviews

- 1 Can you confirm how much funding you received as an NGB for the 2008 and 2012 Games?
- 2 Were there any areas of significant support which came from outside of the UK Sport funding? If so, what?
- 3 How was this funding allocated within the NGB? How does it differ between male and female athletes? Other demographics?
- 4 What were the changes made in respect to the 9 SPLISS pillars? e.g:
 - How significant were these in helping to deliver medal success?
 - To what extent were these changes made possible by additional investment?
 - The impact of Mission 2012?
- 5 Are you happy with the performance at London 2012? Was it above, in line or below your expectations? What areas were a success? What areas need improvement?
- 6 Do you feel the additional investment made a difference in 2008 and 2012 performance levels/medals? Can you explain why/why not?
- 7 Aside from funding, how do you feel London 2012 being a Home Games impacted performance (hosting effect, crowds, psychology, sponsors, pressure, media etc)?
- 8 What funding has been committed/estimated going forward to Rio 2016? Any changes in commercial funding?
- 9 What would you change or want to see going forward? How are you planning to achieve/implement these?
- 10 Do you project an improved or sustained performance in Rio 2016? Medal targets/projections?
- 11 Did you feel the impact of the Olympic and Paralympic venues (both inside and outside of London) on your elite sport? If so how?

Additional Paralympic NGBs questions:

- 12 Do you feel there is a significant advantage for wealthy nations in Paralympics sports which are heavily reliant on prosthetics/equipment (in addition to the general advantages gained by wealthier nations)?
- 13 What is the level of cross over with Olympic funding?

B-2: List of GB Olympic and Paralympic sports

The online questionnaire was sent to the following GB Olympic and Paralympic sports:

Aquatics - Disability Swimming
Aquatics - Diving
Aquatics - Swimming
Aquatics - Synchronised Swimming
Aquatics - Water Polo
Archery & Paralympic Archery
Athletics & Disability Athletics
Badminton
Basketball
Boccia
Boxing
Canoeing
Cycling & Paralympic Cycling
Disability Athletics
Disability Table Tennis
Equestrian & Paralympic Equestrian
Fencing
Goalball
Gymnastics
Handball
Hockey
Judo & Visually Impaired Judo
Modern Pentathlon
Sailing & Paralympic Sailing
Paralympic Shooting
Powerlifting & Weightlifting
Rowing & Rowing Adaptive
Volleyball & Sitting Volleyball
Table Tennis
Taekwondo
Target Shooting
Triathlon
Weightlifting
Wheelchair Basketball
Wheelchair Fencing
Wheelchair Rugby
Wheelchair Tennis
Wrestling

Annex C: Pre-Games Training Camps Survey

Summary

Pre-Games Training Camps (PGTCs) – where competing athletes attend a training camp located in the host country ahead of the Games – provide an opportunity for many benefits to the host regions, from the expenditure of the visiting teams, to wider effects such as events and the visitors these bring, as well as business opportunities. Over 250 PGTCs were held in the lead up to the London 2012 Olympic and Paralympic Games. The PGTC Survey undertaken for the Meta-Evaluation of the Impacts and Legacy of the London 2012 Olympic Games and Paralympic Games sought to capture the impacts of the camps across several areas and to quantify both their costs and benefits.

The survey achieved good coverage, with responses from 68% of PGTCs. Though there are a few data constraints, it provides good insight into the scale of the direct economic benefit from the expenditure of the visiting team, suggesting a benefit to the UK economy in the order of £10m from the visiting teams. The survey also demonstrated that these impacts have been felt across the country. Further indirect economic benefits were also likely, from visitors to the PGTCs and the associated events and business opportunities arising from the PGTCs. However, these are harder to quantify and therefore were only touched upon briefly by the survey.

Over a third of respondents reported investment in sporting facilities or infrastructure, though the scale of investments varied. There was also a sizable effect on the usual users of facilities with over 50% of respondents reporting reduced availability to usual users during the PGTC, though over 20% reported an increase in availability after the PGTC.

The 124 camps that responded to the events section of the survey held in total nearly 500 events associated with the PGTCs. Over 50,000 visitors and over 13,500 volunteer days were committed to the associated events and the PGTCs combined. This paper provides details on the different types of events and the links to other Olympic and Paralympic Games projects, such as the Olympic and Paralympic torch relays.

Finally, the survey allows reporting on the wider socio-economic impacts of the PGTCs by capturing the opinions of the respondents on these. The reporting suggests that the PGTCs provided notable benefits to sports participation; the profile of, and pride in, the areas in which the camps were located; links to visiting nations; and promotional opportunities.

Introduction

Pre-Games training camps (PGTCs) provide athletes with a base from which to prepare, train and acclimatise ahead of the Olympic and Paralympic Games. These can have an economic benefit to the regions hosting them, from the expenditure of the visiting teams, to wider effects such as events and the visitors these bring, as well as business opportunities.

In the case of the London 2012 Olympic and Paralympic Games the camps also provided an opportunity for the teams to actively engage in cultural and educational activities with the local community, with a long-term goal of strengthening ties between host towns and cities and their guest countries.¹¹¹

Visiting Olympic and Paralympic teams and committees form PGTC agreements with a variety of bodies, from regions and nations, to local authorities and boroughs, and directly with sports facilities, including universities.

The PGTC Survey undertaken for the Meta-Evaluation of the Impacts and Legacy of the London 2012 Olympic Games and Paralympic Games aimed to identify and capture a wide range of potential impacts of PGTCs, from the size of the camps and their direct economic impact, to the effect on infrastructure, as well as the associated events and the wider socioeconomic impacts of the camps. This report details the key findings of the PGTC Survey.

Survey Responses

The PGTC Survey was live from June to December 2012 and distributed to Pre-Games Training Camp organisers through the Nations and Regions Coordinators. There were 39 complete responses; however, there was useful information in some incomplete responses, with 46 individual responses included in the results after accounting for some duplicate responses. Many of these responses provided information on multiple PGTCs.

Numbers of PGTCs

Total number of PGTCs and coverage

In the case of the London 2012 PGTCs, there were various definitions as to what constituted a PGTC, and how they were counted:

- 1 They can be counted at an individual sports team level, where, for example a swimming and rowing team from the same nation and located at the same camp would be counted separately. The Nations and Regions Group – End of Games Report gives the number of teams as 527. Based on the responses to the PGTC Survey, this suggests the survey has 63% coverage. However there were inconsistencies in this definition as breaking down the comparison between the Nations and Regions – End of Games Report and the PGTC Survey by region shows more than 100% coverage in some regions.
- 2 They can be counted based on the number of agreements made between the participating Olympic nations and the host regions and nations, local authorities and boroughs, and directly with facilities; however, this approach presents its own complexities. For example, in one instance 15 nations signed a single joint agreement. The exact total number of agreements resulting from the London 2012 Olympics and Paralympics is uncertain, but using various sources, such as individual nation or region's final reports, gives 266 camps, suggesting survey coverage of 68%.

For the purposes of this paper, the number of PGTCs is based on the number of agreements (option 2 as described above) as this is taken as the more reliable figure, due to inconsistencies in the individual sports team approach (option 1 above) at the regional level. This figure is used as the basis for grossing up in the economic impact later in this paper.

¹¹¹ <https://www.gov.uk/government/news/uk-wide-venues-for-pre-games-training-camps--2>

Table 1 shows the number of PGTC agreements across the country. It indicates that the number of agreements varied considerably across the country with the South East and South West having around 60 PGTC agreements, the East of England, Wales and Yorkshire and Humber have around 30 and the rest have between 4 and 10.

The table also breaks the coverage down by regions, showing the variation in survey responses across regions. For 9 out of the 12 regions and nations there is over 60% coverage, whilst for two further regions have around 35% coverage. There were no responses from London though this region actually hosted relatively few PGTCs, only 16 sports teams according to the Nations and Regions – End of Games Report, 3% of the total sports teams.

Table 1: Regional coverage of PGTC responses

	Approximate total PGTC agreements	Coverage
East Midlands	6	67%
East of England	32	78%
North East	8	38%
North West	9	89%
Northern Ireland	10	80%
Scotland	4	100%
South East	60	63%
South West	59	78%
Wales	26	96%
West Midlands	9	89%
Yorkshire & Humber	35	37%
London	8	0%
Total	266	68%

Number and size of PGTCs in survey

Many survey responses covered multiple agreements, with the 46 responses covering 182 PGTC agreements. Breaking this down further into individual sports teams gives 331 sports teams (202 Olympic and 129 Paralympic) in the survey results. These teams had 4,477 members, including athletes and support staff, staying 93,651 person days for an average stay of 20.9 days.

Table 2 breaks this down regionally. It shows the different scales of PGTC that responded to the survey. The East Midlands had the largest number of person days, though this is due to a particularly large and long Team GB PGTC, with Northern Ireland and West Midlands having the shortest camps. The North East had relatively small PGTCs on average, whilst the North West had larger PGTCs also consisting of more teams on average.

Table 2: Regional breakdown of PGTC responses

	PGTC Agreements	Olympic Sports Teams	Paralympic Sports Teams	Total Sports Teams	Total Size of Teams	Total Person Days
East Midlands	4	20	0	20	559	33,952
East of England	25	14	23	37	359	5,173
North East	3	3	0	3	21	381
North West	8	34	16	50	544	8,141
Northern Ireland	8	4	15	19	193	1,515
Scotland	4	7	6	13	104	1,658
South East	38	40	21	61	721	9,604
South West	46	49	14	63	728	14,509
Wales	25	13	29	42	859	14,499
West Midlands	8	7	3	10	163	1,528
Yorks & Humber	13	11	2	13	226	2,691
Total	182	202	129	331	4,477	93,651

Economic Impact

Direct

Survey respondents reported the direct economic impact of the PCTGs; the expenditure of the visiting teams on PGTC minus the extra costs of hosting it.

Respondents were asked about the expenditure of the PGTC two ways:

- 1 Initially they were asked about the fees paid to the host, and whether these included accommodation, sports facilities, food and travel;
- 2 Then, for those elements (accommodation, sports facilities, food and travel) not covered by the fees, as well as other expenditure, they were asked about the expenditure per person day.

Using the information on the size of camps (also provided by the respondents), the expenditures per day were then grossed up and added to the fees to give the total expenditure.

However, there were some incomplete responses and outliers¹¹². Excluding all these, the average expenditure was £121 per person day, with an average of 332 person days per PGTC, giving an estimate expenditure of just over £40,000 per camp.

For those camps with known size but inadequate expenditure data, the average expenditure per person day and the actual size and duration were used to gross up. For those camps that did not respond, the average expenditure per camp was used to estimate the expenditure.

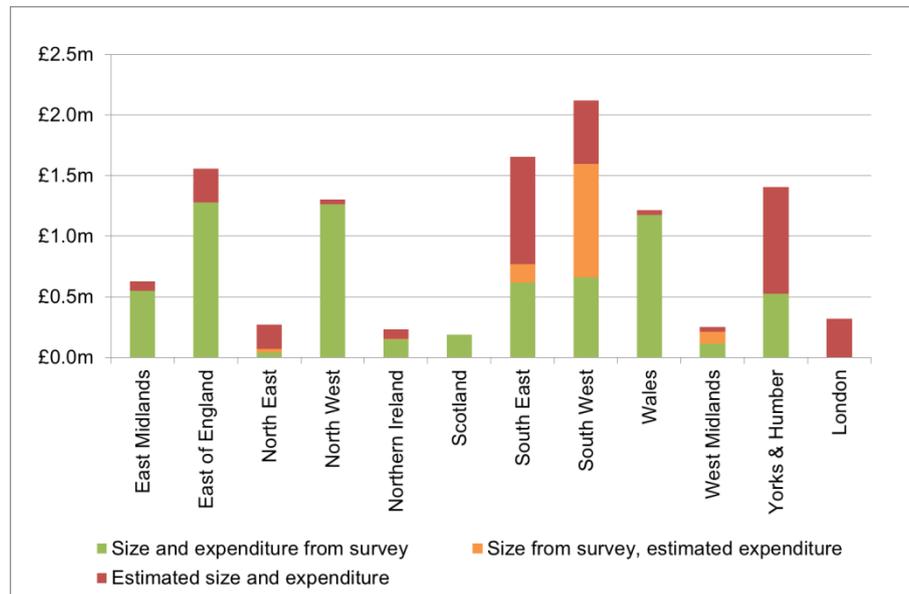
This gives an estimated total expenditure of £11.2m.

Figure 1 shows the regional estimates of expenditure. The South East and South West have the highest estimated expenditure, which is unsurprising as these have the most agreements, a trend which the East of England and Yorkshire and Humber also follow. However, the North West has relatively large expenditure from few PGTCs, likely due to some large and long PGTCs.

¹¹² This included a particularly large Team GB PGTC, which had the lowest reported expenditure per person. However, given the size, and that the camp was hosting home athletes, this expenditure was deemed feasible enough to include in the total, just not in the average to gross up for other PGTCs.

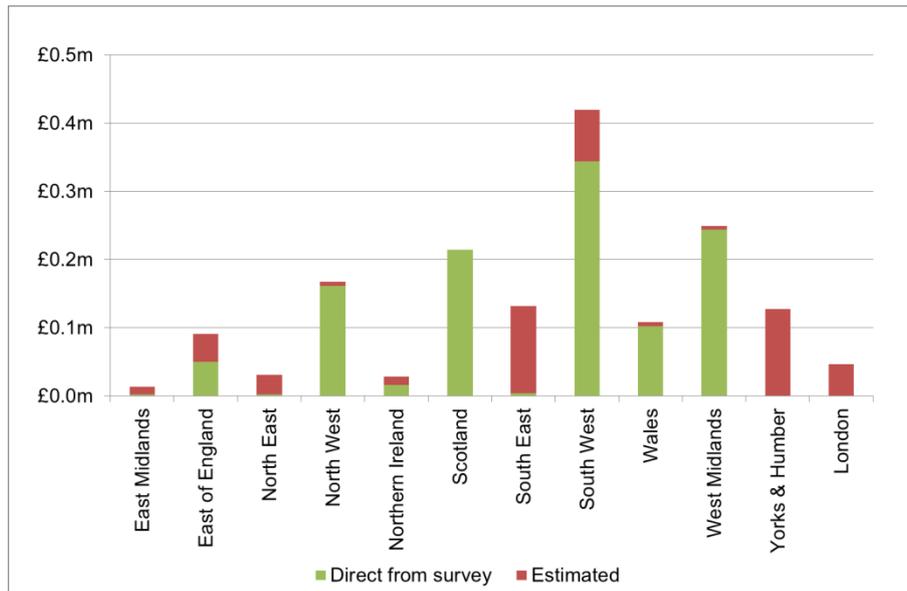
The North East, Northern Ireland, Scotland, West Midlands and London all have estimated expenditure under half a million, though all of these had 10 or fewer PGTCs.

Figure 1: Estimated total expenditure of PGTCs by region

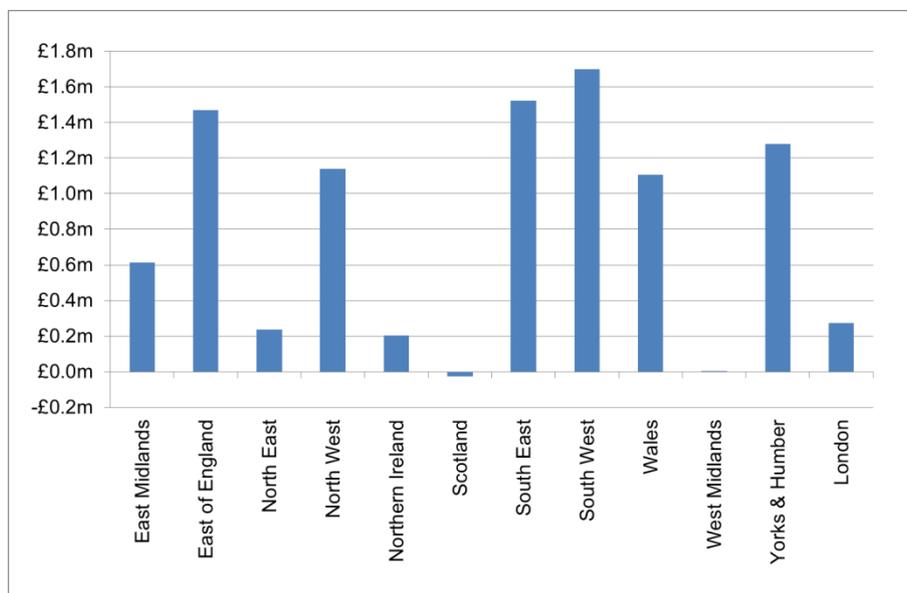


Respondents were also asked about extra costs incurred from hosting the PGTCs. They were asked to provide information on subsidies they provided¹¹³ to visiting teams, as well as any additional operating costs incurred, such as extra staff or security. Totalling these, for the camps that responded, gives an average extra cost of £5,800. Again, this average was used to gross up for those camps that did not respond to get an overall estimate. This gives an estimated total extra cost of £1.6m. The regional impact of this is shown in figure 2. The South West had the largest costs, though this fits with its large number of PGTCs. However, the West Midlands and particularly Scotland had very high costs given the relatively few PGTCs in these regions. The North West's costs were also quite high, though again this may be due to the larger and longer camps this region held.

¹¹³ As opposed to subsidies provided by LOCOG.

Figure 2: Estimated extra cost from PGTCs by region

Subtracting the total extra cost from the total expenditure gives a net direct economic impact of £9.5m. Again this can be broken down regionally, with figure 3 showing the benefits spread across the country. This indicates that the South West (approximately £1.7m), South East and East of England (both around £1.5m) had the largest estimated net direct economic benefits. Yorkshire and Humber, the North West and Wales also had large net direct economic benefits, in excess of £1m. However, the larger costs for Scotland and the West Midlands mean they were around the break even mark, though Scotland shows a slight estimated net cost.

Figure 3: Estimated net direct economic impact of PGTCs by region

Indirect

It can also be expected that there were additional indirect economic effects from the PGTCs, such as from visitors to the PGTCs and the associated events and business opportunities arising from the PGTCs. However, these have generally not been quantified by the survey. Some indicative figures on the investment in facilities and the number of events are included but not in enough detail to determine the economic impact. The scale of these is likely to vary from region to region, depending on the profile of the PGTCs held.

Infrastructure & Facilities

Investment

17 respondents reported investment in sporting facilities or infrastructure, with 13 giving details. This investment totalled just under of £16.5m; however, this was dominated by two large new investments of £13.5m and £2m. Although the survey question asked about investment in improvements specifically to host the PGTCs, it is likely that these investments were due only in part to the PGTC(s). The remaining £900k was spread across 11 responses with roughly two thirds being new investment and one third being planned investment brought forward.

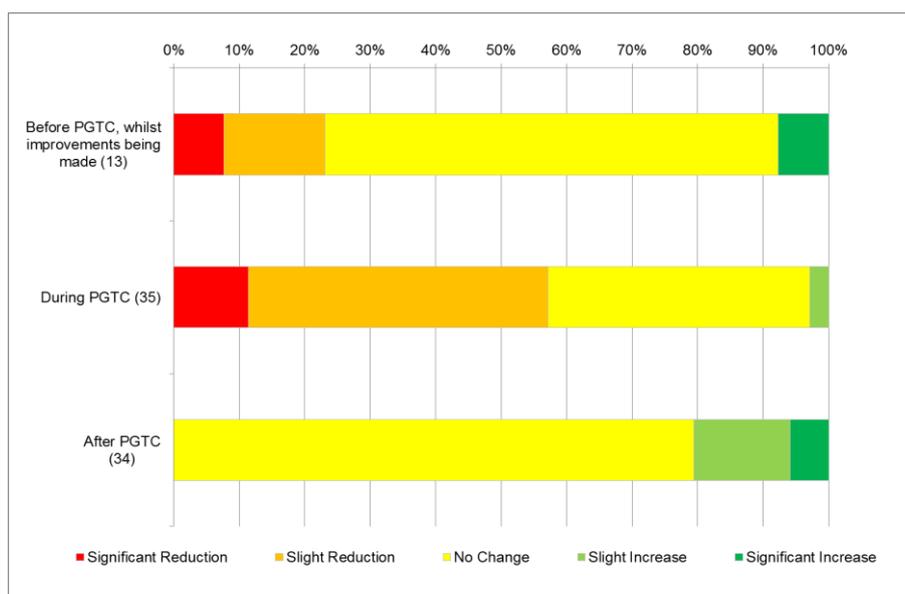
There were both sporting and non-sporting improvements, with table 3 detailing the kinds of improvements made for the 11 responses giving details, with several making improvements in multiple categories.

Table 3: Types of improvements made by PGTCs

Improvement	No. of responses
Additional Sports	6
Quality	6
Access	4
Security	3
Size	3
Total	11

Impacts on Users

The impacts on the usual users of the facilities the PGTCs were held at were also recorded. Those respondents that reported the facilities had received investment in improvements were asked about the effect before the PGTCs whilst the improvements were being made. All the PGTCs were asked about the displacement effect during the PGTCs and the effect after the Games. The results, in figure 4, show that the reduction in facility availability to usual users whilst improvements were made was relatively small, only 23% reported this, and two thirds of these were only slight reductions. The effect during the PGTCs was greater with over half reporting reductions in availability for usual users, though again this was mainly slight reductions. However, in the long run this would be offset by the 21% that reported an increase in available facilities after the PGTCs.

Figure 4: Impact on facilities available to usual users

(Number of responses shown in brackets)

Events

Number, Visitors and Volunteering

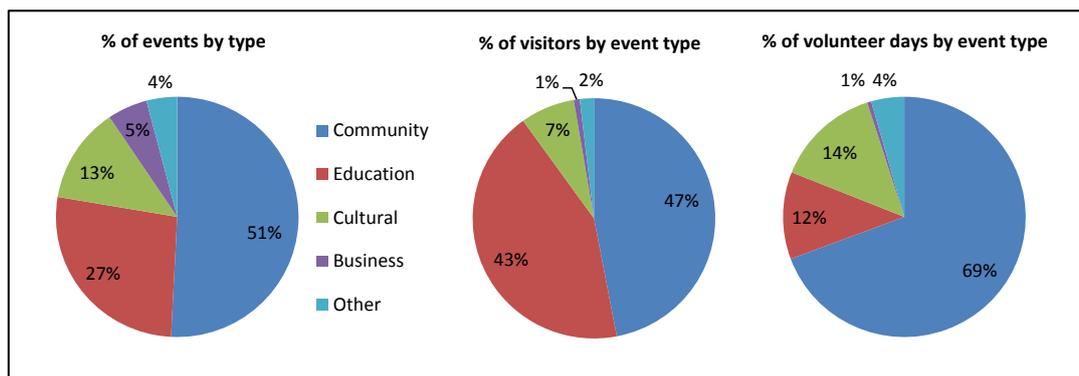
The survey also asked about events that were associated with the PGTC, and the number of visitors and volunteer days committed to these and the PGTC itself. 36 respondents, covering 124 PGTCs answered this section of the survey. The results are detailed in table 4. This shows that the PGTCs had a greater share of volunteer days than visitors.

Table 4: Total events, visitors and volunteer days

	PGTCs		Events		Total
Number of Events	-		488		488
Visitors	15,510	31%	34,672	69%	50,182
Volunteer Days	6,407	47%	7,256	53%	13,663

Furthermore, figure 5 gives a breakdown of the number of events, visitors and volunteer days by the types of events: community, educational, cultural, business and other:

- Approximately half of the events were community events but these had over two thirds of volunteer days;
- Educational events accounted for around a quarter of events and had over two fifths of the visitors;
- Business events had disproportionately few visitors and volunteers; and
- Cultural and other events had a lower share of visitors than the split of events.

Figure 5: The split of events, visitors and volunteer days by event types

Links to Other Schemes

Respondents were asked if PGTC events were part of other Olympic/Paralympic Games schemes. Table 5 shows the links respondents reported, with there being the greatest number of links to the Olympic Torch Relay, then the Cultural Olympiad.

Table 5: Links between PGTC associated events and other Olympic/Paralympic Games projects or activities

Number of respondents with associated events linked to:	
Olympic Torch Relay	13
Cultural Olympiad	9
Get Set	8
School Games	6
Open Weekend	5
Live Site	4
Host a Nation Week	3
Paralympic Torch Relay	3
London 2012 Festival	1

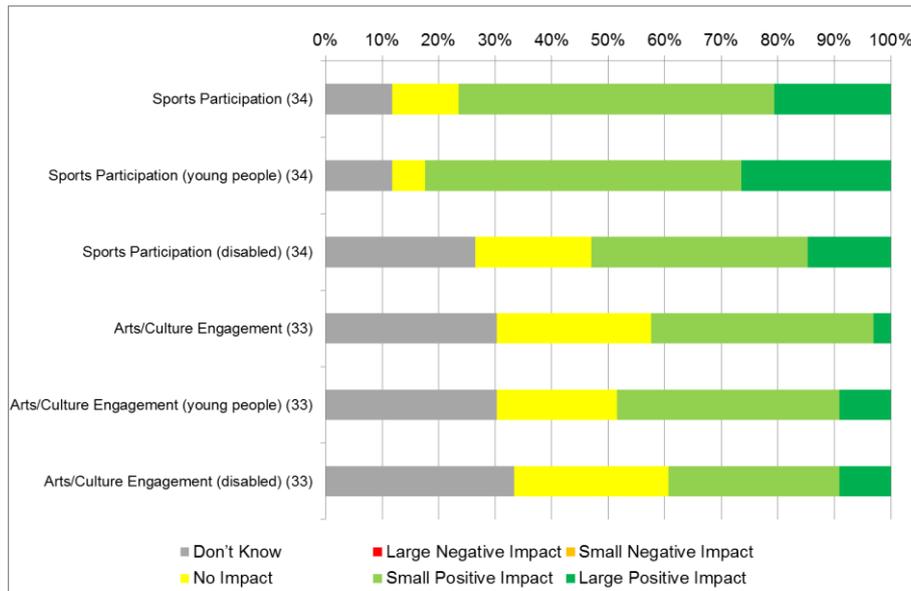
Wider effects

The survey also captured the wider impact of the PGTC in the respondents' view. Although more subjective this provides evidence on a larger range of impacts. There were 33 or 34 responses depending on the specific question regarding wider impacts.

Sports Participation and Arts and Culture Engagement

Figure 6 shows there was a perceived significant impact on sports participation, with 76% of responses reporting the PGTCs had a (small or large) positive impact and 82% saying they had a positive impact on sports participation of young people. It also shows a similar effect, though lower, in arts and culture engagement, with 42% having a positive effect and 48% for young people. The positive effect on disabled people is lower, with 53% having a positive effect on sports participation and 39% in arts and culture engagement. However, looking specifically at those responses with Paralympic PGTCs, then the effects on disabled people are the same as the overall figure for that subset (93% positive effect on sports participation; 53% arts and culture engagement).

Figure 6: Subjective impact of PGTCs on sports and arts/culture engagement

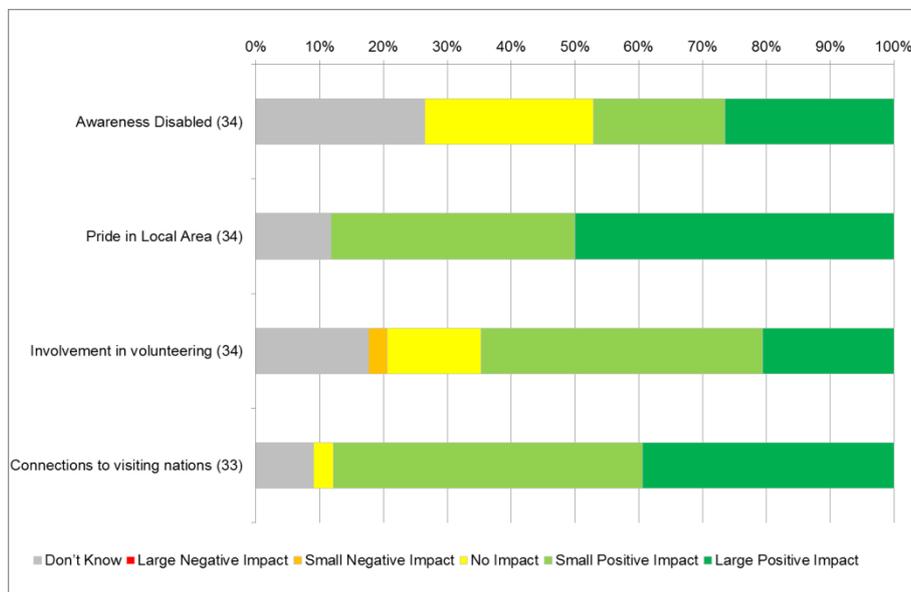


(Number of responses shown in brackets)

Other Social Benefits

Other social benefits resulting from the PGTCs were recorded, as shown in figure 7. The greatest (small or large) positive impacts were seen in connections to visiting nations (88%) and pride in local area (88%). Involvement in volunteering (65%) and awareness of disabilities (45%) scored lower, but still had positive impacts. Looking at only those responses with Paralympic PGTCs awareness in disability scores a 100% positive impact.

Figure 7: Subjective impact of PGTCs on other social benefits

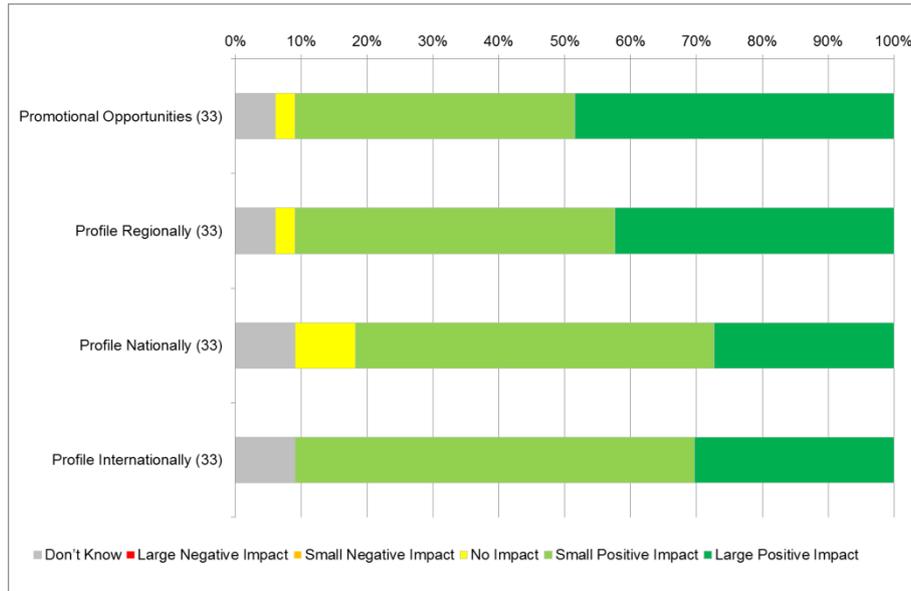


(Number of responses shown in brackets)

Profile of the Area

The profile of the area hosting the PGTC was the highest scoring section with 91% of responses scoring (small or large) positive effects for promotional opportunities, profile of area regionally and profile of area internationally, whilst, 82% of respondents scored profile of area nationally positively. More detail is given in figure 8.

Figure 8: Subjective impact of PGTCs on profile of the area

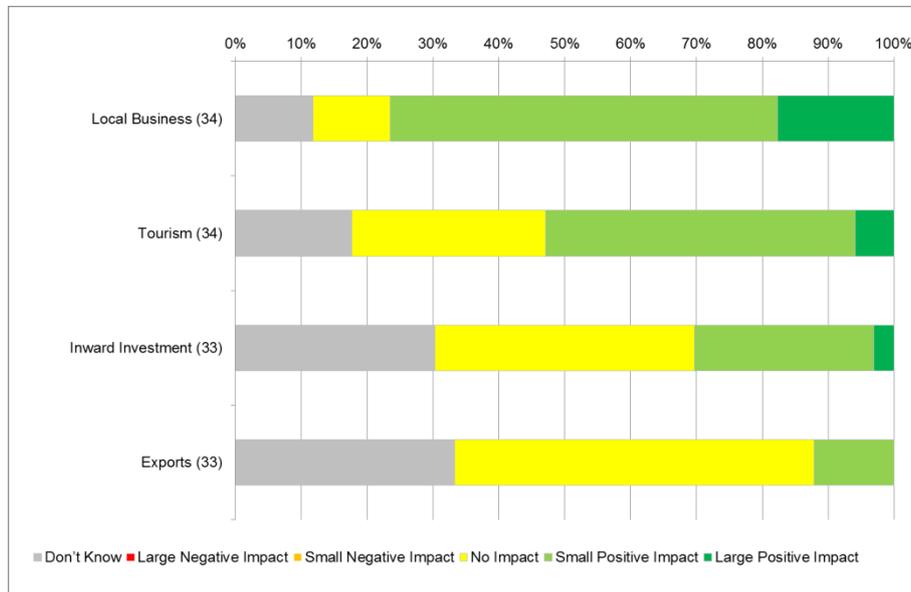


(Number of responses shown in brackets)

Wider Economic Impact

The wider economic impacts of the PGTCs were mixed, with respondents scoring the impact on local businesses as 78% positive (small or large positive impact) and 53% scoring tourism positively. However, the impact on inward investment (30%) and exports (12%) was much lower. Figure 9 gives a full breakdown of the responses.

Figure 9: Subjective impact of PGTCs on the wider economy

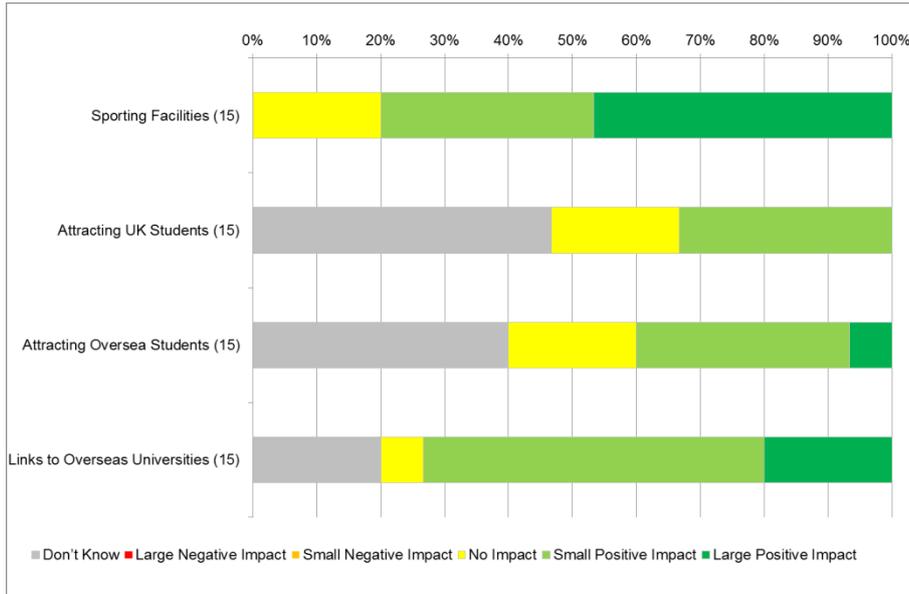


(Number of responses shown in brackets)

Universities

Additional questions were asked to those with PGTCs held at universities. The results from 15 responses are detailed in figure 10. Respondents believe there was a positive impact (small or large) on sporting facilities (80%) and links to overseas universities (73%). They thought the positive impacts on attracting students were lower, 33% from UK, 40% from overseas.

Figure 10: Subjective impact of PGTCs on Universities hosting them



(Number of responses shown in brackets)

Annex D: Econometric Analysis of Taking Part Survey

The Impact of the Olympic Games on Sports Participation, Motivation, Health and Well-Being

Dr Paul Downward¹¹⁴

School of Sport Exercise and
Health Sciences
Loughborough University
Leicestershire
LE11 3TU
UK
P.Downward@lboro.ac.uk
+44 (0)1509 226365

Dr Peter Dawson

School of Economics
University of East Anglia
Norwich
NR4 7TJ
UK
Peter.Dawson@uea.ac.uk
+44 (0)1603 597612

Professor Terrence Mills

School of Business and
Economics
Loughborough University
Leicestershire
LE11 3TU
UK
T.C.Mills@lboro.ac.uk
+44 (0)1509 222703

1. Introduction

This paper contributes towards the ‘Post-Games Initial Evaluation’ and forms part of the ‘Meta-Evaluation of the Impacts and Legacy of the London 2012 Olympic Games and Paralympic Games’. It informs the evaluation by focussing on sports participation, to provide supplementary insights into the following objectives of the Initial Evaluation:

1. To what extent has the goal been met of increasing the involvement of young people in competitive school sport
2. To what extent and in what ways have the 2012 Games contributed to increased participation in sport and physical activity amongst young people, including young disabled people in the UK.
3. To what extent and in what ways have the 2012 Games contributed to increased participation in sport and physical activity amongst adults, including disabled adults in the UK?
4. To what extent has the 2012 Games established the foundations for, and led to sustained changes in participation in sport and physical activity?
5. To what extent has participation in sport and physical activity as a result of the 2012 Games resulted in wider social economic benefits (in particular health and well being).

Consequently, the paper focuses primarily on objectives 2 to 5, but does offer insight into young people’s participation through examining the age-based impacts of the Games. For example, one focus of the paper is to examine the 16-25 age-group, which is broadly consistent with Sport England’s recent policy strategy of focusing on 14-25 year olds in seeking to create a strategy for life.¹¹⁵ The novelty and additional insights provided by this paper, as part of the evaluation, rests in the fact that the research questions are addressed by making use of the rolling monthly sampling strategy of the Taking Part Survey. This provides an opportunity to treat the data as a monthly time-series, and to examine the impact of the 2012 Olympic and Paralympic Games from an ‘event-study’ time-series perspective. Consequently, the dynamic impact of the events taking place in the specific months of August and September can be

¹¹⁴ Contact author

¹¹⁵ <http://www.sportengland.org/about-us/our-news/creating-a-sporting-habit-for.aspx> (accessed 11th February 2013)

examined. We also offer insight into how behaviour has changed during the post-Beijing and pre-London Games period and possible trends during the 2012 calendar year.

Specifically the time profile of five measures of sports participation is investigated:

1. **Totspmins:** Measuring the total minutes of active sports undertaken of any Intensity undertaken in the last four weeks.¹¹⁶
2. **Totolymins:** Measuring the total minutes of Olympic sports undertaken of any Intensity in the last four weeks¹¹⁷
3. **sp1x30:** Measuring at least one session of moderate intensity sport participation in the week over the last four weeks¹¹⁸
4. **Totm1x30:** Measuring total minutes of at least one session of moderate intensity sport participation in the week over the last four weeks
5. **Totm3x30:** Measuring total minutes of at least three sessions of moderate intensity sport participation in the week over the last four weeks

As the purpose of the analysis is to employ an ‘event-study’ approach and, as discussed in Section 3, not to model the other determinants of participation directly, the analysis is disaggregated to examine the impacts of the Olympic and Paralympic Games on: Gender, Ethnicity, Region, those with long-standing illness or disability and Age as key socio-economic segments¹¹⁹. The impacts on subjective well-being (SWB) and General Health are also examined. Coverage of these impacts ensures meeting the objectives identified earlier. At the outset it should be recognised, however, that treating the data as monthly series can mean that inference is drawn from relatively small samples, particularly for the disaggregated results. The aggregate results are thus most likely to be robust. Nonetheless, some interesting variation in behaviour is identified at these lower levels.¹²⁰

In the remainder of this paper, Section 2 outlines some of the key findings of the literature with respect to sports participation, its impacts on health and well-being and the effects of major events on participation. This provides some context for the results of the current analysis, and also expectations about likely impacts against which the analysis can be compared. Section 3 outlines the data employed in the research and provides key descriptive insights into the time-profile of the variables. Section 4 provides an outline of the general approach to time-series analysis used in the research. Section 5 then provides a discussion of the aggregated and disaggregated results. Conclusions and a summary of the impacts are then provided in Section 6.

2. Literature review

It was with the publication of Game Plan (DCMS/Strategy Unit, 2002) that sports policy proposed to build upon a symbiotic link between the hosting of, and success at, major sports events and the growth of mass sports participation. This was captured in a ‘twin-track’ strategy and embedded in proposed legacies for the 2012 Olympic and Paralympic games. This approach was subsequently endorsed following the change in political leadership of the UK following the election of the coalition government in 2010 and which led to the current evaluation and set of research objectives noted above (DCMS, 2010).

¹¹⁶ Active sports is defined to comprise 67 of the sports activities measured by the Taking Part Survey, but excludes utilitarian cycling, i.e. to get to places, and also walking for recreation.

¹¹⁷ Olympic sports are as identified in Report 3

¹¹⁸ This includes recreational walking, but excludes utility cycling and some activities such as snooker and darts. Other more passive activities such as archery and yoga are included if the participant is greater than 65 years old.

¹¹⁹ In this paper the focus is on six specific sub-groups: London residents, respondents aged 16-25, ethnic minority respondents, those respondents with a long-standing illness or disability, male and female.

¹²⁰ See Table 1 for the sample sizes

Significantly, in planning to deliver the growth in mass participation associated with exposure to the Games, it is noted that specific initiatives would be required to leverage the legacies. These included:

- Developing competitive sport in school supported by investment in School Games and change4life sports clubs
- Upgrading sports facilities and clubs, and investing in multisport hubs through 'Places people play'.
- A multitude of Initiatives to promote adult participation

The rationale connected with such initiatives is that they improve the supply-side sector of mass participation. This is required to harness what would otherwise be a latent demand to participate in sport, which would not be realised if there was a lack of opportunity to participate. A central, if perhaps implicit, assumption embedded within the strategy is the conjecture that exposure to the Games will generate the intention to participate in sports. This has been described as the 'trickle down' effect and is the 'process by which mass sports participation is stimulated by public exposure to elite sport' (Frawley *et al* 2009, p3). What follows in the analysis below, therefore, is an examination of the extent to which the Games have generated a trickle-down effect.

Prior to this analysis, however, it is instructive to review the literature that identifies the major determinants of sports participation, and the impact of facility provision and exposure to major events on sports participation. The impacts of sports participation on health and well-being are then presented. This is because it is against this background that expectations for, and assessment of, the current research findings need to be interpreted as they reveal the foundation of sports participation behaviour, that the Games is seeking to change.

2.1 The socio-economic determinants of sports participation

The determinants of participation in sport, as a form of physical activity, are now well understood in the literature. Recent comprehensive surveys have been undertaken of both the decision to participate or not, as well as its frequency (Downward *et al*, 2011a, 2011b). Less research has been undertaken on its intensity, though there are exceptions (Downward and Rasciute, 2012; Santos *et al* 2009; Bergmann *et al* 2008). Broadly speaking the literature identifies that males are more likely to both participate in sport and also more frequently than females. Increasing age reduces sports participation but its frequency in some activities can rise with age. Increasing income and higher levels of socio-economic status also increase participation and its frequency. However, higher levels of education can increase the likelihood of participating in sport, but reduce its frequency. The reviews also indicate that household structure can affect sports participation. Typically being married or a couple, and having children, can reduce sports participation, though it can increase with some specific activities such as swimming for female adults and cycling for male adults (Downward and Riordan, 2007; Farrell and Shields, 2002). It is also identified that belonging to an ethnic minority group, or being a recent migrant to a country is associated with lower participation. Consequently, in general the research suggests strong socio-economic inertia in sports participation that is revealed in stable and/or slowly declining levels of activity internationally.

2.2 The Impact of facilities

There is a growing literature on how the provision of sports facilities might affect sports participation. It has a number of dimensions connected either with the service quality of provision (for example; Liu *et al* 2009) or, as with a large physical activity literature, perceptions of physical access (Duncan, Spence, & Mummery, 2005). There is also a smaller, qualitative research agenda concerned with ethnicity and inclusion (Maxwell & Taylor, 2010; Amara and Henry, 2010).

Nonetheless a number of studies have emerged from Germany, essentially as case-studies of cities, in which an attempt is made to measure the actual number of sports facilities and programmes available to residents and then to assess their impact on participation. This is as opposed to relying on the participants' subjective evaluations of that provision.

Wicker *et al* (2009) identify that in Stuttgart the availability of sport infrastructure, regardless of individual socio-economic conditions, influences patterns of sports participation but that this varies with age. Consequently the availability of swimming pools is important for young and adolescent participation, but the number of fitness centres and sports fields are more important for young adults. Hallmann *et al* (2012) examined 3 cities of varying size in Northern Westphalia to identify that substitution effects are possible in sports participation because of variations in supply. In this way, though perhaps with some speculation, it is argued that municipalities with fewer swimming pools but more parks, for example, could encourage more running at the expense of swimming. Similarly, Wicker *et al* (2012) argue that the availability of swimming pools and public parks is especially important for local residents' sport activity in Munich. They argue that the number of sports programmes provided by non-profit sport clubs and commercial providers is also a significant determinant of participation.

In the UK, Downward and Rasciute (2012) provide evidence that satisfaction with the provision of sports facilities and the number of clubs to which individuals belong can enhance sports participation and particularly the intensity of female activity. Importantly, in this study, the simultaneity of the participants' satisfaction with their facilities, and their need to have used the facility to form this judgement is controlled for, by making use of the availability of the number of facilities in the local authority area of the respondent.

More generally, however, one major weakness of all of these studies is that they are not longitudinal, and consequently do not account for the inevitable adjustments of supply to prevailing demand, which can be identified through the shift towards, say, private sector provision in the UK, and the corresponding pressures upon the commercial market (Downward, 2011). In this respect the impact of the provision of facilities on participation rates in such studies is likely to be biased upwards.

2.3 The Impact of Events

The direct evidence on the trickle-down effect of major events is weak. For specific sports, based on self-reported reasons for participation, sportscotland (2004) identify that curling participation increased subsequently to Great Britain's Winter Olympic success in 2002. Likewise, Frawley and Cush (2011) identify an increase in registrations in rugby clubs in Australia, particularly for the young, following the 2003 Rugby World cup. In contrast, however, Feddersen *et al* (2009) identify what they describe as 'paradoxical' falls in German tennis participation, both during the periods characterised by the successes of German athletes between 1986 and 1996, and subsequent to that era.

Similar mixed results are in evidence for multi sports events. For example, Downward and Ralston (2007) identified that volunteers at the Manchester Commonwealth Games indicated an increased intention to participate in sport, following their experiences. Likewise Dawson (2012) finds a positive and statistically significant increase in participation in the UK around the time when London was chosen to host the 2012 Olympics. However, Hogan and Norton (2000) identify no correlation between national sporting achievements and actual physical activity rates in Australia. Moreover, Humphreys *et al* (2012) identify a negative impact of past Olympic success upon sports participation in European countries. Perhaps because of the capture of greater general complementarity of activities connected with sport, Dawson and Downward (2011) identify that sports participation is positively associated with both watching sport on TV and also at live events. Nonetheless, as with the impact of facilities, none of this literature really focusses on causal effects. Overall, therefore, the evidence on the trickle-down effect is weak and it is argued that the evidence base is generally of poor quality (McCartney *et al* 2010).

2.4 The Impact on Health and Well-Being

The direct impact of sports participation on the health and well-being of individuals is now well-researched. The literature clearly indicates that physical activity generally, and including sport, raises cardiovascular performance and respiratory fitness; improve muscular strength, bone health and reduce hip and vertebrae fractures, colon and other cancers; and that it improves metabolic health, for example by reducing Type II diabetes (WHO, 2010, O'Donovan *et al*, 2010; Haskell *et al*, 2007). There is also evidence

that it might improve psychological well-being by reducing depression (Chalder *et al.*, 2012; Krogh *et al.*, 2011).

A number of studies have also now investigated the impact of sport on subjectively stated health and general subjective well-being (SWB). This is notwithstanding a lack of clear discussion of the validity of the measurement scales. Consequently, Lechner (2009) identifies positive impacts of sport on a subjective evaluation of health, though less so for males, in Germany. Rasciute and Downward (2010) show that participation in sports as well as walking and cycling in the UK positively affects subjectively defined health and, with the exception of cycling, SWB. Likewise, Huang and Humphreys (2010) identify that individuals living in a US county with greater access to sports facilities are more likely to participate in physical activity and also report higher SWB. Finally, Pawlowski *et al.* (2011) identify that engagement in physical activity generally contributes to the SWB of individuals on a European level, but that significant age-specific differences exist.

Some studies have also examined the direct impact of sports events on SWB. The implication is that the event transfers positive externalities to both spectators and general society despite individuals not having directly or indirectly observed the actual event. There are a number of strands to the research. The first strand estimates willingness to pay (WTP) (e.g. Humphreys *et al.*, 2011; Süßmuth *et al.*, 2010; Wicker *et al.*, 2012; Wicker, Prinz & Hanau, 2012). WTP is the monetary value that is placed on experiences or sentiment and is connected with the 'existence' or 'option' value associated with experiences or facilities. As these aspects of value are not necessarily connected with actual attendance at, or spectatorship of, sports events, they have relevance for capturing elements of well-being not directly associated with the experience of a sports encounter. The latter can be described as 'use-value'. This said, WTP can also capture the consumer surplus associated with those who actually experienced an event (Downward, *et al.* 2009).

Süßmuth *et al.* (2010) examine the WTP of Germans associated with hosting the Football World Cup in 2006. It is shown that WTP rises from €4.26 to €10.07 per individual when comparing the pre and post-event periods and also that the gap between the valuations of former Western and Eastern Germans closed after the experience of the World Cup. In this respect it is argued that sporting events can generate positive externalities and convergent civic pride. Specific WTP calculations for the London Games have also been provided by Atkinson *et al.* 2008, who sampled households in London, Manchester and Glasgow, and Walton *et al.* 2008 who sampled individuals in the city of Bath. Despite differences in survey mode, method of elicitation and statistical methods, both estimate the total value of intangibles to be in the region of £2 billion.

The second strand of the literature examines the impact of hosting major sporting events and international sporting success on SWB directly. Kavetsos and Szymanski (2010) analyse 12 European countries, and define international sporting success by comparing actual to predicted medals (with regard to the Olympic Games) or soccer ranks (with regard to the FIFA World Cup and the UEFA European Cup). It is concluded that hosting rather than success at sporting events increases SWB. Based on longitudinal data, Elling *et al.* (2012) identify that the perceived sporting success of Dutch athletes led to small positive short-term effects on SWB. Finally, based on a cross-section of German respondents, Hallmann, Breuer and Kühnreich (2012) identify that two out of three respondents felt pride and happiness when German athletes were successful at major events.¹²¹

¹²¹ This study suffers from some flaws. SWB and pride are only measured in terms of their direct connections with sports success and as independent outcomes. This is problematic. Full SWB or utility is not measured and, moreover, the sports participation variable, which identifies activity *as a result of sports success* provides a strong indirect theoretical link between pride and SWB.

2.5 Summary comments

The above literature is suggestive of the following overall findings:

1. Sports participation rates are highly structured by socio-economic factors and subject to inertia. It is to be expected that younger, male and white British individuals participate most in sport, and therefore one might predict that they are most likely to respond to stimulus from the Olympic Games, as it acts as a complementary externality for them. However, it could also be argued that as such individuals are already voluntarily participating most in sport, then a degree of satiation in time-use might preclude additional activity being stimulated. If this is the case, then one might expect a marginally greater response from non-traditional respondents to the Games.
2. Although the evidence is mixed, a growing literature does suggest that the supply-side can have a positive impact on participation, though the literature is largely international. This suggests that the intention to participate could be constrained with inadequate supply side responses and illustrates the importance of the legacy plans discussed above. The implication for the current context is that facility and other supply-side influences may affect the extent to which additional interest in sport can be harnessed into changed behaviour.
3. Of some concern, is that the evidence that is available is not supportive of the trickle-down effect. Whilst certain sports do seem to report increased interest, overall ex-post secondary data analysis seems to identify little effect.
4. Finally, the evidence shows quite a consensus that sports participation raises both health and SWB. Studies also calibrate a positive WTP for events. The literature also suggests that it is the hosting of events that raises SWB more than success at them.

Overall therefore, one might argue that the literature underpins predictions of a greater increase in non-standard participation, that realising this impact will be partially, at least, reliant on facilities and that SWB should rise.

3. Data

This study makes use of data from the Taking Part Survey (TPS), commissioned by the Department for Culture, Media and Sport (DCMS). The TPS is a continuous (repeated cross-section, but not a panel) national survey of England which was first undertaken in 2005. In this study, data from seven waves (2005-06 – 2011-12) together with a partial analysis of wave eight (April 2012 – December 2012) are considered, generating over 120,000 usable observations.

As discussed earlier, the TPS provides an opportunity to investigate levels of participation, health and SWB during the period leading up to and immediate after the London 2012 Olympics and Paralympic Games. Importantly, the survey is administered in such a way that there is the opportunity to generate monthly observations. The distribution of these monthly observations that are available for the full sample and our specific sub-groups is detailed in Table 1.

For the full sample, the period July 2005 – June 2009 is characterised by a large number of observations, typically in excess of 2,000. In contrast, the period July 2009 and June 2010 is categorised by smaller numbers of observations (the average is 422). The lowest number of responses is recorded in October 2009, when the number of observations was 127. In the final period, July 2009 – September 2012, there is an increase in the number of observations but the total number of observations in each of these months (average of 937) continues to be less than those observed in the early waves.

When the sub-groups are considered, the issue of sample size becomes more pronounced. For example in the case of ethnic minority respondents in the months between September 2009 and February 2010 the number of observations is less than 30. A specific consequence of the lower number of observations is that the variables associated with participation in particular may be susceptible to the presence of

outliers¹²². Sections 4 and 5 discuss how outliers are dealt with. Nevertheless and overall there are only 1.7% of values used in this study that have been constructed on the basis of sample sizes that are less than 30 which adds confidence that the results generated are reliable.

**Table 1: Observations by Month (July 2005 – December 2012):
Full Sample and Sub-Groups**

Period	Full Sample	London	Age1625	Ethnic Minority	Disability	Male	Female
Jul-05	507	40	54	45	193	209	298
Aug-05	1,816	167	228	264	562	780	1,036
Sep-05	1,805	151	206	259	561	783	1,022
Oct-05	2,117	249	232	320	644	980	1,137
Nov-05	2,105	217	220	290	730	975	1,130
Dec-05	1,547	193	161	229	493	732	815
Jan-06	2,624	285	311	312	865	1,200	1,424
Feb-06	2,455	340	289	316	802	1,115	1,340
Mar-06	2,413	269	284	324	785	1,026	1,387
Apr-06	1,629	224	174	230	465	726	903
May-06	2,015	190	233	263	678	883	1,132
Jun-06	2,571	337	266	373	811	1,100	1,471
Jul-06	2,822	371	313	412	902	1,240	1,582
Aug-06	3,039	475	386	454	939	1,363	1,676
Sep-06	2,616	457	316	365	792	1,114	1,502
Oct-06	2,457	367	317	321	781	1,077	1,380
Nov-06	2,671	425	285	353	827	1,228	1,443
Dec-06	1,516	213	190	216	463	696	820
Jan-07	2,941	387	323	309	951	1,324	1,617
Table 1(cont.)							
Period	Full Sample	London	Age1625	Ethnic Minority	Disability	Male	Female
Feb-07	2,085	320	246	237	609	914	1,171
Mar-07	2,512	260	278	243	849	1,104	1,408
Apr-07	1,573	241	182	193	503	708	865
May-07	1,790	294	184	209	561	811	979
Jun-07	1,373	241	162	168	406	580	793
Jul-07	1,327	157	130	157	439	574	753
Aug-07	2,402	336	267	324	791	1,048	1,354
Sep-07	2,514	326	276	271	823	1,095	1,419
Oct-07	2,522	291	256	289	807	1,080	1,442
Nov-07	2,811	275	286	265	899	1,213	1,598
Dec-07	1,694	235	199	223	493	754	940
Jan-08	2,638	333	278	276	861	1,134	1,504
Feb-08	1,709	232	206	196	511	760	949
Mar-08	1,978	259	211	203	637	874	1,104
Apr-08	2,635	264	310	255	858	1,133	1,502

¹²² In the analysis that follows the results for the unweighted observations are reported. An analysis when weighting the observations provided a consistent adjustment to values in the same direction.

May-08	2,906	368	317	360	903	1,283	1,623
Jun-08	2,942	364	316	359	913	1,330	1,612
Jul-08	1,830	277	199	202	572	810	1,020
Aug-08	1,807	271	191	200	565	771	1,036
Sep-08	1,814	201	151	133	583	769	1,045
Oct-08	1,154	154	106	124	369	534	620
Nov-08	2,003	274	200	186	643	870	1,133
Dec-08	768	170	94	71	238	345	423
Jan-09	1,471	137	147	110	466	658	813
Feb-09	1,328	183	126	122	386	588	740
Mar-09	837	199	110	115	214	399	438
Apr-09	1,152	152	120	127	377	499	653
May-09	1,641	279	167	183	495	700	941
Jun-09	850	148	98	88	230	379	471
Jul-09	428	86	50	50	132	190	238
Aug-09	383	64	48	49	107	171	212
Sep-09	296	39	44	26	81	130	166
Oct-09	127	15	10	14	41	60	67
Nov-09	431	39	49	27	149	180	251
Dec-09	168	15	30	20	53	72	96
Jan-10	175	25	19	18	57	78	97
Feb-10	326	50	32	27	94	144	182
Mar-10	328	48	26	42	88	140	188
Apr-10	526	74	45	55	182	222	304
May-10	1,477	237	157	159	484	633	844
Jun-10	403	61	47	47	107	170	233
Jul-10	885	88	103	87	290	372	513

Table 1 (cont.)

Period	Full Sample	London	Age1625	Ethnic Minority	Disability	Male	Female
Aug-10	1,357	193	139	137	445	567	790
Sep-10	1,300	218	114	133	437	558	742
Oct-10	1,539	196	180	158	500	661	878
Nov-10	1,874	218	183	138	665	815	1,059
Dec-10	719	130	78	83	214	318	401
Jan-11	923	95	105	99	297	395	528
Feb-11	2,260	344	239	233	684	987	1,273
Mar-11	876	169	110	130	225	385	491
Apr-11	988	175	126	130	317	429	559
May-11	772	131	80	89	240	355	417
Jun-11	600	88	66	57	217	266	334
Jul-11	792	106	90	55	283	347	445
Aug-11	772	118	83	74	244	345	427
Sep-11	795	122	71	64	293	346	449
Oct-11	671	117	64	72	234	312	359

Nov-11	767	83	68	73	226	324	443
Dec-11	778	121	82	52	231	374	404
Jan-12	870	145	102	73	277	382	488
Feb-12	722	79	64	56	233	281	441
Mar-12	790	143	81	94	238	356	434
Apr-12	551	55	45	35	185	227	324
May-12	844	74	85	77	285	374	470
Jun-12	677	86	59	81	277	286	391
Jul-12	871	59	83	66	307	383	488
Aug-12	675	75	69	54	230	310	365
Sep-12	652	70	60	35	249	295	357
Oct-12	946	95	93	84	352	406	540
Nov-12	974	67	91	77	357	424	550
Dec-12	855	100	69	58	305	421	434

As noted earlier, interest in this study is in the month-by-month variation in participation rates and specifically:

1. **Totspmins:** Measuring the total minutes of active sports undertaken of any Intensity undertaken in the last four weeks.¹²³
2. **Totolymins:** Measuring the total minutes of Olympic sports undertaken of any Intensity in the last four weeks¹²⁴
3. **sp1x30:** Measuring at least one session of moderate intensity sport participation in the week over the last four weeks¹²⁵
4. **Totm1x30:** Measuring total minutes of at least one session of moderate intensity sport participation in the week over the last four weeks
5. **Totm3x30:** Measuring total minutes of at least three sessions of moderate intensity sport participation in the week over the last four weeks

The impact on health and SWB is also investigated. These latter variables are measured, respectively as:

1. **Genheal:** Measuring 'How is your health in general?' on a scale of '1- very bad' to '5 – very good'¹²⁶
2. **Happy:** Measuring 'How happy would you say you are?' on a scale of '1 – Extremely unhappy' to '10 – Extremely happy'¹²⁷.

An important feature of the TPS is that it includes questions specifically related to the Olympics. With the exception of the 2009-10 and 2010-11 waves, two questions have been asked.¹²⁸

¹²³ Active sports is defined to comprise 67 of the sports activities measured by the Taking Part Survey, but excludes utilitarian cycling, i.e. to get to places, and also walking for recreation.

¹²⁴ Olympic sports are as identified in Report 3

¹²⁵ This includes recreational walking, but excludes utility cycling and some activities such as snooker and darts. Other more passive activities such as archery and yoga are included if the participant is greater than 65 years old.

¹²⁶ The analysis focuses on the proportion of respondents who stated their health was very good.

¹²⁷ The analysis focuses on the proportion who indicated a level of happiness in the 8-10 range.

3. **Olympic 1:** 'How do you feel about the UK hosting the 2012 Summer Olympic Games in London' on a scale of '1 –Strongly against' to '5 strongly supportive'.
4. **Olympic 2:** 'Do you think that the UK hosting the 2012 Olympics has Motivated you to do more sport or recreational physical activity?' on a binary scale of yes or no.

As well as the whole sample, analysis is also undertaken based on six sub-groups¹²⁹:

- (i) Respondents living in London.
- (ii) Respondents aged between 16 and 25.
- (iii) Ethnic minority respondents.
- (iv) Those respondents with a long-standing illness or disability.
- (v) Male.
- (vi) Female.

These sub-groups are chosen in order to achieve the objectives identified in the introduction.

4. Methodology

In the first part of the empirical results the time-series properties of the series associated with participation in all sports, participation in Olympic sports, intensity of sport participation, subjective health, subjective well-being and attitudes towards the Olympics are investigated. Univariate time-series analysis is used to identify the time-series characteristics of each of the variables. Specifically an event-style approach is undertaken that attempts to replicate the data generating process of the relevant variable, which is then augmented by identifying periods relevant to the influence of the Games to capture the impact of the 'event'. The simplest model is based on an autoregressive moving average (ARMA) model:¹³⁰

$$Y_t = \alpha_0 + \sum_{i=1}^p \alpha_i Y_{t-i} + \sum_{i=1}^q \beta_i \varepsilon_{t-i} + \varepsilon_t \quad [1]$$

This model is characterised by the series Y_t being generated by lagged values of itself and past random errors. It is highly likely, given the periodicity of data, that some of these series, such as participation, are seasonal as implied by the monthly data. Therefore month effects are added to equation (1):

$$Y_t = \alpha_0 + \sum_{i=1}^p \alpha_i Y_{t-i} + \sum_{i=1}^q \beta_i \varepsilon_{t-i} + \sum_{i=1}^k \delta_i \text{Month} + \varepsilon_t \quad [2]$$

The main interest is to establish the impact of the Olympics. Consequently a further 3 models are developed:

$$Y_t = \alpha_0 + \sum_{i=1}^p \alpha_i Y_{t-i} + \sum_{i=1}^q \beta_i \varepsilon_{t-i} + \sum_{i=1}^k \delta_i \text{Month} + \lambda \text{OLYMPICEFFECT}_t + \varepsilon_t \quad [3]$$

$$Y_t = \alpha_0 + \sum_{i=1}^p \alpha_i Y_{t-i} + \sum_{i=1}^q \beta_i \varepsilon_{t-i} + \sum_{i=1}^k \delta_i \text{Month} + \gamma \text{OLYMPIC2008} + \varepsilon_t \quad [3a]$$

¹²⁸ The analysis focuses on the proportion of respondents who were slightly or strongly supportive.

¹²⁹ Smaller monthly sample sizes as noted earlier precluded further disaggregation of the sub-groups.

¹³⁰ Examination of correlograms was sufficient to confirm the stationarity of the series which precludes the need to transform the series further in order to make inferences.

$$Y_t = \alpha_0 + \sum_{i=1}^p \alpha_i Y_{t-i} + \sum_{i=1}^q \beta_i \varepsilon_{t-i} + \sum_{i=1}^k \delta_i \text{Month} + \gamma \text{OLYMPIC2012} + \varepsilon_t \quad [3b]$$

In equation (3) OLYMPICEFFECT = 1 for observations in July, August and September 2008 and the corresponding months in 2012 to capture the combined effect of both the Beijing 2008 Olympics and the London 2012 Olympics events. In equation (3a) OLYMPIC2008 = 1 for observations in July, August and September 2008 and in equation (3b) OLYMPIC2012 = 1 for observations in July, August and September 2012. These latter two variables capture the effect of the Beijing 2008 and London 2012 Olympics, respectively.

The above models are restricted in the sense that they look at the impact of the Olympics *at the time* of the Olympics, i.e. when the Olympics are actually taking place. This can be described as the contemporaneous effect. It is also important particularly from a legacy perspective to consider the long-term impact of the Games. To capture the possibility of longer-term trend effects two additional models are estimated:¹³¹

$$Y_t = \alpha_0 + \sum_{i=1}^p \alpha_i Y_{t-i} + \sum_{i=1}^q \beta_i \varepsilon_{t-i} + \sum_{i=1}^k \delta_i \text{Month} + \lambda \text{POSTBEIJING}_t + \varepsilon_t \quad [4]$$

$$Y_t = \alpha_0 + \sum_{i=1}^p \alpha_i Y_{t-i} + \sum_{i=1}^q \beta_i \varepsilon_{t-i} + \sum_{i=1}^k \delta_i \text{Month} + \lambda \text{YEAR2012}_t + \varepsilon_t \quad [5]$$

in equation (4) POSTBEIJING = 1 for observations from October 2008 to June 2012 inclusive and in equation (5) YEAR2012 = 1 for observations from January 2012 to December 2012. These two variables are included to capture evidence (or otherwise) of longer-term trend effects. In addition to the above, dummy variables are also included in order to capture the effects of irregular observations induced by extreme (outlying) observations.

A Box-Jenkins methodology is used to identify the required number of autoregressive and moving average components. This involves inspection of the time-series plots and consideration of the autocorrelation and partial autocorrelation functions. Diagnostic tests are then carried out to establish that the residuals are a white noise process.

In the second stage of the investigation the *ex post* relationship between the Olympics and levels of participation, health and SWB are analysed. Focus is on the temporal ordering of the relationship between the Olympics and participation. Specifically the aim is to establish whether it is Olympic motivation that ‘causes’ participation or whether participation ‘causes’ people to be motivated by the Olympics, or that there is a simultaneous relationship. This part of the analysis consequently attempts to establish whether those respondents who said the Olympics coming to London had motivated them to undertake more sport/recreational activity or whether it is existing participants who are participating more. In a similar manner an analysis of the links between the Olympics and health and the Olympics and SWB is undertaken.

The econometric methodology employed in this part of the analysis applies Granger causality tests that involve estimating the following regressions:

¹³¹ Both OLYMPIC2012 and YEAR2012 were also included simultaneously. In general, the results change very little. However, because of collinearity there is some effect on the standard errors so that some of the coefficients are now less significant and in some cases (e.g. the attitude questions) results become insignificant.

$$Y_t = \alpha_0 + \sum_{i=1}^p \alpha_i Y_{t-i} + \sum_{i=1}^q \beta_i X_{t-i} + \varepsilon_{1t} \quad (6a)$$

$$X_t = a_0 + \sum_{i=1}^p a_i Y_{t-i} + \sum_{i=1}^q b_i X_{t-i} + \varepsilon_{2t} \quad (6b)$$

In equation (6a) X ‘Granger causes Y’ if any or all of β_1, \dots, β_q are statistically significant. Likewise in equation (6b) Y ‘Granger causes X’ if any or all of a_1, \dots, a_p are statistically significant. In addition to the lag effects and following the univariate analysis monthly dummies are included as well as moving average components and dummy variables to capture the effects of irregular observations induced by extreme (outlying) observations as appropriate. F-tests are then applied to establish the nature of the causality. There are four possibilities:

- (i) Uni-directional causality running from X to Y if the joint hypothesis $H_0 : \beta_1 = \beta_2 = \dots = \beta_q = 0$ in equation (6a) can be rejected but $H_0 : a_1 = a_2 = \dots = a_p = 0$ in equation (6b) cannot be rejected.
- (ii) Uni-directional causality running from Y to X if the joint hypothesis of $H_0 : \beta_1 = \beta_2 = \dots = \beta_q = 0$ in equation (6a) cannot be rejected but $H_0 : a_1 = a_2 = \dots = a_p = 0$ in equation (6b) can be rejected.
- (iii) Bi-directional causality running from X to Y *and* Y to X if the joint hypothesis $H_0 : \beta_1 = \beta_2 = \dots = \beta_q = 0$ in equation (6a) can be rejected and $H_0 : a_1 = a_2 = \dots = a_p = 0$ in equation (6b) can be rejected.
- (iv) No causality in either direction. if the joint hypothesis $H_0 : \beta_1 = \beta_2 = \dots = \beta_q = 0$ in equation (6a) cannot be rejected and $H_0 : a_1 = a_2 = \dots = a_p = 0$ in equation (6b) cannot be rejected.

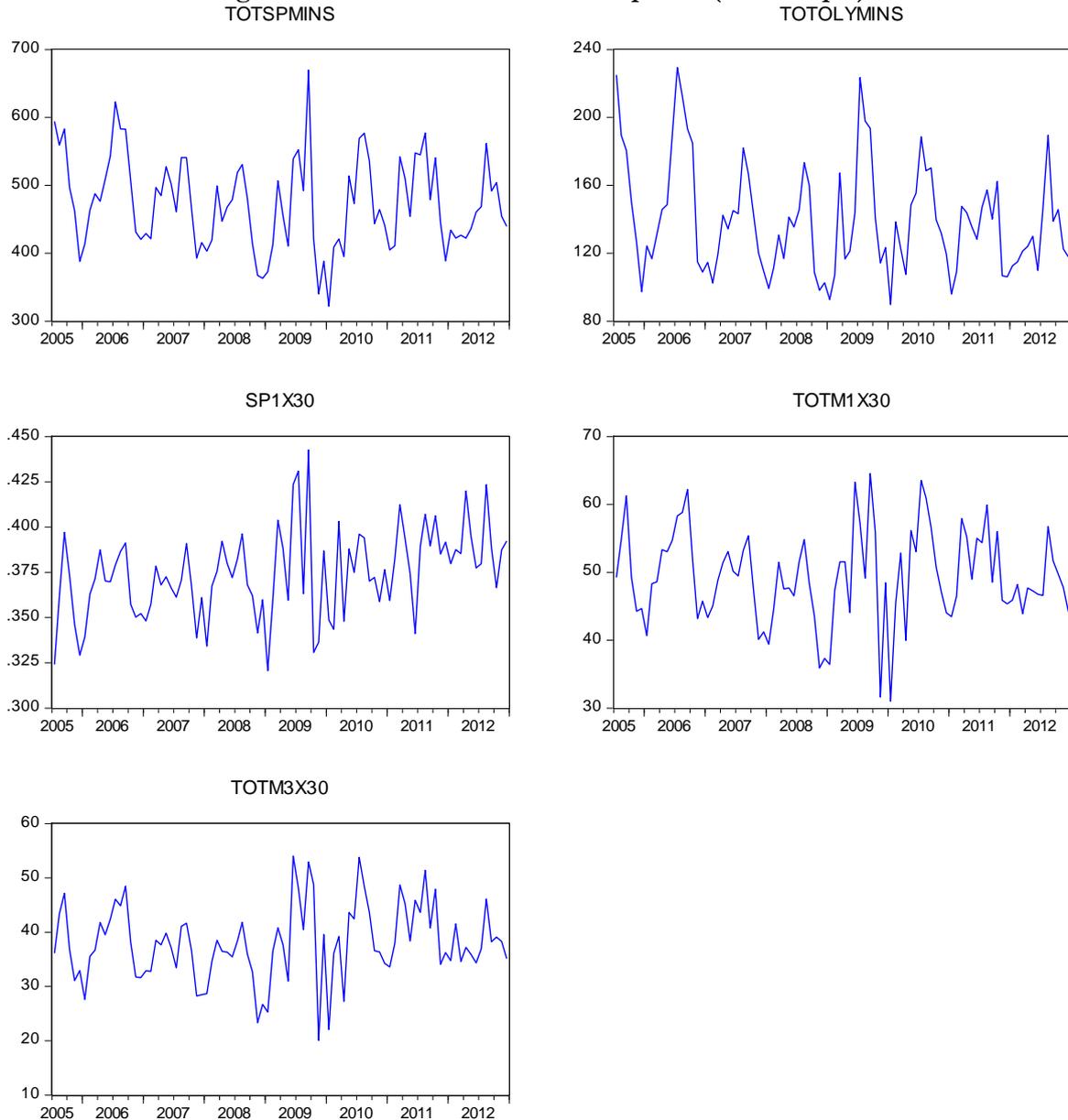
5. Results

5.1 Univariate Analysis: Full Sample

5.1.1 Participation

Time-series plots associated with the participation series for the full sample are presented in Figure 1¹³². A visual examination of the participation series reveals evidence of seasonality. There is also evidence that total minutes of participation (Totspmins) and SP1x30 are characterised by the presence of an irregular observation in the data (the observation associated with September 2009).

¹³² Mean minutes of participation are displayed on the vertical axis for each of the series with the exception of SP1x30, which displays the proportion of respondents.

Figure 1: Time-Series Plots of Participation (Full Sample)

Univariate regression results are reported in Table 2¹³³. In the case of total minutes of participation in all sports a negative relationship is found with respect to the Olympic effect and the 2012 Olympics in particular but neither is statistically significant at conventional levels. For total minutes of participation in Olympic sports a negative and statistically significant result at better than the 10% level in each of the Olympic effect models is identified. This finding suggests that at the time when the Olympics takes place participation rates in sport, and Olympic sports in particular, are lower. This finding is not surprising given the viewing figures for the London Games in which it had been reported that 51.9 million people (90% of the UK population) watched at least fifteen minutes of the televised coverage. For the intensity of sport participation a negative sign is observed for the 2008 Olympics and a positive sign with the 2012 Olympics but neither coefficient is statistically significant. Negative effects are also found for the intensity of participation variables.

On the other hand there is evidence of a longer term effect associated with participation. Specifically there is some evidence that the intensity of participation increased during the post Beijing – pre-London

¹³³ In the interest of space the univariate results for these models for just the Olympic variables are presented. Full results are available from the corresponding author on request.

Games period (in the case of Totm3x30) and during calendar year 2012 (for Sp1x30). These results suggest that over the shorter legacy period adjustments in the intensity of at least one sport has occurred, and that over a longer period of time this has diffused through to more sports and greater periods of time.

Table 2: Univariate Models of Participation (Full Sample)

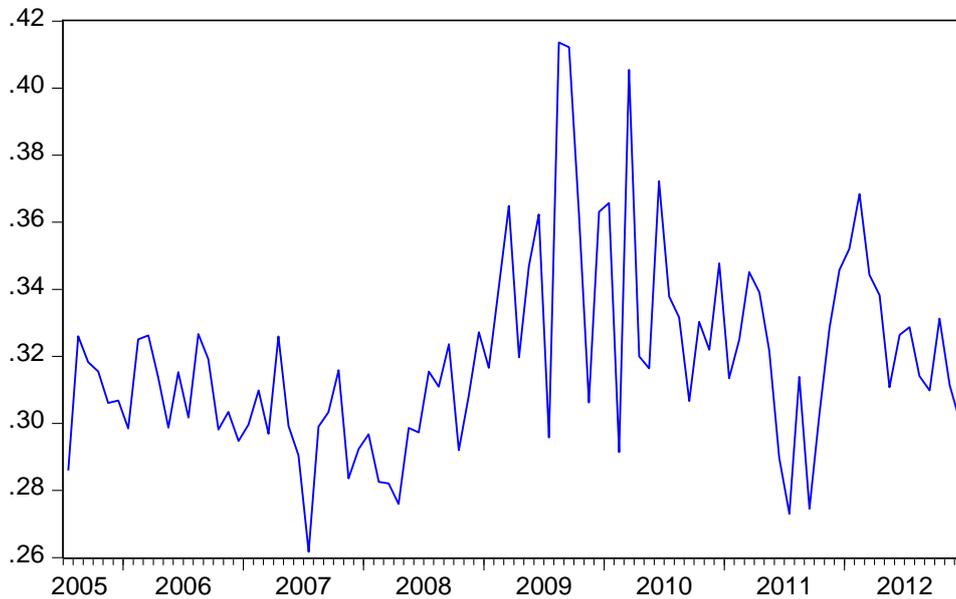
	TOTSPMINS	TOTOLYMINS	SP1x30	TOTM1x30	TOTM3X30
Olympic Effect	-32.348 (20.916)	-20.479** (9.538)	0.002 (0.0097)	-4.408* (2.316)	-5.078** (2.430)
Olympic 2008	7.020 (22.624)	-21.790* (11.331)	-0.002 (0.013)	1.026 (2.541)	-2.119 (3.027)
Olympic 2012	-28.238 (20.444)	-36.445*** (12.862)	0.006 (0.013)	-4.600** (2.115)	-3.812 (2.801)
Post-Beijing	-11.365 (9.672)	-3.718 (4.822)	0.007 (0.006)	0.917 (1.190)	2.866** (1.231)
Year 2012	2.776 (14.356)	-6.219 (6.031)	0.015** (0.007)	0.491 (1.673)	2.541 (2.103)
Month Dummies	Yes	Yes	Yes	Yes	Yes
Irregular Observations	Sept09		Sept09		
AR, MA components	AR(3), MA(12)	MA(12)	AR(1), MA(12)	AR(3), MA(12)	AR(3), MA(12)
N	87	90	89	87	87

Notes: Standard errors in parentheses. */**/** significant at 10% / 5% / 1% level.

5.1.2. Health and Happiness (SWB)

The time-series plot associated with the subjective health for the full sample is presented in Figure 2. A visual examination of the series indicates that the data is not seasonal but there are relatively large jumps in the data in August and September 2009 and another large but temporary increase in March 2010.

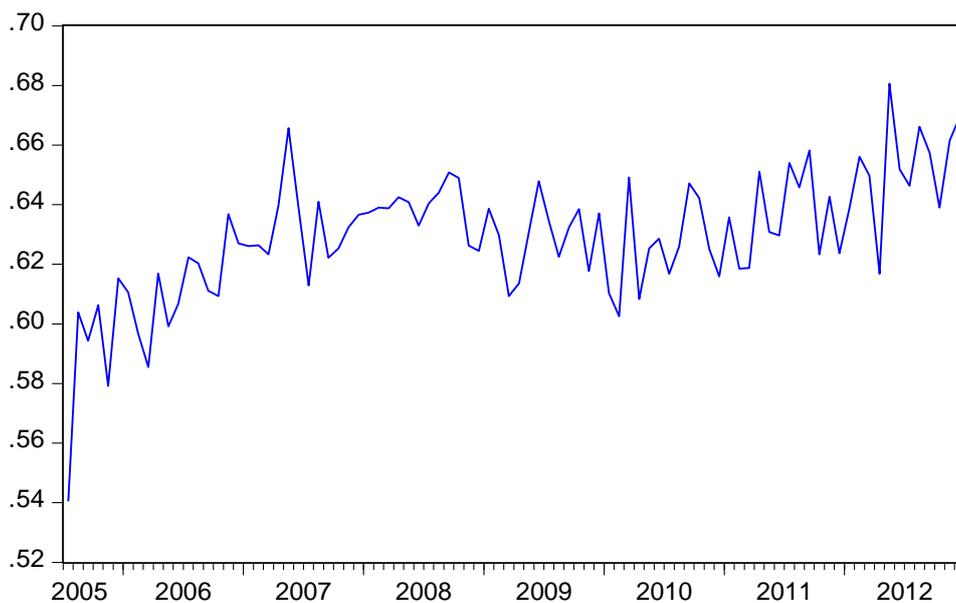
Figure 2: Health



Note: Vertical axis represents the proportion of respondents.

The SWB variable exhibits a discontinuity which is a result of the question not being administered in the 2009-10 and 2010-11 waves. To overcome this gap in the data simulation methods were used to estimate the values associated for the discontinuity period (Figure 3). The simulation procedure involved identifying and fitting an appropriate ARMA model of the form [1] for the period before the discontinuity. This was then used to forecast the missing observations using as input a random error ε_t with variance given by the estimated variance of this model.

Figure 3: Happiness (SWB)



Note: Simulated values for the period June 2009 to March 2011. Vertical axis represents the proportion of respondents.

The results of the univariate analysis are presented in Table 3. Whilst there appears to be no effect associated with either health or SWB around the time of the Olympics, a positive and statistically longer term effect on general health in the post-Beijing / pre-London Games period and a similar positive effect associated with SWB for the calendar year 2012 is observed, which contrasts with the literature.

Table 3: Univariate Models of Health and Happiness (SWB)

	GENHEAL	HAPPY
Olympic Effect	0.0054 (0.010)	0.010 (0.0064)
Olympic 2008	0.016 (0.014)	0.008 (0.009)
Olympic 2012	-0.005 (0.014)	0.012 (0.009)
Post-Beijing	0.021** (0.007)	-0.001 (0.003)
Year 2012	0.016 (0.013)	0.014*** (0.005)
Month Dummies	No	No
Irregular Observations	Aug09, Sept09	Aug09, Sept09
AR, MA components	AR(1), AR(3)	AR(1) AR(3)
N	87	87

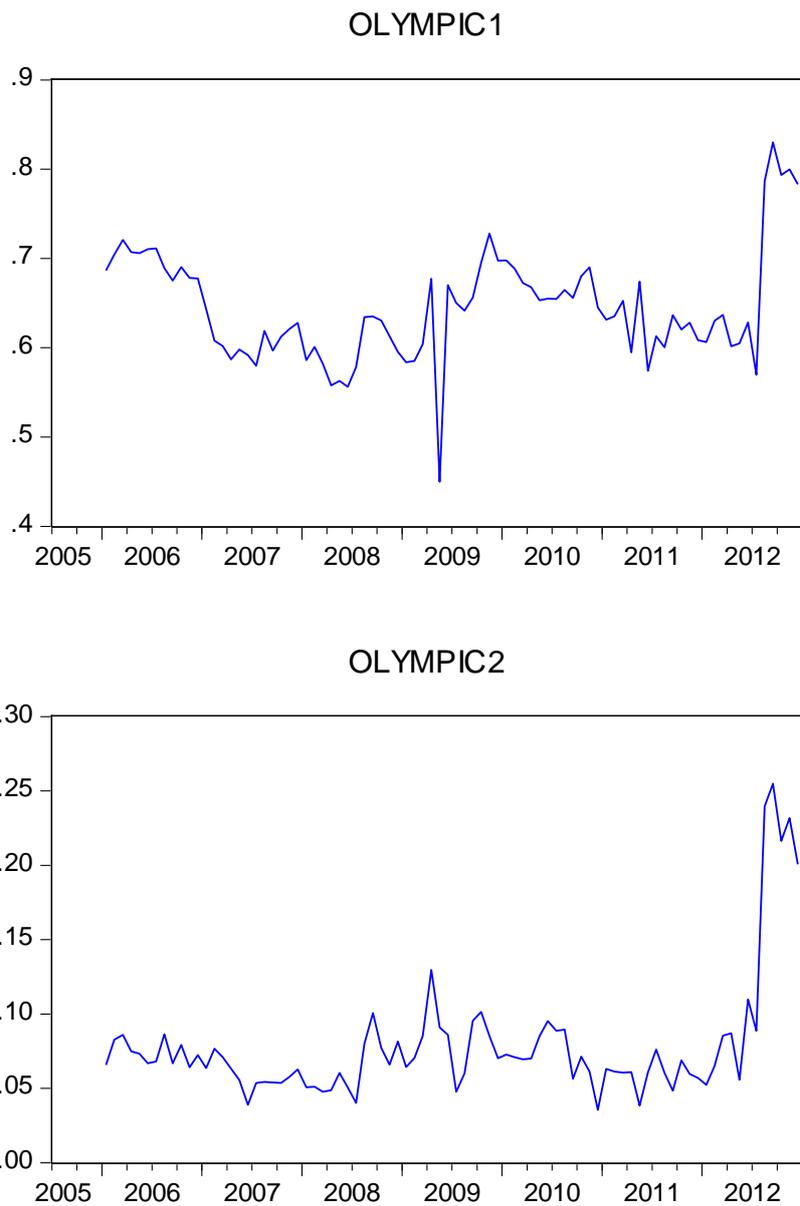
Notes: As Table 2.

5.1.3. Attitudes to the Olympics

As with the SWB data, both Olympic attitudes questions were not included in the 2009-10 and 2010-11 waves of TPS. Consequently simulation methods were again used to estimate the values for these series for the period June 2009 to March 2011 (Figure 4).

The time-series plots for attitudes to the Olympics (olympic1) and being motivated by the Olympics (olympic2) are characterised by an increase during the Beijing Olympics and a substantial increase during the London 2012 Olympics. There is also evidence of an irregular observation that occurs in May 2009 for olympic1.

Figure 4: Attitudes to the Olympics



Note: vertical axis represents the proportion of respondents.

By far the largest effect of the Olympics, both in terms of magnitude and statistical significance, is associated with the Olympic attitude variables (Table 4). For example the proportion of respondents who had a positive feeling towards the Olympics increases by 7.7% during the London 2012 Games. Motivation also increased by 6.5% for the same period. Positive effects are also associated with the calendar year 2012. The impact of 2012 is clearly emphasised in these results rather than Beijing 2008 given the pattern of significance in the variables.

Table 4: Univariate Models of Feelings Towards the Olympics and Olympic Motivation

	OLYMPIC1	OLYMPIC2
Olympic Effect	0.050** (0.020)	0.038*** (0.0095)
Olympic 2008	0.018 (0.030)	0.013 (0.014)
Olympic 2012	0.077*** (0.027)	0.065*** (0.013)
Post-Beijing	-0.018 (0.013)	-0.0047 (0.005)
Year 2012	0.032** (0.016)	0.028*** (0.008)
Month Dummies	No	No
Irregular Components	May09	
AR, MA components	AR(1)	AR(1)
N	83	83

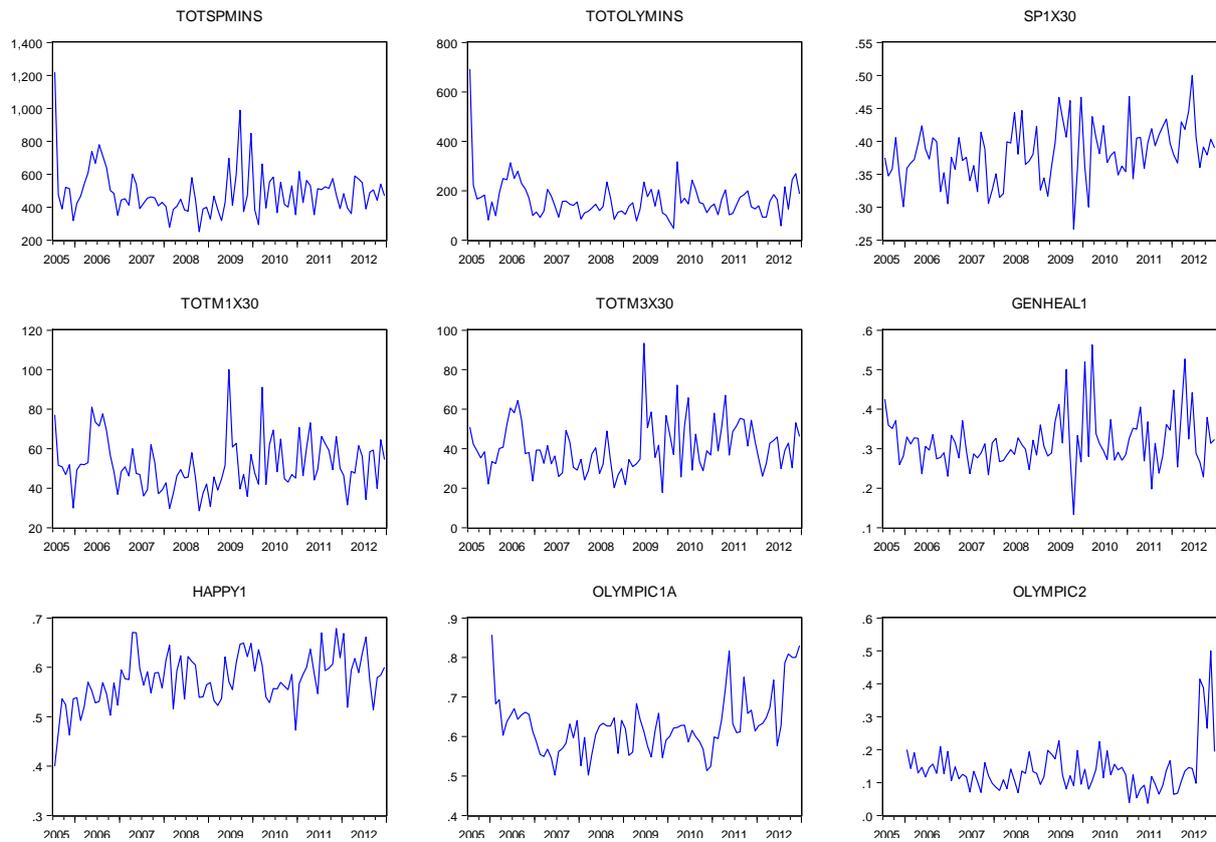
Notes: Table 2.

5.2 Univariate Analysis: Sub groups

As discussed earlier the analysis is extended to consider six sub-groups:

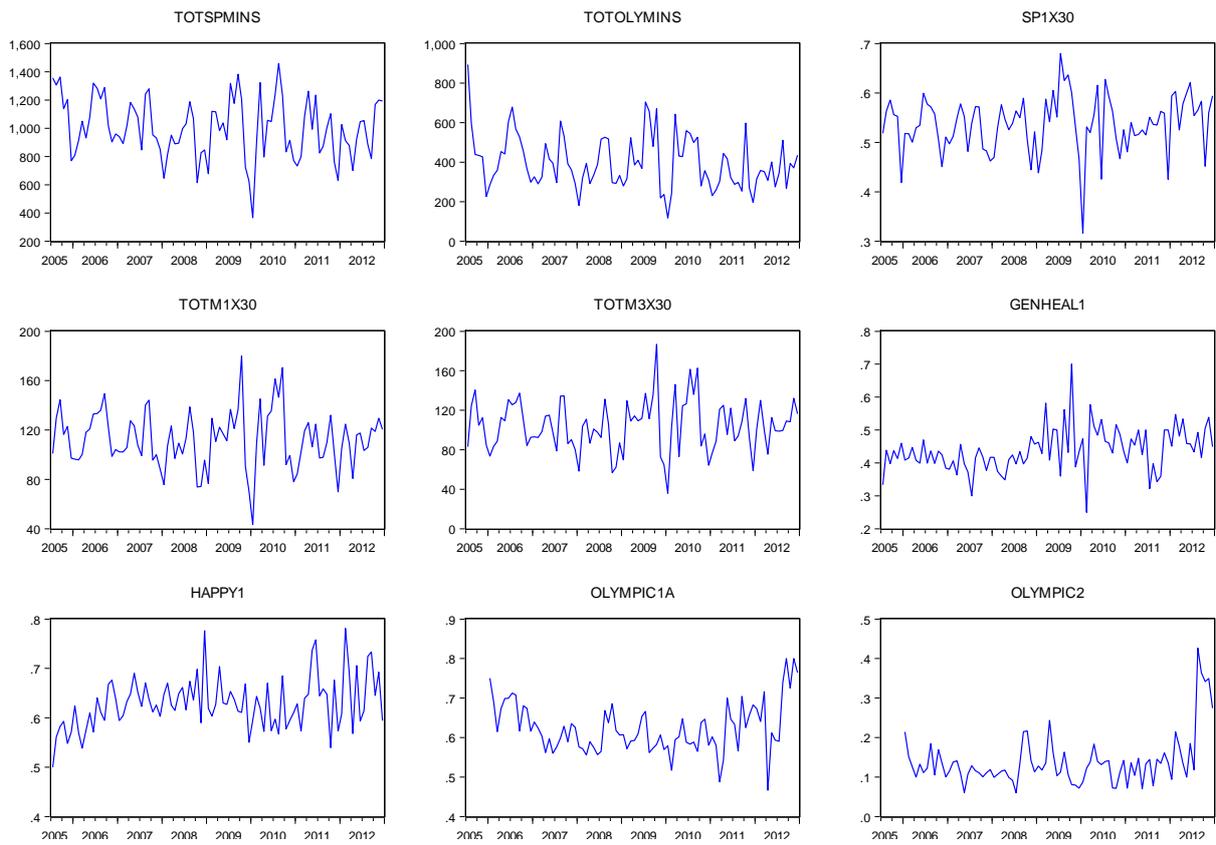
- (i) Respondents living in London.
- (ii) Respondents aged between 16 and 25.
- (iii) Ethnic minority respondents.
- (iv) Those respondents with a long-standing illness or disability.
- (v) Male.
- (vi) Female.

Figure 5: Participation, SWB, Health and Attitudes Towards the Olympics (Respondents living in London)



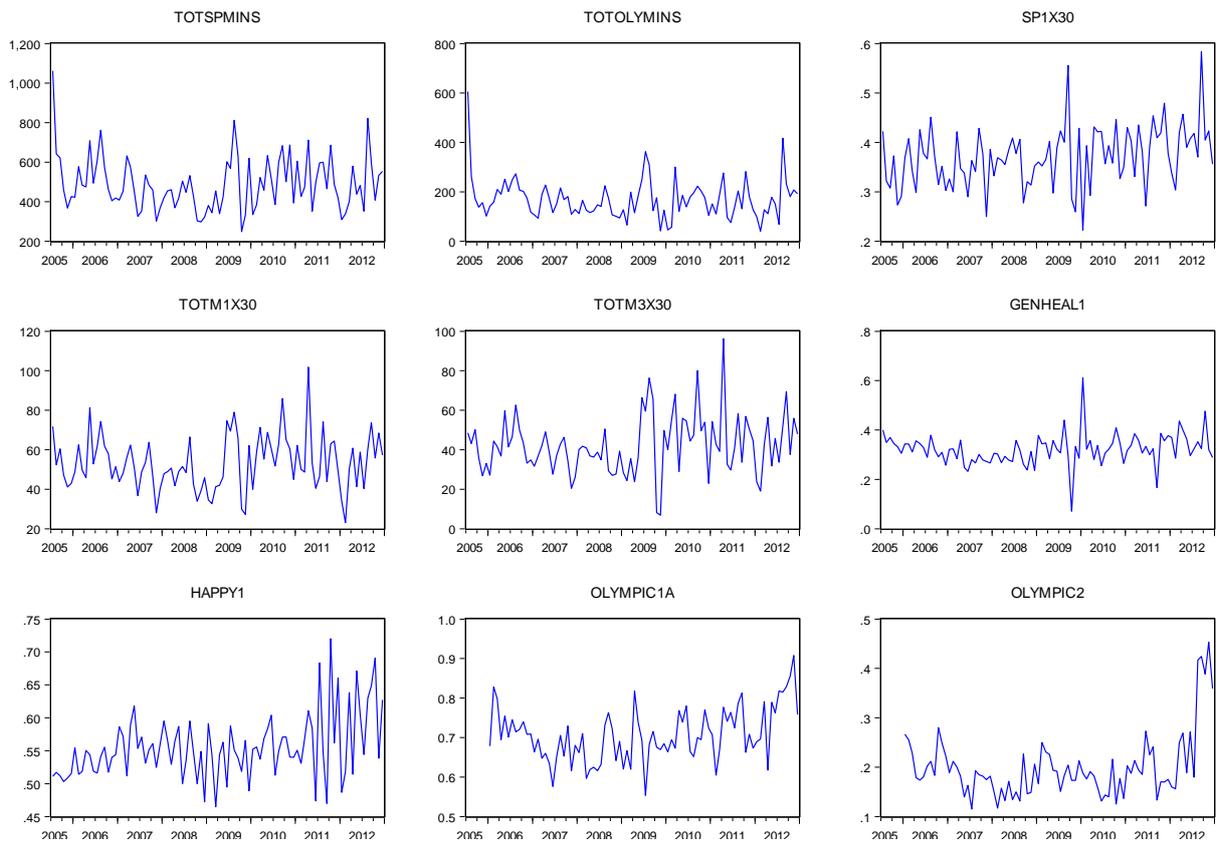
Note: Vertical axes associated with SP1x30, GENHEAL1, HAPPY1, OLYMPIC1A and OLYMPIC2 represent the proportion of respondents. For the remaining graphs the vertical axis represents the mean minutes of participation.

Figure 6: Participation, SWB, Health and Attitudes Towards the Olympics (Age16-25)



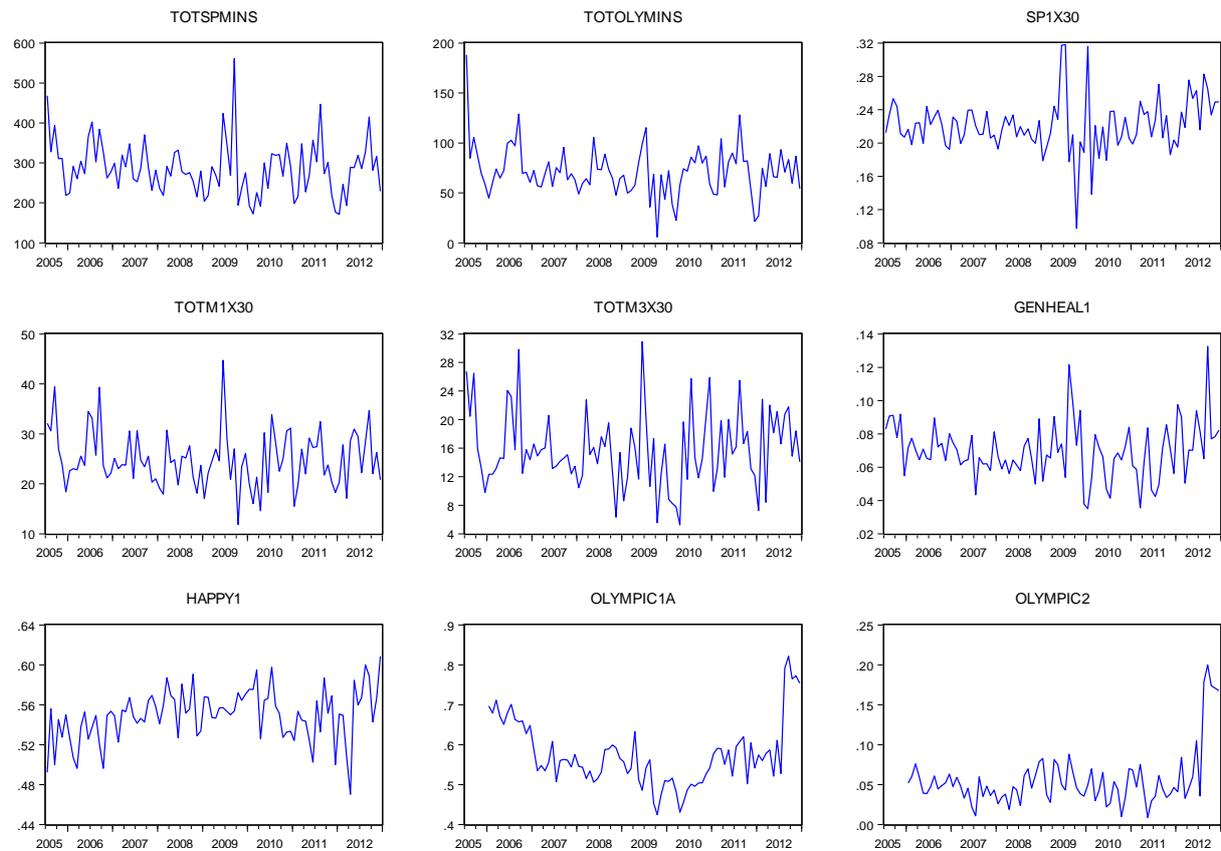
Note: As Figure 5.

Figure 7: Participation, SWB, Health and Attitudes Towards the Olympics (Ethnic Minority)



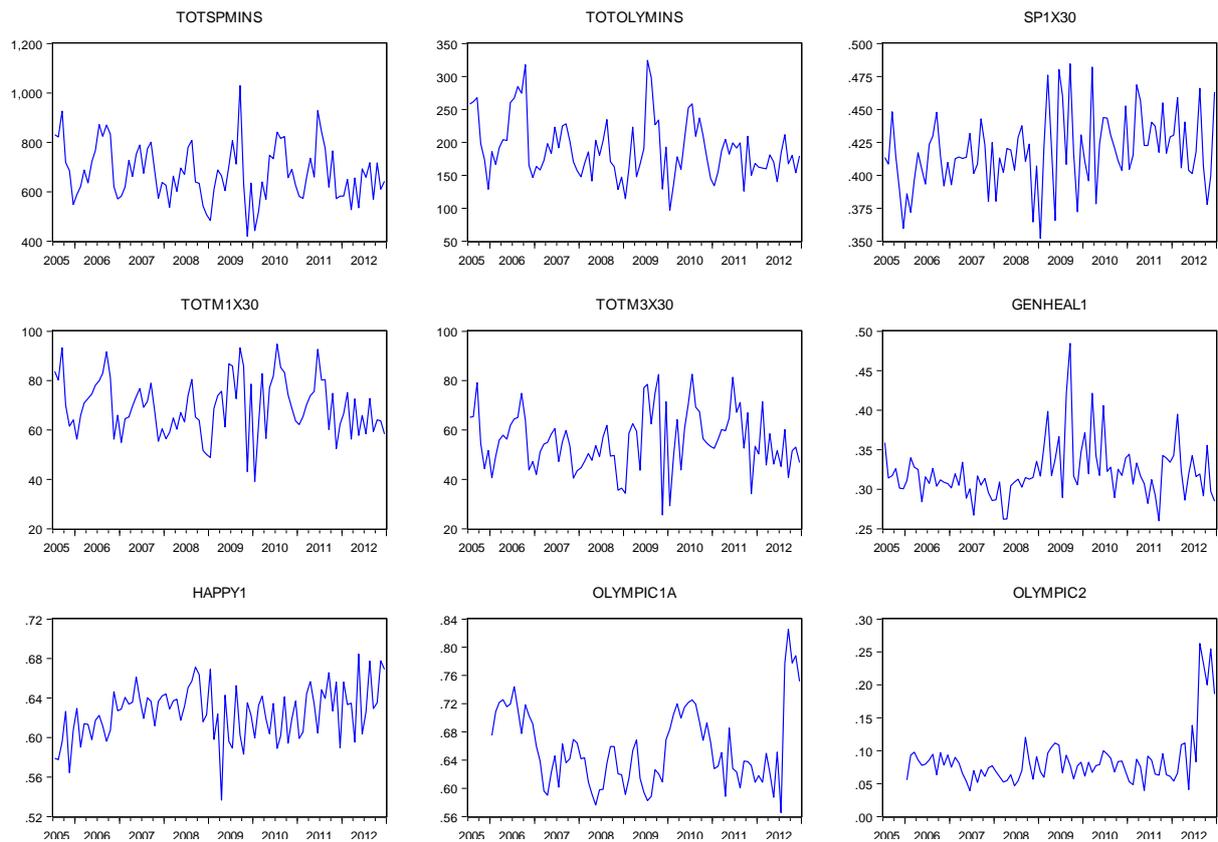
Note: As Figure 5.

Figure 8: Participation, SWB, Health and Attitudes Towards the Olympics (Long-Standing Illness or Disability)

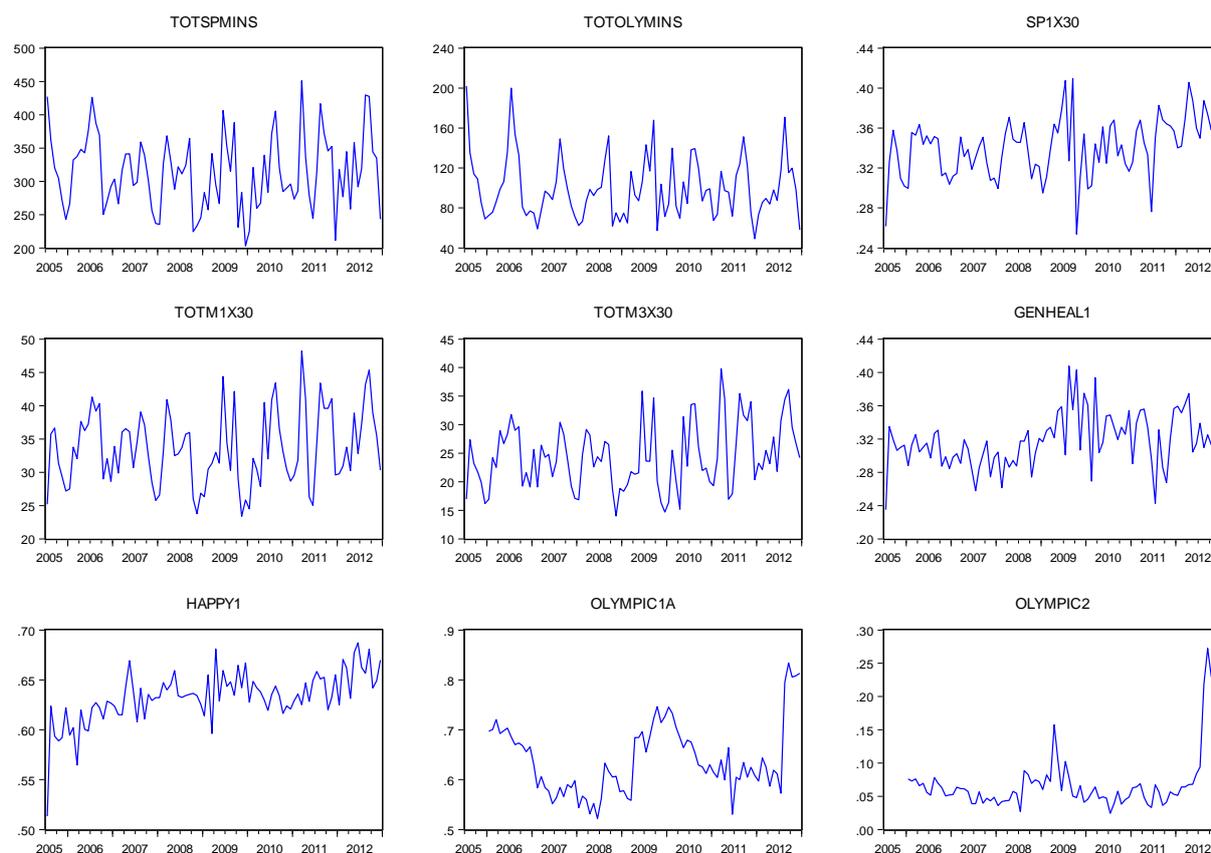


Note: As Figure 5.

Figure 9: Participation, SWB, Health and Attitudes Towards the Olympics (Male)



Note: As Figure 5.

Figure 10: Participation, SWB, Health and Attitudes Towards the Olympics (Female)

Note: As Figure 5.

The graphs for each of the sub-groups are reported in Figures 5-10 and the key regression results are reported in Table 5. As indicated earlier, the smaller sample sizes for these cases, means that the results should be treated with some caution. Nonetheless some interesting variation emerges. Three of the subgroups, those living in London, those aged 16-25 and males respondents, reveal a negative and statistically significant effect associated with total sports participation and Olympic sports participation at the time of the London Olympics. For the 16-25 age category the corresponding effect for Olympic sports participation associated with the Beijing Olympics is positive and statistically significant. For the long-standing illness or disability group the effect on total sports participation is reversed: a negative effect associated with the Beijing Games and a positive effect associated with the London Games.

Considering the post Beijing / pre-London Games period evidence is found that intensity of participation has increased for London, age16-25, ethnic minority and male groups. Similar effects but larger magnitudes are found for the year 2012 period for all groups with the exception of the male group. In much the same way as in the full sample, the implication of this is that there are positive effects associated with the Olympics when we consider longer time horizons.

The long-standing illness or disability group is the only group to register significant effects associated with general health at the time of the Olympics but there are positive effects for all groups either during the post Beijing and pre-London Games period or the year 2012 period. In terms of SWB, Londoners and males were happier around the time of the 2008 Games whereas those aged 16-25 years were happier during the London 2012 Games. A positive and statistically significant effect is also observed for the long-standing illness or disability group.

Positive results are associated with the Olympic attitude variables. For feelings towards the Olympics, positive and significant effects for the London Games are observed in three of the sub-groups (London, long-standing illness or disability, ethnic minority group). Two of the remaining groups – age16-25, and males - also have positive effects, but the coefficients are not statistically significant. In the case of being

motivated by the Olympics to participate in sport, the London Games have also had a positive effect, particularly for the 2012 calendar year. The coefficient is positive and statistically significant in five of the groups and the magnitudes range from 5.5% for the long-standing illness or disability group to 9.7% for the age16-25 group.

In summary, the univariate analysis suggests that during the time of the Olympics participation rates are typically lower but when longer-term effects are considered there is support for higher levels of participation, particularly with respect to the intensity of participation and the total duration. There is also some variation across specific sub-groups, with positive effects more likely to be associated with non-traditional groups. Some positive effects are also identified for health and SWB. Finally, attitudes towards the Olympics, and particularly those motivated to participate more because of the Olympics, were significantly higher during 2012. In the next section the relationship between Olympic motivation and participation, SWB and health is explored in more detail.

Table 5: Univariate Analysis (Sub-Groups)

	TOTSPMINS	TOTOLYMINS	SP1x30	TOTM1x30	TOTM3x30	HEALTH	HAPPINESS	FEELINGS	MOTIVATION
SUB-GROUP: LONDON									
Olympic Effect	-89.225* (47.725)	-47.110 (28.678)	-0.0029 (0.031)	-7.894 (6.642)	-8.736 (6.438)	-0.017 (0.024)	0.019 (0.019)	0.050** (0.023)	0.084*** (0.026)
Olympic 2008	118.265*** (56.225)	22.257 (33.217)	0.020 (0.033)	1.778 (7.257)	9.376 (6.833)	-0.007 (0.033)	0.050* (0.026)	0.0012 (0.033)	-0.011 (0.038)
Olympic 2012	-158.927*** (41.082)	-58.093* (31.286)	-0.030 (0.031)	-10.466 (6.358)	-17.934*** (5.517)	-0.038 (0.035)	-0.013 (0.028)	0.096*** (0.031)	0.171*** (0.033)
Post-Beijing	29.760 (25.735)	-11.994 (9.478)	0.028*** (0.008)	4.073 (2.964)	8.323*** (2.631)	0.030** (0.014)	-0.0005 (0.017)	-0.0050 (0.012)	-0.017 (0.014)
Year 2012	53.604* (30.532)	17.681 (15.451)	0.044*** (0.012)	3.585 (4.687)	3.500 (4.886)	0.035* (0.018)	0.0078 (0.024)	0.062*** (0.018)	0.059*** (0.020)
SUB-GROUP: AGE 16-25									
Olympic Effect	-279.916*** (100.489)	-90.421 (70.250)	-0.015 (0.023)	-26.519*** (9.245)	-23.513** (11.490)	-0.020 (0.023)	0.029 (0.020)	0.024** (0.03)	0.005 (0.029)
Olympic 2008	233.663* (121.375)	212.103*** (72.101)	0.015 (0.027)	10.618 (11.537)	-0.777 (13.590)	-0.023 (0.032)	-0.005 (0.027)	-0.012 (0.042)	-0.014 (0.041)
Olympic 2012	-437.963*** (86.149)	-271.177*** (56.715)	-0.023 (0.025)	-28.370** (11.145)	-25.227** (11.289)	-0.017 (0.032)	0.062** (0.027)	0.060 (0.041)	0.033 (0.040)
Post-Beijing	-53.617 (36.940)	-29.541 (23.200)	0.017** (0.007)	-0.492 (2.997)	3.678 (3.467)	0.043*** (0.014)	0.0032 (0.012)	-0.025 (0.021)	-0.006 (0.026)
Year 2012	-24.657 (69.762)	-69.375* (37.866)	0.031** (0.012)	-0.483 (5.375)	4.231 (6.364)	0.041* (0.022)	0.041** (0.018)	0.061** (0.027)	0.097*** (0.024)
SUB-GROUP: ETHNIC MINORITY									
Olympic Effect	21.096 (73.850)	-35.860 (35.808)	0.011 (0.034)	-5.847 (7.647)	-3.747 (8.235)	0.014 (0.020)	0.021 (0.017)	0.043 (0.032)	0.018 (0.027)
Olympic 2008	-6.776 (82.009)	-29.023 (41.857)	-0.042 (0.042)	-4.869 (8.695)	-11.759 (9.554)	-0.006 (0.027)	0.019 (0.024)	0.015 (0.047)	0.036 (0.038)
Olympic 2012	34.131 (74.878)	-19.603 (43.374)	0.059 (0.038)	-5.828 (8.296)	2.969 (8.835)	0.029 (0.029)	0.027 (0.025)	0.076* (0.044)	-0.0004 (0.038)
Post-Beijing	45.517* (25.474)	-16.564 (11.062)	0.027** (0.012)	5.272** (2.433)	6.875*** (2.394)	0.012 (0.011)	-0.009 (0.013)	-0.012 (0.023)	-0.015 (0.027)
Year 2012	63.127 (41.712)	4.174 (19.761)	0.058** (0.021)	5.179 (4.111)	9.002** (4.360)	0.033** (0.015)	0.035** (0.015)	0.078*** (0.025)	0.096*** (0.026)

SUB-GROUP: LONG-STANDING ILLNESS /DISABILITY									
Olympic Effect	-21.710 (26.724)	-28.884*** (10.423)	0.017 (0.014)	-4.374 (2.685)	-3.149 (2.740)	0.013* (0.007)	0.023** (0.011)	0.056*** (0.021)	-0.0034 (0.015)
Olympic 2008	-76.992*** (27.199)	-34.018*** (12.255)	-0.036** (0.016)	-4.855 (3.093)	-6.510*** (3.069)	0.0008 (0.010)	0.011 (0.016)	0.019 (0.030)	0.0007 (0.021)
Olympic 2012	46.952* (26.493)	-1.066 (12.299)	0.043*** (0.014)	0.021 (2.986)	2.902 (2.866)	0.025** (0.010)	0.030** (0.016)	0.090*** (0.029)	-0.0086 (0.021)
Post-Beijing	-18.460* (10.082)	-8.064** (3.179)	0.004 (0.005)	-0.889 (0.810)	-0.931 (0.812)	-0.005 (0.004)	-0.0019 (0.008)	-0.021 (0.013)	-9.91x10 ⁻⁵ (0.016)
Year 2012	-10.463 (17.373)	0.208 (6.010)	0.031*** (0.007)	0.882 (1.555)	2.349* (1.317)	0.016*** (0.005)	0.012 (0.011)	0.041** (0.016)	0.055*** (0.014)
SUB-GROUP: MALE									
Olympic Effect	-119.994*** (44.855)	-7.412 (24.410)	-0.002 (0.011)	-16.195*** (4.503)	-15.793*** (5.17)	-0.009 (0.014)	0.017** (0.008) (0.014)	-0.007 (0.021)	0.0145 (0.017)
Olympic 2008	-34.432 (83.552)	-19.476 (24.740)	-0.0019 (0.015)	-1.111 (5.610)	-5.410 (6.336)	-0.009 (0.019)	0.029** (0.011)	-0.0028 (0.029)	0.017 (0.025)
Olympic 2012	-156.729*** (53.093)	-70.209*** (23.730)	-0.0020 (0.015)	-17.531*** (4.451)	-12.834** (5.479)	-0.0099 (0.021)	0.004 (0.012)	-0.011 (0.030)	0.013 (0.024)
Post-Beijing	-35.174** (15.134)	-18.470* (9.591)	0.013** (0.006)	1.797 (1.523)	4.860*** (1.569)	0.026*** (0.007)	-0.013* (0.008)	0.011 (0.024)	-0.011 (0.017)
Year 2012	-46.755* (26.429)	-28.029* (14.580)	0.003 (0.01)	-3.455 (2.513)	0.711 (2.881)	0.0069 (0.011)	0.019** (0.0094)	0.029 (0.030)	0.061*** (0.016)
SUB-GROUP: FEMALE									
Olympic Effect	5.118 (27.782)	-6.163 (11.022)	-0.018 (0.017)	1.255 (2.759)	0.679 (3.067)	0.015 (0.012)	-0.0005 (0.007)	0.012 (0.022)	0.0101 (0.013)
Olympic 2008	-50.753* (30.126)	-2.997 (11.658)	-0.003 (0.019)	-6.223** (2.944)	-8.713*** (3.246)	0.026 (0.017)	-0.0062 (0.0096)	0.025 (0.030)	-0.007 (0.018)
Olympic 2012	43.869 (28.966)	-3.014 (11.230)	-0.010 (0.018)	6.803** (2.723)	8.931*** (3.132)	0.004 (0.017)	0.0054 (0.0098)	-0.0008 (0.032)	0.027 (0.019)
Post-Beijing	6.316 (10.019)	3.594 (3.471)	0.007 (0.009)	0.240 (0.798)	1.348 (0.864)	0.021** (0.009)	0.0043 (0.008)	-0.0005 (0.028)	-0.016 (0.017)
Year 2012	36.984** (15.141)	3.417 (5.819)	0.034*** (0.009)	4.157*** (1.335)	5.995*** (1.450)	0.021 (0.016)	0.020** (0.0097)	0.026 (0.037)	0.028 (0.023)

Notes: As Table 2. Month dummies, AR, MA and irregular components also added as appropriate, details available from the lead author on request.

5.3 Temporal Ordering

In this section the temporal relationship between participation and the Olympics is investigated. The paper concentrates on the relationship between participation, health and well-being with the Olympic motivation variable (Olympic2) through a series of bivariate models¹³⁴. Specifically interest is in whether those respondents who said the Olympics coming to London had motivated them to undertake more sport/recreational activity represent people who previously did little or no sport/recreational activity or are existing participants who are now participating more. In a similar manner the relationship between this motivation with both health and SWB is analysed. As in the previous section all of the above are analysed from the perspective of the full sample and selected sub-groups.

5.3.1 Full Sample

For the full sample (Table 6) the most consistent evidence is found for a bi-directional relationship between all of the participation variables. The one exception is total minutes of Olympic participation where we observe a uni-directional relationship that indicates that total minutes of Olympic sport participation causes Olympic motivation. This might suggest that in less casual sports pre-existing interest in sport is more likely. In the case of general health and SWB no causality effects are found. There is also some evidence that longer lags are identified for when participation is found to affect Olympic motivation, than when examining the reverse relationship, for example, for TOTM1x30 and TOTM3x30. This suggests that current participants are more sluggish in changing their sentiment towards participation because of the Olympics, than when considering how motivation from the Olympics affects their actual participation.

Table 6: Pairwise Granger Causality (Full Sample)

Direction of Causality	F-Stat (P-Value)	Optimal Lag Length	Decision
Totspmins → Olympic2	3.119 (0.0097)	6	Reject Null
Olympic2→Totspmins	5.991 (0.0012)	3	Reject Null
Totolymins→ Olympic2	85.555 (0.000)	12	Reject Null
Olympic2→Totolymins	0.993 (0.470)	11	Do Not Reject Null
SP1x30→Olympic2	5.934 (0.000)	12	Reject Null
Olympic2→SP1x30	5.338 (0.0001)	11	Reject Null
TOTM1x30 → Olympic2	2.103 (0.0356)	12	Reject Null
Olympic2 → TOT1x30	4.924 (0.0039)	3	Reject Null
TOTM3x30 → Olympic2	3.250 (0.0019)	12	Reject Null
Olympic2 → TOTM3x30	3.838 (0.0077)	4	Reject Null
GenHeal→Olympic2	0.757 (0.452)	1	Do Not Reject Null
Olympic2→GenHeal	0.372 (0.774)	3	Do Not Reject Null
Happy→Olympic2	1.234 (0.221)	1	Do Not Reject Null
Olympic2→Happy	0.756 (0.522)	3	Do Not Reject Null

Notes: Lag length chosen according to Akaike information criterion.

Reject Null implies that the first variable to the left of the arrow Granger causes the second variable to the right of the arrow. See pages 15-16.

¹³⁴ This is because the primary objective is to examine participation. Additionally analysis of the feelings towards the Olympics variable (Olympic1) could also be undertaken. However, whilst the feelings towards the Olympics variable is positively correlated to Olympic motivation it is likely to have a more noisy relationship with the participation variables. The correlation between Olympic1 and Olympic2 lies between 0.482 (for the London sample) and 0.669 (for the full sample). Replacing Olympic 2 with Olympic1 for the full sample reveals bi-directional relationships for the intensity of participation variables (SP1x30 and TOTM1x30) and uni-directional relationships, running from participation to Olympic1 for the variables Totspmins, Totolymins and TOTM3x30. Another option is to consider a trivariate relationship that runs from olympic1 to olympic2 to participation, SWB or health (or vice versa). Such a framework however is beyond the scope of this paper.

5.3.2 Sub Groups

With respect to the various sub-groups evidence is found of Granger-causality with respect to participation (Tables 7 – 12). In contrast to the full sample, however, many instances are observed where the relationship is unidirectional and that typically runs from Olympic motivation to participation. This result echoes those of Table 6 in as much that those less likely to participate are less likely to have their participation affect their views of the Olympics. This is a particular feature of the London, long-standing illness or disability, ethnic minority and female sub-groups. For the age16-25 group a bi-directional relationship is found between total minutes of Olympic participation and Olympic motivation. For the male group there is evidence to support the view that motivation leads to higher rates of participation in Olympic sports and intensity of participation.

A feature of the sub-groups is that there is now support for a relationship between motivation and health and motivation and SWB. For example a bi-directional relationship is found between SWB and Olympic motivation for the long-standing illness or disability and ethnic minority subgroups and uni-directional relationships running from SWB to Olympic motivation for age16-25, male and female sub-groups. Uni-directional relationships running from Olympic motivation to general health for long-standing illness or disability, age16-25 and ethnic minority sub-groups.

Table 7: Pairwise Granger Causality (London)

Direction of Causality	F-Stat (P-Value)	Optimal Lag Length	Decision
Totspmins → Olympic2	0.137 (0.873)	2	Do Not Reject Null
Olympic2→Totspmins	2.981 (0.0076)	9	Reject Null
Totolymins→ Olympic2	0.414 (0.662)	2	Do Not Reject Null
Olympic2→Totolymins	5.699 (0.000)	11	Reject Null
SP1x30→Olympic2	1.075 (0.346)	2	Do Not Reject Null
Olympic2→SP1x30	2.301 (0.032)	9	Reject Null
TOTM1x30 → Olympic2	0.245 (0.783)	2	Do Not Reject Null
Olympic2 → TOT1x30	2.608 (0.014)	11	Reject Null
TOTM3x30 → Olympic2	0.320 (0.727)	2	Do Not Reject Null
Olympic2 → TOTM3x30	1.548 (0.154)	12	Do Not Reject Null
GenHeal→Olympic2	2.267 (0.0705)	4	Reject Null
Olympic2→GenHeal	1.166 (0.336)	12	Do Not Reject Null
Happy→Olympic2	1.201 (0.316)	3	Do Not Reject Null
Olympic2→Happy	0.955 (0.342)	1	Do Not Reject Null

Notes: As Table 6.

Table 8: Pairwise Granger Causality (Age1625)

Direction of Causality	F-Stat (P-Value)	Optimal Lag Length	Decision
Totspmins → Olympic2	0.743 (0.461)	1	Do Not Reject Null
Olympic2→Totspmins	5.747 (0.000)	8	Reject Null
Totolymins→ Olympic2	3.729 (0.0285)	2	Reject Null
Olympic2→Totolymins	4.183 (0.001)	11	Reject Null
SP1x30→Olympic2	0.138 (0.711)	1	Do Not Reject Null
Olympic2→SP1x30	2.230 (0.034)	12	Reject Null
TOTM1x30 → Olympic2	0.581 (0.563)	1	Do Not Reject Null
Olympic2 → TOT1x30	3.791 (0.015)	3	Reject Null
TOTM3x30 → Olympic2	1.812 (0.170)	2	Do Not Reject Null
Olympic2 → TOTM3x30	4.231 (0.0088)	3	Reject Null
GenHeal→Olympic2	0.0005 (0.983)	1	Do Not Reject Null
Olympic2→GenHeal	3.547 (0.019)	3	Reject Null
Happy→Olympic2	3.388 (0.024)	3	Reject Null
Olympic2→Happy	0.679 (0.689)	7	Do Not Reject Null

Notes: As Table 6.

Table 9: Pairwise Granger Causality (Ethnic Minority)

Direction of Causality	F-Stat (P-Value)	Optimal Lag Length	Decision
Totspmins → Olympic2	0.365 (0.695)	2	Do Not Reject Null
Olympic2→Totspmins	4.481 (0.0005)	8	Reject Null
Totolymins→ Olympic2	0.158 (0.854)	2	Do Not Reject Null
Olympic2→Totolymins	4.202 (0.0004)	11	Reject Null
SP1x30→Olympic2	0.288 (0.750)	2	Do Not Reject Null
Olympic2→SP1x30	4.339 (0.0012)	7	Reject Null
TOTM1x30 → Olympic2	1.807 (0.171)	2	Do Not Reject Null
Olympic2 → TOT1x30	4.205 (0.0016)	6	Reject Null
TOTM3x30 → Olympic2	2.070 (0.133)	2	Do Not Reject Null
Olympic2 → TOTM3x30	4.370 (0.0012)	6	Reject Null
GenHeal→Olympic2	0.869 (0.423)	2	Do Not Reject Null
Olympic2→GenHeal	2.676 (0.0086)	12	Reject Null
Happy→Olympic2	4.189 (0.0085)	3	Reject Null
Olympic2→Happy	3.348 (0.0043)	7	Reject Null

Notes: As Table 6.

Table 10: Pairwise Granger Causality (Long-Standing Illness or Disability)

Direction of Causality	F-Stat (P-Value)	Optimal Lag Length	Decision
Totspmins → Olympic2	0.211 (0.884)	3	Do Not Reject Null
Olympic2→Totspmins	3.374 (0.0033)	9	Reject Null
Totolymins→ Olympic2	0.734 (0.535)	3	Do Not Reject Null
Olympic2→Totolymins	4.039 (0.0007)	10	Reject Null
SP1x30→Olympic2	3.300 (0.0154)	4	Reject Null
Olympic2→SP1x30	1.806 (0.093)	10	Reject Null
TOTM1x30 → Olympic2	0.732 (0.536)	3	Do Not Reject Null
Olympic2 → TOT1x30	2.323 (0.106)	2	Do Not Reject Null
TOTM3x30 → Olympic2	1.262 (0.294)	3	Do Not Reject Null
Olympic2 → TOTM3x30	2.312 (0.0267)	12	Reject Null
GenHeal→Olympic2	0.218 (0.883)	3	Do Not Reject Null
Olympic2→GenHeal	10.114 (0.0021)	1	Reject Null
Happy→Olympic2	2.593 (0.0589)	3	Reject Null
Olympic2→Happy	3.307 (0.0852)	1	Reject Null

Notes: As Table 6.

Table 11: Pairwise Granger Causality (Male)

Direction of Causality	F-Stat (P-Value)	Optimal Lag Length	Decision
Totspmins → Olympic2	0.170 (0.844)	2	Do Not Reject Null
Olympic2→Totspmins	1.595 (0.211)	2	Do Not Reject Null
Totolymins→ Olympic2	0.498 (0.610)	2	Do Not Reject Null
Olympic2→Totolymins	2.170 (0.040)	10	Reject Null
SP1x30→Olympic2	0.243 (0.785)	2	Do Not Reject Null
Olympic2→SP1x30	1.485 (0.209)	6	Do Not Reject Null
TOTM1x30 → Olympic2	1.636 (0.188)	3	Do Not Reject Null
Olympic2 → TOT1x30	3.014 (0.010)	7	Reject Null
TOTM3x30 → Olympic2	0.184 (0.832)	2	Do Not Reject Null
Olympic2 → TOTM3x30	5.415 (0.0023)	3	Reject Null
GenHeal→Olympic2	0.011 (0.990)	2	Do Not Reject Null
Olympic2→GenHeal	0.189 (0.665)	1	Do Not Reject Null
Happy→Olympic2	3.340 (0.024)	3	Reject Null
Olympic2→Happy	1.442 (0.213)	6	Do Not Reject Null

Notes: As Table 6.

Table 12: Pairwise Granger Causality (Female)

Direction of Causality	F-Stat (P-Value)	Optimal Lag Length	Decision
Totspmins → Olympic2	0.848 (0.360)	1	Do Not Reject Null
Olympic2→Totspmins	5.984 (0.0002)	5	Reject Null
Totolymins→ Olympic2	1.355 (0.248)	1	Do Not Reject Null
Olympic2→Totolymins	2.896 (0.0079)	10	Reject Null
SP1x30→Olympic2	0.002 (0.962)	1	Do Not Reject Null
Olympic2→SP1x30	10.476 (0.000)	4	Reject Null
TOTM1x30 → Olympic2	0.534 (0.467)	1	Do Not Reject Null
Olympic2 → TOT1x30	1.536 (0.129)	1	Do Not Reject Null
TOTM3x30 → Olympic2	1.128 (0.291)	1	Do Not Reject Null
Olympic2 → TOTM3x30	3.171 (0.0794)	1	Reject Null
GenHeal→Olympic2	0.002 (0.965)	1	Do Not Reject Null
Olympic2→GenHeal	1.949 (0.149)	2	Do Not Reject Null
Happy→Olympic2	3.750 (0.015)	3	Reject Null
Olympic2→Happy	0.445 (0.722)	3	Do Not Reject Null

Notes: As Table 6.

6. Concluding Remarks

This study has investigated the relationship between the Olympics and participation in sport, as well as the relationship between the Olympics and health and SWB (happiness). Using the TPS and a monthly sampling strategy the results that are generated appear to be consistent with the expectations from the literature. In particular there appears to be little immediate impact on sports participation and, indeed there is evidence of a negative contemporaneous effect of the Olympics on participation. Such an effect was identified in the literature in Humphreys *et al* (2012). This, of course, might be as expected with more spectating of sport being the hypothesised trigger for the ‘trickle-down effect. Nonetheless, what this study has uniquely shown is that allowing for these contemporaneous effects *and* longer-term effects simultaneously growth in the intensity of participation in at least one sport and then the minutes of greater numbers of sports at this intensity follow.

There is also evidence of variation across sub-groups. However, the smaller sample sizes suggest adding more caution to these results. In particular the Olympics appear to have generated significant positive effects for those with a long-standing illness or disability and the ethnic minorities. For example, intensity of participation is higher for this group and the ethnic minority group. As indicated in the literature review it may well be that a greater marginal response is identified from non-traditional participants. Not surprisingly, therefore, as also implied from the literature review, levels of SWB and to a lesser extent health are also significantly higher for the long-standing illness or disability group during the event period.

In contrast, there are generally positive effects associated with attitudes towards the Olympics, which peaked around the time of the event. This might be indicative of behaviour that is yet to be changed but will do so over time either directly, or through the appropriate provision of supply opportunities as suggested in the literature review. This does indicate that the Games are providing the potential for changing behaviour.

This potential is reinforced when considering that there is also evidence that the Olympics appears to be having a longer-term impact on behaviour. Evidence for the post-Beijing pre-London Games period and year 2012 period indicates support for this impact across most of the sub-groups, particularly in terms of the intensity of participation.

Further confirmation of the longer-term effect is provided through the temporal ordering, that is causality, analysis. Overall there is evidence that some of the temporal ordering is based on pre-disposition, in the sense that those who already participate in sport and physical activity are more likely to be motivated by the Olympics, and that this is particularly the case for Olympic sports, in which prior commitments are likely to be higher. However, there is also support for the view that the Olympics has had most impact on participation for non-typical participants such as ethnic minorities, those with long-standing illness or disability and females. These are also cases in which prior sports participation is less likely to have affected their motivation. The Olympics also appears to have provided more inspiration for Londoners to devote more time to sports. Clearly it is only over longer-run data sets that such insights can be consolidated.

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