

Report 5: Post-Games Evaluation

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

COMMUNITY ENGAGEMENT EVIDENCE BASE

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1 Introduction

The aim of the Community Engagement and Participation theme of the Games legacy is to promote engagement and participation in community-based activity, including voluntary work. The Department for Culture, Media & Sport (DCMS)¹ sets out the challenge as being to help reconnect communities, encourage a new culture of volunteering and to spread the benefits of the Games across the whole of the UK. There is also an opportunity to create new opportunities for disabled people and to make the most of the potential of the Games to drive social change. Ultimately, an increase in engagement and activity would be expected to lead to more active and cohesive communities. For the purpose of analysis, this legacy theme has been divided into five sub-themes:

- **Volunteering and social action:** encouraging and enabling people to play a more active part in society is a key objective of this legacy strand. Therefore activity in this sub-theme is concerned with increasing opportunities for volunteering and encouraging social action in order to bring direct benefits to people and communities;
- **Participation in culture:** engaging and inspiring the next generation of performers and audiences is a key legacy objective to be met by providing an opportunity for everyone to celebrate London 2012 through an extensive programme of arts and cultural activity;
- **Engaging children and young people:** the Games and its values were used as a means to inspire and enhance the education of children and young people, and to promote social inclusion by providing opportunities for those from disadvantaged backgrounds;
- **Encouraging sustainable living:** the sustainability commitments made in the bid included efforts to inspire people to live more sustainably, for example by being more energy efficient, choosing more sustainable modes of travel and increasing the amount of waste recycled. The Games were seen as providing an opportunity to reach significant numbers of people who would not otherwise be engaged by mainstream sustainability campaigns; and
- **Influencing attitudes towards disabled people:** the Games also provided an opportunity to influence attitudes towards and perceptions of disabled people, through encouraging comprehensive media coverage of the London 2012 Paralympic Games, promoting inclusion and disability equality to ensure Games-related opportunities were available to all, engaging children and young people to improve understanding of disability, and encouraging disabled people to participate in community activity and social action.

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

¹ Department for Culture, Media & Sport (March 2012) *Beyond 2012 – the London 2012 Legacy Story*

2 Volunteering and Social Action

2.1 Legacy programmes and initiatives

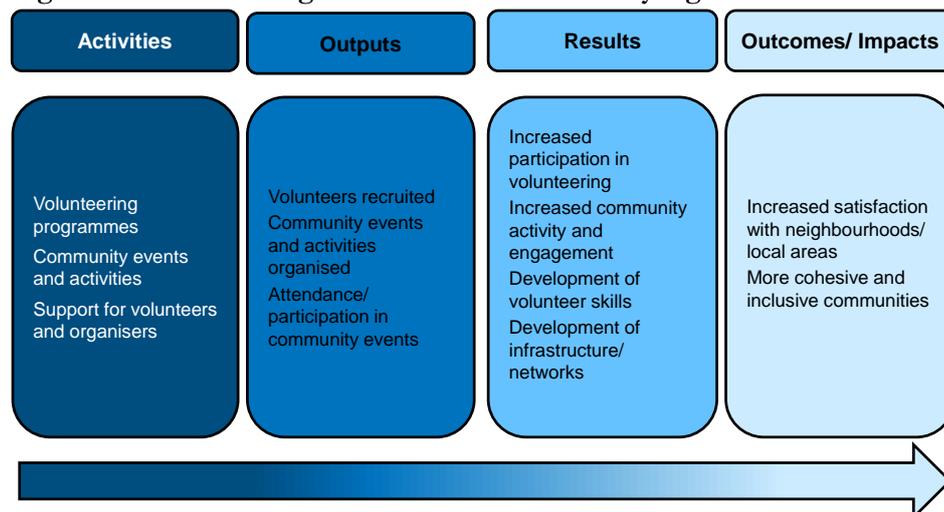
Encouraging and enabling people to play a more active part in society were key objectives of this legacy sub-theme. Programmes and initiatives were aimed at increasing opportunities for volunteering and other forms of social action in order to encourage the formation of social capital and create a range of benefits for individual participants and their communities.

Although some initiatives related to this meta-evaluation sub-theme started delivering opportunities prior to the start of the Games, the Games-time period brought an increased intensity of activity, including the delivery of numerous volunteering opportunities which were directly related to delivery of the Games and the staging of many community and cultural events timed to coincide with the Games-time period.

Within Government, there is a wider commitment to promoting social action through encouraging and enabling people to play a more active role in society, and there are a range of initiatives designed to make it easier to get involved and help local communities, which complement the Games-related activity for this sub-theme. Promoting social action is part of the wider vision for the Big Society, which is a key feature of the Coalition Government agreement.

The following logic model (see Figure 2-1) summarises the theory of change for this sub-theme. The model sets out how interventions to provide volunteering opportunities, community events and activities would be expected to lead to a range of outputs, including recruitment of volunteers and participation in events and activities. Achievement of these outputs would then be expected to lead to a range of results including benefits for those who have engaged (such as skills development for volunteers) and a more general increase in participation in volunteering and community engagement. Research evidence suggests that achievement of these results would then contribute positively to community cohesion and satisfaction with local areas.

Figure 2-1: Volunteering and social action summary logic model



Activity undertaken by the London Organising Committee of the Olympic and Paralympic Games (LOCOG) to promote volunteering and community involvement related to the Games across the UK was centred on three areas:

- **Games Maker:** the London 2012 volunteer programme, which recruited and trained 70,000 people to support the staging of the Games;

- **The London 2012 Inspire Mark:** which provided recognition for 2,713 non-commercial projects across the UK which were inspired by the Games; and
- **Olympic and Paralympic Torch Relays:** the relays provided an opportunity for communities to come together to celebrate the Games. The former lasted for 70 days and travelled to within an hour of 95% of people in the UK while the Paralympic Flame undertook a 24 hour journey from Stoke Mandeville to the Olympic Stadium.

In addition to Games Maker, a number of other Games-related volunteer programmes were delivered. For example, the Greater London Authority's Team London Ambassadors programme recruited and trained a team of 8,000 volunteers to provide information about the city to visitors in the period from July to September 2012 and many local authorities also recruited volunteers to support Games-related activity, particularly in the areas where events were being hosted.

The Office for Civil Society, and its predecessor the Office for the Third Sector, funded a range of activities to support volunteering, including:

- Between 2009 and 2011, YouthNet and Volunteering England undertook work to develop the infrastructure for promotion of volunteering and matching of demand and supply;
- VInspired distributed funding to Games-related volunteering projects via their Cashpoint programme and also ran the mygames programme which recruited young people to deliver sports events in their local communities;
- Two Games-related projects were funded through the Social Action Fund: a scaling up of the existing StreetGames project to provide volunteering opportunities in 100 additional deprived communities and the nationwide Community Games initiative which planned to hold 2,750 community events to encourage participation on sport and physical activities; and
- Join In, including the Join In Weekend (18th and 19th August 2012), which aimed to encourage people to get involved in their local sports clubs. Support has also been provided to fund activity during 2013.

A number of Games sponsors also funded activity to engage with communities. Most notably, Cadbury delivered the Spots v Stripes Community Programme with the help of Groundwork. The programme aimed to use game playing to bring people together and build stronger communities and involved establishing a network of Spots v Stripes Community Games Coordinators across the UK and Ireland.

2.2 Expenditure

Information on LOCOG's expenditure on Games Makers, Inspire Mark and the costs associated with the staging of the Olympic and Paralympic Torch Relay is not available. However, it is known that DCMS provided £1.6m to support Inspire Mark.

The Office for Civil Society (and Office for the Third Sector) has committed over £12m to support Games-related volunteering activity (including Join In) since 2009.²

2.3 Evidence

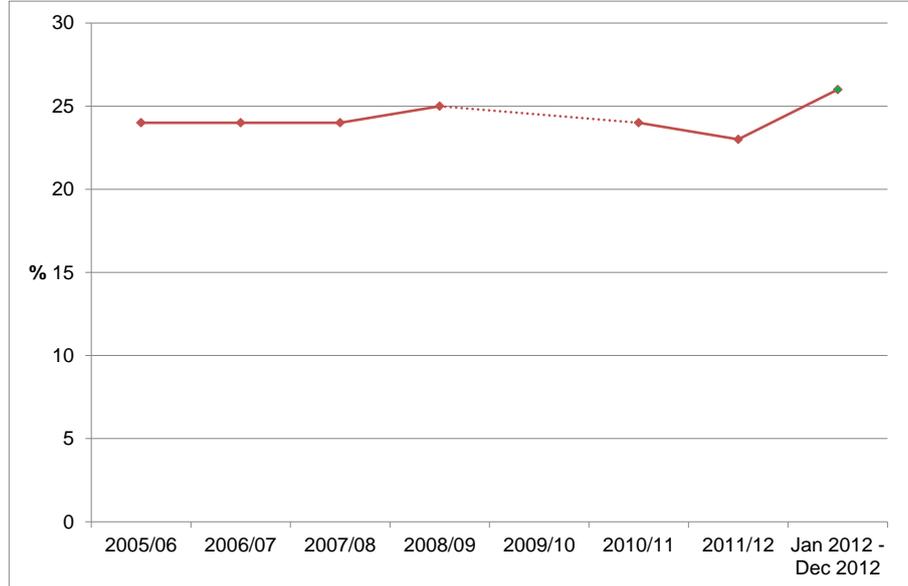
(i) Volunteering levels and trends

Due to the discontinuation of the Citizenship Survey after 2010/ 11, the principal source of evidence of participation in volunteering amongst the general population is now the Taking Part survey which asks respondents to report whether they have volunteered in the previous 12

² Further details of this expenditure are provided in the *Meta-Evaluation of the Impacts and Legacy of the London 2012 Olympic and Paralympic Games Report 4: Interim Evaluation*

months, beginning in 2005/06 (see Figure 2-2).³ Prior to the Games participation remained broadly stable between 2005/06 and 2011/12 with no statistically significant changes⁴. However, data for January to December 2012 shows an increase of over two percentage points to 25.5%, which is a statistically significant increase at the 95% confidence level from 2005/06 levels and suggests some increase in volunteering behaviour during the Olympic year.

Figure 2-2: Percentage of adults volunteering at least once in last 12 months, England



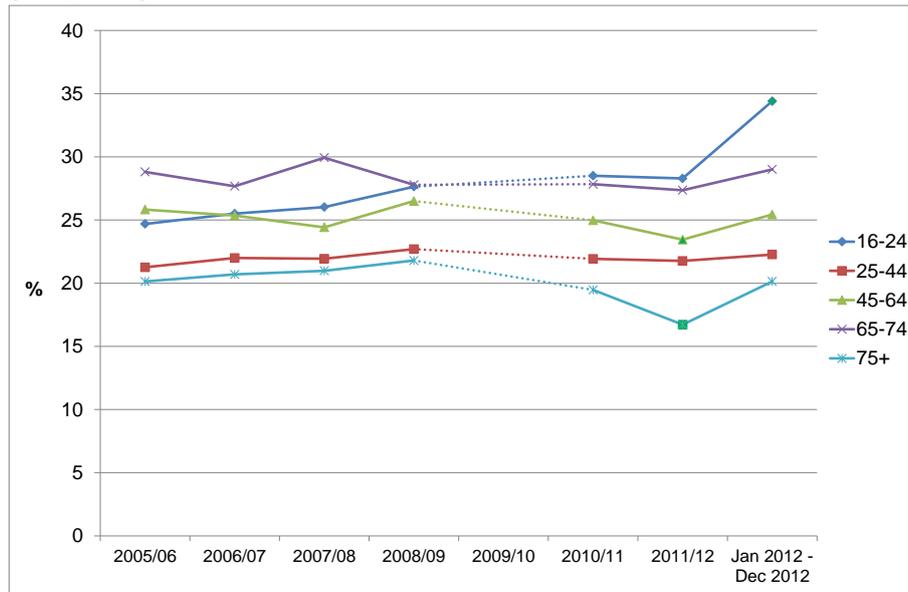
Source: Taking Part

Figure 2-3 breaks down participation by age to show that young people (aged 16-24) are most likely to participate followed by older people (aged 65-74) with participation lowest for those aged 75 and over. Data for January to December 2012 shows a statistically significant increase in participation for young adults aged 16-24 at the 95% confidence level. As illustrated in Figure 2-4, there appears to have been increases in participation in volunteering in all regions in the Olympic year (compared to 2011/12); however, only the North West and Yorkshire and Humberside recorded statistically significant increases at the 95% confidence level compared to 2005/06.

³ Volunteering data was not collected by the Taking Part survey in 2009/10. The survey makes no distinction between formal and informal volunteering and also does not collect information on different frequencies of volunteering behaviour.

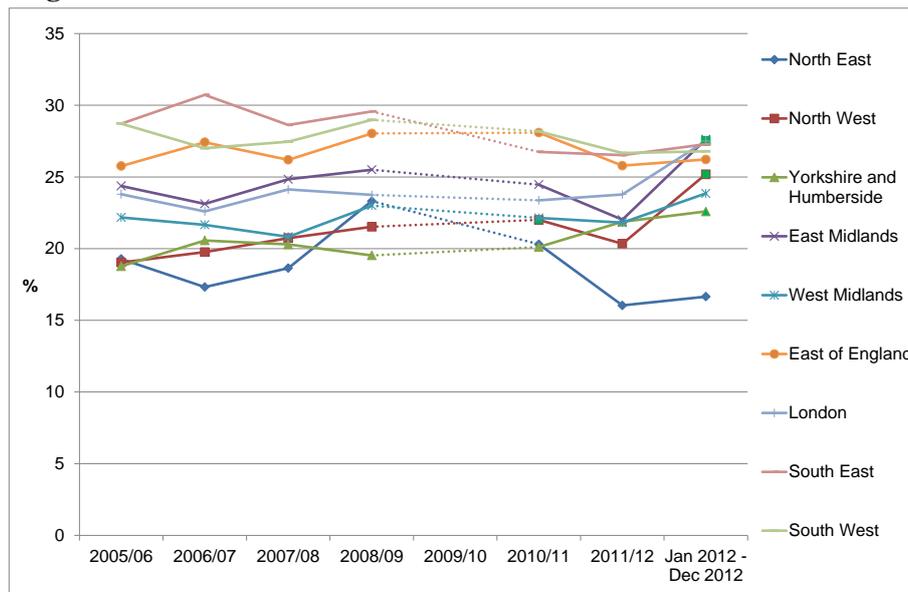
⁴ At the 95% confidence level

Figure 2-3: Percentage of the adults volunteering at least once in last 12 months by age group, England



Source: Taking Part

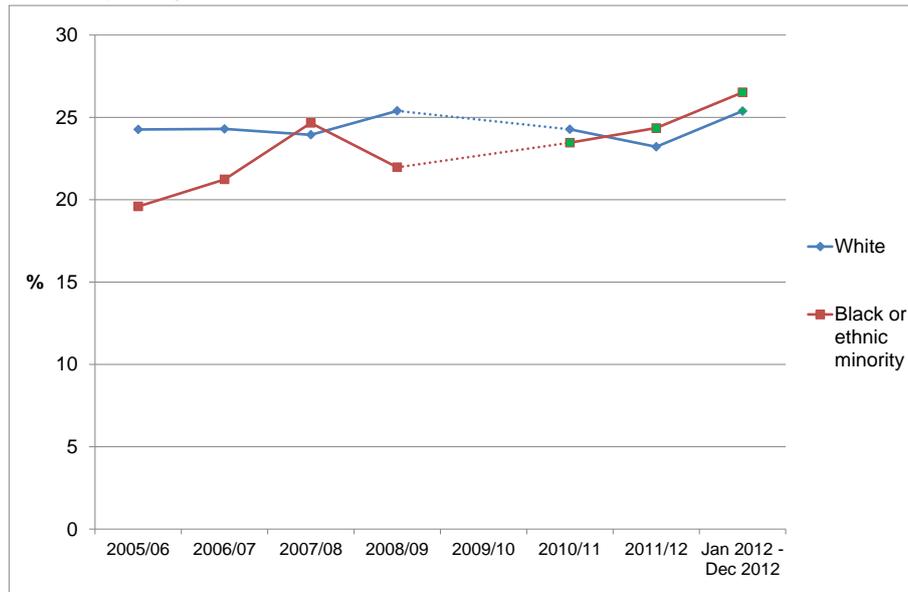
Figure 2-4: Percentage of adults volunteering at least once in last 12 months by region, England



Source: Taking Part

Figure 2-5 breaks down volunteering by ethnicity and shows that more recently, participation by those from black or ethnic minority groups has increased by a greater extent than that of white people. Levels of volunteering by those from black or ethnic minority groups recorded statistically significant increases at the 95% confidence level in 2010/11, 2011/12 and January to December 2012 compared to the baseline year (2005/06).

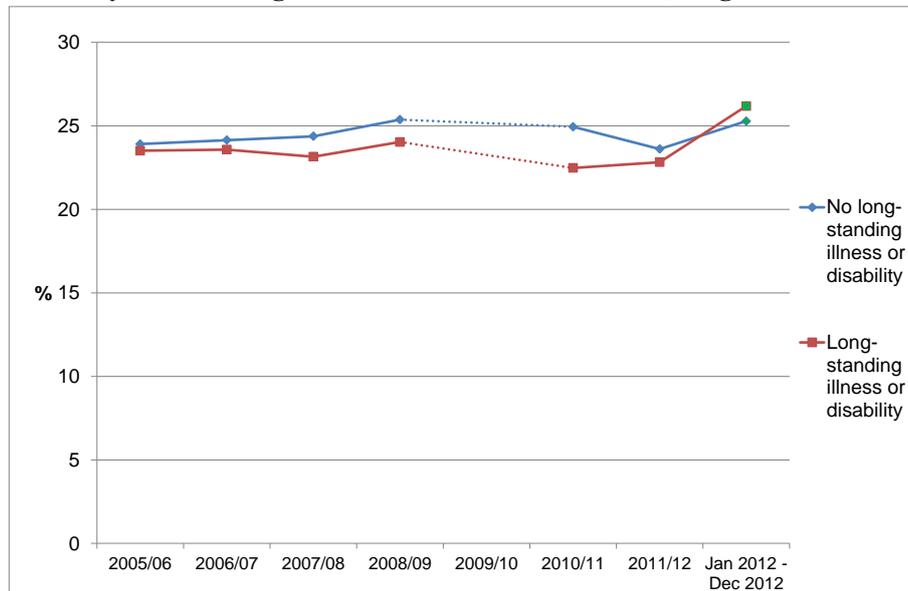
Figure 2-5: Percentage of adults volunteering at least once in last 12 months by ethnicity, England



Source: Taking Part

Participation in volunteering by those with a long-standing illness or disability has increased since 2010/11 (see Figure 2-6). During 2012 it exceeded the level recorded by those who had no long-standing illness or disability for the first time since the survey began in 2005/06, increasing by over three percentage points in January to December 2012 compared to 2011/12 (Figure 2-6). This represents a statistically significant increase (at the 95% confidence level) for levels of volunteering by those with a long-standing illness or disability in January to December 2012 compared to 2005/06.

Figure 2-6: Percentage of those adults with and without long-term limiting illness or disability volunteering at least once in last 12 months, England⁵



Source: Taking Part

Outside of England, the Scottish Household Survey reports that, in 2011, 30% of people in Scotland volunteered over the previous 12 months⁶, and that levels of volunteering have

⁵ Definition of sub-groups based on self-reported incidence of long-standing illness or disability elsewhere in the survey.

⁶ Defined as providing unpaid help to organisations or individuals.

remained relatively stable in Scotland over the last five years.⁷ Analysis of changes in volunteering in Scotland in the coming years, and the role of the 2012 Games in contributing to this, will be of particular interest given the potential to benefit the 2014 Commonwealth Games which is to take place in Glasgow. The last Northern Ireland wide survey of volunteering behaviour was undertaken in 2007 and estimated that 21% of the population had been involved in formal volunteering in the previous 12 month period.⁸ The most recent data on volunteering in Wales is from the 2007 Living in Wales survey which found that during the three years before the 2007 survey, a quarter of respondents had volunteered, with 16% judged to have undertaken formal volunteering.⁹

(ii) Achievements

In order to answer the research questions set out for this sub-theme, there was a focus on capturing data relating to the effects of the Games on the supply of volunteering and community engagement opportunities, evidence on the demand for (or uptake of) these opportunities and the extent to which the Games has encouraged or motivated people to volunteer or get involved in their community, including the effect on young people, disabled people and those from black and minority ethnic (BME) groups.

Although it is not possible to isolate the impact of the Games on changes in volunteering rates in the general population (as this will be influenced by many different factors), any evidence of an increased propensity to volunteer as a result of the Games is suggestive of an inspirational effect, at least in the short-term. In addition, further research would be required to assess the extent to which the Games has led to any sustainable change in behaviour.

The limited demographic data available from LOCOG shows that:

- 4% of the Games Maker volunteer workforce were disabled, within the target range of 3-6%;
- 18% were from BME groups (target 18-29%); and
- 37% were aged under 30, exceeding the target of 20-30% (more specifically 23% were aged between 16 and 24) and 32% were aged 50 and over, significantly exceeding the target range of 10-20%.

This suggests that Games Maker offered opportunities to a broad range of individuals, although it was particularly popular with those from the younger and older age groups – which is perhaps not surprising when you consider the time commitment involved, which may not have been practical for those in full-time employment. This mirrors the pattern of volunteering for different age groups in the general population. Games Makers were recruited from across the UK, with London (34%) and the South East (21%) together, perhaps unsurprisingly, accounting for over half of participants.

A sample survey of Games Makers found that the vast majority (80%) had volunteered previously, with 71% of those with previous experience having volunteered in the 12 months prior to the Games.¹⁰ This indicates that approximately 20% of Games Maker *participants* were first time volunteers, although this is lower than the proportion of first time volunteers implied by the data on *applicants* reported by DCMS (which suggests that 40% were first time volunteers).¹¹ However, both sources provide clear evidence that Games-related opportunities have inspired people to volunteer who have no previous history of doing so.

The Games Maker survey also provides evidence of volunteer motivations, with the Games itself being a central factor.¹² Survey responses also provided clear evidence of the benefits to

⁷ Scottish Household Survey

⁸ Volunteer Development Agency (2012) *Volunteering in Northern Ireland: What do we know in 2012?*

⁹ Defined as giving their services or time to a voluntary or charitable organisation or local authority or other body.

¹⁰ Tracy J Dickson and Angela M Benson (2013) *London 2012 Games Makers: Towards Redefining Legacy*

¹¹ *Ibid*

¹² The top three scoring motivation items were: it was the chance of a lifetime, I wanted to help make the Games a success, I am interested in the Games.

volunteers in terms of developing a variety of skills, with the most frequently mentioned being customer service skills (31%), teamwork skills (29%), communication skills (27%) interpersonal skills (25%) and the ability to work under pressure (21%). The majority of respondents considered that they would be able to apply their enhanced skills in other volunteering situations (82%), as well as in paid employment roles (57%).

Importantly, the survey also provides evidence that the experience of volunteering during the Games has motivated volunteers to do more with 45% indicating that they expected to increase their volunteering levels in the 12 months after the Games compared to that of the 12 months prior. However, the authors of the survey report note that the proportion of those intending to volunteer may have been influenced by the enthusiasm which remained in the immediate aftermath of the Games (when the survey was undertaken) and that further research would be required to assess if these intentions were carried out. The authors also note that while the majority of volunteers were motivated by the uniqueness of the Games, rather than the altruistic reasons which might normally be expected to motivate volunteers to give back to their community, the high proportion who were satisfied with their Games volunteering experience and intended to increase their volunteering behaviour in future, suggests that there will be some social legacy for communities.

The Greater London Authority undertook research with both Team London Ambassadors and visitors to explore their views and experiences of the programme.¹³ The survey of Team London Ambassadors found that just under one-quarter were new to volunteering (24%), which interestingly is a similar figure to the 20% which emerged from the survey of Games Makers. The most popular motivator was the chance to be part of the Games/chance of a lifetime (67%), followed by the opportunity to provide a friendly welcome to visitors during the Games (59%) and wanting to share their love for London (58%). Around one-third applied for the chance to meet new people/make new friends (34%) and 29% applied to gain new skills and experience.

The survey revealed that Ambassadors gained a range of benefits from their experience, including enjoyment of the satisfaction they got from helping others (84%) and 71% gained a sense that they were contributing to society. Around one-third felt that they had gained important skills and experience including learning to work as part of a team (34%), increased confidence or self-esteem, developing problem solving skills and improved communication skills (all 32%). The figures for skills development benefits are also similar to those revealed by Games Makers. In addition, 16% of Ambassadors responding to the survey said that their experience had enhanced the ways in which they carried out their job or it had helped them access employment, training or an apprenticeship.

A high proportion of the Ambassadors responding to the survey (87%) reported that they were likely to volunteer again in the next 12 months; 81% said that they were still interested in volunteering as an Ambassador to provide information for tourists even though the Games have finished, although 26% said that they would only be interested in volunteering at major sporting events. The majority (84%) of Ambassadors said that their experience had made them more likely to volunteer at other events while 77% reported that they were more likely to volunteer for other activities. Those who had volunteered previously were more likely to say that they were very likely to volunteer again in the next 12 months (59%) compared to those who had not volunteered before (30%).

Visitors had very positive views about their engagement with Team London Ambassadors. Of those people who had attended Greater London Authority events and spoken to Ambassadors, almost all (97%) thought that they were a good way to welcome people to the city, that they were polite and friendly (96%), and helpful (95%). The research noted a trend of those who spoke to Ambassadors being more positive than those who did not although, given the high levels of satisfaction across both groups, this difference tends to be indicative, rather than statistically significant.

¹³ GLA Intelligence Unit (forthcoming) *Team London Ambassadors Research Summary*

The torch relays provided a focal point for communities to come together. As part of the Olympic Torch Relay, 8,000 inspirational people were nominated to act as Torchbearers and carried the flame through more than 1,000 cities, towns and villages. An estimated 15 million people came out to see the Flame as it travelled across the UK, providing an opportunity to bring communities together to celebrate the Games, including 4.2 million people in London. In addition, in some areas local businesses benefited from the spending of those who came to view the Flame and media coverage helped to showcase and increase the profile of the areas which the Flame passed through (see Figure 2.7).

Figure 2-7: The Olympic Torch Relay across the nations and regions

East of England

An estimated 1.35 million spectators saw the Flame, approximately 1 in 5 of the population of the region. The largest evening celebration came in Cambridge where the Torch joined the annual Big Weekend festival to light a cauldron in front of 40,000 people.

East Midlands

Approximately 1.15 million people viewed the Torch across the region. The cultural community fully engaged through commissions to provide the local content for evening celebrations, animating the route with dance and music and a specially commissioned carnival parade, Follow the Light.

London

The Torch Relay ended in London where an estimated 4.2 million people saw the Flame. Evening celebrations took place at Chestnuts Field, Danson Park, Tooting Common, Walpole Park, Alexandra Park and Hyde Park before being delivered into the Olympic Stadium during the Opening Ceremony.

North East

An estimated 430,000 people came out to see the Torch Relay which showcased some of the region's most iconic attractions. The Newcastle Gateshead Initiative estimated that over 100,000 people were on the streets of Newcastle as the Torch passed through with a value to the local economy of £1.8 million.

Northern Ireland

An estimated 300,000 people lined the streets as the Flame travelled through Northern Ireland. Councils expressed positive feedback from local traders, such as the main shopping centre in Coleraine recording an increase in footfall of 3,500 people on the day the torch passed through. The torch also toured several locations in Dublin, culminating in a public celebration in St Stephen's Green.

North West

The relay included seven evening celebration events and provided a way to showcase a number of Games-inspired projects in the region, including Balloons and Everyday Champions. An estimated 1.27 million spectators were attracted across the region in total. Based on evidence from comparable events, it is estimated that in Liverpool the relay generated £2.15 million of spending which would not have occurred otherwise.

Scotland

Approximately 430,000 people saw the Torch Relay in Scotland with evening celebrations in Glasgow, Inverness, Aberdeen, Dundee and Edinburgh. The Relay offered the opportunity to build community engagement towards the Olympic football matches and 2014 Commonwealth Games in Glasgow.

South East

Over 2 million people came out to see the Torch in the South East region. A number of areas worked with Tourism South East to use the Torch Relay to raise their profile, attracting foreign journalists and securing international media coverage.

South West

It is estimated that at least 750,000 spectators saw the Flame pass through the South West region. In some areas local businesses reported very busy trading conditions, and in Cornwall alone it is estimated that the relay generated an increase in consumer spending of almost £3.8million across the 21 communities on the route.

Wales

Approximately 720,000 people saw the Torch pass through Wales over 5 days as it was carried by 500 runners along more than 300 streets. Evening celebrations took place in Cardiff, Swansea, Aberystwyth and Bangor.

West Midlands

Evidence suggests the Torch Relay generated around £3.5 million of economic activity in the region. Over 1 million people saw the Torch pass through the West Midlands accompanied by a cultural programme that highlighted local cultural content.

Yorkshire and Humberside

Approximately 1.16 million people gathered to watch the Torch Relay. The economic value to the city of York of the increased activity generated by the relay was estimated at £1million.

Source: Nations and Regions Group

The Local Leaders public participation campaign was launched by LOCOG in November 2011 as an invitation to people across the UK to take the 2012 Games into their communities and create their own celebrations for the Torch Relays and other key moments during the Games. More than 20,000 people signed up as Local Leaders and helped to organise celebrations for their families, friends and communities.¹⁴

In September 2012, Nielsen undertook the LOCOG State of the Nation survey which included questions on a range of topics. Of particular relevance to this sub-theme is the finding that, of those who attended the Olympic Torch Relay or evening celebration, 38% strongly agreed and 44.5% agreed that the relay and related events helped create a sense of community spirit. The survey also revealed that 5.5% of all those sampled had personally organised an event (either for their community or for friends and family) to celebrate the Games and 12.8% thought that the Games had inspired people to volunteer in their local community.

Join In aims to encourage people to get involved with clubs and community groups in their local area. Activity in 2012 had a focus on sports clubs and was about building the social legacy of the Games by removing barriers (including lack of awareness of opportunities) to people getting involved in their local communities. The date of the first Join In weekend was specifically chosen as it was mid-way between the Olympic and Paralympic Games and was a way of beginning to address the concern that levels of community activity would drop-off after the Games ended. Evaluation of Join In activities found that over 6,000 events were held at local sports clubs across the UK over a two week period as part of Join In and that these events were attended by more than 300,000 people. Surveys of organisers, volunteers and attendees found that:

- 80% of organisers described their event as a success;
- 44% of those volunteering on the day were volunteering for the first time; and
- 13% of attendees were inspired to sign up to volunteer in the future.

Join In activities in 2012 generated a lot of learning which will help to support and shape events in 2013. For example, multi-sports events were found to work particularly well and provided opportunities for different clubs in an area to come together. After the weekend, polling showed that 23% of the UK population was aware of Join In which shows a significant level of recognition.

Of the 2,713 projects which successfully applied for an Inspire Mark, 178 were specifically funded under the volunteering theme. However, in practice a much higher proportion of projects encouraged and promoted volunteering, with the vast majority promoting community engagement at some level.

The findings of an online survey distributed to a sample of Inspire project leads in February 2012 (i.e. prior to the Games)¹⁵ suggested a high degree of additionality resulting from the initiative. When asked to imagine what would have happened if London had not been chosen to host the Games, the majority of respondents noted that their project would either not have taken place (39% reported that it would definitely or probably not have taken place) or would have been changed in some way (33% reported that it would not have taken place with the same scale or profile).

¹⁴ Nations and Regions Group (2012) *End of Games Report*

¹⁵ A total of 290 responses were received. Source: Nielsen (2012) Inspire Project Lead Survey (datafile)

Respondents felt that the main benefit of being part of Inspire Mark was an improved profile for their project (84%). A large proportion of project leads also reported that they had made links to other Games-related activity, most commonly the Cultural Olympiad (31%) and Torch Relay (30%). A significant proportion of the people involved in delivering the projects were volunteers (70%). Project leads surveyed estimated the total number of volunteers as approximately 112,000 across the sample and estimates of participation in activity generated a total of 186,000 adults and approaching 613,000 children across the whole sample of respondents.¹⁶

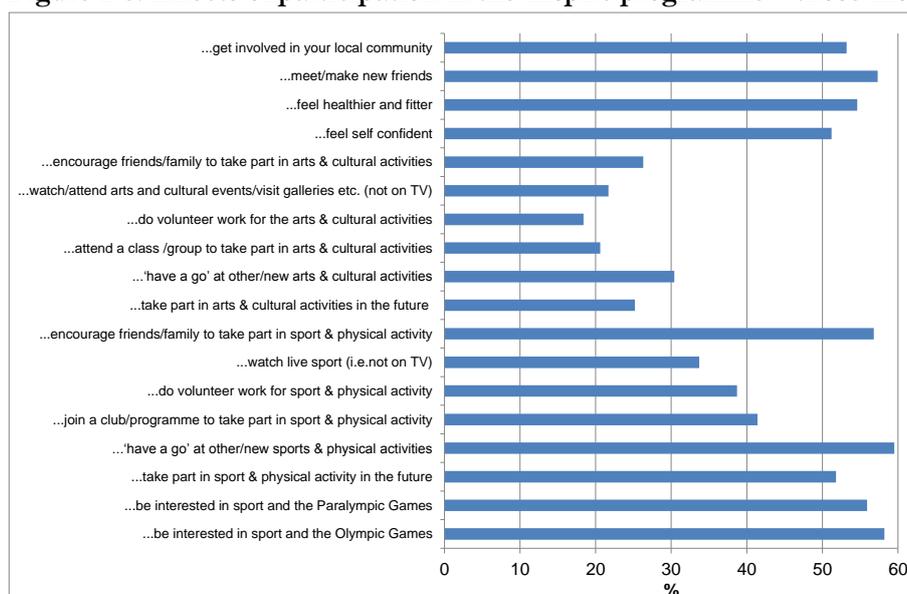
Survey respondents were also asked to rate the impact of their project in a number of areas. Significant positive impacts were perceived to have occurred in all areas, in particular provision of new skills, participants' involvement in their local community and encouraging volunteering. Additional positive impacts included partnership working, engagement with local communities and increased awareness of a range of aspects including London 2012, Olympic and Paralympic values, different groups and cultures, and local facilities. A number of respondents mentioned increased confidence or self-esteem as an important benefit for participants and/or volunteers and a number of others noted benefits in terms of cohesion, integration or bringing different sections of the community together. Positively, over three-quarters of respondents (78%) reported that their project would continue following the Games and 93% stated that their project had inspired them to run similar projects in the future.

A survey of participants in Inspire Mark projects was undertaken initially in the North West of England and subsequently rolled out to other parts of the UK.¹⁷ Sport and physical activity projects were the most commonly attended by respondents (80.9%), while almost one-quarter (24.9%) took part in arts and cultural activities. Prior to their involvement in Inspire Mark, almost 70% of respondents had taken part in sport and physical activity at least once a week and almost one-quarter reported that they had taken part in arts and cultural activities at this frequency. Following involvement in Inspire, these figures rose to 78% for participation in sports and 28% for participation in arts and culture which represented a shift to more regular participation from those who had previously participated on a more occasional basis (or not at all). Women were more likely than men to increase the frequency of their participation in sport as a result of Inspire Mark.

The survey findings also provided evidence that Inspire Mark had a significant and positive lifestyle impact with around 90% reporting at least one positive outcome, with the most commonly reported being an increased likelihood of trying new sports, encouraging others to do sport, meeting/making new friends, having an interest in sport/the Olympics (all reported by almost 60% of respondents). More than 50% of respondents also reported an increased likelihood of feeling fitter and healthier, becoming involved in their local community, feeling more self-confident and having an 'interest in sport/the Paralympics' (see Figure 2-8).

¹⁶ For comparison, LOCOG estimate that overall over 10m people in the UK have been involved in an Inspire project.

¹⁷ A total of 2,035 responses were received. Source: Knight, Kavanagh and Page (2013) *London 2012 Olympic Games and Paralympic Games Inspire Programme legacy survey*

Figure 2-8: Effects of participation in the Inspire programme – those more likely to...

Source: London 2012 Olympic Games and Paralympic Games Inspire Programme legacy survey

Respondents were also asked to consider the extent to which the Games will generate a range of positive impacts. The greatest impact was felt to be the ability to generate a more positive view of people with a disability and recognition of their achievements (with an average score of 8.72 out of 10 across the sample), followed by the ability to generate an increase in public pride (scoring 8.20). The lowest scores concerned the ability of the Games to lead to greater care for the environment (5.65) and lead to healthier eating habits (6.24).

The Nations and Regions Group worked to ensure that social benefits were delivered across the UK.¹⁸ The table below shows that Inspire Marks were awarded in every nation and region, allowing communities across the UK to get involved in activities inspired by the Games (see Figure 2-9). In addition, there was interest in Games-related volunteering roles from all parts of the UK and people putting themselves forward as Local Leaders.

¹⁸ The Nations and Regions Group played a key coordination and communication role across the country, for example by organising visits by London 2012 ambassadors and mascots to communities across the UK and supporting delivery of the torch relays.

Figure 2-9: Engagement in volunteering and social action in the nations and regions

	Inspire Marks awarded	Expressions of interest in volunteering	Local Leaders signed up
East of England	225	41,497	1,387
East Midlands	263	15,134	755
North East	193	4,301	379
North West	335	13,988	926
Northern Ireland	77	2,086	127
Scotland	90	4,821	509
South East	264	70,000	2,510
South West	276	21,831	969
Wales	103	5,230	409
West Midlands	232	15,723	796
Yorkshire and Humber	184	9,014	656

Source: Nations and Regions Group¹⁹

The Cadbury Spots v Stripes programme also provided significant opportunities for communities across the UK to come together and for people to volunteer. Evaluation of the programme took a mixed methods approach including surveys of volunteers and participants, and detailed case studies of specific projects and individual volunteers which provide evidence of the benefits to volunteers and the views and future intentions of those who attended events.²⁰ The evaluation shows that Spots v Stripes achieved or surpassed all of its targets and operated in some of the most deprived communities, bringing a range of benefits to those who took part;

- Over 2,750 events took place;
- Over 180,000 people were actively involved in playing games; and
- Over 4,500 volunteers were recruited.

The Spots v Stripes evaluation has shown that benefits to long-term volunteers included increased self-confidence and self-esteem, progression into a new job or education/ training and a feeling of belonging to the local area. Benefits to volunteers were found to have been sustained over time and have led to a number of people taking up or planning to do more volunteering afterwards (for example, 50% of the ad-hoc volunteers surveyed said that they were likely to start new volunteering roles).

Those who took part in the Games as volunteers have reported experiencing a range of benefits including feeling a greater part of the community, feeling part of the Olympic spirit and spending more time with family/friends. These benefits are felt most strongly on the day of the event but found to typically last for a period of time afterwards. Events were also found to have brought together groups of people who would not normally mix, including different ethnic groups, disabled and non-disabled people, and older and younger people playing together.

The Spots v Stripes evaluation used Government guidelines on Social Return on Investment to measure the social value of the programme. This showed that from August 2010 to the end of August 2012, an estimated £13.2 million worth of social value was created through the Cadbury Spots v Stripes Community Programme. This means that for every £1 invested in the programme an estimated social value of £3.39 was created. The analysis also highlighted that the greatest outcomes were experienced by the communities mainly through the increased level of community volunteering that the programme has ignited.

¹⁹ Nations and Regions Group (2012) *End of Games Report*, Inspire Marks awarded and local leaders = total to end Sept 2012; expressions of interest in volunteering = total to end July 2010 (i.e. before opening of Games Maker application process).

²⁰ Ecorys and Sheffield Hallam University (2013) *Final Social Impact Evaluation of the Cadbury Spots v Stripes Community Programme*

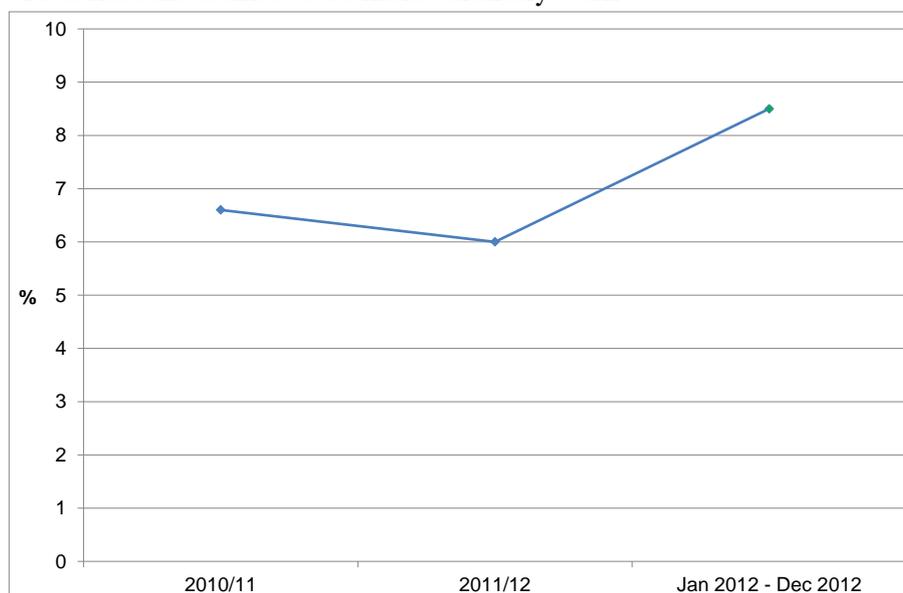
There are also indications that the programme will leave a legacy of benefits in communities and for volunteers with many of the positive outcomes for volunteers and communities found to have been sustained beyond the life of the programme. It is intended that some of the community events set up or inspired by Spots v Stripes will continue to take place annually and many of the game playing approaches will continue to be used by Groundwork Trusts as a way of engaging communities in the future.

(iii) Influence of the Games on volunteering behaviour

In 2012, a survey undertaken by Youthnet of people newly registered on the Do-it website revealed that 18% reported having been inspired to volunteer by the Games. However, this proportion has declined from a peak of 26% in 2010 (which coincided with the main recruitment period for the Games Maker programme).

Analysis of data from Taking Part on the extent to which the Games motivated people to do more voluntary work showed a significant increase during the Olympic year, with 8.5% of those surveyed between January and December 2012 reporting that the UK winning the bid to host the Games had motivated them to do more voluntary work.²¹ This suggests that the Games had a positive influence on some existing volunteers (see Figure 2-10).

Figure 2-10: Percentage of adult volunteers that were motivated by the UK winning the bid to host the Games to do more voluntary work



Source: Taking Part

Breaking down the 2012 data from Taking Part by demographic characteristics shows that there was no significant difference in the influence of the Games on volunteering behaviour by gender, disability status, place of residence (region) or employment status (compared to the reported level of influence for the sample as a whole). However, those aged between 65 and 74 and those aged 75 and over were both statistically significantly less likely to be motivated by the UK's hosting of the Games to do more voluntary work (4.4% and 3.7% respectively compared to an overall figure of 8.5%) while those from a black or ethnic minority group were significantly more likely to be influenced (23.3%). The influence of the Games peaked in the final quarter of 2012 (October to December) at 12.7%, which suggests a high enthusiasm for volunteering immediately post-Games (perhaps influenced by the extensive positive media coverage of Games-time volunteers). The second highest level was recorded in quarter 3 of 2010 (8.8%) which coincides with the Games Maker recruitment period.

In addition, an online survey of Londoners and visitors undertaken by the Greater London Authority (GLA) between mid-December 2012 and mid-January 2013 found that 27% of

²¹ Data for 2012 shows a significant increase at the 95% confidence level compared to 2010/11.

respondents reported that they had volunteered more since the Games ended as a result of what they had seen and heard during the Games²². Over a third of respondents (37%) reported that they were more aware of volunteering opportunities as a result of seeing and hearing about the volunteers that helped to deliver the Games, 27% said that they were now more interested in volunteering and 25% intended to volunteer more often in the future as a result. Further research undertaken in March 2013 with a representative sample of Londoners revealed that as a result of seeing and hearing about volunteers that helped to deliver the Games, 54% of respondents claimed to be more aware of volunteering opportunities and 47% were more interested in volunteering as a result, while 42% reported that the Games had motivated them to volunteer for the first time or more often. Younger people were found to be more likely to agree that the Games-time volunteers had motivated them to volunteer.²³

(iv) Additionality

The majority of activity in the Volunteering and Social Action sub-theme was directly related to or inspired by the Games – including the torch relays and Games-related volunteering programmes – and so would not have gone ahead if the UK bid had not been successful. Promotion of volunteering and social action on the scale which took place is considered very unlikely to have happened if London had not been chosen to host the 2012 Games.

Evidence suggests that there is also a high degree of additionality of Inspire Mark project activity. As noted above, the majority of project leads surveyed reported that in the absence of the Games their project either would have not gone ahead or been changed in some way.

(v) Value for money

An estimate of the social value created by the Spots v Stripes initiative has been produced and is referenced above.

(vi) Stakeholder views

A range of stakeholders who were involved in funding, planning or delivery of activities under this sub-theme and/or have a broader strategic interest in the subject were interviewed to capture their views on the achievements of Games-related activities and the emerging legacy for volunteering and social action.

A key point from these interviews was that the Games Maker programme had been extremely successful in raising the profile and changing the perceptions of volunteering, challenging traditional stereotypes. This was considered to have been extremely positive in terms of the image of volunteering. However, it was also recognised that due to the scale and profile of the Games, the role of a Games Maker (or other volunteers who supported the Games) was significantly different to the typical community-level volunteer role and as a result it was unclear how much the additional volunteer efforts which had been mobilised by the Games would subsequently translate into increased interest and involvement in volunteering at the local community level.

Stakeholders also stressed the need to provide continued support for organisations which support volunteers to ensure that the supply of high quality volunteering opportunities continues to be developed.

2.4 Conclusions

It is clear that the Games provided a driver for a high level of local activity and events across the country which provided opportunities for communities to come together to celebrate the Games or take part in related activity such as sport, games, arts and culture. The Games and related activities also provided a significant number of volunteering opportunities which attracted a high level of interest and stakeholders believe that this has helped to raise the profile and change the image of volunteering in a positive way. Available research suggests that the

²² GLA Intelligence Unit (forthcoming) *Post Games Online Survey Results December 2012 – January 2013*

²³ GLA Intelligence Unit. (forthcoming) *March 2013 Telephone Poll Results*

uniqueness of the Games itself was the primary motivating factor for those who took up Games-related volunteering opportunities, and the majority had volunteered before; however, the high level of satisfaction gained by volunteers from their volunteering experience and the fact that the majority plan to either increase or maintain their pre-Games volunteering levels suggests that there should be some social legacy for communities.

Surveys of those who participated in Games-related activity recorded benefits to individual volunteers, participants and their communities, and an increased motivation to get involved in community activity and/or volunteering. The positive influence of the Games specifically on volunteering is also reflected in national data which shows a small increase in participation in volunteering during the year of the Games and that the Games had a role in motivating further activity.

A key issue for stakeholders is how to build upon the momentum which was created by the Games, including mobilising Games-time volunteers for future activity. For example, the Greater London Authority is looking to provide further opportunities for its Team London Ambassadors going forward and since the Games there has been pilot activity to provide visitor welcome services in key locations (e.g. St Pancras International) and support to events (e.g. the NFL International Series at Wembley Stadium in October 2012). Join In is planning a programme of activity throughout summer 2013 in order to build on the achievements of the initial weekend in August 2012.

3 Participation in Culture

3.1 Legacy programmes and initiatives

Engaging and inspiring the next generation of performers and audiences for the arts and culture was a key legacy objective to be met by providing an opportunity for everyone in the UK to celebrate London 2012. It was also intended that doing so would leave a lasting legacy for culture and the arts across the UK.

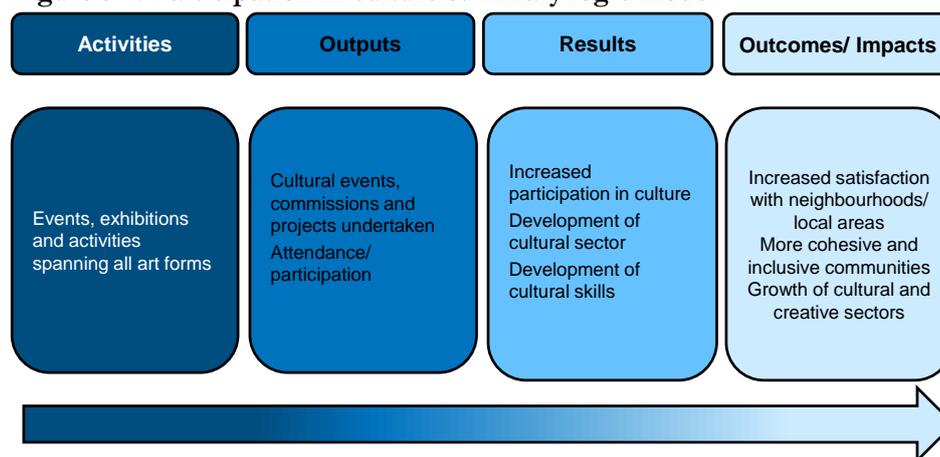
The UK is considered to be a world leader in culture and the arts.²⁴ The arts can help individuals and strengthen communities by bringing people together and removing social barriers, and involving young people in the arts helps to increase academic performance, encourage creativity and support talent. The Government is working to support the arts to give access to all regardless of their social or economic background, improve wellbeing, benefit the economy and attract tourists from overseas.

Levels of engagement with the arts, and culture more generally, in the adult population have remained unchanged in recent years. In the absence of the Games it would be expected that this trend would have continued. However, it was anticipated that the extensive programme of cultural activity connected to the Games could stimulate an increase in participation.

The London 2012 Cultural Olympiad offered an opportunity to foster engagement with the arts, reduce barriers to participation amongst specific groups and promote the development and profile of the creative industries sector. Activities which took place across the UK in the lead up to the Games were expected to have had some impact on engagement, although a significant amount of activity was focused around the Games-time period (including the London 2012 Festival).

The following diagram illustrates the intervention logic for this sub-theme (see Figure 3-1). The logic model shows how interventions to provide cultural events and activities would be expected to lead to a range of outputs, including participation/ attendance at these events and new commissions/ collaborations. In turn, these outputs would be expected to result in further changes such as increased participation/ engagement in cultural activity and development of the cultural sector. As with volunteering, achievement of these results would be expected to contribute to community cohesion and neighbourhood satisfaction, and also support the growth of the cultural sector.

²⁴ <https://www.gov.uk/government/policies/supporting-vibrant-and-sustainable-arts-and-culture>

Figure 3-1: Participation in culture summary logic model

‘Putting culture at the heart of the Games’ was a key message which emerged from the bid stage. The London 2012 Cultural Olympiad was a four year programme of UK-wide activity which was launched in 2008 and comprised of a range of initiatives and projects inspired by the Games. It culminated in the London 2012 Festival which ran from 21st June to 9th September 2012 when leading artists from all over the world came together to celebrate London 2012. Overall, the programme funded an estimated 117,717 events and activities across the full range of art forms (of which 33,631 were part of the London 2012 Festival), involving 40,464 artists (representing all 204 competing Olympic nations), of which 6,160 were emerging artists, and 5,370 new artistic works or commissions.

There was also an emphasis on disability within the cultural programmes and an estimated 806 of the participating artists were deaf or disabled. For example, the Unlimited programme was intended to play a major role in challenging perceptions of disability by showcasing the world class talents of the UK disability arts movement, and also expanding even further the opportunities for direct engagement with arts and culture for disabled people. Accentuate, the Legacy Trust UK programme for the South East of England, also promoted the skills and talents of disabled people and worked with organisations in the region to improve access for disabled people.

In addition, 13 Creative Programmers were appointed to support Games-related cultural activity and engagement with the Cultural Olympiad in each of the nations and regions (two in London), and sat within the framework of the wider Nations and Regions Group.

Significant activity took place at the local level, some of which formed part of the Cultural Olympiad and/or carried the London 2012 Inspire Mark.

3.2 Expenditure

Approximately £126.6m of funding was made available for the Cultural Olympiad, of which 89% was spent on programming. LOCOG distributed funding from both a core LOCOG budget and from major grants made by the Olympic Lottery Distributor, DCMS and the GLA (see Figure 3.2).

Figure 3-2: Cultural Olympiad funding by main distributor

Distributor	Total (£m)
LOCOG	33.8
Arts Council England	36.4
Legacy Trust UK	35.7
Greater London Authority	4.6
Co-funding	16.1
Total	126.6

Source: London 2012 Cultural Olympiad Evaluation (2013)

Overall, Legacy Trust UK had an initial endowment of around £40m²⁵ which was used to fund 16 programmes: four national²⁶ and one in each of the nations and regions.²⁷ These programmes had the common themes of uniting culture, sport and education, and benefiting communities and, taken together, amounted to over 100 arts, sports and education projects taking place across the UK. Monitoring data suggests that these programmes secured £55.6 million in match funding, the majority of this (£35.3m) was public funding but around £6m came from the private sector. The Trust was recognised as a principal funder of the Cultural Olympiad and London 2012 Festival. Most Legacy Trust UK programmes were launched in 2008/09, working closely with the Cultural Olympiad teams, and were given the official brand and status of the Cultural Olympiad in 2011.²⁸

In addition to their contribution to Legacy Trust UK's endowment, the Arts Council invested resources in a number of other elements of the Cultural Olympiad, primarily Artists Taking the Lead, Unlimited and Stories of the World. The Arts Council also contributed to the cost of art in the Olympic Park and training for disabled artists to enable them to take part in the opening and closing ceremonies. In addition, the Arts Council currently provides funding for a range of organisations through its national portfolio funding programme (previously the regular funding programme) and it is anticipated that a number of these organisations will have used some of these funds to develop or contribute to Games-related projects.

3.3 Evidence

(i) Levels and trends in cultural participation

Figure 3-3 shows that a consistently higher proportion of the population have engaged in the arts²⁹ or have visited a heritage site compared to those who have visited a museum or gallery, or a library. There has been a statistically significant increase in the proportion of people who have visited a museum or gallery in recent years³⁰, yet at the same time a significant decrease in the proportion of people who have visited a library over the past three years³¹; however engagement with the arts and visits to heritage sites have remained relatively stable, with a slight up-turn in 2011/12, which was maintained during 2012 for arts engagement³² while visits to heritage sites fell back slightly.³³

²⁵ The endowment was funded by the Big Lottery Fund (£29m), Arts Council England (£5m) and DCMS (£6m). This is a total figure and so exceeds the £32.9m allocated specifically to the Cultural Olympiad (as shown in Figure 5-9).

²⁶ The four national programmes were UK School Games 2008-11, Tate Movie, somewhere and Community Celebrations.

²⁷ The 12 programmes in the nations and regions were Connections (Northern Ireland), The Scottish Project (Scotland), The Power of the Flame (Wales), Eastern Rising (East of England), Igniting Ambition (East Midlands), Big Dance (London), NE-Generation (North East), We Play (North West), Accentuate (South East), RELAYS (South West), Moving Together (West Midlands) and imove (Yorkshire and Humberside).

²⁸ In May 2012, the Trust also announced further awards totalling over £1 million across six programmes for transition projects to secure an on-going legacy from London 2012. This will fund activity between September 2012 and September 2013.

²⁹ Engagement with the arts includes attendance or participation at a wide range of arts events or activities.

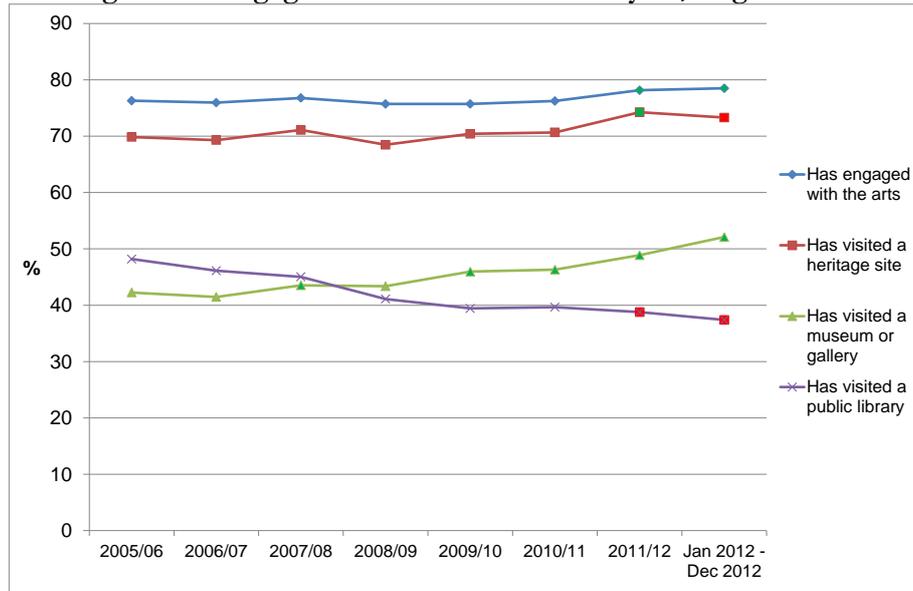
³⁰ The change in the proportion of the population visiting museums and galleries was statistically significant at the 95% confidence level in 2009/10, 2010/11, 2011/12 and January to December 2012 compared to the figure recorded in 2005/06.

³¹ The change in the proportion of the population visiting public libraries was statistically significant at the 95% confidence level in 2010/11, 2011/12 and January to December 2012 compared to the figure recorded in 2005/06.

³² Increases in arts engagement in 2011/12 and January to December 2012 were both statistically significant at the 95% confidence level compared to 2005/06 levels.

³³ The change in visits to heritage sites recorded in 2011/12 and January to December 2012 were both significant at the 95% confidence level compared to 2005/06.

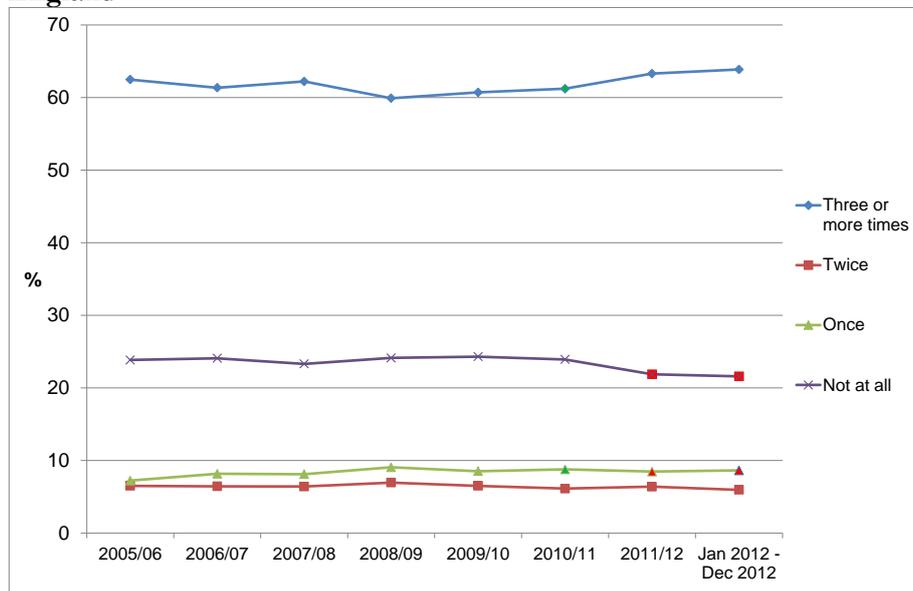
Figure 3-3: Percentage of adults who have visited a museum or gallery, a public library, a heritage site or engaged with the arts in the last year, England



Source: Taking Part

Figure 3-4 shows that the pattern in the frequency of arts engagement³⁴ in England has remained unchanged in recent years, with the majority (63.9% in 2012) of adults engaging with the arts at least three times in a given year, while more than one-fifth (21.6% in 2012) of adults do not engage with the arts at all.³⁵

Figure 3-4: Percentage of adults engaging with the arts, by number of times per year, England



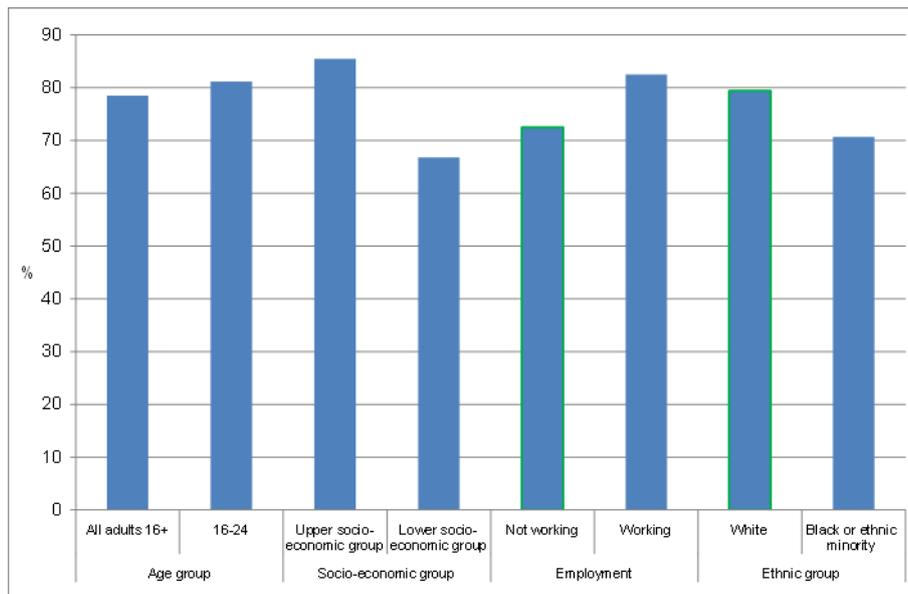
Source: Taking Part

There are also differences in arts engagement across population sub-groups as shown in Figure 3-5.

³⁴ Arts engagement is defined as either participating in an arts activity or attending an arts event.

³⁵ The change in those engaging not at all and once in the last 12 months were both statistically significant in January to December 2012 compared to 2005/06.

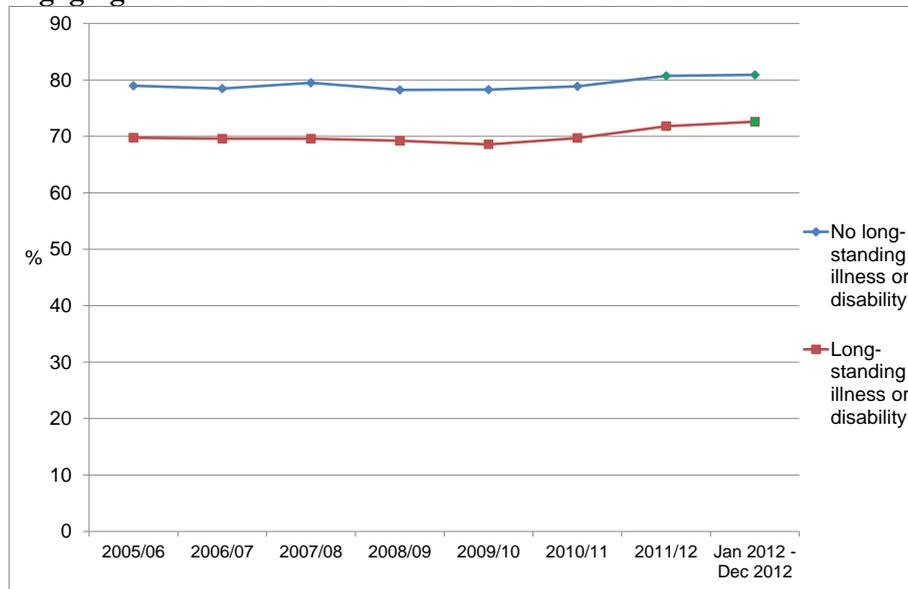
Figure 3-5: Percentage of adults engaging with the arts at least once in the past 12 months, England



Source: *Taking Part*

In addition, the Taking Part survey shows that the proportion of disabled people or those with a long-standing illness who have engaged with arts once or more in the past year is around eight percentage points less than those who do not have a long-standing illness or disability (see Figure 3-6). However, data shows a significant increase in engagement by those reporting a long-standing illness or disability in 2012, leading to a slight narrowing of the gap.³⁶

Figure 3-6: Percentage of those adults with a long-term limiting illness or disability engaging with the arts at least once in the last 12 months

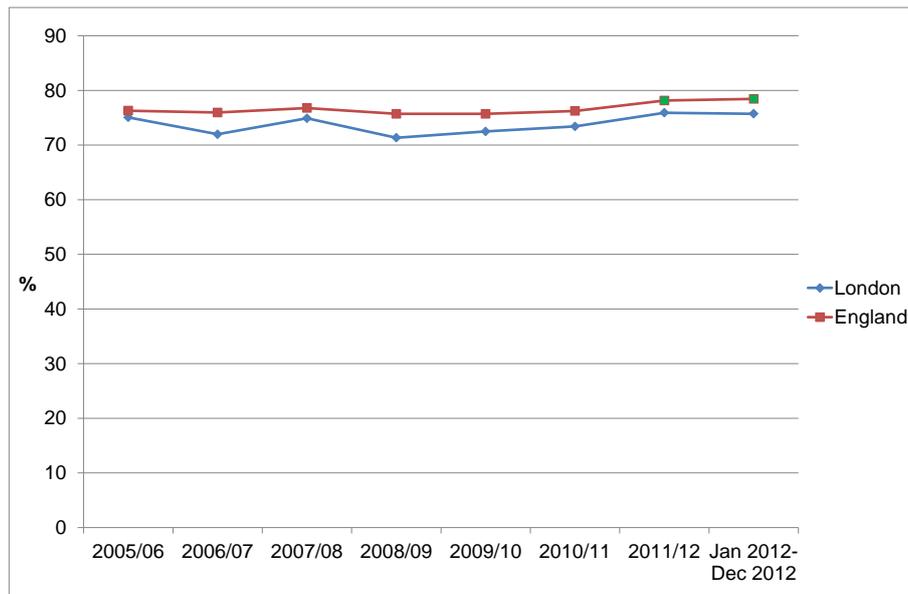


Source: *Taking Part*

Figure 3-7 shows that arts engagement in London continues to remain slightly below the national average and there has been no statistically significant change (at the 95% confidence level) since 2005/06.

³⁶ The change for those with a long-term limiting illness of disability in January to December 2012 is statistically significant at the 95% confidence level compared to the level recorded in 2005/06.

Figure 3-7: Percentage of adults engaging with the arts at least once in the last 12 months



Source: *Taking Part*

Data on engagement with arts and culture in other nations of the UK are also available but are not directly comparable to the Taking Part Survey (England only) due to differences in terminology and definitions of what constitutes an arts or cultural activity.

The Scottish Household Survey reveals that, in 2011, about 76% of adults attended cultural activities in the last 12 months.³⁷ Arts engagement in Wales decreased between 2006 and 2011, with attendance falling from 79% in 2010 to 74% in 2011 while participation remained at 27%, although there had been a sharp fall recorded between the two previous years.³⁸ Arts engagement in Northern Ireland increased between 2009 and 2012, with attendance rising from 74% to 82%, and participation in an arts-related activity increasing from 26% to 30%.³⁹

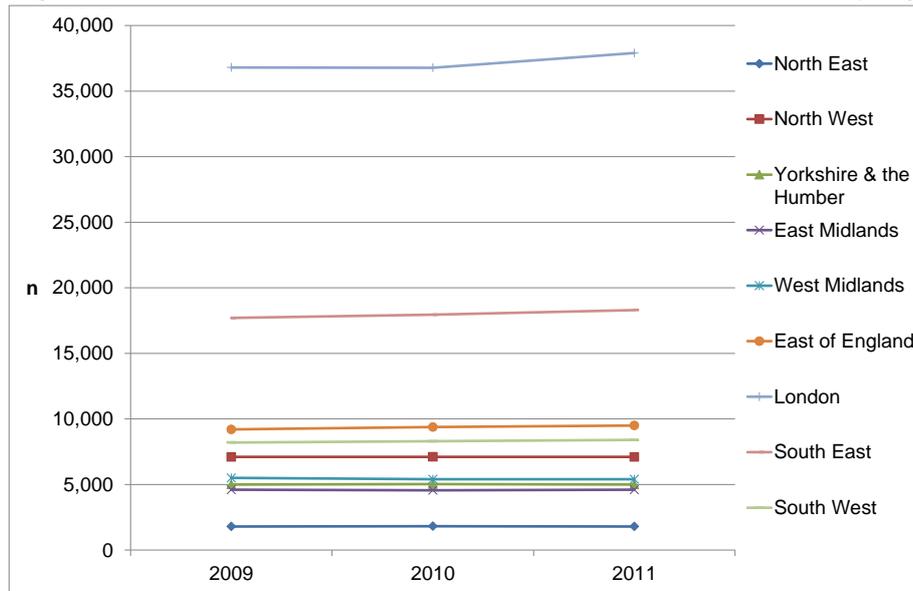
Figure 3-8 shows that there has been a slight upward trend in the number of enterprises in the creative industries sector across England. London is the region which has experienced the fastest growth in recent years.

³⁷ Scottish Household Survey (2011)

³⁸ Arts Council Wales (2011) *Omnibus Survey*

³⁹ Arts and Culture in Northern Ireland (2012) *General Population Survey*

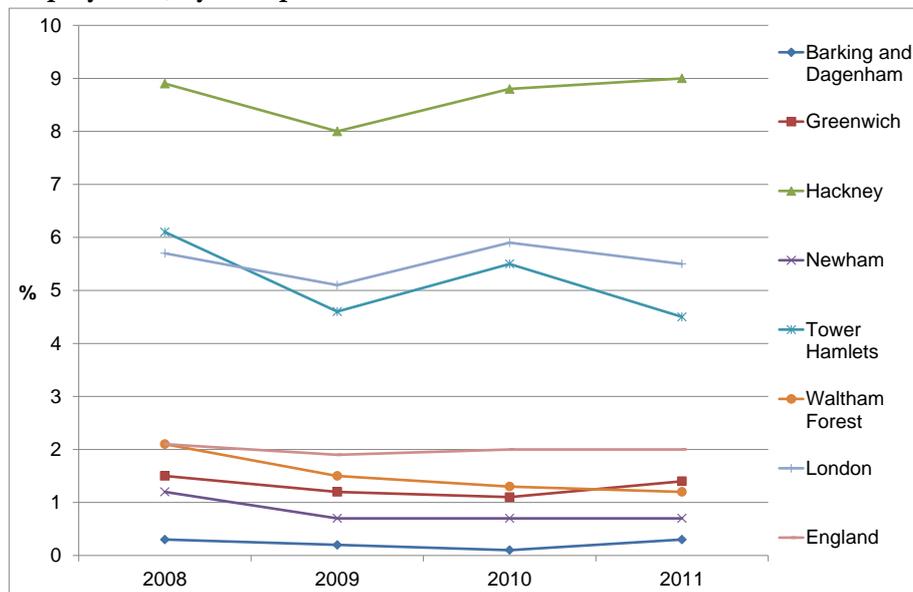
Figure 3-8: Number of businesses in the creative industries sector, by region



Source: Department for Culture, Media & Sport

In terms of employment in the creative industries sector, London continues to be placed above the national average, and has experienced faster growth in the sector in recent years. About 6% of people working in London are employed in creative industries, compared to 2.4% in England as a whole, higher than any other region (see Figure 3-9).

Figure 3-9: Employment in the creative industries sector as a percentage of total employment, by workplace location



Source: Business Register and Employment Survey

This suggests that Hackney has a particularly large creative industries sector, accounting for nearly 9% of employment in 2011. Other host boroughs have employment in this sector below the London average, except for Tower Hamlets which experienced faster growth than the other areas between 2010 and 2011.

(ii) Achievements

Research questions for this sub-theme are focused on assessing the extent to which the Games and associated activity has inspired increased participation in cultural activity, including amongst key target groups (eg young people and disabled people), and also led to wider benefits in terms of skills, support for the creative sector and tourism. It is also important to look at

whether there is emerging evidence that impacts will be sustained, including effects on the profile of the arts and partnership working.

As noted, the Cultural Olympiad showcased a significant volume and variety of activity with wide geographical coverage, a broad range of art forms and a diversity of artists taking part. The Cultural Olympiad evaluation⁴⁰ highlights the emergence of several distinct values and themes across the cultural programme: providing free opportunities, involving children and young people, showcasing deaf and disabled artists, programming in iconic and unusual locations and digital innovation.

The Cultural Olympiad is estimated to have resulted in 43.4 million public engagement experiences (including 37.4 million attendances or visits and 5.9 million participants), of which the vast majority – 38.5 million – related to free opportunities, and provided opportunities for 45,597 volunteers.⁴¹ Broadcasts and online hits are estimated at 204.4 million, further increasing the level of engagement.

It is estimated that 40% of projects targeted children or young people, some of which were led by young people themselves as artists or producers. The survey of projects also identified 64 projects which focused on showcasing deaf and disabled artists and 79 projects which took place in iconic or unusual locations. It also revealed that 70% used digital technologies in their approach to dissemination or engagement and 40% in the creation of new artistic work. Furthermore, over half (52%) of all activity included sessions for education, training or taking part, highlighting a commitment to engagement and active participation.

As part of the evaluation, an audience survey was undertaken at eight London 2012 Festival activities and, although this does not claim to provide a representative sample of the audience of either the London 2012 Festival or the Cultural Olympiad as a whole, it provides a useful insight into those who attended events.

The survey reveals that 80% of respondents felt that the event had exceeded their expectations, indicating high levels of audience satisfaction. There is also evidence of some recognition of the wider benefits of cultural participation as over half of the respondents (57%) agreed with the statement ‘events like this help the local community to come together’ (32% indicated that they strongly agree). In addition, just over half (51%) of respondents agreed with the statement that ‘the London 2012 Festival gives me a sense of national pride’ (split almost evenly between those who stated that they strongly agreed and those who agreed).

However, there was less agreement about whether the event had inspired respondents to get more involved in their local community with just over 10% indicating that they strongly agreed and 14% stating that they agreed (with the highest proportion – 28% – suggesting that they disagreed with this statement).

Respondents to the audience survey had a high level of existing interest and engagement with culture, with 90% saying that they had attended a similar event previously and 93% noting that they had engaged with culture three or more times in the last 12 months. As a comparison, 64% of the general population engaged with the arts three or more times in the last 12 months in 2012.⁴² However, the survey shows that different kinds of events drew different types of activities with Piccadilly Circus Circus (a pop-up event in a public space) drawing far more people who rarely or never usually engaged with culture whereas the performance of the opera *Mittwoch aus Licht* drew an audience where almost half of respondents said they engaged with arts activity at least once a week.

⁴⁰ Dr Beatriz Garcia (2013) *London 2012 Cultural Olympiad Evaluation*

⁴¹This headline figure is considered to be an underestimate as it does not include Open Weekend activity and Inspire projects which also formed part of the Cultural Olympiad. The Open Weekend programme formed part of the Cultural Olympiad and ran between 2008 and 2011 as an opportunity for people across the UK to get involved in sport and cultural activities, and actively mark the countdown to the Games. Data collected by LOCOG indicates that there were over 3,600 approved events that took place across the UK as part of the programme, attracting audiences of over 3.4 million in the four year period. Audiences grew year on year, peaking at more than 1.3 million in 2011.

⁴² DCMS (2013) *Taking Part 2012/13 Q3 Statistical Release*

As part of the project survey respondents were asked to identify what they felt the benefits of their project had been for those involved. The most common response was engagement in arts/ cultural activity for the first time (286 respondents), followed by opportunities for creative learning (261). Qualitative responses provided as part of this survey provide some early indications of new audience relationships emerging from Cultural Olympiad activities; projects also discussed the methods they used to engage new audiences which included designing projects which were ‘not just art,’ making use of different kinds of spaces and making activity free of charge. Other benefits identified by projects include training and skills development, creative learning opportunities, shared community activity, engaging with hard-to-reach young people, improving awareness and understanding of disability and improving wellbeing for local people.

Almost 11,000 new partnerships were formed through the Cultural Olympiad, encompassing cultural organisations, businesses, education providers, local authorities and sports organisations. Some projects specifically involved activity to support businesses in the creative industries sector, including Igniting Ambition, a project funded by Legacy Trust UK and the European Regional Development Fund in the East Midlands which was aimed at promoting innovation and creativity within the sector. The Cultural Olympiad provided an opportunity to showcase the diversity of the UK’s creative industries sector and 19% of projects reported having forged new partnerships with creative industries organisations (with 14% working with businesses).

There is also evidence that Cultural Olympiad events appealed to both domestic and international tourists, with the evaluation reporting estimates of 1.6 million domestic tourist and 126,000 international tourist visits across the Cultural Olympiad in the period July to September 2012.⁴³ Both international and domestic visitors engaging with the Games (including those engaging with the Cultural Olympiad) reported expenditure which was significantly higher than average. In addition, the significant media coverage received by the Cultural Olympiad both in the UK and overseas suggests that this may have contributed to raising awareness of the UK’s cultural offer amongst tourists and there is an opportunity to build upon this increased profile going forward. This is reflected in the Nation Brands Index, a global online survey of perceptions of nations as places to visit, where the UK’s ranking for culture rose from 5th to 4th following the Games.⁴⁴

Over half of projects (52%) indicated that they expected to continue in a similar form beyond 2012, while 30% suggested that they would continue under certain circumstances, mostly dependent on funding. Around three-fifths (61%) revealed that they expect to sustain new partnerships and two-thirds (67%) stated that they have gained greater national profile and felt part of a bigger national celebration as a result of being part of the Cultural Olympiad.

Unlimited was the largest ever UK commissioning programme for excellent art by deaf and disabled artists. It developed throughout the Olympiad and culminated during the Paralympic Games. 806 deaf and disabled artists were involved according to the evaluation, mainly in Unlimited and some through a dedicated regional programme targeted at deaf and disabled artists, called Accentuate. 64 projects in the survey indicated they worked with deaf or disabled artists and of those, around half were through the Unlimited programme and half through other wider activities. The Unlimited programme led to 61 new artistic works by deaf and disabled artists. The evaluators were not able to find a comparator figure against which to benchmark this level of involvement of disabled artists, however it is suggested this level of involvement is way above that achieved by any other similar flagship arts programme. 80% of those projects indicated they would not have happened without the Cultural Olympiad support and over half are set to continue in a similar form. The evaluation found that all Unlimited projects felt they have increased awareness of disability, and 70% that they have attracted first time audiences to disabled art. Overall the evaluation concluded this contributed to a ‘step-

⁴³ Further analysis of the Great Britain Tourism Survey and Great Britain Day Visits Survey shows that over the longer period of January to October 2012 this figure for domestic tourists rises to over 3 million. Tourism impacts associated with the Games are reviewed in The Economy Evidence Base.

⁴⁴ A full discussion of tourism impacts, including the Nation Brands Index survey and its findings, is included in the Economy Evidence Base.

change' in enhanced quality and scale of work produced in the disabled arts sector, leading to a personal boost to many artists' careers. Additionally it led to greater credibility of the disabled arts sector and the opportunity to showcase art to the mainstream arts sector. There was no clear consensus as to whether the arts programme had had any effect on the coverage of disabled arts in the media or the longer term sustainability of the disabled arts sector.

The London 2012 Festival audience survey found that 8.2% of respondents reported that they had a disability and/ or long-term health condition and that, in addition, 5.3% of respondents reported that they had someone in their party with a disability and/ or long-term health condition. The majority (77%) of respondents rated accessibility for those with disabilities or access issues as seven out of 10 or higher.

The evaluators conclude that hosting the Cultural Olympiad made a significant difference to the UK's delivery of cultural programming which is apparent in the ambitious scale and diversity of the programme, the championing of the new work, the emphasis on distinct values and themes, and the development of new partnerships within and across sectors. Furthermore, the Cultural Olympiad has successfully met the aspiration to put culture at the heart of the Games, helping to make people across the UK feel part of the Games experience. It is noted that public awareness peaked at 29% of the UK population and media coverage largely focused on the quality of the cultural programme and its capacity to engage with people.

It is also useful to consider separately the achievements of Legacy Trust UK and its 16 funded programmes which formed part of the Cultural Olympiad and for which there are some more detailed evaluation findings. Provisional data suggests that Legacy Trust UK programmes alone reached audiences of over 12 million, involved almost 1.35 million participants and supported almost 47,000 people to volunteer. This work has also supported over 10,000 emerging artists.⁴⁵

All of the Trust's programmes engaged with children and young people, with an estimated total of over 1.3 million having been involved. As with the wider Cultural Olympiad, many programmes have also involved young people in new roles, such as designers and leaders of cultural activity. The four UK wide programmes placed a focus on young people and also volunteering. Data submitted to the Cultural Olympiad evaluation team (which covered the majority of projects) showed that for those where age was known, almost two thirds (66%) of participants were under 25, with almost half (45%) being under 18.

Several Legacy Trust UK programmes included projects focusing on disabled people, and this was the primary focus of Accentuate in the South East. Across all programmes, it is estimated that over 75,000 participants were disabled, accounting for 5.5% of all participants (this includes some estimates based on survey data); however, for many programmes the percentage of disabled participants was very low (1 or 2%). The evaluation of Legacy Trust UK⁴⁶ concludes that where there was a focus on disability this work has been successful in delivering lasting change for disabled people, as well as increasing understanding and awareness of disability issues for non-disabled people. However, counter to this, it appears that unless a specific focus is given to disabled participants or artists, barriers are such that participation remains low.

There is also evidence that the Trust's programmes were successful in engaging with 'hard to reach' individuals, in terms of geography, deprivation and minority communities. Factors which the evaluation identified as having contributed to successful engagement include delivering activities in local areas, including outdoor events; giving control to target groups to create a sense of ownership; a partnership approach including using sports structures to give access to those not usually participating in cultural activity; and incorporating mentoring into projects to provide additional support.

⁴⁵ Legacy Trust UK Programmes Overview – totals to March 2013 (provisional data June 2013). Note that Legacy Trust UK programme data formed part of the Cultural Olympiad and is therefore a sub-set of the data on the Cultural Olympiad presented above.

⁴⁶Janice Needham et al (2013) *Legacy Trust UK: Evaluation Report*. This evaluation compiled evidence from programme level evaluations subject to the caveat that where no evidence on a particular outcome was present in the programme level evaluation this did not necessarily indicate that the programme did not have an impact in that area as it could instead mean that this aspect was not covered by the evaluation.

The majority of programmes presented evidence of having undertaken activities to improve reach, including broadening, deepening and diversifying audiences, and also drawing on identity, place and trust as key drivers of cultural participation and engagement. There is evidence that these approaches were successful in engaging new participants and audiences, for example:

- 40% of Games Time⁴⁷ participants surveyed stated that they had never participated in arts activities and over 95% had never previously been involved in a performance on this scale; and
- Across the West Midlands regional programme it was estimated that around 22% of participants/audience members had never/rarely previously participated in the form of culture that they engaged with during projects (with 13% stating that they had never previously participated).

A number of the programmes placed an emphasis on outdoor arts and activities in unusual places or of creating new products, often combining the arts and sport, in order to increase engagement.

The Trust's evaluation found evidence that being linked to the Games and the Cultural Olympiad was seen as an enabler, particularly to engagement. Data collected for the Cultural Olympiad evaluation identified attracting different participants/audiences, working with new partners and feeling part of a bigger national celebration as benefits of being part of the Cultural Olympiad. However, complexities relating to branding and limitations on fundraising and sponsorship were identified as the downside of having this connection to the Games.

The evaluation concludes that there is extensive evidence that the programmes funded by the Trust have made a lasting difference to significant numbers of individuals throughout the UK, in particular by increasing confidence, inspiration and skills development. There is also evidence that involvement in the programme has led to some individuals subsequently securing employment or studying. The programme has contributed to people feeling part of stronger and wider social/ community networks and an increased sense of civic pride with personal relevance (defined as cultural experiences which provide a link to the personal history and interests of the individual), sense of place (cultural activities integrated into people's everyday lives and structures) and trust (cultural activities which are in familiar surroundings and contexts), identified as key factors contributing to this achievement. An increase in civic pride or a greater sense of place was particularly evident in relation to the large outdoor events, while smaller community-based events were seen as contributing to increased community spirit.

The evaluation also presents significant evidence that the programme has made a lasting difference to organisations and communities, pointing to the fact that several new organisations have been created, many partnerships have been cultivated and the skills of staff and volunteers in organisations developed. New programmes and activities have been designed to reach new audiences, along with the knowledge and systems developed to ensure that this can be continued in the future, and many organisations have been successful in attracting new funding for their activities, including from the private sector. At least 12 programmes are able to demonstrate improved recognition for organisations, as evidenced by awards and new commissions.

At a strategic level, there is evidence that programmes contributed to the local economy, including tourism, with an estimated total economic impact of £58 million.⁴⁸ This has led to some successes in influencing funders and cultural agencies at a strategic level, most notably in the East Midlands. However, the authors note that it remains to be seen whether the experience of the programme results in a change in funding policy and practice by other local authorities or Arts Council England.

⁴⁷ Games Time was a series of large-scale events which took place across the East Midlands as part of the national Community Celebrations programme.

⁴⁸ However, this figure should be treated with caution as there is known to be some variation in the methodology used by programmes to estimate this impact.

Further evidence of economic impact is provided by the evaluation of the Cultural Olympiad programme in the West Midlands which estimated that £24.5 million was added to the regional economy as a result of the programme, including additional attributable spend by audience members of £13.3 million. After allowing for multiplier effects, the estimated total economic impact rises to £32.8 million.⁴⁹

The Trust's programmes are felt to have contributed to significant sectoral development in the areas of outdoor arts, dance, physical performance, community-based sporting activity and digital media/new technology. The evaluation concludes that the legacy from funded programmes is strong, with the majority of national and regional programmes able to evidence continued activity in 2013.

The evaluation also concludes that the Trust's approach appears to have been highly effective, highlighting the following as important features of its model:

- A UK wide, programmatic approach with strong regional buy-in and emphasis on partnership;
- Investing in ideas spanning engagement and quality;
- The length of funding provided (three to four years), with amounts agreed up front to support planning and leverage;
- The development of a legacy standard to define what legacy meant as well as to use as criteria in assessing proposals; and
- Operating as an engaged funder, investing in relationships and creating a culture of working collaboratively and flexibly.

The 'Summer Like No Other' programme, which formed part of the London 2012 Festival, was an ambitious and wide-ranging mix of outdoor performances funded by the Greater London Authority and designed in a way that would make outdoor events accessible for deaf and disabled audiences. Given this focus on accessibility, an evaluation was undertaken which explicitly considered the level of accessibility achieved and provided a range of practical recommendations for future events.⁵⁰ Based on site visits and case study work, the authors concluded:

On the whole, a high standard of access was achieved within the given time-frames and budgets. As the report shows, there were many examples of innovative practice that serve as case-studies for future event planners. There was some diversity across events in terms of the levels of accessibility achieved, but this was perhaps inevitable given the wide range of stakeholders involved, and the various levels of impact that the training and action planning may have had.⁵¹

The report concluded that effective marketing of events to deaf and disabled customers was essential, along with access to parking, clear signage and proper access routes. Part of the programme involved disability awareness training to 60 people within cultural organisations and it was hoped this would leave a legacy although longer term testing of this was not yet planned.

(iii) Influence of the Games on cultural participation

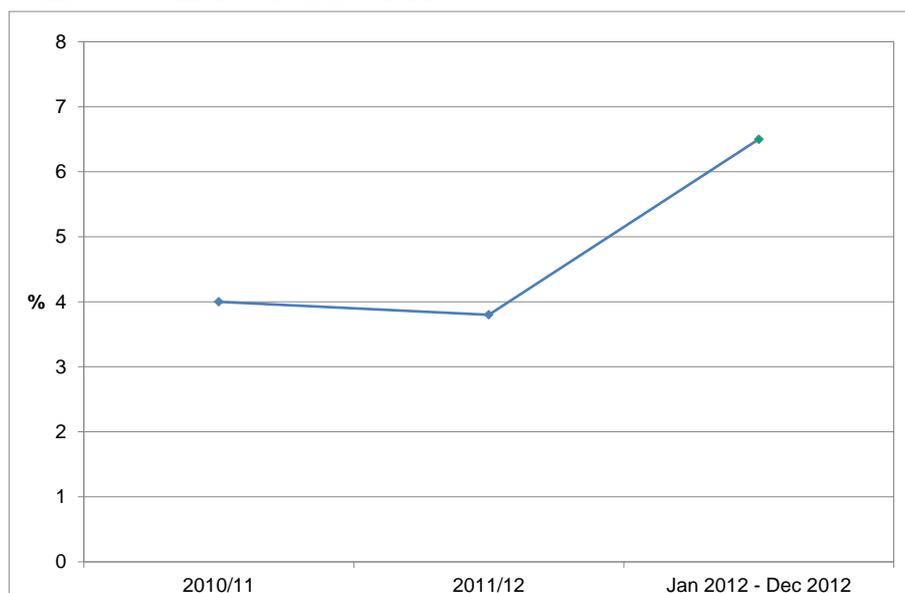
Analysis of the Taking Part survey covering the period January to December 2012 found that 6.5% of those participating in cultural activities reported that they had been motivated by the Games to do more. This is a significant increase on 2010/11 and 2011/12, suggesting that the influence of the Games became stronger during the year of the event itself (which coincided with an increased intensity of activity as part of the Cultural Olympiad) (see Figure 3-10).

⁴⁹West Midlands Cultural Observatory (2012) *Cultural Olympiad in the West Midlands: An evaluation of the impact of the programme*

⁵⁰ Attitude is Everything (2013) Summer Like No Other Access Evaluation

⁵¹ *Ibid*

Figure 3-10: Percentage of adults motivated by the UK winning the bid to host the Games to do more cultural activities



Source: *Taking Part*

Breaking down the 2012 data from the Taking Part survey by demographic characteristics shows that there was no significant difference in the influence of the Games on participation in cultural activities by gender, disability status or employment status (compared to the reported level of influence for the sample as a whole). However, those living in the North East were significantly less likely to be motivated to do more cultural activities (2.7% compared to an overall figure of 6.5%) and those in London significantly more likely (10.2%). Those aged between 16 and 24 were significantly more likely to be motivated to participate more (10.0%) and those aged between 65 and 74 and 75 and over were significantly less likely (4.1% and 2.0% respectively) to be influenced by the Games. In addition, those from a black or ethnic minority group were significantly more likely (15.8%) to be motivated than those of a white ethnicity (5.4%). The overall proportion motivated to do more cultural activity increased steadily throughout 2012 climbing from 3.7% in quarter 1 to 5.2% in quarter 2, 7.6% in quarter 3 and reaching 9.6% in quarter 4.

Earlier analysis of Taking Part for the period July 2011 to June 2012⁵² found that respondents who were already doing the most cultural activities were most likely to state that they had been inspired to do more, complementing the finding from the London 2012 Festival audience survey which found that audience members were likely to have a high level of existing engagement.

The State of the Nation survey undertaken by LOCOG in September 2012 found that 35% of respondents agreed with the statement that ‘more people will take part in cultural activities due to the Games’ (although this considers people in general and so does not provide an indication of the respondent’s own intentions). However, the survey also revealed that 12% of respondents agreed that they were motivated to take part in more cultural activities themselves, with 11% saying that they were motivated to try a new or different cultural activity.

For those that actually engaged with events the motivation to attend more was significantly higher with 58% of respondents to the London 2012 Festival audience survey reporting that they would be more likely to attend future cultural events as a result of attending the Festival.

Shortly after the Games in October 2012 an online survey with a representative sample of London residents undertaken by the Greater London Authority (GLA) found that 34% of Londoners said that what they had seen and heard about the Games had encouraged them to go to more cultural events.⁵³ This finding is supported by a further online survey of both

⁵² TNS-BMRB (2012) *Inspiring a generation: a Taking Part report on the 2012 Olympic and Paralympic Games*

⁵³ GLA Intelligence Unit. (forthcoming) *Post Games Online Survey Results October 2012*

Londoners and visitors undertaken by the Greater London Authority between mid-December 2012 and mid-January 2013 which found that 36% of respondents said they had been to more cultural events since the Games ended as a result of what they had seen and heard during the Games which is indicative of at least a short-term influence on those living in or visiting the capital.⁵⁴ Just over half of respondents (51%) said that they are more interested in events and cultural happenings as a result of seeing and hearing about the free events in London during the summer of 2012, 43% said that they intend to take part in events and cultural happenings in London more often and 31% reported that what they had seen and heard had encouraged them to take part in events and cultural happenings in general. Further online research undertaken in March 2013 with a representative sample of London residents indicated a diminishing level of influence as 16% reported that they are more interested in events and cultural activities in general as a result of what they had seen and heard during the Games.⁵⁵ However, 8% claimed that they are taking part in events and cultural activities more often which suggests that some of the previously reported intentions to participate in culture more often have translated into an actual behavioural change for some London residents.

(iv) Additionality

It is likely that without the Games, there would have been no major new policy interventions focused on increasing cultural participation or developing the creative sector. However, it is important to note that there was some diversion of National Lottery funding from the arts and heritage Good Cause areas to the Olympic Lottery Distributor and some of this was subsequently used to fund the Cultural Olympiad, so at least a proportion of the budget secured for the Cultural Olympiad would have been spent on the arts and heritage sectors anyway suggesting some deadweight⁵⁶ (although it is not clear if this would have funded a similar type of activity to that provided by the Cultural Olympiad).

A survey of projects undertaken as part of the Cultural Olympiad evaluation revealed that 54% of projects felt that they would not have taken place without the Cultural Olympiad, while 21% indicated that the project would have happened but in a different form. Interestingly this reported additionality increased amongst projects which took place in iconic or unusual locations, with 77% indicating that they would not have taken place without the Cultural Olympiad.

The most commonly cited 'new' dimension of projects were the opportunities to develop new partnerships (noted by 56% of respondents), closely followed by reference to greater scale, complexity or ambition in the work, and the opportunity to work with new art forms or artists. Half of the projects indicated that their work had resulted in new products, totalling an estimated 5,370 new artistic works or commissions.

A survey undertaken as part of the interim evaluation of Legacy Trust UK found that the majority of projects stated that it was unlikely that their work would have been carried out without the support of the Trust. This is noted to be consistent with data collected for the Cultural Olympiad evaluation which indicates that around 70% of projects would not have taken place without Trust funding.

(v) Value for money

The Legacy Trust UK evaluation combined available monitoring data with the initial endowment figure of £40 million to result in unit costs of £4 per audience member, £30 per participant and £75 per volunteer. The authors noted that while it was not possible to make a value for money comparison with other programmes, the level of investment should instead be considered against the many and varied range of outcomes which are highlighted by the evaluation.

⁵⁴ GLA Intelligence Unit. (forthcoming) *Post Games Online Survey Results December 2012 -January 2013*

⁵⁵ GLA Intelligence Unit (forthcoming) *Post Games Online Survey Results March 2013*

⁵⁶ Deadweight can be defined as outcomes which would have happened anyway (i.e. in the absence of the Games).

In relation to the operation of the Trust itself, the evaluation references research commissioned by the Big Lottery Fund⁵⁷ as providing external validation that the Trust's model was effective. This research found that the costs of Legacy Trust UK were relatively low (in 2010/11 costs amounted to less than 5% of expenditure) and investment income had been used to increase programme expenditure suggesting considerable value for money for this Trust.

(vi) Stakeholder views

A number of stakeholders involved in the delivery of the Cultural Olympiad programme were interviewed as part of the research. These discussions emphasised the significant partnership working across the sector, particularly development of new partnerships, which resulted from the Cultural Olympiad and which it is hoped will continue into the future. The Games provided a major opportunity which encouraged ambition and a 'can do' attitude. It has been reported that the Cultural Olympiad exceeded expectations in terms of engagement and has helped to generate an enhanced profile for the UK cultural sector, particularly deaf and disabled artists who are now beginning to see their work presented in mainstream settings. The Cultural Olympiad provided a major opportunity to develop confidence and creativity and engage with new audiences. Some events/ activities placed a particular focus on young people, including some where young people played a role in curating exhibitions, developing content and making decisions. There has also been an increase in the staging of outdoor events, particularly those in iconic or unusual locations. These developments are all considered to be positive for the sector and provide a platform from which to build upon in the future, although it is recognised that there may be challenges in securing resources and sponsorship going forward given the current funding climate.

3.4 Conclusions

The Cultural Olympiad clearly succeeded in its aim to provide an extensive and diverse programme of cultural activity, the ambition and scale of which reflected the significant resources which were made available for the cultural programme, including contributions from the public sector, lottery funding and private sector.

Activity took place in all parts of the UK and provided a means for people across the country to engage with and celebrate the excitement surrounding the Games. In total, the Cultural Olympiad generated over 43 million public engagement experiences, of which the vast majority were free opportunities. A high proportion of those who engaged in the Cultural Olympiad appear to have been those who already had a high level of cultural engagement, however there is some evidence that organisations have been able to use Cultural Olympiad activity to attract new audiences, particularly for certain types of events. 6.5% of those attending or participating in cultural activities in 2012 reported that the Cultural Olympiad had encouraged them to do more with the highest proportion those from a black or ethnic minority group, those aged 16-24 or those from London.

Evaluation of Legacy Trust UK funded programmes provides extensive evidence of the benefits to individual participants, particularly through personal and practical skills development. These evaluations and the surveys undertaken as part of the Cultural Olympiad evaluation also provide evidence of the wider benefits including bringing communities together and helping to create a sense of place and pride.

Evidence from a number of sources suggests that the Cultural Olympiad is expected to have a positive effect in terms of inspiring people to take part in more cultural activity; however, evidence is not yet available to demonstrate whether these intentions are followed through and whether any impact on participation is sustained.

⁵⁷ Centre for Regional Economic and Social Research (2012) *Research Study into Outsourcing Grantmaking*

4 Engaging Children and Young People

4.1 Legacy programmes and initiatives

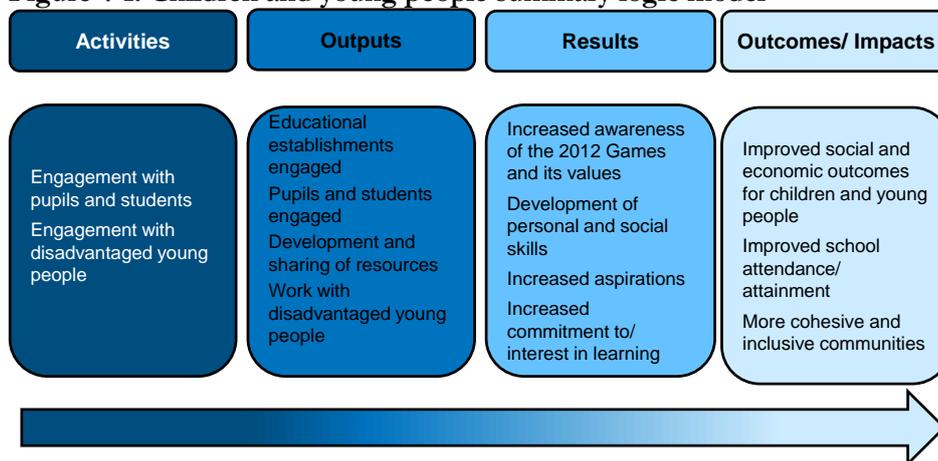
The Engaging Children and Young People sub-theme is focused on efforts to use the Games and its values as a means to inspire a generation, to enhance the education of children and young people, and to promote social inclusion.

The economic benefits of education are well-documented and include greater employment opportunities and income, higher skills levels and productivity. There is also increasing emphasis on the related social outcomes including health, civic engagement and individual wellbeing.⁵⁸

Educational attainment and attendance in schools has generally been improving across England in recent years. However, performance in the Host Boroughs has tended to lag behind the national average and it is hoped that the inspiring effect of the Games will help to facilitate improvement.

The potential outcomes related to this sub-theme are likely to be more long-term in nature and so not yet visible at this early stage and efforts to use the Games as a means to inspire young people are continuing beyond the Games, including through the continuation of Get Set. However, this theory of change is set out in the following logic model for this sub-theme (see Figure 4-1) which shows the link between engagement of young people and a range of results, including development of personal and social skills, increased aspirations and engagement in learning and increased awareness of the Games. The benefits that result from this engagement could potentially contribute to improved educational attainment, attendance and future opportunities, alongside better community cohesion.

Figure 4-1: Children and young people summary logic model⁵⁹



Get Set was the official London 2012 education programme, delivered by LOCOG and designed for schools and colleges across the UK. It was delivered through an online platform which provided a range of resources targeted at 3-19 year olds and aimed to enhance their learning experience. There was also an opportunity for schools and colleges to join the Get Set Network by demonstrating a commitment to the Olympic and Paralympic values in order to

⁵⁸ See for example: What are the Social Benefits of Education? Education Indicators in Focus No. 10, 2013, OECD.

⁵⁹ Disadvantaged young people were defined as those facing a range of social and economic challenges in accessing employment, training or volunteering opportunities, for example no or low skills or qualifications, low self-confidence, disability, history of offending behaviour, etc.

qualify for a range of rewards. A further aspect of the programme, Get Set Plus, brought together programmes developed by partners in order to complement Get Set. For example, EDF Energy's The Pod was an online platform which provided lesson plans, resource packs and activities aimed at teaching 4-14 year olds how to live more sustainably.

A range of other activities were also undertaken to engage with education providers, children and young people, including:

- Podium, the further and higher education unit for the Games, was set up to communicate about the potential for universities and colleges to support the successful delivery of the Games and help create a lasting legacy, facilitate collaboration in order to develop projects which maximised the benefits of London 2012 and work with institutions to use the Games to enhance existing activities which could be aligned with Podium's objectives. Podium was funded by the Higher Education Funding Council for England (HEFCE) and the Skills Funding Agency;
- Working with British Universities and Colleges Sport (BUCS), HEFCE funded a disability officer post, aiming to encourage more disabled involvement in BUCS competitions. HEFCE's Strategic Development Fund further supported a range of Games-related projects, including Regional Educational Legacy in Arts and Youth Sports (RELAYS), led by universities in the South West of England, and Creative Campus, led by universities in the South East;
- Opportunity Inspired by London 2012 aimed to deliver on the commitment to inspire a generation of young people through London 2012 by working with disadvantaged young people (aged 14-25) to give them the skills they need to put them on the next step towards employment, training or volunteering. It was delivered by The Prince's Trust in partnership with The Home Office's Positive Futures project, with funding provided by DCMS; and
- Young Leaders aimed to give a group of disadvantaged young people the chance to make positive change in their lives. Supported by BP, the programme also involved LOCOG, vInspired and the Dame Kelly Holmes Legacy Trust, and provided an opportunity for personal development through formal training, development and leadership coaching support. Each Young Leader was also expected to deliver a range of community projects resulting in wider benefits for local communities.

Extensive activities to engage children and young people also took place across the nations and regions, some of which carried the London 2012 Inspire Mark.

4.2 Expenditure

The Department for Education provided £3.1m of funding for communications aspects of the Get Set programme between 2008/09 and 2012/13, most notably in 2011/12 when £1.5m of funding was provided to support the delivery of school planning days to discuss the Games legacy. Information on LOCOG's expenditure on Get Set is not available.

HEFCE was a significant funder of activity within this sub-theme, providing around £5m of funding between 2007 and 2012 to support the various activities outlined above, this included a contribution of just over £0.75m to the cost of Podium.

In addition, DCMS provided over £0.5m to fund the Opportunity Inspired by 2012 project.

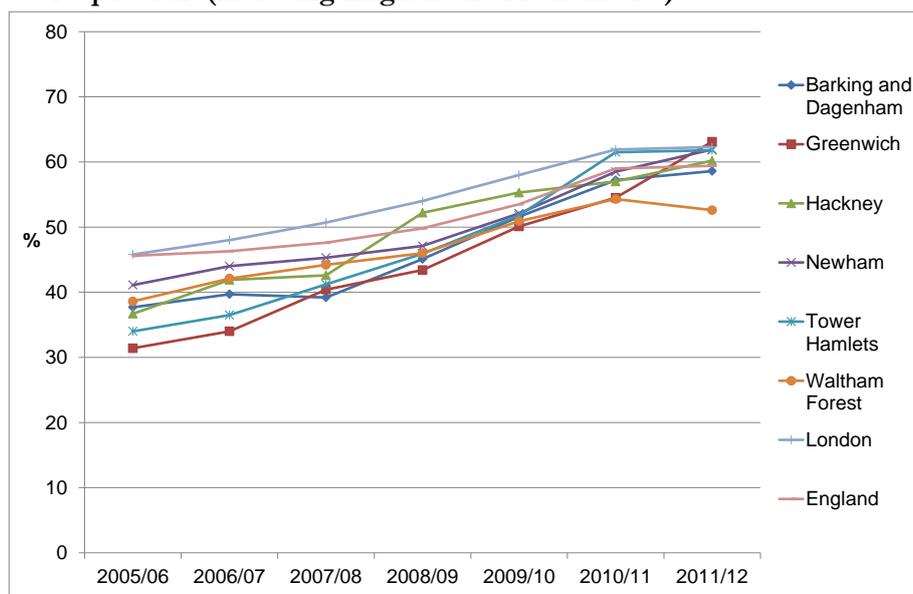
4.3 Evidence

(i) Trends and levels in engaging children and young people

Activity under this sub-theme aimed to use the Olympic and Paralympic values as a means to inspire and motivate children and young people. It should be noted that key legacy programmes are not explicitly focused on improving educational performance; however, data on educational attainment and attendance in the Host Boroughs is presented here as context.

The percentage of pupils achieving five or more A*-C grades including English and Mathematics at GCSE or equivalent in England has continued to rise, increasing from 45.6% in 2005/06 to 59.4% in 2011/12.⁶⁰ London continues to perform better than the national average on this measure. Moreover, in 2011/12 a higher percentage of pupils (62.3%) achieved five or more A*-C GCSE grades or equivalent including English and Mathematics in London than in any other region. The host boroughs continue to make significant progress in this area, particularly Greenwich where 63.1% of pupils achieved five more A*-C GCSE grades or equivalent including English and Mathematics in 2010/11 compared to just 31.4% in 2005/06 (see Figure 4-2).

Figure 4-2: Percentage of pupils at Key Stage 4 achieving five or more GCSE grades A*-C or equivalent (including English and Mathematics)



Source: Department for Education

In 2011/12, the attainment gap between the percentage of pupils eligible for free school meals achieving 5 or more GCSEs at grade A* to C or equivalent (including English and Mathematics) and all other pupils⁶¹ was 26.3 percentage points (36.3% of those eligible achieved this outcome compared to 62.6% of all other pupils). Between 2007/08 and 2010/11 there was a very gradual narrowing of the attainment gap, followed by a drop of 1.1 percentage points between 2010/11 and 2011/12. Girls continued to outperform boys on this indicator, although the attainment gap has narrowed by 2.2 percentage points since 2005/06.⁶²

The percentage of pupils achieving the expected level of Level 4 or above in both English and Mathematics in Key Stage 2 tests has increased gradually from 71% to 79% in England over the last six years.⁶³ Among the host boroughs, children in Tower Hamlets have consistently performed slightly above the national average on this measure, while Hackney was the worst performing borough in 2005/06 but has seen some significant year on year improvement since 2008/09, as has Greenwich (see Figure 4-3).

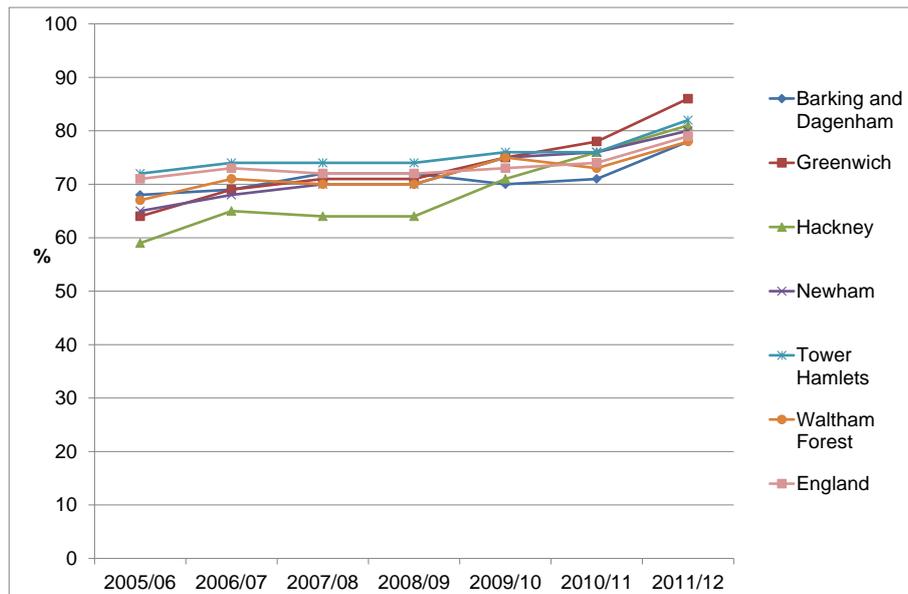
⁶⁰Department for Education (2012) *GCSE and Equivalent Results in England, 2011/12*

⁶¹ All other pupils are those known not to be eligible for free school meals plus those with unknown eligibility.

⁶² GCSE and Equivalent Attainment by Pupil Characteristics in England, 2011/12, DfE.

⁶³ Department for Education (2012) *School and Local Statistics, in England*

Figure 4-3: Percentage of pupils at Key Stage 2 achieving Level 4 or above in English and Mathematics

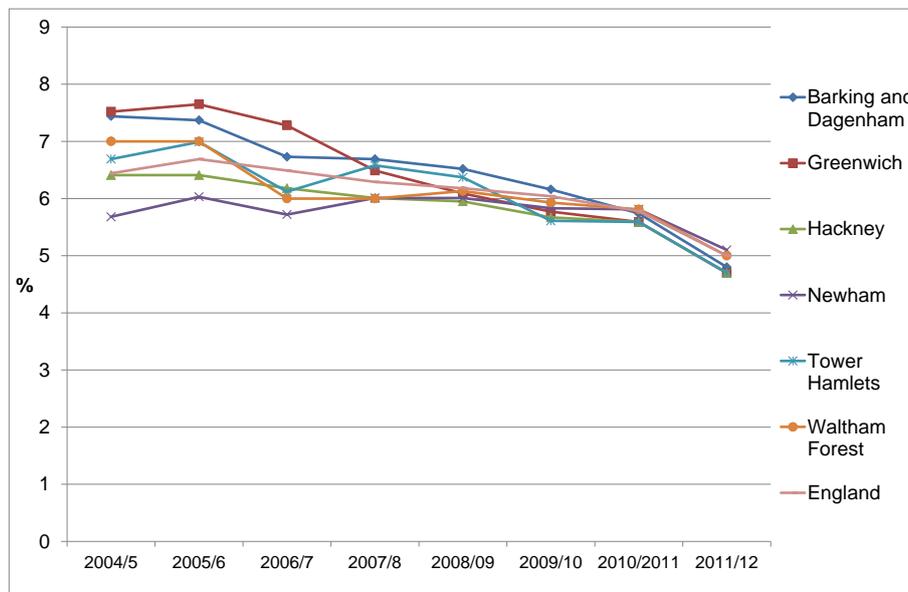


Source: Department for Education

Across England, the gap in attainment between those children who are known to be disadvantaged pupils and other pupils is still significant despite narrowing. This gap stood at 16 percentage points in 2012 compared with 20 percentage points in 2011 for England.⁶⁴

As shown in Figure 4-4, approximately 5% of half day sessions (primary and secondary) were missed due to authorised or unauthorised absence in England in 2011/2012. All Host Boroughs have experienced an overall fall in absence rates between 2004/05 and 2011/12, particularly Greenwich which had the highest level in 2004/05 but is now below the national average.

Figure 4-4: Percentage of school half-days missed due to authorised or unauthorised absence



Source: Department for Education

⁶⁴ As measured by those achieving Level 4 or above in both English and Mathematics in Key Stage 2 tests. School and Local Statistics, in England, 2012, DfE. <http://www.education.gov.uk/schools/performance/index.html>. Pupils counted as disadvantaged covers those registered for free school meals and Children Looked After.

It is not compulsory for schools to state reasons for absence in monitoring returns, although many do record it. Across England in 2011/12, the most common recorded reason for absence was illness (accounting for 58% of absences) with the next most common reason being ‘other unauthorised circumstances (12%), then medical/ dental appointment and agreed family holiday (both approaching 7%).⁶⁵

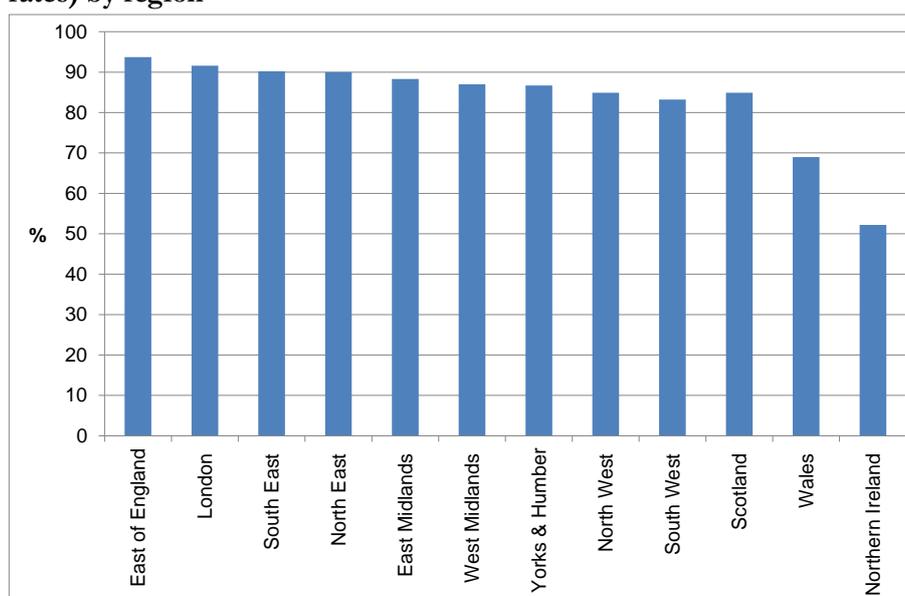
(ii) Achievements

This section considers the available evidence on the extent to which the Games has had a positive effect on the aspirations and opportunities of children and young people, drawing primarily on the evaluations of Get Set, Young Leaders and Opportunity Inspired by 2012.

Monitoring data shows that almost 26,500 educational establishments registered to be part of Get Set, representing 85% of the total number of those eligible to take part. In addition, almost 20,500 establishments successfully applied to be part of the Get Set Network. However, there is no data on the number and profile of pupils who were engaged by the programme.

Penetration (defined as the proportion of eligible establishments registered with Get Set) across the UK ranged from 52% in Northern Ireland to 94% in the East of England, with the figure for London slightly lower at 92% (see Figure 4-5). Across the UK, penetration rates for the Get Set Network (those schools demonstrating further commitment to the Games values) ranged from 31% in Northern Ireland to 84% in London.

Figure 4-5: Percentage of eligible establishments registered with Get Set (penetration rates) by region



Source: LOCOG (2012)

Of those establishments registered with Get Set, the majority were primary schools (70% of the total number registered), with a penetration rate for this type of establishment of 88%.⁶⁶ Primary schools also make up the majority of those registered for the Get Set Network (70%), with a corresponding penetration rate of 67%. However, the highest penetration rates were achieved for secondary schools, 95% for the number registered and 84% for participation in the Get Set Network.

Get Set was evaluated by Nielsen in three waves.⁶⁷ Quantitative data was collected through an online survey of teachers and educators sampled from the registration database with 962

⁶⁵ Department for Education (2012) *Pupil Absence in schools in England: Autumn Term 2011 and Spring Term 2012*

⁶⁶ The penetration rate is the proportion of eligible establishments in a given category which took part in Get Set.

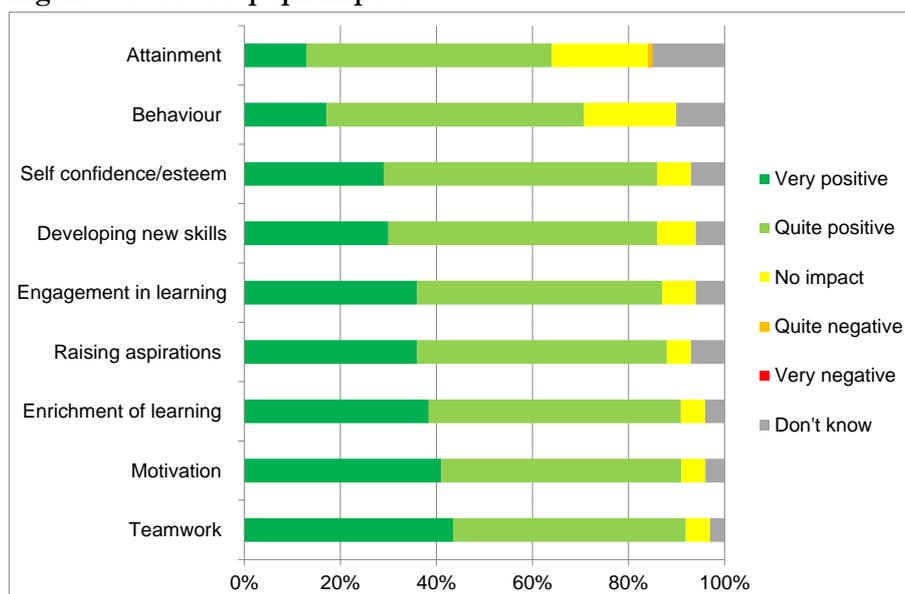
⁶⁷ Nielsen (2012) *Get Set Evaluation Phase 1, September 2010; Phase 2, October 2011; Phase 3, November 2012*

responses completed in wave 1 (2010), 1,799 in wave 2 (2011) and 2,275 in wave 3 (2012).⁶⁸ Qualitative evidence was collected in 2010 through focus groups with teachers and educators and young people from participating schools, and a number of supplementary in-depth telephone interviews with teachers in 2011. The evaluation looked at the use of Get Set materials and the impacts of participation based on a self-reporting approach of change/impacts by participants.

The most recent data (ie from wave 3) found that 85% of respondents said that the whole school/college had been engaged with Get Set and 59% rated their school/college's current involvement as high, compared with just 5% in 2011. The area where Get Set had been most used was in assemblies (83% reported it ever having been used in this way), followed by sport and PE (78%), cross-curricular/topic work (75%) and PSHE/citizenship (56%). Many schools reported that Get Set had been used to talk about the Paralympic values (69%) and 60% reported having talked about the Paralympics in lessons.

Teachers were asked to rate the extent of impact of Get Set on a range of pupil characteristics with teamwork and pupil motivation being highlighted as the areas where the most positive impact had been made (91% rated the impact on both of these aspects as either very or quite positive). In addition, 64% believed that Get Set had a positive effect on attainment and 70% reported a positive effect on behaviour (see Figure 4-6).

Figure 4-6: Get Set pupil impact



Source: *Get Set Evaluation Report (2012)*

Teachers also reported a positive impact on their own enthusiasm and motivation for teaching (84%) and creativity (82%). A range of wider impacts were also reported, including boosting morale/ improving the atmosphere across the school (76% reported a positive impact) and the teacher-pupil relationship (72% reported a positive impact). Assessing progress against its stated objectives, 92% of teachers agreed that pupils had been inspired by the Games and their values and the same proportion agreed that Get Set had helped them to feel more connected to the Olympic and Paralympic Games.

Further evidence of the impact on pupils is provided by research which was commissioned by the then Department for Children, Schools and Families (now Department for Education) to explore whether schools and colleges were using the London 2012 Olympic Games and Paralympic Games and their associated values to help deliver their objectives for school sport and physical education.⁶⁹ This research included a teacher survey, pupil survey and case studies;

⁶⁸ The resulting data was weighted to represent establishment type, length of time registered, registration status and region.

⁶⁹ TNS BMRB (2011) *Schools' and colleges' engagement with the 2012 Olympic and Paralympic Games: PE and sport*

and sampled both establishments which were registered with Get Set and those which were not, thereby providing an important insight into the additionality of the programme. Survey findings highlighted that schools and colleges that were registered with Get Set showed higher levels of involvement and engagement with the Games and values (which became higher amongst those that were part of the Get Set Network). In particular, 83% of registered establishments were involved in events or activities linked to the Games (compared with 62% who were not registered or did not know whether they were registered), 20% of registered schools agreed that the Olympic and Paralympic values had influenced activities a great deal or quite a lot during the last and current school year (compared with 14%) and 39% said that Olympic and Paralympic values have inspired lesson planning and been integrated into lessons (compared with 26%).

Almost two-fifths of pupils surveyed reported that they had learnt or done an activity related to the Olympic Games or Paralympic Games in the last school year (39%). Of those who reported learning or doing an activity linked to the Games, over three-fifths said that this took place during PE and Sport lessons (62%) and a third reported learning about the Games in other lessons (32%), including history/geography, PSHE/citizenship and design technology or ICT.

For primary school pupils the best thing (from a prompted list) about the Games being held in London was getting more people to take part in sport (27%); for secondary school pupils the best things also focused on increasing participation in sport (44% selected promotion of sport and fitness and 33% chose getting more people to take part in sport as one of their top three reasons). Secondary school pupils and students in further education were also asked about the wider benefits that involvement in sports and other activities connected to the Games might have for young people: 62% thought that this would improve confidence and communication skills, although fewer thought that it would have this effect on them personally (52%). In addition, 67% felt that involvement in sports and other activities connected to the Games would improve what young people feel they can do and achieve, although again fewer thought that it would have this effect on them personally (58%).

The research provided evidence that even by 2010/11 the Olympic and Paralympic Games values had influenced the PE and sport activities offered to pupils by schools and colleges and were being used to encourage a greater interest in and uptake of sport. In addition, most teachers surveyed expected the Games to have the biggest influence in the Olympic year 2011/12 and to continue to have an influence in the longer term.

Children and young people were also engaged by many other Games-related community projects. A survey of Inspire Mark project leads revealed high numbers of children were estimated to have attended or taken part in activities, and it is estimated that 40% of Cultural Olympiad projects targeted young people.

Research with young people undertaken on behalf of Legacy Trust UK showed a great deal of positivity about the Games and its effects,⁷⁰ with 84% of survey respondents believing that the Games had made a positive difference to the UK while many of those involved in the research expressed pride that the UK had shown that it could host and compete in a world-class event. However, there was also a sense of fear that the positive effects of the Games would evaporate and things would go back to the way they had been before, and a strong desire for something to be done to maintain the feeling generated by the Games. There was a strong belief that the Games had inspired a generation with 61% agreeing that it had transformed the lives of young people in the UK, inspiring them to aim higher, work harder and get more involved in sports and other activities. Those that had been directly involved in Games-related activity felt that this was a positive experience which would benefit them in future. Reported benefits included personal development, practical skills, work experience, new contacts and an opportunity for creativity. The majority indicated that, as a result of their experience, they are more likely to join/ volunteer with a local sporting organisation and/ or cultural/ arts group in future. There was also recognition that local communities had also benefited from opportunities for different kinds of people to come together, being made to feel part of London 2012 and better

⁷⁰ Legacy Trust UK (2013) *Have we Inspired a Generation?*

community spirit. Barriers for those who had not been directly involved included living too far away from London and having better things to do with their time, although lack of awareness of the opportunities that were available also emerged as a key issue. More than half of those in this group wished that they had got more involved and 43% reported that they are more likely to get involved locally as a result of the Games.

Evaluation of Opportunity Inspired by 2012 was undertaken by the Institute of Youth Sport using online surveys and case studies of staff and participants. Additional material was collected by a group of young researchers. However, it is noted that, due to a relatively low response rate, the quantitative survey findings should be viewed as being indicative (rather than representative) of participant views. The evaluation placed a particular focus on what was additional compared to the standard models used by both The Prince's Trust and Positive Futures for engagement with hard to reach young people outside of this scheme.

Opportunity Inspired by 2012 provided support for a total of 693 young people, significantly exceeding the target of 500 which was set at the outset. Participants were those who had faced numerous challenges in accessing employment, training and volunteering in the past, and available participant data suggests that 17% were disabled. Participants were supported to develop a range of hard and soft skills, particularly confidence and self-belief, and some young people were able to progress to further volunteering, employment and training (23 out of 53 participants for whom quantitative evidence is available recorded positive outcomes within three months of completing the programme⁷¹).

Evaluation of the Young Leaders programme was undertaken by Skyblue Research taking a mixed methods approach, including longitudinal research with participants to understand the type and extent of change that occurred. The programme met its target of engaging 100 disadvantaged 16-18 year olds, and it is estimated that 11% were disabled (including those who reported learning difficulties and long-term or mental health illness). The programme exceeded expectations around retention as 79 successfully completed the programme (which for some extended to 30 months in total). More than four in five Young Leaders (84) recorded positive outcomes in terms of moving into work, training, volunteering or education. In addition, more than three-fifths (62) had the opportunity to take part in the Games Maker programme and a further four took up paid employment during the Games in the official catering, hospitality and security teams, while three undertook BP volunteering roles within the Olympic Park. Young Leaders also reported a range of positive outcomes such as increased confidence and improved skills in areas such as communication, teamwork and problem solving. Using a Social Return on Investment approach, it is estimated that by 2017 if the legacy for Young Leaders manifests itself as expected, for every £1 invested in the programme a social value of £1.43 can be created.⁷² In addition, the Young Leaders received support from 11 athlete supporters and 100 BP coaches and also delivered a total of 40 community projects in England and Scotland which involved recruitment of 209 young volunteers to support delivery and benefited over 3,000 people in these communities. The value to local communities, adult volunteers and young volunteers was also estimated. Overall (ie including estimates of the value to Young Leaders, young volunteers, adult volunteers and local communities), it is estimated that for every £1 invested in the programme a total value of around £4.97 will be created by 2017 (subject to the potential legacies manifesting themselves over this period of time as expected).

Significant numbers of students from universities and colleges were involved in supporting various aspects of the Games, including torch relays, ceremonies, test events, training camps and other volunteering schemes. For example, more than 20,000 students and recent graduates under the age of 24 took part in the Games Maker programme.⁷³ The institutions themselves also benefited from opportunities to host training camps, develop new partnerships, undertake research and build their profile and reputation. 83% of universities responding to a survey of

⁷¹ Institute of Youth Sport (2012) *Evaluation of the Opportunity Inspired by London 2012 Scheme*. It should be noted that participants on The Prince's Trust programmes are sent a text survey three months after their participation end date. When this evaluation was undertaken, many of the young people had not reached the survey point.

⁷² Sky Blue (2012) *Evaluation of the London 2012 Young Leaders Programme*

⁷³ Podium (2012) *Legacy Live*

Pre-Games Training Camps (PGTCs) undertaken as part of the meta evaluation reported a positive impact on their sporting facilities, with 73% reporting improved links with overseas universities, 40% reported a positive impact on attracting overseas students and 33% on attracting domestic students.⁷⁴

Podium's third and final stakeholder survey⁷⁵ found that more than 520 further and higher education colleges and institutions across the UK delivered activities related to the Games. This figure comprises 94% of the UK higher education sector and 91% of the UK further education sector. The survey revealed that more than half of stakeholders say they have plans in place to ensure on-going legacy benefits in relation to sport and physical activity and to community engagement, and that they plan to continue to focus on partnership development. Furthermore, more than 75% of further and higher education institutions reported an interest in opportunities associated with key future mega-events.

The research found that there were no particular areas of Games-related activity that were more or less likely to deliver benefits, but achieving ambitions in a particular area was dependent on the priority given to that area and the investments of time and resources made.

(iii) Additionality

The key interventions (ie Get Set, Young Leaders, Opportunity Inspired by 2012 and Podium) for this sub-theme would not have taken place in the absence of the Games. Evidence from the Get Set evaluation suggests that teachers are able to attribute a range of positive changes, including increased motivation and engagement in learning, to Get Set indicating some additionality of outcomes for those who took part.

(iv) Value for money

A value for money estimate of the social value created by the Young Leaders programme has been produced and is referenced above.

(v) Stakeholder views

There was agreement from stakeholders that the spirit of the Games and the Olympic and Paralympic Values was a good way to engage with children and young people and that feedback from practitioners is that the Games had a strong inspirational effect across the country. In particular, the Games provided an opportunity to encourage children to be more active rather than spending time indoors with a number of Inspire Mark projects focusing on this aspect. However, it was noted that being active is not just about participation in formal sports activities, as it can also involve more general outdoor play and games. A number of projects have also increased access to disability sports and there is some evidence of an improved understanding of disability amongst young people and improved relationships between those with disabilities and those without.

The spirit of the Games is also felt to have had a positive impact on the interest and motivation of young people to get involved in volunteering or other community activity, including arts and culture.

4.4 Conclusions

The Games provided an opportunity to engage with a significant number of children and young people on the theme of the Olympic and Paralympic Values. Get Set provided a flexible programme of resources which could be applied to a range of subject areas and teachers report a range of positive outcomes in terms of both personal development and educational aspects. For some young people more intensive interventions were possible through programmes such as Young Leaders and Opportunity Inspired by 2012 which focused on encouraging progression to employment or education for those from disadvantaged backgrounds. More generally, there is evidence from research commissioned by the Legacy Trust UK that the

⁷⁴ See *Meta-Evaluation of the Impacts and Legacy of the London 2012 Olympic and Paralympic Games Sport Evidence Base*

⁷⁵ SPEAR (2012) *The Engagement of Further and Higher Education with the London 2012 Olympic and Paralympic Games*

Games provided an inspirational and motivational effect, although it is too early to tell whether this will translate into improved economic and social outcomes for young people later in life.

Following the Games it was announced that a partnership of the BOA and BPA would take Get Set forward to ensure that it continues to be available to schools across the UK. A new website providing a range of resources focused on the Olympic and Paralympic Values will help to ensure that this material continues to be available, although there is expected to be a challenge in ensuring continued interest post-Games.

Students at universities and colleges were engaged in significant numbers and volunteered to support various aspects of the Games, including torch relays, ceremonies, test events, training camps and Games Makers. The institutions themselves also benefited from the creation of new partnerships, research opportunities and a chance to build their profile and reputation.

5 Encouraging Sustainable Living

5.1 Legacy programmes and initiatives

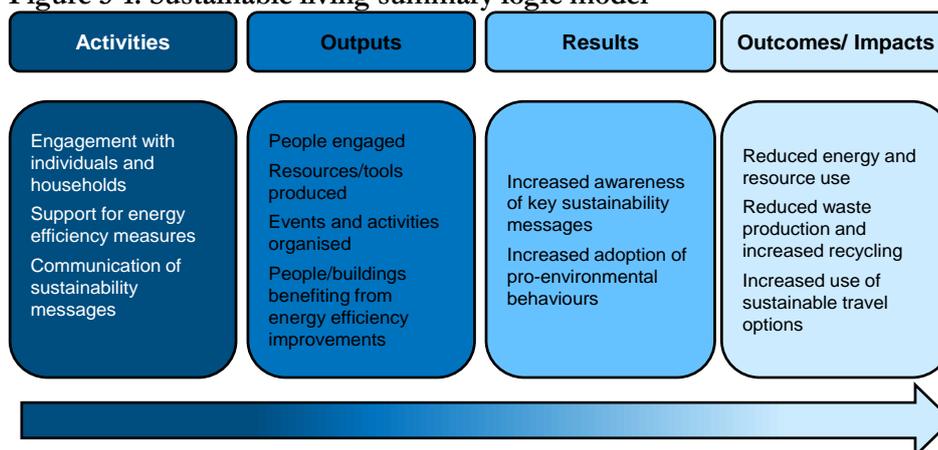
The Encouraging Sustainable Living sub-theme considers the extent to which the Games have inspired people to live more sustainably, for example by encouraging people to reduce their carbon footprint, be more energy efficient, make more sustainable travel choices and increase the amount of waste recycled.

Defra's current 2013 Business Plan sets out a commitment to grow the rural economy; improve the environment; safeguard animal health; and safeguard plant health. Defra ensures that in delivering these priorities it strikes the right balance across economic, social and environmental goals. By doing so it seeks to help to secure growth that improves our natural assets and delivers Defra's commitment to successful businesses and thriving communities in a living, working countryside.

Indicators relating to sustainable behaviours are generally showing positive trends, for example increasing volumes of household waste being sent for recycling. However, the Games provide a potentially significant additional driver of behavioural change which is expected to have a supportive effect on attitudes towards sustainability and uptake of pro-environmental behaviours.

As behavioural change can take time to encourage and embed, data on the extent of this outcome area will also take time to emerge. The following diagram provides a summary of the intervention logic for this sub-theme (see Figure 5-1). Communication of sustainability messages, engagement with individuals and direct support for energy efficiency improvements would be expected to increase awareness of key sustainability messages and increase adoption of more sustainable behaviours, thereby contributing to a reduction in use of energy and other resources, an increase in recycling and increased use of more sustainable transport options.

Figure 5-1: Sustainable living summary logic model



DEFRA's Inspiring Sustainable Living (ISL) programme provided start-up grants for four projects aimed at helping people to live more sustainable lives by drawing on London 2012 as inspiration:

- BioRegional's One Planet Experience:** included an interactive exhibition centre located in the London Borough of Sutton which explained how London 2012 aimed to be the greenest Games ever, an exhibition in the Athletes' Village and a programme of engagement with residents in Sutton and athletes to encourage uptake of sustainable behaviours. This project also secured support from Coca-Cola;

- **Groundwork London's Transform Project:** transformed derelict and neglected sites into local green spaces/community gardens, encourage and support residents to create less waste/recycle more, and increase levels of environmental volunteering and community involvement in the original five Host Boroughs. Additional funding was secured from SITA Trust which increased the number of sites which were to be transformed;
- **East Potential Inspired to Sustainable Living:** provided practical advice and support to East Thames residents in Newham to increase understanding and practice of sustainable approaches to energy, water and waste. This project also worked with Focus E15 Foyer⁷⁶ residents to encourage healthy eating through the use of growing sites and workshops amongst disadvantaged young people; and
- **Sustrans Active Travel Champions:** included training and support for volunteers to act as champions to encourage people to make healthier and more environmentally friendly travel choices in communities located close to Olympic venues in London and the South of England.

The ODA contributed to activity in this sub-theme by providing funding to increase the capacity of the Mayor of London's RE:NEW (home energy efficiency scheme) and RE:FIT (scheme to improve the energy efficiency of public sector buildings) programmes in the 4 host boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest.

The ODA also instigated the Active Travel Programme, which was managed and delivered by Transport for London (TfL) and aimed to enable spectators and workers to cycle or walk to venues and also contribute to managing the background travel demand across London during the Games-time period. The Games provided an opportunity to encourage those who would not normally consider walking or cycling to try these modes. The following incentives were provided:

- Secure cycle parking at every venue (more than 18,800 spaces);
- Free cycle maintenance services at selected venues;
- Cycle guide, highlighting routes around the Olympic Park and cycle parking, and cycle journey planner; and
- Guided walks and led cycle rides, mainly aimed at inexperienced cyclists and families.

LOCOG also took steps to communicate sustainability messages during Games-time, including:

- Green Games Guide for media and visitors containing practical information on how to take-up sustainable behaviours inspired by the Games, covering travel, recycling and energy efficiency;
- Information and resources on sustainability for the media, including key facts, briefing packs and guided tours; and
- Walk in the Park, a trail for spectators running through the heart of the Olympic Park, including information on how the Park was redeveloped and the creative thinking that went into staging the Games.

5.2 Expenditure

Defra provided £0.8m of funding for Inspiring Sustainable Living which resulted in start-up grants of around £200,000 for each of the four selected projects in 2010/11.

The ODA contributed £1.7m to the GLA to invest in carbon reduction measures for local housing and schools in the Host Boroughs through the existing RE:NEW and RE:FIT programmes; this represents additional funding which would not have been available to these

⁷⁶ A foyer is a place where young people can live and receive support to achieve their goals. Focus E15 is the largest foyer in the UK and provides services to young people in the London Borough of Newham on both a residential and non-residential basis (source: www.east-thames.co.uk).

programmes in the absence of the Games. ODA's expenditure on the Active Travel Programme is not known.

LOCOG's expenditure on the promotion of sustainability during Games-time is not known.

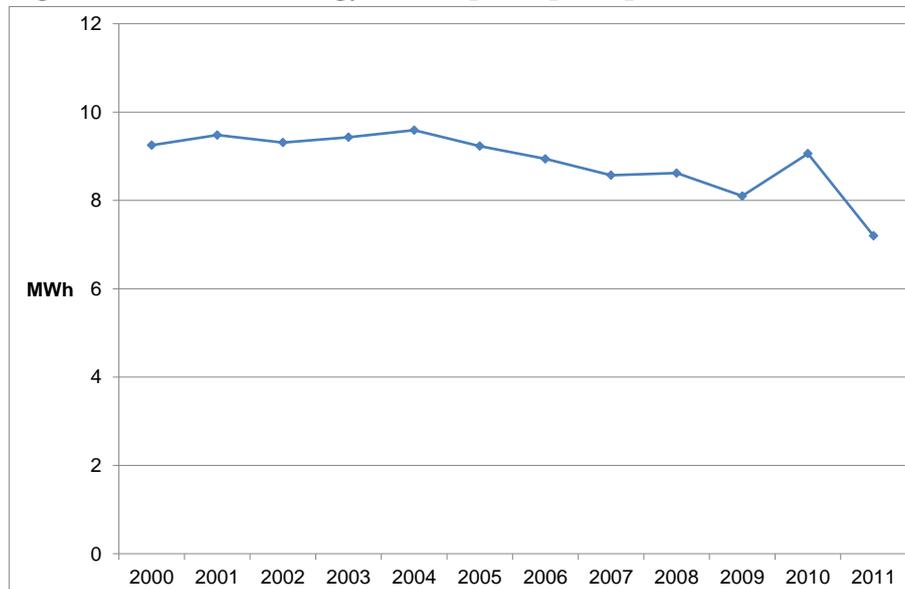
5.3 Evidence

(i) Levels and trends in sustainable living indicators

According to the Understanding Society Survey (2011), 53% of respondents said they 'do quite a few things that are environmentally-friendly' or are 'environmentally-friendly in most things or everything' they do which suggests a continuation of the increase in the proportion of people doing things to help protect the environment which was previously observed in Defra's survey of public attitudes towards the environment.⁷⁷ However, 59% agree that 'any changes I make to help the environment need to fit in with my lifestyle' but 50% would be prepared to pay more for environmentally-friendly products.⁷⁸

Average domestic energy consumption across the nations and regions of the UK fell from 10,100 kWh per capita in 2003 to 9,100 kWh in 2007. Scotland has the highest per capita energy consumption (9,720 kWh) in comparison to the South West where it stands at 8,430 kWh per capita. All of the host boroughs have lower average domestic energy consumption than the national average, ranging from 8,500 kWh per capita in Waltham Forest to just 6,000 kWh per capita in Tower Hamlets. In line with national trends, domestic energy consumption has been falling in all the Host Boroughs since at least 2005. More recent data on domestic energy consumption is not available at sub-national level although data at the UK level shows a continuation of the downward trend, despite an increase in 2010⁷⁹, to reach a per capita consumption figure of around 7,200 kWh in 2011 (see Figure 5-2).

Figure 5-2: Domestic energy consumption, per capita, UK



Source: Department of Energy and Climate Change

Household waste generation in England has continued to decrease, while the amount of waste sent for recycling has increased. Between 2006/07 and 2011/12 there was an 11.2% decrease in the amount of household waste being produced.⁸⁰ Recycling, composting or reuse has continued to rise in each of the host boroughs since 2005/06, with rates tripling in Barking &

⁷⁷ Defra's survey of public attitudes was discontinued in 2011.

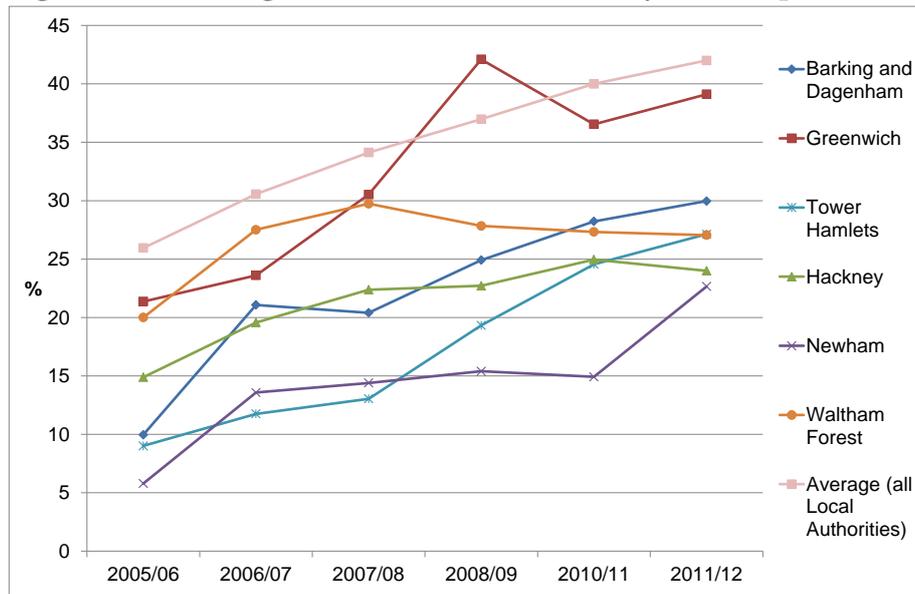
⁷⁸ McFall, S. L. & Garrington, C. (Eds.) (2011) *Understanding Society: Early Findings from the First Wave of the UK's Household Longitudinal Study*

⁷⁹ Sub-national data was not available.

⁸⁰ Local Authority Collected Waste Statistics - tables for November 2012 Statistics Release, 2012, Defra.

Dagenham, Newham and Tower Hamlets over this period. Nevertheless, rates are still lower in all host boroughs than the average of all local authorities in England (see Figure 5-3).

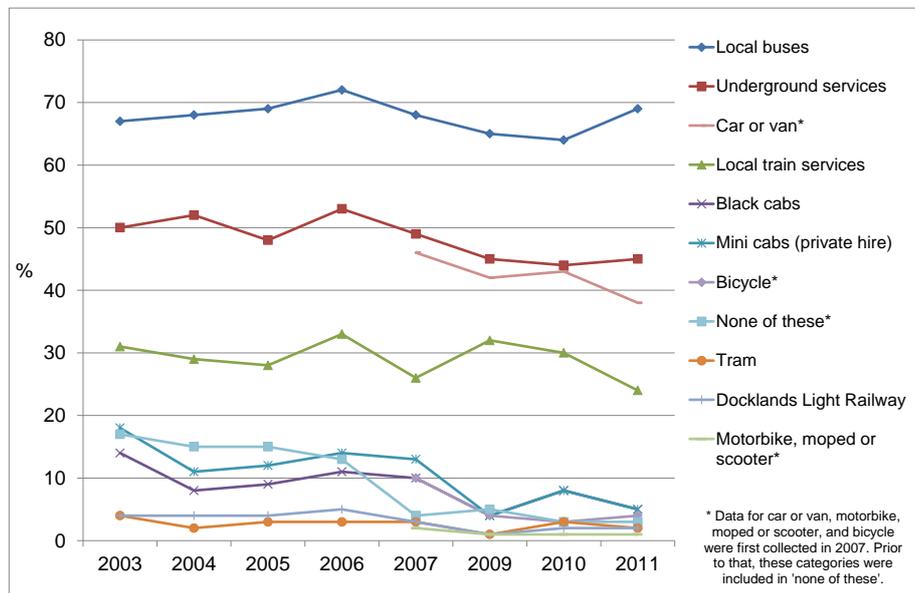
Figure 5-3: Percentage of total household waste recycled, composted or reused



Source: Department for Environment, Food and Rural Affairs

In 2011, 69% of Londoners regularly used local buses, 45% used Underground services, 38% used a car or van and 24% used local train services. Of particular relevance to efforts to promote more sustainable modes of travel is the finding that regular bicycle usage continued to fall from 10% in 2007 to 4% in 2011 (see Figure 5-4).

Figure 5-4: Percentage of population regularly using different modes of transport, London



Source: Annual London Survey

Cheaper bus and tube fares, reducing traffic congestion and more reliable buses and tubes were identified as the top three aspects of transport in need of improvement in the 2011 Annual London Survey⁸¹, with cheaper bus and tube fares increasing in importance compared to the previous year, but reducing traffic congestion and more reliable buses and tubes decreasing in importance. Moreover, between 2009 and 2011 there was an eight percentage point increase in

⁸¹ The survey provides evidence on the attitudes and opinions of Greater London residents on a wide range of issues, including transport.

the number of people identifying a need for improvement to roads, which remain the highest priority for improvement compared to other transport modes. However, 21% of respondents felt that the 2012 Games would bring longer-term benefits for London's transport system, although this represents a reduction of two percentage points when compared to responses from the previous year.⁸²

(ii) Achievements

This section considers the available evidence on the extent to which the Games has inspired people to live more sustainably. It draws primarily on the evaluation of the Defra funded Inspiring Sustainable Living projects and monitoring of the Active Travel Programme undertaken by Transport for London.

The following box summarises the activity delivered by each of the four Inspiring Sustainable Living projects along with evidence of behavioural change outcomes and legacy (see Figure 5-5).

Figure 5-5: Inspiring Sustainable Living Project Achievements

BioRegional - One Planet Experience and One Planet Centre

BioRegional created and hosted two interactive exhibitions on sustainability which were inspired by London 2012.

The One Planet Experience was located in Sutton and open to the public from October 2011 to March 2013. It attracted 2,209 visitors, of which 206 completed pledge surveys (with an average of seven pledges made per respondent). In addition, seven workshops on energy saving and waste were held and attended by a total of 66 people. Follow-up surveys of a sample of visitors showed limited evidence of measurable behavioural change; however, those changes which appeared to have been most often implemented were those which were relatively simple and inexpensive to undertake, eg only boiling as much water as needed. Visitors were less likely to have made a change where significant costs were involved, eg upgrading to an energy efficient boiler. It is also noted that many visitors already had a strong interest in the environment and so may have made some of the changes anyway.

The One Planet Centre was located in the athletes' village during the Games and attracted 2,050 visitors, of which 1,130 were athletes and the remainder were team officials and coaches, representing 140 nations. A total of 990 pledges were made by visitors and around two-thirds of these were sustainability related. Pin trading and kit swapping activities also proved popular. In addition, 11 Team GB athletes were recruited to act as Sustainability Ambassadors with the intention that they will work to promote sustainable behaviour in communities post-Games.

There are a number of ways in which legacy will be achieved, including by transferring the content and learning from the exhibition and centre to a new Sport and Sustainability visitor centre which is being planned for the Olympic Park, gifting the physical structure of the One Planet Centre to the Royal Docks community school to be used as an outdoor classroom and taking forward work with the athlete ambassadors.

⁸² BMG Research (2011) *Annual London Survey*

Groundwork London - Transform

Transform provided support to community groups in the Host Boroughs to transform derelict areas of land into community spaces and, in doing so, increasing levels of environmental volunteering and encouraging more sustainable waste behaviours amongst volunteers both on site and at home. Over 100 applications were received and 49 sites were transformed. Monitoring data suggests almost 22,000 instances of indirect engagement with individuals (eg distribution of promotional materials as well as website hits and social media interaction) and over 4,300 instances of volunteering, with over 20,000 volunteer hours being registered (although the specific number of individual volunteers is not stated). In addition, 100 community champions were elected and 61 received training, enabling them to pass on knowledge to other volunteers at the sites; and 752 people were engaged in 95 waste and recycling activities/workshops at the sites.

The project worked to encourage sustainable waste behaviours on site, resulting in the building of 42 composting facilities on sites and the setting up of a storage facility for reusable items from the Games, in partnership with SITA UK, which could be accessed by all Transform projects.

Despite many participants already taking action to recycle and reduce waste at the beginning of their involvement, there is evidence that these behaviours did improve to some degree over the course of the project (unsurprisingly, those who began with the least sustainable behaviour made the most improvement). The project found it easier to encourage change at home when targeting waste behaviours more obviously related to gardening and food growing, for example 40% of respondents to a follow up survey reported starting or increasing the composting of garden waste as a result of being involved in Transform and 36% started or increased buying second hand goods. Follow up surveys also showed a significant increase in environmental volunteering as a result of the time which participants gave to the sites, although interestingly not all viewed their involvement at the site as volunteering.

The key legacy from this project is the continued maintenance of the transformed sites which has become the responsibility of the relevant landowner and community group. In addition, the project is about to begin a new phase Transform: Edible East which will transform a further 20 sites, bringing Groundwork closer to the overall programme goal of 100 sites.

East Potential - Inspired to Sustainable Living

This project involved two main areas of activity: work to increase the uptake of sustainable behaviours amongst East Thames residents and a project to increase understanding of sustainable food practices amongst young people living in foyer accommodation.

The project began by holding a number of resident fun days but found these to be ineffective as a means to engage residents on this topic and so instead contacted residents by letter with the offer of environmental resource packs, which were taken up by 765 households. In addition, 18 volunteers were trained as environmental champions and supported delivery of the project, in particular by contacting residents to collect feedback on the packs and offer further advice. Follow up surveys showed some evidence of behavioural change: 35% of those who had signed up for the packs reported increased levels of recycling as a result of taking part in the project, 23% reported reduced levels of energy consumption and 33% reported reduced water use. It is thought that the lower reported change related to energy consumption may be due to the relatively high levels of energy saving behaviours reported at baseline stage.

In total 48 young people attended healthy eating workshops and 39 took part in food growing activities. Staff found it difficult to achieve sustained engagement with the target group making it difficult to measure the outcomes of this activity. However, 11 out of 20 survey responses from young people show they know more about growing their own, 14 stated that they had learnt about reducing food waste and the same number reported that they had learned something about choosing locally produced and seasonal foods, highlighting that even inconsistent engagement can result in some positive change.

In terms of legacy, East Thames is committed to using Green Homes packs to all new tenants and home owners for the next 2 years and although branding restrictions meant that the pack could not be distributed to residents of the East Village (the former athletes' village), there is an agreement that information from the pack will be included in the home owners packs which all residents will receive. In addition, they will continue food growing activities for young people and there are plans to continue the healthy eating activity, including exploring the possibility of combining this with accredited training (e.g. the food hygiene certificate).

Sustrans - Active Travel Champions

This project aimed to empower people to champion walking and cycling in workplaces, educational settings or communities in order to bring about change in travel behaviour. The original intention was that the project would focus on London but it was quickly expanded to the rest of the UK.

A total of 291 volunteer champions were recruited, trained and supported as part of the project. These individuals then worked with an estimated total of over 19,200 beneficiaries (ie those who took part in activities instigated by the champions).

The project also included an online active travel challenge for participants which ran throughout June 2012. Of the 2,080 people who signed up to the website, 1,396 took part in the challenge. Follow up survey results suggest that the challenge was the most effective means of encouraging behavioural change as it succeeded in getting participants more physically active. Follow up surveys also suggest that there was no substantial difference in the behaviour of the champions themselves but it is noted that this may be because baseline responses revealed that they tended to already feel that they travelled sustainably and were relatively active.

A key legacy for Sustrans as an organisation is that the project has broadened the diversity of its volunteer base. For example, in London there has been a substantial demographic shift, resulting in more people from BME groups, more females and a reduction in the average age (the traditional volunteer base tend to be in the 51-70 age range while active travel champions were most likely to be 21-40). Just under half of champions who took part in telephone interviews had never volunteered before and the most popular reason for taking part was their enthusiasm for cycling or walking and a desire to encourage others to feel the same.

All champions will be invited to join Sustrans volunteer groups and the project evaluation report notes that early indications are that most will choose to do so and continue to work with the organisation in this role in future.

Source: ISL Project Reports (BioRegional, Groundwork, East Potential and Sustrans (2013))

The levels of engagement achieved by all four ISL projects suggest that projects have played an important role in raising awareness about sustainable behaviours; however, evidence of outcomes in terms of actual and sustained behavioural change is more limited. All projects reported difficulties in securing survey responses and the resulting small sample sizes, particularly at the follow up stage, limited their ability to identify and robustly assess behavioural change outcomes.

BioRegional secured a unique opportunity to exhibit in the athletes' village during Games-time. However, the other three projects struggled to make a direct connection to the Games and the connection was not felt to have played an important role in engaging or motivating participants, particularly in the case of Sustrans and East Potential, although Groundwork noted that Transform projects which took place closer to the Games seemed to benefit more from the association as the excitement surrounding the Games began to build. The projects all attempted to engage with Olympic sponsors and, with the exception of BioRegional which was able to secure a partnership with Coca-Cola, success was limited. Branding restrictions surrounding the Games also presented a difficulty as it limited the extent to which projects were able to work with (or credit contributions from) other partners; BioRegional's work at the One Planet Centre was also impacted by the restrictions surrounding engagement with athletes.

The ODA's contribution to the RE:FIT and RE:NEW schemes was used to benefit a total of 12 schools and over 5,000 homes across the 4 boroughs. The ODA target was for 1,300 tonnes of CO₂ savings to be achieved per annum, made up of 800 tonnes from homes as a result of the installation of simple energy efficiency measures, loft and cavity wall installation and 500 tonnes from schools through the installation of lighting and heating measures. However, it is anticipated that over 1,100 tonnes of CO₂ will be saved per annum from homes and over 700 tonnes per annum from schools, with both elements exceeding the target CO₂ savings by over 35%. An evaluation of this work is now underway but will not report until summer 2013.

LOCOG's Post Games Sustainability Report states that thousands of people were engaged in sustainability projects and activities related to the Games. Data from the monthly tracker poll of the UK population shows that belief in the sustainability of London 2012 grew during the Games, peaking at 39% in September 2012, up from 26% in June 2010. Only 11% disagreed that the Games were sustainable, down from 28% in June 2010. Olympic ticket holders and

young people (under 16 years) were found to believe more in the sustainability of the Games compared to the average of all survey respondents (48% and 43% agreeing respectively).

Monitoring of the Active Travel Programme reveals the following achievements:

- More than 90 new walking and cycling projects were awarded the London 2012 Inspire Mark;
- More than 2,500 spectators used the free cycle maintenance service over the Games period;
- Use of cycle parking varied between venues and events with 10 to 100% of spaces occupied. Feedback on the spectator cycle parking was very positive;
- 3% of spectators walked or cycled for part of their journey to the Olympic Park, rising to 17% at Box Hill;⁸³
- Counts on bridges over the Thames during the Olympic Games indicated 20% more cyclists and 22% more people on foot, compared to the previous fortnight;
- Central London had 29% more cyclists during the Olympic Games. In East London there were 58% more cyclists and 158% more pedestrians, indicating large increases in the areas most affected by the Games; and
- At sites across London, the number of pedestrians counted was 7% higher during the Olympic Games and 18% higher during the Paralympic Games compared to the same period last year.

Increases in the number of cyclists and pedestrians are likely to reflect a combination of an increase in the number of people needing to travel during Games-time and a shift towards walking and cycling amongst regular travellers. TfL reported that the recently-extended Barclays Cycle Hire scheme had 43% more hires than would otherwise be expected (i.e. compared to average demand for that time of year) during the Olympics, and 30% more hires over the Paralympics.

TfL undertook a personal travel panel survey which interviewed a sample of regular travellers in London before, during and after the Games with the purpose of understanding how people planned to change their travel during the Games, what they actually did during the Games and whether they chose to sustain any of the changes made afterwards.⁸⁴ Key findings from this survey include:

- On an average weekday during the Olympics, 35% of regular travellers changed their travel in order to mitigate against the possible negative effects of increased demand during Games-time. Of these, 20% reduced their travel and 15% changed the mode, route or time of their journey;
- Overall during the Olympics, 77% of London's travelling population made some form of change to their normal travel patterns as a result of the Games (and just 23% continued to travel as normal throughout);
- In total, 63% reduced their travel by choosing not to make at least one of the journeys they would normally have made during the Olympic period; 28% changed the time of some of their journeys, 21% changed the route and 19% changed mode at least once in the course of the Games. 48% of travellers made more than one change to their journeys; and
- Further analysis of commuting trips showed that 13% of those who worked at least one day during the Games changed their mode of travel to work which led to a reduction in the mode share for London Underground/DLR (from 30% before to 22% during the Games) and an increase in walking and cycling (from 20% before to 27% during the Games). Analysis of travel for non-work purposes shows that between 6% and 8% changed their

⁸³ LOCOG (2012) *Spectator Experience Survey*

⁸⁴ Transport for London (forthcoming) *Olympic Legacy Monitoring: Personal Travel Behaviour during the Games. Travel in London Supplementary Report*

mode of travel (varying by journey purpose) and that this generally involved an increase in walking and cycling and a decrease in the use of London Underground/DLR. This evidence suggests that the Games prompted at least some shift towards more active and sustainable modes of travel.

Although it was not the primary goal of the Travel Demand Management and Active Travel Programmes implemented by TfL, it was anticipated that the Games may result in some sustained change to travel patterns. The post-Games survey found that there was a small level of sustained change in travel behaviour with 15% of regular travellers who made a change to their travel during the Games having continued with that change, equivalent to 11% of all regular travellers. Reduction in travel was the change most likely to be sustained and analysis shows a sustained increase in working from home but there was no significant change in the mode share of commuting journeys when comparing journeys before and after the Games.

The main reasons given for most travel patterns returning to normal were that there was no longer a need to change (as the Games were over) and that the alternative(s) had been worse in some way (slower, more expensive or more inconvenient). Where change had been sustained in the longer-term, this was typically because they had found the new option preferable to what they had done previously. It was noted that the impact of normal 'churn' (ie change in personal circumstances and travel requirements) on the time, mode and route of journeys was greater than the impact of the Games.

Travellers were also asked what benefits they had gained from their experiences during the Games and amongst commuters the most significant benefit was that 26% reported that they were intending to walk or cycle more and this intention was shared by 29% of leisure travellers which perhaps suggests that the experience of the Games may have made travellers more aware of, or open to, the option of walking or cycling for some or part of a journey on an occasional basis.

In addition, research undertaken by the Greater London Authority in October 2012 with a representative sample of Londoners revealed that, as a result of what they had seen and heard during the Games, 36% of respondents said they are walking and cycling more.⁸⁵ Further online research undertaken in March 2013 with a representative sample of Londoners looked at walking and cycling separately and revealed that as a result of what they had seen and heard during the Games 35% said they had been encouraged to walk more and 23% said they had been encouraged to cycle more which again supports the finding that the Games have made people more open to walking or cycling.⁸⁶

(iii) Additionality

The hosting of the 2012 Games was considered to provide a unique opportunity to encourage behavioural change, particularly by using it as a way to reach people who were interested in the Games but had not previously shown an interest in sustainability. The funding which Defra provided to these Games-related projects through the Inspiring Sustainable Living Fund was diverted from its Greener Living Fund. While the Greener Living Fund also aimed to promote sustainable behaviour amongst individuals, its criteria were not identical and therefore some of the projects would not have been funded under the Greener Living Fund, e.g. BioRegional's project as it focused on athletes, and there are some examples of where the link to the Games also helped the projects e.g. re-use of venue material in Groundwork sites and Bio-Regional being invited to local events because it was an Olympic-related project.

(iv) Stakeholder views

Views of stakeholders with an interest in sustainability suggested that the ISL projects had worked well and provided good value for money; however, given the relatively limited resources provided to these projects the scale and scope of activity was limited.

⁸⁵ GLA Intelligence Unit (forthcoming) *Post Games Online Survey Results* October 2013

⁸⁶ GLA Intelligence Unit (forthcoming) *Post Games Online Survey Results* March 2013

In and around the Olympic Park it was felt that more could have been done to communicate sustainability messages, for example, details of the sustainability features which had been designed into the venues. Waste segregation was a very visible sign of steps being taken to minimise waste during the event and monitoring was undertaken to ensure that the system was being used properly to avoid contamination and ensure that communication and labelling was clear in order to maximise the behavioural influence.

The transport system was acknowledged to have worked well and the provision of free travel on public transport for ticket holders sent a strong message that there was no need for a car to get around in London even in the absence of the Games. However, provision of free travel on public transport perhaps reduced the likelihood that people took the opportunity to try walking or cycling, although the new cycling and walking routes which were put in place in and around the Olympic Park will provide a significant legacy for local people.

5.4 Conclusions

Significant effort was made to ensure that London 2012 was the greenest Games ever and this included attempts to influence travel choices during Games-time and visible promotion of recycling at venues. The Active Travel programme was found to have been successful at influencing the behaviour of travellers during the Games; however, post-Games surveys show only a small sustained change in travel behaviour with the majority of travel patterns having returned to normal. Where change had been sustained this was typically due to the alternative having been found to be preferable in some way to what had been done previously. Although the impact on regular journeys appears to have been limited, surveys also suggest that as a result of the experience of the Games some people (ranging from around one-quarter to one-third depending on the sample) report that they either intend to or have been walking and cycling more which suggests some positive impact in terms of people being more aware and/or more open to the option of walking and cycling for some or part of their journeys.

Defra-funded ISL projects aimed to encourage sustainable behaviours but operated at a relatively small scale, although they were successful in engaging and raising awareness amongst their target audiences and encouraging higher levels of environmental volunteering. Evidence of sustained behavioural change amongst participants is more limited, primarily as a result of low survey response rates which impacted on the extent to which change could be explored. Most of the projects (3 out of 4) found it difficult to make a connection to the Games and it is thought that this link was not a significant motivating factor for participants, and so had limited impact on the outcomes which were achieved. However, there are some examples of where the link to the Games did help the projects e.g. re-use of venue material in Groundwork sites and Bio-Regional being invited to local events because it was an Olympic-related project.

There is evidence of legacy emerging from all four ISL projects, for example the reuse of content from Bioregional's exhibitions, the plans for on-going maintenance of Transform sites, the changes in the approach to utilising volunteers within Sustrans and the plans to distribute Green Homes packs to new residents in East Thames properties for at least the next 2 years.

It is considered that more could have been done to promote the sustainability features of the venues or the Olympic Park itself in order to encourage more interest and enthusiasm from the public concerning sustainability aspects, and potentially inspire wider behavioural change.

6 Influencing Attitudes Towards Disability

6.1 Legacy programmes and initiatives

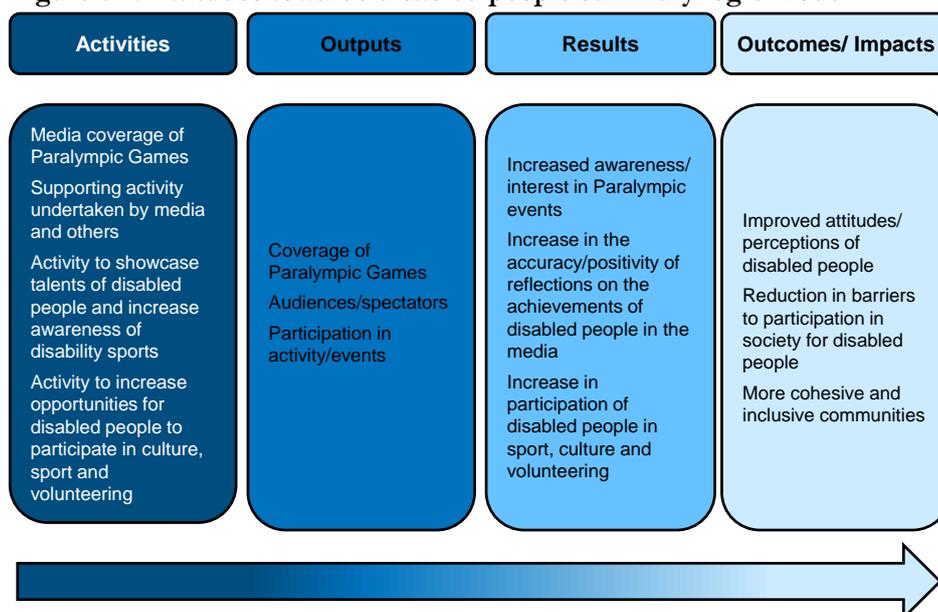
The Government legacy plan set out the intention to use the Games to influence attitudes towards and perceptions of disabled people by:

- Encouraging comprehensive media coverage of the London 2012 Paralympic Games;
- Promoting inclusion and disability equality to ensure Games-related opportunities were available to all;
- Engaging children and young people to improve understanding of disability; and
- Encouraging disabled people to participate in community activity and social action.

The Government's vision is for a society that provides the same opportunities for disabled people as it does for the non-disabled and enables disabled people to fulfil their potential and realise their aspirations. The Office for Disability Issues (ODI) leads in driving delivery of the Government's vision for disabled people, working in all areas of government policy and with a wide range of stakeholders.

The Games provided a significant opportunity to generate media coverage communicating positive messages about disabled people, which would not have been possible on an equivalent scale otherwise. It was hoped that this would generate a significant and lasting change in public attitudes and perceptions.

The Paralympic Games provided a focal point for efforts to change public attitudes and perceptions of disability. Therefore, the full impact of activity related to this sub-theme was only likely to emerge following the Games. The following logic model sets out the expected theory of change for this sub-theme (see Figure 6-1), illustrating how coverage of the Paralympic Games and other work to showcase the talents of disabled people would be expected to increase awareness and interest in the Paralympics and the achievements of disabled people, and increase opportunities for disabled people to participate in sport, culture and volunteering. Achievement of these results would be expected to contribute to an improvement in awareness of and attitudes towards disability amongst the general public and also a reduction in the barriers faced by disabled people in society, contributing to the achievement of more cohesive and inclusive communities.

Figure 6-1: Attitudes towards disabled people summary logic model

Activities

LOCOG awarded the UK broadcast rights for the London 2012 Paralympic Games to Channel 4. Channel 4's plan for extensive television and multi-media coverage of the Paralympic Games was intended to challenge and change perceptions of disabled people and was the single most important programme of activity under this legacy sub-theme.

Channel 4 aimed to provide more comprehensive coverage than had ever been provided for a Paralympic Games before in the UK, reach the largest UK audience ever for a Paralympic Games, support disabled on-screen talent, and change attitudes to disability sport and to disabled people more widely. Channel 4 described this as:

the broadcast of the biggest single event in our thirty year history ... As a major sporting event, we aim to take the Paralympic Games to a new level. We will be nurturing much-needed disabled presenting talent and hope that our coverage will also help to bring about a shift in attitudes to disability.⁸⁷

Channel 4 made a commitment that 50% of on-screen talent for Paralympic broadcasts would be disabled people. In 2010, the on-screen talent programme recruited and trained a pool of eight disabled presenters, including Irish presenter Daráine Mulvihill and former Royal Marine Arthur Williams working in the studio and new reporters on location including former Paralympic swimmer Rachael Latham, and sports reporter and wheelchair basketball player Jordan Jarrett-Bryan. In post-Games research, Channel 4 found that 82% of those surveyed said they enjoyed the fact there were disabled presenters.

Channel 4 promoted positive attitudes towards disabled people in the build-up to the Games, including broadcasting disability sport and related programmes.

An extensive pre-Games warm-up publicity campaign airing in the period between the closing ceremony of the Olympic Games and the opening ceremony of the Paralympic Games was implemented. The level of investment in pre-Games media publicity and coverage – Channel 4's largest ever campaign across 78 channels and over 2,000 poster sites – was regarded as '*unprecedented*'.⁸⁸ The campaign used the tagline "Thanks for the Warm-Up" to encourage the

⁸⁷ Channel 4 (2012) *Channel Four Television Corporation Report and Financial Statements 2011-2012*

⁸⁸ Stakeholder consultations with Channel 4, December 2012

general public to view the Paralympics as a thrilling sporting event in its own right. The “Meet the Superhumans” campaign featured close up imagery of Paralympic athletes and was designed to help the public feel more comfortable watching disabled athletes. The “Meet the Superhumans” advert aired simultaneously on nine channels on one evening during the build-up period. The campaign achieved significant penetration, with an estimated 86% of the UK population seeing the on-air marketing.⁸⁹ Channel 4 stakeholders felt that the marketing campaign raised the importance of the Paralympic Games and the investment in it demonstrated Channel 4’s commitment to the stated objectives. By the end of August when the Paralympic Games started, unprompted awareness of the Games had risen from 16% to 77% of the general public.⁹⁰

Channel 4 promised in its bid to LOCOG to deliver more comprehensive coverage of a Paralympic Games than any broadcaster had ever before, committing to a target of 150 hours across the 11 days of the event, exceeding all previous benchmarks for hours of coverage and also viewing figures. Channel 4 over-delivered on this target. More than 500 hours of coverage were broadcast across all platforms, 350 hours over the stated target and four times more than was broadcast from the Beijing Paralympics in 2008.⁹¹ Channel 4 coverage included 16 hours of live coverage every day and 1.3 million live streams online.⁹² In addition, the afternoon block of coverage was shifted from More4 to Channel 4 to give more prominence.

The coverage prompted over 240,000 downloads of the Paralympics app on smart phones, more than 1 million views of clips of full-length programmes; and more than 2.4 million tweets related to the Paralympics during Channel 4 broadcasts.⁹³

Paralympic coverage reached an unprecedented share of the audience, achieving record viewing figures. Almost 40 million people – more than two thirds of the UK population – viewed the Paralympic Games on TV.⁹⁴ Overall, 25% of all TV viewers watched Channel 4’s coverage every day. Peak viewing levels reached 11.6 million for the opening ceremony, which was Channel 4’s biggest audience in more than a decade and 6.3 million watched Jonnie Peacock win the T44 100m Gold medal, the largest rating for a single Paralympic event. This level of reach represented a 251% increase in daily reach compared to the viewing figures for the 2008 Paralympic Games in Beijing⁹⁵. This level and viewing of Paralympic TV coverage is unlikely to have happened if the Games had not been in London.

Other activities aimed at improving attitudes towards disabled people were undertaken in the build up to the Games by the London 2012 Equality and Diversity Forum, DCMS, GOE officials and LOCOG. These activities included LOCOG’s diversity awareness week in March 2011 and the DCMS disability sports summit in April 2012. Sport-related programmes such as the Change4Life Clubs, Playground to Podium and the School Games promoted Paralympic sports alongside Olympic sports to school age children and young people, while Get Set helped to increase awareness of Paralympic sports and values. The ODI undertook targeted work in the pre-Games period to support improved attitudes towards disabled people, with target audiences, including Government departments, businesses and the general public. The launch of the Disability Action Alliance in September 2012 set out the Government’s vision and principles along with further public sector reforms.⁹⁶ The disability action alliance will carry forward ideas proposed by disabled people, helping shape and deliver the outcomes they want, and the Government will join with disability organisations, as well as private sector and public sector, to start to change attitudes and create inclusive communities around the country. However, it is thought that much of this work would have happened in the absence of the Games.

⁸⁹ Channel 4 (2012) *The London 2012 Paralympic Games. Brought to you by Channel 4*

⁹⁰ *Ibid*

⁹¹ *Ibid*

⁹² *Ibid.*

⁹³ Channel 4 (2012) *The Paralympics. Audience performance and impact on attitudes.* Presentation.

⁹⁴ Based on three minute reach of TV coverage over duration of the Paralympic Games. Source: Channel 4 (2012) *The London 2012 Paralympic Games. Brought to you by Channel 4*

⁹⁵ Channel 4 (2012) *The London 2012 Paralympic Games. Brought to you by Channel 4*

⁹⁶ Information about the alliance and the two documents is available here: <http://odi.dwp.gov.uk/fulfilling-potential/>

Prior to the Games, a media guide was produced for sports journalists in conjunction with the BPA and the ODI. The BPA reported they received very positive feedback and the guide attracted greater take up than anticipated. Two hundred copies of the guide were originally distributed then a further 200 copies were required to meet demand and further copies were downloaded online.

During Games-time the ODI worked with Channel 4 and other Olympic sponsors to place an emphasis on disability awareness and attitude change, and the Minister for Disabled People undertook press activity to raise awareness about disability. ODI worked with the BPA to produce a media guide for sports journalists to encourage reporting on the Paralympics. The ODI also worked with the London Business Network to increase awareness of accessibility issues, ran an event during Games time, and also launched a guide for businesses on how to become more accessible. During Games-time ODI coordinated a series of visits for delegations of dignitaries from Brazil, South Korea, Russia, China and America, countries which had shown a particular interest in finding out about the ODI's disability work and legacy planning.

6.2 Expenditure

The price of the sale of the rights to host the coverage of the Paralympic Games has in previous Games been tracked; however this figure was not made publicly available for the 2012 Games. Channel 4 did confirm expenditure of £600,000 on the nationwide search for on screen disabled talent and a further £250,000 is planned to be invested to develop the presenters' careers post-Games.

Details of any expenditure by the ODI in terms of staff time or the production of the media guide etc. were not available.

6.3 Evidence

Attitudes towards disabled people, as measured by the British Social Attitudes Survey (BSAS) have been improving since 2005.⁹⁷ The most recent wave of the survey prior to the Games was in 2009, when a smaller proportion of people said that they thought of disabled people as 'getting in the way' (7% compared with 9% in 2005) or with some 'discomfort and awkwardness' (17% compared with 22% in 2005). People were also more likely to think of disabled people as the same as everybody else (85% in 2009 compared with 77% in 2005).

Questions on attitudes towards disabled people were again included in the BSAS in 2012.⁹⁸ A quarter of respondents in the BSAS in 2012 reported that they have a long standing physical or mental health condition or disability (see Figure 6-2). Of these respondents, 59% reported that it has a, 'substantial adverse' effect on their ability to carry out normal day to day activities (41% said that it does not affect this). As such, 15% of all respondents reported that they have a disability that affects their daily life, compared to 10% who said that they have a disability but it doesn't affect their daily life.

⁹⁷ Based on specific modules on attitudes towards disabled people asked in 2005 and 2009 in British Social Attitudes Survey (BSAS). See Public Perceptions of Disabled People: Evidence from the British Social Attitudes Survey 2009, 2010, Office for Disability Issues.

⁹⁸ Where questions were not asked to the full sample, percentages reported are based on the number of respondents who were asked the question. Data is reported on the basis of BSA weighting procedures.

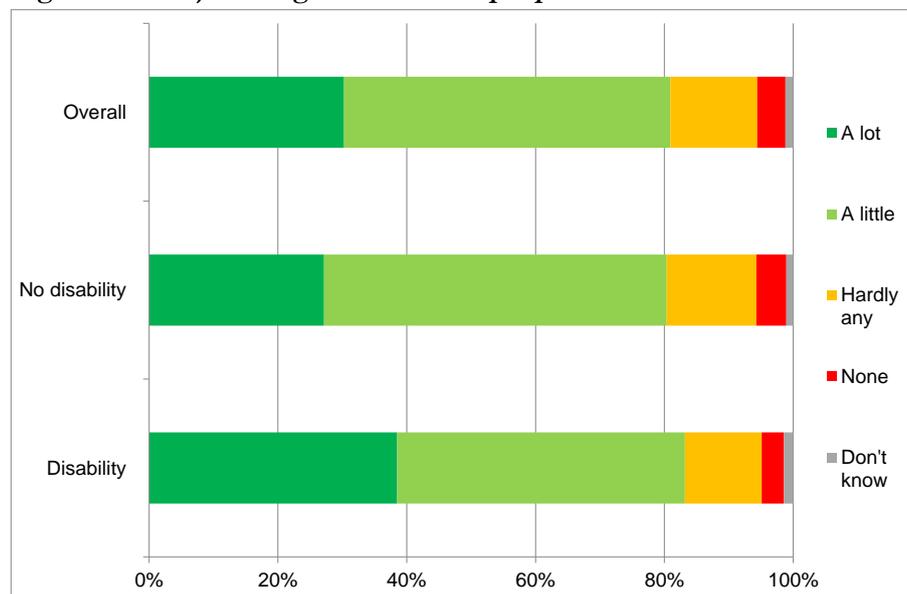
Figure 6-2: Participants by health condition or disability⁹⁹

	%
Health condition or disability	26
No health condition or disability	74
Don't know	0
Refusal	0

Source: *British Social Attitudes Survey, NatCen Social Research (2012)*

Note: n=3,248

Respondents were asked whether 'generally speaking' they felt that there is prejudice against disabled people in Britain. Of those respondents who were asked this question, 30% felt that there was, 'a lot' of discrimination against disabled people in Britain, and a further 51% felt there was 'a little' (see Figure 6-3). This means that, overall, over 80% of respondents asked the question felt that disabled people faced at least some level of discrimination in Britain.

Figure 6-3: Prejudice against disabled people in Britain 2012

Source: *British Social Attitudes Survey, NatCen Social Research (2012)*

Note: n=2,149¹⁰⁰

Looking at responses on the basis of whether or not a participant reported having a long standing disability, respondents with a disability were more likely to state that there was 'a lot' of prejudice against disabled people compared to people with no disability, however more respondents who didn't have a disability were more likely to state that there was 'a little' prejudice against disabled people in Britain.

Comparing this to results from previous BSA surveys, there is evidence that people's perception about prejudice faced by disabled people in Britain does vary (for the total survey sample), but the fluctuations do not indicate a pattern either of increasing or decreasing prejudice, but variance from year to year (see Figure 6-4).

⁹⁹ Long-standing defined as anything that has lasted at least 12 months or is likely to last 12 months.

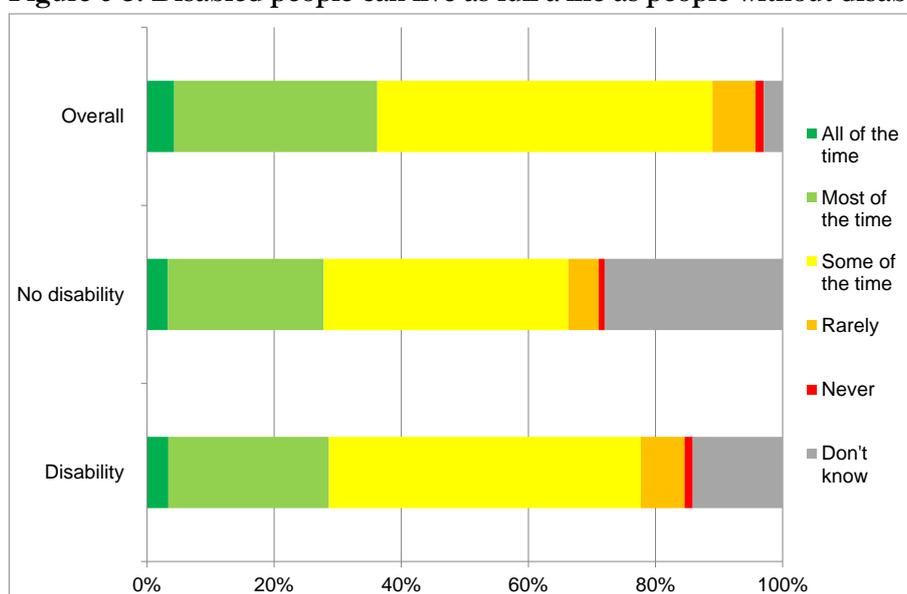
¹⁰⁰ Taken from the Blaise Questionnaire, percentages reported of the 2,149 respondents asked the question not the total sample size of 3,248

Figure 6-4: Prejudice against disabled people in Britain (by year)¹⁰¹

	A lot	A little	Hardly any	None	Don't know	Sample size
2012	30%	51%	14%	4%	1%	2,149
2009	26%	53%	15%	5%	1%	2,282
2005	25%	50%	17%	8%	1%	3,193
2000	35%	51%	9%	3%	2%	3,422
1998	25%	51%	15%	6%	2%	3,139

Source: British Social Attitudes Survey, NatCen Social Research (2012) and Office for Disability Issues, Evidence from the British Social Attitudes Survey (2009)

Respondents were asked how much of the time, if at all, disabled people can lead as full a life as people without a disability (see Figure 6-5). A small majority (53%) of respondents stated that in general, disabled people can lead as full a life as people without a disability 'some of the time.' A further 32% felt that this was the case, 'most of the time.' Just a tiny proportion (1%) of respondents felt that disabled people could 'never' live as full a life as non-disabled people.

Figure 6-5: Disabled people can live as full a life as people without disability

Source: British Social Attitudes Survey, NatCen Social Research (2012)

Note: n=2,149

There was little variation in the extent to which respondents with a disability felt that disabled people could live as full a life as non-disabled people. Respondents with a disability were slightly less likely to indicate that they could live as full a life as non-disabled people 'all' or 'most' of the time. Of these respondents, 46% felt this was because of both the persons health problem/ disability as well as barriers in society, compared to 35% who felt it was just because of their health problems/ disability and 14% who felt that it was just because of attitudes, barriers and behaviours in society (see Figure 6-6).

¹⁰¹ Sample sizes vary

Figure 6-6: Why disabled people cannot live as full a life as non disabled people

	%
Because of their health problem/disability	35
Because of attitudes, barriers and behaviours in society	14
Because of their health problem/disability AND because of attitudes, barriers and behaviours in society	46
Don't know	2
Missing	4

Source: *British Social Attitudes Survey, NatCen Social Research (2012)*

Note: n=2,149

In the 2009 British Social Attitudes Survey, 38% of respondents felt that health problems and society stopped disabled people from living as full a life as possible compared to 46% who felt that it was health problems only. This shows an increase in the number of people who feel that health problems as well as barriers in society are the reason why disabled people cannot live as full a life as non-disabled people.

A very high proportion of participants (95%) were aware that the Paralympic Games were going to be hosted or had been held in London (see Figure 6-7).¹⁰² 5% of participants were not aware that the Paralympics had or were going to be held in London in the summer of 2012. There was no variation between whether or not participants were aware of the Paralympic Games taking place on the basis of whether or not they had a disability.

Figure 6-7: Awareness of Paralympic Games

	%
Yes	95
No	5
Don't know	0
Refusal	0

Source: *British Social Attitudes Survey, NatCen Social Research (2012)*

Note: n=3,248

The most common way that respondents reported having an involvement (or planned to have an involvement) with the Paralympic Games, was watching or listening on TV, radio or internet at home (78% of respondents mentioned that they planned to or did do this). 12% of respondents stated that they would not be (or were not) involved with the Paralympic Games in any of the forms suggested by the survey (see Figure 6-8).

Figure 6-8: Involvement in Paralympic Games

	%
Reading the news - in newspapers or online	44
Watching or listening on TV, radio or internet at home	76
Watching live events on a public big screen	5
Attending a free of ticketed Paralympic event	4
Volunteering during the Paralympic Games	1
Taking part in a Paralympic Games related community event or activity	1
Other	1
None of these	12

Source: *British Social Attitudes Survey, NatCen Social Research (2012)*

Note: n=3,248¹⁰³, Multiple responses permitted.

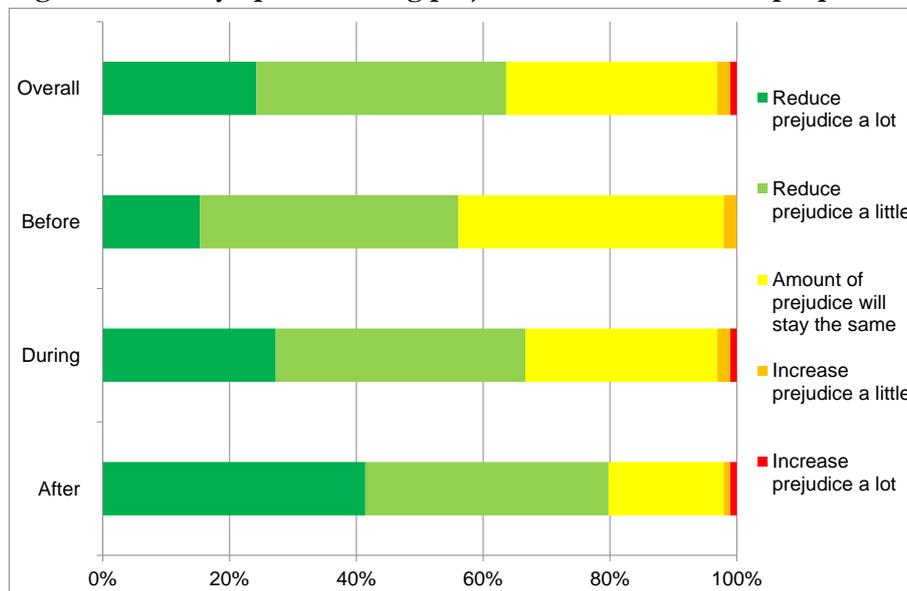
¹⁰² The survey was conducted with some respondents before the Paralympic Games took place, and with some afterwards.

¹⁰³ Percentages reported include 173 'missing cases'

The Taking Part survey also asked people to report their involvement according to a slightly different set of response options. This question asked people to consider both the Olympic and Paralympic Games combined so perhaps unsurprisingly yielded slightly higher proportions of involvement, for example 85% of those surveyed by Taking Part during 2012 intended to/ had watched the Games on TV, 11% watched live events on a big screen, almost 1% reported volunteering during the Games and approaching 4% had taken part in a Games-related community event or activity.

Respondents were asked whether hosting the Paralympic Games in the UK would reduce prejudice towards disabled people in Britain (see Figure 6-9). Overall, just under a quarter of respondents (24%) felt that the Paralympic Games would reduce prejudice 'a lot', with a further 39% who felt it would reduce prejudice 'a little'. Around a third of respondents felt that the amount of prejudice towards disabled people would stay the same, while only a small minority (less than 3%), felt that prejudice would be increased as a result of the Paralympic Games. However, breaking down the responses by whether the interview took place before, during or after the Paralympic Games, shows that the proportion of respondents who thought that prejudice would reduce in some way (either a lot or a little) increased from 55% before the event to 66% during and 79% afterwards.

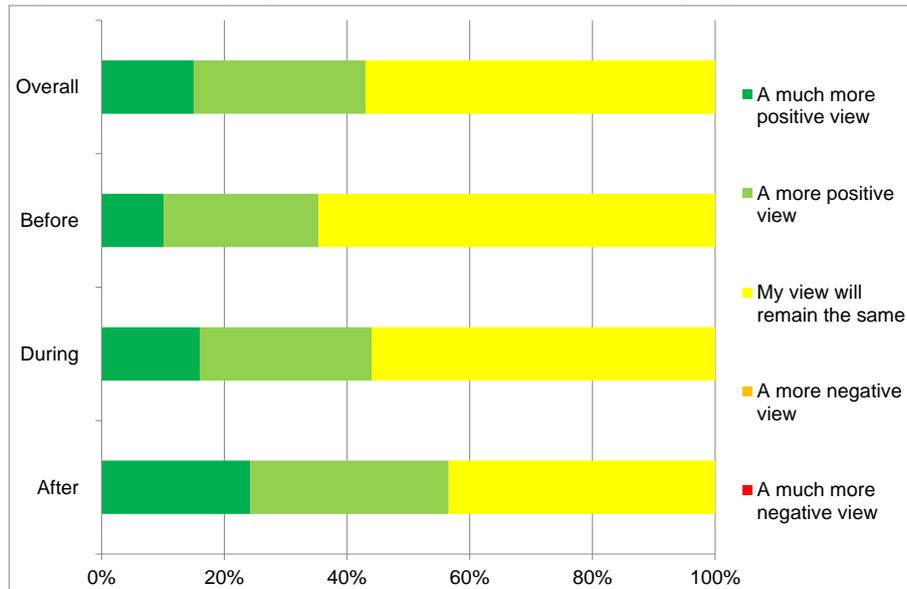
Figure 6-9: Paralympics reducing prejudice towards disabled people in Britain



Source: British Social Attitudes Survey, NatCen Social Research (2012)

Note: n = 3,248

In over half of all cases (57%), respondents stated that their view of disabled people would remain the same after the Paralympic Games, 15% stated that they would have a much more positive view of disabled people compared to 27% of respondents who stated that they would have a more positive view (see Figure 6-10). Less than 1% of respondents said that they would have a more negative view of disabled people following the Paralympic Games. Again, analysing the responses according to the timing of the survey showed that the proportion who reported a positive change in their view (either a much more or more positive view) of disabled people increased from 35% of those interviewed before the Games to 44% during the event and 56% afterwards.

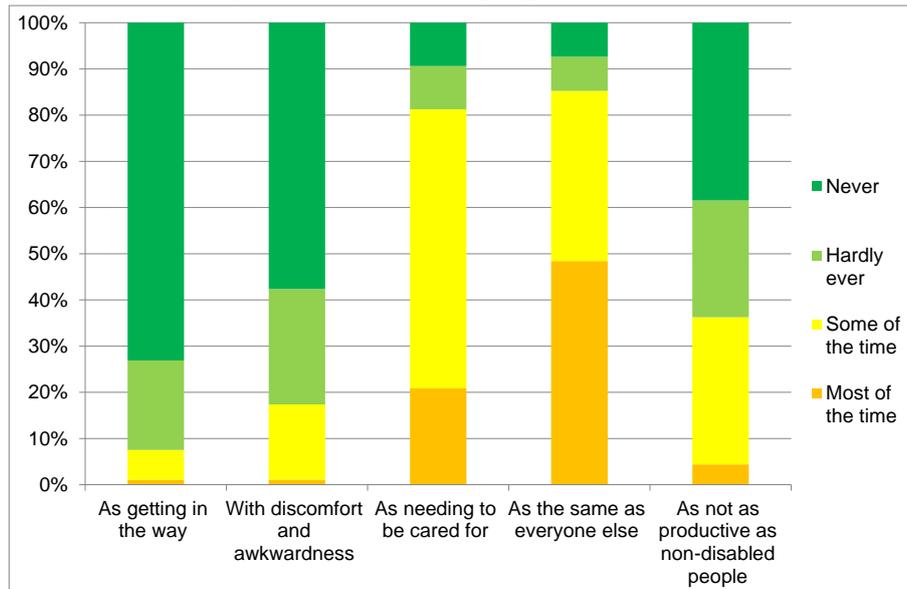
Figure 6-10: Paralympic Games and views of disabled people in Britain

Source: British Social Attitudes Survey, NatCen Social Research (2012)

Note: $n=3,248$

Respondents were asked if they personally thought of disabled people as, 'getting in the way'. Of those who responded to the question, 68% said that they never thought of disabled people in this way, and a further 19% said they hardly ever did. Only 6% of respondents said that they felt disabled people got in the way, 'some of the time' (see Figure 6-11).

52% of respondents stated that they 'never' thought about disabled people with 'discomfort and awkwardness', compared to 23% who said they 'hardly ever' thought about disabled people this way, and 16% who said they thought this 'some of the time'. Respondents indicated that disabled people needed to be cared for 'some of the time' (60%) compared to 19% of respondents who said that they thought this 'most of the time'. 81% of respondents stated that they thought of disabled people as the same as everyone else 'some' or 'most of the time'. 29% of respondents stated that 'some of the time' they thought of disabled people as not as productive as non-disabled people, compared to 35% of people who said they 'never' thought this, and 23% who said they thought this 'some of the time'.

Figure 6-11: Thoughts about disabled people¹⁰⁴

Source: British Social Attitudes Survey, NatCen Social Research (2012)

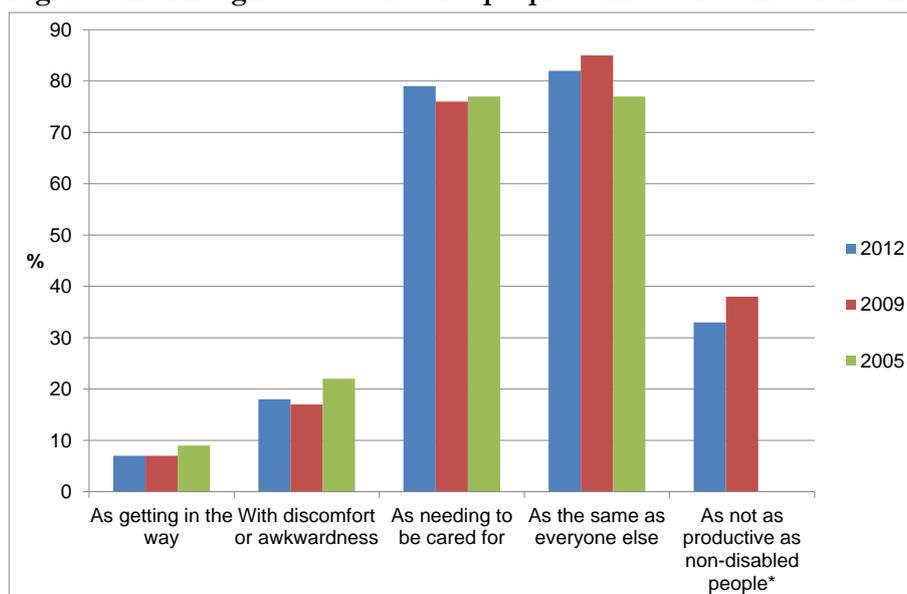
Note: $n=1,914$

Comparing earlier responses to this question (see Figure 6-12),¹⁰⁵ since 2005, there has been some small changes. However, it is unlikely that most of these will be statistically significant at the 95% confidence level:

- A two percentage point decrease in people stating that most or some of the time they feel that disabled people get in the way;
- A reduction in the percentage of people stating that they think about disabled people with discomfort of awkwardness most or some of the time since 2005; however, there was a slightly increase between 2009 and 2012; and
- An increase in the percentage of people reporting that they thought about disabled people as the same as everyone less most or some of the time between 2005 and 2009; however, this has since fallen back slightly from 85% in 2009 to 82% in 2012.

¹⁰⁴ Taken from Self Completion Questionnaire B and C, % calculated on size of sample asked (1,905)

¹⁰⁵ Wording varies in the 2009 and 2005 reporting of results from 'not as productive' to 'less productive'.

Figure 6-12: Thoughts about disabled people – ‘most’ or ‘some’ of the time (by year)

Source: British Social Attitudes Survey, NatCen Social Research (2012) and Office for Disability Issues, Evidence from the British Social Attitudes Survey (2009)

Note: * No data for 2005 as question was introduced for the first time in 2009.

There was little variation in the extent to which disabled and non-disabled people thought about people with a disability, the main variation was a high proportion of people with a disability who stated that disabled people needed to be cared for, ‘most of the time’ (see Figure 6-13).

Figure 6-13: Thoughts about disabled people by disability status

	Most of the time	Some of the time	Hardly ever	Never	No answer
As getting in the way %					
Disability	1	6	18	66	9
Non disability	1	6	19	69	5
With discomfort and awkwardness %					
Disability	1	14	22	52	11
Non disability	2	17	24	52	5
As needing to be cared for %					
Disability	25	49	10	9	7
Non disability	17	64	9	8	3
As the same as everyone else %					
Disability	49	30	6	8	6
Non disability	46	38	8	6	3
As not as productive as non-disabled people %					
Disability	5	30	19	35	11
Non disability	4	28	27	36	5

Source: British Social Attitudes Survey, NatCen Social Research (2012)

Note: n=1,915

(i) Other research on public attitudes and perceptions

Prior to the Games, the disability charity Scope commissioned a piece of research among disabled people to test out their views on the potential of the Games for changing public attitudes. This research (dated August 2012) found that 62% of disabled people and their families believed the Paralympics could improve attitudes towards disabled people. Other research conducted by Scope found that 67% of the general public would watch the Paralympic Games (up from 48% in a prior study before the Olympics). The research also indicated that disabled people felt greater visibility of disabled people (ie on TV) and improved attitudes towards disability: and as such Paralympics presented “*a unique opportunity*”.¹⁰⁶

An online poll undertaken by Ipsos MORI in September 2012¹⁰⁷ found that eight in ten (81%) of those surveyed felt that the London 2012 Paralympic Games has had a positive effect (either very or slightly) on the way disabled people are viewed by the British public and 75% reported that the Paralympic Games had a positive impact on the way Britain is viewed by the rest of the world. The poll also found that three in four Britons (76%) thought the Paralympic Games had a positive effect on the mood of the British public (86% said the same about the Olympic Games in a similar poll undertaken in August 2012).

The Department for Work and Pensions (DWP) commissioned some Games-related questions in five waves of the Office for National Statistics (ONS) Opinions and Lifestyle Survey from November 2012 to March 2013. Respondents were asked whether they personally tend to think of disabled people in general as the same as everyone else. In the November wave of the survey, just under three-quarters of respondents (74%) reported that they tended to think of disabled people as the same as everyone else ‘most of the time.’ In the December wave of the survey, this had fallen to 70%. Response options changed in the January wave of the survey to include an ‘all of the time’ option. In January and February 77% reported that they tended to think of disabled people as the same as everyone else ‘all of the time’ or ‘most of the time’ with this the case for 76% in the March wave of the survey. The proportion indicating they ‘never’ thought of disabled people as the same as everyone else ranged from 3% to 6% over this time period.

Figure 6-14: Do you personally tend to think of disabled people in general as the same as everyone else?

	Nov %	Dec %	Jan %	Feb %	March %
All of the time	n/a	n/a	45	44	40
Most of the time	74	70	32	33	36
Some of the time	15	21	15	14	14
Hardly ever	4	4	4	3	4
Never	6	3	3	4	5
Don't know/refused	1	2	2	2	2

Source: ONS *Opinions and Lifestyle Survey*

Note: The "All of the time" response option was only included from January onwards

When asked, ‘Would you say that the 2012 Paralympic Games have caused you to have a more positive view of disabled people, a more negative view of disabled people, or have your views remained the same?’ around a quarter of respondents in each wave of the survey stated that the 2012 Paralympic Games had caused them to have a ‘much more positive view’ of disabled people. A further quarter responded that it had resulted in them having a ‘more positive view.’ Just under half of respondents reported that their view had stayed the same. (see Figure 6-15).

¹⁰⁶ Source: Scope (2012) <http://www.scope.org.uk/news/paralympic-attitudes>

¹⁰⁷ See <http://www.ipsos-mori.com/researchpublications/researcharchive/3038/Superhuman-Paralympians-change-view-of-the-disabled.aspx>

Figure 6-15: Views of Disabled People and the 2012 Paralympic Games

	Nov %	Dec %	Jan %	Feb %	March %
A much more positive view	27	26	25	23	25
A more positive view	27	26	25	28	29
My view has remained the same	46	47	47	48	44
A more negative view	0	0	0	0	0
A much more negative view	0.	0	0	0	0
Don't know/refused	0	1	2	1	1

Source: ONS *Opinions and Lifestyle Survey*

The Legacy Trust UK commissioned research among young people to explore attitudes. This research found that young people's attitudes to disability seem to have been influenced by the 2012 Games. 70% of young people surveyed by Nielsen were inspired by Paralympians and identified with them as role models. A similar proportion reported they felt there had been a positive impact on attitudes in society more generally¹⁰⁸.

(ii) Media perceptions study

A media impact study, commissioned by the meta evaluation team, was conducted by experts at Lancaster University.¹⁰⁹ The study used a content analysis methodology to explore very large collections of news reportage in order to discover whether hosting the Games had any reputational implications for the UK. The study covered approximately 13 billion words of general English from 2008 and 2012, 93 million words of UK national newspaper reporting and 35 million words of global press reporting. Amongst other issues, the study explored the impact the Games had on the reporting and representation of disability. The conclusions drawn by the authors can be accepted with a high degree of confidence based on a very large base of evidence. Results were tested at a high degree of statistical significance well beyond the 99.9% confidence level. This helps to strengthen confidence in the findings – they were highly unlikely to be due either to chance or to distorting effects produced by a handful of atypical examples.

Overall the study found that in the UK press there is now an increased use of preferred (or accepted) terms for referring to disabled people (ie the study included terms like person with a disability, disabled, wheelchair user, wheelchair-user, uses a wheelchair), while the use of so called 'dispreferred' (or unacceptable) ways of referring to such people (e.g. handicapped, confined to a wheelchair), is in sharp decline (see Figure 6-16 and Figure 6-17). Specifically, the 2012 data has the largest overall frequency of preferred terms by a significant margin compared to all other years studied (2005-2011). This indicates a major shift in the discourse surrounding disability in the year of the Paralympics. There was also a significant decline of the use of dispreferred terms that indicated a greater awareness in usage of terminology about disability in the year of the Paralympics.

Figure 6-16: Frequency of *preferred* terms by year, expressed by frequency/ million words in category

Year	Disabled	Wheelchair user	Uses wheelchair	Person with a disability
2005	1,187.18	12.89	4.41	1.70
2006	1,132.02	10.96	5.48	0.51
2007	1,225.65	16.62	6.89	1.24
2008	1,214.70	13.66	8.34	0.89
2009	1,101.83	9.72	7.01	0.80
2010	1,172.14	13.65	8.53	0.16
2011	1,250.49	11.06	6.72	0.40
2012	1,504.82	18.35	9.44	1.16
Average	1,233.6	13.36	7.1	0.85

Source: *London 2012 Games Media Impact Study (2013)*

¹⁰⁸ Legacy Trust UK (2013) *Have we Inspired a Generation?*

¹⁰⁹ Tony McEnergy, Amanda Potts and Richard Xiao (2013) *London 2012 Games Media Impact Study*

Figure 6-17: Frequency of *dispreferred* terms by year, expressed by frequency/ million words in category

Year	Crippled	Handicapped	Cripple	Wheelchair bound	Confined to a wheelchair
2005	233.03	184.52	78.01	71.57	29.51
2006	203.11	182.73	76.04	70.04	29.63
2007	213.17	157.49	72.65	65.05	34.29
2008	245.46	149.33	82.82	58.70	29.62
2009	254.71	138.74	71.20	58.14	29.15
2010	246.55	138.32	74.74	57.53	26.67
2011	230.24	131.06	74.74	57.82	21.07
2012	161.52	93.37	45.11	56.43	24.25
Average	223.47	146.95	72.04	61.91	28.02

Source: Tony McEnergy, Amanda Potts and Richard Xiao (2013) *London 2012 Games Media Impact Study*

Further, in 2012, the year of the Paralympics, uses of terms about disabled people which define people solely on their disability dropped significantly in the UK media, which the authors suggest indicated a UK media consensus that such use is disempowering and undemocratic. The authors also found that in the UK press reporting around the Games, differently abled people were represented as leading a more active part of society. Furthermore, British English, when compared to American English, seems to be 'leading the way' in the progressive discussion of disability.¹¹⁰ The authors note that:

...Constructions appear to have been in a slow but steady state of shift between 2005 and 2011, experiencing extreme changes in 2012 to coincide with the Paralympics. The use of terms such as disabled and crippled to construct disability as central to identity (e.g. the disabled) has declined rapidly. This dovetails with an increasing frequency of attributive use (e.g. disabled people), which constructs disability as one characteristic of a much larger identity - a much more empowering discourse.¹¹¹

(iii) Additionality

The staging of the Paralympic Games has been used as a mechanism to engage with the public and provide an opportunity to increase awareness and understanding of disability. It is extremely unlikely that this activity would have taken place at a comparable scale and intensity had London not been chosen to host the 2012 Games, suggesting a high level of additionality.

(iv) Stakeholder views

A number of stakeholders were consulted to obtain their reflections on the evidence regarding the legacy of a change in public attitudes towards disability, including a number of charities representing disabled people and disabled groups.

The general agreement amongst stakeholders was that prior to the Games there had been what was broadly described as a '*general hardening*' of public attitudes towards disabled people, particularly linked to negative press coverage which used rhetoric around benefits uptake and benefits misuse and mis-claiming among disabled people. This perception was based on feedback received directly from disabled people, stakeholder organisations and charities representing disabled people, and also based on independently conducted research commissioned by stakeholder organisations.¹¹² For example Scope commissioned a ComRes poll (Scope, 2012)¹¹³, which showed that almost half of disabled people (46%) thought attitudes towards them had got worse in the last year. This included an increase in low level hostility, name calling, unhelpfulness, aggression etc.

¹¹⁰ Tony McEnergy, Amanda Potts and Richard Xiao (2013) *London 2012 Games Media Impact Study*

¹¹¹ Tony McEnergy, Amanda Potts and Richard Xiao (2013) *Olympics Impact Media Study*

¹¹² Source: Stakeholder feedback

¹¹³ Scope (2012) <http://www.scope.org.uk/news/paralympic-attitudes>

Stakeholders generally agreed that the Paralympic Games in particular were a unique opportunity to change the way people think about disabled people. During Games-time disability charities undertook a lot of engagement with the media and awareness raising activities to try to maximise this opportunity. For instance, over a 6-week period during Games time, Scope participated in more than 150 media interviews on what life is like for disabled people. They reported that this provided a level of access to, and coverage in, media outlets which was unprecedented.

Stakeholders widely agreed that the Channel 4 and wider press coverage of the Paralympics was effective in promoting more positive images of disabled people and in positively influencing public attitudes during Games-time. One stakeholder commented:

This was a never before seen opportunity to find out what it's like to be disabled and to test out having that open space to talk about disability. Channel 4 gave everyone room to talk - they didn't shy away from it. For example programmes like 'The Last Leg' really gave space to talk about disability. As well as incredible sporting achievements people got to find out what life was like for Paralympians (and other disabled people too) and thanks to shows like the Last Leg we also had an atmosphere where we could talk more openly about disability. This climate of openness was vital.
(Stakeholder)

However, stakeholders broadly agreed that the improvement in attitudes was at risk of being a relatively short-term improvement and that developments and press coverage since the end of the Games, especially in the first months of 2013 around the context of benefit reform, had affected the improvements felt during Games-time. This view was largely qualitative, but also research evidence commissioned by Scope provided some detail. A survey conducted in December 2012 showed that:

72% of disabled people think that the Paralympics have had a positive impact on attitudes. 20% say it's changed the way people talk to them and 20% say it's made people more aware of their needs. However, 54% say they still experience discrimination on a regular basis with 84% of disabled people saying people patronise them and 63.5% saying they have experienced people refusing to make adjustments or do things differently.¹¹⁴

Generally this data indicated some level of improvement in awareness but remaining issues around how the public responds to and view disabled people. Stakeholders commented that *"For us what this shows is that the Paralympics were a break-through moment. But it takes longer than a fortnight to change attitudes. We should be asking what we can do to build on it and keep it going."*
(Stakeholder)

A further concern was that the Paralympic coverage might affect public perceptions in suggesting that all disabled people were capable of becoming Olympic athletes. It was felt that the coverage of the Channel 4 superhuman campaign might have polarised coverage of, and attitudes towards disabled people, meaning the public might as a result perceive disabled people as super athletes or as 'benefits scroungers' and that actually the majority of disabled people were neither. Stakeholders were also concerned that the coverage might have raised expectations about disabled people's needs:

It's all great but it may give the public the impression that disabled people can do it all and don't need help any more. Some disabled people still need high levels of care, social care and support to help with independent living etc. and to get out of bed in morning. The message needs to be: don't turn your back on us; we can't all be Paralympians! (Stakeholder)

¹¹⁴ Scope (2012) <http://www.scope.org.uk/news/paralympics-poll>

Stakeholders commented that embedding coverage of disabled people in media coverage going forward, for example in Channel 4's and other media outlets' coverage, will be vital in sustaining any legacy of improved attitudes. Channel 4's attempts to do this through further programmes, such as the follow up series of *The Last Leg* in March 2013, demonstrate a commitment from the broadcaster to do this.

(v) Channel 4 research

Channel 4 commissioned a set of qualitative and quantitative research to assess the impacts of coverage on people's attitudes towards disability sport and disabled people more generally¹¹⁵. Qualitative data shows a "*clear shift amongst audiences from focussing on athlete's disabilities to sporting excellence in the Games*".¹¹⁶ Survey data showed that 69% of viewers watching the 2012 Games said it was the first time they had made an effort to watch the Paralympics. Two thirds (65%) claimed they watched more than they intended. Taken together, this evidence indicates that the 2012 Games attracted new viewers to Paralympic sport and retained them for longer.

In terms of effects on attitudes, 83% of viewers surveyed agreed that Channel 4's coverage of the Paralympics will improve society's perceptions of disabled people and 64% said they felt more positive towards disabled people as a result of watching the coverage of the Paralympics.

A poll conducted by BDRC Continental and YouGov showed that 80% of people enjoyed having disabled reporters present the Games and almost three quarters said they liked the matter of fact discussions around disabilities.¹¹⁷

6.4 Conclusions

Generally, the available evidence shows some improvement in attitudes towards disability in recent years, with a number of measures on the British Social Attitudes Survey improving over the period 2005 to 2012. Qualitative evidence in the build up to the Games showed a high expectation that the Paralympics coverage would positively influence attitudes towards disabled people. Evidence generally suggests an extremely positive effect on public attitudes towards disabled people during Games time. This was in part due to the highly praised Channel 4 coverage and the broad level of interest in the Paralympic coverage leading to a much greater level of coverage of disabled people during that time. Media content analysis shows that use of negatively worded descriptions of disabled people has been decreasing over time and positive terms increasing, and that during Games time there was a peak in the level of coverage of disabled people using positive and empowering terminology.

The legacy of any longer term effect on public attitudes will require further tracking. Data from the British Social Attitudes Survey showed that people's perception about the prejudice faced by disabled people in Britain varied, and the fluctuations do not indicate a pattern either of increasing or decreasing prejudice, but variance from wave to wave. However, over 40% of respondents indicated that they would have a more positive view of disabled people as a result of the Paralympic Games, although the majority felt that their view would remain the same (56.6%).

¹¹⁵ Channel 4 (2013) *The London 2012 Paralympic Games. Brought to you by Channel 4*

¹¹⁶ *Ibid*

¹¹⁷ Channel 4 (2012) <http://www.channel4.com/news/paralympic-games-shifts-attitudes-towards-disabilities>



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