

# Sporting Legacies: Physical Infrastructure

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# Outline of Session

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- Sporting Legacies KT
- Physical Infrastructure CA
  - Capacity building CA
  - Facilitating the sporting legacy CA
- ***OUTPUT***: Actions (cont.)

‘Anyone who has been associated with any project, whether saving the world or a lamington drive, knows that there are six phases.

1. euphoria
2. disenchantment
3. the search for the guilty
4. persecution of the innocent
5. successful completion-- and finally
6. glorification of the uninvolved’

John Huxley 1993

See <http://www.cfr.org/africa/politics-olympics/p16366>

# National and Civic Pride

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- National and civic pride are important components in
  - people's sense of well-being and happiness
  - whether people look after their local area, and
  - effecting levels of community involvement.
- National and civic pride are particularly important in times of economic uncertainty and help to reinforce people's resilience. They can also help promote Brazil and its cities on the world stage and can encourage overseas visitors and businesses

# Culture

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- Improve the perception of Brazil as an innovative & creative nation
- Increase engagement through new artistic, cultural and creative experiences
- Enhance people's learning and understanding and celebration of Brazilian and other countries' cultures.
- Cultural engagement is important as it impacts positively on general wellbeing and helps to reinforce resilience in difficult times.
- Individuals and communities can be encouraged to get involved in cultural activities, try something new and to develop and enhance networks regionally, nationally and internationally
- Increased cultural activity stimulated by the upcoming sport events can benefit participants and spectators, and practitioners and the creative industries.

Headline Indicators	Scotland	Glasgow	East End	Source
<b>INTERMEDIATE OUTCOME: Improve the perception of Scotland as a creative nation, producing world class cultural experiences</b>				
<b>C1: Perception of Scotland internationally - culture (includes sporting excellence)</b>	✓	X	X	NBI
<b>C2: Message trending in the social media about the Games (volume and proportion of positive, negative and neutral messages)</b>	✓	✓	X	TBD
<b>C3: Memory of the event - proportion of the population who retain a positive memory of the Games</b>	✓	✓	X	Omni
<b>C4: Visits by overseas and UK Tourists (trips and expenditure)</b>	✓	✓	X	IPS/GBTS
<b>INTERMEDIATE OUTCOME: Increase engagement through new artistic, cultural and creative experiences</b>				
<b>C5: Level of public engagement in Scotland with the Games</b>	✓	✓	✓	SHS, GHS, Omni, GW
<b>C6: Cultural engagement in Scotland among adults and young people (attendance and participation)</b>	✓	✓	X	SHS/ Omni
<b>C7: GVA - creative industries</b>	✓	✓	X	ABS
<b>C8: Employment - creative industries</b>	✓	✓	X	BRES
<b>INTERMEDIATE OUTCOME: Enhance young people's learning and everyone's understanding and celebration of our and other countries' cultures</b>				
<b>C9: National and civic pride following the commonwealth games among adults and young people</b>	✓	✓	✓	Omni
<b>C10: Understanding and celebration of Scottish and other cultures (including the commonwealth) among adults and young people</b>	✓	✓	X	Omni, GHS
<b>C11: Understanding of global citizenship among adults and young people</b>	✓	✓	X	Omni, GHS

✓ available, x not available / appropriate GW – being measured in GoWell study,

Omni - Omnibus Survey, ABS - Annual Business Survey, BRES – Business Register Employment Survey,

SHS- Scottish Household Survey; IPS = International Passenger Survey; GBTS/UKTS=Great Britain Tourist Survey, GHS –

Glasgow Household Survey, NBI - Anholt GfK-Roper Nations Brand Index, TBD - To be decided, ✓ Available X Not available

# Connected

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- Limited evidence linking major sporting events and cultural participation and engagement
- Yet almost an equal numbers of people participate in events' cultural programs as their sport events
- One process which can lead to increased participation is the “festival effect”, which involves celebration and generation of a community spirit, which translates into a desire to participate in some way. (Weed et al., 2009)
- some evidence of increases in enthusiasm and perceptions of strengthened community before and immediately after major sport events.

**Table 1**  
**Olympic scorecard**

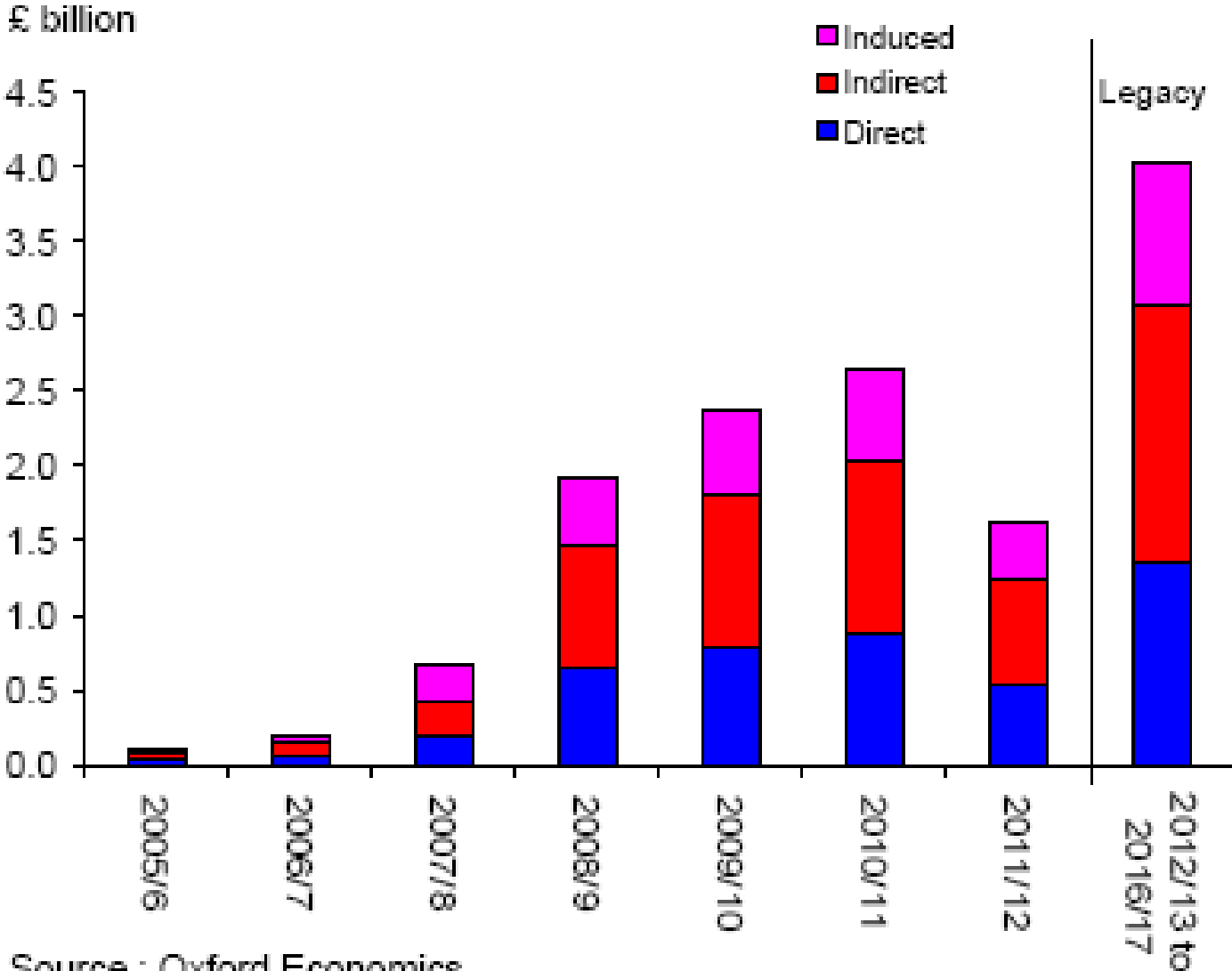
	<b>Year and host city</b>			
	<b>1992 Barcelona</b>	<b>1996 Atlanta</b>	<b>2000 Sydney</b>	<b>2004 Athens</b>
<b>'Strap line' aspiration</b>	Regeneration Games	Centennial Games	Green Games	Refreshing the Olympic ideals
<b>Urban renewal</b>	(+)	(-)	(+)	(+)
<b>Environment</b>	Slight (+)	Slight (+)	(+)	(-)
<b>City economy</b>	(+)	(+)	(+)	(-)
<b>Tourism</b>	(+)	Slight (+)		
<b>Sports and community participation</b>	(-)	(-)	(-)	(-)
<b>Disability awareness</b>	(0)	(0)	(+)	(0)
<b>Employment</b>	(+)		Slight (+)	
<b>Skills</b>	(0)	(0)	(0)	(0)
<b>Overall ranking</b>	<b>Very positive</b>	<b>Fair</b>	<b>Positive</b>	<b>Fair</b>

(+) indicates a positive effect, (-) a detrimental effect, and (0) no measurable difference – blanks denote insufficient information

Information adapted from London Assembly, 2007 – scorecard system based on work reported in *Sustainable Olympic Design and Urban Development*<sup>3</sup> (p.184)



# Chart 2.2: Direct, indirect, and induced contribution to GDP by Games-related construction projects



Source : Oxford Economics

# Physical Infrastructure

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## → One of the key potential legacies!

- underpins capacity building – both elite & mass participation
- typically elite focus!
- claims generally overstated
- estimated that 2012 Games will contribute £16.5 billion to UK GDP over 12 years - 82% of which expected from pre-Games & legacy construction activity

## → White elephant syndrome

- past Olympic venues are better known for steady stream of tourists rather than as locations for sporting activity

# Regeneration

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- Provision of 3,850 new affordable homes as physical legacy of 2012 likely to deliver other benefits
  - better health, fewer lost working days, lower health costs & reduced crime costs - £50 to £130 million per annum
- Proposed parkland elements of 2012 legacy estimated to have capital value of nearly £500 million

# Physical Infrastructure

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## → Issues:

- tendency to replace rather than building on existing resources
- lack of clear communication between local officials & residents
- lack of acknowledgement of different relative positions of stakeholders, leading to sense of powerlessness among residents

# Physical Infrastructure

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- Potential problem of long-term use of event infrastructure, often referred to as problem of ‘White Elephants’, highlights a number of strategic issues:
- Insufficient long-term plans for legacy, instead it was assumed that legacy would happen naturally
  - Lack of coordination between public and private sectors
  - Too much focus on the inner city with insufficient integration with wider areas
  - Permanent buildings that were too large for everyday use

# Infrastructure Approaches

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## High quality environments (Glasgow)

### → Community Sports Hubs (CSHs).

- based in local facilities including sport centres, community centres, club pavilions, the natural environment & schools
- aim to bring local people together & provide home for local clubs
- each CSH will focus on long-term needs of the local community in which it is based

→ Also a £10m Legacy 2014 Active Places Fund to improve 59 community facilities for sport and physical activity

# Infrastructure Approaches

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- Drop in Government grants in UK one factor in loss of council-run leisure services – post 2012
- 99 of 276 (36%) English councils forced to close leisure facilities to reduce costs
- In Wales, 8 of 20 councils (40%) and for Northern Ireland 4 of 24 councils (17%) are cutting sports provision
- Almost a quarter of councils across the UK had cut opening hours for sports centres

# Infrastructure Approaches

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- UK councils and sports clubs exploring wide range of strategies to rising participation:
  - Working in partnership with other councils, clubs, schools, public bodies, business, and volunteer and charity groups
  - Linking organisations to deliver services and achieve shared goals, eg relocating adult day care services into sports and leisure centres
  - Like CSH approach – collaboration is a key to capacity building!



# LEGACY PROJECT ACTION PLAN

Name

Organisation

Project Title

Legacy Objectives	Actions	KPIs and Target Date	Who (Internal/ External)	Resources Required	Legacy Evaluation Method
1					
2					
3					
4					
5					

# QUESTIONS/DISCUSSION

