

Cities, Universities and the Commonwealth

September 10-11 2013

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Policy Scotland
Research and Knowledge Exchange



University
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Programme

- *Tuesday 10 September 2013*

1. Lunch 1200-1300
2. Welcome & Introduction
1300-1315
3. Session 1 Network
Overview 1315-1500
4. Coffee 1500-1530
5. Session 2 Research Legacy
1530-1730
6. Dinner (Grosvenor Hilton
Hotel) 1900

- *Wednesday 11 September
2013*

1. Coffee 0830-0900
2. Session 3 Conference &
Network Development
0900-1100
3. Coffee 1100-1130
4. Session 4 Lessons,
Conclusions & Next Steps
1130-1230
5. Lunch 1230-1330
6. Optional Bus Tour 1330-
1530

Session 1 Plan

1. Overview of objectives & structure of meeting
2. Legacy network structured break out session
 - *What do we mean by legacy?*
 - *Why is it so hard to achieve or capture?*
 - *What would be the benefits of a regular global legacy network for host cities and HEIs?*
 - *What do you think should be the principal objectives of such a network?*
 - *What practical questions have to be addressed to establish such a network?*
3. Rapporteur feedback and plenary discussion

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Session 2 Plan

- Scottish Government and City council research
Legacy overview
- 'Go East' presentation & discussion
- Research student panel
- Beginning a discussion on a collaborative
legacy research proposal

Commonwealth Games 2014 Legacy Evaluation

Anita Morrison
Scottish Government

Jane Thompson
Glasgow City Council

Games Legacy Evaluation

- **Led by Scottish Government**, with support and advice from partners on Games Legacy Evaluation Working Group (GLEWG)
- **Design influenced by previous major event evaluations** – including London2012.
- **Ten year, multi-method study across 4 national legacy themes.** Baseline year is 2008.
- **Examines outcomes and impacts at 3 spatial levels:** national, Glasgow and east-end of Glasgow
- **Makes best use of existing data and studies.**
- **Report 1 published in October 2012:**
<http://www.scotland.gov.uk/Publications/2012/10/9710>
- **Assessing legacy website now launched:**
www.scotland.gov.uk/AssessingLegacy2014

Key Challenges....

- **How to define 'legacy'** – very broad, lots of early work with partners to pin down measurement, covers a breadth of policy areas
- **'Counterfactual'** – what would have happened without the Games – very challenging
- Evidence tells us best to **embed legacy activity** in existing strategies and policies.
- Data from many **different sources** and many **different organisations** to build the evidence base - takes effort and resources

Principal Research Questions

- Has there been a change in **sport participation & physical activity**? Have legacy programmes contributed to change?
- What has the effect of the Games been on **business, employment and volunteering**? Have legacy programmes contributed to change?
- What is the **effect of the Games on the lives of the local community** in the area of Glasgow's east end most directly affected by the investment?
- Has there been a change in **cultural engagement**? Have legacy programmes contributed to change?
- Has there been a change in **civic pride** and/or **international reputation**?
- Is there a **partnership legacy**? (cross-cutting)

Active

Flourishing

Sustainable

Connected

Evaluation Methods

- Tracking **outcome indicators** across the 4 national themes 2008-2019
- **Economic assessment** (Event and legacy contributions, pre- and post-Games)
- **Monitoring and evaluation of key legacy programmes** (SG at national level; GCC at Glasgow level)
- **Longitudinal Community Study** in Glasgow's East End
- **Secondary analysis** of key statistics and surveys

Assessing Legacy 2014

- With colleagues in SG Legacy team, the 'Assessing 2014' website has been developed to report on:
 - outcome indicators across the 4 national themes; **and**
 - the monitoring data from key legacy programmes
 - See www.scotland.gov.uk/AssessingLegacy2014
- Basic information on each of the 44 national legacy programmes is now live on the website
- Monitoring and evaluation data will be added as it becomes available:
 - Will be updated twice per year; next update Nov 2013.
 - *This is after publication of Scottish Household Survey, Scottish Health Survey, and key business survey data.*

Tentative plans for reporting

- Pre-Games Report in May 2014
- First legacy report in autumn 2015
- Interim Legacy Report in 2017
- Final Legacy Report in 2019

Glasgow 2014 Legacy Framework



GCC Evaluation Works Streams



- **W1:** Outcome indicator tracking
(Manchester, Liverpool, London Host Boroughs)
- **W2:** Monitoring and evaluation (self-assessments (EFQM), external evaluations and project monitoring data)
- **W3:** Academic research / 2014 Research Partnership
(Dr Robert Rogerson)
- **W4:** Economic modelling and assessment

2014 Research Partnership



Partners:

- Glasgow City Council and Glasgow Life
- University of Glasgow, University of Strathclyde, Glasgow Caledonian University

Aims:

- Collate and draw research into the evaluation which meets legacy evaluation needs and addresses research questions
- Steer the programme of academic research in line with the Glasgow 2014 Legacy Evaluation Framework
- Support Glasgow City Council project evaluations

Doctoral Presentations

- Adam Aitkin
- Maureen Kidd
- Anthony Davis
- Olesya Nedvetskaya
- Caitlin Pentifallo

G2014 – The Security Legacy

ESRC/Scottish Government co-Funded PhD

Adam Aitken – a.aitken.2@research.gla.ac.uk

The Security Legacy of SMEs

- Security at sporting mega-events has become an increasingly prominent theme, particularly post 9/11 amidst heightened perceptions of insecurity and risk (Coaffee & Fussey 2011).
- There has been a rapid increase in expenditure on security at SMEs - The Security budget for G2014 is £90 million, which equates to nearly 20% of the overall budget (£524m).
- Most discussions of 'legacy' centre on economic revitalisation, physical regeneration and levels of sport participation – little attention has been given to 'security legacies' – which nonetheless can have significant long-term impacts for the host city and reflect back on the ability to achieve many of the conventional legacy objectives – *sustainability, participation, inclusion*, etc (Giulianotti & Klauser 2009).
- Examples of Security legacies include: Retention of security technologies (Athens 2004), new security practices (Germany 2006), governmental policy and new legislations (London 2012), social transformations and changes in community/police relations (Tokyo 1964 & Seoul 1988) & urban redevelopment incorporating 'Secured by Design' principles (Glasgow 2014).

Aims

- *“Whilst some studies address the community impacts of hosting Olympic sized events, very few consider their security infrastructures and there are none that examine the social impact of these security operations.” (Coaffee & Fussey et al, 2011:4)*
- To identify the security legacy of G2014 in the East-End, outlining its governance arrangements, security strategies and associated regeneration projects.
- To understand the meaning and experiences that local residents attach to the security legacy and differential effects on behaviours, values & perceptions, use of public/private space and leisure facilities.

Methods

- Preliminary - Semi-Structured interviews with professional representatives from some of the key stakeholder organisations and its security apparatus.
- Longitudinal (before, during & after) - Focus groups with local community members – implementing interactive approaches such as photo documentation and participatory mapping.
- Questionnaire survey data (primary and secondary).

References

- *Bennett, C.J & Haggerty, K. D. (eds.) (2011) 'Security Games: Surveillance and Control at Mega-Events'. Oxon: Routledge*
- *Fussey, P., Coaffee, J., Armstrong, G., and Hobbs, D. (2011) 'Securing and Sustaining the Olympic City: Reconfiguring London for 2012 and Beyond'. Farnham: Ashgate*
- *Giuliannoti, R. & Klauser, F. (2010) 'Security Governance of Mega-Events: Towards an Interdisciplinary Research Agenda', Journal of Sport and Social Issues, Vol 34, pp.49-61*
- *'Glasgow 2014 Commonwealth Games security cost up 200%', <http://www.bbc.co.uk/news/uk-scotland-glasgow-west-20769485>*



**Maureen Kidd
PhD Research Student
Urban Studies
10 Sept 2013**

Legacy Timeline

1896 to 1960s
Sporting Legacy

1960s to 1980
**Introduction of non-sporting
components**

1980 to 2000
'Big Business'
Urban renewal and marketing of place

2000 to present
'Codification' of legacy
Focus on people

PhD Research Title

“Expanding Horizons? Investigating the 2014 Commonwealth Games Legacy for Young People in the East End of Glasgow”.



Why 'Young People'?

- Essence of legacy is about leaving something behind for the 'next' or 'future' generation.
- Youth is source of adult hopes ('breaking the cycle') and fears ('youth in crisis').
- Youth regarded as critical stage in life course which determines future life trajectory ('your life in front of you; 'the world is your oyster').

Why 'Expanded Horizons'?

- Broadening of horizons improves life chances of young people, especially for those living in disadvantaged communities.
- 'Who you know' and 'where you live' determine 'where you get to' in life.
- Evidence of aspiration-attainment gap due to financial and social obstacles.



A legacy in the balance?

Young people in the East End are well placed to benefit from **opportunities** from hosting of 2014 Games

but

extent to which they do will depend on structural and individual **constraints**



Research Questions: Themes

- **Attitudes** towards hosting of the Glasgow 2014 Games in their local area.
- Planned and actual **engagement** in 2014-related activities.
- Changes in **social** and **spatial horizons**.
- Impact on **aspirations** and perceived pathways.
- **Contextual** influence of living in a deprived area.

Research Methodology

- Qualitative strategy
- 1:1 interviews and focus groups
- Recruitment of 20 young people in two schools in East End
- Young people in last year of compulsory education, equivalent to S4
- Pre-and post the 2014 Games event.



Update on Progress



- Literature review
- College ethical approval
- Glasgow City Council approval to approach Head Teachers of East End schools

- Negotiation around access to schools
- Sample recruitment
- Interviews and focus groups
- Analysis and writing up of findings

And, finally....



Assessing the impact of hosting mega sporting events on the growth of elite athletes and of increased physical activity by the general population, and the mediating effect of higher education.

Cities Universities and the Commonwealth Workshop

Presentation by: Anthony Davis 2nd year PhD researcher

School of Education University of Glasgow

Email: a.davis.1@research.gla.ac.uk

Choice of Topic

- ❖ The traditional concept of legacy from mega events such as the Olympics, Commonwealth Games and Summer Universiade often focused on tangibles such as infrastructure, economics, and intangibles such as enhanced image & civic pride.
- ❖ However my involvement in sports fostered my interest to explore if hosting mega games facilitated the development of elite athletes, in what way it may have motivated the general population into increased physical activities, and as a university employee what role does educational institutions play in planning, executing and monitoring of legacy programmes.

Significance of the research

- ❖ The research will review legacy programmes and evaluate the effectiveness of implementation.
- ❖ Identify factors that promote or impede the creation of elite athletes.
- ❖ Investigate if there is increased participation in physical activities by the general population.
- ❖ Investigate the mediating role of educational institutions in the development and implementation of legacies programmes.

Cities of interest for data collection

“Grounded theory is used to explain the social phenomena and the resources that are required to support social processes, the natural setting where the phenomena studied takes place to examine and understand the social construction”.

Popi Sotiriadou and David Shilbury(2010)

Cities of interest are:

- ❖ Sheffield site of the World University Games 1991.
- ❖ Manchester site of the Commonwealth Games 2002.
- ❖ London site of the Olympics 2012.
- ❖ Glasgow site of the Commonwealth Games 2014.

Methodology

“The fact that qualitative and quantitative approaches each have unique strengths, as well as limitations, has led many researchers to favour what is called mixed method studies, studies that explicitly aim to gather both qualitative and quantitative data on a topic of interest” (Creswell & Clark, 2006) - method which offers significantly more advantages.

Data collection will include but not limited to:

Semi-structured interviews approximate 60 minutes. Pilot presently being conducted in Glasgow. Data analysis includes transcribing of interview recordings and identifying common themes by thematic analysis. In addition to reviewing secondary data.

Source of Data

This research involves interviews with stakeholders from:

- ❖ The local organizing committees.
- ❖ Government/quasi government agencies responsible for sports, recreation & health.
- ❖ Coaches of elite athletes.
- ❖ Elite athletes.
- ❖ Universities.
- ❖ Secondary data will also be sourced from the above organizations.

Conclusion

- ❖ Possible benefits to be gained from the research lies in identifying supporting data to confirm or dispute claims that major international sporting events leave a legacy.
- ❖ Brazilian anger against the cost of staging the World Cup could undermine the argument that host countries benefit from sporting mega-events as they become too big for most countries to handle. (Reuters June 25, 2013)



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London 2012 Volunteering Programme as a Legacy for Local Communities?

By Olesya Nedvetskaya
School of Education
College of Social Sciences



Aim of the research:

To understand how and to what extent through Games-related volunteering experience, people of different age, gender, ethnic and socio-economic backgrounds are taking up an opportunity to advance their learning and development, widen the prospects of employment, further education and volunteering, thereby contributing to lifelong learning, social inclusion, active citizenship and overall personal well-being.

Research Questions

Personal level:

- ✓ Who volunteered for the Games? (socio-economic profile of volunteers etc)
- ✓ What were their expectations, motivations and barriers to volunteering?
- ✓ What were their experiences with LOCOG?
- ✓ What did volunteers learn and how? (the type of knowledge, skills, attitudes, values)
- ✓ How did they change personally (self-identity, behavior etc.)?
- ✓ To what degree do they transfer their experience to other settings outside the Games?

Organizational level:

- ✓ What was the strategy and the main goal of the Volunteering Programme?
- ✓ How volunteers were identified, recruited, selected and assigned their roles?
- ✓ What was the purpose of the training and how was it delivered?
- ✓ What rules and procedures were in place to support, motivate, develop and retain volunteers?
- ✓ How was the Programme monitored and evaluated?

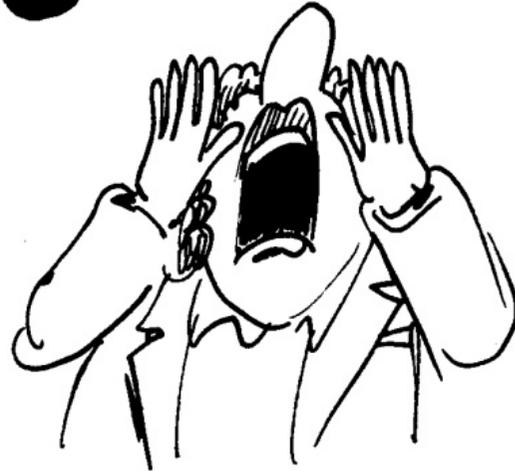
Policy level:

- ✓ How the Volunteering Programme was connected to overall London 2012 Games Legacy strategy and wider Government priorities?
- ✓ How this affected the content and delivery methods of the programme and overall impact on volunteers?
- ✓ What plans and procedures are in place to ensure volunteering legacy from London 2012?

Methods used:

- ✓ On-line survey (over 100 questions) - pre/during/post Games (30 % response rate)
- ✓ In-depth semi-structured interviews
 - with volunteers (16 total) - pre/post Games (14 months apart)
 - with managers (5 total) - post Games
- ✓ Participant observation (during London 2012 Games)

Volunteers!



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Session 3 Plan

1. Recap on progress so far
2. Overview of conference proposal
3. Structured breakout session to discuss:
 - *What should be the objectives of the inaugural conference in the Autumn of 2014? How can a regular event (how regular?) support and enhance local and global dimensions of legacy and relevant research and evaluation?*
 - *What would be the most appropriate structure and agenda for the event? Who is the target audience?*
 - *What are the primary practical challenges to the successful establishing of the network and regular associated events?*
 - *What are the critical success factors required to make this initiative sustainable?*
4. Rapporteur Feedback and plenary discussion

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Session 4 plan

- Open discussion themed around the following questions:
 1. *What have we learnt about legacy in mega events so far (i.e. up to Glasgow)?*
 2. *What would be the group's balanced view about the extent and chances for measurable long term legacy impact from the Glasgow project?*
 3. *What are the key conclusions we should draw from our discussions in this workshop?*
 4. *What are the immediate key actions we need to initiate following the workshop?*
 5. *What organisations and individuals might participate in a small network/conference steering group?*