

Legacy Evaluation and the 2012 Cultural Olympiad

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Measuring Impact and Legacy Evaluation

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Why 'legacy'?

1. Gigantism

2. Accountability

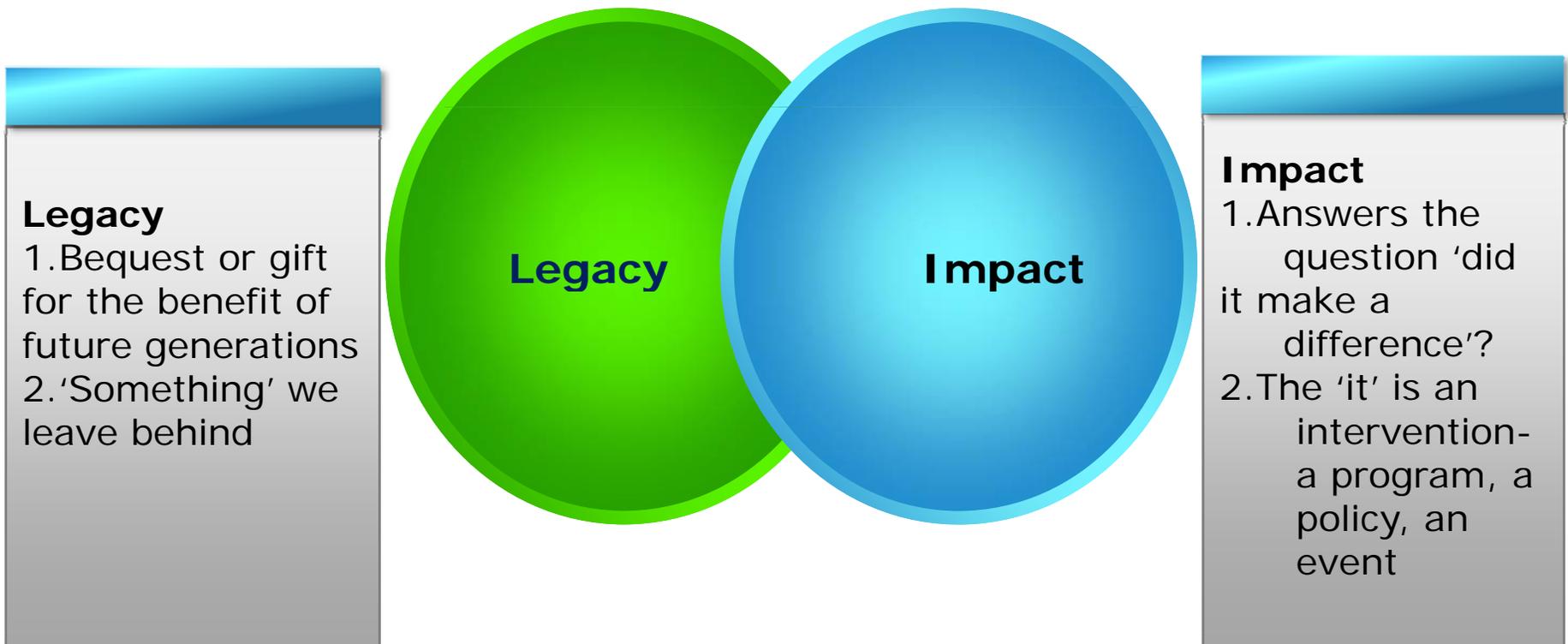
3. Sustainability

IOC and Legacy

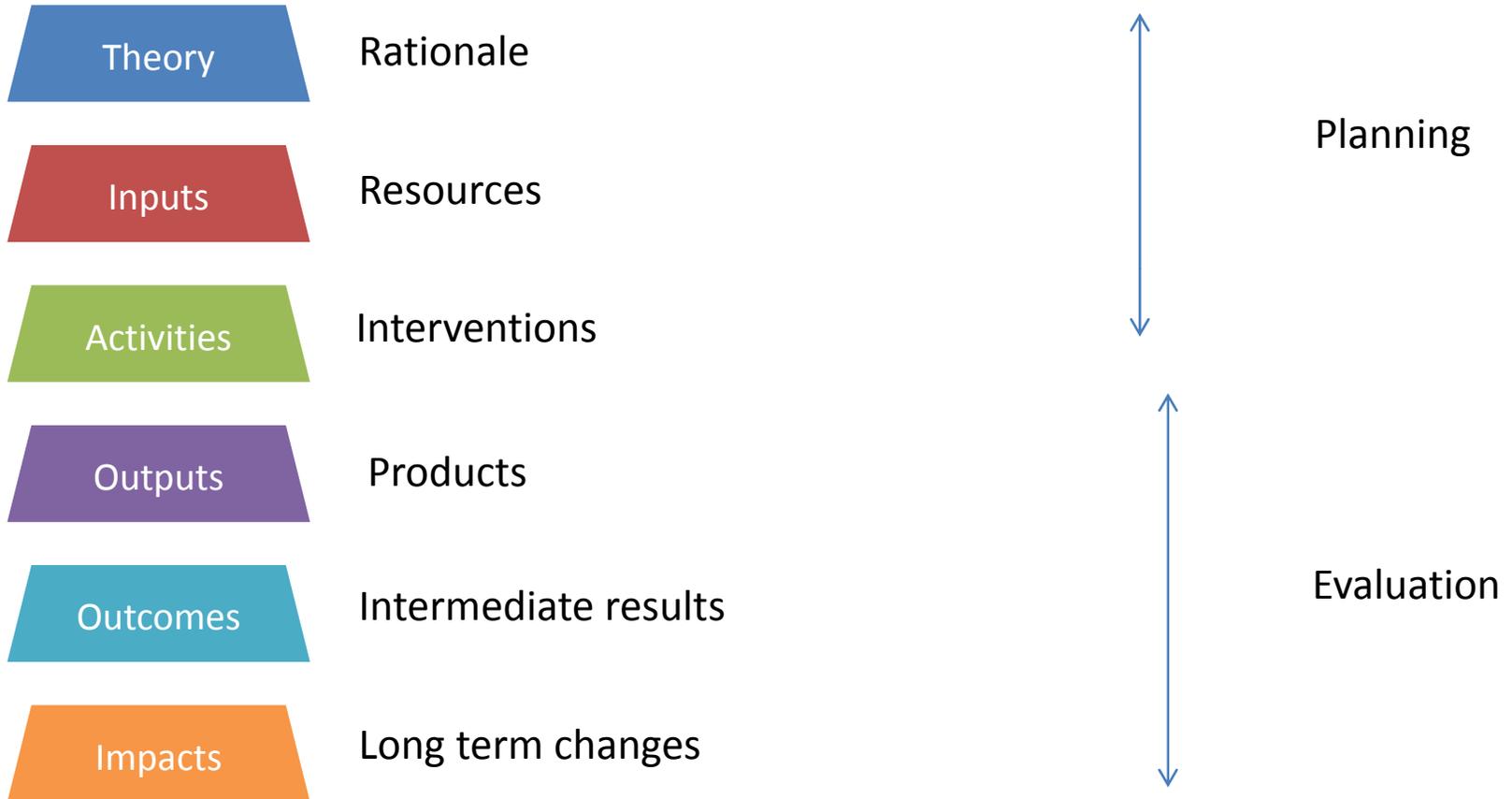
The aspects related to the legacy should be considered from the first steps of the bid process in the organisation of the Games.

The possible long-term effects, the benefits for the community and the possible contribution of each bid to the continuity of the Olympic Movement should be considered as key aspects of the evaluation of bids (JS/OSC, 2003, p 1).

Two concepts



Planning for impact



Meta evaluation overarching questions

What difference did the Olympics make? Did it achieve the intended results? To what degree?

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

Economics: What have been the economic impacts of the Games, particularly in terms of employment and gross value added (GVA)?

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

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

Result areas

Sport	Economic	Social	East London
Participation in competitive school sport	GVA	Cohesion	Land and property values
Participation in sport and physical activity by adults and young people ¹⁶	Employment	Participation in volunteering	Regional GVA
Sustainable sports infrastructure	Inward investment into the UK	Participation in culture	Resident satisfaction
Medals won in major championships	Exports from the UK	Subjective well-being*	Economic structure/profile
Subjective well-being*	Tourism visitor numbers and spend per visitor	Attitudes towards disability*	Unemployment
	Accessible* transport infrastructure	Sustainable* lifestyles	Socio-economic convergence
	Sustainable approaches to construction and event management*		

Note: * Disability, sustainability and well-being are cross-cutting across the four legacy themes

ISSUE 1- Attribution, Causality, Counterfactuals

- **Attribution:** difficulties in distinguishing Games-related impacts from those of other interventions.
- **Causality:** how can one trace impact directly back to the Games?
- **Counterfactuals:** uncertainty about the extent to which evaluations fully explore the counterfactual scenario, ie whether similar interventions and investments would have gone ahead in the absence of the Games (to the same scale, timetable and level of quality)

ISSUE 2- Methodology

- **Aggregation:** being able to aggregate data meaningfully from a range of programme and project evaluations
- **Disaggregation:** the ability to disaggregate specific issues from surveys developed for another purpose
- **Data gaps:** absence of baseline data due to the cancellation of surveys
 - Citizenship Survey
 - PE and School Sport Survey
 - DEFRA's Public Attitudes and Behaviours
 - Place Survey
- **Limits:** logic models (a) unintended consequences including negatives (b) can oversimplify the complexity of interactions
- **Indicators:** though intended results have been identified, indicators to measure the extent to which results have been achieved lack specificity in many cases
- **Consistency and comparability:** in spite of the development of a common framework, policing this may encounter problems and a diversity of evaluation activity may have implications for comparability.
- **Intangibles:** how to measure outcomes and impacts such as civic pride and confidence
- **Displacement:** including this in evaluations ie effects amongst local population
- **Spatial distribution issues:** inclusion of regional findings may be patchy

ISSUE 3- Changes in context

- Changes in government and resulting changes in policy and strategy and the evolving nature of legacy
- Whether economic imperatives effect evaluation activities especially the assessment of long term legacies which will not be apparent until after 2013

ISSUE 4- Strategic added value

- The degree to which lessons learned around partnership working between relevant public, private and third sector organisations is captured. This is important as legacy objectives cannot often be achieved by any one body working alone.

Table 1: Six models of the Cultural Olympiad 1896- 2012 (Scott, C.A., 2009)

No arts component	Arts competition	Arts/culture exhibitions and festivals	4- year Cultural Olympiad	6 annual Cultural Festivals	9 official projects incl Inspire+ 2012 Festival + Legacy UK +festivals and programmes
1896 Athens 1900 Paris 1904 St Louis 1908 London	1912 Stockholm 1916 Berlin 1920 Antwerp 1924 Paris 1928 Amsterdam 1932 Los Angeles 1936 Berlin 1948 London 1952 Helsinki	1956 Melbourne 1960 Rome 1964 Tokyo 1968 Mexico 1972 Munich 1976 Montreal 1980 Moscow 1984 Los Angeles 1988 Seoul	1992 Barcelona 1996 Atlanta 2000 Sydney 2004 Athens	Beijing 2008	London 2012

Changes

1. Economics- evaluation report in Oct 2012, March 2013
2. Scope of the CO as an intervention has changed over time.
 - Started as 10 official delivery partners +Inspire Mark.
 - Then, fewer official delivery partners+ Inspire mark +Festival 2012.
 - Now- London 2012 Festival+ Inspire+ some of the initial delivery partners (SOW, Unlimited, Artists Taking the Lead, Film Nation Shorts, Music 20x12)+ Discovering Places+ the Legacy Trust UK's 16 funded programmes +numerous festivals and commissioned works

Festivals: *Create* in east London, *Lakes Alive* in the Lake District, *Happy Days* Samuel Beckett festival in Enniskillen and *Abandon Normal Devices* in the North West.

Other new programmes: *Big Dance* UK wide; *Busk on the Usk* Newport; *Lakes Alive* Cumbria; *Imove* Yorkshire; *Conflux and their Surge* Festival Scotland; *Human Race* Scotland; *Speed of Light*, Scotland; *Screen Team* East and East Midlands; *Abandon Normal Devices* Manchester & Liverpool; *The Olympic Journey* exhibition (with The Olympic Museum)

Methodology

1. Aggregation: being able to aggregate data meaningfully from a range of programme and project evaluations

Common evaluation reporting format required built into funding

2. Disaggregation: the ability to disaggregate specific issues from surveys developed for another purpose

Taking part: individual well being, community capital building but also new questions tracking on- going cultural participation as the result of CO

Taking Part

1. Do you think that the UK hosting the 2012 Olympic and Paralympic Games has motivated you to do more cultural activities?

Yes

No

Don't know

2. In what ways has the UK hosting the 2012 Olympic and Paralympic Games motivated you to do more cultural activities?

I'm more interested in cultural activities in general

It introduced me to new cultural activities

It encouraged me to participate in cultural activities more often

It encouraged me to participate in new cultural activities

I intend to participate in cultural activities more often

I intend to take up a new cultural activity

Other (specify)

None of these

Figure 6-1: Community engagement and participation summary logic model

Rationale	Objectives	Activity	Outputs	Results	Outcomes/Impacts
<p>Market Failure Interventions focussed on building community cohesion provide improvements in social and human capital which are positive externalities that benefit individuals and society more broadly.</p> <p>Challenge There are significant levels of inequality within the UK in terms of educational attainment, employment and income levels; social exclusion and issues of cohesion also exist in some communities.</p> <p>There are varying rates of participation in volunteering and culture, influenced by a range of factors such as age, disability and access to opportunities, and varying levels of uptake of more sustainable behaviours.</p> <p>Opportunity The 2012 Games provides a unique opportunity to create a lasting legacy of community benefits (and improved well-being) in London and the rest of the UK. This includes community cohesion, social inclusion, education, learning, building active and more sustainable communities and improved attitudes towards disabled people.</p>	<p>To get people setting up their own Games-inspired activities and more people giving time to their communities. Also to create new volunteering opportunities</p>	<p>Volunteering and Community Action</p>	<p>New volunteering opportunities created</p> <p>Volunteers recruited (including young people and hard to reach groups such as low income, BME and disabled)</p> <p>Volunteers accessing training</p> <p>2012-inspired community activities held and participants involved</p>	<p>More organisations, groups and people set up community activities/offer volunteering opportunities</p> <p>Increased opportunities to volunteer (including in the staging of the 2012 Games, and more widely in the community, sports and arts sector), especially for hard to reach groups including disabled people</p> <p>More people volunteer their time</p> <p>Volunteers gain accreditation as a result of completing training</p> <p>Volunteers gain non-accredited skills (communication, team working, organisational etc) and softer outcomes (confidence, self-esteem, feelings of social inclusion)</p> <p>Increased awareness of 2012 Games and its legacy amongst volunteers and the general public (and sense of pride and belonging)</p> <p>Development of improved volunteering infrastructure (facilitating the matching of demand and supply of volunteer time), community infrastructure (e.g. new groups sustained), and sustainable networks</p> <p>Increased public visibility of disabled people undertaking positive activities</p>	<p>Increased participation in volunteering and involvement in community activity, especially amongst hard to reach groups including disabled people</p> <p>Increased happiness/subjective well-being</p> <p>Increased satisfaction with neighbourhoods/local area</p> <p>More cohesive and inclusive communities</p>
	<p>To get more people taking part in cultural activities, including increasing disabled people's participation in culture and removing barriers</p>	<p>Culture</p>	<p>Cultural events, commissions and projects</p> <p>People attending/actively participating in cultural activities (including young people and hard to reach groups such as low income, BME and disabled)</p> <p>Case studies/dissemination outputs celebrating disabled people's arts and cultural achievements</p>	<p>Cultural and creative organisations accessing new commissions/contracts</p> <p>Increased access to cultural opportunities, especially for hard to reach groups including disabled people</p> <p>Increased awareness of 2012 Games and its legacy amongst participants/audiences (and pride and belonging)</p> <p>Increased skills, confidence and self-esteem among participants, including disabled participants</p> <p>Increased aspirations/access to employment opportunities within the cultural sector for participants</p> <p>Increased awareness and appreciation of disabled people's arts and cultural achievements</p> <p>Increased interest in (and demand for) future cultural activity</p>	<p>Increased participation in cultural activity across the UK, including for disabled people</p> <p>Increased happiness/subjective well-being</p> <p>Increased satisfaction with neighbourhoods/local area</p> <p>More cohesive and inclusive communities</p> <p>Growth of cultural and creative sectors (through creation and safeguarding of jobs and GVA)</p>
	<p>To inspire children and young people to aim higher and achieve better outcomes through initiatives inspired by the 2012 Games and the Olympic and Paralympic values</p>	<p>Engaging Children and Young People</p>	<p>Schools and pupils engaged</p> <p>FE/HE sector institutions engaged</p> <p>Development and sharing of resources</p> <p>Scholarships/mentoring provided to hard to reach young people</p>	<p>Increased interest in school/Improved attendance/reduced exclusions amongst participants</p> <p>Higher aspirations and increased commitment to education or employment amongst participants</p> <p>Increased self-esteem and development of other soft skills amongst participants</p> <p>Increased awareness of the 2012 Games and its values amongst participants</p> <p>Increased access to opportunities (such as positive educational/career pathways) for participants</p> <p>Participants entering employment/further education/training</p>	<p>Improved social and economic outcomes for children and young people</p> <p>Improved educational attainment</p> <p>Reduced truancy/absenteeism</p> <p>Increased participation in sport/culture amongst children and young people</p> <p>More cohesive and inclusive communities</p>
	<p>To encourage people to live more sustainably as a result of 2012 Games-inspired activity</p>	<p>Sustainable Living</p>	<p>People engaged with projects</p> <p>Production of resources, tools and events.</p>	<p>Behavioural change amongst participants resulting in reductions in individual resource and energy use and/or development of more sustainable travel patterns</p> <p>Increased awareness of environmental impacts and how to live more sustainably</p>	<p>Reduced energy and resource use by households</p> <p>Reduced household waste production and increased recycling</p> <p>Increased uptake of walking and cycling</p>
	<p>To influence and change attitudes and perceptions of disabled people among the general public, as well as amongst disabled people themselves</p>	<p>Influencing Attitudes Towards Disabled People</p>	<p>Paralympic Games Coverage</p> <p>Spectators attending Paralympic events</p> <p>Positive media articles about Paralympic activity and the involvement of disabled people in the 2012 Games (e.g. in sport, employment, culture, and volunteering)</p> <p>Case studies/guidance/dissemination of disabled people's achievements</p>	<p>Increased audiences for Paralympic events (spectators and viewers)</p> <p>Increase in the accuracy and positivity of reflections on disabled people's experiences and achievements in the media</p> <p>Increased awareness of Paralympics, disability sport and other 2012 activities involving disabled people and their achievements</p>	<p>Increased feelings of pride and well-being amongst disabled people</p> <p>Improvement in attitudes towards disability among the general public</p> <p>Reductions in the barriers to participation in society and the economy for disabled people</p> <p>More cohesive and inclusive communities</p>

Methodology

3. Indicators

Participation figure of 3 million with 500,000 representing new audiences; 300,000 email addresses captured; number of new commissioned works; number of co-productions involving youth organisations; number of new works commissioned with disabled people; number of young people receiving training and employment as the result of CO programmes.

4. Logic model limits: unintended consequences including negatives

CO brand has not resonated or been understood by the general public. Choice of a distributed model of programmes has diffused the brand rather than consolidated it.

Strategic added value

- The degree to which lessons learned around partnership working between relevant public, private and third sector organisations is a potential gap. This is important as legacy objectives cannot often be achieved by any one body working alone.
- *Number of co-productions. Number of new partnerships. Lessons learned for planned collaborations with Glasgow 2014, Londonderry 2013, Rio 2016 (Provision of a Cultural Olympiad blueprint to pass on to the 2016 Games in Rio).*

Attribution, Causality, Counterfactuals

1. Causality: how can one trace direct impact to the Games?
2. Attribution: to what extent did the intervention make the difference?
3. Counterfactuals: would similar interventions and investments would have gone ahead in the absence of the Games?

Taking Part

7.2 per cent of adults reported that the UK winning the bid had motivated them to do more sport or recreational physical activity, **3.9 per cent reported that they were motivated to do more cultural activities** and 5.6 per cent reported that they were motivated to do more voluntary work.

Thank you

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