



DCMS and Podium – Researching and Evaluating the Games Conference (23 Feb)

Call for Papers

Background

The Department for Culture Media and Sport in partnership with Podium are delivering a joint event to encourage and discuss research and evaluation in relation to the London 2012 Games.

DCMS – Meta-Evaluation

The Department for Culture Media and Sport has commissioned a consortium led by Grant Thornton, including Ecorys and Loughborough University, to undertake a comprehensive meta-evaluation of the outputs, outcomes, impacts, benefits, and value for money of investment in the 2012 Games. The meta-evaluation will pull together the results of evaluations of individual legacy programmes, projects and initiatives, and use these along with additional research to evaluate the overall legacy of the Games. It will aim to address overarching questions such as the impact of the Games on the UK economy and on the uptake of sport.

Podium

Podium is the Further and Higher Education Unit for the 2012 Games and has the remit to maximise the involvement of Universities and Colleges with all aspects of the 2012 Games including academic research and evaluation.

The Conference - Themes

The Researching and Evaluating the Games Conference (23 Feb) will serve to bring together academics from institutions across the UK to present on topics that fit within the four main areas of the London 2012 'legacy plan':

- **Sport:** harnessing the UK's passion for sport to increase grass roots participation and competitive sport and to encourage physical activity
- **Economic:** exploiting the opportunities for economic growth offered by hosting the Games;
- **Community Engagement:** promoting engagement and achieving participation across all groups in society through the Games
- **East London regeneration:** ensuring that the Olympic Park can be developed after the Games as one of the principal drivers of regeneration in East London

Submission of Papers

Individuals and/or organisations are invited to submit papers for an oral presentation under one of the above themes for the Conference which will be held at the DCMS Offices in Central London on **23 February 2012**.

Your abstract, including details of the research questions, methodology and population being studied, must reach info@podium.ac.uk on or before 5pm on **11 January 2012**.

Abstracts will be limited to two sides of A4.

All abstracts will be reviewed by the selection committee. Submitting authors will be informed whether their abstract has been accepted before the end of January 2012. Successful applicants will each receive a 15 minute slot at the conference slot to present their discussion paper to fellow attendees.

Abstracts will be listed on the Podium Website and will be published electronically for the Conference.

In addition to your abstract we also require the following information:

- Title of paper
- Category (please see appendix one for further details)
 - Sport
 - Economic
 - Community Engagement
 - East London regeneration
- Job title
- Affiliation/institution/organisation
- Email address
- Timing of outputs

For any further information please contact Tom Marsh at Podium: tom@podium.ac.uk or 0207 664 4837.

APPENDIX 1: DCMS META-EVALUATION RESEARCH QUESTIONS

Question	Spatial Scope	Temporal Scope
Summary questions on each legacy theme		
1. What have been the impacts of the Games ¹ on sport and physical activity and in particular the development of mass participation, competitive school and elite sport?	Nations, regions ² and host boroughs	To 2013 and Post 2013
2. What have been the economic impacts of the Games, particularly in terms of employment and gross value added (GVA)?		
3. What have been the social impacts of the Games, particularly in terms of volunteering, the cultural sector and community engagement?		
4. What have been the impacts of the Games on East London, and in particular socio-economic and organisational change?	Host boroughs	
Cross-cutting questions		
5. How far have the beneficial impacts so far accrued to their intended target groups/communities (including across measures of equality, inclusion and diversity)?	As defined by legacy theme	To 2013
6. How far have the Games changed attitudes to disability, and increased the participation of disabled people in sport, the economy, volunteering and culture?	Nations, regions and host boroughs ³	To 2013
7. How far have the Games contributed to sustainable development, in particular through demonstration effects and the encouragement of behavioural change?		
8. In what ways have the 2012 Games and associated activity contributed to well-being? ⁴		
9. What have been the impacts of the staging of the Games on the international profile and reputation of the UK, London and East London?	Nations, regions, host boroughs and overseas	To 2013 and Post 2013
Study conclusions		
10 (a). How far have the investments in legacy initiatives represented value for money? (b). Up to 2020, how far has the overall investment in the Games represented value for money?	Nations, regions and host boroughs	(a) To 2013 (b) Post 2013
11. How far have the impacts of the Games been sustained in practice – and what, if any, further/consequential impacts have emerged (for example, on health)?		Post 2013
12. What lessons can be learned about how to maximise the benefits to the host country and city from the staging of mega-events, particularly in terms of organisational lessons and change?		To 2013

¹ 'The Games' is defined as the combination of preparing for and staging the Games and the package of legacy initiatives.

² The nations are England, Scotland, Wales and Northern Ireland, and the regions are North East, North West, Yorkshire and The Humber, East Midlands, West Midlands, East of England, London, South East and the South West.

³ The sustainability development is also likely to have an overseas impact, but this is outside the scope of the meta-evaluation.

⁴ Subjective well-being is an umbrella term which captures “*life satisfaction and satisfaction with life domains such as marriage, work, income, housing and leisure; feeling positive affect (pleasant emotions and moods) most of the time; experiencing infrequent feelings of negative affect (such as depression, stress and anger); and judging one’s life to be fulfilling and meaningful*”. (Diener, E., and Seligman, Beyond money: Toward an economy of well-being, Psychological Science in the Public Interest, 5, 1-31, 2004).

<p>catalyst for achievement in elite sport in the UK (including through identifying and nurturing talent)?</p> <p>To what extent has there been an increase in young, talented disabled athletes being identified and nurtured (from school to elite competition level), as a consequence of the 2012 Games?</p> <p>To what extent have elite UK sporting achievements (as a consequence of the 2012 Games and legacy investments) impacted on national pride and well-being?</p>	regions	post 2013
<p>International</p> <p>To what extent has sport been used to achieve international development goals through the 2012 Games, specifically by providing more young people in developing countries with the opportunity to participate in high quality sport through International Inspiration?</p> <p>How far has the UK been able to increase its influence on the role of sport in other countries, and on global sporting decisions, because of the 2012 Games or its legacy interventions?</p> <p>To what extent have the 2012 Games enhanced the reputation of the UK abroad for hosting major sporting events (and made it easier for the UK to win and host future major events)?</p>	Overseas and nations	To 2013 and post 2013 Post 2013
<p>Lessons learnt</p> <p>What lessons can be learned by host cities and countries about how to maximise the sporting and physical activity benefits from staging mega-events? For example in terms of:</p> <ul style="list-style-type: none"> • Partnership working between relevant public, private and third sector organisations to help secure the sporting legacy • The effective co-ordination of resources around a common strategy (including through capitalising on existing programmes, the use of the Olympics and Paralympics brand and the inclusion of new initiatives in response to gaps) • Encouraging attitudinal and behavioural and sustainable change 	Nations, regions and host boroughs	To 2013 and post 2013

Research questions for evaluation of economic legacy

Question	Spatial Scope	Temporal Scope
<p>Headline</p> <p>What have been the economic impacts of the Games, particularly in terms of employment and GVA?</p>	Nations and regions	To 2013 and post 2013
<p>Business access to 2012</p> <p>What has been the economic impact of contracts relating to the preparation and staging of the 2012 Games, in terms of employment and GVA?</p> <p>To what extent and in what ways have support interventions enabled</p>	Nations, regions and host boroughs	To 2013

<p>UK businesses (across a range of sectors and including Small and Medium-sized Enterprises and minority-owned businesses) to compete for and secure London 2012 supply contracts?</p> <p>How has the delivery of 2012 Games-related contracts impacted on the long-term productivity and competitiveness of UK companies?</p> <p>To what extent have the 2012 Games been used as a vehicle to increase standards and access to business opportunities amongst disabled people?</p>		<p>To 2013 and post 2013</p>
<p>Promoting the UK as a place to invest</p> <p>To what extent have the Games encouraged foreign-owned businesses to invest in the UK (and create associated GVA and employment) through influencing their perceptions of the UK as a place to invest, either through specific programmes or through the exposure the Games has provided?</p> <p>To what extent have 2012 Games-related contracts helped to generate foreign direct investment (and associated GVA and employment) by encouraging foreign-owned companies to move their operations to and maintain their presence in the UK?</p>	<p>Nations, regions and host boroughs</p>	<p>To 2013 and post 2013</p>
<p>Export and trade promotion</p> <p>To what extent has hosting the 2012 Games enabled UK businesses to move into new export markets (including through export promotion in host and other nations, in support of development goals, and through the development of 'soft networks'), and what were the GVA and employment benefits?</p>	<p>Nations and regions</p>	<p>To 2013 and post 2013</p>
<p>Tourism</p> <p>What was the total impact of the 2012 Games on visitor numbers and spend (both domestic and overseas) across the UK?</p> <p>To what extent have 2012 Games-related marketing campaigns inspired more people from overseas to visit the UK (thereby increasing visitor spend and creating new jobs)?</p> <p>What has been the impact of 2012 Games-related cultural events on visitor numbers and spend (both domestic and overseas)?</p> <p>To what extent have the 2012 Games resulted in increased standards and accessibility for disabled tourists visiting the UK (and associated levels of satisfaction and disabled visitors)?</p> <p>To what extent and in what ways has the staging of the 2012 Games impacted on perceptions of the UK as a place to visit?</p>	<p>Nations and regions</p>	<p>To 2013</p> <p>To 2013 and post 2013</p>
<p>Employability and skills development</p> <p>How many workless people were helped into sustainable employment as a result of preparing for and staging the 2012 Games and the conversion of legacy venues across the UK, and how?</p> <p>How many people have developed new skills (and moved into</p>	<p>Nations and regions</p>	<p>To 2013 and post 2013</p>

<p>Volunteering and social action</p> <p>To what extent and how have the 2012 Games resulted in more active, cohesive and successful communities, including through:</p> <ul style="list-style-type: none"> • Inspiring more organisations to offer volunteering opportunities and building the capacity of the sector? • Inspiring more people (and especially young people and disabled people) to volunteer their time, and tackling the barriers to participation? • Inspiring people to set up their own 2012 Games-related activities, which engage people across the UK in the Games? <p>To what extent have any impacts been sustained, supporting the development of the Big Society?</p>	<p>Nations, regions and host boroughs</p>	<p>To 2013</p> <p>Post 2013</p>
<p>Culture</p> <p>To what extent have the 2012 Games resulted in more active, cohesive and successful communities through inspiring more people (and especially young people) to take part in cultural activities, and how?</p> <p>To what extent have the 2012 Games resulted in improved access to and participation in cultural activity amongst disabled people?</p> <p>To what extent has Cultural Olympiad activity resulted in wider economic benefits, including through skills development, enterprise support and attracting visitors to London and the UK?</p> <p>To what extent have any impacts been sustained (including through raising cultural investment and the profile of the arts, building sustainable partnerships, and inspiring future artists and audiences)?</p>	<p>Nations, regions and host boroughs</p>	<p>To 2013</p> <p>Post 2013</p>
<p>Engaging children and young people</p> <p>To what extent, and in what ways, have the 2012 Games positively affected the aspirations and pride of children and young people, including through educational activity to promote Olympic and Paralympic values?</p> <p>What indications are there that relevant legacy interventions improved social and economic life opportunities for participating children and young people, and particularly hard-to-reach participants, and how was this achieved?</p> <p>To what extent have any impacts been sustained?</p>	<p>Nations, regions and host boroughs</p>	<p>To 2013</p> <p>Post 2013</p>
<p>Sustainable living</p> <p>To what extent and in what ways did the Games inspire people to live more sustainably, and what were the benefits of this?</p> <p>To what extent have any impacts been sustained?</p>	<p>Nations, regions and host boroughs</p>	<p>To 2013</p> <p>Post 2013</p>
<p>Influencing attitudes towards disabled people</p> <p>To what extent have the 2012 Games increased levels of awareness and understanding of disability amongst young people and the general public (including through influencing media coverage and education legacy work at</p>	<p>Nations</p>	<p>To 2013</p>

<p>home and abroad)?</p> <p>To what extent have the 2012 Games increased positive perceptions of and pride in the talents of disabled people (amongst both disabled and non-disabled people), through the work of UK broadcasters and through supporting and celebrating sporting, cultural and community achievements across the UK?</p> <p>To what extent have these impacts been sustained?</p>	<p>Nations, regions and host boroughs</p>	<p>To 2013</p> <p>Post 2013</p>
<p>Lessons learnt</p> <p>What lessons can be learned by host cities and countries about how to maximise the Community Engagement legacy benefits (including cultural, educational and civic benefits) from mega-events? For example in terms of:</p> <ul style="list-style-type: none"> • Developing a powerful brand identity for the host city and country. • National co-ordination and communication. • Strengthening (national and local) delivery infrastructure, including in communities and schools. • Sustaining involvement and cohesion benefits (including amongst disabled people). 	<p>Nations, regions and host boroughs</p>	<p>To 2013 and post 2013</p>

Research questions for evaluation of the East London legacy

Question	Spatial Scope	Temporal Scope
<p>Headline</p> <p>What have been the impacts of the Games on East London, and in particular socio-economic and organisational change?</p>	<p>Host boroughs</p>	<p>To 2013 and post 2013</p>
<p>Transforming place</p> <p>What have been the key lessons from the preparation of the site for the Olympic Park and Village?</p> <p>How and to what extent has the rate and range of development activity and long-term management of the Olympic Park (and its venues and neighbourhoods) been secured?</p> <p>What new transport links and accessibility improvements have been implemented in support of the Games and Olympic Park (and what benefits have these delivered for current and future residents and visitors)?</p>	<p>Olympic Park and surrounding area</p>	<p>To 2013</p> <p>To 2013 and post 2013</p>
<p>Transforming communities</p> <p>How were the plans for the Olympic Park and the surrounding area (including the Legacy Masterplan Framework) developed in conjunction with the local community, and to what extent did they reflect the needs and aspirations of different groups?</p> <p>To what extent have accessible new homes and leisure, education, health and community facilities been provided in and around the Olympic Park as</p>	<p>Host boroughs</p> <p>Olympic Park and</p>	<p>To 2013</p> <p>Post 2013</p>

<p>a consequence of the Games, and to what extent are local people actively making use of the new facilities provided?</p> <p>What has been the impact of the Park and venues on the recreational habits of East London residents, and their awareness of biodiversity?</p> <p>How has the transformation of the Olympic Park and the surrounding area contributed to community cohesion, and what are the key lessons for the integration of existing communities?</p>	<p>surrounding area</p> <p>Host boroughs</p> <p>Olympic Park and surrounding area</p>	
<p>Transforming prospects</p> <p>To what extent did the preparation for and staging of the 2012 Games create job opportunities for more local residents (including in particular disadvantaged and disabled residents), and how was this supported?</p> <p>To what extent has the transformation of the Olympic Park, legacy venues and local image encouraged business investment in the Park and surrounding area, creating at least 8,000 new jobs across a range of sectors (including in hi-tech and sport and leisure, tourism and cultural industries), and how was this supported?</p> <p>To what extent have training, work experience, and volunteer schemes associated with the 2012 Games contributed towards local people moving into employment beyond the Games?</p>	<p>Host boroughs</p> <p>Olympic Park and surrounding area</p> <p>Host boroughs</p>	<p>To 2013</p> <p>Post 2013</p>
<p>Convergence</p> <p>To what extent and how have the host boroughs responded to the 2012 Games and the host boroughs convergence agenda by delivering a more integrated approach to regeneration and the physical environment across East London, in terms of public realm, transport connectivity and new developments?</p> <p>How, and with what success, have the host boroughs built upon the catalyst of the 2012 Games to help deliver the convergence of major socio-economic outcomes between East London and the rest of London (including education and skills outcomes, employment levels and benefit dependency, housing quality, health, crime, and participation in culture, sport and volunteering)?</p> <p>What has been the longer-term impact of the 2012 Games on catalysing private and public investment in East London (and wider Thames Gateway area), and how did the Games influence the form, scale and timing of key investment decisions?</p> <p>To what extent have the 2012 Games and legacy investments enhanced the image of and satisfaction with East London as a place to live (and for whom), and how has this contributed to social and economic change in the area?</p>	<p>Host boroughs</p>	<p>To 2013 and post 2013</p>
<p>Lessons learnt</p> <p>What lessons can be learned by host cities and countries in terms of how to maximise the regeneration benefits from mega-events? For example in</p>	<p>Host boroughs</p>	<p>To 2013 and post 2013</p>

<p>terms of:</p> <ul style="list-style-type: none">• Partnership working and coordination across a diverse range of stakeholders and interests.• Planning and delivering sustainable venues and communities.• The involvement and advancement of local communities (and different groups within the community).• Harnessing and diffusing social, economic and organisational benefits beyond the site and local area. <p>To what extent have these lessons been disseminated across the UK and internationally?</p>		
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