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THE OLYMPIC LEGACY

Qualitative research into
public attitudes

REPORT

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A. BACKGROUND AND OBJECTIVES

1. **Background to the research**

The Government's ambition for the 2012 Olympic and Paralympic Games is to create a sustainable legacy which will involve regenerating East London and ensuring that "all communities in the UK feel the benefits of hosting the London Games". The Department for Culture, Media and Sport (DCMS) has a central role in delivering this legacy, and set out five key commitments for doing so in the recently published *Our Promise for 2012...*

1. Make the UK a world-leading sporting nation
2. Transform the heart of East London
3. Inspire a new generation of young people to take part in local volunteering, cultural and physical activity
4. Make the Olympic Park a blueprint for sustainable living
5. Demonstrate the UK is a creative, inclusive and welcoming place to live in, visit and for business

DCMS appreciates that these are ambitious commitments which can only be met if individuals, communities and the government work together. Its mission, therefore, is "to inspire people to get involved, try new activities and change the way they live their lives", so that the legacy of the Olympics can begin to take shape now, and will last well beyond 2012.

Having set out these five commitments, DCMS will publish a detailed Action Plan later this year describing how they will be delivered. To this end, DCMS wishes to increase its understanding of how the public views the commitments and how they see them working in their communities. Qualitative research was commissioned to explore these questions.

2. Objectives

The key requirements of the research were to...

- explore the views and attitudes of different socio-demographic groups, and to identify variations between these groups
- examine the five legacy commitments, and to identify:
 - which seem most attractive, and to whom
 - which are thought to have the highest public value
 - which, if any, make people feel more positively and/or negatively about the 2012 Games
- explore views of the Games' potential to encourage greater participation in sports, cultural activities and volunteering, particularly among young people

In addition, the research examined...

- the influence of awareness of current issues surrounding the Games
- whether this influence is likely to be temporary or long-lasting
- the effect of awareness or experience of previous events
- what people need to know about the government's plans and ambitions in order to make informed decisions and to take part
- the effect of information sources on their views
- the effect of views of the government on views of the Games
- the effect greater understanding about the legacy on attitudes to the Games

B. METHOD AND SAMPLE

1. **Methodology**

The research programme comprised the following...

- 18 2-hour group discussions with 8 adult respondents
- 4 90-minute group discussions with 8 young people
- 1 3-hour workshop with 24 adult delegates

2. **Segmentation**

The group discussions with adults involved...

- 4 age/lifestage bands: 20-29; 30-39; 40-54; 55-70
- equal split between ABC1 and C2DE
- 2 groups with each of the following...
- involvement in sport – high and very low
- involvement in arts activities (going to concerts, exhibitions, the theatre etc, or taking part in these activities) – high and very low
- 2 groups with 'rejecters' of the Games
- 9 locations in England, Scotland, Wales and N Ireland

The group discussions with young people involved...

- 2 age bands: 15 (rising year 11s); 17-18
- equal splits between the following...
- male and female
- ABC1 and C2DE
- 2 locations in England

The workshop involved 1 breakout group for each of the adult age bands; all delegates were C1C2.

3. Sample summary

Group	Age band	SEG	Involvement/gender	Rejecters?	Location
1	20-29	ABC1	Very – sport	-	W London
2	20-29	C2DE	Left to fall	-	Bridgend
3	20-29 (nc)*	ABC1	Left to fall	-	Otley
4	20-29	C2DE	Left to fall	-	Belfast
5	30-39	ABC1	Not at all - sport	-	Glasgow
6	30-39	ABC1	Not at all – arts/vol	-	Wimborne
7	30-39	C2DE	Very – sport	-	Manchester
8	30-39	ABC1	Left to fall	Yes	Dundee
9	30-39	C2DE	Left to fall	-	E London
10	40-54	C2DE	Left to fall	-	W London
11	40-54	ABC1	Very – arts/vol	-	Glasgow
12	40-54	C2DE	Not at all - sport	-	E London
13	40-54	ABC1	Left to fall	Yes	Belfast
14	40-54	C2DE	Not at all – arts/vol	-	Bridgend
15	55-70	ABC1	Left to fall	-	Otley
16	55-70	C2DE	Very – arts/vol	-	Manchester
17	55-70	ABC1	Left to fall	-	Wimborne
18	55-70	C2DE	Left to fall	-	Dundee
19	15/16	ABC1	Male	-	Birmingham
20	15/16	C2DE	Female	-	Newcastle
21	17/18	ABC1	Female	-	Birmingham
22	17/18	C2DE	Male	-	Newcastle

* (nc) = no children

Fieldwork was conducted between 13 and 29 August 2007, by Fiona Gillard, Rob Hartley, Africa Munyama, Tim Porter and Ben Toombs.

C. SUMMARY OF FINDINGS

Attitudes to the Games and the legacy

1. Most respondents in the main sample were pleased that the Games are coming to the UK, but few were particularly interested in or well informed about them at this point in time: they are a long way off, and media coverage of more immediate issues (the logo and budget in particular) was thought to have dipped in recent months. The general perception among Londoners and non-Londoners alike was that the Games 'belong' to London, not the UK as a whole – this is where the events and the benefits will be located. Many non-Londoners approved of this, but some felt a location nearer the centre of the UK should have been chosen.
2. Few respondents had given much detailed thought to the Games' legacy, but many had vague ideas about regeneration, opportunities for young people and national pride. Londoners seemed a little more aware of the issues surrounding the legacy than non-Londoners; for the latter, the legacy often felt very remote and lacking in personal relevance.

Initial views of the legacy as a whole

3. Immediate responses to the five commitments ranged from feeling daunted at the legacy's ambition and scope, through indifference towards a set of aims that was largely to be expected, to approval for its diversity and breadth. Prior expectations about what the legacy would include were influenced by media coverage and word of mouth, views on what *should* be included, and memories of previous Games. The only surprise for most was commitment 4 (Make the Olympic Park a blueprint for sustainable living) – although this seemed inevitable to most when they considered it.
4. Headline-level understanding of the five commitments often raised more questions than it answered: on a rational level, how will the aims be met, what chance of success is there, what is in place already; on a more fundamental level, why should the public *believe* the aims will be met. The cynicism or scepticism underlying this second query was based partly on views of government projects in general, but it was

also a result of an almost complete lack of awareness of any plans or initiatives which might give confidence for the future. These questions led to a range of initial 'positions' regarding the Games' legacy: from 'wait and see' to outright cynicism.

5. Four types of respondent were more likely to adopt more positive positions: those who were older, BC1, living in affluent areas and in England. Conversely, younger and C2DE respondents, and those living in less-well off areas and/or the devolved Nations, were more likely to be cynical or disbelieving.
6. Almost all respondents were more positive by the end of the discussions than at the start, however – often because they knew more about what would be happening in their areas or because they had been given enough information to allow them to be more confident that the legacy might be achieved. There was a widespread desire to believe in the Games and their legacy, but most were 'held back' in their views by questions which remained unanswered; few could be more positive than the initial 'wait and see' position.
7. Games rejecters (recruited as such) were adamant in their rejection of the Games coming to the UK, largely because of the cost and their extreme lack of confidence in the government's ability to spend this money effectively. Their opposition was based on general attitudes to the government, rather than issues specific to the Games; many seemed determined to be cynical about everything they were shown. Although one or two commitments (usually 1 and 3) generated some interest and support, it was difficult to see how such in-grained and generally relevant views could be influenced at this stage.

Informed views of the commitments

8. The five commitments can usefully be categorised as: tangible and measurable (1, 2 and 4) vs intangible and open to interpretation (3 and 5); and directly relevant to individuals (1 and 3) vs indirectly relevant (2, 4 and 5). Tangible commitments were generally easiest to understand; directly relevant commitments were generally the most interesting.

9. The chief beneficiaries of the legacy were expected to be East London and young people. Both were widely thought appropriate, although the former was a little controversial in some groups. Many believed that, laudable as the commitments may be, it should not have taken the Games to make them possible. The question of why so little about the commitments is known by the public was also frequently asked.

Commitment 1: Make the UK a world-leading sporting nation

10. The sentiment behind this commitment was well regarded. Many wondered whether the emphasis would be on elite or grass-roots sport; most wanted to see the latter, and were largely satisfied by the plans. The phrasing of the detailed goals was less well received, however. Finishing fourth in the medal table was widely derided as overly cautious (at least as a statement – many thought it overly ambitious in reality). A 1% increase in participation in sport each year sounded low to many (most were more approving when told that this is a European record). Offering four hours of sport each week met with approval, but the goal raised a number of questions and unhelpful issues. The plans to achieve these goals were easy to understand and well received, but many wondered why they had not heard of some of the initiatives and events currently operating – even, apparently, in their own areas.

Commitment 2: Transform the heart of East London

11. This was, inevitably, of greatest interest to respondents in East London; but most others agreed or believed that regeneration of the area is necessary. There was little resentment outside London at the benefits that would be felt here. Most of these benefits raised questions, however, most potently in East London itself. These questions were based primarily on cynicism about government plans in general, and on the lack of information about what is planned and currently happening. Most centred on what will happen to the housing and facilities after the Games, what the effects on the local community (residents and businesses) will be, and what the long-term employment prospects will be. Improvements to the transport infrastructure seemed to be one of the only inarguable or unqualified benefits at this stage.

Commitment 3: Inspire a new generation of young people...

12. Once understood, volunteering was widely thought an important, often the most important, aspect of the legacy. The proposals under this part of the commitment were often expected to offer young people a range of opportunities that they would not usually have access to. Initially, however, respondents' restricted understanding of 'volunteering' (widely taken to mean helping out at the events themselves) meant that the breadth of what was being offered was often missed. The term was also often thought to have negative connotations for young people, and not to be the best way to refer to the opportunities.
13. The cultural side of this commitment was widely unexpected, and many struggled to see a logical link between the Games and cultural activities. Few had heard of the Cultural Olympiad. When they thought about it, many expected the cultural events to widen the sphere of interest, and to allow those who did not want to take part in sport or regeneration to get involved in the Games. If this would help to 'keep kids off the streets', parents approved – although many could not see it happening. But some respondents were enthusiastic about the cultural side of this commitment, and felt that it would help to generate momentum and public excitement in the run-up to 2012.

Commitment 4: Make the Olympic Park a blueprint...

14. This was the one commitment which surprised many respondents – they had not expected there to be an explicit 'green' aspect to the legacy. When they thought about it, however, the commitment seemed almost inevitable, given current concerns about the environment. Most approved strongly of the idea, but the very inevitability of this commitment generated a number of less positive responses as well, and there was some uncertainty about the term 'sustainable'. The concept of the Park acting as a blueprint was generally well received and considerably widened the relevance of and interest in this commitment; although focussed on London, its effects were rarely thought to be limited to the capital. Overall, this commitment was perhaps the most acceptable at face value – few called for more information or felt they were in the dark about what was taking place.

Commitment 5: Demonstrate the UK...

15. Most respondents found this the hardest commitment to understand or get excited about: it seemed to lack direct relevance to individuals, to have few clear goals or aims, and to be focussed on business and investment. Although the title suggested that the UK would be showcased, most expected that this would be restricted to London – and many felt that London does not need showcasing in this way. Many thought that the premise behind this commitment is inevitable – the Games will attract tourism and show off London or the UK; this being the case, they wondered why it is a *commitment* at all. Few could imagine how or why the Games would attract business or investment from abroad in any context not related to the Games – and few were particularly interested in finding out the answers to these questions.

Encouraging participation

16. Some respondents thought they might be interested in getting involved in the type of initiatives they had heard about, but for most the focus was on young people, and persuading them to make the most of the opportunities presented. Commitments 1 and 3 (grass-roots sport and volunteering) were expected to be the most ‘fruitful’ in this sense, at least among young people who are open to the idea of participating in the first place. Many thought that making a clear link between activities and the Games would be useful, and that the activities would to some extent sell themselves if young people could be told about them in an appropriate way. Younger respondents tended to endorse this view.
17. The priority target was widely thought to be the ‘future generation’ of young people – those aged 10-12 now, who will be in their mid-teens by 2012. The most effective channels were expected to be schools, youth groups, leisure facilities and local media; many also called for figureheads or role models who could command respect and inspire young people. Authority figures, such as local or central government or the national media were widely thought inappropriate.

D. CONCLUSIONS

This research suggests a number of issues which will need to be addressed if public support for, and participation in, the Games' legacy is to be maximised. The two most important of these are to...

- allow people to feel positive about the Games – there is a widespread desire to believe in and be confident in the legacy which is currently being frustrated or held back
- make it clear to people that the effects of the legacy will be felt beyond London, and in their own communities – there is a widespread assumption that the Games and the legacy alike will be restricted to London

The route to addressing these two issues is the same: communication of what is planned and currently underway. Respondents' views changed over the course of the discussions because they were given information which at least partly achieved two goals: it answered some of their questions about the commitments, reduced their cynicism and doubts, and gave them greater confidence in ability of the government to deliver what is promised; and it suggested, or even showed, that the Games and the legacy will directly affect their areas, communities and lives.

The manner in which this communication is received will also be important. Greater national media coverage of positive aspects of the Games would counter the overall impression of 'bad news' (particularly with regard to the budget and the logo). More local media coverage of developments and initiatives in the regions and local areas would get the relevant details across. Information through schools and other channels for young people about how they can get involved seems likely to be effective (at least among those who are open to taking part in the first place). Finally, it will be important to use language which is clearly understood, and without negative connotation – 'sustainable', 'culture' and 'volunteering' may not be the most effective or inspiring words to use in this context.

E. MAIN FINDINGS

1. **Awareness of the Games and the legacy**

All respondents were fully aware that the Olympic Games are taking place in the UK in 2012. Few, however, were particularly interested in or well informed about the Games at this point in time, and many found it hard to imagine how the Games will affect them personally.

"I personally don't think I'll benefit at all quite frankly. I can't see any benefits to me whatsoever. I don't work in a commercial environment myself and I can't see them benefiting. My husband is self employed in Surrey so he won't be going anywhere near the Olympic village or anywhere near an Olympic stadium where we live."

Workshop G4: Mixed sex, 50+, South London

*"I don't think it will have much effect in general."
"The only way it will effect us is through our children, they will come back from school and tell us."*

G2: Mixed sex, 20-29, C2DE, Bridgend

*"It's too far away to get excited about it."
"Because it's in London I feel detached from it."*

G3: Mixed sex, 20-29, ABC1, no children, Otley

As many pointed out, 2012 is five years away, and immediate issues appeared to have dropped out of the media in recent months. The most salient aspects of the Games for many were the budget and the logo, largely due to extensive media coverage of both, but media interest in these and other aspects of the Games was widely thought to have dipped recently.

Having said this, most respondents were pleased that the Games are coming to the UK, for various reasons (although it should be noted that outright rejecters of the Games were separated from the main sample).

"How fantastic that it's going to be in the UK and specifically London? My God it's just fantastic, it's a great event and to have it in London. Absolutely fabulous."

Workshop G3: Mixed sex, 40-49, South London

*"I feel quite proud that our country will be hosting it."
"It will make people think about our country and it will improve the infrastructure and travel accessibility to all places. Like they've got to improve the underground and stuff, so hopefully if they get it all done that will have a massive effect."*

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

"It's fantastic. I've been to Sydney, not for the games but soon after. It was amazing to see."

"It'll be great. Kids involved in sports. That is what youth culture needs nowadays."

G4: Mixed sex, 20-29, C2DE, Belfast

Indeed, any short-term concerns about budget, logo, security and other issues did not seem particularly deeply felt or to have significantly dented most people's enthusiasm – they were raised early on but quickly passed over in most groups.

"The monetary cost is irrelevant really because it costs what it costs, and you can't calculate the benefits."

G17: Mixed sex, 55-70, ABC1, Wimborne

"It gives us a chance as a whole country to show off to the rest of the world. And if it is expensive, a lot of the money is raised privately by private industry. The council tax will go up – they have to get the money from somewhere. They will regenerate the land, most of it at the moment is a wasteland."

G15: Mixed sex, 55-70, ABC1, Otley

There was a general perception among Londoners and non-Londoners alike that the Games belong to London, as opposed to the UK. Two specific reasons for this emerged, alongside a less clearly articulated beliefs. First, the Games are being 'marketed' as 'London 2012' – the logo and other communications refer this explicitly. Second, most believed that almost all the events will take place in London, and that London and Londoners will benefit the most from the Games.

Many non-Londoners (especially older, BC1 and English respondents) seemed to accept, and even to approve of, this perceived focus. They believed that it is right that the capital should host the Games, and that the UK would not have won them at all if London had not been the host city – many pointed out that all the other candidate cities were capitals as well. Some also felt that no other UK city would be capable of hosting the Games – Manchester's Commonwealth Games experience notwithstanding.

"If you don't have the capital city you don't get the Olympics. It had to be a London bid otherwise it wouldn't have succeeded."

G17: Mixed sex, 55-70, ABC1, Wimborne

"I think if the Olympics were going to go anywhere in Britain they would really have to go to London. London is the primary city of the UK and it's one of the most important cities globally so if anywhere in the UK is going to get it that's where it's going to go."

G5: Mixed sex, 30-39, ABC1, no involvement with sport, Glasgow

Others (especially younger, C2DE and those in Scotland and Wales) were less approving of this perceived focus on London. They tended to feel that somewhere nearer the centre of the UK should have been chosen, and that London always gets the attention and the investment. Indeed, their views usually seemed to be based as much, if not more, on this general sense that 'London always gets everything' than on any specific objections to the Games in particular being based there.

*"I think they should let us have a chance."
"Like in Cardiff. It would be closer for us then."*

G2: Mixed sex, 20-29, C2DE, Bridgend

WHAT SORT OF PLACE DO YOU FEEL WOULD HAVE BEEN BETTER?

"Birmingham, Midlands area – it just makes it more accessible or Manchester even, I just think London is a long way away to go and see the Olympics."

"Yes if it was in Birmingham I know I'd go, it comes to our country and I just feel that all the benefit is for the south again."

G3: Mixed sex, 20-29, ABC1, Otley

"It is probably true that 90% of Scots that live here are a bit peeved at all the money that gets spent down there. Not only Scotland, you'll probably find the Geordies and Sunderland etc feel the same. They will not benefit in any way – the building of new sports training facilities etc. Elsewhere in the UK it isn't happening."

G18: Mixed sex, 55-70, C2DE, Dundee

"I don't know if I can see it affecting us really as people outside of London, I think it is really a thing for London but I don't know how it will affect the rest of the country because its all based around London, its not like UK Olympics it's the London Olympics. To be honest I feel a bit left out that nothing is going on about it here, they're not changing anything or building anything just especially for the Olympics so how is that going to affect me, its just as if I was watching it in China or Spain or whatever if its in London because its not UK."

G19: Male, 15-16, ABC1, Birmingham

Conversely, some Londoners saw the Games as being for the whole of the UK, and did not see why they should pay more for them.

"I've got some reservations about it being in London and the cost to the tax payer in London. I've lived here seven years now and it just feels like council tax goes up every year and there is this horrible feeling that it is going to go up again; for something that out of our hands."

Workshop G1: Mixed sex, 20-29, South London

This, however, was a minority view; most Londoners appreciated that their city would benefit, and most seemed happy to pay a little more in tax as long as those benefits materialise.

Few respondents had given much detailed thought to the Games' legacy, or heard much about it – indeed, the term 'legacy' was rarely associated with the Games at all. But many did have rather vague ideas about the Games being an opportunity for regeneration, for showcasing the UK and for generating national pride and unity. These ideas seemed to be based as much on expectation and assumption as on what respondents had heard.

*"It will be good for the country and the economy."
"I just think the whole world will be watching here and for the tourism and attracting the economy and regenerating the area. So for the economy it's good."*

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

"I think encouraging young people to get involved is quite important to them, developing young people. Pushing the benefits for the next generation, getting young people into sport now."

G3: Mixed sex, 20-29, ABC1, no children, Otley

Respondents' attitudes towards the Games and their perceived legacy were often held independently of each other. Some were excited by the Games and indifferent or sceptical about the legacy; others felt the opposite – it was the legacy that interested them, not the Games. There were some who were enthusiastic about both aspects of the 2012 Games, but few seemed indifferent to both.

Londoners seemed a little more aware of and interested in the issues surrounding the Games and legacy, and tended to come to the groups with more questions and concerns about what will happen. Few outside London had heard anything to make them think that the legacy will affect them personally, unless a clear, concrete benefit had been promised and publicised – this was the case in Wimborne, for example, as nearby Weymouth will gain a long-awaited bypass road in advance of the sailing events.

Many of these points were summed up by the answer to the question: 'will the Games affect you personally'. Most non-Londoners replied in the negative: they thought all events would be in London, and did not expect to travel to London themselves to see one; and they had not considered, or indeed been given reason to consider, the possibility of legacy benefits in their area. Many (but not all) Londoners said that the Games probably would affect them personally: they might go and watch an event, and they could imagine the legacy benefits to their city and themselves more readily.

2. Initial views of the legacy as a whole

2.1 Main sample – excluding rejecters

2.1.1 *Immediate responses to the legacy's breadth*

Respondents were initially shown the 'title' card for all five commitments, to give them an impression of the scope and aims of the legacy as a whole. These cards stated the commitment, as presented in *Our Promise for 2012*, and gave a brief summary of its intentions and benefits. The cards, and others giving more detail about plans, opportunities and regional initiatives under each commitment, are appended to this report.

When shown the five title cards, immediate responses to the overall legacy ranged widely. Some respondents felt daunted and concerned about the ambition of the legacy, and wondered whether or not the government will be able to deliver it.

"There needs to be continued support for it otherwise people will just say: 'Oh well, it started and then funding went out the window.'"

"I think they are great aims and you need all these together to get people interested in doing all that and that starts in school but how do you keep it up afterward?"

Workshop G1: Mixed sex, 20-29, South London

Others were rather indifferent – the five commitments were pretty well what they had been expecting, because of what they had heard or what they had assumed.

"I've not seen those statements but commitments to the country that I've heard are similar."

"I haven't seen it before but I wasn't surprised, they were to be expected. Some people might find it surprising but if they are trying to promote it, they aren't going to tell you any of the bad things that are going to happen."

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

"Those are the types of things that I would expect, so it's very hard to see it."

"Well I can see it happening. It would be nice to have that."

"It is what I would expect."

Workshop G1: Mixed sex, 20-29, South London

Still others expressed approval, often strongly, because the legacy was broader and more diverse than they had expected.

Prior expectations of what the legacy would include seemed to have been influenced by what respondents had heard in the media or on the grapevine, their beliefs about what it *should* include, and (for some) their knowledge of the legacies of previous Games. Based on these expectations, the only commitment which was widely surprising was 'Make the Olympic Park a blueprint for sustainable living'. Many had not considered this angle before being told about it – environmental issues were rarely mentioned spontaneously and rarely featured on mood boards used to illustrate expectations of the Games. When they did consider it, however, most thought the inclusion of this commitment appropriate and even inevitable – indeed, it was greeted with cynicism by some for this reason (see section 3.5 below).

2.1.2 *Initial attitudes towards the legacy*

This headline level of knowledge – being shown the commitments and their 'titles' – usually raised more questions than it answered. These questions primarily reflected a need for much more detail. On a rational level, respondents wanted to know how the aims and targets would be met, what plans there are to achieve these aims, what initiatives and programmes are in place already, and what chance of success there is.

More fundamentally, many wondered why they should *believe* that the aims and targets will be met. This scepticism was partly due to an underlying cynicism borne of experience or perceptions of government or public projects and promises (such as the Millennium Dome,

Wembley Stadium and missed targets in the past), and, to a lesser extent, recent media coverage of the budget and knowledge of shortcomings in previous Games' legacies (especially Athens and Barcelona).

"I mean look at the Millennium Dome, that was a massive waste of money, it just seems like the country wastes money building things. Wembley cost how much and they were two years behind schedule. It makes you wonder what will happen."

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

"Hardly any [host] city that has won it has made money."

G2: Mixed sex, 20-29, C2DE, Bridgend

"It just reminds me of everything we do, like the Wembley Stadium – it cost twice as much as they thought it would in the end, didn't it?"

G3: Mixed sex, 20-29, ABC1, no children, Otley

"Other countries that have hosted it previously, you see the stadiums now and they are unused."

"I can't stop thinking about the Dome, we've all paid for it and now it's been sold for private enterprise but how long did that take."

Workshop G3: Mixed sex, 40-49

"They [the government] are always saying they are going to improve things and they never do. Just because they are saying it now doesn't mean they are going to change that."

G2: Mixed sex, 20-29, C2DE, Bridgend

But it was also a result of an almost complete lack of awareness on the part of many of any concrete plans or initiatives currently in place which might give confidence in aims and targets for the future. The effects of this lack of information, and equally of learning more about what is planned, are discussed throughout this report; they were some of the most significant influences on respondents' views and understanding of the legacy commitments.

This desire for more detail led to a number of initial responses to the overall legacy. Most positive was a neutral, 'wait and see' position: many thought that the commitments look good on paper, but wished to reserve judgement until there is some evidence of progress or success.

"They are definitely good goals to aim for, whether they are achievable or not will be seen at a later date."

HOW CONFIDENT ARE YOU ABOUT WHAT WE'VE BEEN ABLE TO TELL YOU THAT THIS WILL ACTUALLY HAPPEN?

"That remains to be seen."

Workshop G1: Mixed sex, 20-29, South London

WHAT ARE YOU THINKING ABOUT THE LEGACY?

"Seeing is believing. It would be fabulous if it all worked the way they want it to work, but being cynical about the way this country operates now."

G11: Mixed sex, 40-54, ABC1, very involved in the arts/vol, Glasgow

Similar to this, but less confident, was a disbelieving position: some felt that, based on what they knew at that stage, it was hard to see how it would be possible to fulfil the commitments (although they were prepared to be shown otherwise).

"I don't think they'll be able to do all of it."

"It's too much."

"I mean yes they can build houses and make something look pretty, but in terms of getting children to really want to go and use their facilities and stuff, they're going to have to do a lot."

Workshop G2: Mixed sex, 30-39, South London

"One minute there are going to be loads of people here and the next day not one person is going to be here, just a load of litter everywhere, the party is not going to continue it needs to end somewhere."

"And the job opportunities that they've created aren't going to continue after the games."

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

"It's all very well doing that up until the Olympics but as soon as the Olympics have gone and everyone's focus is off London again it will go back to how it was sort of thing."

G2: Mixed sex, 20-29, C2DE, Bridgend

"It's hard to gain reassurance, not just in this country but the Olympics in other countries. I understand that some are still paying off some debt and I hear they didn't really reap any benefit from it."

Workshop G1: Mixed sex, 20-29, South London

Less positive still, some did not understand the commitment at this headline level: the information in the title and summary alone was insufficient to explain what is planned and expected, and they did not see the point, or what the commitment was getting at. Finally, and most negatively, a number of respondents adopted a generic cynical position: fuelled by a belief that the government (or governments in general) is prone to attention-grabbing headlines, statements and targets which are then not followed up, they believed that the

commitments represented easy promises and sweeping ambitions which lacked foundation and even plausibility.

“Anyone can write that down.”

“It’s possibly hot air but it would be really good. Exactly how they’re going to do this I don’t know.”

Workshop G2: Mixed sex, 30-39, South London

“This country doesn’t have the infrastructure to support it in comparison to the States and China. If they are going to build the infrastructure then it will help. But up here they don’t have good facilities to produce world class athletes.”

G18: Mixed sex, 55-70, C2DE, Dundee

“Really what we’re looking at here is a nice good old bit of Labour spin isn’t it really at the end of the day and that’s what it is and I expect some committee sat around working that one out and it took them about a fortnight probably and they were all patting each other on the back at the end of it.”

Workshop G4: Mixed sex, 50+, South London

“They say all these things beforehand to sort of appease people before it does end and no one is interested any more. When the games are finished, boom, there you go. Is it going to carry on? Are the people making these promises going to stick to their word?”

G9: Mixed sex, 30-39, C2DE, East London

As with the ‘rejecters’ (see section 2.2 below), this cynicism was rarely seemed to be directed at the Games in particular; rather, it would probably have been a response to any large-scale government plan or initiative. There were some, however, who held fixed and apparently immovable ideas that the Government is in this primarily for the money, or at least the kudos, that they expected to flow from a successful Games.

“The government are putting all this effort into it and they’re going to get the credit and everything else, and they’re going to get something back from it. If they can generate business and work and stuff then they’ll reap the benefits as well.”

“The people at the top couldn’t care less if we win one medal.”

G9: Mixed sex, 30-39, C2DE, East London

On the face of it, the five commitments also reinforced the assumptions of many that London, and East London in particular, will benefit most from the Games, and that other regions will be relatively unaffected. Certainly, commitments 2, 4 and 5 seemed to be explicitly focussed on the capital.

"I don't think it will have any impact on us whatsoever, it's being aimed at people in London."

G3: Mixed sex, 20-29, ABC1, Otley

"The legacy is mainly going to be in the Stratford area and I'm not going to trot over there to use a swimming pool, let alone someone from Scotland or further. It's a very isolated area that is going to benefit."

"It's all about Stratford, Stratford, Stratford."

Workshop G1: Mixed sex, 20-29, South London

HOSTING THE GAMES WILL PUT THE WHOLE OF THE UK ON DISPLAY.

"No it won't. "

"Just London."

"It'll only be London, I don't think it'll go further. It won't even affect this part of London. You might get little bits here and there but not as much as Stratford."

Workshop G2: Mixed sex, 30-39, South London

2.1.3 *Initial segmentations*

In general, four types of respondent were more likely to be positive about the legacy to start with, and were more prepared to believe that it could be achieved: older respondents (particularly those over 40); those from BC1 social grades; those living in more affluent areas; and those living in England. Correspondingly, younger, C2DE respondents living in less well-off and non-English areas tended to be more cynical and questioning.

The reasons for this segmentation were varied, but they seemed to be based largely on respondents' general outlooks on life and their perceptions of the quality of services and facilities in, and the overall affluence of, the area in which they lived. In this sense, older and BC1 respondents, and those living in affluent areas which had good services and facilities, seemed more prepared to be 'generous' and to feel that other areas and people had needs greater than theirs. They were less concerned about the perceived focus on London and the consequent remoteness of the Games from their lives and communities. These respondents also seemed to have a less cynical, or at least sceptical, outlook on life more generally, and were more prepared to give the government the benefit of the doubt than younger C2DE respondents living in less well-off areas.

In turn, these younger C2DE respondents in less affluent areas outside London were more likely to resent the perceived benefits and

opportunities which were being offered to London but, as they saw it, denied to them and their communities, and were more likely to be cynical about government plans in general. On top of this, a number of respondents in Wales and Scotland (but less evidently in Northern Ireland) seemed to resent the fact that England, and especially London, is hosting the Games almost on principle.

There were of course exceptions to this segmentation – one striking example being 20-29, C2DE respondents in Belfast, who were very enthusiastic about the legacy promises and the Games themselves.

These influencing factors could both combine and compete with one another to shape individual respondents' views. Older BC1 respondents in well-off Wimborne, for example, were among the most positive in the sample, whereas younger C2DE respondents in Scotland were among the most negative. Between these two extremes sat anomalies such as the Belfast group mentioned above, and 'compromises' such as 30-39 year-old C2DE respondents in Stratford who were enthusiastic about the opportunities, but fairly cynical about the details and chances of success.

In addition, respondents in Manchester, who had recently experienced the Commonwealth Games and their associated legacy (primarily regeneration and local pride), were much more positive than many about the 2012 legacy. This experience seemed to 'override' the demographic and geographic considerations noted above: respondents were all C2DE, and one group was aged under 40. They were, however, as concerned as other non-Londoners about the perceived focus on London and lack of events and initiatives in their area.

2.1.4 *The effect of knowing more*

Almost universally, respondents in the main sample were more positive, interested and excited by the legacy at the end of the discussion, when they had been given some more information, than they were at the beginning. Indeed, some of the most significant shifts occurred among those who were least positive to begin with. Many non-Londoners had become more positive simply because they knew more about what would be happening in their area – the Games and the legacy did not seem as focussed on London as they had originally

thought or assumed. Others had been given greater confidence that the legacy might be achieved, and that its beneficial effects would be felt by the right people and in the right places.

"It's just making it easy for you to get involved and go around and see something. Although London isn't a million miles away, it's an effort to get there. Villa Park is a bus journey away, you could hop on and get involved in the Olympics; it's an experience."

G19: Male, 15-16, ABC1, Birmingham

"I did think it was a waste of money and it would just be like the Millennium Dome but now it shows me it's involving the whole country, it's not just London. The Millennium Dome was an attraction for London but this is different."

"I'm really glad they've brought some stuff to Birmingham because it was just for East London, but then it said it was bringing stuff to the West Midlands and I was like 'Whoa!'."
"I knew it was going to affect the country but I didn't exactly know in what way."

"I might have to stand up at a massive microphone and tell the whole country about all these because it needs to be advertised more."

G21: Female, 17-18, ABC1, Birmingham

"I have changed my opinion. I was very cynical about it before I came here but now you've shown me these things I do think it's not such a bad thing. For my daughter, sport is more of a social thing because she is always last, so for her it's just about joining in, and if there are all of these things where she can go along and then next year she can do something else. If all these things are available."

G5: Mixed sex, 30-39, ABC1, no involvement with sport, Glasgow

"I feel a bit more optimistic about it."

"More open to the feeling that it's going to work, because personally I just thought it was about sport but now I see it's got more other stuff as well."

"I was sceptical that it was all going to be based in London but they're trying to involve other people which is good."

G19: Male, 15-16, ABC1, Birmingham

"I just thought until today that it would be the Olympics and that is it, I mean I knew the stadiums would still be there but I didn't think that it would be a huge change of East London, so hopefully it will have an effect for the better."

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

"Even though it's only words, them words are quite powerful."

G9: Mixed sex, 30-39, C2DE, East London

"I feel more positive knowing that there is stuff in the North West; it brings it a bit more local."

G7: Mixed sex, 30-39, C2DE, very involved in sport, Manchester

Few were fully confident that the legacy would be achieved, however: a 'wait and see' position was as positive as most could be at this stage. There was a very widespread *desire* to believe in the Games and their legacy: most respondents wanted to feel good about them, to be confident that the legacy will be achieved, and to believe that the Games will promote national pride, unity and other general benefits. But most were being 'held back' by the types of doubt noted above. This conflict was reflected in respondents' views of media coverage of the preparations for the Games: bad news about logos, budgets and problems was thought to dominate; but they wanted to know more about the good news, such as favourable IOC reports and reaching key stages ahead of schedule.

"The Olympic Committee actually did a spot check a while back if I'm right, and they said we are ahead on the building. This is big stuff. You've got to blow the trumpet when the occasion rises and saying 'Here we are, here is the swimming pool, here we are we're three months ahead of schedule and we're under budget' and all the rest of it, because you can bet your life the minute they get behind and over budget the press will be in there like rats down a drainpipe."

Workshop G4: Mixed sex, 50+, South London

"I think the media need to get people on board, the thing about this country is that people like to knock down any positives, they look at the bad side. Do the PR thing and get the media on side, get a place where people can look and see what is going on, if you get them on board, you'll get the country on board. Then any positive that does come up, people can say: 'Look, there is an example.'"

Workshop G3: Mixed sex, 40-49, South London

"I need more information and to be told more because at the moment I feel very much in the dark about it. All the things that were said in our group it was very much 'Oh that's great'. To be honest I'm a bit of a sceptic but the more information that I've had the more I've thought 'it can work'. In our group we didn't know about these free sporting activities around London and this proposal for the Cultural Olympiad. So you can't expect London to be proud of something that is going to happen unless they know about it."

Workshop plenary session

"We need all these things to promote the Olympics anyway. These things have to go on because you can't just say, all of a sudden: 'Right, the Olympics are here'. So I think you have to do that to get everybody interested, because unless you're down in London, in that buzz, you don't know."

G11: Mixed sex, 40-54, ABC1, very involved in the arts/vol, Glasgow

"We've only won it recently I haven't really seen any start on getting this stuff going, the sports and culture and that."

G19: Male, 15-16, ABC1, Birmingham

To sum up, the information about current initiatives and future plans that respondents were given during the discussions partly answered their queries and assuaged their doubts, and most moved to a more positive position by the end. It was clear throughout the research, however, that a significant communications effort will be needed if the public is to take these commitments seriously and get behind them.

"It does make you more hopeful that they will pull it off because everyone is looking into detail."

G9: Mixed sex, 30-39, C2DE, East London

2.2 Rejecters' views

These respondents were recruited on the basis of their stated opposition to the Games coming to the UK. They were adamant in their rejection of the Games, generally for two reasons. The first was the cost of the Games themselves (they knew the ball-park figures, but not how the money would be spent), and their belief that money could be spent on other, more worthy causes. The second was an extreme lack of confidence in the Government's ability to spend this money effectively.

"It is a lot of money."

"It is a vast amount of money being spent on it. It is a bit like when they said they were going to rebuild Wembley and it is going to cost £1 billion then it is £ 2, 3, 5 billion."

"There are going to be no boundaries which I don't like."

They are telling us it is going to cost x amount but you know it is going to be 3 times that."

"Apparently 9 billion is the cost."

"You know it is going to be 20. Or more."

"We won't benefit financially from it."

"We will probably suffer financially."

"We will lose a lot of [regional] funding."

"We're going to lose in excess of £40 million that would have been earmarked for good causes here."

G13: Mixed sex, 40-54, ABC1, Games rejecters, Belfast

It was difficult to see how these respondents could be moved from this position, since many seemed determined to be cynical about everything they were shown.

“It is a showpiece. If you look back at history, look at the Olympics at Munich, Hitler and all the rest. It is the same sort of thing, a propaganda exercise to show how wonderful they are.”

G13: Mixed sex, 40-54, ABC1, Games rejecters, Belfast

“They are the five points with all the other countries, before – Greece and everyone else, came out with the same five points. We are just changing the picture, the names.”
“There is nothing that hasn't been done before.”

G13: Mixed sex, 40-54, ABC1, Games rejecters, Belfast

Their initial views were based on scant knowledge about the legacy, but even once they knew more about them, most refused to believe that the commitments would be achieved.

On paper, however, a number thought that some of the commitments would be worthwhile – in particular those which would affect people directly: numbers 1 and 3 (see section 3.1 below). Some were also a little happier about the cost when they knew more about what is planned. Having said this, most believed that it should not have taken the Olympics to make the commitments happen, most had too many unanswered questions for their position to have changed significantly by the end of the discussion, and in most cases cynicism about the Government remained.

“I don't believe that is up to our Government. If Manchester United and Liverpool and all these clubs can bring in private money and make world class footballers etc why can't the Government do it?”

G13: Mixed sex, 40-54, ABC1, Games rejecters, Belfast

“The volunteer part of it and for the youth to get involved is a really good idea. But the amount of money they are going to spend to create these volunteers, that shouldn't be, it should just be a natural thing, it should become part of the training in schools.”

G13: Mixed sex, 40-54, ABC1, Games rejecters, Belfast

“Why does it have to be so much money? Why is this not just part of the school curriculum without it costing money?”

G13: Mixed sex, 40-54, ABC1, Games rejecters, Belfast

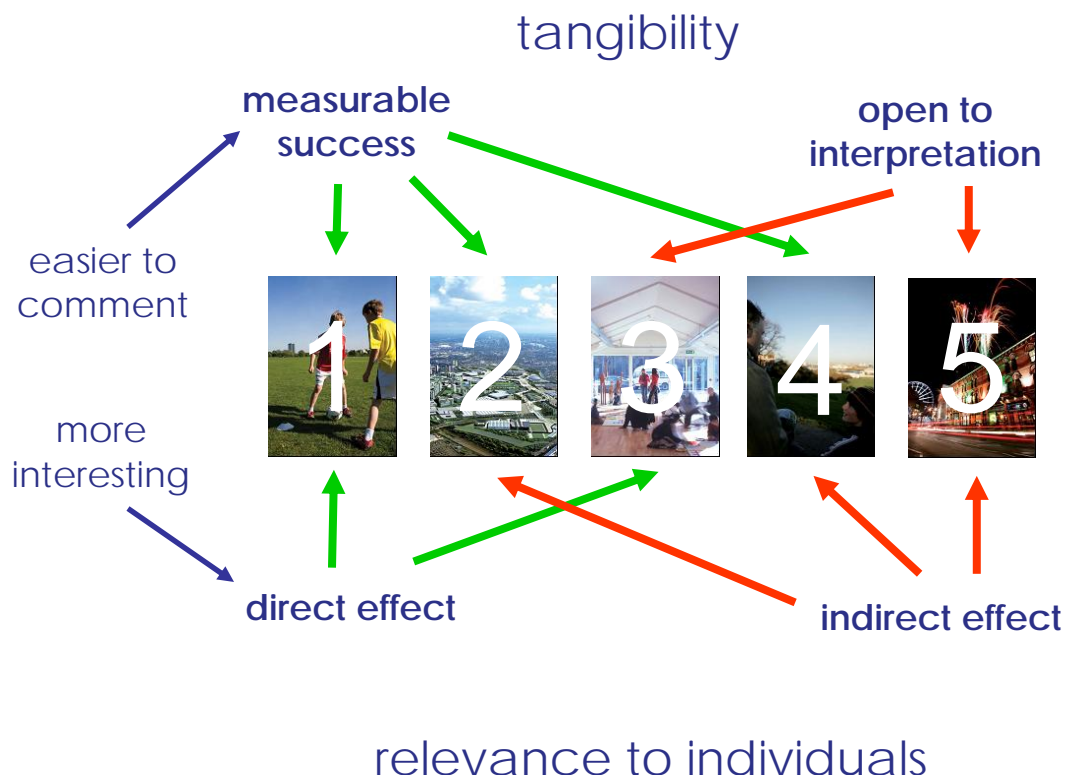
These respondents were much less prepared to give anything the benefit of the doubt, and their views seemed deeply in-grained, and not solely a response to the Games themselves. This second point in particular means that they are likely to be much more difficult to convince or bring on board than those who are at least prepared to judge the Games on their own merits.

3. Informed views of the commitments

3.1 Overarching themes

The five commitments can usefully be categorised in two ways: tangibility and relevance to individuals, as illustrated in the graphic below. Commitments 1, 2 and 4 were often seen as tangible, measurable and sharply focussed – success or failure was expected to be provable, and the government could be held to account for this. Commitments 3 and 5, on the other hand, were seen as much less tangible: they are less easily measured and have more diverse remits, and their outcomes will be harder to pin down; success or failure is more likely to be a matter of interpretation.

In terms of their relevance to individuals, commitments 1 and 3 were expected to have a direct effect on people, whereas commitments 2, 4 and 5 were seen as more directly relevant to improving services, infrastructure and investment – their effects on individual people will be indirect.



This categorisation was not obvious to many respondents, and it was rarely articulated as such, but their basic reactions to the five commitments can be readily understood in these terms. Most found it easiest to grasp and comment on the three tangible commitments (1, 2 and 4): these were the most focussed and target-driven of the five, and consequently the easiest to understand and imagine in practice. But the two individually relevant commitments (1 and 3) were often most interesting of the five and were ultimately thought most important by almost all groups: once properly understood, these were the commitments which most thought would have the greatest impact on people. This analysis of course suggests that commitment 1 should have been the most resonant, and commitment 5 the least, and to a large (but not total) extent, this was borne out in respondents' detailed reactions.

Almost universally, the chief beneficiaries of the legacy were expected to be East London and young people everywhere (but particularly in London). A focus on young people was thought appropriate by almost all respondents, of all ages: it was widely believed that the Games will offer unprecedented opportunities for young people, and that this situation is entirely proper and should be exploited to the full. The extent to which East London will benefit was more controversial, but, as discussed in section 3.3 below, many non-Londoners did not begrudge this area these benefits.

Most responses to the commitments were of course specific to each one, but some reactions emerged in relation to most or all of the commitments. The two most common of these were: a feeling that it should not have taken the Olympics to make the commitment possible, and that the regeneration or investment should have been happening anyway; and the question of why people were unaware of the plans and initiatives that were already in place – especially those operating in respondents' immediate areas. The fact that these points arose repeatedly gave the special significance for some respondents.

3.2 Commitment 1: Make the UK a world-leading sporting nation

The sentiment behind this commitment was well regarded, although many were sceptical about the UK's ability to become a world-leading sporting nation. Immediate concerns often regarded the balance between elite and grassroots sport, and the question of what makes a world-leading sporting nation – medals or participation?

"I don't like the first one, six hundred million in performance sport, they're talking about getting all their kids and that trying to make them interested in sports and throwing all their money into professionals rather than trying to build up from scratch, so it's looking at high-performance centres and what not rather than the roots."

G19: Male, 15-16, ABC1, Birmingham

For most, the former implied an emphasis on the next five years and the run-up to the Games; they wondered what would happen after 2012, and whether or not the investment and focus would continue. The latter, bolstering grass-roots sport, was expected (or hoped) to involve longer-term commitment and planning.

Perceptions of a lack of investment in sport at both levels over recent years, and a lack of success at a professional level, made many sceptical about this commitment to begin with. But the three goals and the plans to achieve them were often persuasive, and many respondents were happier about this commitment by the end of the discussion.

"Why can't they do this without the Olympics? Why have they not invested in the first place? I can understand why the Olympics will boost things but why has it taken for this."

"They are trying to make UK the leading sports nation, but we are rubbish at cricket we are rubbish at rugby and now we are rubbish at football. We haven't won the world cup since '66 so if they are worried about making the UK a better sporting nation they should have done this ages ago."

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

"We've been competing in the Olympics for 100 odd years, so why are we now saying we're going to try and make out children world class competitors? Why haven't we been doing that before? The government should have been generating money in that in the first place."

Workshop G2: Mixed sex, 30-39, South London

If the sentiment behind the commitment was well regarded, the detailed 'targets' were less popular. The aim to finish fourth in the medal

table was widely derided. Realistically, it was often thought ambitious (sometimes overly so), given UK performances in the past and the dominance of USA, China, Russia, Australia and others.

*"We'll never surpass the Americans."
"I don't think we are a very competitive country."*

G2: Mixed sex, 20-29, C2DE, Bridgend

But many thought it inappropriate to *state* this as a goal, and wondered why the UK is not *aiming* for first, even if this is not realistic. Going for fourth, a position which is 'not even on the medal podium', was often thought 'very British'; third would be more understandable for some.

"I think that trying to finish fourth is not ambitious enough. America is always pushing their athletes to be the best as well as the Australians."

G3: Mixed sex, 20-29, ABC1, Otley

"Why are they saying fourth? You know, let's go for it! Why aren't we just going for gold?"

Workshop G1: Mixed sex, 20-29, South London

"It's disheartening. They should be aiming for first. All right if we don't get there we don't, but aim for it."

"That sort of comment just puts down our country."

"We're the best country in the world, we got the Olympics, but we're only aiming for 4th place."

G9: Mixed sex, 30-39, C2DE, East London

Indeed, setting any position as a target seemed fraught with dangers: higher than fourth was seen as obviously unrealistic by many; lower than fourth seemed not worth aiming for to others. Overall, many preferred an aim to 'do as well as we can', or 'better than ever before' – something aspirational but vague enough to avoid the pitfalls of too much realism or too much ambition.

Increasing participation in sport by 1% per year was widely welcomed in principle, but this was also often seen as a poor way to state this aim. As a figure, 1% seemed low – although much more acceptable when it was explained that this was the EU record. A few found the figure ambiguous, and therefore to lack impact: an increase of 1% of all people living in Britain, or of young people, or of those already involved in sport?

The offer of four hours of sport to all children was largely well received, but this too was questioned by some. It frequently raised the twin

issues of school sport being cut and playing fields sold off in the first place, and of a lack of competitive spirit in schools more generally. Guaranteeing four hours of sport 'in or out of school' was seen as something of a cop-out by some, who thought it should all be provided in school time to ensure that children do indeed take part; and a number wondered how structured or organised this sport would be – simply running around would not be enough.

"I think there should be a general policy that we should bring back competitive sport. I hated it at school, I was a lousy sports person, I was the one that nobody ever picked but I still actually think it's something that should be done and there should be a general atmosphere of encouraging competitive sport to go along with the Olympics and maybe under the Olympic banner."

Workshop G4: Mixed sex, 50+, South London

"The kids nowadays don't even want to do PE at school, so they ain't gonna want to do it after school."

"Why does it have to be after school? Why can't they take an hour out during the school day?"

G9: Mixed sex, 30-39, C2DE, East London

The plans to achieve these goals were easy to understand and largely well received; they suggested that significant emphasis and investment would be directed towards grassroots and community sport, as well as the elite athletes. Indeed, it was the grassroots plans which got most respondents excited – especially the UK coaching framework and the schemes to facilitate young people's training alongside their other activities.

With regard to this commitment more than most, however, respondents were surprised at the number of initiatives and events currently operating – the UK School Games and London Summer of Sport in particular. Londoners were amazed when told that thousands had been involved in the latter: none had heard nothing about this. The more general point that what is being done now needs to be publicised much more widely if the public is to have confidence in promises for the future seemed especially relevant in this case.

"I've not heard any of it. I've got a 12-year-old sister, and you'd think it would be something you'd hear about at school."

"Are all these things secrets, why aren't they being advertised? They aren't in the papers or anything."

"None of us here have heard of any of these activities."

"I live in Crystal Palace and I've not heard a word."

Workshop G1: Mixed sex, 20-29, South London

3.3 Commitment 2: Transform the heart of East London

Perhaps inevitably, this commitment was of greatest interest to respondents in Stratford; even respondents in other areas of London felt remote from the issues and the expected benefits and difficulties. To some extent, the regeneration of the area in which the Games are to be based was taken for granted.

“Those are things you’re going to see. I think those are things that you take as a given.”

“If you are going to build an Olympic village you expect these things. You expect houses, stadiums, they come with the Games.”

Workshop G2: Mixed sex, 30-39, South London

But most respondents across the sample agreed or believed that the area *needs* regeneration (some outside London – in Wales and Scotland in particular – wondered whether London really needs regenerating or more houses), and felt that this was therefore an appropriate commitment to make, despite its lack of relevance to them.

“Places like Dalston, Hackney and Stratford are probably awfully old and really need regeneration.”

G17: Mixed sex, 55-70, ABC1, Wimborne

“That area is desperate for good housing. The East End of London.”

G18: Mixed sex, 55-70, C2DE, Dundee

“Why do they need more houses in London.”

“They need a nice park for people to go and sit in, because if you live in London, there are not very many places you can go that is green.”

G2: Mixed sex, 20-29, C2DE, Bridgend

“How can they say London is a deprived area of the UK, isn’t it one of the most richest areas?”

G21: Female, 17-18, ABC1, Birmingham

There was little resentment, within England at least, at the benefits that East London could expect to receive in this sense – at worst, it seemed irrelevant to non-Londoners. Many, however, voiced a thought common to a number of the commitments: it’s a shame that it took the Olympics to make something happen; the regeneration should have been undertaken anyway.

Few could deny that East London would be better off after the Games in terms of housing, infrastructure and sports and leisure facilities, and

many thought the plans sounded impressive and beneficial in theory. The most inarguable benefit, for many respondents, was improvement to the transport infrastructure; they could see that this is vital to the Games' success, and that East London residents would be able to use the services on their doorstep. Other benefits were less clear cut, however, and raised a large number of questions, most potently among East Londoners but to some degree in all sections of the sample. For the most part, these questions were based on cynicism about long-term government plans in general, and the perception that, so far, very little has been done to make or allow them to think differently.

Perhaps the most pressing question regarded the 9,000 new homes promised in the Olympic Park: respondents wanted to know what guarantees there were that prices will not rocket and the area will not turn into 'Chelsea in the East'. On the opposite tack, they worried that funding for the facilities left behind will be cut after the Games so that they fall into disrepair – the Millennium Dome and Crystal Palace Sports Centre were mentioned in this context – and wanted assurance that there will be long-term investment in these facilities.

"That is specifically talking about one place and they are talking about building new houses and stuff, that is not saying who is going to benefit. New houses that are all nice are snapped up by professionals who aren't even from East London. Just by talking about stuff that they are going to do doesn't necessarily mean that it will help the people living there. Even if you build new housing estates doesn't mean that it's going to be a success, it doesn't actually talk about helping the people, you can build all this that and the other but if you can't do things to help people."

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

"Sounds good but will they maintain that? I can see it down the road and as soon as the Olympics has gone, I can see them thinking: 'Oh well, let it go back to a hell hole.'"

G2: Mixed sex, 20-29, C2DE, Bridgend

The impact on local business and community was another concern for many. Respondents in Stratford (and some elsewhere) knew that businesses and residents were being forced to relocate because of the Olympic Park developments, and assumed that this trend would continue after the Games as new people and businesses start to move into the area. They worried that the community as they knew it would be changed irreparably.

"I've got friends who live in the local flats, and lots of them are being moved out. It'll be good for you, but a lot of people are having to move out."

"You see the flats that are going up and they're not going to be for the likes of the people round here. It'll be a different class of people."

"I think you're going to lose a lot of the local people."

G9: Mixed sex, 30-39, C2DE, East London

"The problem with the regeneration is that there's going to be a lot of people moved out by it. It'll be great for some local businesses but a lot of people will be moved out."

Workshop G2: Mixed sex, 30-39, South London

"What I haven't heard much about, and will put my mind more at rest, is how they will have plans to maintain those communities and actually reassure them. They may have lived around the corner for decades: reassure them that it will be better but still have a new community. So there will lots of new housing but they want to maintain the old community, it's not just putting up houses. Not just that but making sure the people of East London still feel that it is their area. That would be nice to hear more about."

Workshop G1: Mixed sex, 20-29

Equally, some wanted assurances that local businesses and residents will benefit from the pre-Games construction and service opportunities; they believed that foreign workers and companies will win most of the contracts by undercutting locals.

"These apprenticeships, will it be for young kids in the area to give them the opportunity to do this? Or is it going to be all these foreigners that are coming over? Are they going to be taking up the apprenticeships?"

G9: Mixed sex, 30-39, C2DE, East London

Finally, some wondered what employment opportunities there will be in the area after the Games, when all these contracts have ended.

"The permanent jobs won't be a lasting legacy but a lot of temporary jobs will be created."

Workshop G1: Mixed sex, 20-29, South London

"Obviously they're going to train up a certain amount of people that they need to do the job, but what happens when it's all finished? Is there going to be enough work for all them people that were trained up?"

G9: Mixed sex, 30-39, C2DE, East London

As with other commitments, respondents in East London in particular were very surprised to learn about some of the plans and initiatives already in place – they had heard little or nothing about these. Knowing about these initiatives seemed to give greater confidence for

the future – but knowing that they did *not* know about them was often worrying in itself.

3.4 Commitment 3: Inspire a new generation of young people...

For most respondents, this commitment could be split into two: promoting volunteering (in a variety of forms); and encouraging cultural activity. The physical activity side of the commitment seemed to pass most respondents by – in all likelihood, partly because this aspect overlaps with much of commitment 1, and partly because the examples and information available focused on the other two aspects. For most, the volunteering aspect was much easier to understand and comment on than the cultural activities.

3.4.1 *Volunteering*

Once they understood it, almost all respondents thought this issue an important, often the most important, part of the legacy. As noted, there was a general feeling that the chief beneficiaries of the legacy would, and should, be young people. The proposals which came under this aspect of the commitment were often expected to offer young people a number of types of opportunity: experiences they would not otherwise have; training, qualifications and future employment; something to get them off the street or away from the computer; and a chance to be part of a once in a lifetime event.

“This has got more depth to it than the other ones, it makes you think about the long-term effects and the opportunities beyond sport.”

G3: Mixed sex, 20-29, ABC1, Otley

“I think that’s excellent because not everyone can compete in the games, not everyone is an athlete. Just in a local community level, if they can be encouraged to start thinking along the lines of volunteering. A lot of young people have actually got a negative outlook on life and on themselves and I think if they can see that they have got something to contribute, it’ll build up a community spirit and national pride as well.”

G11: Mixed sex, 40-54, ABC1, very involved in the arts/vol, Glasgow

“If you can get participation, you can cut down on youth crime. If you give them facilities where they can work off their energy.”

G18: Mixed sex, 55-70, C2DE, Dundee

"The whole idea of improving things for kids is great, and volunteering, I think that is quite a good focus, getting some sort of group that organises it would have improvements for future generations."

G3: Mixed sex, 20-29, ABC1, Otley

At first, however, the breadth of this aspect of the commitment was not clear to many, largely because most had a restricted understanding of the term 'volunteering'. The word was taken to mean helping out at the Games themselves (stewarding, selling tickets etc), but not 'work experience', apprenticeships or a route to qualifications and employment, nor getting involved in local events and initiatives taking place away from the Games. In light of this, many respondents outside London initially found it difficult to imagine what volunteering opportunities there would be in their areas, since the events themselves would not be held there.

WHAT SORT OF VOLUNTEERING SCHEMES CAN YOU IMAGINE?

"Stewarding."

"People showing the way to seats."

"People working in schools, sporting opportunities and classes."

"Yeah like coaching a football team on a Saturday morning."

SO LINKED TO SPORT?

"Yes, because it's the Olympics why else would you volunteer?"

Workshop G1: Mixed sex, 20-29, South London

"Volunteering to me means you are doing something to help others."

"Do you mean volunteering in the Olympics itself, in the event?"

"What are they doing in volunteering?"

"When you say volunteering and the Olympics, you automatically think of volunteering to be a steward or something."

Workshop G2: Mixed sex, 30-39, South London

In addition, 'volunteering' seemed to be a charged term, implying 'doing good' or 'helping out' for no reward except appreciation. Few respondents thought that this type of activity would have much appeal for young people, and some current volunteers (Scouts leaders etc) voiced concerns that they would be left to 'take up the slack' because they were the volunteering type already, and that was what always happened in such situations.

"No one likes the sound of volunteering."

Workshop G1: Mixed sex, 20-29

When they understood what was planned, however, almost all were very supportive (some suggested using a different term to describe the ‘work experience’ side at least). As with other commitments, few respondents were aware of any activity taking place already, and many felt that plans needed to be enacted as soon as possible if the benefits were to be maximised. Being told that a lot is already happening was reassuring for many, but worrying for some.

“I think there are two broad types of volunteering. The first is to be a steward and be involved with the Games somehow and play your part, being part of the experience. The second one is about gaining qualifications maybe in construction, sort of tourism, so being a part of the Games but not being a steward.”

Workshop G1: Mixed sex, 20-29, South London

“Why isn’t there a full page ad in every newspaper, telling us about this?”

“Every sports programme could have ‘This is where you go to register your interest.’”

G17: Mixed sex, 55-70, ABC1, Wimborne

“Well, 40,000 people have volunteered, no one has asked us.”

“Maybe some towns have got around to advertising it, I don’t know.”

G2: Mixed sex, 20-29, C2DE, Bridgend

3.4.2 Cultural activities

This aspect of the commitment was often entirely unexpected; few, even those involved in arts activities, had thought to connect the Games with culture in any way except through the opening ceremony. Even after discussion, many, especially younger and C2DE respondents, were unable to see a strong or logical link between the Games, the legacy, and encouraging cultural activity. Almost no respondents had heard of the Cultural Olympiad; those who had, had simply heard it mentioned in the media or elsewhere.

The main reason for this inability to see a link between the Games and culture was clear and consistent: the focus of attention, both in the other commitments and in respondents’ minds, was firmly on sport (the Games themselves and grassroots sport), and regeneration and related opportunities. But it was also a result of the breadth of the meaning of ‘culture’ – anything from high-brow arts events to the British way of life – and respondents’ unease with this term.

“The whole cultural thing I don’t really see why, it’s not about culture, it’s about sports and that focus shouldn’t be taken away.”

G3: Mixed sex, 20-29, ABC1, Otley

“The Olympics is about sports. Not airy fairy arty, cultural stuff. Then you may lose the kids. You’ve got to keep their interest up.”

G18: Mixed sex, 55-70, C2DE, Dundee

When they thought about it, a number of respondents (scattered through the sample) came to the conclusion that the cultural aspect might give young people who do not want to get involved in sport or regeneration a way of taking part in the Games, and might help to generate excitement and interest in the Games in the years before 2012. Some of these, including those involved in the arts, became very enthusiastic about these possibilities – although it did seem that the emphasis in most respondents’ minds was on events which show off British culture (and multiculturalism) to the rest of the world, rather than on events for British audiences.

“I suppose if you’re not sporty, you’d still be a part of the Games.”

“In that four years before, it’s going to get people interested.”

G9: Mixed sex, 30-39, C2DE, East London

“I’m happy to see the culture thing because not everyone is into sport, the more people the better. There will be other cultural things for people who are not interested in sport, it’s good to get everyone involved in such a big event.”

G19: Male, 15-16, ABC1, Birmingham

“They aren’t just going to be seeing the Olympics they are going to be coming here and doing tourist things, travelling a bit and soaking up the culture, the arts. They’ll be certain exhibitions put on, in time for the games. There will also be an opportunity for night life and restaurants and stuff. People are going to be coming from every country in the world and London is going to be the place to be, it’s going to be multi cultural. It’s not just about the Olympics games, if you come here for it you aren’t going to be just going to the sport every single day, they’ll be wanting to see other stuff.”

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

Others, however (again, scattered through the sample), could not see why or how the Games should encourage cultural activity. For those who thought the link between the two was weak, ‘branding’ an event with the Games logo or calling it part of the Cultural Olympiad seemed odd and even pointless, and the Games themselves were not expected to inspire many young people to take part in cultural events.

Many also felt that enough cultural events take place in the UK already – some wondered whether there will be audiences or performers for the additional ones, and whether there a need for additional events at all.

Having said this, a number of respondents did approve of giving young people as many opportunities as possible to organise and take part in events in their communities, not because of any connection with the Games but because it would ‘get them off the streets’. They felt that cultural events would be valuable if they can help to achieve this – but many were sceptical about the chances of this happening.

“Anything that gives them any kind of opportunity is a good thing because they don’t get much these days. So, yeah, they could take part in any of that.”

G9: Mixed sex, 30-39, C2DE, East London

3.5 Commitment 4: Make the Olympic Park a blueprint for sustainable living

As noted, this was the one commitment that surprised many respondents – they had not considered that the Games might have a ‘green’ angle or focus. When they thought about it, however, most concluded that such a commitment was almost inevitable, since the environment is the issue of the moment and the bid would probably not have been successful if it had not been included.

“They had to say something about it [the environment].

I would have been surprised if they hadn’t.”

“I don’t think they had a choice of not doing it.”

“They should be expected to do it anyway, everything should be now, the amount of fuss that is going on everything should be low carbon if they can do it or want to do it. They should be doing it.”

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

This inevitability raised a number of responses to the concept of an environmental commitment. Most approved, often wholeheartedly: they thought it absolutely appropriate that this commitment should be included, especially as the issue is likely to be even more pressing in five years’ time. There were some less positive reactions, however, from throughout the sample. Some dismissed its significance, claiming that this is just a box to be ticked and that any city winning the bid would have to do the same. Others were more cynical, feeling that the

government is jumping on the environmental band-wagon, appealing to the current hot topic to garner support for its plans.

"I think it sounds like jumping on the bandwagon a bit, all this stuff about global warming and carbon footprints, it is jumping on the bandwagon."

G3: Mixed sex, 20-29, ABC1, Otley

One or two wondered what the need to make this commitment says about the UK's environmental 'performance' to date – they believed that other European (in particular) nations are so far ahead of the UK in these terms that they would not have had to make this commitment in the first place, and that the UK's shortcomings were being highlighted. Finally, a few doubted the long-term importance of this commitment, arguing that there might be a need to demonstrate how to achieve green developments *now*, but in five years' time, when the Olympic Park is completed, this will be common knowledge.

"To highlight it is strange. They should be doing it anyway, so they need to be a bit cool about it. Not screaming 'look what we did' because if you do that and you haven't done it quiet as well as you thought, someone will catch you out."

Workshop G1: Mixed sex, 20-29, South London

"In Germany this is par for the course."

WHAT DOES THAT SUGGEST ABOUT THE UK?

"That we are playing catch up. Compared to a lot of the northern European countries, we're behind."

Workshop G2: Mixed sex, 30-39, South London

A number of respondents were unsure about the meaning of 'sustainable' – this was often seen as a vague, government-like concept which could mean a number of things. One interpretation of the term was a development or community which is self-sufficient in some way – environmentally, in terms of energy, economically or in terms of employment, socially. Another was a development with an infrastructure which allows it to achieve high levels of recycling or reuse of waste, water and other services. Others simply had less well defined ideas about ethical or 'green' living.

The idea that the Olympic Park might be a blueprint for other developments to follow was generally well received, and considerably widened the relevance of and interest in this commitment. Minority comments about the need for such a blueprint notwithstanding, many respondents outside London welcomed the prospect of the Park

showing how green development might be achieved elsewhere in the UK, particularly if it could show off new technologies and techniques which other developers might be reluctant to try if unproven. The idea that the Park might inspire people elsewhere to live greener lives was generally hard to accept or believe – few could imagine how this inspiration would come about.

This commitment was perhaps the most acceptable of the five at face value – relatively few respondents called for more information or felt they were in the dark about what is currently taking place, and many seemed to be prepared to take its plans and aims on trust. Indeed, respondents in East London seemed to be better informed about the Park's green credentials than many other aspects of the legacy.

3.6 Demonstrate the UK is a creative, inclusive and welcoming place...

For a number of reasons, most respondents found this the hardest of the five commitments to understand, appreciate and get excited about. Many felt that it did not offer clear, tangible benefits to individual people or areas, and that the plans and information available seemed vague and lacking in clear goals. Indeed, for some it seemed to have been 'cobbled together', with no single aim in mind. Conversely, the main focus was often thought to be on attracting investment and business opportunities, which was not interesting or relevant to many.

"I just can't see how they [the Games] are going to encourage greater inward investment."

G2: Mixed sex, 20-29, C2DE, Bridgend

On a different tack, most thought that any showcasing will be restricted to London – few outside London could see how their own areas would be shown off, and thus how it would be relevant to them in this respect. But many thought that London does not need this type of showcasing – it is already well known as a vibrant, diverse and exciting city.

"They can make statements like 'every region will benefit' but only a handful of people will benefit."

G2: Mixed sex, 20-29, C2DE, Bridgend

"It says that it will highlight London's status as a great and diverse and sustainable city and it will just boost their tourist trade and all the money will be ploughed back into them."

G7: Mixed sex, 30-39, C2DE, very involved in sport, Manchester

“This has already been shown, the UK and London especially is a welcoming place to live in, a place to visit, these things are already in there. We have lots of people coming here to live.”

“I think this country is a good investment anyway, London is a very successful city, there is plenty of business opportunity.”

Workshop G1: Mixed sex, 20-29, South London

Having said this, many thought that the premise behind the commitment was inarguable: the Games would inevitably show off the best aspects of London and (to some extent) the UK, attract tourists (probably in very large numbers) and bring London and the UK to the world’s attention, at least in the short term. But some wondered why, in that case, this is a *commitment* at all – they felt that its promises would happen anyway, whether or not special efforts were made to achieve them.

“I don’t see why you need to promote it further. It’s going to happen anyway, there are going to be more tourists so we are going to capitalise on it anyway, we should be creating more long-term jobs.”

“London is always seen as a leader so all we are doing is just improving it and giving others the chance to invest.”

Workshop G3: Mixed sex, 40-49, South London

“I can see the benefits from the more tourist side but the focus will be on the capital.”

G2: Mixed sex, 20-29, C2DE, Bridgend

Likewise, business opportunities and foreign investment in the form of Games-related contracts were expected to be part and parcel of hosting the Games, and many could see how *British* companies might benefit from international exposure for their Games-related work. But many respondents were unable to see how hosting the Games would attract investment or business from abroad in any other context – if companies wanted to do business in the UK, they would do so whether or not the Games were taking place.

“With regards to investments, nowadays people can invest with all countries, I don’t see the Olympics making the UK any more of a sound investment. I can see that investing in sport is necessary and industry related to sports. But abroad you can get labour for much cheaper, I don’t think it would make much difference.”

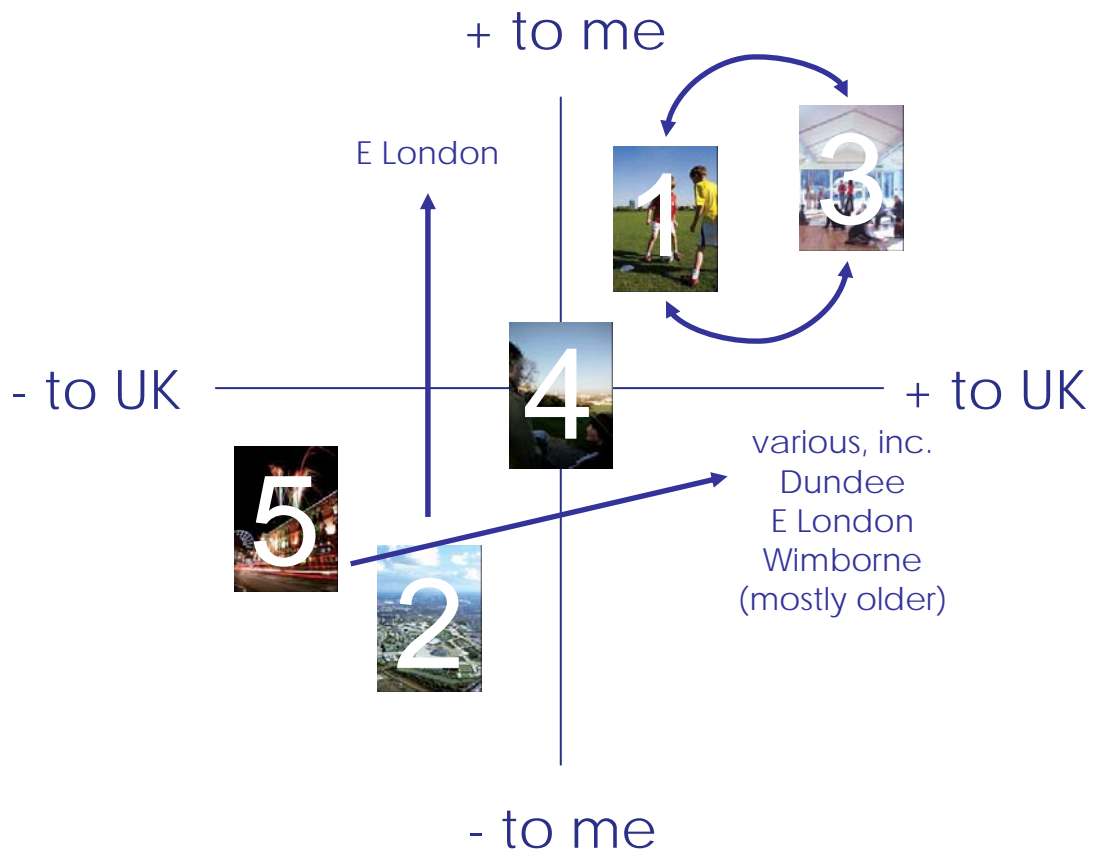
G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

Finally, and crucially, few seemed particularly interested in finding out the answers to these questions. Some respondents throughout the

sample, but particularly in the older age bands, thought the issues raised by this commitment were significant and worth pursuing (whether or not they thought them inevitable); and that the economic and business benefits would be felt by the UK as a whole. Most, however, showed a marked lack of personal interest in the issues.

3.7 Mapping the commitments

All groups were asked to position the five commitments on a concept map indicating 'importance to me and my community' and 'importance to the UK as a whole'. The graphic below represents a composite of all the maps – although there was in fact a high degree of consistency between them.



This graphic can be interpreted with reference to the discussions of each commitment in the sections above, and the categorisation suggested in section 3.1: tangibility and individual relevance. To reiterate this classification: commitments 1,2 and 4 can be seen as tangible, with measurable results, whereas 3 and 5 are abstract,

with results which are open to interpretation; and commitments 1 and 3 can be seen as directly relevant to individuals, where as 2, 4 and 5 are indirect in their effects. Tangible commitments were generally easiest for respondents to understand; directly relevant commitments were generally most interesting to respondents.

In light of this, the concept map shown above can be interpreted as follows...

- **commitment 1** (tangible and directly relevant) was easy to grasp and interesting: it was thought very important both to the UK as a whole and to individual communities
- **commitment 2** (tangible but indirectly relevant) was easy to grasp but less interesting to most communities (with the obvious exception of East London): it was the least personally relevant to non-Londoners, but not least important to the UK for many because they found it easier to understand than some other commitments
- **commitment 3** (intangible but directly relevant) was harder to grasp than some others, but was very interesting because of its direct impact on individuals: it was thought very important to both the UK and individual communities because, once understood, its effect on individuals was expected to be significant and widespread
- **commitment 4** (tangible but indirectly relevant) occupied similar ground to commitment 2, but it was thought more important on both counts because the 'blueprint' idea made it more widely relevant and it raised fewer questions
- **commitment 5** (intangible and indirectly relevant) was hard to understand and often lacked personal interest: it was thought least important to the UK by the many who found it hard to grasp, but much more important to the UK by those who did understand it, and more important to individuals than commitment 2 because it was expected to be less restricted in its effects

4. Encouraging participation

Having seen what the commitments entail, and the range of opportunities they present, some respondents thought that they would be interesting in getting involved themselves. The focus for most, however, was on young people, and the need to persuade them to make the most of these opportunities. The most 'fruitful' commitments in this sense were expected to be those which are most relevant, interesting and useful to individual people; as illustrated on the map above, these were commitment 1 (grass-roots sports in particular) and commitment 3 (volunteering – at the Games and for training or experience). It was harder for most respondents to imagine young people wanting to take part in other ways – environmentally or culturally, for example – although a number (generally the more interested and engaged anyway) were interested in these aspects of participation for themselves.

Many respondents expected that take-up among young people would be high, provided that the link with the Games is clear – few underestimated the potential for the Games to excite and inspire young people to do things they might not otherwise try – and the opportunities are clearly and appropriately communicated to young people, their parents, their teachers and other influential people. The younger respondents in the sample (in their teens) tended to endorse this view.

“You could be very involved, there will be something. There will be sports and music or food, something to try that’s different. We’re just a normal bunch of kids so I don’t see why there won’t be thousands more like us that won’t want to do the same.”

G19: Male, 15-16, ABC1, Birmingham

In other words, many thought that the opportunities would sell themselves to young people, provided that they knew enough about them. But many pointed out that this is not happening at the moment: very few knew much about what is currently in place or planned for the future. Equally, many respondents also thought that only young people who are open to the idea of taking part in the first place will do so – many will be uninterested and impossible to engage.

“What you were saying sounds really good but what I’ve read in the papers and everything, there doesn’t seem to be any back up to what you’re saying.”

“I must admit that is a priority for me with my kids. I would love it if our kids, about 14/15 year olds that are not academic, want to get on and do something with their hands. Fantastic.”

G12: Mixed sex, 40-54, C2DE, not at all involved with sport, East London

The priority target for these communications and attempts at engagement was widely thought to be the ‘future generation’ of young people – those aged around 10 or 12, who will be in their mid-teens by 2012. Even young people in the sample felt they would ‘too old’ to take full advantage by 2012.

“By the time the Olympics get here, all the tearaway teenagers now are going to be about 20 or coming up to 20. But the kids that are coming up the Olympics that are around eight or nine, that generation will probably benefit in terms of getting access and investments in new sport facilities.”

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

“I don’t think you’re going to make an impact on teenagers now it’s a new generation.”

G3: Mixed sex, 20-29, ABC1, Otley

The most effective channels for this communication were widely thought to be schools, youth groups, leisure facilities and local media, which could give detailed information about the programmes and opportunities available locally. Many also called for the involvement of role models or figureheads whom young people would respect and pay attention to – former sports stars were frequently suggested. Authority figures, such as local government and the national media, were widely thought to be inappropriate.

WHERE DO YOU THINK THESE MESSAGES SHOULD COME FROM?

“On a local level, schools, because you are only going to be interested to volunteer for things in your area. People in Scotland aren’t going to care about what happens in East London.”

“You could use local radio, not in a really cringe-worthy way, but something like Choice FM, not like an advert but inspiring people, getting the DJ talking about it and some really interesting events that could tie in, maybe even with sponsoring it. So even providing some incentive for local media and national media as well. You’ve got XFM and digital radio and TV and that gives a lot more scope for that, just get everyone promoting it.”

“It’s got to be fun and not something that seems preachy.”

Workshop G1: Mixed sex, 20-29, South London

“You need a way of infiltrating the schools, you need a sports person to go into these places and the children will be inspired by them.”

Workshop G3: Mixed sex, 40-49, South London

“It depends on how it is sold to them. To embrace it, to get these plans rolling you need these people to get involved and start doing all this. So it will be important for people to sit up and start doing things, like volunteering.”

“Yeah otherwise people will just turn their nose up at it. I mean people that do volunteering now, my Mum she is into things like that and today they signed up, her and her friend to steward in the Olympics. But to get young people interested in it, they’ve got to give it the right media. You need to get athletes from other countries and even doing things like going into schools and stuff and getting them involved.”

G1: Mixed sex, 20-29, ABC1, very involved in sport, West London

Appendix

Warm-up and introduction

- name; occupation; household composition; interests etc

Context

- what do they know about the Games; where have they heard this; what issues and associations spring to mind immediately
- are they interested in the Games; do they follow media stories about them; which issues have been covered recently; what makes them interested or uninterested
- what is their view of UK hosting the games; why do they think this; do they think others feel the same way; what do they think of London being host city

ALLOW RESPONDENTS TO VENT THEIR THOUGHTS AND FEELINGS ABOUT ISSUES SUCH AS THE LOGO, BUDGET, TAXATION, LOTTERY FUNDS, LONDON, EXPERIENCE OF THE DOME, ETC

Uninformed views of the legacy

- what effect do they think the Games will have on the UK, and their locality; why do they think this; what have they heard/read that supports or prompts this view
- what does the word 'legacy' mean to them, in general and with regard to the Games; is this a word they associate with the Games
- what do they think/imagine the government is intending the legacy of the Games to be; what makes them think this; what have they heard to suggest this
- how do they imagine the legacy of the Games will affect them and others personally; do they think they and others have a part to play in it

REACTIONS TO QUOTES/STATEMENTS ABOUT THE LEGACY OF THE GAMES

Informed views of the legacy commitments

SHOW THE FIVE COMMITMENT 'TITLE' CARDS

- have they come across these commitments before, in any form; if so, where; what do they think of them – immediate reactions
- how clear and understandable are the commitment statements; how relevant and appealing do they seem; are any of them surprising or unexpected; if so, why
- for each commitment...

TAKE RESPONDENTS THROUGH DELIBERATIVE MATERIAL

- what do they think of what is being proposed; what effect do they think it will have on the UK and their communities; how attractive, interesting or relevant is the proposal to them personally
- who stands to benefit most from the proposal; why do they think this; how widely do they think the benefits will be felt
- how likely would they, their children or anyone they know be to get involved with local or national initiatives associated with the proposal; what effect does the fact that the proposal is associated with the Games have

'GAMES NATION' EXERCISE – RESPONDENTS DESCRIBE THE IMPRESSION OF THE UK THAT THE PROPOSAL GIVES

- how does the proposal make them feel about the Games; does it change how they felt beforehand; why is this
- how does the public value of the proposal compare with the value to them personally or their community; which is more important to them; which is more likely to persuade them to get involved

MOOD BOARD – RESPONDENTS ILLUSTRATE THEIR VIEWS OF THE PROPOSAL

- is there anything that might make the proposal more relevant or attractive to them personally

Informed views of the legacy as a whole

CONCEPTUAL MAP EXERCISE – RESPONDENTS PLACE COMMITMENTS ON THE MAP, THEN DISCUSS WHY THEY HAVE CHOSEN THESE POSITIONS

- what does the map tell them about which commitments are most important to them and to the UK as a whole; does this actually mirror what they feel
- to what extent do the commitments 'hang together' to present a credible argument for the UK hosting the Games; do they complement one another; do they suggest together that the benefits will be widely felt

'GAMES NATION' EXERCISE – RESPONDENTS DESCRIBE THE IMPRESSION OF THE UK THAT THE OVERALL LEGACY GIVES

- what does this overall legacy suggest about the government's aims and ambitions for the Games; what do they think of this
- what do they think of the idea that the Games' legacy can only be fulfilled if the public and communities get involved; how motivating, reasonable, credible is this; is there anything they might want to do; if so, what has suggested this

MOOD BOARD – RESPONDENTS ILLUSTRATE THEIR VIEWS OF THE OVERALL LEGACY

Encouraging participation

- how likely do they think the Games are to encourage people to participate more in sport; what would act as a spur – inspiration of the Games themselves, increased opportunity through the legacy commitments etc
- how much and what type of encouragement do they think people will need – national and/or local communications etc

- what do they think of the legacy's focus on young people in this sense – is it appropriate, realistic etc
- how likely are people to participate more in cultural activities and volunteering; how clear is the connection between the Games and these activities; which aspects of the Games and their legacy might help to achieve this; what do they think of the Cultural Olympiad
- what would *they* be interested in doing themselves; what would it take to make them more interesting in participating

Summing up

- of the issues covered, what has been most interesting and relevant to them; why is this
- can they sum up how they now feel about the Games and their legacy
- have their views of the Games, and the effects on the UK and their communities and them personally, changed over the course of the discussion; if so, how
- thank and close

RECRUITMENT QUESTIONNAIRE

Name:

.....

Address:

.....

.....Tel:.....

Sex: Male () Female ()

Age: 20-29 () 30-39 () 40-54 () 55-70 ()

Occupations (CIE):

SeS: A () B () C1 () C2 () D () E ()

Marital status: Single () Married/cohabiting ()

Children: No () Yes () (*write in ages*).....

Ethnic origin:

.....

HELLO, I WORK FOR A MARKET RESEARCH COMPANY AND WE ARE CARRYING OUT SOME RESEARCH ON THE 2012 OLYMPIC GAMES. MAY I ASK YOU A FEW QUICK QUESTIONS?

QA Do you, or any of your close family or friends work in any of the following industries now or have you or they ever done so in the past?

Advertising	()
Marketing	()
Market research	()
Journalism	()
Public relations	()
Central Government	()
Local Government	()

CLOSE IF YES TO ANY OF THE ABOVE, OTHERWISE GO TO QB.

QB And do you have any direct involvement in planning for the Olympics?

Yes	() CLOSE
No	() GO TO QC

QC Have you ever attended a market research group discussion or interview?

Yes	() GO TO QD
No	() GO TO Q1

QD And have you attended such a discussion or interview in the last 12 months?

Yes () CLOSE
No () GO TO QE

QE What was/were the subject(s) of the discussion(s)/interview(s) you attended? WRITE IN BELOW.

.....
CLOSE IF RELATED TO THIS RESEARCH TOPIC. OTHERWISE GO TO Q1.

Q1 How often do you do either of the following?

	At least once a week	Less often than once a week but fairly regularly	Rarely	Never
Play sport	()	()	()	()
Watch sport	()	()	()	()

RESPONDENTS IN **GROUPS 1 AND 7** MUST BE *VERY INTERESTED* IN SPORT, PLAYING SPORT THEMSELVES AT LEAST ONCE A WEEK.

RESPONDENTS IN **GROUPS 5 AND 12** SHOULD *NOT* BE INTERESTED IN SPORT AT ALL AND RARELY OR NEVER PLAY OR WATCH SPORT.

FOR ALL OTHER GROUPS, **GROUPS 2, 3, 4, 6, 8, 9, 10, 11, 13, 14, 15, 16, 17, 18, 19, 20, 21, AND 22**, INTEREST IN SPORT AND THE FREQUENCY OF WATCHING OR PLAYING SPORT CAN BE LEFT TO FALL NATURALLY. TO Q2 IF APPROPRIATE.

Q2 And how often do you do a) things like going to the theatre, exhibitions, concerts etc, or b) something involving volunteering?

	(a)	(b)
At least once a week	()	()
Less often than once a week but fairly regularly	()	()
Rarely	()	()
Never	()	()

FOR **GROUPS 11 AND 16**, RESPONDENTS MUST BE *VERY INTERESTED* IN THE 'ARTS' AND/OR VOLUNTEERING AND SHOULD PARTICIPATE IN AN 'ARTS' OR 'VOLUNTARY' ACTIVITY AT LEAST ONCE A WEEK.

FOR **GROUPS 6 AND 14**, RESPONDENTS SHOULD HAVE *NO INTEREST* IN THE 'ARTS' OR VOLUNTEERING AND SHOULD RARELY OR NEVER PARTICIPATE IN AN 'ARTS' OR VOLUNTEERING ACTIVITY.

FOR RESPONDENTS IN THE REMAINING GROUPS, **GROUPS 1, 2, 3, 4, 5, 7, 8, 9, 10, 12, 13, 15, 17, 18, 19, 20, 21 AND 22**, INTEREST AND INVOLVEMENT IN AN ARTS AND/OR VOLUNTARY ACTIVITY CAN BE LEFT TO FALL NATURALLY. TO Q3 IF APPROPRIATE.

Q3 Thinking now about the 2012 Olympic Games, please could you tell me which of the following statements best describes how you feel about the UK hosting them?

A "I think it is very exciting that the UK is hosting the 2012 Games and the UK will probably benefit from doing so" ()

B "I feel fairly indifferent to the fact that the UK is hosting the 2012 Games" ()

C "I think that the UK hosting the 2012 Games is a terrible idea" ()

RESPONDENTS IN **GROUPS 8 AND 13** SHOULD BE REJECTERS OF THE IDEA OF THE UK HOSTING THE 2012 GAMES AND SHOULD CHOOSE STATEMENT C ABOVE. TO Q6 IF APPROPRIATE.

IN **ALL OTHER GROUPS**, PLEASE EXCLUDE ANYONE WHO REJECTS THE IDEA OF THE UK HOSTING THE OLYMPIC GAMES. CLOSE IF STATEMENT C CHOSEN. OTHERWISE TO Q4.

Q4 And finally, do you have any special requirements that would need to be met in order for you to participate in this market research if it were to be held in a venue with stairs or without disabled access?

No ()

Yes (please write in) _____ (please contact the office, so that we can make sure the venue is suitable for the respondent)

RECRUIT AS APPROPRIATE.

RECRUITED FOR...

GROUP:.....

TIME:.....

DATE:.....

Cultural Olympiad...

- Four years of **ceremonies, festivals and events** across the UK, running from Beijing 2008 to London 2012; for example...
- **World Festival of Youth Culture**: opportunity for young people in the UK and worldwide to show what they are interested in and care about
- **Film and Video Nation**: competitions and festivals to challenge people to record their experience of the Games; linked to an **International Film Festival**
- **World Cultural Festival 2012**: chance for every competing nation to present their cultural life to the rest of the world
- **UK-wide Festival**: thousands of local and regional events, supported by a network of Creative Programmers

Make the UK a world-leading sporting nation

The London Games in 2012 are a chance to bring together a unique combination of government resources and commitment from the sporting community and participants to create a truly world-class sporting nation.



Plans...

- finish 4th in the Olympic medal table and 1st in the Paralympic medal table
- increase participation in sport by 1% each year until 2012
- offer all children in England at least 4 hours of sport a week, in or out of school, by 2010

To achieve this...

- **£600 million** invested in high-performance sport, supporting **1,500 athletes** a year
- invest in coaching through the **UK Coaching Framework**; create the world's best coaching system by 2016
- stage the **UK School Games** to inspire school sports; a new nationwide competition involving the UK's most talented young people
- **two new schemes** to support the most talented young athletes while allowing them to continue other activities
- boost the quantity and quality of **local and regional competitions** by appointing more Competition Managers

Opportunities...

- improved access to more, better quality **sports and leisure facilities** at the heart of every community
- easier to lead a **healthier, more active lifestyle**
- more time spent on **school sport** will help create a fitter, healthier generation
- and it will **boost confidence, broaden horizons, and open up new career opportunities** in sports-related activities for young people

In your area – the West Midlands

- **Villa Park** will host rounds of the Games football competition.
- the **US track and field team** will base their pre-Games training camp in Birmingham
- Coventry is hosting the 2007 **UK School Games**
- promotion of Paralympic-linked events, including the **World Wheelchair Basketball** competition in Birmingham
- development of the **Sports Delivery System** – more volunteers, better coaching, wider offer of clubs
- overall development of the region's **sports facilities**

In your area – London

- **major 2012 Games venues:** Olympic Park, Central London venues, Wimbledon, Lords, Wembley
- **Olympic Opportunity Fund:** £11 million to fund a range of projects providing opportunities for people who are out of work – eg, funding for 150 disabled people to become qualified sports coaches by July 2008
- develop the annual **London Summer of Sport** event – last year, over 50,000 people took part in free, coached taster sessions in a range of sports at 300 events across London
- increase the number of **Community Sports Coaches** across London

In your area – North East

- **St James' Park** will host rounds of the **football competition** during the Games
- **Tyne and Wear** will host **UK School Games in 2010**
- **Pre-Games Training Camps** will bring Olympic squads to the region
- **Expansion of sports club infrastructure** in the region, and the **provision of high-quality coaching**

In your area – Northern Ireland

- Northern Ireland aims to host **Pre-Games Training Camps**, bringing Olympic squads to the region
- **A10-Year Strategy for Sport** for Northern Ireland will focus on encouraging **sports volunteering** to provide a boost to grass-roots sports
- Significant investment in the sports **coaching infrastructure** will aim to increase the number of **Northern Irish participants in the 2012 Games**

In your area – North West

- **Old Trafford** will host rounds of the **football competition** during the Games.
- **Manchester** will host the **World Short Course Swimming Championships in 2008**
- By increasing the number of **voluntary and paid coaches**, the region aims to increase participation in sport and physical activity by a **quarter of a million by 2012**

In your area – Scotland

- **Hampden Park** will host rounds of the football competition.
- Glasgow is bidding to host the **2014 Commonwealth Games**. This would help create new and renovated sports facilities in and around Glasgow.
- Olympics Road Show visits other international sports events: **Blair Castle International Horse Trials** and County Fair.
- Programmes such as **pre-Games training camps** will maximise Scottish representation in GB Olympic and Paralympic teams.

In your area – South West

- Weymouth and National Portland National Sailing Academy in Dorset will host the **sailing competitions for the 2012 Games**
- **Bristol and Bath** will host **UK School Games in 2008**
- Aiming for the **highest sport participation rates** in the UK by 2012, a regional programme is **training 400 volunteer and employed coaches**
- Over **100 places** for promising young sports people in **Advanced Apprenticeships in Sporting Excellence**

In your area – Wales

- The **Millennium Stadium** will host rounds of the 2012 **football competition**
- Wales will host **Pre-Games Training Camps** of some Olympic teams
- ***'Climbing Higher'*** targets: support for sport and physical activity, so that by 2012, 40% of adults up to the age of 65 will participate in moderate intensity sport and physical activity for 30 minutes, five times a week.

In your area – Yorkshire and Humber

- Sheffield will host the UK School Games in 2011
- The region will provide Pre-Games Training Camps to Olympic squads
- Improvement of the region's sporting infrastructure, including investment in sporting facilities, clubs and coaching.

Transform the heart of East London

The 2012 Games will create:

- new homes
- improved public transport facilities
- new business opportunities
- new spaces to live, work and play
- a new image for the area, which help accelerate regeneration

Benefit residents and communities:

- more jobs and training
- a cleaner, healthier environment



Plans...

- Transforming East London by creating the **Olympic Park**: five stadiums; one of the largest new urban parks in Europe for 150 years
- Competitions for **less established architects** to encourage innovative design
- A new community: **9,000 new homes** in the Park area after 2012
- Improved **transport infrastructure**
- Help British workers to get a **range of jobs and skills**

Opportunities...

- **Unique new park** for Londoners and visitors
- **Major new sporting venues** for community and athletes to use
- **Faster economic growth** for East London
- Target of **4,500 construction apprenticeships** in London and South East by 2012

In your area – London 1

- **BOOST**, a new jobs brokerage initiative, is **supporting local people and business** to gain employment and develop skills
- major **new town and business centre** in Stratford City
- **improved transport connections** with new stations, line extensions and more trains
- **9,000 homes** in the Park after 2012, of which nearly 4,000 will be in the converted athletes' village at Stratford City
- **500 acres of new parkland** in the Olympic Park, with a sporting facilities for elite and community use

In your area – London 2

- improvements in and around the Olympic Park act as a stimulus to **the wider Thames Gateway**, the largest regeneration zone in Western Europe.
- a **local employment and training framework**: £9 million to employment and training initiatives in the five host boroughs
- a target to **reduce unemployment in the five host boroughs by 20,000**, and unemployment across London by 70,000
- the **Employer Accord Programme** – private sector commits to offer entry-level vacancies in return for a public-sector commitment to provide trained, job-ready candidates

Inspire a new generation of young people to take part in volunteering, cultural and physical activity

These activities enable young people to make new friends, learn new skills and increase self-confidence; increasing participation benefits us all.



Plans...

- A four-year **Cultural Olympiad** brings a range of cultural and creative events to places across the UK
- **2012 Torch Relay** visits towns and cities throughout the UK
- **Pre-Volunteering Programmes** give people with no qualifications the skills to volunteer in 2012 and to get a placement, job or training
- **Legacy Trust** gives **£40m to community projects** celebrating cultural and sporting excellence
- **London 2012 Education Programme** involves children and young people in the Games and inspires them through the Games' values
- **Young Ambassadors** inspire others to get involved in the Games
- Encouraging everyone to be **more physically active**

Opportunities...

- **Taking part**, adding your voice, showing off your part of the community, becoming part of the new 2012 generation
- Becoming a **2012 volunteer** for your community; over **40,000 people** have already registered an interest.
- **Educational resources** available for teachers, parents and students through 'On Your Marks'

In your area – West Midlands

- a **sports volunteering strategy** to allow young people in particular to participate in the Games
- West Midlands is the **lead region for the Cultural Olympiad**, the extensive cultural programme
- plan for **Community Olympiads** to encourage local communities to celebrate their identities through sports and cultural activities

In your area – London

- **Pre-Volunteering Programme** pilots providing **basic skills** in customer service, first aid and health and safety already involve 550 participants; aim to engage up to **20,000 by 2012**
- **cultural events** as part of the **Cultural Olympiad** in which all of London's communities can participate
- a **Create, Compete or Collaborate** programme, partnering young people on particular projects with others in competitor countries
- plans to develop young people's skills and encourage them to compete in the **London 2011 WorldSkills** international competition

In your area – North East

- A **regional volunteering programme** will assist in the provision of **volunteers for the Games**, but also seeks to embed a culture of volunteering beyond 2012, particularly amongst young people
- Involve **young volunteers** in the development of a programme of **cultural and educational events**, particularly those which explore universal values
- Use the **Olympics** as an occasion to **promote physical activity** in the region

In Your Area – Northern Ireland

- **Development of youth volunteering**, including expanding the current volunteering infrastructure and offering **training accreditation for volunteers**
- Development of a **Cultural Programme** to enable Northern Ireland to fully engage with the Cultural Olympiad. Councils will hold **mini street-festivals** to accompany the **Olympic Torch Relay**

In your area – North West

- Liverpool's year as **European Capital of Culture in 2008** will be a key element of the launch of the **Cultural Olympiad**.
- This will build upon with **cultural events** at the **Liverpool Biennial in 2010**, and the **Manchester International Festivals of 2009 2011**.
- The North West will build on the **2002 Commonwealth Games** by strengthening its volunteering systems and establishing a North West **sports volunteering organisation** providing opportunities on its major events programme.

In your area – Scotland

- **Increasing the number of volunteers** involved in sports and arts events.
- Fostering **international links** with Scotland, and the promotion opportunities for increased engagement with other cultures.
- An **exciting range of local events and activities** - to ensure that young people, communities, artists and cultural bodies in Scotland benefit from their experiences as volunteers, practitioners, participants and audiences in the culture programme.

In your area – South West

- maximising the **volunteering potential** of people in the region by providing an **accredited Pre-Volunteering Programme**
- Development of a **new sailing curriculum** at the **Weymouth and Portland Sailing Academy**, aiming to broaden participation amongst 14-18 year olds
- providing a stimulating programme of **cultural events and activities** as part of the Cultural Olympiad

In your area – Wales

- Hosting the **2009 UK School Games**: a focus for increasing and **improving competitive school sports in Wales**
- **A Wales 2012 Volunteering Action Plan** will encourage young people to volunteer and **get involved in the 2012 Games**
- There will be a significant **Welsh** contribution to the **Cultural Olympiad**, in particular a **contemporary Welsh flavour** to the **2012 Torch Relay**.

In your area – Yorkshire and Humber

- Establishment of a **Yorkshire Volunteers Programme** to provide a point of access for volunteers
- Encouraging the **region's cultural community** to contribute to the Cultural Olympiad through a **Cultural Programme** to tie in with the 2012 Games
- Pilot projects that aim to **enhance children's learning** by building upon their interest in sports

Make the Olympic Park a blueprint for sustainable living

One of the most deprived areas of the UK will be transformed, with new homes, workspace and parkland operating to high environmental standards. It will set the standard for future schemes and showcase the UK's ability and ambition.

Lessons learnt will be used in planning future major events and future developments.



Plans...

- A **One Planet Games** – low carbon, zero waste to landfill
- **Environmentally sustainable Olympic Village** – a template for future developments
- Use the inspiration of the Games to encourage people to live **environmentally conscious lives**
- Showcase the **renewable energy sources and technologies** used in powering the Olympic Park
- Olympic Park provides a space which enhances **biodiversity**
- Rejuvenate East London's **waterways** – inc. some very polluted rivers – to provide **habitats for birds, fish and other animals**, as well as recreation
- **Volunteer programmes** encourage people to improve their local areas

Opportunities...

- Every region can showcase how the Games has helped to **raise the profile of environmental concerns**
- London will be a **great sustainable city to live in and visit** after the Games – a blueprint for others to follow
- UK businesses can **showcase and learn new environmental building techniques** before and after the Games

In your area – South East

- a thriving and innovative **environmental technologies sector** in the South East Region can help to deliver a low-carbon Games
- planned **improvements to its transport network** will help deliver the ‘public transport Games’ and create a transport legacy for the region

In your area – North East

- **renewable energy and waste-management companies** in the region are being encouraged to take advantage of 2012 contract opportunities
- **environmentally sustainable tourism** is being developed in the North East

Demonstrate the UK is a creative, inclusive and welcoming place to live in, visit, and for business

Hosting the Games will put the whole of the UK on display to the world. It will showcase the work of British companies, and encourage investment from abroad. It will highlight London's status as a creative, diverse and sustainable city, and its culture and heritage.



Plans...

- **UK Skills Passport**, a guide to qualifications and funding, will benefit employees and employers across the UK
- **International Development Programme** to promote sporting excellence and participation, particularly in developing countries
- **Business Opportunities Network** – an online system to link UK companies to 2012-related contracts and other opportunities
- Encourage greater **inward investment** through the UK's enhanced international status
- Community activities, Torch Relay, Cultural Olympiad and big screens to **bring people together**
- Host over **100 major championships** in the run up to 2012

Opportunities...

- Get involved and have a say in the **arts and cultural festivals** taking place across the UK as part of the Cultural Olympiad
- Take part in **sporting and cultural exchange programmes**, such as Dreams + Teams
- Every region can benefit from **increased tourism**, before and after the Games
- More **business opportunities and support**, and more inward investment, will increase jobs and well being

In your area – West Midlands

- promoting the region's **tourism potential** by building on Games-related activities, including the Cultural Olympiad
- helping young people gain **skills and qualifications** to allow them to find jobs in sectors connected to the Games, and **raise the aspirations of young people.**
- opportunity for the West Midlands to **showcase its regional business**, particularly its technical industries, to a global market

In your area – London

- major events like the **World Gymnastics Championships in 2009** help to raise London's international profile
- a plan to communicate the **variety of contracts offered by the Olympics** to businesses in London – particularly small business, and those run by women and minority ethnic groups
- opportunities for businesses to **find new trading partners** to break into new markets
- **more job opportunities** and prospects for Londoners

In your area – North East

- Provision of 'Masterclasses' to regional businesses, providing them with clear guidance on how to bid for Olympic contracts
- Raise awareness amongst the region's businesses of how Olympic contracts could benefit many sectors and supply chains
- Development of the tourist industry's skills base and marketing programmes, so that the region can benefit from the opportunities presented by the 2012 Games

In your area – Northern Ireland

- Development of **educational strands** focusing on **inclusiveness** and **diversity**, in order to promote these themes in society at large
- The development of **tourism** through capital investment in **5 Signature Projects** – for example, the Walled City of Derry project
- General support to **tourism** industry through developing the **skill-base of the sector** and maximising the draw of Northern Ireland's **golfing opportunities**
- Bolstering of **initiatives** to allow **business to grow** with the **2012 Games**

In your area – North West

- The North West will use the Olympics to **showcase its tourist attractions** and raise customer service standards to make the region a **prime visitor destination**
- **The North West Regional Development Agency (NWDA)** will work closely with Northwest Business Link to provide **guidance** to help businesses and **supply chains access Olympic contracts**
- The NWDA and Northwest Business Link will also coordinate a programme of **business support to help companies** become more **competitive when pursuing 2012 contracts**

In your area – Scotland

- Scotland will be promoted internationally as a tourist destination, improving customer services and attracting business tourism.
- Scotland's **technology sector** and other business strengths will be displayed to the world.
- **Scottish businesses** will be supported to enable them to bid for **2012 contracts**.
- A platform for schools to **create links with countries** that will take part in the Games.

In your area – South West

- Sending a **group of young cultural ambassadors to China** to establish links both in Beijing and Qingdao (the location for the 2008 Olympic sailing events)
- **Hospitality training courses**, enabling the region to **build tourism** and **raise the region's international profile** through the Games
- Provision of **information, guidance and training** to enable South West businesses to compete for **Games contracts**
- **The Regional Language Network – Weymouth and Portland** has been commissioned to **raise cultural and language awareness** amongst businesses

In your area – Wales

- The twin opportunities of the 2010 Ryder Cup and the London 2012 Games will be used to **raise Wales' profile as a visitor destination**.
- **Wales' international profile** will be boosted through programmes to increase the **skills of the tourism workforce**, and the introduction of grading schemes and disability criteria to increase **confidence in accommodation**.
- Provision of **information and guidance** to allow Welsh businesses to bid for **2012 contracts** and **showcase industry** sectors such as environmental goods and services, leisure and the built environment.

In your area – Yorkshire and Humber

- Build the profile of the region in the build up to the Games through events such as **International Indian Film Academy Awards** in 2007.
- Ensure that all **tourist attractions** in the region receive **wide publicity**, to encourage tourists from the 2012 Games to **visit the region**.
- Development of initiatives providing **guidance** to enable the region's **businesses** to compete for **2012 contracts**
- Development of **regional supply chain initiatives** which will allow the region's businesses to help each other grow
- Using **educational programmes** to enable the region's businesses to **capitalize** on the presence of a major sporting event