A realistic view on sporting events and sports participation

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Play the Game 2013

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Legitimizing sporting events

• Economically
  - Visitor expenditures
  - Exposure

• Socially
  - Revitizalizion, cohesion

• Sports
  - Participation
The story of London 2012
DE MAATSCHAPPELIJKE BETEKENS
VAN DE OLYMPISCHE EN
PARALYMPISCHE SPELEN 2012

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Bronnen

dcms

National Audit Office

Grant Thornton

SPORT ENGLAND

SPORT+RECREATION ALLIANCE

Ipsos MORI

Loughborough University
London 2012: economics

- Net added value 7,3 mrd GBP

- 160,000 labour years

- 9/10 captains of industry say that the Games improved their competitive level

- 49% of UK inhabitants and 34% of foreigners say their image of the UK changed to the better (for the worse: 2%/3%)

- Nr of visitors: slight decrease, expenditures up
London 2012: socially

- 70,000 volunteers (240,000 demands)

- 2,700 Inspire projects, 10 mln involved, 78% to be continued

- 64% of UK say Games brought country closer together

- 26% of East Londoners more neighbourhood
London 2012: sportparticipation (1)

- Investments in infrastructure

- Increases in budget, also after the Games

- 75% of federations: ‘Games unique opportunity’

- Lessons learnt, knowledge gained
London 2012: sport participation (2)

- 21 out of 26 sports did not report higher memberships
- 80% clubs (2011): Games are not an opportunity
In general: the trickle down myth

(Index of sport participation before and after elite sport success)
Encouraged by visiting sports event?

(WC cycling 2012)
Making sense of sport participation

• Rooted in long established habits

• Influenced by many actors
  – School, parents, friends, media

• A ‘choice’, amidst many choices, for something that can be easily missed

• Dependent on the actions of many others
  – Federations, clubs, municipalities, networks
Lesson learnt

-> Sporting events: drops in the ocean

“A legacy of participation will not deliver itself.”
Sport & Recreation Alliance (2013)

“There can be no ‘plug and play’ sporting legacy from the Games.”
Jeremy Hunt (2012)
Significance of sporting events?

• Economically: ½
  - Investments on infrastructure?

• Socially: ！
  - Allow for participation!

• Sportsparticipation: ½
  - Mostly for maintaining sportparticipation

• Sports: ！！
  - Puts sport on the agenda of politicians
  - Revibes sport -> investment in ‘orgware’ of sports
Hartelijk dank voor uw aandacht!

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