

**An investigation into the impact of the London
2012 Olympics and Paralympics on community
sport and physical activity for young people
aged between 8 and 24 years in the London
borough of Southwark**



is:



DEPARTMENT OF ENVIRONMENT & LEISURE
LONDON BOROUGH OF SOUTHWARK

Project title..... Page 3
Hypothesis..... Page 3
Objectives..... Page 3
Introduction..... Page 3 - 4
Methodology and data collection..... Page 5 - 18
Discussion..... Page 19 - 22
Summary of findings..... Page 23
References..... Page 24
Appendices..... Page 25-61

Project Title:

An investigation into the impact of the London 2012 Olympics and Paralympics on community sport and physical activity for young people aged between 8 and 24 years in the London borough of Southwark.

Hypothesis:

The London 2012 Olympics and Paralympics have had a positive impact and increased the number of 8 to 24 year olds engaging in sport and physical activity in the London Borough of Southwark.

Objectives:

- To determine the impact of the London 2012 Olympics and Paralympics on levels of sport and physical activity across the London Borough of Southwark
- To focus on potential impacts specifically on young people aged between 8 and 24 years
- To explore changing attitudes towards sport, interest and participation in new sport forms and the effect of these on the wider family
- To challenge the notion of an Olympic 'legacy' and investigate the prevalence of this concept in sport and physical activity for young people from a grassroots level across the borough
- To take a retrospective view of the London 2012 Olympics and Paralympics. Research will be qualitative for the most part as a pre and post comparative study is not possible due to timings.

Introduction:

Between 27 July and 9 September London hosted the 2012 Olympic and Paralympic Games. The Games cost around £11 billion to deliver and transformed East London into a hub of sporting activity. 10,000 athletes competed in 300 events representing 204 countries from around the world.

Historically the Olympics have been referred to as 'the greatest show on earth' and with Team GB finishing second in the medal table, the world's media hailed London 2012 as the 'greatest Olympics of all time'.

Following the success of the Games attention turned to the 'legacy' phase of the programme and to promises made back in 2005 as part of the initial bid to "make the UK a world-leading sporting nation" (DCMS, June 2008, p.18). The legacy was seen as a way to 'inspire a generation' and on 18 September 2012 the Government announced a plan which included the following three points in relation to local youth delivery (Woodhouse, 2012, p.1):

- encouraging community sport through a 'places please play' programme, a youth sport strategy and a 'join in' programme
- ensuring PE and sport in schools is available to all pupils
- inspiring people with disabilities to play sport regularly

Following the publication of these key legacy objectives the public began to question whether they were realistic and more importantly whether there were enough resources to make it happen. As Moynihan (2012) highlighted the day before the closing ceremony "The extraordinary public enthusiasm and momentum has created an unprecedented opportunity to fulfil that promise beyond all expectations – if it can be harnessed effectively".

The focus of this project is to explore the overall impact of London 2012, specifically on young people in the London borough of Southwark. The project timings will provide an opportunity to challenge the legacy ideal as stated above and investigate changing attitudes, participation rates and developments at a local level.

Prior to embarking on the project it is imperative to consider the demographic and sporting landscape of such a diverse borough and potential reach of the proposed legacy. The London borough of Southwark has a population of 288,283, of which 21.7% are from the target group for this project of between 8 and 24 years. According to the English Indices of Deprivation (2010) Southwark features in the top 50 of all of the 326 local authorities across the country and 15.3% of the population would be classed as having fair to very bad health (Census, 2011).

Since 2009 a £12.3 million leisure investment programme has been underway in Southwark. Local leisure centres have been refurbished and rebuilt; offering residents access to high quality facilities across the borough. In conjunction with this regeneration, according to the 'Active People Survey 6' (Sport England, 2012) participation levels have increased. 36.5% of Southwark residents (+16 years) are taking part in one 30 minute moderate intensity activity per week, which is a positive trend. As a result of this increase Southwark currently boasts the highest number of opportunities, clubs and venues on the 'Get Active London' (www.getactivelondon.com) portal, providing key information for local residents.

The London borough of Southwark embraced the London 2012 spirit and departments worked collectively to promote sport, physical activity, health, arts, culture and young people. This pro-active approach before and during the Games helped to capitalise on the event, and its effect on the associated legacy should become clear in the research discussion.

Key projects delivered during 2012:

- 'Engaging Young People: London 2012 steering group
- Olympic and Paralympic torch relay
- Allocation of Olympic and Paralympic spectator tickets
- Inclusive 'Boundless' sports day in celebration of Paralympic games
- Southwark Sportability Grant
- 'Legacy Makers' clubs project

Overall sport and physical activity provision in Southwark is in a strong position; however there is always scope to improve the quality and range of opportunities.

This research will allow an analysis of whether London 2012 has had a positive impact and facilitated a growth in youth participation as part of the legacy. Research methods should also allow gaps in provision to be highlighted through young people's views and experiences, thus aiding future strategic direction. As Lord Sebastian Coe said "We always said this was not simply about staging an extraordinary summer of sport this was always about changing the lives of young people." (Coe, 2012).

Methodology and data collection:

The data collection phase took place between Wednesday 23rd January and Friday 15th February 2013.

The following research methods were utilised:

- One to one interviews
- Focus groups
- Questionnaires
- Statistical analysis

This project will take a retrospective view of London 2012 due to timings of data collection and as a comparative study is not possible. For the most part qualitative data will provide the basis for discussion, with some statistical analysis where available.

Data was collected from 129 young people aged between 8 and 24 years, plus influential adults in the community.

Data was collected from a variety of venues and locations across the borough, allowing for a good geographical spread.

1. GET ACTIVE LONDON STATISTICS (Appendix 1)

Provided by Paul Cudmore, Pro-Active London, Web Master of www.getactivelondon.com

- A comparative overview of web activity pre and post London 2012.
- Pre dates being an average from January - June 2012
- Post dates being an average from September 2012 to February 2013

Opportunities: (includes clubs, venues and activities):

Pre London 2012 – 590
Post London 2012 – 622

Increase of **5.15%** post London 2012.

Page views and average time:

Pre London 2012

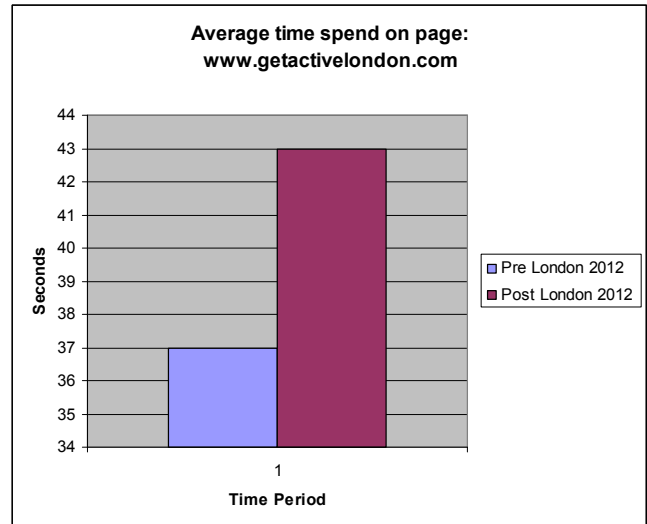
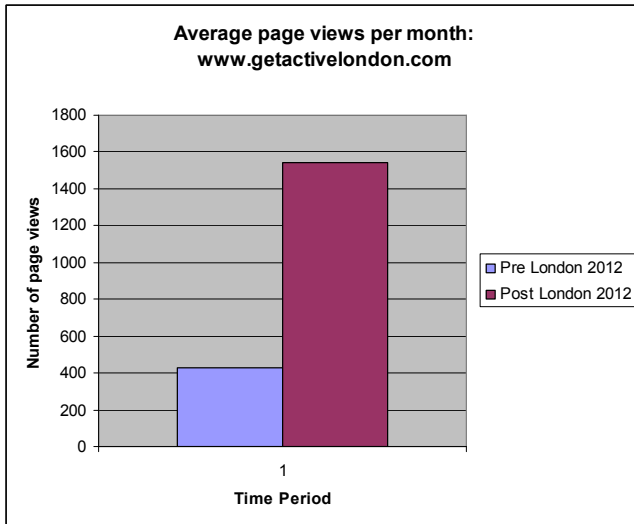
2587 total page views (2060 unique)
Average time 37 seconds

Post London 2012

9258 total page views (7267 unique)
Average time 43 seconds

Comparisons:

- 6671 greater page views post London 2012 – 72.06% increase
- Increase of 5207 unique page views post London 2012
- Pre London 2012 average page views per month – 431.16
- Post London 2012 average page views per month – 1543
- 6 additional seconds spent on each page post London 2012



Top ten most popular search items:

Rank	Pre London 2012	Post London 2012
1	Volleyball	Volleyball
2	Football	Badminton
3	Swimming	Netball
4	Basketball	Archery
5	Aikido	Basketball
6	Badminton	Table Tennis
7	Athletics	Gymnastics
8	Archery	Tennis
9	Netball	Handball
10	Gymnastics	Football

*Searches on www.getactivelondon.com relating to a specific Activity (disregarding generic leisure centres and other venues)

2. SCHOOL FOCUS GROUPS (Appendix 2)

- Data collected from three Southwark Schools
- Comber Grove Primary School – 2.15pm on Thursday 7th February 2013
- Sacred Heart Secondary School – 1.15pm on Thursday 7th February 2013
- Bacon's College – 10.40am on Monday 4th February
- Participants aged between 10 and 17 years were asked to take part in a focus group
- 20 young people contributed during the focus groups, with a breakdown of 14 males and 6 females.

Did you watch or go to London 2012? If so, which sports and did you enjoy it?

Female, 10 – It was good, I went to the Paralympic athletics as I won a contest in school

Male, 11- I watched some of it and it was good

Male, 16 - Yes I watched it and watched more like the races, the athletics and I really enjoyed like the men's 100m and 200m especially

Male, 14 - I mostly just watched Usain Bolt, Blake and Farah's races. I enjoyed most of them.

Were you inspired to take up any new sports as a result of London 2012? If you have tried out new sports where?

Male, 11 - When I watched the running I wanted to do running a bit more

Male, 13 - When I was watching 200m, I kind of enjoyed it because like these fast people yeh they are all getting praise and I wanted to do athletics

Male, 13 - I started like outdoor running, I started the gym

Male, 13 - I watched high jump for Olympics and I thought it would be really fun, so I decided to choose it on sports day and it was really fun

Female, 16 - I play netball already but like basketball was really interesting as well as volleyball. I mean I've played it once and I really enjoyed it, it made me feel like I want to play it again and again

Have you been more dedicated to your activities since London 2012? Going more regularly?

Male, 16 - No

Female, 10 - The same

Female, 16 - I'm a swimmer and I want to represent my country in the Olympics one day and as it was in London, it would have been good

Have you encouraged your friends or family to take part in sport and physical activity?

Female, 11 - I encouraged my Mum to jog a bit and run with me

Female 10 - Yes, my friend and my older sister

Male, 14 - I encouraged my Mum to do cycling. My Mum has always wanted to cycling but she doesn't really know how to, so when she watched it on TV she wanted to do it, so I then I decided to like kind of teach her

Male, 13 - I told my little brother, he's 7, I told him to play football. He's not really that fit and he wants to be fit so like the way I go for it is to play football

Have you noticed a different in the sporting opportunities available within your school since London 2012?

Female, 10 - Yeh, because like in year five we did get a cricket coach, we only got one coach in year five and PE taught by our teacher but in year six now we've got an athletics coach so we have got more opportunities in more sports than just one thing

Male, 13 - There has been like more football matches throughout the whole year and like more basketball team training at lunch time and more people are going. They are going to athletics club after school and sending them to Crystal Palace

Male, 17 - I would say that there have been a few more opportunities to coach in particular sports

Do you think there are enough opportunities to take part in sport and physical activity in Southwark?

Male, 10 - Yes, I've got a park just outside my house, it's a basketball court plus like a running around, so I try out new sports, like what I see my brother do

Male 13 - No. There's a lot of football clubs but I was interested in doing long distance running. I asked one of my teachers and they said I have to go like out of Southwark to go to do it

Male, 17 - I think there are but we just don't know about it

Female, 16 - There's not an athletics club in Southwark, there is one at Tooting

Do you think there has been a London 2012 legacy?

Female, 10 - Yes, because like before the Olympics came like London was just ordinary, but when the Olympics came they built things, not including the arena, but they build special Olympic buses and then they put certain adverts...

Male 13 - I haven't really, like after the Olympics happened you just hear about who won the races and don't really hear much about legacy

Male, 17 - It was good like, the whole Olympics was wicked, but then you go back to reality, people have got bigger things in life

3 .YOUTH CLUB FOCUS GROUPS (Appendix 3)

- Data collected from two Southwark Youth Clubs
- Salmon Youth Centre – 5pm on Thursday 31st January
- Damilola Taylor Centre – 4.45pm Wednesday 6th February 2013
- Participants aged between 10 and 23 years were asked to take part in a focus group
- 18 young people contributed during the focus groups, with a breakdown of 13 males and 5 females.

Did you watch or got to London 2012? If so, which sports? Did you enjoy it?

Male, 19 - I went to see the London Olympics 2012; I went to see a basketball match

Male, 19 - I got tickets to the Paralympics to the athletics final, yeh I got that from college because I am on a sports course. I watched the opening ceremony and a lot of the other sports

Male, 10 - I went to Wembley, to see England v Brazil

Were you inspired to take up any sports as a result of London 2012? If yes, which ones and why?

Male 19 - They haven't inspired me to play any new sports, but to get better at sports I do play. I did try wheelchair basketball though

Male, 23 - I watched nearly all of it, the racing, swimming, the whole Olympics

Male, 10 - I would like to try football or boxing

Have you been more dedicated to your activities since London 2012? Going more regularly?

Salmon Youth Centre Group 1 – Yes

Male, 20 - Yeh watching the Olympics makes me want to become the world's fastest runner

Male, 15 - Yeh more serious about it

Have you encouraged friends or family to take part in sport and physical activity?

Male, 19 - Well we had a sports day here kind of, its called the Salmon Olympiad, we had like the cargo net all different kind of events, we got all the kids round the area to come in and encouraged them to have a go at some sports

Male, 19 - I tried to get my Dad back into swimming. He used to swim on a regular basis.

Male, 18 - For me it was the other way around, like my friend he wanted to go out and doing some more, nothing sporty really, but wanted to improve his overall fitness. He called me up and said he wanted to do some weights, jogging, stuff like that

Male, 18 - Same with me, so for like Rio I heard there is going to be rugby 7's, so I had like a huge smile on my face because I want to play 7's for England. So it's made me like want to train extra hard to make sure I get my slot

Male, 10 - My cousin, I tried to get him to basketball, because he's not that good

Have you noticed a difference in the sporting opportunities available within your youth club since London 2012?

Male, 18 - Even now, like before we used to do football a lot we are trying to like do a variety of sports every week, like rugby

Male, 15 - No just the same old

Do you think there are enough opportunities to take part in sport and physical activity in Southwark? More since London 2012?

Male, 19 - No

Male, 14 - I think no, because the only thing in my area really is Dulwich Hamlet and that's it

Male, 19 - There are enough opportunities to play sport and get involved, its just you don't know where to go to find them

Male, 18 - It very very poor, I'm sorry. Because I have been to Southwark News about the track

Do you think there has been a London 2012 legacy?

Male, 19 - I wouldn't say there is a legacy left behind, for us not a massive impact but there has been a legacy for England in general, because people thought we wouldn't be able to prepare in time and then we done it, it ran smoothly, no problem and then a great success for lots of countries, then great successful Paralympics

Male, 18 - It's all TV talk

Male, 15 - I haven't noticed it to be honest

Male, 17 - It's a good idea, but it's hard to put it into practice really

4. INDIVIDUAL QUESTIONNAIRES (Appendix 4)

- Data collected on Thursday 14th February during the Southwark Mini Marathon trials at Burgess Park
- Participants aged between 11 and 17 years were asked to complete a short questionnaire which featured on the back page of the event programme
- 70 questionnaires were returned, with a breakdown of 39 males and 31 females.

Did you watch or go to the Olympics/Paralympics?

Yes: 60 (85.7%) 34 males/26 females

No: 8 (11.4%) 4 males/4 females

Inconclusive: 2 (2.9%) 1 male/1 female

If yes, what did you see and did you enjoy it?

Male, 11 "Yes because it made young people want to take up sport"

Female, 12 "Yes, basketball and football, it was amazing!"

Male, 12 "I saw beach volleyball and it was really good"

Female, 13 "Yes I enjoyed it because I love the Paralympics"

Male, 13 "I went with the Southwark team and I enjoyed it"

Female, 13 "Yes, 800m and I was inspired"

Female, 14 Paralympic Athletics, yes it was really inspiring and exciting"

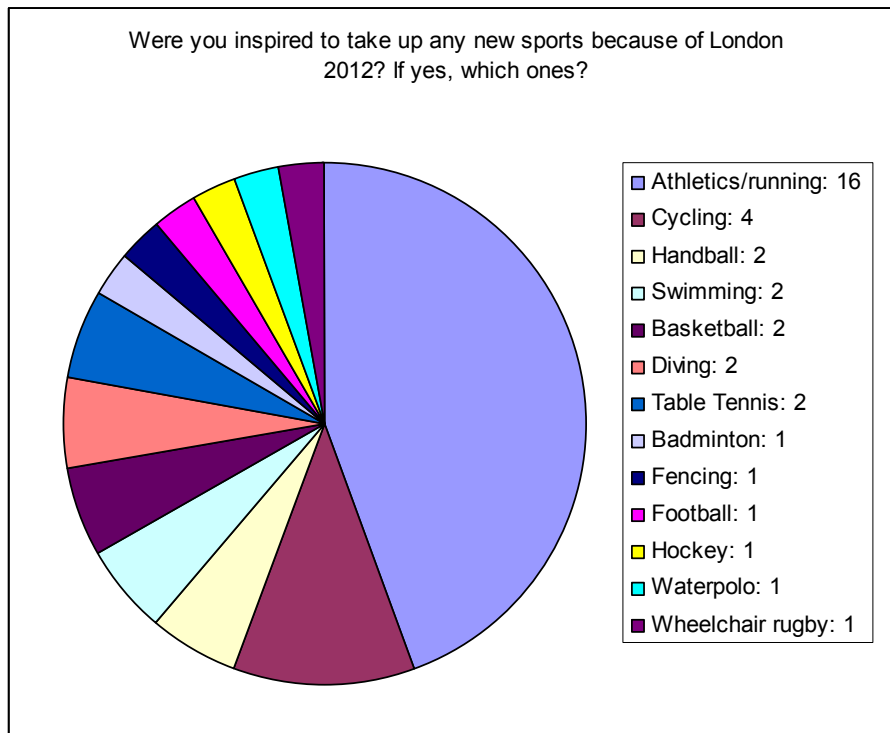
Were you inspired to take up any new sports because of the Olympics/Paralympics?

Yes: 31 (44.3%) 15 males/16 females

No: 36 (51.4%) 23 males/13 females

Inconclusive: 3 (4.3%) 1 male/2 females

Of the yes answers sports they were inspired to do were (participants sometimes selected more than one sport (total 36) :



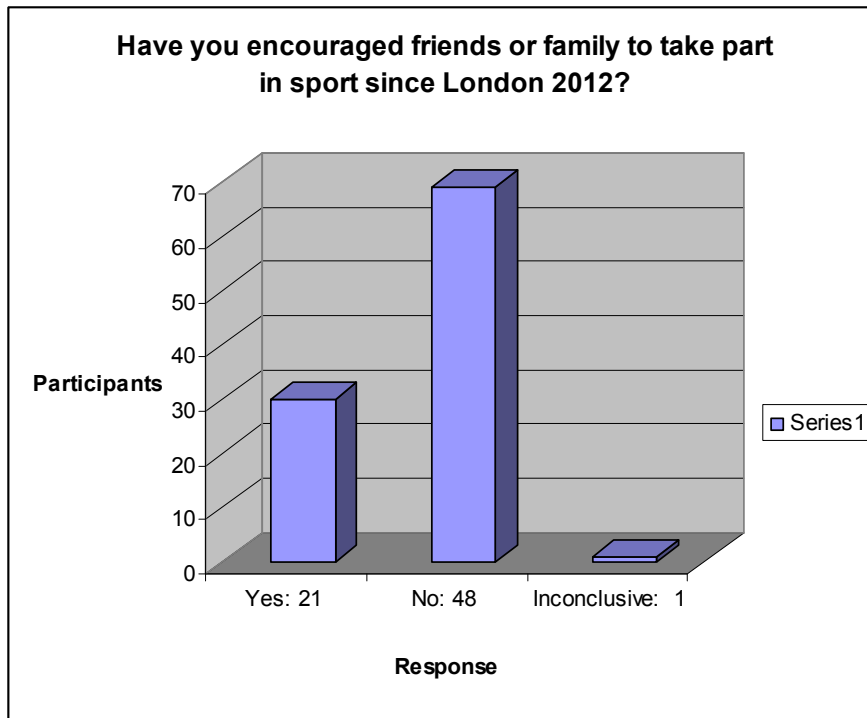
Other response: "Watching the Olympics and Paralympics has inspired me to do better at the sports I do"

Have you encouraged your friends or family to take up the sport since the Olympics/Paralympics?

Yes: 21 (30%) 9 males/12 females

No: 48 (69%) 29 males/19 females

Inconclusive: 1 (1%) 1 male



Responses:

Male, 15 "Handball, my brother enjoys it as well as I do"

Female, 12 "I encouraged my brother and he wants to do gymnastics"

Female, 14 "I encouraged my sister to start running because she enjoys it"

Female, 12 "My Mum started rowing (on a machine) and my brother started rowing"

Do you think there are enough opportunities for you to do sport in Southwark?

Yes: 51 (72.9%) 30 males/21 females

No: 12 (17.1%) 7 males/5 females

Yes and No: 1 (1.4%) 1 female

Inconclusive: 6 (8.6%) 2 males/4 females

Reasons for No:

Male, 13 "No, because there are not enough facilities"

Reasons for Yes:

Female, 12 "Yes there are plenty more than I thought"

Female, 12 “Yes, lots of running”

Male, 14 “Yes, but maybe more unusual sports need to be catered for”

Female, 12 “Yes, lots of running events and trials”

Female, 12 “Yes, but should be more”

5. TEACHER QUESTIONNAIRES (Appendix 5)

- Data collected from Southwark school PE teachers during various occasions
- Teachers represented two state schools; Bacons College and Harris Boys Academy East Dulwich and two independent schools; Alleyns and Dulwich College
- 4 questionnaires were returned, with a breakdown of 2 males and 2 females.

Have you noticed a change in your pupil's attitude to sport since London 2012? If yes, how?

- **Alleyns:** Notice boards and sports like Handball have been of more interest, but no capacity to run
- **Bacons College:** They talk about the role models, we talk about the athletes and their stories where applicable
- **Dulwich College:** Not much, but increased interest in rowing offered at school
- Very enthusiastic anyway
- **Harris Boys:** More joining clubs and more aware of range of sports

Have you offered any new clubs at your school since London 2012? If so, why and what sports?

- **Alleyns:** Cycling, started to take a group to Herne Hill Velodrome after school and numbers have increased
- **Bacons College:** Extended what we have re rugby and badminton (UK No 9 men's singles player)
- **Dulwich College:** No
- **Harris Boys:** Trampolining

Have you done anything specific for the London 2012 legacy in your school?

- **Alleyns:** No
- **Bacons College:** Youth Sport Trust 'Lead a Generation' initiative and Sky Sport for living young leader
- **Dulwich College:** No
- **Harris Boys:** No

Has there been an increase in disability provision? If yes, how, if no why?

- **Alleyns:** All sessions are inclusive anyway, no different because of the Olympics
- **Bacons College:** Only through the LPESSN and links with Cambridge House
- **Dulwich College:** No
- **Harris Boys:** No

Do you think more of your pupils are taking part in sports outside of school? Joining clubs etc? Is there more parental support?

- **Alleyns:** Yes, used example of a pupil taking up rowing
- **Bacons College:** Unsure about parental support, students are being directed more

- **Dulwich College:** Some increased interest
- **Harris Boys:** Yes lots, mostly team sports

Are there enough sporting opportunities for young people in Southwark? Do you think this has increased since London 2012?

- **Alleyns:** Yes, if they can access them [membership issues]
- **Bacons College:** You could always provide more, think there is more available
- **Dulwich College:** No
- **Harris Boys:** Yes – awareness of access for our students is sometimes limited

What is your overall opinion of the proposed 'legacy'?

- **Alleyns:** Sports facilities – people use it as an excuse to upgrade but it is not enough
- **Bacons College:** Not sure how effective it will be with regard to delivering the legacy
- **Dulwich College:** Not enough has been done to carry it through
- **Harris Boys:** Holiday clubs and more Southwark events would be good

6. LEAD CLUB COACH INTERVIEWS (Appendix 6)

- Data collected from three Southwark club leads
- Surrey Docks Sailing – 4pm on Wednesday 23rd January 2013
- Peckham Pride Basketball Club – 5pm on Monday 4th February 2013
- Southwark Gymnastics Club – 5pm on Friday 15th February 2013
- 3 males

Have you had more members attend your club since London 2012? Is yes, how many and what particular age group?

Sailing - Yes, definitely. Not people coming more regularly, but people coming on training courses. So the September, November and December training courses after the Olympics were totally full, never have we had that before. Especially for the November course, in fact we had to put on an additional course.

Basketball - There has been an increase in members joining the club. All the members are of the 16 and under age group, male and female.

Gymnastics - Let me think, before the summer we would have been on about 170, 180 members, we are probably now on about 260 off the top of my head and we've still got space for more. Yeh I mean if we were full to capacity we would be over 300, actually paid up members. Our adult gymnasts for example most of them aren't members, so you could probably put another 50 people on top of that as well that are not actually members but coming to the club regularly

What is the capacity like at your club?

Sailing – N/A

Basketball - Outside of disabled provision, the capacity for members meets the demand of how many members we have with the various training sessions that take place.

Gymnastics - Yeh, with the venues that we've got and the times we have access to them we could probably work up to 350, we are looking at maybe how we can push to 400 but at the moment with the venues that we've got and the hours we've got, 400...this place here is a really nice place but like with all other centres there are still other classes in this space. So where we want to do stuff like 'tiny gym' and Pre School, which again people wouldnt have to

be members they could just come and join. You know if we did that a seven days a week you're talking about a few hundred people potentially, I don't think we will ever hit that but that's the potential capacity.

Have you put on more sessions since London 2012 or have you done anything different/specific for the legacy?

Sailing - Yes we had to put on additional beginner courses

Basketball - There has been 2 more sessions added to our current community timetable, with the plan to run the Southwark Stars under 14s Basketball Development Sessions.

Gymnastics - Yeh we have, not necessarily because of the Olympics, we've put on one, two, three new recreational classes and within some of our existing squad classes we have made new groups, that's where some of the increase has come as well, but I wouldn't put any of that down, if I'm honest, to the Olympics. Had the Olympics not happened we would have done that anyway

Do you need support for new demands? If so what and from whom?

Sailing - From Fusion in terms of investment.

Basketball - The support that we would need would be financial so that more coaches can be developed to run more sessions across the borough in different places. More volunteers to help run the club with a variety of skill sets to develop key areas within the club for it to be successful i.e. funding and administration.

Gymnastics - Yes, the situation we are in we need support from people like that [Fusion]

Are your participants coming more regularly to sessions? Or have they been trying out new sports in addition to yours?

Sailing - No I don't know, yes they definitely migrate across sports within Surrey Docks, but no I don't know what they do outside of that

Basketball - The participants are fully dedicated to the basketball sessions they attend.

Gymnastics - Not noticed any difference.

Are you members more dedicated or keen to compete?

Sailing - Yes

Basketball - Yes, and I feel this has had something to do with the Olympics and myself being an official Olympic Torchbearer.

Gymnastics - With the recreational side they are not competitive gymnasts. On a general level I wouldn't say if there is a difference its not massive, it's not that obvious

Has there been an increase in disability provision? Is yes, how. If no, why?

Sailing - Yes we have actually, because we have a race series that is going on at the moment, for the first year we have included some of Tideway's craft.

Basketball - Unfortunately no there hasn't because I haven't attended any of the courses that I have been invited too, however this is an area I want to explore and start to develop

Gymnastics - Again I wouldn't say there is a obvious difference, I mean we've got, we've been having interest but I wouldn't say there's been more or less interest and because we have done that session for so long, the coaches who are running it are aware of the issues

involved with getting kids with disabilities involved. I don't know, we have a set rota with like four coaches taking that session, there is like four coaches, how of, what have we got 15 odd coaches, it would be interesting to ask some of the coaches who aren't involved in the disability session whether they are more aware or not.

Do parents have a greater interest in their child's participation in your sport?

Sailing – Yes. For reasons you sort of cited earlier, for the younger ones, they think their child is going to be in the next Olympics, so yes

Basketball - Yes as we tend to have parents staying and watching more games and some training sessions.

Gymnastics - I haven't noticed an obvious difference

Have you experience an increase in the number of volunteers since London 2012?

Sailing - To be honest, the answer is yes, I mean I had an instructor ring me up last week asking for work and I said there wasn't any work and as I said we've got this racing series and he has come down for the last two Sunday's and volunteered, which is good.

Basketball - No, but I am sure with advertising and marketing, I will be able to create volunteer roles.

Gymnastics - Yeh, again we are pushing the volunteer side because we need more volunteers around. We're trying to create interest like a group of people, parents, carers whatever. Yeh that's something that we are aware that there is stuff we can get people involved in. I'm trying to find a way to tie that into 2012, that's just our situation that we are in. I mean the emails and the notices we are putting out at the moment, we are getting people that are interested and offering their help. I mean maybe ok we could put some of that down to that spirit and wanting to get involved and that point of view

Do you think the awareness of your sport has increased in Southwark since London 2012?

Sailing - I think the awareness has probably increased nationally hasn't it; there is lots of opportunities, if we are just talking about Southwark, in London for sailing.

Basketball - Through the Sports Development relationship I have, they have promoted basketball very well. I am trying to merge a relationship between the Sports Development team and the Schools Sports Partnership so that more opportunities can be created to enhance basketball development across the borough. This will provide more opportunities for new players, coaches, officials and club development.

Gymnastics – Yeh. It would be nice if one of those clubs had a centre rather than, we are all in leisure centres or schools. Getting schools involved comes down to money, the money situation hasn't changed, or if anything it's got worse for a lot of schools. All of the after school clubs and the extra curricular clubs that we're running the kids have to pay, the kids have to pay the school and then we invoice the school, none of the schools that we are in are actually, where four, five years ago they would pay directly, we are running 15 clubs now and all of those the kids have to contribute. To be fair all of those clubs are full which is good but then you could ask the question of which sort of kids are able to get involved in those clubs, the kid whose parent has a spare £2 a week, it normally works out as £2 for a kid to come and some parents might not be interested.

Where do you think young people are finding out about opportunities for your sport/you club post London 2012?

Sailing - Facebook, we have the Fusion one, the way we do it is to take pictures of the events going on of adults and kids, give the pictures to the kids and then they will put it on Facebook

Basketball - Word of Mouth, Social Networking, Basketball affiliated websites.

Gymnastics - Most of the kids we have are at an age where their parents would be the ones who find out, we do all of our stuff online that's the only advertising we have the website, we have an email address people can use, we don't even have a number now. So that's where we get all our interest from, or just passing or word of mouth.

Do you think there is evidence of a legacy in Southwark? Do you think it has 'inspired a generation'?

Sailing - In terms of what the RYA are doing then yes, they are doing massive amounts to push sailing and funding so and specifically with the age group you just mentioned so yes

Basketball - I would say a legacy is starting through the reputation of the basketball club as a whole as well as how well the borough finish at events such as the London Youth Games. Its beginning yes. If sports are continuously funded and the minds and abilities of the local community are channelled correctly then that statement will reign true.

Gymnastics - I wouldn't agree with inspiring a generation. Some of the funding and some of the building work, not in Southwark, but around with either new funding or new places; I would say there is a bit of a legacy there. Stuff like the Mayors funding, I don't know how linked that was to 2012. If it really wanted to believe there was a legacy it would have been about making things fairer, spreading it somehow, obviously that would take away from others, but football is an easy example because there is so much money there, somehow filter that down to grassroot or elite people in sports that are no big TV sports.

7. CLUB MEMBER FOCUS GROUPS (Appendix 7)

- Data collected from two Southwark Sports Clubs
- Peckham Pride Basketball Club – 5pm on Monday 4th February 2013
- Southwark Gymnastics Club – 5pm on Friday 15th February 2013
- Participants aged between 9 and 17 years were asked to take part in a focus group
- 11 young people contributed during the focus groups, with a breakdown of 9 males and 2 females.

Did you watch or go to London 2012? All sports or mostly your club sport?

Female, 14 - I went to the Olympics four times

Male, 15 – Basketball. I got two [tickets] from my school and the rest my Mum organised

Male, 9 - I saw that gymnast Louis Smith and he really inspired me to do gymnastics. I also need to try harder so I can do things like he does

Female, 9 - I watched the gymnastics, basketball and swimming. It really inspired me to swim and play basketball with my teacher and do gymnastics and keep on trying

Have you been attending more training sessions and been keen to play more matches/enter more competitions since London 2012?

Male, 15 and Female, 14 – Yes

Female, 9 - Me and Cassandra [sisters] have come more than before

Male, 9 - Well I wouldn't say I have attended more but I think I am working harder than I did before

Do you feel more committed and dedicated to your sport since London 2012? If yes, why?

Male, 14 - Our dedication is consistent; we are always keen to do sport

Male, 15 - I think I could be the next Labrant [James]

Female, 9 I have been more committed to gymnastics and basketball and swimming, because I like playing basketball in the cage at school

Have you noticed anything different about your club since London 2012?

Male, 17 - More recruits

Male, 9 - Well new children, but that's because they have separated us into age categories

Male, 9 - They have got new mats and new equipment

Have you tried out any new sports since London 2012? If yes, which ones and why?

Male, 15 - After watching Mo Farah I just wanted to run

Female, 9 - I have tried out running and swimming. Swimming at Peckham Pulse and I'm not running anywhere but I just keep practicing

Have you encouraged your friends to join your club or get involved in sport in general?

Male, 15 - I have encouraged some people yeh, but there is problems out there, some people live in Lewisham and all these places and its like they want to come to Peckham because they don't want to play for Lewisham Thunder, because they are just terrible

Female, 14 - I have but they are girls, so they are just like 'I don't want to do it'

Male, 9 - Well I have encouraged some of my friends to do gymnastics but they said they didn't want to because they would look stupid, but I didn't really care so I just kept on practicing

Female, 9 - My friend inspired my to do gymnastics

Have you volunteered since London 2012?

Male, 17 - Yes, basically I do photography; I've just started taking pictures using the coaches camera, started taking pictures of games and sometimes filming games for coach so he can look back on them and then see what we did good and what we can improve on

Male, 17 - Yeh, I started coaching like U14's and U16's

Do you feel like there are more opportunities in Southwark for young people to do since London 2012?

Peckham Pride Basketball – No real change

Southwark Gymnastics Club - Yes

Where do you find out about sports opportunities in Southwark?

Male, 14 - School

Male, 17 - From coach

Are you encouraged to do more sport by parents/teachers since London 2012?

Male, 17 - Yes

Male, 9 - I have encouraged myself

Southwark Gymnastics Club - Yes

What does the Olympic/Paralympic legacy mean to you? Do you feel inspired?

Male, 17 - I think it's a thing where people already play basketball, once you have a love for the game you never really stop, a think a lot of people are scared to try

Discussion

The purpose of this research project was to prove the hypothesis that 'The London 2012 Olympics and Paralympics have had a positive impact and increased the number of 8 to 24 year olds engaging in sport and physical activity in the London Borough of Southwark'.

The data collected has provided an insight into the effect London 2012 has had on young people in Southwark, the scale of this impact and implications going forward.

In total 129 young people from Southwark between the age of 8 and 24 years contributed to this project, all of which were involved in London 2012 to some extent. All participants watched London 2012, either on TV or live at venues and found the events enjoyable and inspiring, which is really positive as a starting point. Focus groups with schools and youth clubs especially, showed that participants were also engaged on a cultural level through arts and heritage projects, adding a new dimension when assessing impact. This response is encouraging and indicates a positive impact on young people, even if just during the event period.

Southwark specific results from Get Active London (www.getactivelondon.com) show that there has been a significant increase in the number of people searching for local sport and physical activity opportunities in the borough; page views are up 72.06% post London 2012. There has also been a shift in the type of sports searched for, moving from more traditional sports to minority forms such as archery, badminton and netball. This shows an increased awareness of the types of sports on offer and could indicate a desire to get involved in the sports following London 2012. Although we are unable to see the exact demographics of these website users, it does show a change in people's thoughts and decisions for potential future activity. It is also likely that a number of the users are parents of young people in the borough, which again would indicate a positive impact from London 2012.

One of the key objectives of London 2012 was to 'inspire a generation'. From a young people perspective this has been backed by Sport England's new Youth and Community strategy (2012-2017) to create "a sporting habit for life among young people" (Sport England, 2012).

The data collected shows that London 2012 did inspire the majority of young people to engage in sport and physical activity. From the questionnaire taken at the Mini Marathon event, (14.02.2013) 44.3% of participants were inspired to take up new sports. Although this represents less than half of the sample, it is still a positive figure. This finding is supported by research into school sport post London 2012 where "more than half of schoolchildren in academies are doing extra sport after being inspired by the Olympics"(Davis, 2013, p.25).

A more surprising trend shows that the sports they have been inspired to try they tend to be the traditional sports such as basketball, football and swimming. Athletics was the most popular sport young people were inspired to get involved in, whether it is recreational running or joining a local athletics club. This trend slightly contradicts the Get Active London search statistics; however it may be simply because people in Southwark are less informed about where and how they can engage in minority sports and so search for these more frequently.

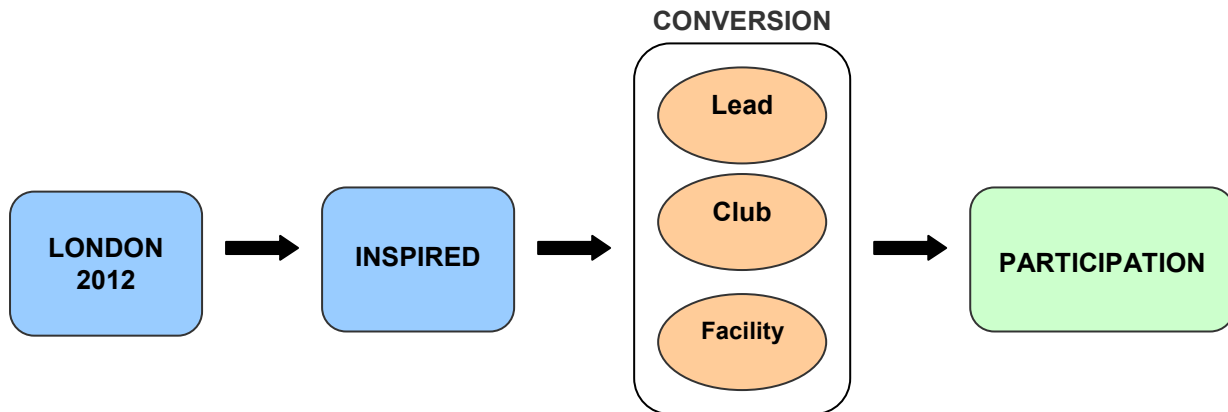
Many of the young people stated that they were inspired by competitors at London 2012 such as Usain Bolt, Jessica Ennis and Mo Farah. Competitors who originate from London, especially from disadvantaged areas seemed of particular importance as young Southwark residents felt they could relate more to them. This has highlighted that young people in Southwark now have a good set of sporting role models for the future and this will continue to have a positive impact on their lifestyles.

As data has presented, young people in Southwark have been inspired by London 2012. However the leading question that has resonated throughout this research is:

Does inspiration lead to participation?

Through discussions at schools and youth clubs, it became clear that young people in Southwark are more likely to convert their inspirations if they have the following; a lead person who encourages involvement, an established club or session and a local accessible facility. Diagram 1 highlights a proposed method for converting inspiration into participation. In essence participation can only take place when all three conversion components are in play.

Diagram 1:



Jennie Platt, March 2013

For example at Salmon Youth Centre, a male aged 19 years, expressed a desire to engage in athletics following London 2012. However, due to the lack of an established club or track in the borough, his ability to follow this through is limited. This finding is paramount for future strategic direction and ensuring sporting pathways in Southwark are in place.

Despite the majority of participants being inspired to try new sports, some young people also expressed a desire to get better at the sports they already take part in. These young people felt they had been more dedicated to their sports post London 2012 and were attending training more regularly. In addition a young female (16) and male (19) both had new aspirations to represent Great Britain at the 2016 Rio Olympics in swimming and rugby respectively. This finding could explain an increase in the time spent doing particular sports opposed to an increase in the range of sports being undertaken. By young people becoming more committed and dedicated to their sports appropriate pathways must be put in place to help them achieve their new goals.

Young people were asked if they have encouraged friends or family to take up sport and physical activity since London 2012. The responses were overall quite encouraging and some young people had been successful at re-engaging their parents in sports like swimming and cycling. Data from the Mini Marathon event questionnaire indicated that 30% of the young participants have encouraged friends and family, which is positive. A number of young people stated that they had actually been encouraged to do sport by their friends or family, so London 2012 has impacted in both ways. It is imperative however, to note some barriers that young people faced when attempting to involve friends in sport. A young gymnast explained the stigma attached to his sport for males and the basketball team hinted at the issue of 'post code wars'. It is paramount therefore that these barriers are broken down to aid inclusive access.

During the research it was important to assess the impact of London 2012 on young members or potential members of local sports clubs. Results illustrated that overall there has been an increase in young people joining Southwark sports clubs since September 2012. This supports research by the 'Sport and Recreation Alliance' who found that "2 in 5 clubs (42%) have seen an increase in the number of people joining their club since the Games this year" (Sport and Recreation Alliance, 2012). However, club leads did not associate this specifically with London 2012, but rather due to changes of venues and independent promotion. For example Southwark Gymnastics Club recently moved back to Camberwell Leisure Centre prompting a new influx of young people.

In conjunction with increased membership, all club leads interviewed did not have concerns regarding the club capacity. This is a good response as many post London 2012 reports and research articles like the 'Sport and Recreation Alliance survey' have suggested the opposite. Overall club leads highlighted no dramatic changes in the way their clubs are functioning, in relation to sessions, capacity, dedication and parental involvement. These findings are positive and show that young people in Southwark will be welcomed to local clubs if they wish to convert inspiration into participation.

As with local sports clubs, teachers at Southwark schools also reported minimal changes to their programmes post London 2012, which was echoed through focus groups with pupils. There was a slight contrast in view between state and independent schools, which emphasised a gap in opportunities for young people across the borough. Independent schools had not made any specific changes for the London 2012 legacy, tending not to offer new clubs or disability specific provision. However, one school had started a cycling club, making links with Herne Hill Velodrome, which is proving to be a great success. The state schools were more open to opportunities arising from the legacy and one school has become involved in initiatives such as the Youth Sport Trust 'Lead a generation' project and 'Sky Sport for living'. These findings suggest that schools and perhaps other institutions like youth clubs have not and do not intend to change the way they perform. An independent school teacher highlighted that they do not have the capacity or financial backing to add to current provision, a reality that Government plans have not focused on enough perhaps. The lack of changes within schools and youth clubs may make it harder for young people to really capitalise on London 2012 and may halt their ability to make sport a habit for life.

All young people were asked whether they believe there are enough opportunities to do sport in Southwark. The data presented an excellent picture of the sporting landscape across the borough post London 2012, especially with 72.9% of Mini Marathon questionnaire responses being 'yes'. Some of the young people did however indicate that it is often hard to find out about the opportunities available. The 'Get Active Southwark' campaign that was launched in January 2013 by the Southwark Community Sport Team has been devised to tackle this issue (www.southwark.gov.uk/getactive).

When the young people were asked about their thoughts on the legacy, responses were mixed. For the younger participants between the ages of 8 and 11, the term 'legacy' was too complex and they failed to grasp the meaning. For the older participants from 12 to 24 years a negative response was received. The young people expressed how they have failed to see any major difference in the opportunities available to them other than some facility development. As one male from a youth club stated "It's a good idea, but it's hard to put into practice really". New government legacy plans, actually put the focus on 16 to 24 year olds. As stated by Jennie Price, 2012 "For the first time every governing body will have a specific target to grow participation in 16-24 year olds. They will have a special programme aimed at that age group (The Independent, 2012). Together with the lack of understanding from younger people, it will become hard to engage 8 to 15 year olds in sport and embed it into their lifestyles.

From the analysis of data collected it can be concluded that the hypothesis has been proved to a certain extent. Interpretation of data has been subjective for the most part due to its qualitative nature, but key trends highlight that London 2012 has had a positive impact on young people in Southwark.

There have been some really exciting findings. It is encouraging to confirm that young people in Southwark embraced London 2012 and entered into the spirit of the Games. Most importantly this population have been inspired to try new sports or become more dedicated to sports they already participate in. In conjunction with this the wider family are experiencing changes through support from young people. At this point, it is important to consider that the level of these impacts may be heightened due to Southwark being located within the capital and close to the action.

As previously discussed the findings extrapolate one key question of whether inspiration equates to participation. It is imperative to use this key finding going forward in order to

capitalise on young people's awareness of sport and physical activity and to enable sustainable provision.

This research has identified some gaps in provision and highlighted some potential strategic aims for departments involved in young people. For example the lack of an athletics club and suitable facility was mentioned on several occasions, so this should be a focus for 2013. Despite this, it is reassuring to find out that Southwark sports clubs are thriving and are able to cope with additional numbers.

The definition of 'legacy' is complex and many of the post London 2012 reports have been quite contradictory. Targets for participation levels have been amended and the general public are beginning to question whether it is realistic. It has been suggested that the London 2012 legacy will not become apparent immediately after the Games. As Lord Sebastian Coe stated on BBC Five Live (2013) "the legacy is a ten year programme ". Over the next ten years our focus therefore needs to be on young people and their behaviours, in essence making sport and physical activity a habit in their daily lives.

Summary of findings

- Young people in Southwark embraced the London 2012 spirit and have become more aware of sport and physical activity opportunities available
- There has been a significant increase (72.06%) in the use of 'Get Active London' to search for sport and physical activity opportunities within Southwark post London 2012
- The most popular sports searched for in Southwark on 'Get Active London' has shifted from more traditional towards minority sports
- The majority of young people in Southwark were inspired to try new sports as a result of London 2012
- Young people in Southwark expressed a desire to improve and become more dedicated to sports they already take part in
- Young people in Southwark have been inspired by competitors at London 2012 and now have a number of role models to assist with lifestyle changes
- Data has led to a leading question; *does inspiration lead to participation?* Evidence suggests that despite young people being inspired by London 2012, it is a challenge to ensure this conversion takes place
- Young people in Southwark are more likely to convert inspiration into participation if the following three components are in play; lead adult/coach, established club or session and a local, accessible facility
- A number of young people in Southwark have encouraged friends and family to take part in sport and physical activity since London 2012
- Barriers exist within the borough preventing young people encouraging friends to join them in sporting activity
- Local sports clubs have experienced an increase in membership, but this was not associated specifically with London 2012
- Local sports clubs do not have concerns about capacity for new membership
- Southwark schools have reported minimal changes to their programmes post London 2012
- The majority of young people in Southwark believe there are enough opportunities for sport and physical activity in the borough but wanted to know where to find out more information
- Young people in Southwark expressed a negative view of the term legacy, but noted positive impacts on their involvement in sport since London 2012

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