



Introduction

I am very pleased to have this opportunity to introduce SPEAR, the Centre for Sport, Physical Education & Activity Research.



→ SPEAR was established at the start of 2008 to bring together expertise both across and outside Canterbury Christ Church University, and it has been a very exciting first year. During this time SPEAR has secured funding for projects investigating various aspects of the Legacies of the Olympic and Paralympic Games (from the Economic and Social Research Council, the South East England Development Agency and the Department of Health), to provide Calorie Maps for Health Walks (Kent County Council), to examine the potential to formally extend the curriculum to provide Physical Activity in Schools Everyday (PHASE) (from HEFCE), and to carry out an innovative Economic Flows Analysis of the Great South Run (from Nova International). SPEAR also received funding to host part of the Economic and Social Research Council's Festival

of Social Science and hosted a British Sociological Association Colloquium on 'Researching Gender in Sport'. Many of these initiatives have involved collaborations within and outside the University. SPEAR research teams have involved staff from the Faculties of Health & Social Care, of Education and of Social & Applied Sciences, as well as collaborators from Bournemouth, Brighton, Essex, Exeter, Loughborough and Nottingham Universities in the UK, and the University of Texas, Griffith University and the University of South Australia.

A major project for SPEAR during 2008/9, in collaboration with Bournemouth and Essex Universities, has been the Economic and Social Research Council funded work examining the leveraging of the 2012 Olympic and Paralympic Games for social, cultural and health

outcomes in regions outside Greater London. Much of what follows is dedicated to reporting on this work, which was the first grant awarded by the ESRC for work related to the 2012 Games.

A further important project has been SPEAR's review, for the Department of Health, of the evidence base to underpin the development of strategy towards securing an Olympic Physical Activity, Sport and Health (OPASH) Legacy. As this work is ongoing, further details will be included in our next edition.

Looking forward, SPEAR will be hosting the 2009 Leisure Studies Association Conference, 'Leisure Experiences,' and I hope to be able to welcome many of you to Canterbury for this event in July 2009!

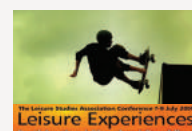
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This issue...

PAGE 2:



Social and economic impacts of the Bupa Great South Run



Leisure Studies Association

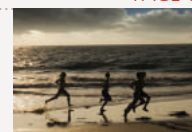
PAGE 3:

Focus of the ESRC work

PAGE 4-6:

ESRC 'think tank' reports – Bournemouth, Essex and Canterbury

PAGE 6:



Developing an holistic understanding of 2012 legacies

PAGE 7:



Researching gender

PAGE 8:

University lecturer receives prestigious award

About SPEAR

Social and economic impacts of the Bupa Great South Run

In line with the Centre's expertise in the impact of leisure policies, SPEAR recently evaluated the economic and social flows experienced by Portsmouth and Southsea, and wider Hampshire as a result of hosting the Bupa Great South Run.



The evaluation, commissioned by the event organisers Nova International and host Portsmouth City Council, focuses on the economic and social flows to the area by event participants. The data was collated via online and face-to-face surveys and filtered to ensure that the results only reflect additionality for the local economy and community.

Clearly the main feature of this evaluation is to provide robust evidence to inform leisure policy and planning. However, a unique aspect has been the use

of cutting edge GIS mapping technology to determine the geographical reach of the event's appeal and its economic and social draw. This provides the event organisers and host with the information required to both target future marketing and service planning, and evaluate the effectiveness of current activity. This innovative use of GIS technology to map the economic and social flows arising from the event provides a sophisticated level of analysis, not routinely evident in standard economic impact studies.

Leisure Studies Association

SPEAR is pleased to announce that it will be hosting the 2009 Leisure Studies Association Conference (July 7-9)



Responding to the increasing emphasis on experiences within society, 'Leisure Experiences' will explore participation in, as well as the ideas and practices which shape the planning and provision for, such experiences.

The conference will be structured around four themes:

- 1. Performing Leisure** will provide an opportunity to assess the extent to which understandings of gender are shaped and (allowed to be) expressed within different social, historical and cultural leisure settings.
- 2. Learning Leisure** will consider the different leisure pathways available to people and the extent to which people learn leisure, as well as the policy and provision strategies to cater for such pathways.
- 3. Locating Leisure** will provide the opportunity to explore the extent to which

the development of spaces as leisure places are planned and provided for, or the extent to which they develop informally as a result of the 'place-making' quality of people as leisure participants.

- 4. Risk and Leisure** will consider the phenomenon of risk in leisure, from both the perspective of risk as a positive motivating factor (as in adventure tourism) and also as a potential threat to be controlled and protected against.

In addition, a specific sub-theme on gender will be included.

For more information see the section on 'Researching Gender'.

For submission guidelines or to register, see www.leisure-studies-association.info/LSAWEB/2009/Main.html or contact LeisureExperiences2009@canterbury.ac.uk

Leveraging 2012 in the regions

In May 2007, the Economic and Social Research Council (ESRC) awarded SPEAR, in partnership with Bournemouth University and in conjunction with the University of Essex, a grant to examine the leveraging of social, cultural and health benefits from the London 2012 Olympic and Paralympic Games in regions outside London, with a particular focus on opportunities in the pre-Games "pregnancy" period.

→ This was the first grant relating to London 2012 awarded by a UK Research Council, and was granted because the ESRC recognised that "the effort to explore social, cultural and health, rather than economic, issues is distinctive".

The ESRC funding made provision for a series of regional round table "think tanks" to bring together academics and policy makers to examine how opportunities to develop sport, promote health, increase inward

tourism flows and promote community pride and well-being outside of Greater London might be leveraged from the 2012 Games. The insights from these regional think tanks were disseminated at a conference held at Canterbury Christ Church University's Salomons Campus in February. The next few pages outline some of the key aspects of this work, and highlight the most immediate issues for policy attention.

Professor Mike Weed
Director of SPEAR



Focus of the work

The reach of the Olympic Games covers many different sporting, cultural, social, economic and health issues, many of which have been shown by previous research to be interrelated.



However, despite such "interrelated-ness," partnerships among both academics and practitioners working in these areas have been few and far between. The majority of research has tended to be narrowly focussed and rooted in a single discipline or subject area.

Examples include:

- the economic impacts of sport and sports events;
- the community benefits of events;
- the health benefits of sport;
- and the ecological impacts of tourism.

Research programmes that combine perspectives are few and far between, and those that do exist tend to be dominated by economic interests. As such, the intention of this work has been twofold: firstly, to broaden the discussion beyond a focus on economic issues and, secondly, to employ an inter-disciplinary approach that combines perspectives to understand and engage in this discussion.

Previous research from around the world examining Olympic and Paralympic legacies has tended to focus on:

- impacts rather than opportunities;
- economic issues rather than social, cultural and health issues;
- legacy issues rather than opportunities available in the pre-Games pregnancy period;
- and on the host city rather than the wider region or country in which the Games is taking place.

At the commencement of this research in 2007, despite London already being the most planned for Games in history, the 2012 Games was showing similar emphases.

The focus of the work, therefore, was to explicitly address: social, cultural and health issues; leveraging opportunities; the pre-event pregnancy period; and opportunities outside Greater London.

Regional tourism flows

The Bournemouth think tank

The first regional think tank was held in the South West in January 2008. Given the importance of tourism to the region and the location of the 2012 sailing events in Weymouth and Portland, it focused on issues associated with regional tourism flows.

→ Bournemouth University hosted the think tank, which included academics and policy makers from the region and beyond. The two key themes to emerge were Media Relations and Tourism Returns:

Media Relations

Local Media: Local press (ranging from very locally focused print media to regional television) have a major role to play in highlighting and featuring the range of positive tourism developments linked to London 2012. However, the local press can also play a role in managing expectations about Olympic-related tourism developments that have often been raised to unrealistic levels

by over optimistic (and un-evidenced) forecasts from LOCOG and national government. Maintaining this balance is an important part of strategy.

International Media:

Over 600 national and international journalists are expected to attend the sailing events in Weymouth and Portland, and the South West must be fully prepared to accommodate them, and provide them with stories that link the sailing events to the region's tourism products. Pre-event familiarisation visits and the "dress rehearsal" Weymouth Regatta in 2011 will also be important opportunities to ensure journalists get a feel for the region in which the event is situated.



Tourism Returns

Negative Flows: The South West, and other regions, will be susceptible to 'displacement' effects that might reduce inward tourism to the region as the Games approach, and to 'outward flows' that will see a flow of South West residents into London to watch the Games. 'Open for Business as Usual' strategies and strategies to encourage residents to enjoy the Games in the South West (such as events centred on 'Live Sites') should be developed.

Product Development:

The Olympic Games should contribute to core product development, rather than lead to

the development of products for the Games. The most significant impact of the Games may be to galvanise the tourism industry to raise product quality – for example, by using the Paralympic Games as a stimulus to improve disabled access and provision in the tourism industry.

A key pre-requisite for developing positive impacts from regional tourism flows is the support of the local population. To this end, the Centre for Event and Sport Research (CESR) at Bournemouth University has been conducting longitudinal research on the attitudes of Weymouth residents to the Olympic and Paralympic Games. For more details contact rshipway@bournemouth.ac.uk.

Engaging communities

The Canterbury think tank

The third think tank, hosted by SPEAR in Canterbury in May 2008, drew together a range of issues under the engaging communities banner.

→ **National** (e.g. Volunteering England, the Learning and Skills Council), **regional** (e.g. SEEDA, Government Office South East) and **local** (Kent, Medway and Canterbury Councils) policy makers joined academics from across the UK to discuss issues relating to the leveraging of community engagement, wellbeing and pride from the

2012 Games. Discussions centred on the nature and delivery of legacy, on legacy failings, and on the invisibility of the Paralympic Games:

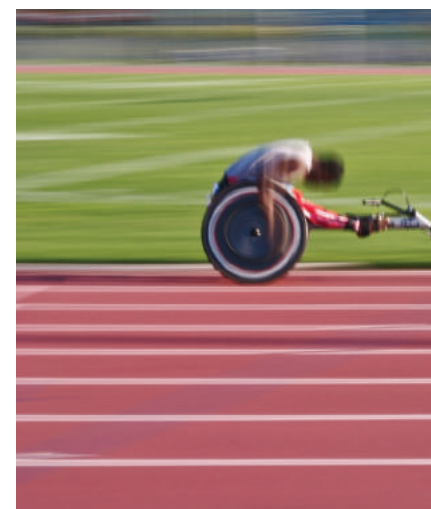
Nature and Delivery of Legacy

No Inherent Legacy: The Olympic and Paralympic

Games, and resulting and associated programmes and initiatives, are not an end in themselves, but a means. They are a key to unlock doors to achieve existing priorities. There is no inherent legacy from the Games, which will not yield benefits unless strategies to leverage legacies are employed.

A Critical Appraisal of Legacy:

The concept of "legacy" is often presented as being unproblematic - "Legacy" and "Positive Legacy" are presented as being one and the same. The first step to ensuring that legacies benefit the greatest number of people is for those promoting legacies to realise that there may be some negative impacts for some people. Once these processes are understood, strategies can be put in place to mitigate potential negative legacies.



Legacy Failings

Making the Wrong Case: The vast majority of statements made by government and LOCOG about the potential benefits of the Games to areas

Sport and physical activity

The Essex think tank

The Centre for Sports and Exercise Science at Essex University hosted the second think tank in March 2008, with a focus on the potential of the London 2012 Olympic and Paralympic Games to develop sport and physical activity participation.



→ Regional policy makers and academics discussed issues associated with a potential

“Olympic Effect” on sport and physical activity participation, focusing in particular on the

evidence for such an effect, and the areas from which lessons to develop sport and health from the 2012 Games might be learned:

The Evidence Base

No Previous Evidence: An oft-quoted misrepresentation is that “no previous Games has raised participation in sport and physical activity”; however, it is true only that there is no evidence that any previous Games has raised participation... largely because no previous Games has employed specific strategies to raise participation.

Illusory Evidence: There is an illusion of an evidence base due to the existence health impact assessments in some regions, but these are opinion-based and include statements such as “hosting the Games is thought to raise participation” and the “Games could result in an increase in interest in sports”. Publications relating to sport and physical activity legacies are largely discussions of intents, models and potential impacts.

Lessons for 2012

Transferable Processes: Recent research from the USA suggests that processes that have been used to leverage engagement in a range of other behaviours (such as tourism, volunteering,

sports fandom and community participation) are transferable to leverage sport and physical activity participation. As research in these areas is more widespread, such areas can provide important lessons for sport and physical activity development.

Initial Lessons: Tourism research indicates that the Games can be used to stimulate consideration of behaviours that have not previously been contemplated; community development research suggests that the Games can stimulate a desire to be part of something; Games volunteering research suggests that motivation is more important than barriers; sport fan research suggests that those in which an interest already exists are far more likely to respond to promotional messages.

Following the Essex think tank, SPEAR was commissioned by the Department of Health to conduct a worldwide systematic review of the evidence base for developing a physical activity, sport and health legacy from London 2012.

A full report of this research will appear in the next SPEAR bulletin, but in the interim further information is available at www.canterbury.ac.uk/SPEAR.



outside London attempt to argue on the basis of economic benefits when such benefits are, at the very least, uneven and unclear. Arguments for benefits throughout the regions should be made

on the basis of social, cultural, health and sporting benefits.

Lack of Support: When the Games were awarded to London in 2005 and a wide range of

benefits were promised, many stakeholders (both policy-makers and the general public) believed that LOCOG and/or the government would be able to provide clear expertise and advice on how to develop positive legacies. Such stakeholders are now beginning to realise that this expertise and advice does not exist – that positive legacies were promised without any clear idea of how to develop or “leverage” such legacies.

The Invisible Games

Lost Paralympic Opportunities: Opportunities to leverage legacies from the Paralympic Games for the wider disabled community include raising disability awareness, increasing disabled provision and access, and promoting active lifestyles. However, the current invisibility of the Paralympic Games in the

discourse surrounding “the 2012 Games” is leading to a loss of such opportunities.

A further key theme, which also featured to a lesser extent in the two previous think tanks, was the lack of any extensive usable knowledge or evidence on the development of legacy from previous Games. If the London 2012 Olympic and Paralympic Games are to leave a “knowledge legacy” for future Games and events, details of processes must be captured and evaluated. The lessons of poor evaluation of previous Games, which have only evaluated outcomes and/or generalities of processes, must be learned. Evaluation must commence now and must capture the details of not only what legacies (outcomes) the Games bring, but also how they have been leveraged (processes).

Regional perspectives

The Salomons Conference

The perspectives from the regional think tanks were drawn together and disseminated at a conference hosted by SPEAR at Canterbury Christ Church University's picturesque Salomons Conference Centre in Tunbridge Wells in February 2009.



→ As well as reporting on the findings of the work, the conference provided the opportunity for academics and practitioners from around the UK to report on their perspectives and experiences of "Leveraging 2012 in the Regions".

The event included delegates from Scotland, Wales and all of the English regions, in addition to several overseas visitors. Details of the papers and presentations given at this event are available at: www.canterbury.ac.uk/SPEAR.

Developing an holistic understanding of 2012 legacies

Towards an interdisciplinary focus on "human impact"

Over the course of the two years of this work, a key focus has been the interaction of the Games with the lives of people living and working in nations and regions of the UK outside of the host city.



→ While government rhetoric has continued to try to 'sell' the Games to the regions on the basis of economic legacies, the evidence presented by both practitioners and academics at our regional think tanks points towards the most significant regional legacies being those that cannot easily be measured in economic terms. However, there was also a suggestion in the think tanks that the governmental reliance on an economic discourse to describe, discuss and justify legacy outcomes is leading to a lack of emphasis on those legacies that cannot be quantified and presented in economic terms, which in turn is leading to missed opportunities and a certain level of frustration among stakeholders. In attempting to address this issue, whilst also allowing for the incorporation of economic perspectives, our research suggests that there may be some value in moving towards an interdisciplinary focus on the 'human impact' of the London 2012

Olympic and Paralympic Games.

One of the problems of measuring impacts across a range of dimensions (e.g. social, cultural, health, environmental and economic) is that there is an inevitable pressure to convert these dimensions into a single measure to facilitate the evaluation of performance. Almost universally, such single measures are economic: so health impacts are measured by the cost saving to the NHS, or social impacts are measured by the productivity increases that might derive from more cohesive communities, and so on. There are two problems with such an approach: firstly, there are a range of critiques that argue that using such economic measures to evaluate these aspects of people's lives is inherently suspect; but, secondly, and perhaps more importantly, representing the social or health value of an event by economic measures of cost savings or productivity increases

can seem some distance from the lives of the people that such events are supposed to benefit. Consequently, although value can be demonstrated quantitatively in economic terms, people cannot necessarily see or feel how an event has affected their lives.

In contrast to the above, an approach that focuses on human impact would take as its starting point the impact that events such as the 2012 Games have on the lives of individuals, groups, communities and societies. It would focus both on how macro-economic and broad societal forces, and on how more immediate local economic, political, social and environmental changes, are felt collectively by individuals, groups, communities and societies. Put simply, the focus would be on how changes attributable to the 2012 Games across a range of dimensions collectively affect people's lives. Exploring legacy in this way presents impacts

that are more immediate to the lives of those the Games are intended to benefit. As such, as well as increasing the relevance of legacies to the general public, the approach also provides clearer information to inform both policy goals and leveraging strategies.

However, a focus on such human impact clearly presents considerable methodological challenges, and would demand an interdisciplinary approach drawing on, inter alia, macro-economic analysis, social policy analysis, community sociology and development, environmental impact assessment and detailed qualitative research techniques. Such an approach would be far more challenging than the government's current approach of using existing macro-level indicators (e.g. the Active People survey) to evaluate single dimensions, but it would also provide much clearer holistic information on the nature and extent of Games legacies.

Researching gender: Principles and practices in sport, leisure and physical education



British Sociological Association

As part of the LSA Leisure Experiences conference that will be hosted by SPEAR in July, a specific sub theme will be included on 'Researching Gender'.



We would like to take this opportunity to thank **Dr Emma Casey** (Kingston University) for her help and support in organising the Researching Gender Seminar through the British Sociological Association Leisure and Recreation Study Group.

Dr Phillipa Velija shared initial findings of her research into female experiences of cricket at school. These findings suggest that within the context of PE, Cricket remains an activity which generally reinforces normative gender ideologies about the appropriateness of some sporting activities for young females and unlike published statistics for football, the gap between male and female cricket players in schools is not narrowing.

→ This will be the second SPEAR event focussing on such issues, following a one-day seminar and round-table convened by **Dr Louise Mansfield** in May 2008. This event provided an opportunity for discussion and a platform for sharing knowledge and experiences about the gendered nature of sport, leisure and PE.

Two key themes emerged from the roundtable discussion. First, delegates identified the significance of intersectionality for understanding gender and the need for those researching gender in sport, leisure and PE to engage with feminist work outside of the field.

A second, and connected theme

concerned the importance of critical reflection about the range of research methods that might further an understanding of sport, leisure and physical education.

Summaries of the abstracts from the event are presented as follows:

Professor Barbara Humberstone presented on the contribution of ethnography to researching issues concerning gender and male and female experiences in sport and physical education. Using a variety of ethnographically orientated research projects she highlighted the emergence of issues such as ethics and 'moral panic' which are influencing both choice and style of research projects, and the vetting process.

Professor Elizabeth Ettorre gave an insight into her experiences, as an 'old lesbian', of changing lesbian body image. Highlighting the tension between the reality and perception of a 'healthy' status, she discussed the critical perceptions held of old lesbian bodies by the biomedical and lesbian communities and explored the utility of theoretical investigations of dieting regimes which have the potential to distort body images.

Jacky Tivers discussed her ethnographic study of strength athletes at a 'strong man' competition. Reflecting on existing research into bodybuilding; its portrayal as an expression of hegemonic masculinity and the popular perception of strong man events as 'freak shows'; her paper focused on the performance of a particular type of masculinity through strength athletes.

Dr Dikaia Chatziefstathiou showed how the writings of Pierre de Coubertin can be used to understand the evolution of a gendered construction of discourses on Olympism. Using a Foucauldian focus on de-centering the subject and examining the constitution of knowledge and discourses she explained how the development of the philosophy of Olympism was used to legitimate hegemonic masculine ideologies in support of dominant interests in the Olympic movement.

Dr Louise Mansfield and **Helen Curtis** focused on the significance of the concept of intersectionality for understanding gender, race /ethnicity and national identity their paper used the principles of media discourse analysis in understanding media representations of British female athletes in BBC coverage of the Olympic Games in Athens 2004.

University lecturer receives prestigious award

A lecturer from Canterbury Christ Church University has been awarded the first Pierre de Coubertin Prize for her world-leading Olympic research.



Senior Lecturer in Sociology of Sport and Leisure, Dr Dikaia Chatziefstathiou, received the prestigious prize at a ceremony on Friday 24th April 2009 at the International Olympic Committee headquarters in Vidy, Switzerland.

Dr Chatziefstathiou (shown with Baron Geoffroy de Navacelle de Coubertin and President of the International Olympic Committee, Jacques Rogge (right)) researched the writings of the founder of the modern Olympic Games, Baron Pierre de Coubertin. Her research revealed several new dimensions about his ideas and values in relation to gender, social class and race, but also how he used his political and diplomatic skills to safeguard the future of the Olympic Games.

Dr Chatziefstathiou said: "It feels really rewarding that my efforts in researching Baron Pierre de Coubertin's work have been recognised at this international level and it is an even greater honour that this award comes from the International Pierre de Coubertin Committee and the International Olympic Committee."

About SPEAR

SPEAR exists to bring together experience and expertise across Departments and Faculties at Canterbury Christ Church University in the conduct of theoretically informed critical analyses in sport, physical education, physical activity and leisure.



The Centre's outputs range from theoretical and conceptual academic analyses, through critical commentaries and reflections on current developments, to commissioned research and consultancy, all of which are informed and underpinned by work on the development of effective and efficient methodologies. The Centre's independence is assured by the funding received from a range of public, private and not-for-profit bodies and organizations. SPEAR's strengths lie in three areas:

- i) social and policy aspects of physical education and youth sport;
- ii) social scientific investigations of sport and leisure behaviours and policy;
- iii) the physiological bases for health, exercise and physical activity policy and promotion, particularly in children.

In drawing these three areas together, the work of SPEAR focuses around four overlapping themes: Children, Activity, Policy and Experiences.

