

SOCIAL TOOLKIT

Social Impact → Participation

At a basic level, 'participation' can be viewed in terms of the number of people who attend an event and engage with event-related ancillary activities and programmes. Broader measures to evaluate the success of an event include their impact on altering people's attitudes and behaviour towards sport participation and cultural engagement.

To assess the additional impact on event audiences, consideration should be given to the extent to which an event inspires/encourages:

- **disengaged people to become engaged** e.g. previously inactive people doing sport
- **those who are already engaged to increase the regularity and intensity of participation** e.g. previously active people doing more sport.

Research commissioned by the Department for Culture, Media & Sport has found that cultural engagement and sport participation have a positive association with individuals' wellbeing. In monetary terms, the value of the higher wellbeing from engagement in the arts is valued at £1,084 per person per year, whereas in the case of sport participation the corresponding value is £1,127.

Social Impact → Participation → Direct Engagement

Simple indicators of engagement with an event such as the number of people that attend or participate in event related activities can be captured using in-house data held by organisers. These provide an indication of the popularity of an event and its ability to attract specific groups. For example, the London 2012 Cultural Olympiad included a wide range of events and activities that sought to engage with children and young people such as: StoryLab - Summer Reading Challenge, involving 890,120 young people in reading six books; and, the Tate Movie Project, which involved 37,108 children aged 5-11 years.

In certain instances, an element of primary data collection with attendees (e.g. a survey) may be required to complement organiser data in order to identify their characteristics. Some recommended indicators that are likely to be of interest to event stakeholders include:

- **the number of attendees from the host area**, which can include both active attendees (e.g. participants and volunteers) and passive attendees (audiences). The host area in this context can refer to the local authority in which an event takes place but can vary dependent on the remit of event stakeholders.
- **the number of attendees from the host area belonging to disadvantaged and/or minority ethnic backgrounds.** Disadvantaged groups relate to people from the most deprived parts of the host area and those in poverty. In the UK, each of the four constituent countries measures deprivation using their own distinct index of multiple deprivation (IMD). In England, for example, the IMD combines information from seven domain indices (which measure different types of deprivation) to describe

how relatively deprived an area is. The most widely used poverty measure in the UK is household income. The Households Below Average Income (HBAI) survey sets the poverty line in the UK at 60 per cent of the median UK household income. If a household's income is less than 60 per cent of this average, HBAI considers them to be living in poverty.

- **the number of children and young people from the host area engaged in event outreach programmes.** This relates to the number of people aged 25 and under who take part in arts/sport development programmes and 'taster' sessions organised by the event owner and/or partner organisations.

Social Impact → Participation → Attitudes

Whilst not an assessment of the long term impacts, it is possible to assess the impact of events on changing people's attitudes to participation, e.g. increasing their likelihood of being more physically or culturally active.

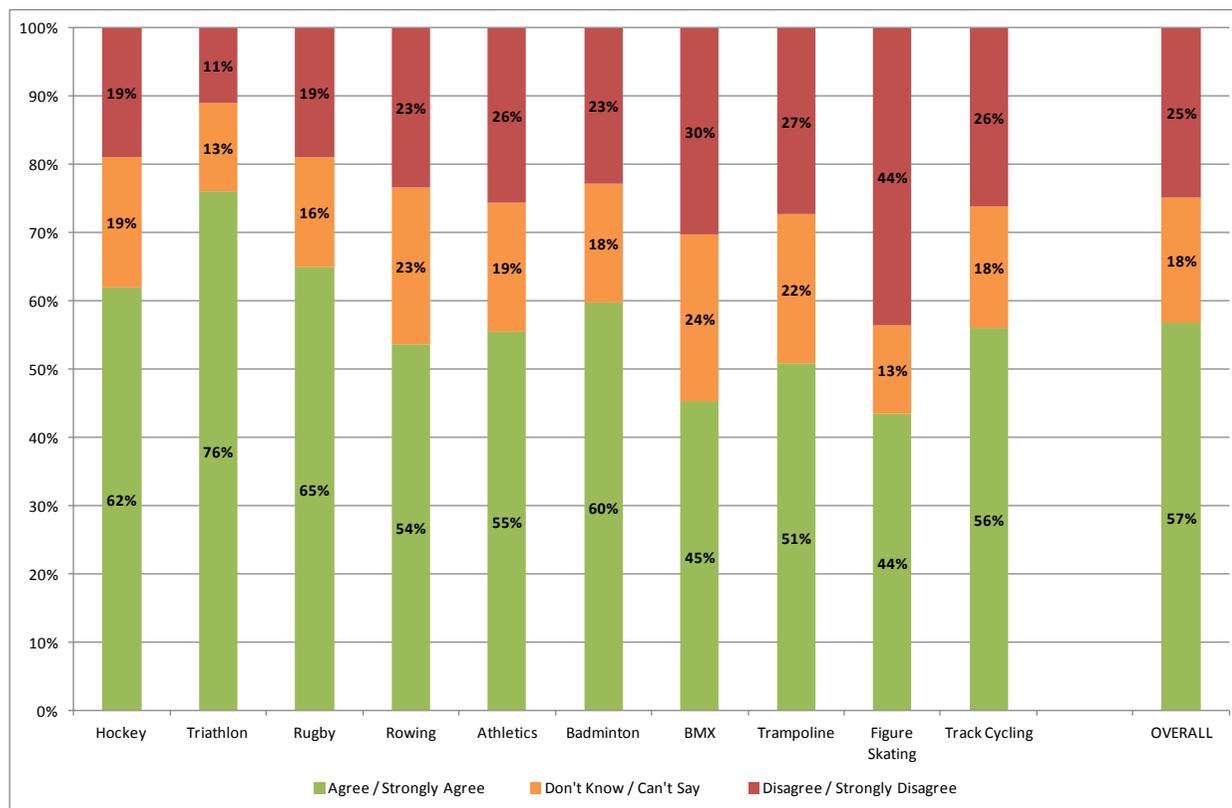
The buzz and excitement surrounding events makes them a potential platform for promoting participation in sport and culture. For example, some 38% of people surveyed as part of the London 2012 Festival audience survey felt that the UK hosting the London 2012 Olympic and Paralympic Games had motivated them to do more cultural activities. From a public health agenda, promoting physical activity is a core part of the UK government strategy to improve the health of the nation.

There is a growing body of research that looks at attitudinal changes caused by major events on people who attend them. Research undertaken to measure the impact of the Edinburgh Festivals on cultural engagement utilised an audience survey which captured responses on a five-point Likert scale (strongly agree - agree - neither agree nor disagree - disagree - strongly disagree) and found evidence that:

- The Festivals are a stimulus to further attendance at similar cultural events subsequently.
- Audiences are more likely to take their children to similar cultural events as a result of their Festival experience.
- Audiences are more likely to take greater risks in their cultural choices and explore new cultural experiences as a result of their Festival-going.

Research commissioned by UK Sport since 2010 involving thousands of surveys with spectators attending major sports events has measured the percentage of people who feel inspired by their event experience to increase their participation in sport and active recreation. Spectators aged 16 and over were surveyed at the events using a standard self-completion survey. Selected findings from a sample of events are shown in the graph below.

'I am inspired to do sport or recreational physical activity more frequently than I normally do'



Citizens' panels and omnibus surveys can be used to measure changes in people's attitudes linked to an event. Attitudinal research commissioned by UK Sport into the inspiration effect of major events on TV viewers using an omnibus survey of a representative sample of the British population found that:

- Over two-thirds of the British population (68%) had watched a major sporting event on TV in the three months prior to interview; and
- 28% of these viewers felt inspired to participate or to participate more frequently in sport as a result of watching a major event on TV.

Social Impact → Participation → Behaviour

A more thorough measurement of the participatory impact of events is by assessing the change in people's behaviour as a direct result of an event, e.g. the increase in their actual physical/cultural activity levels.

The likelihood of increasing participation can be measured during and/or following an event. Measuring behaviour change requires post-event longitudinal research where behaviour is monitored over a period of time.

In order to examine subsequent changes in behaviour following events, the research commissioned by UK Sport since 2010 also included follow up research using an online survey of a sub-sample of spectators who had provided a valid email address at the time of the events. Respondents were asked: (a) whether they were doing more, less or the same amount of sport that they were doing before they attended a particular event; (b) how influential (if at all) attending that event had been in leading them to undertake more sport. This exercise revealed that around 35% of individuals had increased their sport participation levels in the three months following their attendance at one of the events and 24% said that this increase was to some extent influenced by the event.

Where the focus of event evaluation is on measuring changes at community/national level, annual surveys such as Sport England's Active People Survey, the Scottish Household Survey and the DCMS Taking Part survey can be used. For example, Sport England's Active People Survey indicates that the percentage of adults in London taking part in sport increased marginally in the year following London 2012.

Simply hosting an event is unlikely to deliver meaningful increases in participation among attendees or the host community. In order for events to drive the maximum possible participation legacy benefits certain mechanisms need to be in place. For example, watching a sports event might inspire someone to take up sport or increase their frequency of participation at a given point in time. However, how that feeling of inspiration (attitudinal change) is subsequently harnessed (e.g. through signposting and the provision of appropriate exit routes) will determine whether or not it eventually converts into sustainable behaviour change.

Social Impact → Volunteering & Skills

The new government strategy for sport recognises volunteering as a specific form of engagement in sport that should be encouraged in its own right rather than just as a means to an end. Volunteering helps people develop skills which can help them find work or improve their career prospects and can therefore support the government's push on reducing worklessness.

The successful delivery of many sporting and cultural events relies on the support of volunteers. Cultural events such as Carnaval del Pueblo and Pride London benefit significantly from volunteer inputs. 2,080 volunteers take part in Carnaval del Pueblo, including 700 volunteer artists during its street procession. Approximately 600 volunteers are involved in Pride London, including 80 all year round, with roles including marketing, event management and communications. The Ryder Cup in 2014 recruited more than 2,000 volunteers who paid for the privilege to offer their time to the event. People engaged by events in these ways are typically sourced from the host area although larger events requiring specialist experience might recruit volunteers from elsewhere.

Some events also provide people with practical training opportunities. A good example of this is the Cultural Olympiad's *Creative Jobs Programme*. This programme enabled 40 unemployed young people to undertake paid work within cultural organisations across central and East London. The training posts were open to 18-24 year olds who had been on Jobseekers Allowance for at least thirteen weeks and were targeted at residents of the Olympic host boroughs. All the jobs created were part-time (24 hours a week), six-month fixed-term contracts, paid at National Minimum Wage.

At a basic level, the recommended indicators to evaluate that provide evidence of the opportunities provided by events for people (especially those from the host area) to volunteer and benefit from real life work experiences in all aspects of event management are outlined below.

- The number of volunteers from the host area (e.g. city, region and/or country).
- The total number of volunteer hours delivered in host area (i.e. the number of volunteers x average number of hours contributed per volunteer).
- The number of young people (16-25 year olds) from the host area engaged on work placement and /or internship programmes.

Measurement of these indicators requires event organisers to maintain an accurate and transparent database of the people that they recruit to volunteer or take part in practical training opportunities linked to the planning, preparation and delivery of the event.

Other aspects linked to volunteering that event organisers may wish to evaluate depending on their aims and objectives include:

- The number of volunteers from targeted groups such as those with a disability (in support the government's commitment to halve the employment gap with the general population) or on low income.
- The economic value of the time contributed by volunteers to the event. For example, the 'value in kind' contribution of volunteers to The Ryder Cup in 2014 was estimated at £1.1m. This figure was calculated by multiplying the total number of volunteer hours

The Ryder Cup survey revealed that the event had a positive impact on volunteers, in terms of both their personal development and future volunteering intentions with around 80% expecting to volunteer in a sporting context in the next year. Such findings provide useful information to event organisers and those maintaining volunteer databases which help to shape volunteer recruitment and the promotion of opportunities going forward.

Face to face surveys can also be utilised to gauge the perceived benefits to volunteers. The vast majority of volunteers identified through a face-to-face street survey of visitors across two events in 2009 - the Notting Hill Carnival and the Mayor's Thames Festival - reported positive impacts by way of improved teamwork skills (80%) and increased personal confidence (75%). A survey undertaken for Carnaval del Pueblo in 2007 revealed similar results, with two-thirds of volunteers feeling that their participation had helped improve their skills and knowledge, and three-quarters believing the experience would help create new opportunities for them.

Measuring downstream effects such as whether someone has maintained their volunteering activity requires longitudinal research, which is often beyond the scope of the average event organiser. The extent to which volunteering at a specific event results in subsequent personal benefits to volunteers such as career progression also requires longitudinal work which again is beyond the scope of most events.

Social Impact → Identity and Image

This theme has two key dimensions. First, the extent to which an event might lead to a sense of pride among residents of the place in which it is held. Second, the impact of an event on the perceived image of a place from the viewpoint of people residing outside the host area.

Social Impact → Identity and Image → Pride

National and civic pride are particularly important in times of economic uncertainty and help to reinforce our resilience.¹ Events are often cited by event organisers and promoters as catalysts for improving local residents' self-image of the community in which they live and for making a positive contribution to their quality of life. Research has shown that hosting a major event can have a significant impact on national pride.²

Social Impact → Identity and Image → Pride → Event Attendees

If civic/national pride is an important outcome to event organisers then, at a basic level, we recommend that the evaluation of pride should focus specifically on event attendees (e.g. spectators) residing in the host area and/or nation. This can be expressed in terms of the percentage of such attendees who report that an event has:

- had a positive impact on their local community;
- promoted a sense of pride in how they feel about where they live; and/or
- projected a positive image of the place as a good place to live, do business and visit.

It is relatively straightforward to capture the data required for these indicators using either a face-to-face survey of attendees during an event or via a post event survey should contact details of attendees be available to organisers.

As part of the research undertaken with spectators at seven UK Sport funded sports events in 2014 which utilised a face-to-face survey, local attendees were asked whether they felt proud that the event was being staged in the host area. Responses to the statement "I feel proud that [the host area] is staging [the event]" were captured on a five point scale (strongly agree - agree - disagree - strongly disagree - don't know). Civic pride was subsequently measured in terms of the proportion of strongly agree/agree responses. At these events, UK spectators (including those residing in the host area) were also asked if they felt proud about the event being held in the UK. The table below illustrates that the vast majority of local and UK respondents reported a sense of pride.

Civic and national pride statistics from selected sports events (% of local/UK respondents who reported that they felt proud about the event being held in the host area/UK)

Event	Civic Pride	National Pride
Diving World Series 2014	94%	96%
Triathlon World Series 2014	93%	95%

Canoe Slalom World Cup 2014	98%	96%
IPC Athletics European Championships 2014	98%	94%
World Taekwondo Grand Prix 2014	98%	97%
Wheelchair Tennis Masters 2014	96%	96%
Track Cycling World Cup 2014	95%	97%

Source: SIRC/UK Sport

Social Impact → Identity and Image → Pride → Non-Attendees

For larger events, it may be appropriate to broaden the scope of the evaluation to include non-attendees residing in the host area/UK and focus on different time periods before, during and after an event. Data collection with non-attendees could be facilitated using questions on citizens' panels, social media platforms or omnibus surveys. An omnibus survey includes a stratified sample of the population and questions on the same survey can be bought by organisations and the costs shared. Research agencies such as YouGov, Ipsos MORI and GfK run regular UK surveys for clients to get answers to their questions, at the right price, when they most need them.

Multiple waves of an omnibus survey of adults and young people were utilised between 2012 and 2015 as part of an evaluation of the 2014 Commonwealth Games held in Glasgow to assess changes over time in the pride expressed by Scottish residents. Some pride-related prompts and statistics from the Commonwealth Games evaluation are presented in the table below.¹

Pride among Scottish residents regarding the Glasgow 2014 Commonwealth Games

		2012	2013	2014	2015
Adults	I will be/am/was proud that Glasgow/Scotland is hosting/hosted this event	12%	16%	13%	17%
	People who live in Scotland will feel/felt proud	18%	16%	15%	16%
Young People	I was proud that Glasgow/Scotland was hosting the event	n/a	n/a	41%	n/a

Source: TNS Opinion Survey, Ipsos MORI Young People in Scotland Survey 2014

At an even more advanced level, a monetary equivalent estimate of the intrinsic benefit that local residents perceive they receive as a result of hosting an event - otherwise known as 'psychic income' - can be derived using economic techniques such as contingent valuation'. For example, one study explored the willingness of citizens in three UK cities to host the 2012 Olympic Games and found the

average willingness to pay (WTP) was highest among Londoners at £22, about twice as much as in Manchester and Glasgow, and was around £2 billion for the UK population as a whole.³

References and resources

¹ <http://www.gov.scot/Topics/ArtsCultureSport/Sport/MajorEvents/Glasgow-2014/Commonwealth-games/Indicators/C9>

² <http://www.sciencedirect.com/science/article/pii/S0167487009001214>

³ <http://usj.sagepub.com/content/45/2/419.full.pdf>

Social Impact → Identity and Image → Enhanced Image/Reputation

This dimension of the identity and image theme relates to impact that an event has on enhancing the image or reputation of a place from the perspective of people residing outside the host area/nation. This may occur as a result of people visiting the host area/nation to attend an event, or as a consequence of an event being broadcast to audiences in domestic and overseas territories. The latter is particularly relevant to large scale events where host areas and venues receive considerable media exposure.

Social Impact → Identity and Image → Enhanced Image/Reputation → Event Attendees

Assuming that enhancing the image of a place is important to event stakeholders, data from event attendees can be collected at or following an event in order to quantify the proportion of non-local people who report that an event:

- had a positive effect on their perception of the host area;
- has had a positive effect on their decision to re-visit the host area and recommend the place to others; and/or
- enhanced their perception of the host area as a good area to live, visit and do business.

Some recommended sample questions to pose to event attendees from outside the host area for assessing these indicators are outlined below. The questions can be customised to reflect the location in which an event is held and the aspects of interest to event stakeholders.

- Have your experiences of this event left you with a more positive perception of the *HOST AREA* (e.g. city, region, country) as an *EVENT / VISITOR destination*?
- Based on your experiences of this event, how likely are you to return to the *HOST AREA* for a short break or for leisure in the *NEXT YEAR*?
- Based on your experiences of this event, how likely are you to recommend the *HOST AREA* as a *PLACE TO VISIT* to friends and family?

Questions relating to someone's intention to revisit a host area within a certain timeframe after an event's conclusion have been well used at major sports events. For example, spectator surveys undertaken at The Ryder Cup 2014 found that:

- Some 68% of spectators visiting Scotland were likely to return in the next year for a short break or leisure, based on experiences during their trip to The Ryder Cup.
- 84% of visitors to Scotland would recommend Scotland to friends and family as a visitor destination.

Similar questions were also asked by the Commonwealth Games 2014 Visitor Impact Study survey, according to which¹:

- 57% of visitors who lived outside Glasgow stated that they would 'definitely' return to the city in the next 5 years.
- 32% of visitors who had not been to Glasgow stated that they would definitely return to the city in the next 5 years.

Data from some major events in London at which questions linked to image/reputation have been employed is shown in the table below. The relevant questions at these events were presented as a series of statements and respondents residing outside London were asked to express their level of agreement/disagreement with each statement.

Percentage who strongly agreed or agreed with the statement about each indicator

Indicator	Diving World Series 2014	Triathlon World Series 2014	Wheelchair Tennis Masters 2014	World Triathlon Grand Final 2013
My visit to this event has enhanced my image of London as a visitor destination	87%	85%	77%	70%
My visit to this event means that I am more likely to visit London for a short-break or holiday in the next 2 years	55%	54%	43%	n/a
My visit to this event means that I am more likely to recommend London as a place to visit to my friends & family	76%	70%	69%	n/a

Source: SIRC / UK Sport

Some of these indicators provide an insight into the potential longer term impacts of an event on tourism. Whether or not such visits materialise requires longitudinal follow-up research. This is not recommended for small or medium sized events but is something that stakeholders associated with larger events might perhaps be interested in.

Social Impact → Identity and Image → Enhanced Image/Reputation → Non Attendees

Should event stakeholders be interested in examining whether an event has an impact on the image or reputation of the host area on individuals beyond those who attend, then other methods can be employed. For example, for an event held in London, data collection with non-attendees from other parts of the UK could be facilitated using questions on omnibus surveys. This type of research can be cost prohibitive and is best reserved for larger events. Tools such as the Nation Brands Index, City Brand Index and Ultimate Sports Cities Index are also useful for larger events to look up how the international reputation of a nation or a city has changed over time e.g. before and after hosting an event.

References and resources

¹ <http://www.gov.scot/Resource/0048/00482151.pdf>

Social Impact → Satisfaction

People's satisfaction with their event experience is perhaps the most basic outcome that event organisers should seek to evaluate. Satisfaction is not a social impact per se, but an enjoyable event experience can often be a precursor to outcomes such as increasing civic pride among local people and enhancing the reputation of the local area among visitors.

Overall satisfaction and satisfaction with specific attributes of events can be measured via a survey of event attendees. Data from attendees is typically gathered using face-to-face surveys with attendees during an event, but it is equally valid to undertake surveys following their event attendance using for example an online survey should contact details of attendees be available to organisers.

Social Impact → Satisfaction → Overall Satisfaction

While there is no standard metric to quantify overall satisfaction, we recommend using the Net Promoter Score (NPS). The NPS is gaining increasing acceptance in the leisure and cultural services sector as a measure of customer loyalty. It is particularly relevant to annual events held in the same location but can also be applied to one-off events. It provides a standardised measure of overall satisfaction that can be compared across events.

The example below uses real data gathered using a face-to-face survey from a sample of spectators who attended a major sport event in the UK in 2015 to illustrate how this metric is calculated. Attendees were asked to indicate their likelihood of recommending an event to others on a scale of 0 (not at all likely) to 10 (extremely likely). The NPS was then calculated as the difference between the percentage scoring 9-10 (promoters) and the percentage scoring 0-6 (detractors).

Derivation of NPS

On a scale of 0 (not at all unlikely) to 10 (extremely likely), how likely are you to recommend this event to friends and family?

<i>Not at all</i>			<i>Extremely</i>							
0	1	2	3	4	5	6	7	8	9	10
0.5%	0.9%	0.9%	0.5%	0.9%	5.6%	3.8%	8.6%	18.1%	10.0%	50.2%
Detractors 13.0%						Passives 26.8%		Promoters 60.2%		
NNET PROMOTER SCORE = Promoters - Detractors = 47.2%										

Other indicators that tend to be used typically to measure overall satisfaction include:

- The percentage of people who enjoyed the overall event experience (e.g. the percentage who are 'very satisfied' or 'quite satisfied').
- The percentage of people who would recommend the experience to others (e.g. the percentage who 'strongly agreed' or 'agreed' to do so).
- The net satisfaction score, calculated in terms of the percentage of people who were very satisfied/satisfied with the overall event experience *minus* the percentage dissatisfied/very dissatisfied.
- The mean satisfaction score, where responses are scored on a scale ranging from -2 (very dissatisfied) to +2 (very satisfied) with zero representing the neutral score (neither satisfied nor dissatisfied) - see worked example below. It would be equally valid to use a different scoring system of (say) 1 to 5, in which case the neutral score is three.

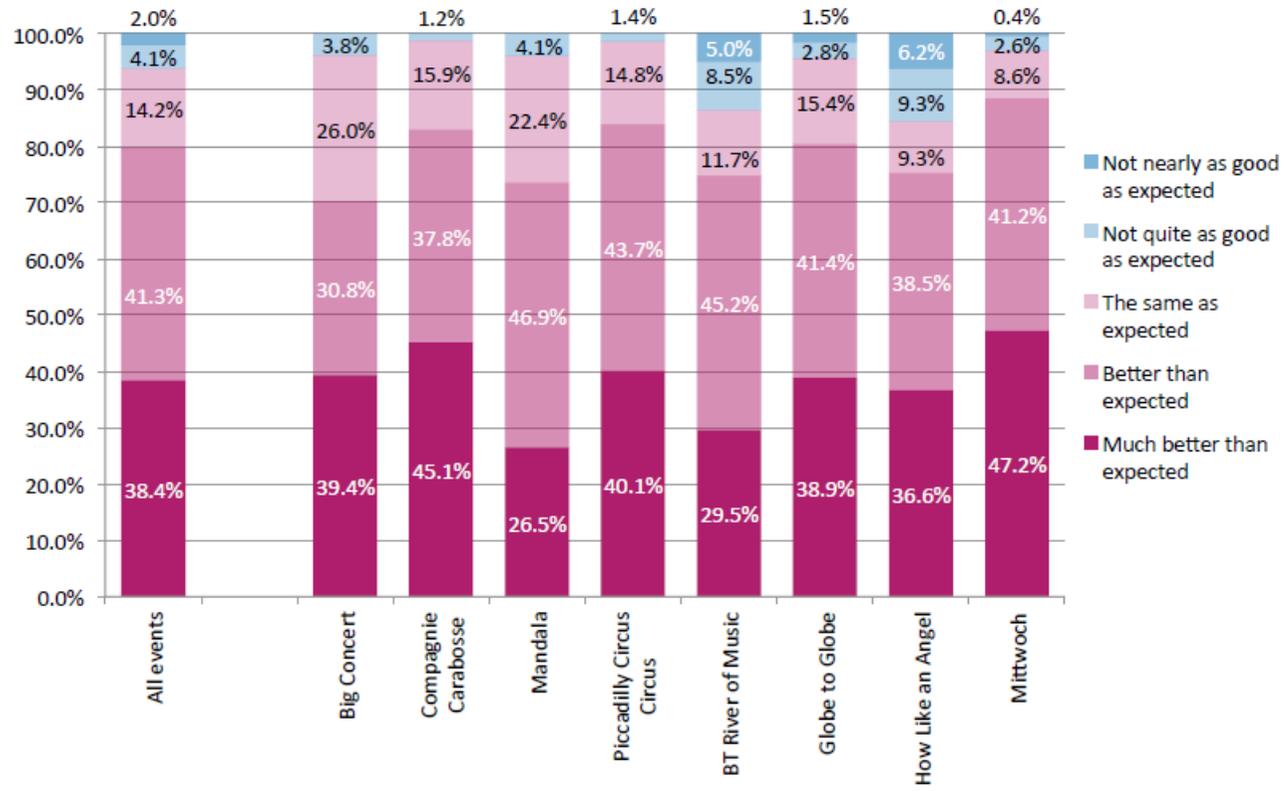
Derivation of mean satisfaction score

	Very Dissatisfied	Fairly Dissatisfied	Neither Satisfied nor Dissatisfied	Fairly Satisfied	Very Satisfied	Don't Know	Valid Total*
No. of Responses	10	20	25	30	15	25	100 (A)
Score	-2	-1	0	1	2	NA	
Cumulative Score	-20	-20	0	30	30	NA	+20 (B)
Mean Score	B / A = 20 / 100 = 0.2						

* Respondents who did not express an opinion about a particular aspect are excluded.

- The extent to which an event had lived up to expectations - see example below from the audience survey employed at the London 2012 Festival.

London 2012 Festival audience survey, whether events live up to expectations¹



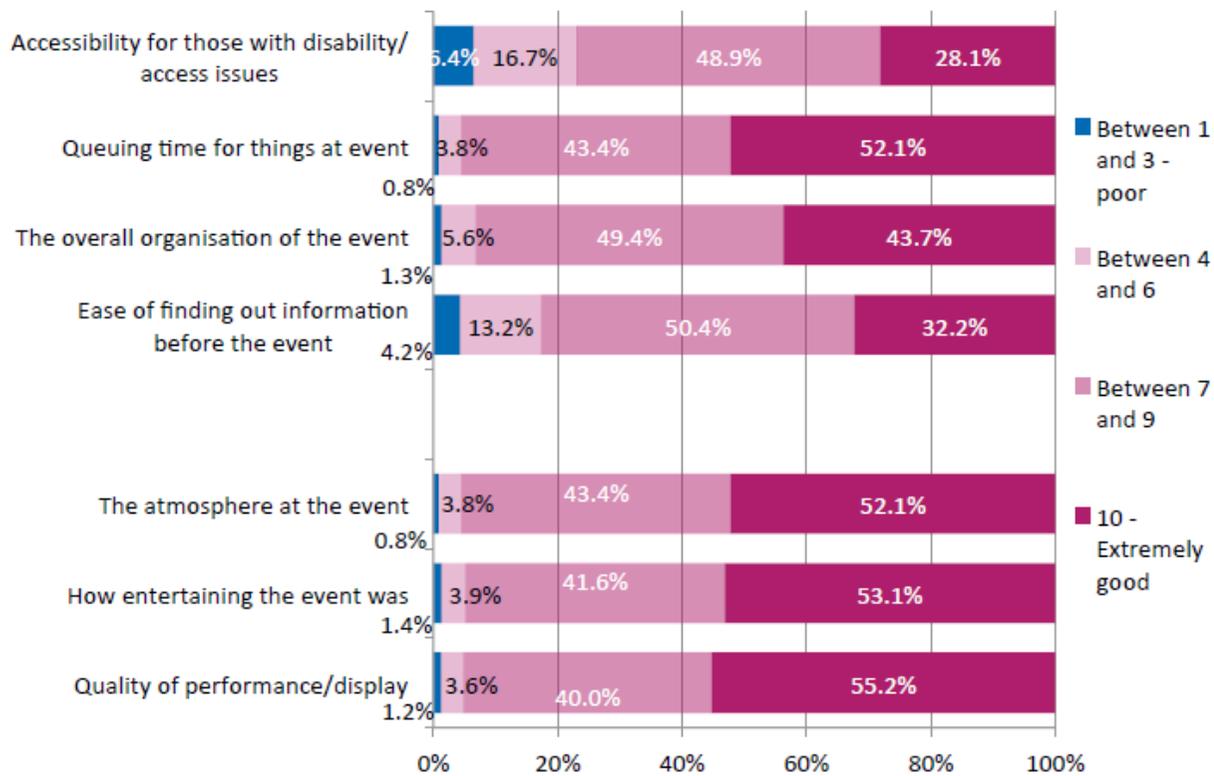
Social Impact → Satisfaction → Components of Satisfaction

In addition to measuring overall satisfaction, organisers may be interested in finding out attendees' opinions about certain aspects of their event experience. The attributes of interest to organisers may vary from one event to another depending on their aims and objectives but can include, for example:

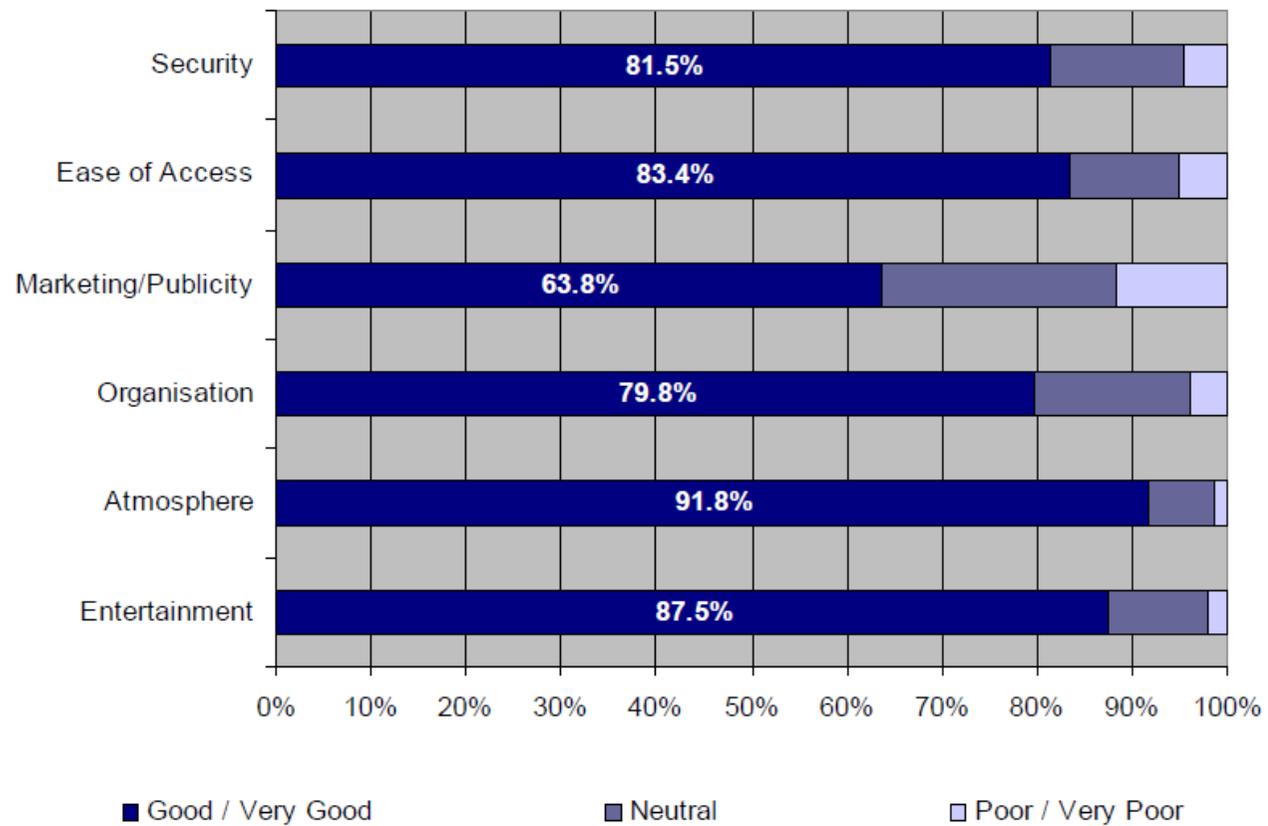
<p>Accessibility Ease of booking tickets Access to seat/spectating location Access to merchandise, refreshments Access to ancillary events/activities Parking</p>	<p>Value for money Value for money of admission price Value for money of merchandise, refreshments</p>
<p>Quality of facilities and services Pre event information, marketing View from seat/vantage point The event format Quality of ancillary events/activities Event website</p>	<p>Other Helpfulness of event staff Security</p>

A simple question asking people to rate on a scale of (say) 'very satisfied' - 'very dissatisfied' or 'very good' - 'very poor' can be used to assess satisfaction with specific attributes. It is also worth including a 'don't know' / 'not applicable' option for event attributes that respondents did not use or were unaware of. Some useful examples from the events industry are presented below, which utilise different rating scales.

The London 2012 Festival audience survey, respondents' experience of events¹



Notting Hill Carnival and the Mayor's Thames Festival audience survey, event ratings²



¹ http://www.artscouncil.org.uk/media/uploads/pdf/london_2012_academic_report/London_2012_Cultural_Olympiad_Evaluation_ICC.pdf

² Events for London Project Evaluation (2009)