



Researching and Evaluating the Games Conference

Thursday 23rd February 2012

Department for Culture, Media and Sport
2-4 Cockspur Street
London SW1Y 5DH

Introduction

This conference was joint hosted by DCMS and Podium, the Further and Higher Education Unit for the 2012 Games, to bring together academics working on the Games to present and discuss their work. Professor Ian Campbell (Pro-Vice-Chancellor of Brunel University) chaired the event and David Brooker (GOE Director of Legacy) gave an opening address, emphasising the scale of investment and operation required for the Games and therefore the challenge of the associated evaluation.

Alex Wilkinson presented the DCMS Olympic and Paralympic Games Meta-Evaluation, describing the scope of the work, outputs to date, some of the methodological issues and how the academic community is engaged. The DCMS website has [more information about the meta-evaluation](#). Gareth Smith then presented the Podium [Games Experts database](#), a resource for finding and contacting leading experts working in Games related fields, including sport, culture, business, etc.

Sport Panel

Four academics presented their work related to sport and held a panel discussion.

- Dr Geoff Nicholls (University of Sheffield) discussed the volunteering and sports participation legacy from the Games and the challenges in measuring this legacy. [See Geoff Nicholls's presentation](#).
- Dr Ian Richards (Leeds Metropolitan University) presented the approach to evaluating the International community Coach Education System. [See Ian Richards's presentation](#).
- Dr Barbara Bell (Manchester Metropolitan University) presented on impacts on sporting communities and infrastructure in Cheshire East. [See Barbara Bell's presentation](#).
- Professor Mike Weed (Canterbury Christ Church University) presented on how to isolate the attributable additional effect of the 2012 Games in School Sport Legacy Initiatives. [See Mike Weed's presentation](#).

Economy and East London Regeneration Panel

Four academics presented their work related to regeneration, economic impact and the media and held a panel discussion.

- Dr Penny Bernstock (University of East London) presented an interim analysis of the regeneration developments around the Olympic Park and the extent to which the local community are benefitting. [See Penny Bernstock's presentation.](#)
- Professor Allan Brimicombe (University of East London) presented on compiling the Olympic Games Impact Study and the role of open and accessible data in enabling this. [See Allan Brimicombe's presentation.](#)
- Dr Andrew Smith (University of Westminster) presented some of the findings from the Royal Institute of Chartered Surveyors study into legacy planning and some implications for the meta-evaluation. [See Andrew Smith's presentation.](#)
- Professor Andy Miah (University of the West of Scotland) discussed the interface of alternative and official journalism at the Games, considering their challenge to Olympic institutions and their crucial role in delivering meaningful, lasting legacies for local communities and the Olympic movement at large. [See Andy Miah's presentation at the top of this page.](#)

Community Engagement Panel

Four academics and researchers presented their work related to community engagement legacy and held a panel discussion.

- Sarah Minshull, PhD (Manchester Metropolitan University) presented her research into the soft legacy impacts of the Games in Cheshire East Schools, including qualitative work with pupils. [See Sarah Minshull's presentation.](#)
- Dr Beatriz Garcia (University of Liverpool) presented on the challenge of evaluating the Cultural Olympiad, in particular in terms of defining the scope. [See Beatriz Garcia's presentation.](#)
- Chris Charlton (Sky Blue Research) and Miya Allen (LOCOG) presented the evaluation of LOCOG's Young Leaders programme, including lessons learnt and success factors for designing similar programmes. [See Chris Charlton and Miya Allen's presentation.](#)
- Dr Dikaia Chatziefstathiou (Canterbury Christ Church University) explored the different meanings of Olympism and how the Olympic and Paralympic values can be captured in practice in varying ways. [See Dikaia Chetziefstathiou's presentation.](#)