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Evaluating Events: New Approaches to Monitoring & Evaluation

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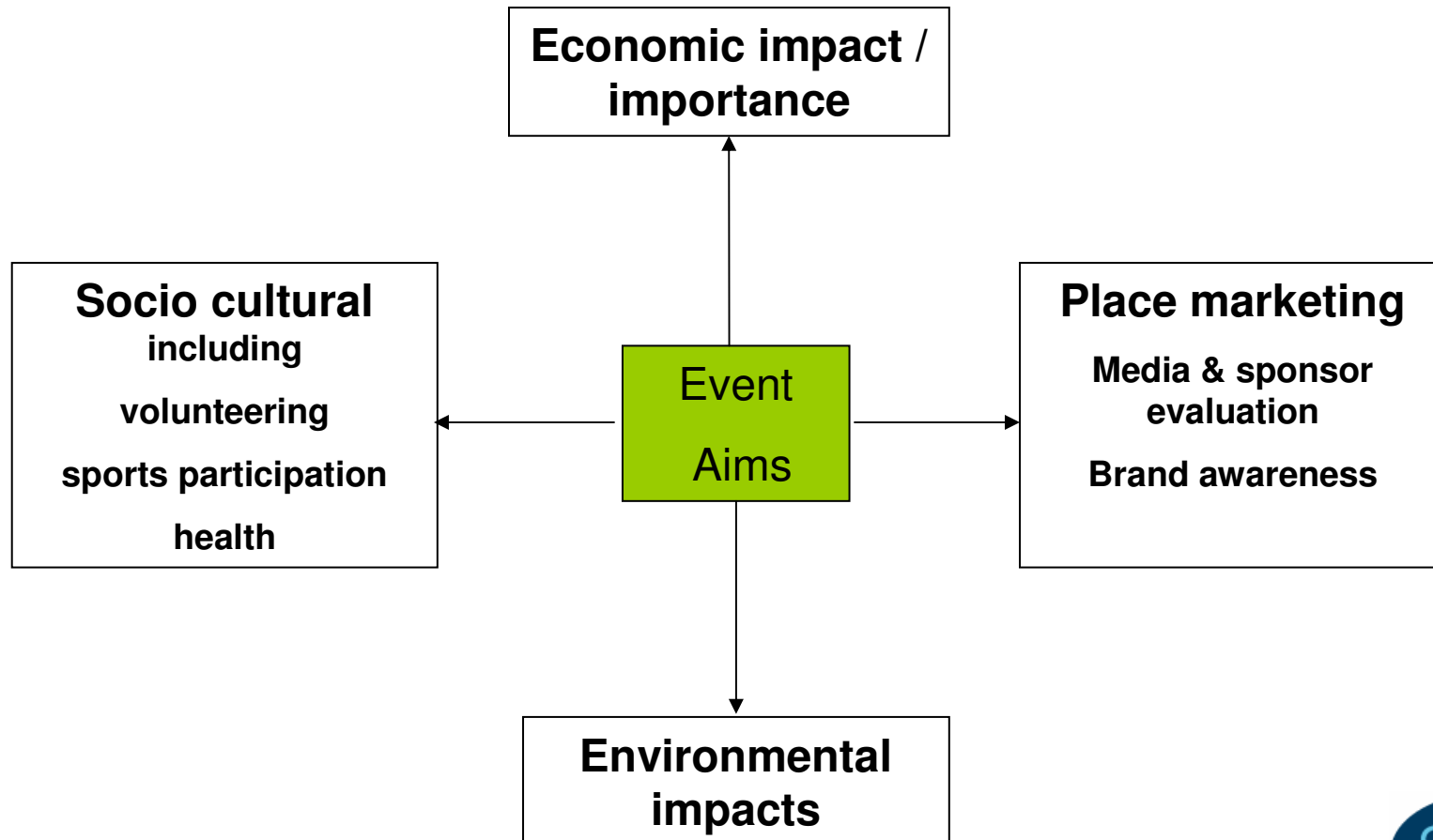


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Structure

- What are 'events'?
- What are we trying to achieve through events (what are our objectives)?
- How can we measure performance in relation to our objectives (what are our outputs, outcomes etc)
- What should we do with our monitoring?

What are we trying to achieve?



Reasons for hosting an event?

Short term outcomes –

- Enjoyment and satisfaction levels
- Economic impact / importance (Evaluating Events 2)
 - Signposting to opportunities
 - Inspiration / promotion

Long term impacts –

- Economic impact / importance
 - Sports Participation
 - Health and wellbeing
 - Urban regeneration
 - Education
- Community cohesion / social capital

Pre-event claims

- 'To leave a lasting legacy of new sporting facilities and social, physical and economic regeneration' / the most inclusive games ever ("Count yourself in")
- 'Over 300,000 visitors each year are now expected as a result of the positive image of the Games' 2002 Commonwealth Games
- "London and Kent are set to receive a £115m boost when the Tour de France, the biggest annual sporting event in the world, starts in the UK for the first time in July 2007. An estimated two million visitors from across the world are expected to visit London and Kent during the three days".
- 'We want to use the excitement of the Grand Depart to help us persuade even more people to cycle'. Tour de France, Grand Depart
- 'Total net impact of the Games is estimated to be approx £2 billion. GDP in London will increase by £5.9 billion, spread over 12 years, and in net, over 38,000 job-years will be created in London'.
- 'The Olympics may also create sustainable social impacts... such effects could also influence crime rates, educational attainment, and overall community well-being and sense of place'. 2012 Olympic Games

Types of event

THE MEGA EVENT – Key aim = inclusion

- **XVII Commonwealth Games – Manchester 2002 "the largest, most significant international sporting event ever to be held in the UK".**
- **One of Manchester's 2002 stated objectives was to make the Commonwealth Games the 'Inclusive Games'. The slogan adopted for the event was 'Count Yourself In'. The message was that everyone could take part in this once in a lifetime event, regardless of whether they were a spectator, an athlete, sponsor, volunteer or business.**

LARGE SCALE EVENT – Key aim = to inspire and motivate

- **Street Athletics is a youth engagement programme for young people living in areas of high multiple deprivation.**
- **Now in its fourth year of operation, the programme provides a series of over 20 community focused events across the country where all youngsters are invited to race against each other over 60m.**
- **The events involve the whole community and various community leaders and volunteers are instrumental in the delivery of the events alongside the Street Athletics team, headed by Linford Christie and Darren Campbell.**

SMALL SCALE EVENT – Key aim = confidence building to >participation

- **The Sport England / ASA project 'Everyday Swim' has used small scale events to promote the sport and to engage with local people in pilot areas, including:**
- **'Open days' in Suffolk – targeted to existing groups, personal service, welcome talk, tour, refreshments / social opportunities.**
- **Big swim weeks – 'try before you buy' approach, taster sessions, information and tours.**

What can we measure?

- at an event / shortly after...

- Attendance levels
- Visitor locality / mapping (postcode analysis)
- Satisfaction levels
- Perceptions of local image / reputation
- Culture and sports participation
- Volunteer & participant experiences
- Volunteer & participant confidence levels
- Engagement from yp / education sector
- Joint initiatives with local partners
- Public profile indicators

Potential longer term measurables

- Effect on future attendance / activation
- Impact on culture and sport participation
- Impact on club membership
- Contribution to regeneration
- Increased community cohesion / social capital
- Increases in health and wellbeing

- HOW CAN THESE BE MEASURED?

Methods

- It is not sufficient to assume that events alone will achieve an assumed outcome or behaviour change without some careful planning.
- We need to design bespoke evaluation methods based on the aims and objectives of the event.
- The need for broader longitudinal studies is apparent, but are the necessary resources available to support this?
- There needs to be a balance between initial expectations (of organisers and funders) and what realistically can be achieved.

- **Innovation and creativity –**
What will work within the context?
What is the right approach?



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