

## A quarter of the sporting population (including lapsed participants) are highly responsive to the 'demonstration effect' of major events. However there is a challenge to capitalise on the opportunity and local inspiration appears most effective

The Olympics promote positive feelings about sport, especially among those who attend :

- ✓ 70% of those aged 25 or younger who had attended major sporting events felt inspired to participate or to participate more frequently as a result of attending events
- ✓ In the Netherlands, cycling experienced a period of growth leading up to the success of their national athletes in Athens (Netherlands won three gold medals). Growth in NGB membership continued and accelerated after elite sporting success
- ✓ The 2012 'Habit for Life' survey of 25-34 year olds, found that around a third (32%) of sporty people agreed that they were inspired to take part in sport by famous sportspeople or major sporting events (66% disagreed)
- ✓ A 2009 study for Sport England identified people most likely to be influenced to do more:
  - ✓ Semi sporty - by increasing frequency
  - ✓ Non-club members
  - ✓ Lapsed participants
  - ✓ The chance to switch sports

But there are challenges:

- X Sydney Olympics (2000): declines in physical activity between 1997 and 1999 for adult Australians and no change in physical activity participation between 1999 and November 2000. This suggests that the Olympics had little impact upon participation overall.
- X In the UK only 15% of adults say the Olympics is inspiring them to play more sport, according to research published in June 2012
- X 'Taking Part' reports that less than 10% (7.3%) of adults say that winning the 2012 bid has motivated them to do more sport, compared to 18% of adults from the host boroughs (data from another study)
- X However respondents to the Habit for Life study said they were more influenced by their personal experience and emotional engagement in sport while growing up than by inspiration of famous sports people
- X The 2009 academic study for Sport England found little success among those who have rarely or never participated as they are not emotionally engaged with the idea of sport

### Delivery considerations

- How can national governing bodies and other partners harness the demonstration effect post-Games?
- How can programmes better encourage people to sustain their engagement?
- Once we have re-engaged infrequent or lapsed participants, how do we retain them?
- How can we use events on a more local basis to stimulate the demonstration effect?

### What we did

- We undertook a review of existing literature around the demonstration effect and the impact of previous Olympic Games