

# **SOCIAL AND CULTURAL IMPACT OF THE LONDON 2012 OLYMPIC GAMES: A LECTURERS' AND STUDENTS' PERSPECTIVE**

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## **ABSTRACT**

Hosting the Olympic Games is often viewed as a means of raising a nation's sporting profile as well as a tool for economic development, social regeneration and cultural integration. The purpose of this study was to explore the perceptions of lecturers and students in higher education on the social and cultural impact of the London 2012 Olympic Games. A purposive sample of one hundred respondents (lecturers, n=30; students, n=70) was used. 73.5 per cent of respondents were male and 32.5 per cent were female (age range 18-54 years). Data was collected through a self-administered questionnaire, which included questions on social and cultural issues arising from hosting the 2012 Olympics in London. Findings showed overwhelming support of the 2012 Games and a sense of national pride emerging from London being the host city. Respondents also reported that the 2012 London Olympics would create tremendous spin-offs to strengthen the UK economy, regenerate deprived areas, build new sporting facilities, unite the country and add to London's reputation of cultural diversity. Conversely, respondents also expressed concerns about the sustainability of employment and cultural activities and showed lack of awareness for Olympic related strategies and policies. These findings highlight the need to educate the public about existing government policies, initiatives and strategies that have been devised to address such issues.

**KEYWORDS:** 2012 London Olympic Games, social and cultural impact

## **INTRODUCTION**

The Olympic Games are regarded as the world's most prestigious sporting occasion and have been documented as a significant catalyst for urban regeneration (Jones, 2001) and as a means of enhancing a city's landscape and physical appearance (Law, 1994; Girginov & Parry, 2005). Staging the Olympic Games necessitates refurbishment of existing, and construction of new, sporting facilities and supporting infrastructure such as an Olympic Village, new housing, parks, recreational areas and transport links, all of which can become

legacies for the host community when the Games are over (Ritchie & Smith, 1991). The Olympic Games have also been viewed as large scale cultural events that have a dramatic character, mass popular appeal and international significance (Roche, 2000) as they provide a first class opportunity to create a forum for understanding and respecting different values and traditions and celebrating cultural diversity. Undoubtedly, the Olympic Games can help raise the profile of the host nation and contribute to the 'feel-good' factor of the host city's population.

In May 2004, the International Olympic Committee (IOC) placed London on the shortlist of candidate cities to host the Olympic Games in 2012. The overall vision and strategic direction for London's bid was set by a multi-agency stakeholder group comprising the British Olympic Association (BOA), the Department of Culture, Media and Sport (DCMS), the Government Office for London (GoL), the Greater London Authority (GLA) and Transport for London (TfL) who presented a powerful case for the socio-economic regeneration of the deprived East London area (PricewaterhouseCoopers, 2005). London's bid was successful in July 2005 and it resulted in publication of a range of strategies and policies by the aforementioned chief stakeholders. In 2007, the DCMS in collaboration with 'Visit Britain' and 'Visit London' published an executive summary entitled 'Tourism strategy for 2012 and beyond'. This strategy outlines a plan to ensure sustainability of Olympic related developments for the local community and a wide range of cultural events in the run up to 2012 Olympic Games to maximise the potential benefits to UK tourism and leave a significant legacy for the years beyond (Purnell, 2007).

Even though the sustainability of social and cultural impact of an Olympic Games has been reported in several studies (Shipway, 2007), most of the research in this area has been driven by financial benefits and thus, has been limited to researching the economic impact of the Olympic Games (Gibson, 1998). More specifically, research has focussed on assessing the economic growth, business activities and tourism-related revenue (Roche, 1994; Gratton & Dobson, 1999), and the expenditure and economic profits associated with the Games (Ritchie & Smith, 1991; Mules & Faulkner, 1996; Khoza, 2000; Matheson & Baade, 2004). Frey, Iraldo & Melis (2007) have noted that the contribution of the Olympic Games to long term urban and regional development strategies clearly deserves more attention. The purpose of this study was to assess the views of a representative population on the social and cultural impact that the 2012 Olympic Games would have on the city and people of London. The study population comprised sport and tourism lecturers and students and was selected due to the direct interest these respondents would have in the 2012 Games. For example, graduates in sport and tourism might pursue employment at the 2012 Games and lecturers might be involved in

various research projects. Therefore, the perceptions of this population group were regarded of great significance for the 2012 Games. The findings of this study would be useful to the 2012 Olympics organising committee (LOGOC), the DCMS and to all other chief stakeholders and could influence relevant strategies and policies.

### **Social Impact of the Olympic Games**

According to European Communities (2007) 'social impact' can be defined as the effect or consequence of an event on human life, behaviour and interactions between individuals such as better knowledge of foreign languages, improvement on destination's health, increase of the community's life expectancy and creation of new sporting facilities. Previous research has shown that staging an Olympic Games has long-term social consequences on the host city and region (Gratton & Dobson, 1999) including strengthening local values and traditions (Hall, 1992), generating patriotism and cultivating a sense of community belonging (Waite, 2003). Jarvis (1995) reported that positive social impacts such as feelings of excitement, national pride and a sense of community belonging develop in the host region and set the foundations for positive interactions between guests and residents which in turn increase the location's viability as a tourism destination. Emery (2002) described these social benefits as 'physic income'.

Staging the Olympic Games in the lower Lea Valley area of London is anticipated to stimulate a vital economic regeneration programme in one of the poorest and most disadvantaged area creating employment opportunities and education and skills training (PricewaterhouseCoopers, 2005). Such a programme is aimed at empowering disadvantaged groups and it is anticipated to have a positive impact on increasing social integration and co-operation through development of local enterprise with the ultimate goal to improve overall community well being and sense of place (PricewaterhouseCoopers, 2005). However, in many instances an Olympic Games preparation is 'fast-tracked' with only limited public consultation and an incomplete evaluation of the social implications (Hall, 1992). It has also been noted that heightened inter-urban competition can produce socially wasteful investments, which exacerbate rather than ameliorate urban problems (Harvey, 1989). Therefore, there is a need for a greater understanding of social impacts (Chalip, 2007). Understanding such impacts is important in the planning, management and subsequent legacy of major sport events also ensuring stakeholder support (Hardy and Beeton, 2001).

Major sports events have the potential to offer significant benefits to any city, but at the same time are likely to entail immense resource utilisation and

enormous risk (Emery, 2002). Previous research has described the Olympic Games as a self-serving commercial circus of property developers, construction companies, equipment suppliers and commercial sponsors whose benefits do not necessarily extend to the local communities (Keating, 1991). Burgan & Mules (1992) and Gelen (2003) reported that there were increases in crime rates and vandalism as a result of event related evictions and relocation of businesses. Gibson (1998) suggested that the perceived inconvenience associated with event related construction in the years leading up to the event negatively influences tourism activity. It has been also shown that event related construction, improvement of transport infrastructure and urban renewal causes inconvenience to the residents of an Olympic city (Cashman, 2002) and that the increases on the price of land and housing rentals in and around an Olympic city are perceived negatively by local residents (Collins, 1999). Furthermore, it has been suggested that the boosted community morale associated with hosting an Olympic Games may not be sustainable long after the event is over (Gibson, 1998). Therefore, it is of paramount importance that Olympic related projects are designed and carried out following careful consideration of the impact on the local community.

### **Cultural Impact of the Olympic Games**

The cultural impacts of the Olympic Games are central to cultural integration. European Communities (2007) have defined 'cultural impact' as the effect or consequence of an event on the acquisition or possession of knowledge that enriches the mind including improved intercultural communication, feeling of belonging, increase of cultural level, elimination of illiteracy for the local community and loss of particularities and distinction elements for a destination. Cultural events during an Olympic Games generate global interest and contribute to the image of the host city (Humphreys & Plummer, 1993) while promoting accessibility and inclusion for diverse cultural groups. The Olympic Games place the host city on the global stage and the international media attention for the duration of the event can transmit this image to the world (Hall, 1987). Therefore, the organisation of the Games presents a unique opportunity to spread the practice of sports alongside promoting Olympic values and education among the host country with principles such as *respect, tolerance, participation, fair-play* and *solidarity* (Frey et al., 2007).

London is already an established global city and a prime destination for inward investment. It is anticipated that the 2012 London Olympic Games will raise London's profile compared to its other European competitors and will strengthen and enrich cultural activity, building on the rich heritage of east London and providing new opportunities and facilities for the creative industries (PricewaterhouseCoopers, 2005). In the 'Tourism Strategy for 2012 and

beyond' it was announced that a major cultural programme is developed alongside the sporting elements of the 2012 Games including a World Cultural Festival, an International Shakespeare Festival and an International Museums Exhibition. This plan was created based on direct evidence that a Cultural Olympiad linked to the Sydney 2000 Olympics brought about a 30 per cent increase in visitor participation in cultural activities (Purnell, 2007). It has been also shown that cultural events have the potential to generate a vast amount of tourism when they cater to out-of-region visitors, grants, or sponsorships (Getz, 1999). However, it is important that these events are local community rather than tourist orientated to provide an opportunity for celebration of local identity and community empowerment (Raj, 2003). Therefore, the public views must be considered in the planning of any cultural activities that are aimed to directly benefit the local community.

## **METHODOLOGY**

The purpose of this study was to assess the views of sport and tourism lecturers and students on the social and cultural impacts of hosting the 2012 Olympic Games in London. The study used a descriptive research approach based on the premise that problems can be solved and practices improved through objective and thorough observation, analysis and description (Thomas & Nelson, 2001). The type of descriptive research method used was the survey in the form of a questionnaire to determine present practices (or opinions) of a specified population (Morrow, Jackson, Disch, & Mood, 2005). The design, reliability and validity of the research questionnaire and the method of data analysis are described in the following sections.

### **Questionnaire design**

The questionnaire was structured in three sections. The first section included demographic questions about the respondents' age, gender and occupation and included questions on the respondents' awareness of different types of 2012-related publicity. The second section comprised questions on the social impact, whereas the third section asked for respondents' views on the cultural impact of the Games. The questionnaire included an equal number of close- and open-ended questions. The questionnaire was designed to allow respondents to produce standard responses and elaborate on their views. This design ensured that the disadvantages of using only close-ended (i.e. limited range of options) or only open-ended questions (i.e. time consuming to code) were kept to a minimum. Dichotomous close-ended questions were used to offer respondents two answer choices (e.g. 'Agree' or 'Disagree'). Unstructured open-ended questions were used to allow respondents to answer in an unlimited number of

ways. Questionnaire design was based on the steps proposed by Thomas & Nelson (2001) and Morrow et al. (2005) for conducting survey research. These steps included determination of objectives (purposes were specified and variables were listed), delimitation of sample (size and time considerations), construction of questionnaire (using questions relevant to the topic of investigation), conduction of pilot study (administering questionnaire to a small group of respondents in the potential respondent pool), amending the questionnaire, administering the questionnaire (to students and lecturers) and analysing the results.

### **Questionnaire reliability and validity**

To ensure the reliability of the questionnaire items, estimate stability reliability and exclude bias (Morrow et al., 2005), the researchers administered the questionnaire to the same group of respondents on two occasions spaced three weeks apart. This process formed part of the pilot study and the responses obtained were the same. The wording of the questions was also checked to eliminate the possibility of the respondents misinterpreting the questions. As with any measuring instrument, the most important issue of a questionnaire is the validity of the responses (Thomas & Nelson, 2001). In this study, the validity of the questionnaires was assessed in a pilot study where a small group of respondents scrutinised the questions for any source of bias that might cause them not to answer truthfully. The aim of the research was also explained to all respondents immediately prior to administering the questionnaire and the anonymity of responses was emphasised.

### **Data Collection**

The questionnaire was administered to one hundred respondents (lecturers,  $n=30$ ; students,  $n=70$ ), who were selected from a purposive sample of students and lecturing staff at Buckinghamshire New University. The sample of respondents included both males and females. The student respondents were selected from a cohort of first, second and third year undergraduate students on sport and tourism degree programmes. These students were familiar with issues associated with the 2012 Olympics through the subjects taught on their programme. The lecturer respondents were all full-time academic staff and taught on sport or tourism programmes.

### **Data Analysis**

Data was analysed using two methods. First, SNAP version 6.0 was used to analyse the responses to close-ended questions and identify the percentage of positive, negative, and non-responses. Second, thematic analysis was used to

analyse the responses to open-ended questions. Thematic analysis was employed to identify data units (statements and sentences) and cluster them into common themes, as described by Biddle, Markland, Gilbourne, Chatzisarantis, & Sparkes (2001). Similar data units were grouped together into first order (raw) themes and separated away from units with different meaning (positive versus negative themes). Direct quotes from the respondents were used to map the different themes, which can enrich a report and bring findings to life (Gratton & Jones, 2004). The frequency count of each theme was calculated to identify its importance compared to other themes in the same thematic group. The themes with the higher frequencies were selected as representative themes for each thematic group.

## **RESULTS and DISCUSSION**

### **Demographic profile of respondents**

The demographic profile of the respondents is shown in Table 1. The majority of the respondents were males with approximately one third of the sample being females. The majority of lecturer respondents were in the age range of 45-54 years, whereas 100 per cent of student respondents comprised individuals in the age range of 18-24 years.

### **Respondents' 2012 Olympic publicity awareness**

The majority of respondents (lecturers: 67.0 per cent, students: 94.0 per cent) supported the 2012 Olympic Games (Table 1). The reasons they provided were that they perceived them as an excellent opportunity to raise the UK sporting profile, boost the UK economy, improve facilities and transport, create employment, regenerate deprived areas and benefit the local community. 33.0 per cent of lecturers and a smaller percentage of students (six per cent) were non-supporters of the Games. The main type of publicity both groups of respondents were most familiar with was televised or radio programmes (33.0 of lecturers and 36.0 of students). 30 per cent of lecturers were aware of newspaper and magazine articles compared to only 20 per cent of students. A similar percentage of lecturers and students (27 per cent and 28 per cent, respectively) had visited 2012 Olympics related websites. These findings indicate that the preferred communication routes for this group of respondents are television, radio and internet.

**Table 1.** Demographic Profile of Respondents

Demographic Variables	Lecturers		Students	
	N	(%)	N	(%)
<b>Gender</b>				
Male	22	73	55	78
Female	8	27	15	22
<b>Age</b>				
18-24	-	-	70	100
25-34	2	7		
35-44	10	33		
45-54	16	53		
55 and over	2	7		
<b>Occupation</b>				
Lecturers in Sport	12	40		
Lecturers in Tourism	18	60		
Students in Sport			50	71
Students in Tourism			20	29
<b>2012 Publicity Awareness</b>				
Websites	8	27	20	28
Press	9	30	14	20
Radio/t.v.	10	33	25	36
Posters	3	10	11	16

### **Respondents' views on social impact of London 2012 Olympic Games**

91.2 per cent of respondents stated that the Olympic facilities would benefit the community and 94.1 per cent thought that the Olympic Games would provide employment opportunities. Also, 64.7 per cent of respondents thought that educational opportunities would be created in the run up to the Games. However, 63.5 per cent of respondents did not support the view that the Olympic Village would provide affordable housing for the local community when the Games are over and 61.9 per cent thought that employment opportunities created for the Olympics will only exist short-term. These results are shown in Table 2.



**Table 2.** Social Impact of the 2012 Olympic Games

Items	Agree %	Disagree %
Construction of 2012 Olympic facilities will benefit the community	91.2	8.8
Construction of the Olympic Village will create affordable housing	36.5	63.5
The Olympic Games will provide short-term employment	94.1	5.9
The Olympic Games will help to create long-term employment	38.1	61.9
The Olympic Games will provide educational opportunities	64.7	38.2
The Olympic Games will promote social inclusion of disadvantaged groups	25.6	74.5

Previous research has shown that the Olympic Games can result in creation of new jobs to cater for the vast numbers of tourists visiting the city before, during and after the event (Kitchen, 1996). Henderson (2004) also reported that the 2012 Olympic Games will bring new visitors. However, in the 'Tourism Strategy for 2012 and beyond' it is acknowledged that even though approximately 4,500 disabled athletes and a large number of disabled visitors are expected to attend the Games only a small proportion of the hotels and guesthouses are fully wheelchair accessible (Purnell, 2007). In the same strategy however, it is outlined that the Olympic Village, stadia, London buses, black cabs and the Docklands Light Railway will be fully accessible to disabled people by 2008. Even though these changes are currently implemented to improve the disabled visitors' experience, changes will also need to be introduced in the hospitality sector to improve disabled access to accommodation. This is a major issue that needs to be addressed before the Olympic Games to ensure that all visitors, especially those with disabilities receive the best possible service to sustain tourism growth following the Games.

In the 'Olympic Games Impact Study' it was stated that staging the Olympic Games in the Lower Lea Valley will stimulate a vital employment regeneration programme in London's poorest and most disadvantaged with the Olympic Park providing local people with job opportunities, education, skills, training and 3,600 new housing units (PricewaterhouseCoopers, 2005). In this study it was shown that the respondents were confident that such changes would take place in the run up and during the Olympic Games, however the majority seemed to feel that employment opportunities would not exist long after the Games. The DCMS has announced a strategic plan for improving skills education. The UK skills passport is a central on-line resource outlining skills and employment information for hospitality, leisure, travel and tourism aimed at maintaining a

record of an employee's skills, experience and qualifications on-line which will make recruiting, retaining and developing staff easier (DCMS, 2007). Respondents in this study were clearly not aware of this plan.

In terms of sustainable development, it has been shown previously that construction of new facilities does not guarantee long-lasting urban regeneration as has been the case following the Athens 2004 Olympic Games. Miller (2005) reported that Olympic-related construction was not followed by a strategy focussing on long-term use of the Olympic facilities. This impacted negatively on the overall cost of the Games and on long-term employment opportunities for the local residents. Respondents in this study also did not feel that the Olympic Games would create affordable housing. Indeed, previous research has reported that hosting an Olympic Games causes increases on the price of land and housing rentals in and around the Olympic city (Collins, 1999). In addition, respondents in this study stated that hosting the Olympic Games would not promote social inclusion of disadvantaged social groups. Previous research has noted increases in crime rates and vandalism in the run up to an Olympic Games as a result of event related evictions and relocation of businesses (Burgan & Mules, 1992; Gelen, 2003). Nevertheless, in the Olympic Games Impact Study, PricewaterhouseCoopers reported that co-operation through development of local enterprise will be the ultimate goal to improve overall community well being and sense of place (PricewaterhouseCoopers, 2005).

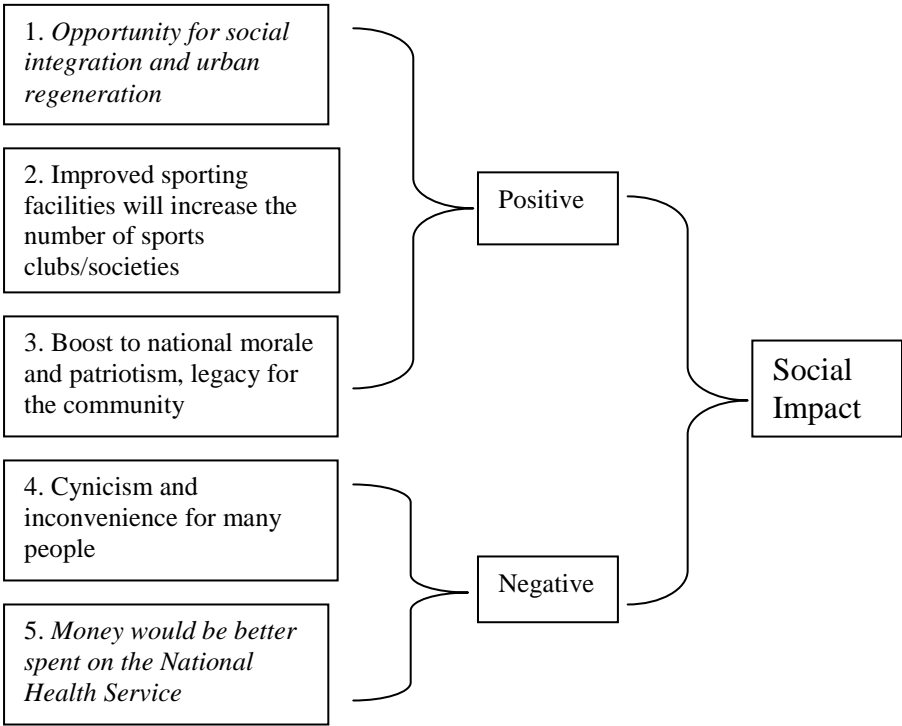
Thematic analysis of data (see Diagram 1) revealed that the majority of respondents in this study were optimistic that the 2012 London Olympic Games would bring urban regeneration, boost national morale and patriotism and establish a legacy for the community. These results are shown in Diagram 1. These findings agree with those of Jarvis (1995) and Waitt (2003) who reported that feelings of excitement, national pride and a sense of community belonging develop in the host region as a result of hosting an Olympic Games. However, respondents raised concerns that the regeneration would have no lasting benefits and some respondents expressed the view that Olympic preparations would cause inconvenience to the public. This finding agrees with previous research that has reported perceived inconvenience associated with event related construction in the years leading up to the event (Gibson, 1998; Cashman, 2002). In addition, some respondents stated that they would prefer the money invested on the Olympics to be spent on other 'good' causes of direct benefit to the community such as the National Health Service. This view coincides with previous research that has reported the Olympic Games may produce socially wasteful investments (Harvey, 1989).

It has been proposed previously that many of the facilities can be made to suit other uses such as venues for conferences and concerts to attract an

increasing number of tourists and further raise London’s profile overseas (National Heritage Committee, 1995). To this effect, there are plans to cement the London 2012 Games legacy with marketing activities and encouragement to the industry to build on gains made up to 2012 (Purnell, 2007). Nevertheless, the respondents in this study were not aware of these long-term plans. It is important that plans for sustainable employment opportunities and affordability of housing are disseminated to the public to dispel fears of only short-term developments and convince the community that urban policies that incorporate a strategy for long-term use of the Olympic facilities are going to be implemented.

**General Dimension**

**Higher order themes**



**Diagram 1.** Thematic analysis of respondents’ views of the social impact of hosting the London 2012 Olympics. Frequency of responses;1=19, 2=15, 3=10, 4=3, 5=4. Statements in italics show direct quotes.

### Respondents' views on cultural impact of London 2012 Olympic Games

70.6 per cent of respondents agreed that the 2012 Games will provide the platform for cultural integration, but only 31.6 per cent thought that they would leave a cultural legacy. 85.3 per cent of respondents were optimistic that UK culture will be 'showcased' as a result of hosting the Olympic Games, however only 23.7 per cent thought that the Games would create sustainable growth of cultural activities after the Games are over. These results are shown in Table 3.

**Table 3.** Cultural Impact of the 2012 Olympic Games

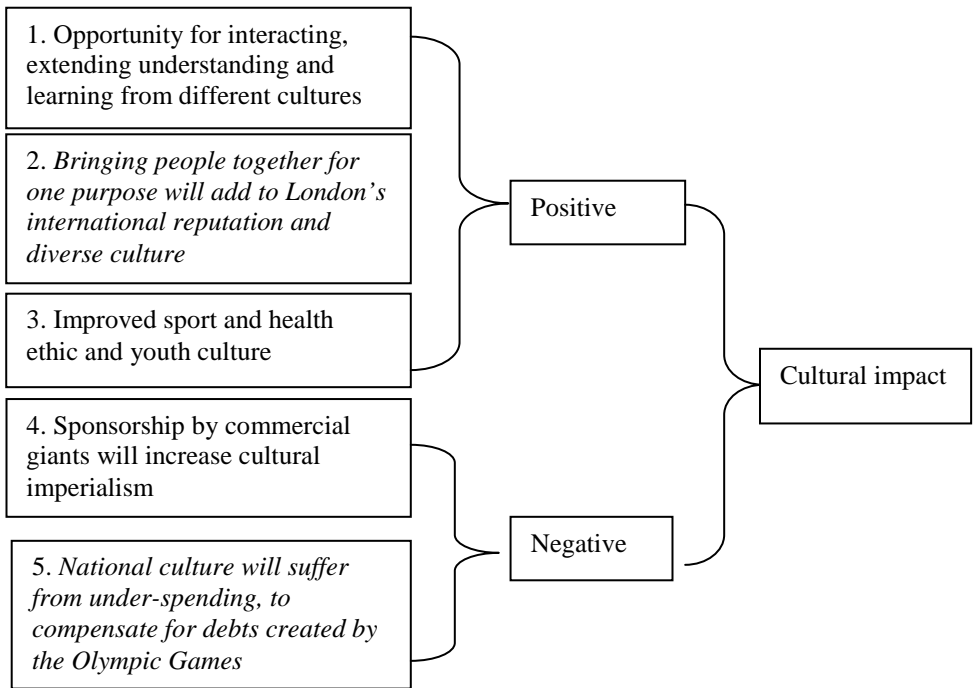
Items	Agree %	Disagre %
The Olympic Games will promote cultural integration	70.6	29.4
The Olympic Games will create a cultural legacy	31.6	68.4
The Olympic Games will raise awareness of UK culture	85.3	14.7
The Olympic Games will create sustainable cultural activity	23.7	76.3

In this study, respondents' perceptions were radiating a willingness to mix with other cultures and take advantage of the opportunity generated by the Olympics to showcase London to the world and increase its reputation as a multi-cultural city. Respondents also stated that the 2012 Olympic Games would be a tremendous opportunity to promote local sporting culture and demonstrate to the world that football is not the only sport played in Britain. These results agree with those stated by Hall (1987) who viewed the Olympic Games as an opportunity for international showcase of a city which can enhance its global recognition, image and reputation. Chalkley & Essex (1999) also reported that the Games represent a major opportunity for achieving international prominence and national prestige through 'place marketing'. However, there were some respondents who were sceptical about the implications of hosting elaborate cultural events and the notion of a Cultural Olympiad at 2012 might incur unnecessary costs of little benefit to the community. Such views lend support to those previously expressed by critics, where the reality of staging an Olympic Games is that the average urban citizen may receive little tangible or direct benefit and may even experience extra costs (Hiller, 1990).

There has been evidence from the 1992 Barcelona Olympics (Collins, 1999), the 1996 Atlanta Olympics (Henderson, 2004), the 2000 Sydney Olympics (Girginov & Parry, 2005) and the 2004 Athens Olympics (Miller, 2005), where the incurred cost outweighed the benefits of the Games and the taxpayers had to bear a large proportion of this cost through increased prices and taxation. In the 'Tourism Strategy for 2012 and beyond', the DCMS states the government has set aside £9.3 billion in funding to cover the cost of building the Olympic and Paralympic infrastructure of which £0.5 billion has been allocated for programme contingency (DCMS, 2007). In the same strategy, it is noted that the

DCMS has been working with local and regional government and national administrations across the UK to maximise the cultural tourism potential of the Games and LOGOC has planned an extensive programme of cultural activities including a spectacular presentation of London as part of the Beijing 2008 Olympic Games closing ceremony (Purnell, 2007). It appears that plans exist to leave a lasting cultural benefit and confirm London's reputation of celebrating cultural diversity however, these plans also need to be disseminated to the public. It is also important that in promoting London's reputation and projecting its image of cultural diversity to the world, organisers do not over-spend on vanity projects.

Thematic analysis of data (Diagram 2) showed that the majority of respondents thought that the 2012 Olympic Games would provide a wide range of opportunities for cultural interaction and integration. Representative themes showed that respondents view the 2012 Olympics as an opportunity to extend their understanding of other cultures and celebrate cultural diversity while bringing people together and promoting cultural activity and especially youth culture. Few respondents were concerned that the 2012 Olympic Games would provide a platform for commercial giants to extend their cultural imperialism, whereas some were concerned that over-spending on the Olympic Games would cause long-term debts which will result in under-spending on national culture for many years to come.

**Raw data themes****Higher order themes****General dimension**

**Diagram 2.** Respondents' views of the cultural impact of hosting the London 2012 Olympics. Frequency percentage (%) of responses; 1=18, 2=12, 3=11, 4=2, 5=2. Statements in italics show direct quotes.

## CONCLUSIONS

The findings of this study demonstrated positive perceptions and enthusiasm about the wide range of employment and training opportunities that will be created in the run up to the 2012 Olympic Games. Findings also showed that respondents were overwhelmed with a sense of national pride that London will be the host city and the majority of them thought that the Olympic Games will bring about social and cultural benefits that will create a legacy for the community. However, respondents also expressed concerns about the sustainability of benefits and were sceptical about the cost of unnecessary vanity projects and their implications for tax increases. In particular, respondents were concerned that employment opportunities will only exist only short-term and will cease after the Games. Respondents did not agree that the Olympic Village

will create affordable housing for the local community. In addition, respondents thought that cultural activities will only take place during the Olympic Games, but will not be sustainable after the Games. Moreover, respondents showed lack of awareness about existing strategies devised by the government and stakeholders aiming to address such shortcomings. This study used a relatively small sample of respondents, the major issue that arises is that the government and LOGOC ought to raise public awareness in relation to social and cultural developments and opportunities related to hosting the 2012 Olympic Games emphasising sustainability strategies. To this effect, the government may use preferred communication routes such as television, radio and the internet to broadcast 2012 related education, skills and training initiatives with higher frequency in the years leading up to the Games. Such programmes should aim to disseminate information on 2012 Olympic Games related developments and educate the wider public also making reference to available on-line resources and various opportunities. This will help to eradicate concerns, fears and misconceptions and instil further positivism and enthusiasm in the British public and enhance community spirit.

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