

Leveraging Paraspport Events for Sustainable Participation

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Context

- **UN Convention on the Rights of Persons with a Disability:** “persons with a disability should have the right to participate on an equal basis in community life including *recreational, leisure and sporting activities*” (UN, 2009)



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Paralympic Legacies



- **Accessible infrastructure**
- Development of sport **structures** / **organizations**
- **Attitudinal changes** in the perception of the position and the capabilities of persons with an impairment
- **Opportunities** for people with an impairment to become fully integrated



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Legacy, Impact, and Leverage...

“Events and the opportunities they present are merely the seed capital; what hosts do with that capital is the key to realizing sustainable longer-term legacies” (O’Brien, 2006: p. 258)

LEGACY → **LEVERAGE**

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Disability Studies Lens

- How are people included/excluded, to what extent sites of power and privilege reproduce norms of ability
 - Policies
 - Infrastructure
 - Attitudes
 - Representation

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Research Aim & Objectives

Research Aim:

- ✧ To examine how the hosting of different forms of sport events for persons with a disability are being leveraged to create opportunities for community participation, and influence community attitudes towards disability

Research Objectives:

- ✧ Compare and contrast **social legacy tactics, strategies, and programmes**
- ✧ Analyze spectator, volunteer, and community members' **attitudes** and awareness of disability

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Glasgow 2014 & Parapan Am Games 2015

- July 23-Aug 3, 2014
- Glasgow, Scotland
- 5 parasports, 22 parasport medal events
- Parasport athletes integrated
- Legacy planning as *a general process*



- Aug 7 – Aug 14, 2015
- Toronto, Canada
- 15 parasport events
- Para-athletes separated by time and space
- Legacy planning *separate* for Pan and Parapan Games



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Type of Evidence	E.g. Glasgow 2014	E.g. ParaPan Am Games 2015
Documentation	Bid Documents Glasgow City Council/Scottish Legacy Framework	Bid Documents Social Capital Strategy Evaluation Reports
Physical Artifacts	Media Reports Marketing and Promotional Materials (Brochures, posters)	Media Reports Marketing and Promotional Materials (Brochures, posters)
Direct Observation	Observation of Glasgow 2014 parasport sport events	Observations of Toronto 2015 Parapan sport events
Semi-structured Interviews	19 Strategic interviews (OC, policy, disability sport)	24 Strategic interview (OC, policy, legacy group, disability sport)
Targeted Interviews: On-site Surveys w/ volunteers & spectators	Scale of Attitudes towards Disabled Persons Glasgow Household Survey	Scale of Attitudes towards Disabled Persons

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Results

GLASGOW 2014

- ❖ Integrated OC
- ❖ Integrated messaging – lack of highlighting
- ❖ Broad legacy objectives – planning and resources?
- ❖ Local parasport objectives missing

TORONTO 2015

- ❖ Integrated OC
- ❖ Integrated messaging – distinctive para-messaging
- ❖ Broad and specific legacy objectives – strategic, but resource deficient?
- ❖ Locality central

POLICY OBJECTIVES \neq STRATEGIES

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G2014: Accessibility & Opportunity

- ❖ Games venue accessibility exemplary
- ❖ London 2012 effect??



☒ Sports Development Priorities



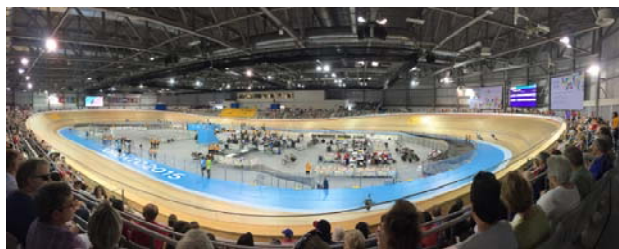
- ❖ NO strategic processes
- ❖ Strategies Lacking disability focus

We liquidate and wrap up the company in just a year's time. We do enable it (legacy), we do support it, we do feed the beast (CEO, G2014)

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Public Expectations...

“Leaving the Velodrome, I descend a ramp to an existing road, where the join looks insignificant but stops me dead. Elsewhere, gravel scattered on paving jams my computerised push rims and my chair has a tantrum” (Melanie Reid
Quote from Sunday Times)



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TO2015

- ❖ Emphasized quality and quantity of sporting competition (Rio qualification)
- ❖ Facility audits (ADO Policy)
- ❖ Accessibility advisory council and integration

“Everything we are about is diversity and inclusion from all perspectives” (CEO, TO2015)

- ❖ Geographic reach and municipal *ownership*
- ❖ Targeting strategic agenda



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Public Expectations...

“Where do I find out about these sports”

- *Missed Opportunity – lack of information onsite for referrals*

“Can you explain to us what is happening”

- *Stage Parasport Spectatorship*



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Scale of Attitudes towards Disabled Persons

G2014

- N Pre Vol = 2,628
- N Post-Vol = 1,824
- N Spectator = 784

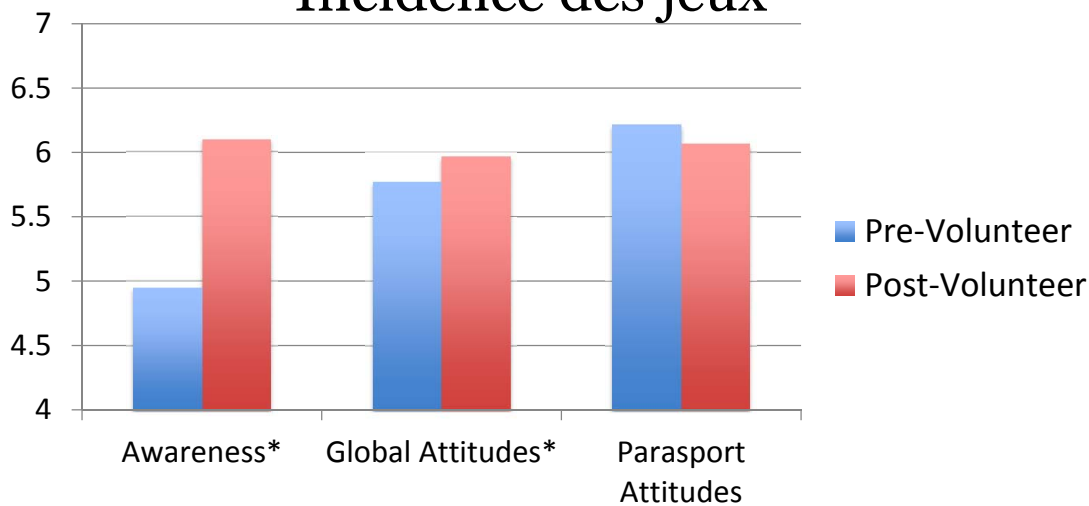
TO2015

- N Pre Vol = 2,896
- N Post Vol = 1,331
- N Spectator = 1,062

BEHAVIOUR?

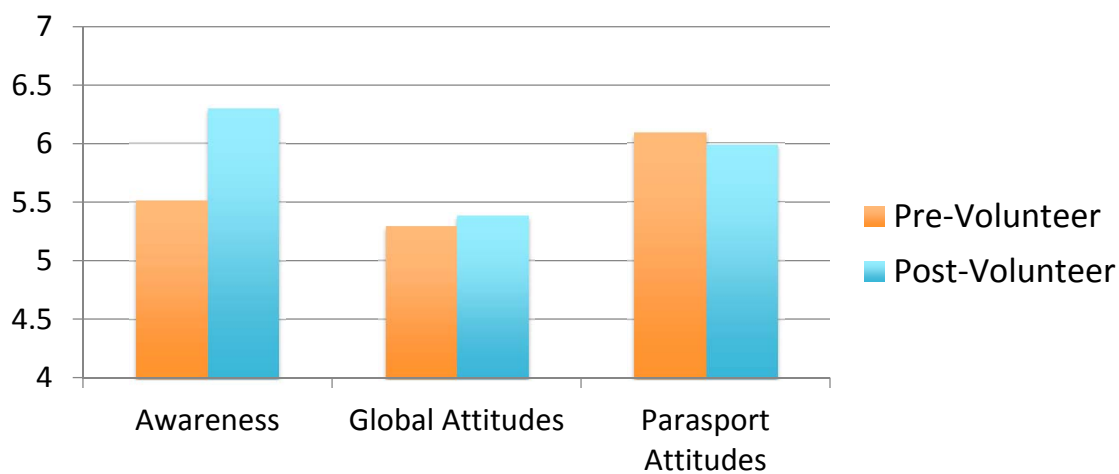
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Résultats sur les bénévoles aux JC – Incidence des jeux



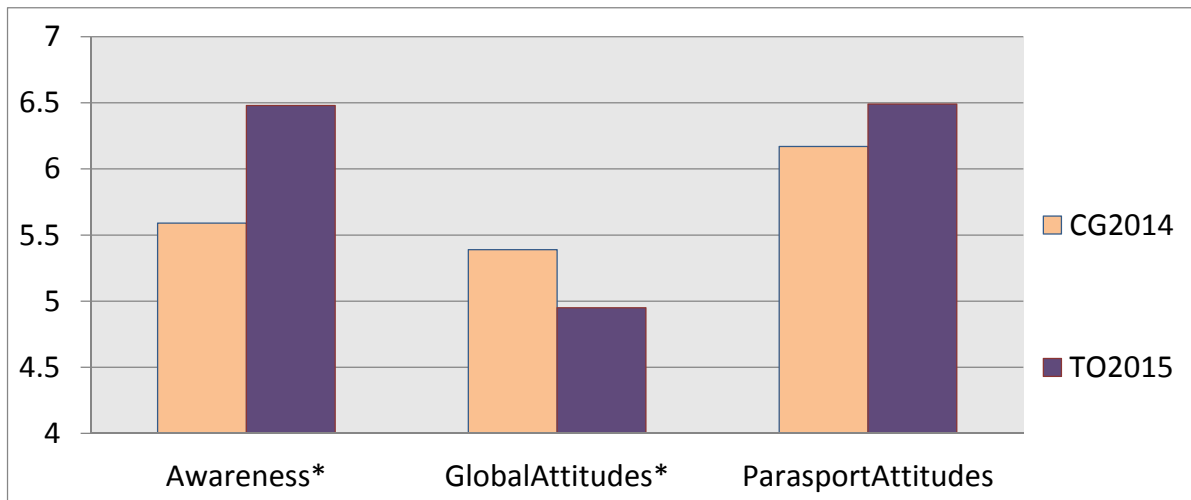
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TO2015 Volunteer Results – Impact of the Games



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Spectator Results

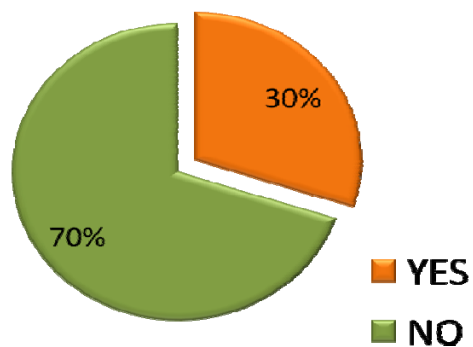


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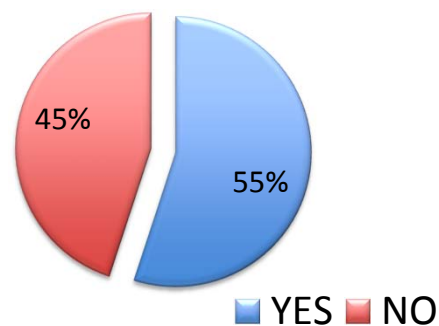
Impact of the Games (Spectators)

Has the EVENT changed your attitude towards disability?

CG2014



TO2015



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What does this tell us...?

- Initial enthusiasm for legacy **but small steps can make a BIG change**
- Events can impact attitudes but extent unclear
- Investment in ‘everyday’ barriers to sustained community participation: **Pathways, coaching, transport, pricing, equipment**

1. Capacity building and system integration
2. Communities should drive the agenda for parasport development



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And what next...?

- ❖ “What happens after the circus leaves town...”
- ❖ Requirement for sanctioning bodies to build social legacy objectives (& KPIs) into host city contract
- ❖ Information...



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