

SEE for the 2012 Games Network
Yorkshire and the Humber
Survey Results 2009

Table of Contents

1. Summary of Key Points	2
2. Introduction	6
3. Views about the Games.....	7
4. Awareness of key Games-related resources	13
5. Delivery of the Framework for Action 2008-2009.....	15
6. Views about the SEE for the 2012 Games Network	21
7. Future engagement with the SEE for the 2012 Games Network	23

Summary of Key Points

1. Survey Sample

75 members of the SEE for the 2012 Games Network participated in an independent survey in June and July 2009. This equates to 16% of the entire Network membership. There was high representation in this sample from further education, higher education and sector specific organisations.

2. Games-related opportunities

91% of respondents think that the London 2012 Olympic Games and Paralympic Games offer opportunities for their organisation, and 87% believe the Games offer opportunities for the Yorkshire and the Humber region.

Main opportunities for organisations in the Network	Main opportunities for the Yorkshire and the Humber region
<ul style="list-style-type: none"> • Skills and education related • Supporting delivery of specific organisational goals • Encouraging more: <ul style="list-style-type: none"> • participation in sporting activity • volunteering • partnership working • enterprise • Increased awareness / profile • Cultural opportunities • Increased emphasis on equality and diversity • Careers / employment opportunities 	<ul style="list-style-type: none"> • Raising regional profile nationally and internationally • Opportunities for increasing sports, cultural and educational participation • Business, enterprise and employment opportunities • Opportunities related to hosting of events / training • Tourism and hospitality opportunities • Opportunities for promoting inclusivity across the whole agenda • Stimulus for workforce development in some sectors • Stronger partnerships

3. Yorkshire Gold strategic and cross-cutting themes

There appears to be particularly strong interest in the skills, employability, education theme from Network respondents as one would expect (93%), closely followed by business (83%), communities (83%) and sport (81%). Scoring slightly lower, but nevertheless, still of interest to over two thirds of the sample are the themes of culture (72%) and tourism (64%).

4. Skills, employability and education outcomes

81% felt that Yorkshire and the Humber can use the Games to achieve positive skills, employment and education outcomes. Twenty-five examples were recorded (please see full report). Those that were more negative about this opportunity cited lack of funding (for voluntary organisations), lack of action in Yorkshire and a view that the major opportunities would only benefit London.

5. Awareness and usefulness of key resources, strategies or initiatives

Awareness of Yorkshire Gold, the SEE for the 2012 Games e-newsletter and Get Set are particularly high amongst this sample. Mid-range awareness levels are evident for PODIUM, www.skillslegacy.co.uk (launched in June 2009). Lower levels of awareness were evident for Inspire Mark, WorldSkills and the SEE for the 2012 Games Framework for Action. However, usefulness rankings suggest that WorldSkills, and the three SEE-related resources score highest.

With usefulness ratings typically over 70% for most of the key resources, the evaluators conclude that the Network's investment in communication resources such as its new www.skillslegacy.co.uk website and continued commitment to producing the newsletter (e-bulletin) with content that reinforces the awareness of these key resources is sound.

6. Progress in delivering the Framework for Action (2008-2017)

63 out of 75 respondents (84%) report that they have undertaken at least one activity related to the Framework for Action priorities in the past 12 months. This suggests either a good fit between the Framework and organisation's existing plans and / or some evidence that the Framework is perhaps influencing partner thinking during this time period.

The three priorities where most activity had been undertaken were:	Least activity had been undertaken in these three priority areas:	Areas showing most potential and interest for the future:
<ul style="list-style-type: none"> Improve the region's sports, health, fitness and outdoors workforce to widen participation in sports and promote active lifestyles 	<ul style="list-style-type: none"> Ensure adequate investment in elite coaching skills / training camp workforce to provide world-class services to athletes / competitors 	<ul style="list-style-type: none"> Through the inspiration of the Paralympic Games significantly raise our region's awareness and knowledge of diversity issues and opportunities
<ul style="list-style-type: none"> Through the inspiration of the Paralympic Games significantly raise our region's awareness and knowledge of diversity issues and opportunities 	<ul style="list-style-type: none"> Maximise opportunities of WorldSkills 2011 / UK Skills competitions to foster skilled and competitive young people 	<ul style="list-style-type: none"> Use London 2012 to derive long term benefits for people who are socially excluded or disadvantaged improving employability skills where they are needed most
<ul style="list-style-type: none"> Innovative use of sport, culture and the Olympic ideal to encourage success, achievement and enterprise 	<ul style="list-style-type: none"> Develop procurement skills to encourage more regional businesses to tender for major events, public and private sector contracts 	<ul style="list-style-type: none"> Innovative use of sport, culture and the Olympic ideal to encourage success, achievement and enterprise

7. Barriers to delivering the Framework for Action priorities

86% of respondents were able to identify at least one barrier to their undertaking activity related to the Framework for Action. By far the most common category of barrier was access to funding and finance. Others felt that the problem was trying to understand exactly what support, if any, might be available. Other barriers included: lack of time, lack of organisational capacity, limited resources and facilities. There were also a number of barriers highlighted which related to the leadership / coordination regionally or within organisations: *"...turning ideas into action - a lot of meetings but nothing ever happens..."*

8. Network benefits

64 (85%) of respondents described at least one benefit of being part of the SEE for the 2012 Games Network. 11 (15%) either said they had no benefit to date or did not realise they were part of the Network. The main benefit, by far, was the Network's ability to keep subscribers informed and to produce regular useful information about areas of interest to their organisation. Many Network members are therefore quite passive in terms of their level of engagement. Others have been more actively engaged benefiting from: exposure of their organisation's news in the SEE Newsletter or website; attending useful workshops; or learning more about specific areas of interest previously unknown to them e.g. WorldSkills. For some the Network acts as a source of knowledge transfer and good practice, in turn helping organisations – particularly colleges – start to interpret how they might 'fit', contribute to and benefit from involvement with the Games i.e. seeing what sort of skills, employment or education ideas exist for them to plug into and use to the best advantage of their institution and their students.

9. Added Value

A quarter of all respondents indicated that they felt that being part of the Network had already prompted them to do something they might not otherwise have done i.e. the Network had created some 'additionality' or 'added value'. This included examples such as getting involved in meetings and 2012-related seminars; undertaking focus groups with students; setting up local groups; engaging other staff members in the organisation; developing skills programmes or piloting ideas; taking part in London 2012 competitions; or registering on Get Set.

10. Future engagement with the Network

The SEE for the 2012 Games Core Group has recognised that the size of the Network is steadily growing, particularly since March 2009. At the time of writing this evaluation report there are now over 520 individual subscribers, and the Secretariat reports an increasing volume of calls and emails requesting information, advice, guidance, contact information for partners or face to face meetings in order to help identify how their organisation can get involved in practical action and delivery.

As such the Core Group has developed a range of practical opportunities for any Network member to take advantage of. The survey tested these opportunities and it indicates strong demand and interest by Network members to:

- Make links between their organisation's and the Network's website www.skillslegacy.co.uk (69%)
- Get more involved in the activities being led by four new working groups that have been set up in 2009 (Enterprise Education [63%]; WorldSkills [47%]; Paralympics [60%]; and Event Volunteering [63%])
- Receiving a personal phone call / visit from the Network's Secretariat or member of the Network's regional steering group to discuss ways in which your organisation might be able to get involved in delivering the Framework for Action (64%)
- Submitting a news article for publication in future editions of the SEE for the 2012 Games Network Newsletter / E-bulletin (61%)
- Develop a case study with the Network's evaluation team around any current or future partnership activity that relates to the SEE for the 2012 Games Framework for Action, and having this promoted to the Network and other interested parties (60%)
- Attending a relevant workshop / focus group to meet with other Network members and share good practice and ideas (up to 72% interest in this idea)

11. Next steps

- It is the evaluator's opinion that to be resource efficient a single briefing event for Network members (circa 50 partners would likely be interested) could be hosted to inform and engage them further around the four signature project areas of focus i.e. WorldSkills, Enterprise Education, Paralympics and Event Volunteering. Presentations could be delivered by the individual Chairs of each of these working groups, and workshops could follow to identify how Network members could get more practically involved in the delivery of their 2009/2010 action plans.
- Given the strong interest by respondents to submit news stories about their own organisations, it is important that the Network Secretariat is proactive in communicating future copy and publication deadlines for SEE e-bulletins
- Similarly, given the extremely strong interest in developing case studies, and the power they potentially have to help other partners see how they can more practically connect to the Games in this region, it is proposed that the resources previously allocated as part of this evaluation to a further Network survey in 2010 be invested instead in developing more of these kinds of resource.
- A telephone campaign by the Secretariat and / or Core Group members may also be beneficial in light of the finding that two thirds of Network members would appreciate this kind of support, which should have the outcome of helping organisations identify how they could further help deliver the Framework for Action.

1. Introduction

As part of the formative evaluation of this Network between March 2009 and March 2010, an independent survey was commissioned to identify the views, opinions and interests of a sample of virtual network 'members' who subscribe to the Network's bi-monthly e-bulletins.

1.1. Survey methodology

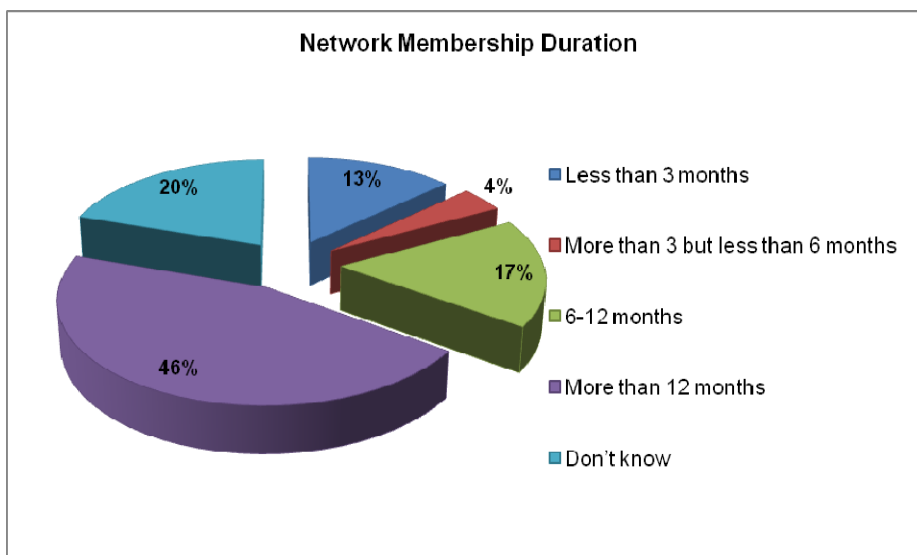
The survey was made available online to 470 subscribers between 16th of June and 10th July 2009. During this period, telephone research was also conducted to ensure an adequate spread of response by the different categories of Network subscriber.

A prize draw incentive of £50 retail vouchers or donation to the winning respondent's chosen charity was offered by the research companies delivering the evaluation to encourage participation.

1.2. Sample characteristics

Responses were kindly volunteered during this research period by a total of 75 individuals. Forty-eight participated by telephone and twenty seven completed the online survey found at: <http://www.skyblueresearch.co.uk/surveys/see2012/>

This equates to a response rate of 16% of the total network as at the time of the research. Nearly half of the respondents have been Network subscribers for over 12 months (see Figure below).



67 (90%) of respondents were organisations with a principle focus or base of operations in the Yorkshire and the Humber region whilst 8 (10%) were subscribers from national organisations belonging to the Network.

Respondents were also categorised as follows:

Type of organisation	
Further or Higher Education (including Sixth Form Colleges)	28
Sector specific organisations (sport, culture, language, science, technology, engineering and manufacturing, tourism and e-learning)	16
Regional Agency (with a focus on skills, employability or education)	5
Local Authority	5
Enterprise support organisation	3
Lifelong Learning Network	3
Education support organisation	3
Government Department / London 2012	2
Business support organisation	2
Organisations with a focus on disability	2
Employment agency	2
School	2
Awarding body	1
Careers support organisation	1
Total	75

2. Views about the Games

2.1. Games opportunities

91% of respondents think that the London 2012 Olympic Games and Paralympic Games offer opportunities for their organisation, and 87% believe the Games offer opportunities for the Yorkshire and the Humber region.

Table 1: Do you feel that the Games offer any opportunities for...

	Yes	No	Not sure
Your organisation	68 (91%)	3 (4%)	4 (5%)
The Yorkshire and the Humber region	65 (87%)	1 (1%)	9 (12%)
Base: 75 respondents			

The main opportunities for organisations can be summarised as:

- **Skills and education related**

"...developing students' personal skills - linking to sport subjects..."

"...coaching, training and volunteering..."

"...massive opportunities in terms of training in support areas like event management and spectator safety..."

“...event planning, delivery, evaluation, volunteering opportunities, customer service expertise...”

“...developing the legacy of the Games with students...”

- **Supporting delivery of their organisation’s goals**

“...we are a membership body for 350,000 post 16 students – need to work out how they can benefit...”

“...certainly enrolments are dramatically increasing - maybe on the back of 2012...”

“...we see possibilities in attracting catering students by nature of the Games on the sports side, travel, tourism and hospitality...”

- **Participation in sporting activity**

“...main opportunity is to inspire people to get involved in sporting activity...”

- **Volunteering**

“...accrediting volunteering and skills development...”

- **Partnership development**

“...good hook to consolidate partnerships...”

- **Awareness / profile**

“...encourage athletes to come and train here...”

“...increasing profile of language skills...”

“...development and profile for the College...”

- **Enterprise**

“...engage more young people in more sport enterprise...”

- **Culture**

“...cultural opportunities for students on art and design beyond London...”

- **Equality and diversity**

“...ensure blind and partially sighted people have access at every level...”

- **Careers / employment**

“...use the Games as leverage to engage young adults into sport and leisure careers and employment...”

- There were also individual references to opportunities in relation to charity, employment, personal development and research.

The main opportunities for the region can be summarised as:

- **Raising Yorkshire and the Humber’s profile both nationally and internationally**

“...attract athletes to raise profile of our facilities...”

“...feeling part of an international event...”

“...hosting pre-games international camps...”

- **Opportunities for increasing sports, cultural and educational participation**

“...encouraging youngsters to join local clubs...”

“...talent development...”

“...idea of inspiring young people to become healthier and lead a better lifestyle...”

- **Business, enterprise and employment opportunities**

“...An opportunity for businesses to win contracts, cultural organisations to showcase their talents and raise their game, a chance to attract more visitors, for communities to get involved with 2012 related activities, and encourage more people to get active...”

“...jobs related to hosting teams and supply chain...”

“...everything from hosting training countries to people supplying services, upskilling people to work in London - rigging upwards...”

“...working with Worldskills - absolutely our agenda....encouraging enterprise with the Olympic message. Also business start-up opportunities...”

- **Opportunities related to hosting of events / training**

“...we can offer stewarding, event, volunteering qualifications. Not clear what events we’re staging here...”

“...whether Colleges can train students to be stewards, food providers etc...”

- **Tourism and hospitality opportunities**

“...massive opportunity, if acted upon early enough, to raise the profile of Yorkshire and the Humber to an international audience and to entice international visitors to come to our region at the time of coming to England for the Games...”

- **Opportunities for promoting inclusivity across the whole agenda**

“...housing overseas teams...integration and inclusivity...”

“...thriving goal ball teams in West Yorkshire...”

- **Stimulus for workforce development in some sectors**

“...encouraging the workforce generally - volunteers, event management and club development...”

“...strong influence on volunteer and coach numbers...”

- **Stronger partnerships**

“...Improved partnership working...”

The small sample of respondents who felt there were not opportunities for the region, or who were unsure at this stage explained their response...

“...not enough procurement opportunities for sole traders...”

“...hoped to brand things with Olympic stuff but just wasn't any money to do that....”

“...will depend on funding for training...”

“...all about universities and quangos - frustrating for small business...”

“...opportunities not been exploited. A lot of people who want to get involved are not sure how yet...”

2.2. Principle areas of Games-related interest

Yorkshire Gold is the region's strategy for seizing the opportunities of the Games. It suggests there are five golden opportunities, described in thematic terms – sport, culture, tourism, business and communities. A number of cross-cutting themes also underpin the achievement of the five golden opportunities and skills, employment and education is such an example. The survey explored which of these themes were of interest to respondents.

Table 2: Which of these areas is your organisation interested in?

Theme	<i>Number of responses</i>	<i>% of sample</i>
Skills, employability and education	70	93%
Business	62	83%
Communities	61	81%
Sport	61	81%
Culture	54	72%
Tourism	48	64%
Base: 75 respondents		

The results would indicate a good level of interest in all five themes i.e. the Network could not afford to focus on one particular theme more than another, or indeed, fail to address skills, employment or education related activities or news in relation to any of the themes. There appears to be particularly strong interest in the skills, employability, education theme as one would expect, closely followed by business, communities and sport. Scoring slightly lower, but nevertheless, still of interest to over two thirds of the sample are the themes of culture and tourism.

2.3. The potential for regional skills, employability and education outcomes

Having established interest in skills, employability and education, the survey wished to determine respondents' specific views about whether Yorkshire and the Humber can use the Games to achieve positive skills, employment and education outcomes. 61 (81%) of the sample said this would be possible, whilst 11 (15%) were unsure and 3 (4%) were not convinced.

Here is a list of 25 ideas respondents came up with unprompted:

1. Personal Best programme training and employment outcomes / use of volunteering, attracting long term unemployed into sports work
2. Securing jobs related to supply chain
3. Benefits of hosting teams in the region
4. Training and coaching, research and consultancy
5. Volunteering outcomes e.g. project with the Youth Sport Trust - Young Event Volunteers over 3 years - 150 16-19 year olds will benefit
6. Curriculum development adaptations and aspiration and role models in school particularly utilising sport and culture in lesson plans to motivate e.g. for Maths, English
7. Employers engaging with youngsters on placements, Apprenticeships etc
8. Participating in 'Get Set' - more inspired young people through the education programme

9. Train to Gain available to support volunteer learning outcomes
10. More students gaining work experience in relation to events
11. Skills and training outcomes via the National Skills Academies in the region
12. More skilled and qualified workers and volunteers in the sport sector coaching, leadership, first aid, event management
13. Partnership working outcomes e.g. higher education networks; global partnerships
14. Gain qualifications whilst working on Games-related projects
15. Job opportunities – sport, leisure marketing, retail, coaching, community sectors
16. WorldSkills is something where we can raise the profile and in doing that we're raising the bar in our skill areas
17. Health, fitness and wellbeing outcomes including reducing obesity
18. Corporate social responsibility outcomes for businesses
19. Educational courses - how to get involved in sport as a career
20. Work experience opportunities
21. Event volunteering and management skills outcomes
22. Using it as a hook to engage people in existing and new programmes - adding value to existing programmes, as well as inspiring more activity to raise skills, enrich education and impact on employment wherever possible
23. Real opportunity to improve skills in areas of tourism and hospitality
24. Increased language and cultural skills in the region
25. Improving the skills base for the region will ensure longer term stability for key sectors e.g. building services engineering

“...People of all ages inspired to achieve their potential...”

The reasons given by the 3 respondents who did not feel that the Games could be used to achieve positive outcomes were:

- Funding issues: *“...we haven't found a way for voluntary organisations...”*
- The belief that London is the key growth and nodal point for all the Games related opportunities
- The feeling that despite being only three years away the Games, and the opportunities this brings in terms of welcoming visitors from across the world they are still not *“...on the Yorkshire and the Humber's radar: “...we think whole world speaks English. We should invest in training for taxi drivers, shop assistants, hotel receptionists and all front line staff...”*

3. Awareness of key Games-related resources

There are a range of important resources, strategies or initiatives that the SEE for the 2012 Games Core Group would like to ensure are understood by the wider Network, and which it therefore tries to communicate via its bulletins and new website www.skillslegacy.co.uk

Table 3a: Awareness and usefulness of key resources

How aware are you of the following? And for each resource you are aware of how useful might each one be to help your organisation benefit from the opportunities offered by the Games?	Very aware	Quite Aware	Have heard of	Totally unaware	How useful do you think this resource could be to help your organisation benefit from the Games ¹				
					Very useful	Quite useful	Probably not that useful	Not at all useful	n/a
Get Set: London 2012's official education programme http://getset.london2012.com/en/home	15 (20%)	20 (27%)	36 (48%)	4 (5%)	11 (31%)	14 (40%)	5 (14%)	2 (6%)	3 (9%)
'Yorkshire Gold' www.yorkshire-gold.com	26 (35%)	25 (33%)	20 (27%)	4 (5%)	18 (35%)	20 (39%)	7 (14%)	3 (6%)	2 (4%)
The SEE for the 2012 Games Network's new website www.skillslegacy.co.uk	6 (8%)	30 (41%)	23 (31%)	15 (20%)	8 (22%)	20 (56%)	5 (14%)	-	3 (8%)
'The SEE for the 2012 Games Framework for Action'	4 (5%)	23 (31%)	30 (40%)	18 (24%)	7 (26%)	15 (56%)	-	4 (15%)	1 (4%)
The SEE for the 2012 Games e-newsletter	15 (20%)	32 (43%)	17 (23%)	10 (14%)	15 (32%)	24 (51%)	3 (6%)	1 (2%)	4 (9%)
PODIUM: the Further and Higher Education Unit for the 2012 Games and their bulletins www.podium.ac.uk	21 (28%)	18 (24%)	14 (19%)	21 (28%)	12 (31%)	18 (46%)	5 (13%)	2 (5%)	2 (5%)
'WorldSkills' competitions	13 (18%)	14 (19%)	22 (30%)	25 (34%)	15 (56%)	8 (29%)	3 (11%)	-	1 (4%)
Inspire Mark	15 (20%)	12 (16%)	21 (28%)	26 (35%)	7 (26%)	9 (33%)	8 (30%)	1 (4%)	2 (7%)
Base is either 74 or 75 for each individual option. %s have been rounded and may therefore not add up to 100%									

¹ Only answered if the respondent said they were quite or very aware of the resource

In terms of summarising the previous results, we developed a simple scoring system that allows us to rank awareness and usefulness for each resource as follows.

Table 3b: Awareness and usefulness rankings for key resources

Highest level of current awareness (i.e. very or quite aware)	Awareness Score ²	Rank	Highest Rating for Usefulness	Usefulness Rating ³	Rank
'Yorkshire Gold'	3.0	1	'WorldSkills' competitions	85%	1
The SEE for the 2012 Games e-newsletter	2.7	2	The SEE for the 2012 Games e-newsletter	83%	2
Get Set: London 2012's official education programme	2.6	3	'The SEE for the 2012 Games Framework for Action'	82%	3
PODIUM: the Further and Higher Education Unit for the 2012 Games and their bulletins	2.5	4	The SEE for the 2012 Games Network's new website	78%	4
The SEE for the 2012 Games Network's new website	2.4	5	PODIUM: the Further and Higher Education Unit for the 2012 Games and their bulletins	77%	5
Inspire Mark	2.21	6	'Yorkshire Gold'	74%	6
'WorldSkills' competitions	2.2	7	Get Set: London 2012's official education programme	71%	7
'The SEE for the 2012 Games Framework for Action'	2.18	8	Inspire Mark	59%	8
Lowest level of current awareness			Lowest levels of usefulness		

The table suggests that just because there are high levels of awareness of a particular resource, it doesn't go to follow that the resource turns out to be equally useful to the Network subscriber.

² Very aware = 4 points, Quite aware = 3 points, Heard of = 2 points and Unaware = 1 point. Applying this scoring system to each set of responses, adding them together and dividing by the base number of responses provides an overall awareness score for each resource. The maximum average score could be 4 indicating very high levels of awareness, whilst the lower scores closer to 1 show lower levels of awareness

³ This score is calculated by adding up the number of respondents who scored the resource as very or quite useful, and then converting this into a percentage of the total number of respondents who said they had been very or quite aware of the resource

For example, awareness of WorldSkills is relatively low amongst the Network, however, those who have become aware of these competitions and learn more about WorldSkills ideals, find that this information becomes particularly useful to them. This is a similar finding for the SEE for the 2012 Games Framework for Action which achieves a lower level of awareness amongst the sample, but a relatively good score for usefulness amongst those that have become aware of it.

Perhaps the only area of concern from the survey results is the awareness and usefulness of the Inspire Mark, but one must bear in mind that the survey was conducted just prior to the employment of a full time Inspire Programme Executive at Yorkshire Gold in this region. It is hoped and expected that over the next 12 months these results may show significant improvement.

With usefulness ratings typically over 70% for most of the key resources, the evaluators conclude that the Network's investment in communication resources such as its new www.skillslegacy.co.uk website and continued commitment to producing the newsletter (e-bulletin) with content that reinforces the awareness of these key resources is sound.

4. Delivery of the Framework for Action 2008-2009

4.1. SEE for the 2012 Games Framework for Action

The Framework for Action comprises ten regional priorities, researched through extensive consultation with over 150 partners during the 2007 and early 2008 period. This Framework was launched at an event in Leeds on the 24th of April 2008 to 174 delegates with the aim of informing, educating and ultimately encouraging partnership dialogue and future action as a consequence of that conference. An evaluation was undertaken soon after the launch event which suggested the Framework themes were the right ones for the region, but that there were still too many to address. It was perhaps not well understood that the Framework was a strategic document aimed at encompassing high-level themes that would still be relevant by 2017 and had already synthesised over 250 ideas generated by partners, inspired by the Games, at that time. Nevertheless, that feedback was used by the SEE for the 2012 Games Core Group to focus its activities even more effectively in 2009 and 2010 with the evolution of four signature projects around WorldSkills, Paralympics, Enterprise Education and Event Volunteering.

The main request from delegates immediately after the conference was for further operational detail, and factual information about real programmes and possibly funding opportunities so that organisations could actually get involved at a practical level. To some extent, this could only happen as new national London 2012 plans emerged, or indeed as Yorkshire Gold direction was provided, not always available as soon as partners would like. This Network survey is therefore a good opportunity to take stock of what partners have done in relation to the Framework for Action one year on from its launch, and to see whether it has been influencing partners' activities or not in Yorkshire during this period.

Table 4: Framework for Action Delivery in Yorkshire and the Humber 2008-2009

Framework Priorities	Have undertaken / currently undertake activity in this area	Have not undertaken activity yet but would definitely consider it in future	Unlikely ever to get involved with this area of activity	Rank – where most activity has been undertaken to date	Rank – most potential for future engagement? ⁴	
1	Improve the region's sports, health, fitness and outdoors workforce to widen participation in sports and promote active lifestyles	59%	15%	26%	1	5=
10	Through the inspiration of the Paralympic Games significantly raise our region's awareness and knowledge of diversity issues and opportunities	52%	38%	10%	2	1
2	Innovative use of sport, culture and the Olympic ideal to encourage success, achievement and enterprise	48%	30%	22%	3	3
9	Use London 2012 to derive long term benefits for people who are socially excluded or disadvantaged improving employability skills where they are needed most	38%	51%	11%	4	2
6	Identify and respond to the skills, knowledge, innovation and business support needs in sectors which are key to 2012, and which offer long term growth / employment potential in this region	37%	37%	26%	5=	5=
7	In preparation of the Games, improve customer service skills in all relevant industries and occupations across Yorkshire and the Humber	37%	32%	32%	5=	8
8	Invest in major events workforce skills development (paid and volunteering opportunities) including Cultural Olympiad talent development	32%	40%	29%	7	7
5	Ensure adequate investment in elite coaching skills / training camp workforce to provide world-class services to athletes / competitors	32%	30%	38%	8	9
4	Maximise opportunities of WorldSkills 2011 / UK Skills competitions to foster skilled and competitive young people	26%	50%	24%	9	4
3	Develop procurement skills to encourage more regional businesses to tender for major events, public and private sector contracts.	23%	30%	47%	10	10

⁴ This is calculated by adding the % of respondents who have undertaken activity around this Framework Priority to the % of respondents saying they would definitely consider undertaking activity around this priority in future.

4.2. Examples of real activity during 2008 and 2009

63 out of 75 respondents (84%) report that they have undertaken at least one activity related to the Framework for Action in the past 12 months. This suggests either a good fit between the Framework and organisation's existing plans and / or some evidence that the Framework is perhaps influencing partner thinking during this time period. The listings below give a real flavour of the myriad activity that has already been undertaken by partners in Yorkshire and the Humber.

Table 5: Framework for Action – Real Examples of Activity 2008-2009

1	Improve the region's sports, health, fitness and outdoors workforce to widen participation in sports and promote active lifestyles
	<ul style="list-style-type: none"> • <i>Working with Skills Active as part of their National Skills Academy for Sport and Active Leisure</i> • <i>Increasing opportunities to join the coaching pathway through the Recruit into Coaching programme</i> • <i>We have a programme set up with nPower to upskill students from level 1 to level 2 and place them in schools network.</i> • <i>Just put a bid in for Sport Unlimited - scheme to get young semi sporty people to 5 hours of sport and exercise a week</i> • <i>Sponsoring sports academy at Appleton</i> • <i>Developing sports city at Odsall</i> • <i>'Be Sporty' - partnered with the Leeds Rugby Foundation involving 18 schools. Coaches came in for have a go sessions - football, cricket etc</i> • <i>Top Link training host for West Yorkshire and Recruit into Coaching centre to help prepare the reservoir or young leaders, volunteers and coaches</i> • <i>Administering the coach bursary scheme for Yorkshire and the Humber in conjunction with Sport England, County Sports Partnerships and Sport Coach UK</i> • <i>Our sports courses and our Athlete Development Programme (in conjunction with professional sports club partners) already develops the playing, coaching, training, fitness and leadership skills of people in our region. The Olympics is a catalyst for further development.</i> • <i>Students of our Exercise, Physical Activity and Health degree course are given the opportunity to take fitness industry qualifications alongside their studies.</i> • <i>Through the Train to Gain Enhancement Fund trying to put forward ideas re: coaching and upskilling investment</i> • <i>Leadership academies developing leaders up to age 19 in sport.</i> • <i>Developing a North Yorkshire wide academy for further training and exposure in conjunction with School Sport Partnerships. Applied for, and recently successful in securing Inspire Mark.</i> • <i>Working with sports club to recruit and manage volunteers.</i> • <i>The Mission: Active Future mobile exhibition currently being used for a Healthy Towns project</i>

2	Innovative use of sport, culture and the Olympic ideal to encourage success, achievement and enterprise
	<ul style="list-style-type: none"> • <i>Make Your Mark Challenge in 2008</i> • <i>Working with the enterprise education sub-group of the SEE for the 2012 Games Core Group looking at how we identify enterprise within arts and cultural courses. Using hook of 2012 to reinforce that message.</i> • <i>Funding of Hull City football club to run an enterprise programme.</i> • <i>Spirit Alive programme supported in primary schools - enterprising events for sports days</i> • <i>Awarded platinum award for enterprise education by Warwick University</i> • <i>Promoting entrepreneurship with Business Link, Active in Community work & inclusion programmes</i> • <i>The school is a 'magnet school' for special needs. We would like to develop some sort of Paralympic Games/enterprise programme for these young people (Link to priority 10 as well)</i> • <i>Do things like Giving Gain - business volunteers go out in to the community to provide help - create play areas, reading with them. Will be tailored towards physical activity</i> • <i>We fund manage sub level 2 learning in Bradford district - developing foundation learning curriculum - key part of opportunities for 2012. Partnership with 21 training suppliers to deliver.</i>
3	Develop procurement skills to encourage more regional businesses to tender for major events, public and private sector contracts.
	<ul style="list-style-type: none"> • <i>OCN accredited course in 'Tendering and Procurement' is available</i> • <i>Working to identify suppliers for major events</i> • <i>Business teams are looking at the 2012 yorkshire gold business club - priming businesses to get contracts</i> • <i>We share best practice and encourage knowledge creation using e-learning, social learning and online collaborations</i>
4	Maximise opportunities of WorldSkills 2011 / UK Skills competitions to foster skilled and competitive young people
	<ul style="list-style-type: none"> • <i>I am a member of WorldSkills. Colleges have led the way in world skills - lecturers who are judges or coaches. We canvassed to get college's representative on Yorkshire Gold forum. Sending out communications to colleges.</i> • <i>Worked with the LSC and Deloitte Touche initiative for masterclasses.</i>
5	Ensure adequate investment in elite coaching skills / training camp workforce to provide world-class services to athletes / competitors
	<ul style="list-style-type: none"> • <i>The College is a training Camp with 2012 for basketball and volleyball in the training camp guide</i> • <i>English Institute for Sport - strong links - use facilities weekly and we host events. EIS gives staff and students reduced membership rate.</i> • <i>GB basketball team trains on campus.</i> • <i>Development of UK Centre of Coaching Excellence</i>

6	Identify and respond to the skills, knowledge, innovation and business support needs in sectors which are key to 2012, and which offer long term growth / employment potential in this region
	<ul style="list-style-type: none"> • <i>Activity focused on the under-representation of women. The ODA have signed the UKRC CEO Charter to demonstrate commitment to ensure engagement of women in the Science, Engineering and technology opportunities arising through the 2012 Games</i>
7	In preparation of the Games, improve customer service skills in all relevant industries and occupations across Yorkshire and the Humber
	<ul style="list-style-type: none"> • <i>'Talk the Talk' training: 1 day training workshops in use of multilingual key phrases to enhance customer service.</i> • <i>Train to Gain enhancement fund project to raise international skills in the region</i> • <i>LSC / Deloitte From Competence to Excellence Masterclass initiative - kitchen masterclasses run by Michelin starred chefs. Also front of house and customer skills. Used a young man from a rosette hotel - Rudding Park.</i>
8	Invest in major events workforce skills development (paid and volunteering opportunities) including Cultural Olympiad talent development
	<ul style="list-style-type: none"> • <i>NOCN qualification in Event Volunteering designed specifically for 2012</i> • <i>Very active with regard to spectator safety - work with a number of organisations in terms of training their event stewards – e.g. football clubs</i> • <i>Strong focus on Apprenticeships - trying to encourage young people without qualifications to get recognised qualifications in relation to museums, galleries and theatres – two year programmes in place leading hopefully to employment in those areas. Backed by Creative and Cultural Skills</i> • <i>Working with ACE, Yorkshire to ensure a strategic approach, to the investment of the legacy trust funds for the Cultural Olympiad</i>
9	Use London 2012 to derive long term benefits for people who are socially excluded or disadvantaged improving employability skills where they are needed most
	<ul style="list-style-type: none"> • <i>Working with a whole host of community groups to engage hard to reach learners through sport and other curriculum areas</i> • <i>Work with poorer areas with help from Yorkshire sports team for kit etc</i> • <i>Service Level Agreement with Olympic Delivery Authority in respect of employment services</i> • <i>Getting people into work - various offers - working with partners for Future Job Scheme</i> • <i>Accredited learning work with prison and some sports organisations on skills development and health awareness (link to priority 1 as well)</i>

10	<p>Through the inspiration of the Paralympic Games significantly raise our region's awareness and knowledge of diversity issues and opportunities</p>
	<ul style="list-style-type: none"> • <i>Started a disability academy through College to give understanding of sports available linked to the games.</i> • <i>Designated team working around 2012 - inclusion of blind and partially sighted people in all aspects of the Olympic and Paralympic Games. Campaigning for as many events as possible to be audio described.</i> • <i>Working with a local school to provide opportunities for disabled to do more sport. Linking them to Portland College met through Podium workshop. Providing facilities from September for disabled students.</i> • <i>Diversity and activities with schools. Fairly recently with the police - Culture Kids - demonstrate diversity and how a mix of cultures, colours, creeds etc can work together.</i> • <i>Sponsor Leeds City Athletics Club - inclusive.</i> • <i>Developed new teaching and learning opportunities for students in conjunction with LOCOG</i> • <i>For the Paralympics we are designing training for their supply in communication - in partnership with a provider of such services</i> • <i>Do diversity issues training and barriers to participation as part of the course. Have links with special schools</i> • <i>Activity relating to disability sport</i>

4.3. Barriers to delivering the Framework for Action priorities

86% of respondents were able to identify at least one barrier to their undertaking activity related to the Framework for Action. By far the most common category of barrier was access to funding and finance. Others felt that the problem was understanding exactly what support, if any, might be available:

Another key barrier faced by respondents (cited by at least 8) was time. This was closely followed by the related issues of lack of capacity (4 responses), limited resources (4 responses) and facilities (3 responses). There were also a number of barriers highlighted which related to the leadership / coordination regionally or within organisations: *"...turning ideas into action - a lot of meetings but nothing ever happens..."*

5. Views about the SEE for the 2012 Games Network

5.1. Benefits

64 (85%) of respondents described at least one benefit of being part of the SEE for the 2012 Games virtual Network. 11 (15%) either said they had no benefit to date or did not realise they were part of the Network. The main benefit, by far, was the Network's ability to keep subscribers informed and receiving relatively regular useful information about areas of interest to their organisation. Some commented on how they appreciated 'being kept in the loop' and said that it was *"...good to be on the inside track and ready..."*

Many of the Network members are quite passive in terms of their level of engagement though – they are quite content to continue to be a part of this practitioner Network simply as a subscriber to the e-bulletins, newsletter and information they receive.

"...Being made aware of what's going on - amazed at the volume of things planned...."

Other Network members, however, have started to realise a slightly deeper range of benefits, for example by using the Network's communication mechanisms to get their organisation's news out to the wider Network rather than just being a recipient of information. Some have attended workshops promoted by or organised in conjunction with SEE for the 2012 Games Network members such as PODIUM which have gone on to be seen as successful and inspirational. Others have learned more about specific areas of activity previously unknown such as WorldSkills. For some the Network acts as a source of knowledge transfer and good practice, in turn helping organisations – particularly colleges – start to interpret how they might 'fit', contribute to and benefit from involvement with the Games i.e. seeing what sort of skills, employment or education ideas exist for them to plug into and use to the best advantage of their institution and their students.

"...starting to build up a picture of activity in this area - seems to be very pro-active..."

"...seeing what other people are doing..."

"...being kept up to date with potential skills requirements for the region..."

"...helps us raise the profile of our institution and provides great networking opportunities..."

"...good way of knowing what's going on outside London..."

"...Network helps connect things together..."

There are those who still have not realised any benefits reporting no measurable benefits to date, or not feeling attached to the Network. A number of partners felt that more could be done by both the Network and themselves to connect more effectively to the opportunities the Games present.

5.2. Added Value

A quarter of all respondents indicated that they felt that being part of the Network had already prompted them to do something they might not otherwise have done i.e. the Network had created some 'additionality' or 'added value'.

- Getting involved in meetings and seminars to do with London 2012
- Undertaken focus groups with students around 2012
- Started a local group that could benefit
- Seeing opportunities available to College staff and students
- Developing an event leadership programme and linking into cultural events generally
- More focus on sports development
- Encouraged greater levels of awareness of the 2012 agenda creating a desire to get involved
- Going to financially support Gifted and Talented students who might compete in next couple of years
- Holding a pilot workshop on the 2012 Games in Leeds
- Introducing a brand new enterprise education element of our (sports) leadership pathway programme
- Registering on the London 2012 'Get Set' education programme
- Improved industry links to incorporate the Olympics
- Tried to interest people in activities highlighted e.g. London 2012 Royal Mint competition

A further 3 (4%) respondents felt that it was too early to say how involvement in the Network would directly influence their activities in this way. Of those respondents who were able to provide examples of how being part of the Network had prompted them to do something they might not otherwise have done, the following quotation helps to neatly summarise their collective sentiment:

"...the Network brought us together with organisations we might not have worked as closely with..."

6. Future engagement with the SEE for the 2012 Games Network

6.1. Harnessing the talents of Network partners in 2009 and 2010

The SEE for the 2012 Games Core Group has recognised that the size of the Network is steadily growing, particularly since March 2009. At the time of writing this evaluation report there are now over 520 individual subscribers, and the Secretariat reports an increasing volume of calls and emails requesting information, advice, guidance, contact information for partners or face to face meetings in order to help identify how their organisation can get involved in practical action and delivery.

As such the Core Group has developed a range of practical opportunities for any Network member to take advantage of – such as submitting a news story for inclusion in the regular bulletins, or becoming more involved in the activities now being led by the four signature project working groups.

This survey tested demand and levels of interest in some of these ideas.

Table 6: Network demand for future services and support

Would any of the following activities or opportunities be of interest to you as part of the Network's continued drive to improve its services to members?	<i>Number of responses</i>	<i>% of sample</i>
Supporting / joining a working group focusing on ' Enterprise Education ' opportunities linked to 2012	47	63%
Supporting / joining a working group focusing on WorldSkills opportunities linked to 2012	35	47%
Supporting / joining a working group focusing on Paralympics skills, employability and education opportunities linked to 2012	38	51%
Supporting / joining a working group focusing on Event Volunteering skills, employability and education opportunities linked to 2012	45	60%
Submitting a news article for publication in future editions of the SEE for the 2012 Games Network Newsletter / E-bulletin	46	61%
Making links between your own organisation's and the Network's website (www.skillslegacy.co.uk)	52	69%
Developing a case study with the Network's evaluation team around any current or future partnership activity that relates to the SEE for the 2012 Games Framework for Action, and having this promoted to the Network and other interested parties	45	60%

Table 6 (continued): Network demand for future services and support

Would any of the following activities or opportunities be of interest to you as part of the Network's continued drive to improve its services to members?	Number of responses	% of sample
Attending a workshop / focus group event in the Autumn to meet with other Network members and share good practice and ideas (<i>please tick which locations you would be prepared to travel to for such an event</i>)		
a. North Yorkshire	40	53%
b. West Yorkshire	54	72%
c. South Yorkshire	47	63%
d. East Riding of Yorkshire	37	49%
Receiving a personal phone call / visit from the Network's Secretariat or member of the Network's regional steering group to discuss ways in which your organisation might be able to get involved in delivering the Framework for Action	48	64%

6.2. Additional request for support

- Funding for their own project or idea
- Clarification as to whether the enterprise education working group included social enterprise in its scope of activity
- Regular catch up telephone calls with the Secretariat or face to face meetings
- A 'short and sweet' summary describing what the Network is and does as there are so many other groups that it can become confusing or hard to recall
- General networking opportunities
- Good news stories from Yorkshire and the Humber to showcase on national partner websites
- Social networking, social marketing, online communities and collaboration
- A request for an event be organised that shows how the region's schools fit into the bigger picture?
- Flag up languages and cultural skills agenda to everyone involved in planning and developing anything to do with the Games as one respondent felt strongly that Yorkshire and the Humber is missing out

6.3. Network referrals and permissions

Twelve respondents said they would like some of their colleagues to be added to the Network – a total of fourteen new contact names were suggested through this 'snowballing' referral process.

All 75 respondents (100%) of survey participants gave their permission for the evaluators to contact them again in future in relation to this formative project in 2009 and 2010.

6.4. Suggestions for further improvement of the Network

Some respondents gave additional comments about either their past experience of being involved in the SEE for the 2012 Games Network or suggestions for its future development. Here are some selected, helpful quotations grouped together by theme:

Connect with local delivery partners and provide advice and guidance

"...Connecting locally is crucial..." (City Region 2012 Team)

"...Just that we need to raise our game locally and develop our 2012 action plan..." (Local Authority)

"...I think it's good to see things happening - a lot of talk about legacy of 2012 - need to start making it happen..." (County Sports Partnership)

"...Come to a board meeting and focus on level of engagement - what should we do. I need to give a personal commitment to put this on the agenda..." (Learning Network)

"...We just need to know what to do..." (Sixth Form College)

Robust communication

"...Make sure events and workshops are communicated to all and keep us in the loop of what is happening..." (College)

"...Communications must be good to get colleges hooked in to 2012..."

"...Newsletter is a bit wordy..." (College)

"...Missed opportunity - Yorkshire Gold strategy has gone backwards in last three years - less detail about what's going on..." (Regional agency)

Network consultation and workshop activity

"...I'm really encouraged that you're doing research on members' views..." (Careers organisation)

"...Keen to develop relationship with the Network on how to move forward..." (College)

"...The two events I've attended I found useful..." (Disability Organisation)

"...Just about keeping awareness going - workshop would be good. The legacy and Yorkshire Gold sometimes goes quiet. We need to get down to specific actions..." (County Sports Partnership)

Marketing and Promotion Opportunities

"...The Network is a great opportunity for us to showcase and highlight facilities in FE..." (College)

"...One of Podium's greatest challenges is disseminating useful and interesting information about the Games to the right people, so that opportunities can be made the best use of. The SEE Network helps us do this in Yorkshire and the Humber, where we hope and are confident that the maximum possible benefit from the Games will be ensured. Keep up the good work! "(PODIUM)

"...Our organisation would be very happy to support and promote international communication skills for the SEE for the 2012 Games Network and its audiences..."

"...Messages need to get out there, but it's very broad spread - needs to be communicated through our local group the Sport Sheffield and Legacy Group..." (Sport sector organisation)

Opportunities for young people

"...I think the enterprise skills and opportunities for children to be involved in a very real way would be excellent. I'm really about networking and getting others going..." (Education support organisation)

"...Activity needs to be driven through what we're doing here..." (London 2012 Education Team)

"...I would have liked more information earlier than today (this consultation), not enough promotion to members of the public..." (Business association)

"...Try to involve more young people in developing activities and events and sharing of good practice..."