

The sport participation legacy of major events in the UK

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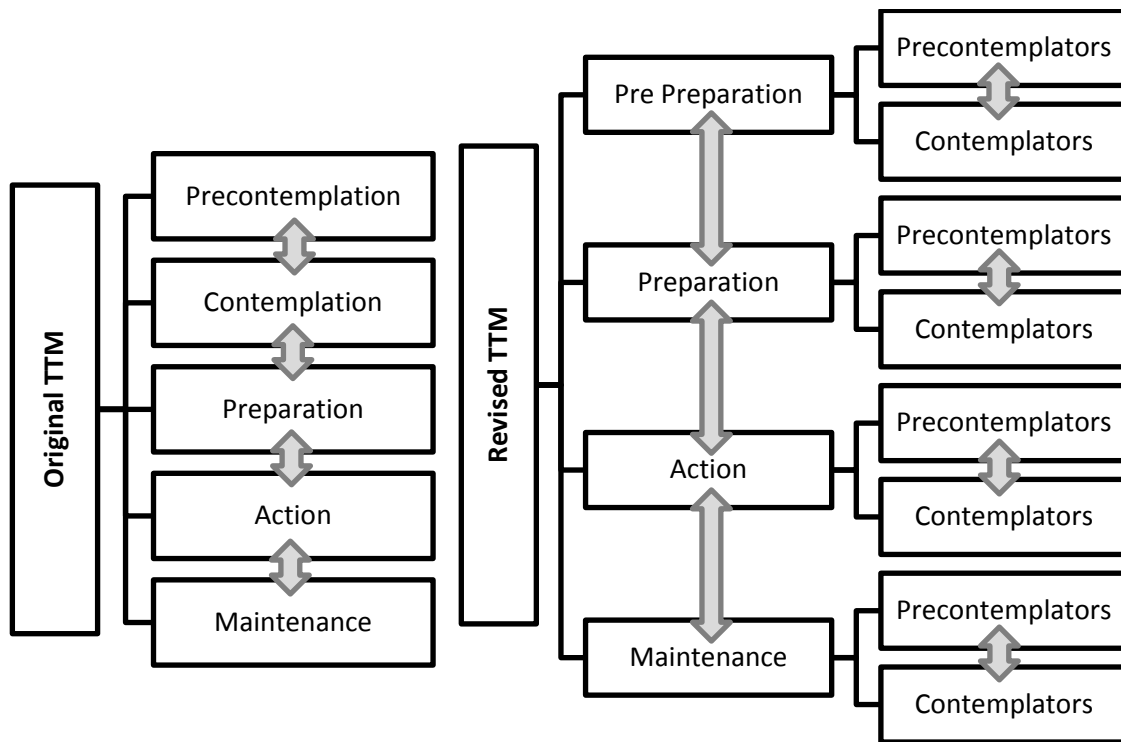
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Figure 1: Original and revised TTM stages



Source: Adapted from Ramchandani *et al.* (2017)

Table 1: The seven events

Event	Dates	Location	At event sample	Follow-up responses
FINA/NVC Diving World Series	April 2014	London	785	57
ITU World Triathlon Series	May - June 2014	London	783	25
ICF Canoe Slalom World Cup	June 2014	Hertfordshire	730	25
IPC Athletics European Championships	Aug 2014	Swansea	761	51
WTF World Taekwondo Grand Prix	Oct 2014	Manchester	430	11
NEC Wheelchair Tennis Masters	Nov 2014	London	312	23
UCI Track Cycling World Cup	Dec 2014	London	789	66
OVERALL			4,590	258

Table 2: Stages of change pre and post event

Stage	Baseline	Follow up	Change
Precontemplation	3.10%	5.43%	↓ 2.33%
Contemplation	4.65%		
Preparation	10.08%	7.36%	↓ 2.71%
Action	32.95%	34.88%	↑ 1.94%
Maintenance	49.22%	52.33%	↑ 3.10%

Table 3: Movement between the TTM stages

		Post event (Follow up)			
		Pre-Preparation	Preparation	Action	Maintenance
Pre event (Baseline)	Pre-Preparation	30.00%	15.00%	40.00%	15.00%
	Preparation	11.54%	7.69%	57.69%	23.08%
	Action	2.35%	9.41%	54.12%	34.12%
	Maintenance	2.36%	4.72%	16.54%	76.38%

Table 4: Factors contributing to TTM progression

Factor	Any Influence / Impact (%)	Average Score (out of 3)		
		Min 0	1	Max 3
Attendance at the specific event (i.e. one of the seven events)	80.00%	1.29		
Watching another major sports event or events on TV	68.57%	1.17		
Attending another major sports event or events	60.00%	1.00		
Trying sport in a non-threatening environment with other inexperienced people	51.43%	1.17		
Information I have received or obtained about local clubs or centres where I could have a go	48.57%	1.00		
Information I have received or obtained about sports I can do where I live at a level appropriate to my fitness and ability	45.71%	1.00		
Taster sessions in sports / recreational physical activities I have taken part in where I live	37.14%	0.80		
Talking to sports people about the right types of sport for me to try	28.57%	0.67		
Meeting athletes and hearing how they got started in their sport	20.00%	0.37		

Table 5: Perceived demonstration and festival effects of events

Event	Demonstration	Festival
Canoe Slalom	"Seeing elite athlete inspires me to do more exercise and gives an example to refer to my kids."	
IPC Athletics	"To see that anyone despite severe disabilities can compete at such a high level was inspirational."	
Track Cycling	"I found it very exciting to see professional cyclists on bikes specifically designed for their sport. I don't think I can ride like them or get bikes like them, but it is somewhat inspirational to watch and that does affect the way I think about riding."	
	"The competition between riders made me want to start racing myself, which I'm now doing on the road."	
Wheelchair Tennis	"I love playing wheelchair tennis and watching top athletes inspired me to get out and play more."	
Taekwondo		"Energy in the room created by a fantastic atmosphere makes watching any sport more enjoyable. The energy & enthusiasm then continues when you get home and you want to be part of that when you train yourself."
Diving	"Watching elite sports people inspires me to do better."	"The amazing facilities in London (practically on my doorstep) and feeling inspired to work on something to achieve."
	"Seeing how dedicated the people are to their sport. I also spoke to someone on the day who was having a diving lesson afterwards and it always inspires me to try new things when I see others doing things like diving lessons."	
Triathlon		"The atmosphere and friendliness of triathlon. Love that everyone races the same course and the crowd encourage everyone."
		"The inclusiveness of the sport and family atmosphere was fabulous. The have a go attitude that encourages all abilities to take part and embraces the philosophy of its not the winning but the taking part. I have encouraged others to give Tri a go with great results and fun."
	"Seeing people my age and older participating in the amateur team event preceding the Elite Triathlon helped reassure me I can carry on training for and completing marathons for as long as I feel motivated to do so. And then seeing young elite athletes who have trained so hard to be the best they can be just delights and uplifts me."	