



COMMONWEALTH GAMES

Glasgow 2014

THE LEGACY TEN YEARS ON

Today (23rd July 2024) marks ten years since the Glasgow 2014 Commonwealth Games Opening Ceremony. In a survey commissioned by Spirit of 2012 and the Centre for Culture, Sport & Events (CCSE) at University of the West of Scotland, we found high levels of public positivity about the event's long-term impact.

Our survey data shows that the people of Scotland have high expectations of the sorts of legacy events should deliver – and that Glasgow 2014 met those expectations.

What do Scottish people think today?



SURVEY RESULTS

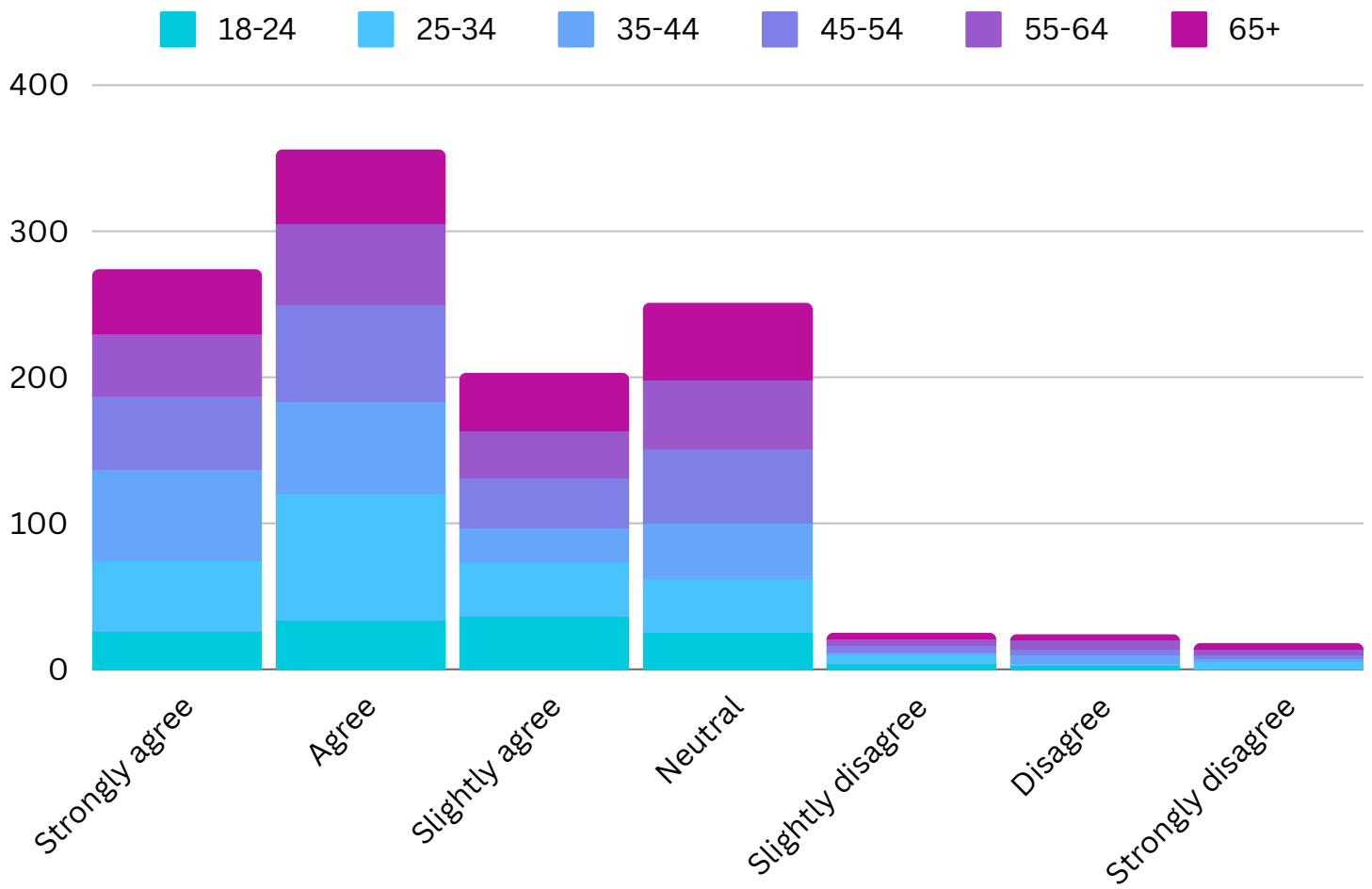
AT A GLANCE

- Increased civic (71%) and national pride (75%).
- Improved Scotland's international reputation (75%).
- Enhanced access to sporting facilities and activities (69%)
- Increased emphasis on public health and physical activity (76%)
- Strong support (73%) that the Games enabled Glasgow to host other major sporting events.
- Generated a lasting impact for the host city (69%)

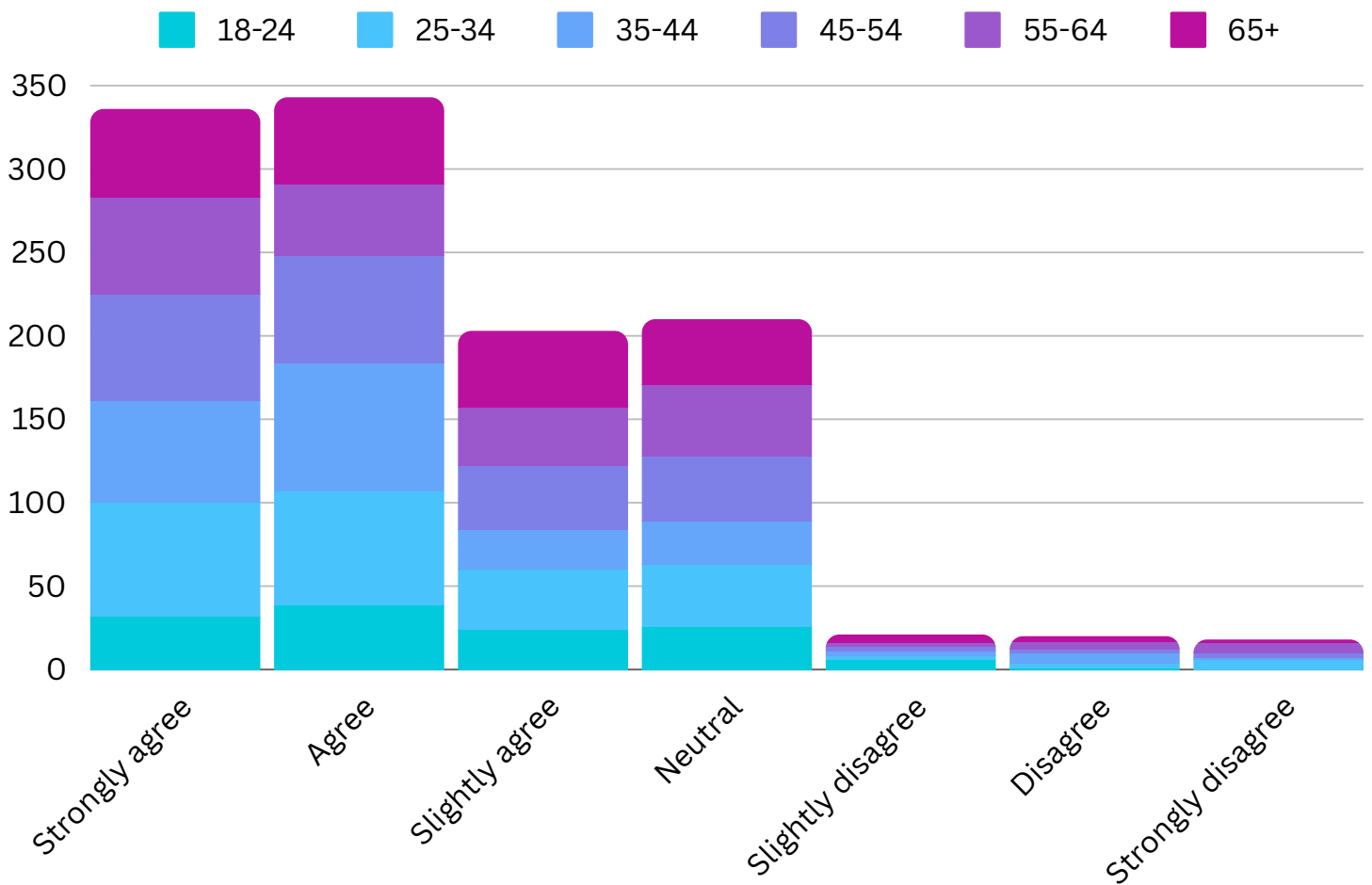
These findings were generated from a nationally representative online poll of 1151 adults across Scotland conducted by Focaldata between 3 May and 10 May.

1. Across different age groups, there is widespread agreement about the role of Glasgow 2014 in increasing civic pride in Glasgow, and national pride in Scotland

"Hosting the Glasgow 2014 Commonwealth Games made me proud of Glasgow"



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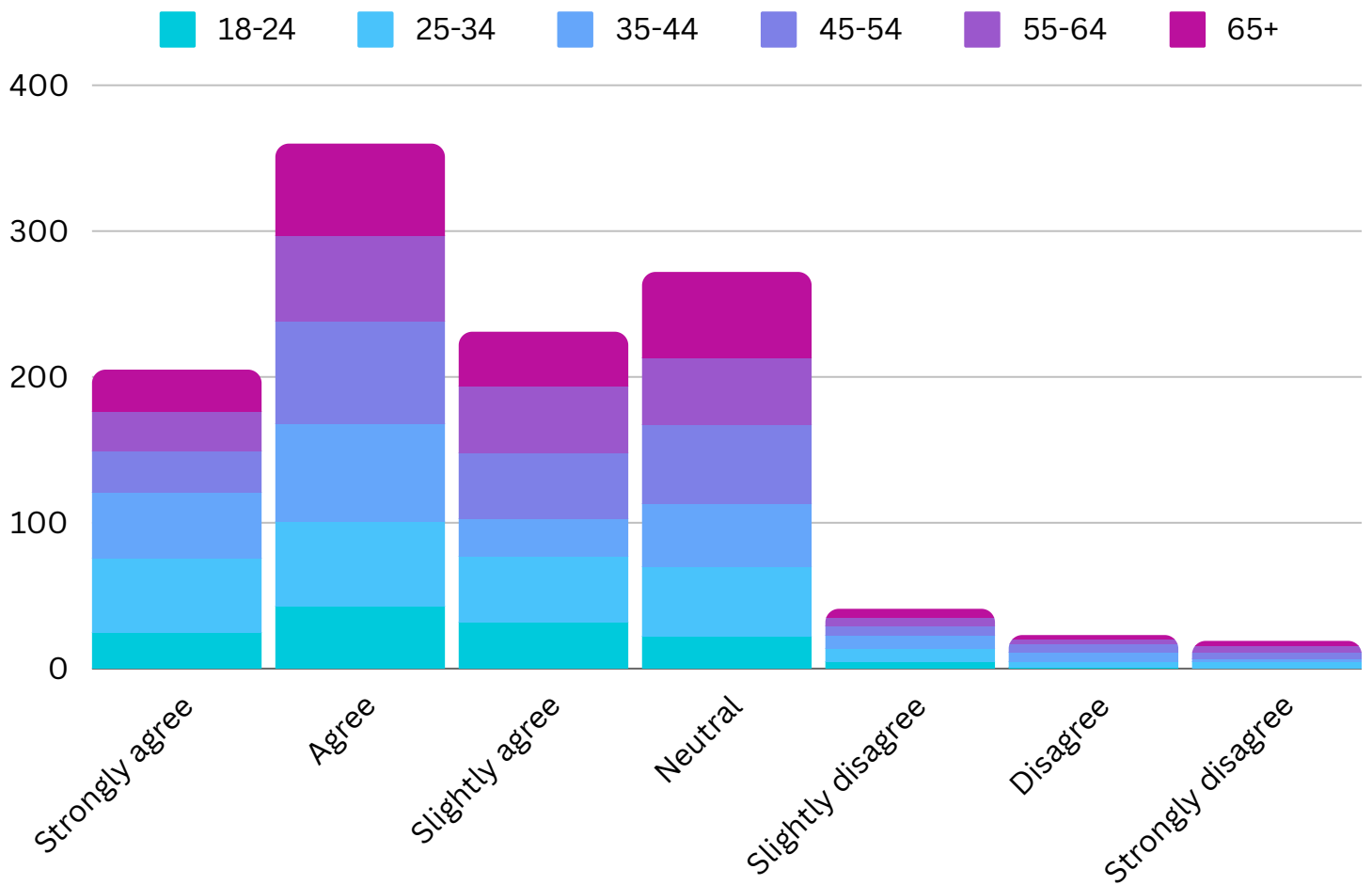


Glasgow - Overall 69% agree but 78% for 18-24 and 64% for 65+ and slightly higher agreement by males

Scotland - Overall 72% agree but higher at 78% for 25-34 year olds and 67% for 65+ equal on sex

2. A majority also agreed that the event improved access for people to participate in sports and physical activity

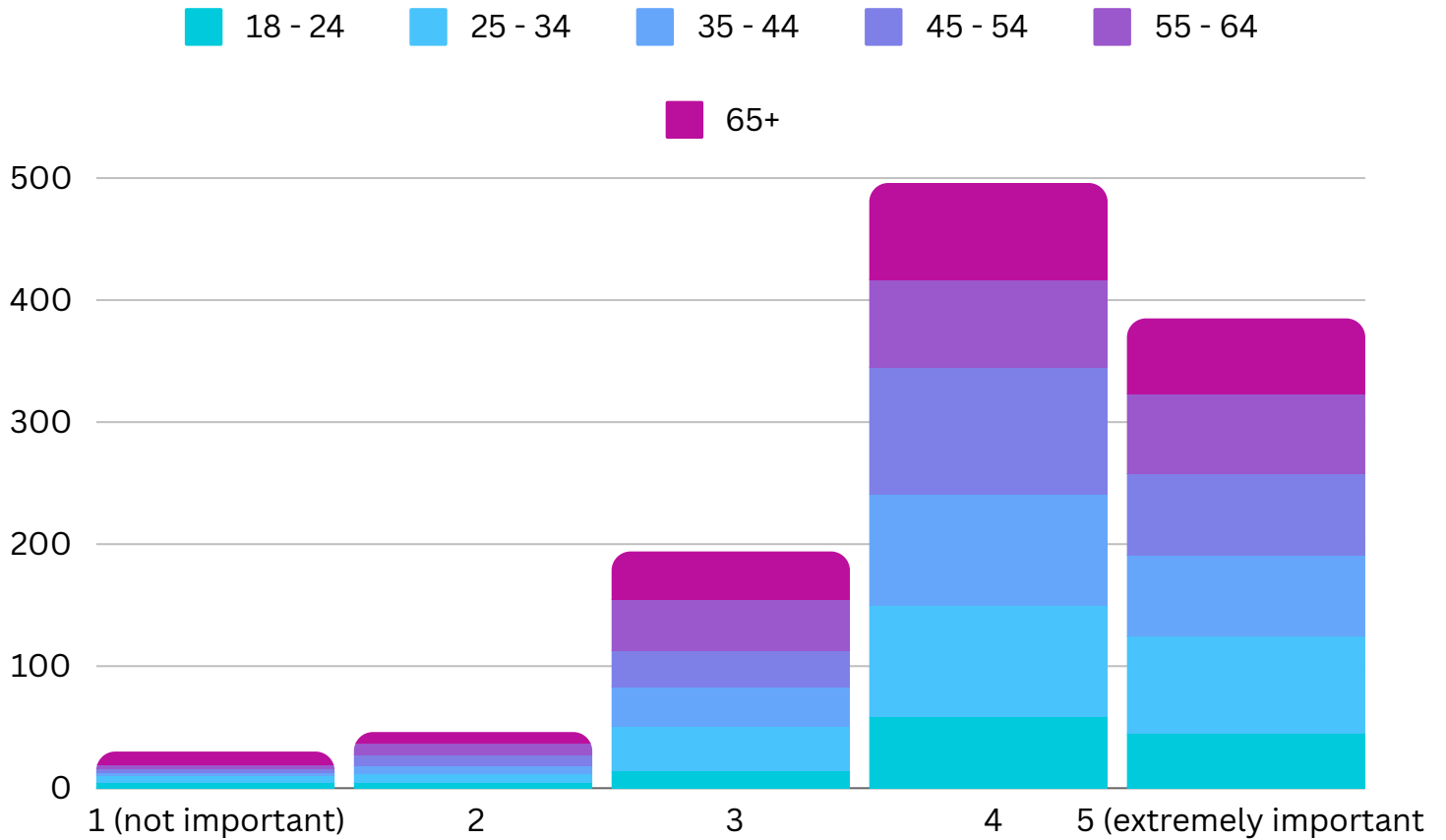
"The Glasgow 2014 Commonwealth Games improved access for people to participate in sport and physical activity in Glasgow"



Overall 69% agreed and only 8% disagreed. Key message in accessibility of venues, infrastructure etc. 78% of 18-24 year olds agreed compared with 64% of 65+.

3. As we look to future events, we need to think carefully about the role that they could play in increasing physical activity. Our survey suggests public health messages are working, but people want to do more.

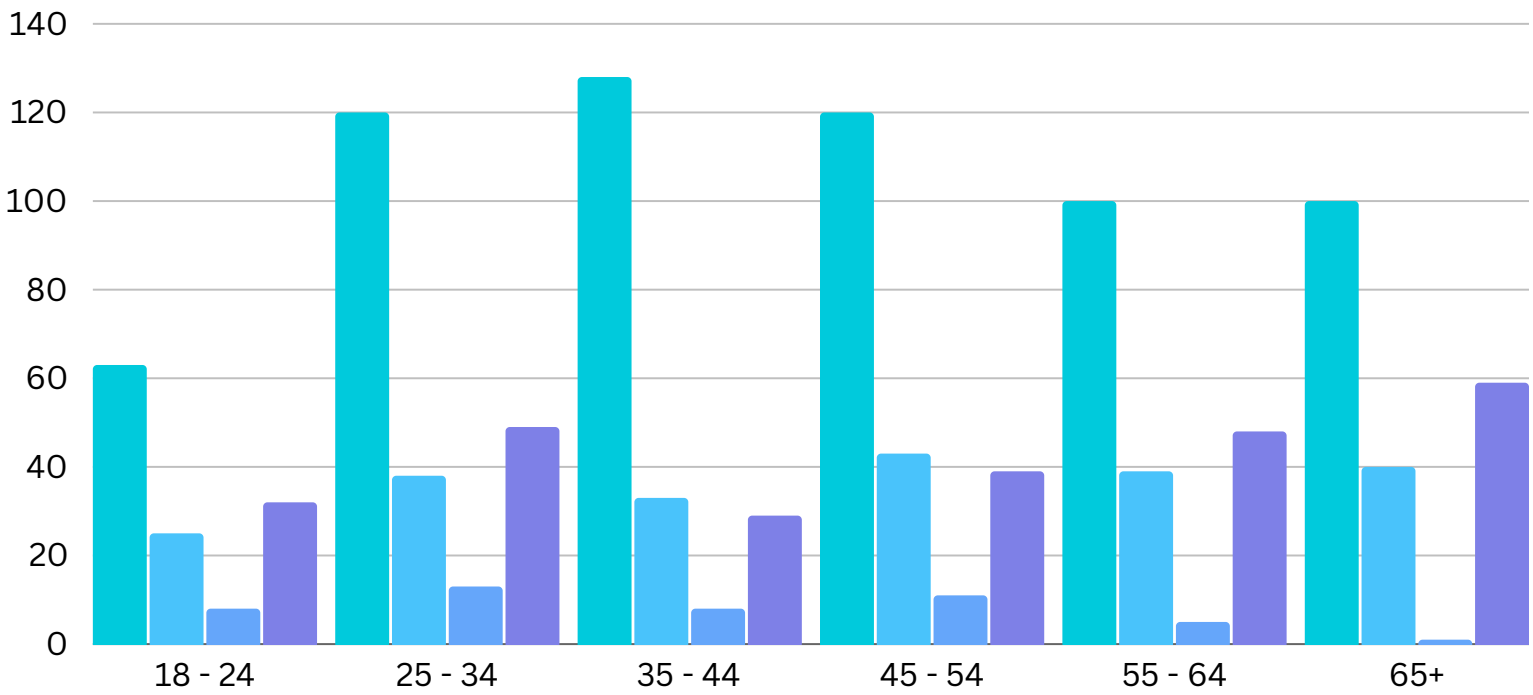
On a scale of 1 to 5, Please indicate how important physical activity is to you.



76% scored the importance of physical activity 4 or 5, indicating public health physical activity messages are working.

Which statement best describes how you feel about your activity levels?

- I would like to do more physical activity than I do now
- I feel like I should do more physical activity than I do now but I do not want to
- I would like to do less physical activity than I do now
- I do as much sport or physical activity as I want to



54% of respondents would like to do more physical activity than they are.

What does this mean?



DISCUSSING THE DATA

- Agreement about the positive impact of the 2014 Games was found across different demographic groups including age, income and ethnic background.
- Glasgow residents were likely to have a stronger opinion – in both directions – than Scots living outside of Glasgow. Whilst disagreement with the statements was low overall, it is worth noting that 15% of Glasgow residents disagreed that it had a positive impact on quality of life in Glasgow, compared to 9% of the rest of the country. At the same time, they were less likely to be neutral, more likely to agree, and agreed more strongly than those outside of Glasgow. This is a reminder that those living in the host city of an event are likely to have both higher expectations and feel both benefits and disruptions more keenly.
- The findings suggest that the legacy benefits of an event like Glasgow 2014 are not restricted to its host city: we found that agreement was high from people outside Glasgow across all of our statements. Event evaluations looking to isolate the benefits of an event to its immediate geographic area are likely to undersell its impact.
- 40% of our sample either did not take part in, or could not remember taking part in Glasgow 2014, including through watching it on television. This means significant numbers of people who were not involved in the event still believe it had a wide range of benefits. This has implications for debates about whether benefits are restricted to those who directly engage with an event – our results show that a substantial percentage of the public believe there is significant long-term benefit of hosting events if they do not attend (“non-use value”).

What have we learnt?



IMPLICATIONS FOR POLICY

These findings suggest that sporting events that are well planned and delivered can continue to produce positive memories a number of years after they have ended. People within and beyond the host city, whether they attended or not, are positive about what Glasgow 2014 did for the city and the wider nation, in terms of sporting facilities, opportunities to participate, pride in place and international reputation as an event city.

These findings align well with national policy developments that recognise the importance of major sport events. VisitScotland has recently published its new Event Strategy that emphasises the importance of signature events when they are ‘responsible’, ‘inclusive’ and align with national

strategic priorities. Glasgow Life are also developing a new Events strategy to 2035 and building on the success of Glasgow 2014 on the anniversary of the Games.

With the potential to host the next Commonwealth Games, in 2026, Glasgow will build on its inclusive approach, having recently appointed a social impact officer and working closely with the Glasgow City Region Economic Development Group and Clyde Gateway to ensure the continued development of Glasgow's East end.

Access to the full data tables available to researchers, policy makers, practitioners and journalists on request.



spiritof2012.org.uk

ccse.uws.ac.uk