

ECTN INTERREG IIC Project

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Template for case studies

Organisation (English)	Welsh Economy Research Unit
Organisation (in original language)	
Contact details	Calvin Jones
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Legal Status of organisation	
Title of the Institution / Project in English	The Evaluation of Cultural and Sporting Events : Context, analysis and policy
Title of the Institution / Project in Original Language	
Summary of Case study/project	The Evaluation of Cultural and Sporting Major Events
Organisations Concerned	Cardiff University
Case study/Project detailed description	<u>Review of current methodologies for event evaluations</u> -hugely variable in method & rigour

	<p>-often ad hoc, pre event basis, partisan and partial -optimistic -little consideration of displacement issues -rare to see post event evaluation of economic impact <u>Result:</u> studies used misleadingly for PR effect, raising expectations & fostering cynicism</p> <p>some EIA example results. But how does economic development actually work? Mostly by jobs short-term demand value added</p> <p><u>Different approaches...</u> -- Spilling, O (1998) "Beyond intermezzo? On the long-term industrial impacts of mega-events? The case of Lillehammer 1994." -- Jones, C. (2005) "Major Events, Networks and Regional Development" -- http://www.culturalpolicy.arts.gla.ac.uk/</p> <p><u>Our responsibilities</u> ..consider the opportunity cost ..commission thoughtfully ..capacity build-learn a little ..use neutral expertise –govt statisticians, economists etc</p> <p><u>conclusions:</u> <u>a suitable policy/evaluation structure</u> a strategic approach to event hosting –makes explicit final goals and theoretical approach –sets out appropriate evaluation framework –encourages positive feedback loops & best practice –avoids intra region/nation competitive inefficiencies –holistically balances costs and benefits –supports events that fit with wider goals/brand/culture –a ‘cross cutting’ approach: development/participation /learning/exclusion –learn best practice from across govt departments</p>
Outputs	<p><u>a more appropriate event evaluation</u> ..a long-term & contextualised view ..Consistency with evaluation of other sectors (tourism satellite accounts approaches etc.) ..events and the ‘value added ladder’ ..explicitly incorporate environmental sustainability ..‘arms length’ commissioning and resorting ..Bring event evaluation into the ‘economic mainstream’</p>