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Preface

The International Olympic Committee (IOC) in partnership with International sports Federations (IFs) have set out to construct State of the art Multi-purpose Olympic Sport For Hope facilities in developing countries. The aim of the centers is “To provide young people and communities in developing countries with positive sport and lifestyle opportunities and to promote the principles and values of Olympism.” In 2010 the first of the planned Major sports facilities was officially opened in Lusaka, Zambia. In June 2014, the second Olympic Sport for Hope center was opened in Port-au-Prince, Haiti.

The purpose of this study was to empirically explore respondents ‘perceptions of whether the Olympic Youth Development Center (OYDC) offers any benefits to local communities and or the advancement of national sport as perceived by users, residents, the National Olympic Committee, National sport Federations, municipality, and ministry of sport.

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I would like to thank OYDC Board and management for allowing me to conduct research at the center. It is my hope that findings in this study will be useful to the Olympic Youth Development Centre in Lusaka and the newly opened Olympic Sport for Hope Centre in Haiti.

And the following for contributing to research: Mr. Mayamba Sitali, Mr. Sombwa Musunsa, Ms. Hazel Kennedy, Mr. Johnny Zimba, Ms. Misozi Phiri, Mr. Malimba Yasini, Mr. Gibson Muyaule, Mr. Lyson Zulu, Mr. Shadrack Mulilo and many others (athletes, parents, residents, OYDC members of staff) who spared some of their busy time to contribute to my study.

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I dedicate this thesis to my dear parents Bashikulu na Banakulu Mpundu Mr. Gabriel D Chileshe and Mrs. Aurelia Chileshe and my Dear sister Modester for your love, support and prayers.

Summary

The International Olympic Committee (IOC) in partnership with International sports Federations (IFs) have set out to construct State of the art Multi-purpose Olympic Sport For Hope facilities in developing countries. The aim of the centers is “To provide young people and communities in developing countries with positive sport and lifestyle opportunities and to promote the principles and values of Olympism.” In 2010 the first of the planned Major sports facilities was officially opened in Lusaka, Zambia. In June 2014, the second Olympic Sport for Hope center was opened in Port-au-Prince, Haiti.

The purpose of this study was to empirically explore respondents’ perceptions of whether the Olympic Youth Development Center (OYDC) offers any benefits to local communities and or the advancement of national sport as perceived by users, residents, the National Olympic Committee, National sport Federations, municipality, and ministry of sport.

Design/methodology/approach – A mixed methodology approach was employed involving qualitative and quantitative methods. Semi-structured interviews, participant observation and a survey questionnaire were employed for data collection. A total of four-group interviews and 8 individual semi-structure interviews were conducted. Two surveys one involving OYDC users (N=178) and residents (N = 30) were conducted using random sampling. In addition, notes from observations made during data collection at the center and in the communities were recorded and added to the study.

Findings: Overall, findings of this study indicate that respondents’ perceived that the OYDC had both positive and negative impacts with positive impacts predominantly outweighing negative impact. The study concluded that the existence of OYDC positively contributed to the advancement of community and national sport and offered range of benefits to the local community.

Abbreviations/ Acronyms

IOC International Olympic Committee

LCC Lusaka City Council

MSYCD Ministry of Sport Youth and Child Development (Zambia)

NF National sports Federation

NOCZ National Olympic Committee of Zambia

OYDC Olympic Youth Development Center

SDP Sport for Development and Peace

UN United Nations

UNEP United Nations Environmental Program

OVEP Olympic Values Education Program

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1.0 Introduction

The power of sport to transform lives and as a tool for development has received a lot of attention in both academic circles and the sport and development sector over the last few decades. The power of sport has been acknowledged by both public and private sector. Over the last six decades, both developed and developing nations have shown keen interests in harnessing the power of sport by developing policies that support the growth of sport by renovating or constructing sport infrastructure as a means of encouraging personal and community development (Coates, 2007; Hanning, 1998).

The benefits that are perceived to come as a result of sport and the construction of sport facilities such as stadia go to both individuals, the community and the economy (Crompton, 2004; Grieve & Sherry, 2012). In a study of community benefits of major sport facilities Grieve & Sherry (2012), used the term community benefit to explain the justification of government subsidy and financial support for construction or rehabilitation of sport facilities. Judging from literature, there seems to be a general understanding that such facilities will be subsidized by public monies as the benefits they provide to the community outweigh any financial costs (see Douvis, 2012; Coates & Humphrey, 2008; Crompton, 2004). Opponents to this notion argue that there is no evidence of substantial benefits of major sport facilities to communities and that such facilities are not viable in business terms (Chalip, 2002; Coates & Humphreys, 2008).

Despite such opposing views from a good range of academic researchers, government and private authorities in countries world over continue to invest in sport infrastructure. Gratton et al., (2005) assert that many governments around the world have adopted national sport policies that specify the hosting of major sport events as a key objective with perceived benefits

involving urban regeneration legacy, sporting legacy tourism and enhanced image, and social and cultural benefits as well as economic ones.

The International Olympic Committee (IOC), has set out to harness the power of sport. Through its Olympic Solidarity Olympic Sports for Hope program, IOC has set out to construct state of the art sport facilities in developing nations. The aim of this program is “To provide young people and communities in developing countries with positive sport and lifestyle opportunities and to promote the principles and values of Olympism.”

In 2010 the first Olympic Sport For Hope Center was opened in Lusaka, Zambia as a partnership between IOC, the Zambian Government and the National Olympic Committee of Zambia (NOCZ) established the Olympic Youth Development Center (OYDC) in Lusaka, Zambia. Building on the experience from Zambia, the second Olympic Sport for Hope, Center was opened in July 2014 in Port-au-Prince, Haiti.

The Olympic Youth Development Center is regarded as a major sports facility since it offers world class sporting facilities for both community and elite athletes. The center houses sports facilities for up to 17 sport disciplines. The Olympic Youth Development Center also runs educational programs for its athletes in addition to sport activities. The OYDC is jointly owned by the National Olympic Committee of Zambia, the International Olympic Committee, and the Zambian government through the Ministry of Youth Sport and Child Development.

The purpose of this study is to explore if there are any community benefits derived from the development of major sport facilities, in this case the study intends to examine the benefits of the state of the art sport facilities at the Olympic Youth Development Center in Lusaka, Zambia to the local community as perceived by users, non-users and other stakeholders.

Research Question: Do the major sport facilities at the Olympic Youth Development Center in Lusaka offer any benefits to the national advancement of sport and the local community as perceived by users, non-users and other stakeholders?

The study will apply a mix of frameworks the triple bottom line and opportunity cost in assessing economic, sociocultural and environmental impacts on the community.

Chapter one gives an introduction to the study, chapter two gives an overview of the study subject, the Olympic Youth Development Center (OYDC). Chapter three presents an overview of literature related to sports facilities then chapter four will discuss frameworks used to assess perceived impacts of major sports facilities, namely the opportunity cost. Chapter five will identify the methodology designed for this study. The findings of the study will be disclosed in chapter six then, a discussion of findings from the study will be given in chapter seven. The last and final chapter, chapter eight, will present the conclusions drawn from the analysis as well as study limitations the chapter will close with a brief discussion of recommendations for further analysis and research.

2.0 The Olympic Youth Development Center

The Olympic Youth Development Center (OYDC) is located in Zambia's capital city, Lusaka. Built in 2010, the OYDC is the first in a series of Olympic Sport for Hope centers earmarked to be built by the International Olympic Committee (IOC). The aim of the IOC's Olympic Sport for Hope program is to construct state-of-the-art sports facility centers in developing countries as a way to provide the community youth with a place to practice sports as well as to learn about the Olympic values which are: Respect, Excellence, Friendship, Inspiration, Determination, Equality, Courage, Respect means, accepting people's differences, Excellence: Always trying your best, Friendship: Getting to know other people, Inspiration: Looking at others to find out who you really are, Determination: Not giving up, Equality: Accepting inter-dependency, Courage: Getting out of your comfort zone. According to IOC website;

Olympism is a philosophy which places sport at the service of the harmonious development of men and women, and contributes to building a better world by educating youth through sport. In this sense, a healthy global and local environment is a natural partner of the Olympic ideals and the promotion of Olympism. (www.olympic.org)

Below is a list of set objectives for the IOC's Sport for Hope centers :(Sport for Hope brochure, 2010)

- To give young people the chance to practice sport actively and develop their bodies, minds and wills in the Olympic spirit.
- To offer athletes modern and professional training opportunities.
- To support coaches and sports administrators.
- To organize sports competitions.
- To create a meeting place for shared experiences for the local community, and thereby contribute to social development.
- To provide educational programs in collaboration with Olympic Solidarity.
- To provide health services. (p.2)

2.1 Location and background

Map 1. The location of Zambia and its neighboring countries.



Source: Google maps

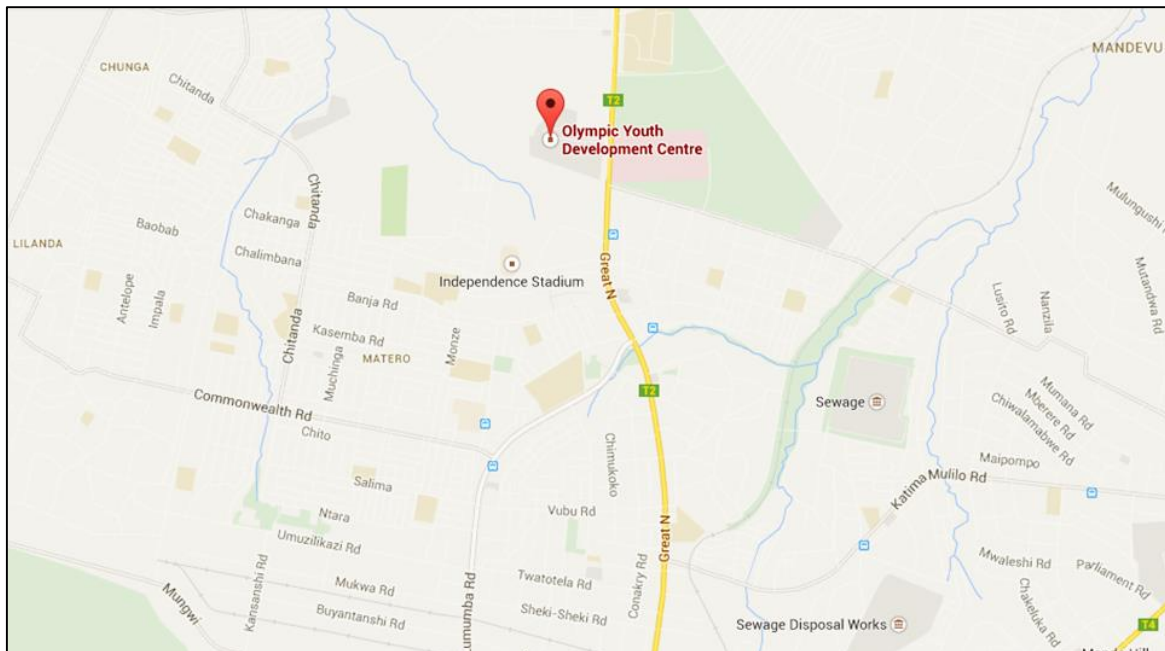
Zambia is a landlocked country in South Central Africa. The name Zambia is derived from the Zambezi River, which begins in the North-Western part of the country in an area, called Kalene hills. The Zambezi River meanders its way from the North-Western province south-wards forming a boundary with Zambia's southern neighbours: Namibia, Botswana, and Zimbabwe (Chipande, 2009). Zambia's other neighbouring countries are: Mozambique, Malawi, Tanzania,

Democratic Republic of Congo, and Angola bringing the total number of neighbours to eight. According to the last official national Census of Population and Housing, Zambia's population stood at 13,092,666 as of 2010 (Zambia Central Statistical Office, 2012). The population composition is 98.7 percent African, 1.1 percent people whose ancestors came from Europe and 0.2 percent others. Zambia has about 73 indigenous languages and English is the country's official language (Musambachime, 2003 cited in Chipande, 2009). Politically, Zambia formerly called Northern Rhodesia under British rule gained her political independence in 1964. Zambia is a peaceful young democratic nation.

In economic terms, Zambia is categorized as a lower middle income developing country (www.un.org). According to the World Bank, urban youth unemployment is one of Zambia's main economic challenges.

“Unemployment in Zambia is an issue, but afflicting mainly the urban youth. In 2010 about 8.5 percent of Zambians in the working-age group reported themselves as unemployed. There was a significant urban–rural difference, with the urban unemployment rate at 19.6 percent, more than six times the rural rate of 3.1 percent.” (World Bank, 2012, p.18)

Map 2 Location of the Olympic Youth Development Center.



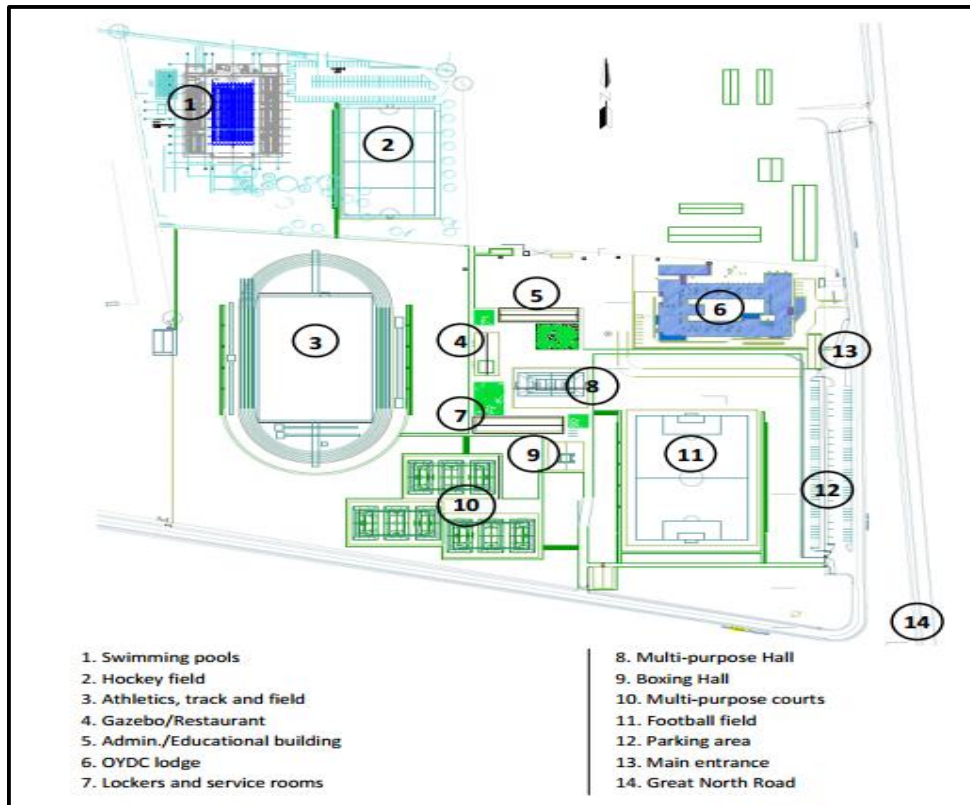
Source: Google maps

The OYDC is located in Lusaka, the capital city of Zambia. The multi-sports facility is located along the Great North road. The center is situated in Mandevu constituency near the newly built national football stadium. The area is surrounded by high density residential areas, with low income markets, crowded health centers, 16 public schools with an estimated 1,500 to 2,500 pupils each, orphanages, street children centers among other issues (OYDC Business plan, 2010). The OYDC`s primary target are 10 local communities which are situated in Mandevu and Matero constituencies (M. Sitali personal communication 26.03.14). Matero and Mandevu constituencies have 57, 053 and 74, 849 residential households respectively and a combined total of 132,906 households. By 2010, Mandevu and Matero had a combined total of 632,500 residents of which 460, 221 were persons under the age of 18 years (Zambia Central Statistical Office, 2012).

2.2 Facilities

The OYDC is equipped with multi-sports facilities for up to 17 sport codes whose initial construction costs amounted to \$14 million US dollars (M. Sitali personal communication 26.03.14). The facility includes multi-purpose areas for basketball, handball and volleyball. The center also has an Olympic-size swimming pool, synthetic pitches for football and hockey, athletics, tennis courts, weightlifting and a boxing hall. The facilities are regularly accessed by 4,263 users (OYDC annual report, 2012) and a combined estimate of about 8.000 - 10.000 youths per week (M. Sitali personal communication 26.03.14). The center which caters for both grassroots and elite athletes also has a high performance center for Athletics and soon one for Judo. In addition to the sports facilities, the OYDC also has a lodge, restaurant and other structures which are open to members of the public.

Map 3. The floor plan of the Olympic Youth Development Center-Lusaka.



Source: Adapted from OYDC plans

Since its inception, the OYDC has hosted high profile events and personalities such as the All Africa Junior Swimming champions, the African Youth Field Hockey Championships which were also a qualifier for the Nanjing 2014 Youth Olympic Games (YOG), the Southern African Youth Basketball Championship, Southern African Volleyball Club championship, African junior Athletics Championship to mention a few. In addition, the OYDC has co-hosted the Zone six under 20 Games which are multi-sport youth games for Southern African countries. Apart from hosting events, the Olympic Youth Development Center has also played host to training camps for local national teams and some high performance athletes from France and Switzerland and part of the UK swimming team bound for the 2014 Commonwealth Games which were held in Glasgow. The center has also played host to Zambian and foreign sports icons such as Zambia's football legend Kalusha Bwalya, Zambia's 400 meters hurdles former world champion and Olympic silver medalist Samuel Matete, British swimmer and Olympic gold medalist Rebecca Adlington, former England international John Barnes just to mention some. The center

has also played host to some prominent figures outside sport such as Princess Ann of Britain and UN secretary general Ban Ki-Moon who visited the center together with former IOC president Jacques Rogge.

2.3 Programs and Activities

Sport for All, Sports Academy and High Performance: OYDC runs sports programs for mass participants, academy athletes and high performance athletes with 4263 regular participants (OYDC annual report 2012). The center runs under 15 Youth Sport Challenge leagues in various sports disciplines which are sponsored by Samsung Electronics, the IOC President's (Athletics Challenge), Mr. Coen Tuellings, Zamtel (Swimming Challenge) among other companies and organizations. The Youth Challenge Leagues involve thousands of youth and children in a variety of youth activities.

The sports academy organizes and coordinate activities for academy and high performance athletes whose activities are coordinated by the national federations in collaboration with the volunteer coaches. Other sports disciplines, hockey, basketball, judo, taekwondo, table tennis, basketball, handball, netball and football have academies.

The OYDC hosts a regional Athletics High performance Centre (HPTC) whose aim is to provide a world class IAAF approved training environment for local and international high performance athletes. The HPTC was established with support from IAAF, CAA and the Zambia Amateur Athletics Association (ZAAA). The OYDC also has high performance programs in other sports such as table tennis, handball and football.

Training programs: OYDC runs training programs for competition officials, administrators in various sports with support from Olympic Solidarity, IFs, NFs, NOCZ and other national and international sports organizations such as the Norwegian Olympic and Paralympics Committee (NIF).

Health and Education: OYDC provides free health education and medical services to athletes, coaches and staff. The programs are undertaken in partnership with various stakeholders such as

Ministry of Community Development, Mother and Child Health, ZPI, Lusaka Dental School and the University of Zambia Eye Clinic. The medical services include basic medical checks, eye-screening services, Ear, Nose, and Throat (ENT) screening, dental checks and physiotherapy services. The Young Leaders conduct health education programs for their fellow athletes and the public.

The Zambia-Led Prevention Initiative-The project is aimed at strengthening efforts and responses towards the HIV and AIDS pandemic through specially designed interventions for girls through the GROW Girls project and community mobilization through Participatory Learning Action methodologies.

Olympic Values Education Program (OVEP): OYDC trains its athletes in Olympic Values. The focus is to develop the youths with an understanding of Olympic values and mature into good sports men and women. Young Leaders teach their peers.

Environmental Education Program: The environmental education program focuses on educating youths and children on environmental health issues. The program is extended to satellite schools and communities by trained young leaders. Environmental cleaning and tree planting are some of the activities undertaken through this program.

Young Leaders: OYDC trains young athletes as leaders in sport and life skills activities. The young leaders take up coaching, officiating, and educating of their fellow youths and children at the center and in satellite project sites. Some of the education topics covered by young leaders during outreach programs included topics the Olympic Movement, HIV and AIDS prevention, Anti-doping, Nutrition and Environmental cleaning.

Event Hosting: OYDC hosts local and international events such as sports competitions and coaching workshops that are organized by National Federations through their International Sports Federations with further support coming from Olympic Solidarity through the National Olympic Committee of Zambia (NOCZ). The center also hosts non-sports events and hires out some of its facilities as part of its fundraising activities.

2.4 Human Resource

OYDC has 400 employees attached to the facility (OYDC Annual report, 2013), and about 400 regular volunteers with an estimated additional 500 event related volunteers (Personal communication).

2.5 Stakeholders

The Olympic Youth Development Center has many stakeholders, some of whom are the International Olympic Committee (IOC), the National Olympic Committee of Zambia (NOCZ), the Zambian government through the Ministry of Sport Youth and Child Development (MSYCD), various National and International sports Federations, sponsors, and the local community just to mention some. Although most of the construction (about 90%) was funded by the IOC and International Sport Federation, the Zambian government spent and continues to spend substantial amounts of resources in monetary form, human resource, tax exemption, land and other materials which some critics may argue could be channeled to other areas of development for the benefit of the community. The contributions and the focus that links the Zambian youth and sport policy to the OYDC values makes the Zambian government through the sport ministry a significant stakeholder.

3.0 Development of the framework for research

The purpose of this chapter is to present a review of the literature related to the variables in the study. The chapter will be presented in two parts which will be subdivided into five sections as outlined in earlier studies undertaken on community benefits of major sport facilities. These sections are; The economic impacts and non-economic impacts which are divided into, sociocultural and environmental impacts. The sections below presents literature which was regarded to be relevant to this study and outlines how previous empirical studies of these variables influence or inform the current research.

3.1 Economic impacts

This section gives a brief outline of literature related to economic benefits of major sport facilities and stadia. The section covers literature on both negative and positive impacts of sport facilities and stadia.

Sports facilities have potential to have both direct and indirect effects on the host community's economy (Baade, 1990; Johnson, 1991; Rosentraub, 1997). Rosentraub, (1997) highlights some direct benefits of a sports facility as: increased personal income, new job growth, additional spending and increased tax revenues.

A large part of literature on the benefits of sports facilities is primarily focused on the economic impact of professional stadia and arenas for major league sports in North America (for example see, Douvis, 2008; Rosenstraub, 1997; Chapin, 2002; Baade, 1990; Johnson & Sack, 1996). This literature has been dominated by two types of studies categorized as follows: (1) economic impact analyses undertaken for a specific proposed or existing sports facility or team and (2) longitudinal or cross-sectional studies of the impact of sport facilities on cities (see Grieve & Sherry, 2012; Chapin, 2002). According to Chapin (2002), the first subset is dominated by consultant prepared reports that indicate that teams and facilities have a substantial impact on the local economy. The stated impact is often said to be overrated. The second subset is dominated by scholar prepared studies that almost universally conclude that, on economic terms alone, sports facilities are not wise investments (Noll & Zimbalist, 1997; Crompton, 2001; Chapin, 2002). Eckstein and Delaney (2002) further state that there is growing evidence that there is "little economic windfall from publicly funded stadiums" (p. 235). While Walton, Longo, and Dawson (2008) have also questioned the legitimacy of public subsidies to sport facilities. Chapin (2002) confirms that "economic costs and benefits have garnered the lion's share of attention in the literature" (p. 2). The economic impact of sports facilities has received the majority of attention from scholars partly because project proponents have usually justified public expenditures on stadia and arenas on purely economic grounds (Chapin, 2002). The literature on the economic impacts of sports facilities appears biased, with consultants usually determining that teams and sports facilities have a sizable economic impact whilst scholarly studies almost unilaterally conclude that sports facilities do not provide a net economic return to the community

(Crompton, 2001). Noll and Zimbalist (1997) support this view and acknowledge that independent studies of sports facilities invariably conclude that they provide no significant economic benefits and state that a new sports facility has an extremely small (perhaps even negative) effect on economic activity and employment. Coates and Humphries (2003) also confirm that many authors of academic literature have found no economic impact of professional sports facilities and franchises on income and employment and have found that in fact some research identified a negative impact of professional sports on urban economies (Baade, 1996; Baade & Dye, 1990; Baade & Sanderson, 1997; Rosentraub et al., 1994). Gratton and Henry (2001) argued that the economic impact research has often been politically driven to justify the expenditure on new facilities and the validity of many of the results is questionable. Based on the works cited above, there is a large body of growing evidence that indicates that there is no economic benefit, and sometimes even an economic cost, associated with the development of stadia and arenas.

3.2 Why are there no economic benefits?

Coates and Humphries (2003) attribute the lack of economic benefit attributable to development of sport stadia to the finding that household spending on sports is “highly substitutable” (p.8) for other forms of entertainment spending. Sport does not induce residents to increase their total spending, they simply maintain their level of entertainment spending but alter the allocation of this spending towards sport-related spending and away from other close substitutes. Noll and Zimbalist (1997) agree that nearly all spending at stadia is simply shifted from other forms of entertainment like restaurants and movies.

Other economic studies have shown that earnings and employment in the United States’ amusements and recreation sector (the sector of the economy containing professional sports) rise at eating and drinking establishments and retail trade establishments fall with the size of the professional sports environment in the cities (Coates & Humphries, 2003). Further studies by Porter (1999) and Porter and Fletcher (2002) in their study of cities that hosted major sport facilities in the United States of America, reported little or no increase in hotel occupancy rates, retail sales, or airport traffic in cities that hosted major events such as Olympic Games and Super Bowl. Visitors attracted by a new sports facility or major sporting event may occupy hotel rooms and eat meals that would have been purchased by visitors who came to the city for other reasons,

and the direct spending on sport made by these visitors would have gone to other entertainment establishments. There may also be costs associated with developing new sports stadiums. Money spent subsidizing these sports facilities may come at the expense of other important and highly productive public services. For example, there “may be fewer police on the street, fewer firemen, less frequently repaired streets and highways, a weaker education system, and so on” (Coates & Humphries, 2003, p. 9). This can in turn increase the cost of living for the broader community.

According to my literature review it is evident that a considerable amount of public money is spent on developing major sport facilities (Baade & Dye, 1990). Governments deem the development and subsidization of sport facilities as justified because the benefits they provide to the community appear to outweigh any financial costs, even though the evidence indicates that there is no economic benefit derived from the development of major sport stadia and arenas (Douvis, 2008; Coates & Humphries, 2003). Blair (1992), confirms this sentiment by arguing “that [sports related] projects may be subsidized even if they deplete the public treasury as long as the costs are offset by benefits to citizens” (p.91). The subsidies that Blair refers to are offered to sport projects against the background that the funds directed towards sport facilities could be spent on other high priority and equally worthwhile city projects (Johnson & Sack, 1996; Douvis, 2008).

Rosentraub (1997), explains that, the use of multipliers when investigating the impact of sports facilities on economic development attempts to measure the ripple effects that sporting events are said to cause additional spending in the area, thus creating a "multiplier effect." Multipliers also attempt to measure dollars flowing into an area. Rosentraub, et al., (1994) argue that this area of analysis is important because a "major portion of the economic impact expected from sports investments is generated by out-of-town spectators and participants" (p.229). Rosentraub, (1997), argues that new spending in the downtown area occurs because people from outside the area come in and spend money there instead of spending it elsewhere.

"People from outside the area ... come to attend a game and spend money they would not have spent in the area ... or ...people in the area ... decide to spend money there instead of going elsewhere for their recreation", (p.155).

This new spending produces positive economic activity for the downtown area and enhances the overall success of an economic development project. Rosentraub contends that since property tax abatements are offered to most teams or (sports facilities), increased sales tax revenues are a primary source of revenue from sports for state and local governments (p.179).

Though a large and growing number of peer-reviewed economics literature on the economic impacts of stadiums, arenas, sports franchises, and sport mega- events has consistently found no substantial evidence of increased jobs, incomes, or tax revenues for a community associated with any of these things (Coates & Humphreys, 2008, p.310). A few works have come up with some pointers towards economic benefits from sports stadia and arenas. For instance, Coates and Humphreys (2003), conducted a study of impacts of sports arenas on many different sectors of the economy. The authors found that sports arenas had a small though positive and significant, effect on the amusement and recreation sector. The authors do, however, find an offsetting decrease in earnings and employment in other sectors suggesting a substitution effect between sectors. Agha (2013), in a study of minor league stadiums found that sports facilities can positively affect host communities economically. Agha further contends that stadiums, which are placed in smaller communities, create a positive economic impact (ibid.).

Based on my literature review, this section intends to answer the main research question by exploring stakeholders' perceptions with regard to whether the existence of the OYDC has any economic benefits to users or communities immediately surrounding the sports facility. Does the OYDC offer any economic benefits to facility users and communities immediately surrounding the facility?

3.3 Non-economic impacts of sports facilities

Baade (1996), advanced that "the most significant contribution of sports is likely to be in the area of intangibles." (p.35). Johnson and Sack (1996), reinforced Baade's argument by suggesting that a good assessment of a sports facility must be based on both its economic and non-economic merits. Lin (2013), further recommended an integration of economic, social, environmental, political and cultural impacts studies in order to provide a comprehensive evaluation of mega-events and help organizers to make informed decisions.

This section provides a review of literature on non-economic impacts of Sports facilities. Non-

economic impacts of sport facilities are sometimes referred to as intangible benefits (Baade, 1996; Crompton, 2004), Spillover benefits of sports (Crompton, 2004) or public good externalities (see Preuss & Solberg, 2007; Schwester, 2007).

Literature on non-economic impacts of sport is not as extensive as that on economic impacts of sport facilities (Chapin, 2002). Walton et al. (2008) contend that positive benefits of sport such as civic pride, prestige, community spirit, and legacy of sporting facilities (collectively referred to as intangible gains) tend to be overlooked, and this could be largely attributed to the understanding that they are difficult to measure. Chapin (2002a), explains why non-economic benefits impacts of sport facilities have not received much attention from researchers by arguing that;

“...because more traditional quantitative evaluation techniques, such as cost-benefit analysis, economic base analysis, and input- output analysis, are less easily applied to noneconomic impact analysis, findings come primarily from case studies of specific towns, projects, or sporting events.” (p.9)

Non-economic impacts of sports facilities take many forms. According to literature, noneconomic impacts are generally considered to fall under, two slightly similar categorizations. Chapin (2002), outlined these categories of non-economic impacts as: social/psychic impacts, community visibility and image impacts, political impacts and developmental impacts. Crompton (2004), who termed the categories of non-economic benefits of major sports facilities as the four “spillover” benefits of sport facilities, Crompton categorized these benefits as; increased community visibility, enhanced community image, psychic income, and stimulation of other development. Unlike Chapin, Crompton omits political impacts and places community visibility and community image separately. On the other hand, Andersson (2013) in his work on triple impact assessments of sport events highlighted three main areas of impact namely; economic, sociocultural and environmental. The last two fall under the intangible or noneconomic benefits of sport facilities. The said categories of non-economic impacts of sport facilities will help frame both the literature review for this section and the subsequent findings from this research project.

In a study, *Identifying the Real Costs and Benefits of Sports Facilities*, Chapin (2002), summarizes the noneconomic impacts as follows: (1) Social/psychic impacts, these generally

refer to the enjoyment provided by sports and sports facilities to citizens in a community; (2) Community visibility and image impacts, these assert the concept that a city or locality may experience benefits from being associated with a major sports facility or team; (3) Political impacts, these refer to the political costs and benefits that flow from a sports facility; and the last one being (4) Developmental impacts, which refer to costs and benefits related to the physical redevelopment of the facilities as well as the area immediately surrounding and in the district encompassing a new sports facility (see also Crompton, 2004; Grieve & Sherry, 2012).

3.4 Sociocultural impacts

This section gives an outline of literature on research that has been conducted on socio-cultural impacts of sport and sport facilities. Sociocultural impacts comprise of both social and cultural impact (Andersson, 2013). Sociocultural impacts can take the form of positive or negative effects (ibid.). There are a number of definitions for the term social impacts most of which are tourism oriented. For instance, Olsen & Merwin (1977) define social impacts as ‘changes in the structure and functioning of patterned social ordering that occur in conjunction with an environmental, technological or social innovation or alteration’(p.41). Mathieson & Wall (1982), explain social impacts as ‘the changes of quality of life of residents of tourist destinations’ (p. 137). On the other hand, Hall (1992) asserts that, “Social impacts of (sports facilities) may refer to the manner in which (sport) effect changes in the collective and individual value systems, behavior patterns, community structures, lifestyle and quality of life” (p.67). The difference between social and cultural impacts is that Social impacts have an immediate effect on the recipients while Cultural impacts have a more long-term effect and is more inclined towards changes in norms, social relations and standards (ibid.). Some examples of positive socio-cultural impacts of sport and sport facilities may include: civic pride, prestige, community spirit, and legacy of sporting facilities, image enhancement, cultural exchange due to interaction with visitors (Balduck, Maes & Buelens, 2013; Andersson, 2013).

Sport has internal benefits which are received by many community residents who do not attend sporting events, but nevertheless, strongly identify with an athlete or a team participating in an event (Crompton, 2004). In his study of an alternative rationale for the public subsidy of Major League Sports Facilities, Crompton termed this kind of benefit “psychic income”, and argued

that such benefits were more likely to be the key to the justification of public subsidy of major sporting facilities (p.49). The civic pride that is experienced by host city residents is a significant noneconomic benefit that is well documented (Chapin, 2002, Douvis, 2008).

In a review of studies conducted by various authors (Hall, 1992; Fredline, 2005; Getz, 2005; Higham, 1999; Richie, 1984), Ohmann and colleagues outlined a comprehensive list of social impacts such as building community pride, increasing the involvement of individuals in community activities, providing opportunities for entertainment and the demonstration effect on fitness and health (Ohmann et al., 2006). Sport is also deemed to offer other positives such as strengthening of social ties within host communities through personal interactions (Lin, 2003). The social ties are sometimes linked to participation in sports activities such as mass sport as well as through volunteering in events hosted within the community. By being involved in organizing events held in their community as volunteers or in other positions, residents have the opportunity to enhance a sense of local community's pride (ibid.). Andersson (2013), advances that while some types of capital assets such as physical and financial capital reduce when events or sport activities are run, other capital assets such as social and human capital increase in value even though if they are used during sport. Andersson argues that when volunteers help they do not only contribute human capital, but get training and possibly gain new skills that enhance their human capital (p.239). Volunteerism also offers members of the local community the opportunity to participate in the events and other activities that are held at the sports facilities), and in turn developing a sense of affiliation with the events and facilities (Lin, 2013). Many residents experience feelings of: enthusiasm, satisfaction and pleasure when a major sporting event is held in their home town or community. Waitt (2003), in a study examining the host city residents' enthusiasm towards hosting the Sydney Olympics, found that the majority of respondents perceived the benefits associated with hosting the event outweighed any costs. The study further concluded that residents generally supported the high levels of public expenditure spent on the event. Evidence of joy and pride was particularly evident among those living in Sydney's western suburbs, those with dependent children, those from non-English backgrounds, or those who perceived the event's wider economic benefits as outweighing personal costs. Three altruistic themes recurred in research participants' responses, namely "community and national spirit, international promotion, and future business investment" (p. 209). Johnson, Groothuis, &

Whitehead (2001) studied the value of public goods generated by Major League Baseball teams, and found that while the Pittsburgh Penguins generated a substantial level of civic pride, the costs of the new arena outweighed the value of the benefits accrued from these public goods. On the other hand, Schwester, (2007), argues that economic studies fail to take into account that professional sports and sports venues add to a city's quality of life, and that residents may derive benefits without ever attending sporting events. The author further argues that proponents of public subsidies, are better off justifying subsidies with reference to what he terms non-pecuniary, public good externalities of professional athletic venues. These include civic pride, city reputation and national identity, and patrimony (p.90).

In relation to conduct, sport is regarded to have value as a tool for moral development (Mwaanga, 2010). In his study *Sport for Addressing HIV/AIDS: Explaining our Convictions*, Mwaanga argued that while participation in sport equipped participants with life skills to curb the spread of HIV/AIDS, the opposite was equally true. Citing examples of athletes who had been abused by coaches or youth sport programmes which lacked proper adult supervision and sometimes acted as platforms for encouraging risky behavior among participants and spectators (ibid.). Sports ability to impart life skills in participants does not implicitly end with mere participation, but comes "through the process of a participant's subjective interaction with coaches, leaders, teammates, parents, friends, and organizations..." (p. 63). Mwaanga cites two Zambian Sport for Development and Peace (SDP) organizations, Edusport Foundation and Sport In Action which offered social support through mentorship hand in hand with all sport programmes (ibid.). Literature also shows research evidence and academic consensus supporting the idea that physical activity positively impacts both physical and psychological health for participating populations (see Coalter, 2005; Zukas et al., 2007; Eime et al., 2013).

Sports facilities has potential to influence residents' level of participation in sport Preuss & Solberg (2004), assert that, "Construction of new and better sport facilities...can motivate more local residents to practice sport..." (p. 400). This assertion is supported in a study conducted by Walker & Crompton (2012). The authors studied the relationship between proximity of residents distance from home to the park and the probability to use parks in taxes, Walker and Crompton used the objective measures, Straight-line and Network distances from a respondent's home to

the nearest park and confirmed that respondents living within .25, .5, and .75 miles of a park were significantly more likely to use parks than those residing beyond those points (Walker & Crompton, 2012). The authors further argued that probability of use patterns indicated that respondents who perceived they had the ability to access a (recreation facility) on foot or by bicycle were 9% more likely to use those facilities (ibid.). Geographical distance to sport facilities plays a very important role in motivating residents to participate in sport. Close proximity to sport and recreation facilities gives residents an opportunity to access the facility and services.

“The geographical accessibility of potential users is a principal factor in the adequacy of recreation opportunities in any community...other things being equal, the further a person lives from the service, the less likely he is to use it. Therefore, the distribution of a community's population in relation to the recreation facilities and activities is very important,” (Hatry & Dunn, 1971, p.25 cited in Walker & Crompton, 2012)

Cohen et al. (2007) in a study of eight minority neighborhoods in Los Angeles, found that 43% of park users lived within .25 mile; 21% between .25 and .5 mile; and only 13% lived more than a mile away. Residents who visited a park more frequently lived an average of .7 miles away, while less frequent users lived an average of 1.07 miles away. Roemmich et al. (2006), concluded that children living in neighborhoods with (recreational facilities) are more physically active and that the bigger the size of the facility the more physically active children were. On the other hand, Mowen, Orsega-Smith, Payne, Ainsworth, and Godbey (2007) found that perceived park proximity among older adults in Cleveland was directly related to the frequency of park visitation, but not the duration of the park visit. The same study further argued that park proximity was not related to frequency of visitation, but visitors who resided farther away were more likely to stay longer at the park. Lackey & Kaczynski (2009) indicate that out 574 participants in their research, only 11% perceived they lived within 750 meters of a (recreation facility), when in fact 87% of them lived within a 750 meter from the facility. The study could not link proximity to increased physical activity at a park. The finds by Lackey and Kaczynski as well as those of Mowen and colleagues raise another vital point which is that proximity to a facility is not enough, but raising community awareness of what type of facilities are available plays an important role in encouraging residents to make use of the facilities. Participation in sport or physical activity leads to improved health among participants (Coalter, 2005; Preuss &

Solberg, 2007; Zukas et al., 2007). When citizens are in a good state of health they tend to be productive which is beneficial to society. The other argument is that when citizens are in good health and stay away from hospitals, a lot of money is saved.

The impacts of sports that have been discussed in this section so far are positive, however, communities that have sports facilities which host huge sports events or festivals do not just have positive impacts, they can also have some negative impacts on host communities (Ohmann et al., 2006; Preuss & Solberg, 2007; Balduck, Maes & Buelens, 2013; Andersson, 2013). These negative impacts may include a range of anti-social behaviors such as: increased crime rate, congestion, crowding, and disruption of community life, community alienation and displacement (Ohmann et al., 2006). Other negative socio-cultural impacts may include: traffic congestion, pollution, development of a superficial popular culture based on team identification based on narrow mindedness (Balduck, Maes & Buelens, 2013; Andersson, 2013). Other negative social impacts of (sports events) on local communities include gentrification, increased crime rate and inflation, negatively influenced traditional family values, cultural commercialization, conflicts in the community by exacerbating differences in culture and social status and highlighting socio-cultural and economic differences between hosts and tourists (Tosun, 2002).

3.5 Enhanced community visibility and image impacts

One other significant noneconomic benefit associated with the development of major sports facilities is the increased community visibility and enhanced community image (Crompton, 2004; Grieve and Sherry, 2012; Rosentraub, 1997). Communities that host major sports facilities experience enhanced community image and visibility. The enhanced community image and increased community visibility of locales surrounding sport facilities is inspired by developments around the facilities and identification with elite sporting facilities, teams as well as athletes (Crompton, 2001; Rosentraub, 1997). Community image is traditionally seen as a form of mental reconstruction of a place in a person's mind. In a study of sport based regeneration strategies as a means of enhancing the image of the city, White argued that the traditional understanding of the term image has been modified to include the comprehension of the term image as perceived reputation or character that springs up at the mention of a place or a firm's name (White, 2001 cited in Crompton, 2004). Image could be regarded as a psychological impression which may change depending on the circumstances surrounding a given community. A community's image

is mainly projected to the outside world by the type of media coverage a community receives as well as its performance or pronouncements which help construct images of how the public perceives a given place or community. For instance, community image may be understood as public perception of a community rather than a reflection of its actual state or position. Just as in the business world where firms employ a wide range of advertising techniques to enhance their image in order to improve their desirability as a supplier, employer or customer, cities or countries have to engage in marketing to enhance their images.

In recent years, it has become common for cities and countries to engage in what is termed as “place marketing” where a city or a nation strategically works towards selling its image in order to make it more attractive to tourists, businesses and local residents. Experts argue that places just like products or services in a firm, places should be marketed as efficiently (Kotler, Hamlin, Rein & Haider, 2002).

“Place marketing means designing a place to satisfy the needs of its target markets. It succeeds when citizens and businesses are pleased with their community, and the expectations of visitors and investors are met” (p.183).

Construction of major sport facilities meant to support hosting of sporting events to market a community or a city to the outside world and its residents has become quite prominent in recent years. Chapin (2002) argues that communities where major sports facilities are developed experience enhanced visibility and recognition, and that residents experience increased levels of civic pride as a result of the growth of their town's profile and exposure in the community. In their study of the Ritchie & Smith (1991) found that hosting the 1988 Winter Olympic, was positive in enhancing worldwide recognition of the host city Calgary, but argued that enhanced image and recognition were short-lived.

A study conducted by Smith and Ingham (2003) in Cincinnati, US investigated whether sports could regenerate community found that when asked about the sense of community in their immediate locales, people were able to discuss the concept of integration or linkages between people rather lucidly. The focus of most participants' sense of integration was more closely linked with their surrounding neighborhood (place) rather than the city as a whole (space). Smith and Ingham (2003) further found that building stadia for professional sports contributed to the

development of divisions along class. The authors argued that such developments demonstrated that public subsidization of professional sport not only does not (re)generate a community as a whole, but had a potential to further divide residents depending their suited interests. In their study, Johnson and Sack (1996), found that more people seem to have a sense that the power of decision-making is held by a relatively small elite who get what they want regardless of the opinion of sub-ordinate groups that also will be affected.

As research in the area of facility development is largely based upon those providing for elite sport and entertainment leagues and franchises, it is important to note that for many sport facilities, any benefits accrue to those elite sport communities alone (Grieve & Sherry, 2012). However, one can argue that sport facilities that have services and facilities designed to service both the elite and general sporting communities will provide a range of benefits to a broader base of the community, and may result in the development of social capital, that is the advantages of connections or social positions, and trust within a community (Putnam, 2000; Grieve & Sherry, 2012). Given that the OYDC does not have a resident professional team such as an elite football, but hosts activities for both elite and mass sport, the following sub-questions were developed in order to answer the main research question; Does the OYDC offer any sociocultural benefits to users and the community immediately surrounding the center? Does the OYDC have any effect on the image of the host community?

3.6 Developmental Impacts

The discussion on the effect of sport facilities to stimulate other forms of development is important. According to literature, the ability of sport and sport facilities to stimulate other forms of develop in surrounding communities has been used by governments and authorities as justification for public spending for construction of stadia or sport facilities (Crompton, 2004; Chapin, 2004; Douvis, 2008). Crompton (2004), classified the types of development which are stimulated by the construction of new major sport facilities within a given community as: Proximate development, Complementary development and General development.

Proximate development is said to be the type of development that is integrated into a city's redevelopment plan. In Proximate Development facilities that are embedded in a city's

redevelopment plans allow city planners to steer development to a referred urban location to stimulate economic development in that area (ibid.). Crompton (2004), gives an example of the renaissance of downtown Indianapolis where the city of Indianapolis experienced a number of sports projects that saw a lot of investment in sport facilities during the period 1980 to 1984. Subsequently, the sports facilities were in turn identified as a successful catalyst for further development in the downtown part of the city. The investment in sport facilities saw sixteen new restaurants added to downtown Indianapolis, during that period, the city experienced the fastest population growth in large Midwest cities (p.48). In addition, the city saw old deserted buildings converted into apartments and luxury condominiums whose residents provided a market for retail and service businesses that emerged (ibid.). In relation to urban generation, Chema (1996), argued that sports facilities alone are not enough for urban generation. Adding that the return on the public investment in a sports facilities came from the jobs created in new restaurants, taverns, retail and hotels, that spring up on the periphery of the sports venue and not from the sports facilities themselves.

Complementary development on the other hand refers to “the upgrading or initiation of businesses as a result of the demand for their services which are directly created by a sport facility or event” (Crompton, 2004, p.48). The nature of complimentary development connected to sport facilities is said to be more than likely to be inclined towards upgrading or initiation of restaurants, bars and souvenir stores. Crompton cited the Coors Field Sports facilities, home to one of Americas Major League Baseball teams, the Colorado Rockies as an example of a sport facility that encouraged complementary development (p.48). The Coors Field is credited for helping to stimulate the development/revitalization of lower downtown Denver by attracting over three million fans to the Rockies `games who subsequently provided business to sports bars, restaurants, souvenir shops (Greenberg & Gray, 1996). While injecting resources into sport facilities in one part of the city with the intention of re/generating it may have its benefits, one can argue that there are negative aspects to it also. For example, focusing most of the investment in the downtown’s entertainment district can lead to “disinvestment and neglect” in other areas of the city that need attention and capital (Siegfried & Truong, 2009). Chapin (2004) in a study of Sports Facilities as Urban Redevelopment Catalysts, argued that, as people and businesses matriculated to downtown and the Gateway district, another district in Cleveland called Flats

suffered from disinvestment and struggled to remain relevant (p.207). Part of the literature reviewed during this study points to a realization that the era in which benefits spill over to other businesses around the sports facilities are slowly coming to an end. This is due to the inception of modern facilities that are fully equipped with other service facilities such as sports bars, restaurants and souvenir shops that capture most of the fan`s spending (Siegfried and Zimbalist, 2000).

Countering the general review of some of the research conducted on non-economic impacts of sport, Chapin (2002), contends that one element of non-economic impact literature has been overlooked to a large extent. Chapin argued that most literature overlooks that, non-economic impacts can take the form of both benefits and costs. Even though development benefits are possible there are also development costs, such as sporting club relocations, the paving of valuable urban land for car parking or the loss of residential amenity from sporting activity at the venue resulting from increased litter, noise and light pollution, and traffic congestion. Chapin further argues that, one other factor that is over looked is that new facilities often require the relocation of existing businesses and/or government offices to provide enough land for a stadium or arena. He further argues that infrastructure improvements may also require the relocation of existing firms from the district (ibid.). Chapin further asserts that while some of these development costs are noted in some cases, a large portion of them are overlooked in the rush to get a project completed. For instance, his study, Chapin, (1999) found that numerous businesses had to be relocated for the Camden Yards project area in Baltimore. Waitt (2003) asserts that a positive perception of sport facility construction can only occur when both the community and the organizers or main actors have a high level of social power within the exchange relationship (p.195).

Based on the literature that I have studied, the question of whether such capital intensive expenditures are monies well spent, is legitimate and appropriate given the opportunity cost related to a developing country like Zambia which still needs massive levels of investments in areas such as education and primary health care, among others. In order to answer the main research question, this part of the study seeks to explore whether the establishment of the OYDC is perceived as a worthwhile investment by asking the following questions: Has the construction

of OYDC stimulated any form of physical development to areas immediately surrounding the sports facilities? Does the development of OYDC have any value to OYDC users, residents and other stakeholders?

3.7 Political impacts

Political impacts refer, to the political costs and benefits associated to a sports facility. Construction or reconstruction of major sport facilities generally offers a platform for politicians to rally a community around redevelopment efforts (Chalip, 2002). Chalip advances that in the process of rallying for such projects, some leaders raise to higher political office. The author goes further to cite examples of politicians who ascended to higher political offices as a result of giving support to stadia or sports facility development projects (ibid.).

“Political officials usually recognize the political opportunities offered by these large, visible public works projects...political careers of many mayors and councilpersons have benefited greatly from backing new sports facilities. Even projects that have experienced tremendous acrimony in their planning and development stages often generate equal amounts of goodwill when the opening date for a given facility arrives. Showpiece projects like sports facilities are the hallmarks for many administrations and public sector leaders almost always recognize the immense political upside of these projects.” (Chapin, 2002, p.17)

While pointing out political benefits that accrue with the establishment of sport facilities, Chapin's statement also hints on possible political costs that may be associated with the development of major sports facilities. Johnson and Sack (1996), point out that when “studies do include commentary on intangibles (non-economic benefits), they erroneously assume that all intangibles will represent positive outcomes” (p. 378). While on the same issue, Chapin (2002) argues that whilst sports facilities can generate political goodwill and collaboration across numerous levels of government and sport organizations, the political capital required to push these facilities through the process can take away from other important initiatives. Further, Waitt (2003) in his examination of changes in residents' enthusiasm towards the Sydney Olympics between 1998 and 2000, argued that some public expenditure on sports and transport infrastructure may never be justifiable. His study found that many elderly respondents had negative attitudes and possibly resented the government's spending on major sports facilities. They preferred to see less public money spent on sport facilities and more on welfare facilities

such as hospitals (Waite, 2003). Development of sport facilities has potential to generate politically motivated conflicts at community (Johnson & Sack, 1996; Chapin, 2002; Douvis, 2008).

These conflicts might be attributed to a number of varying factors. For instance, a wide range of interested groups with diverse views and interests with regard to expectations related to either allocation of funds to sport facilities at the cost of other projects deemed to be more viable by other groups, location or simply intended use facility use. For instance, Pelissero et al., (1991) identified a conflict surrounding a new ballpark and a new football stadium in Chicago. Political leaders had to very carefully manage interests from both sides of the debate and attempt to balance the wants of the teams and sports fans versus the needs of poor and minority communities. In an investigation of New Haven, US, Johnson and Sack documented the noneconomic impacts of the city's choice to construct a tennis facility meant to host an international tennis tournament. The authors identified that political impacts were among the most important of the noneconomic impacts, and concluded that for that project, the political costs were considerable, requiring substantial energy and time from administration to see the project through (Johnson & Sack, 1996). The New Haven tennis club saw a spring of negative publicity as a result of conflict related to different opinions, regarding investing public funds into the sports facility or channeling resources to other projects deemed to be more beneficial to the community (Douvis, 2008).

Barghchi, Omar & Aman (2012), argues that in many cases decisions regarding the location of stadiums or sport facilities are more often than not made by politicians. The said politicians are very sensitive to their constituency and re-election and not what is best for the city (ibid.). The authors further argued that when picking locations, politicians tend to target areas where there was the least opposition or at the least opposition that is “acceptable.” Also, many new stadiums are placed next to the old stadium that will be torn down because there is less opposition (ibid.).

Based on the literature covered in this section, one could ask the following questions:

Has the development of the OYDC seen as a misapplication of resources that could otherwise be of more benefit to residents if channeled to other projects? Has the construction of the OYDC stimulated any form of political capital or conflict?

3.8 Environmental Impact

Over the past four decades, conservation of natural resources, proper waste disposal and reduction of carbon emission have taken the center stage the world over (Ambec & Lanoie, 2008 cited in Uecker-Mercado & Walker, 2012). The magnitude of environmental issues being experienced have without any doubt reached global status and sport is by no means immune to environmental change (Palmer, 2013). Given the assertion above, this section outlines some literature on environmental impacts of sport and sport facilities on participants, non-participating residents and as well as the environment. Studies conducted on the environmental effects of sports and sports facilities assert that sport has a powerful level of influence on participants, spectators and the environment within which it is played (Andersson, 2013; Palmer, 2013; Uecker-Mercado & Walker, 2012). It also acknowledges that, there are no clear ways of measuring environmental impacts.

There are many ways through which sport can impact on the environment. The United Nations Environmental Program (UNEP) outlines sports impact on the environment in a statement below.

“Whenever a person engages in sport there is an impact on the environment. Equipment, apparel or facilities, all have an "ecological footprint" - an impact on the natural environment. Building and managing a sport facility and operating an event uses energy and can contribute to air pollution, greenhouse gas emissions and waste generation, as well as to ozone layer depletion, habitat and biodiversity loss, soil erosion and water pollution.” (www.unep.org)

Though there is some acknowledgement that sport can impact the environment, there is very little academic literature on the impact of sport on its environment (Uecker-Mercado & Walker, 2012; Andersson, 2013). Environmental research specific to sport and tourism is still in its infancy (Uecker-Mercado & Walker, 2012, p.270). Much of the empirical research conducted on environmental issues related to sport has been on mega events such as the Olympic Games and the FIFA World Cup (Getz, 2005; Cantelon & Letters, 2000; Dolles & Söderman, 2010), and golf's impact on the environment (Wheeler & Nauright, 2006; Schmidt, 2006).

“Policy-makers are increasingly concerned with the environmental impact of large sporting events. The Centennial Olympic Congress first acknowledged the importance of the environment and sustainable development in 1994, as the third dimension of Olympism,

alongside with sport and culture” (International Olympic Committee, 2010 cited in Dolles & Söderman, 2010).

The implementation of green values in sport were first integrated in the 1994 Winter Olympics in Lillehammer (see Dolles & Söderman, 2006; Amenumey & Amuquandoh, 2010; Palmer, 2013). Since the Lillehammer Olympics, the International Olympic Committee (IOC) has taken significant levels of responsibility with regard to environmental protection measures and support for sustainable development throughout the lifecycle of the Olympic Games (Dolles & Söderman, 2010). In recent years, championing of action towards environmentally friendly sporting events has become the predominant issue in the planning and operation of sporting events (Getz, 2005; Dolles & Söderman, 2010). Unlike the IOC which had already started with the implementation of environmental issues in its programmes, the 2006 World Cup, was the first time FIFA included environmental matters into the program at that level by implementing the Green Goal Environmental Programme (Dolles & Söderman, 2010; Palmer, 2013). Since the 2006 FIFA World Cup hosted in Germany, the environmental impacts related to mega sporting events have commanded increasing attention (Stahl et al., 2006; Anderson, 2013; Palmer, 2013). The 2006 Germany FIFA World Cup was the first to implement the Green Goal Environmental Programme. The Green Goal Environmental Programmes had objectives based on the economical use of water, the reduction of waste, increase in energy efficiency, sustainable transport and climate neutrality) of which 13 were achieved (see Stahl et al., 2006; Dolles & Söderman, 2010).

Though research on the environmental impact of sport has been advanced, there still remains very little attention paid to how sport facilities and arenas resolve or mitigate environmental issues (Uecker-Mercado and Walker, 2012). Jenkins (2012), in his study of football clubs in the English Premier league, explained that sport facilities such as football grounds, used huge amounts of water and consumed high levels of energy through floodlights, further stating that the three areas mentioned were the main areas of environmental impacts of most football clubs in the FA. The author, added that sport facilities were a harbor of the largest and most visible environmental impacts in the sport sector citing impacts such as discarded wraps, used paper, cans, waste disposal, irrigation, sewer waste management and electricity consumption among others (p.170). Sport facility construction can be destructive of ecosystems in environment in

which they are built in some cases. If not properly managed, construction of major sports facilities and hosting major events have potential to cause infeasible and inappropriate developments that include increased air pollution, destruction to wet lands and erosion among others (see Chernushenko, 1994 cited in Getz, 2005; Palmer, 2013).

One other way through which sport can be a potential source of environmental hazard is through its large crowds of fans. The thousands of fans who travel to matches generate huge amounts of waste and carbon emissions travelling to and from sports events (Uecker-Mercado and Walker, 2012). One other source of environmental impacts associated with sport facilities are the supply chains of sport facility' catering and merchandising outlets. Measuring the ecological footprint of one FA cup final football game held at Cardiff's Millennium Stadium showed that a total of 59 tons of waste was generated by supporters' food and drink businesses in Cardiff (Jenkins, 2012). In a study of visitors perceptions of environmental impacts of the FIFA 2010 world cup on host cities, Govender and colleagues, observed that majority of respondents perceived that the 2010 World Cup environmental impacts included: high levels of energy consumption, increases in air pollution, increase in solid waste and litter, overconsumption of water, increase in noise pollution, natural habitat destruction and loss of biodiversity (Govender, Munien, Pretorius & Foggin, 2012).

An issue of context with regard to type and magnitude of event, and areas where those events take place should be taken into consideration when talking about environmental impacts of sports events or sport facilities (see Govender et al., 2012; Uecker-Mercado & Walker, 2012). This is due to the fact that the level of impact of one event in one area may not be of the same magnitude in a different area. For instance, the impact of a sport facility's level of water consumption in a country which has abundant natural sources of water may not be the same as that of one in a country whose land is largely covered by a desert. (Ahmed and Pretorius, 2010 cited in Govender et al., 2012), assert that specific environmental contexts and the types of events should also be considered when addressing sustainability imperatives. They further state that an integrated analysis of the triple-bottom line (economic, social and environmental aspects) is fundamental to the planning, design and evaluation of events. Cook and colleagues, argued that one other detrimental impact that can occur to the environment is the substantial increase in

the number of people using them. Because even though they are simple, such as increase in traffic as well as crowded parks, the impact might be severe enough to cause harm to a fragile environment. (Cook et al., 2010, p. 301.)

According to UNEP, some of the common ways in which sport affects the environment:

- Development of fragile ecosystems or scarce land for sport
- Noise and light pollution from sport
- Consumption of non-renewable resources (fuel, metals, etc.)
- Consumption of natural resources (water, wood, paper, etc.)
- Emission of greenhouse gases by consuming electricity and fuel
- Ozone layer depletion (from refrigerants)
- Soil and water pollution from pesticide use
- Soil erosion during construction and from spectators
- Waste generation from construction of facilities, and from spectators

Source: (<http://www.unep.org/>)

Getz (2005), asserts that sport has in recent years become more environmentally cautious. He argues that Olympics Games in particular have attempted to become an environmental showcase pointing to the establishment of the IOC environmental Commission in 1996 (p.127). To help answer the research question, this section seeks to explore user and residents perception of the impact that the OYDC has on its surrounding environment. What impact does the existence of the OYDC have on the local environment?

3.9 Community benefits

The term host community relates to people or residents who are staying at the event location or at close proximity to the event location and are the most people who are likely to understand the event and impacts better, by virtue of their proximity and hosting of the event (Delamere, 2001; Burker, Page & Meyer, 2002 cited in Ntloko & Swart, 2008, p. 80). This study will borrow this definition to help clarify what the term community refers to when discussing community benefits of the Olympic Youth Sports Development Center in Lusaka. In the literature, community benefits are featured as a sub factor of noneconomic (or sociocultural) benefits. According to

Delamere et al. (2001), community benefits include: “celebration of community; enhancement of community identity; image and uniqueness; development of a sense of community togetherness and wellbeing; improved quality of life; personal wellbeing and pride; individual and community and recognition; development of leaders within the community; and the sharing of ideas among community groups” (p. 19). Though the benefits stated above are more recognized, there are intangible community benefits that are less recognized which include: renewed community spirit; better inter-regional cooperation; production of ideas; production of cultural values; (affectionate) popular memory; education; experience and additional know-how (Gratton & Preuss as cited in Mangan, 2008, p. 1869).

Community is a difficult concept to define, especially since its connotations change with time and context. The term ‘community’ or an individual's sense of community elicits “a feeling of closeness and camaraderie with a group of other people, usually geographically proximate, who are not necessarily related through kinship” (Smith & Ingham, 2003, p. 253). A particular individual's understanding of community cannot be readily identified, as one's experiences, thoughts, values and beliefs that inform their view of community is unique and impossible to replicate. A person's idea of what constitutes a community benefit is subjective and based on what is important and relevant to them and therefore cannot easily be defined.

According to the literature review undertaken in this study, not much research has been conducted on non-economic benefits of sport facilities (Crompton, 2001; Coates & Humphrey, 2004; Grieve & Sherry, 2012). The literature on non-economic benefits is limited and has generally concluded that intangible benefits of sport facilities are present and often positive, but hard to quantify (Crompton, 2001). This argument is supported by (Coates & Humphreys, 2004) who also assert that due to the level of difficultness in quantifying non-economic benefits research in this area is usually shunned. Sport facilities that have services and facilities designed to service not just elite sports can also provide a range of benefits to the broader community, and may result in the development of social capital by serving as a social meeting place facilitated by sport participation. This explanation and categorization may be of relevance to this study since the OYDC has a lodge, a restaurant, a multi-purpose hall as well as seminar rooms which provide other services and serve as meeting points for various activities. For the purposes of this

study, a community benefit is defined as any benefit either tangible or intangible identified and communicated by the research participants.

4.0 Assessing sports facility impacts

Before setting out to discuss any criteria of assessing of impacts of sports facilities, it is of vital importance, to state that this study focuses on user, residents' and other key stakeholders perceptions of impacts that accrue from having major sports facilities. Ohmann et al., (2006), contend that even though it could be argued that perceptions are not objective or lack the accuracy and objectivity returned by more impartial measures, perceptions have an important role to play (p.130). Matters related to policy debate on issues such as hosting major events or constructing major facilities such as stadia are often based on perceptions and interpretation rather than fact. Sillanpää (1998) argues that, for stakeholders, perceptions are reality. Therefore public support for such projects is dependent on stakeholders' perceptions, especially if the host community is to feel a sense of ownership or connection to the event (Hardy & Beeton 2001 cited in Ohmann et al., 2006). It is for this reason that assessing stakeholder perceptions is important since it provides a platform for policy makers to develop policies that 'maintain support of relevant stakeholders' (Frankel, 1996 cited in Ohmann et al., 2006).

4.1 Stakeholders in major sports facilities

Sports facilities have a wide host of stakeholders. Getz, (2005), explains that "In the event management system, there are continuous interactions between the organisation and its environment" (p.55). Bearing that in mind, the broader picture of sport event and facility management is a huge network composed of many events related to the economy, society, politics, and the environment (ibid.). Taking that into consideration, impact analysis of a sports (facility) needs to recognize that a large number of stakeholders are affected and that impacts differ depending on from whose perspective they are assessed (Andersson, 2013, p.240). Freeman (1984), defines a stakeholder as "any group or individual who can affect or is affected by the achievement of the firm's objectives" (p.25). Andersson (2013), goes further to categorise stakeholders into three spheres; the industry sphere, event makers and the community sphere (see figure 1 below). The industry sphere is dominated by the tourism industry which includes; hotels, restaurants, transport, shopping and other commercial attractions. Sport facilities also affect

activities in the construction industry and through hosting major events which in turn produce positive economic impacts (ibid.). The event makers sphere centres around the event organization. In this sphere volunteers are very important since volunteers do most of the work in sport and sports events. Most of the work done by volunteers would be impossible to achieve without their input. Volunteers as well as spectators and organizers are socially affected by the events and other activities produced at sports facility. The community sphere affects the sports facility through the political process. The sports facility offers a platform for various groups to communicate. For example, politicians and local residents. Various groups within the community can play a significant role in supporting and legitimizing certain political processes.

Figure 1. A typical stakeholder model of an assumed sports facility

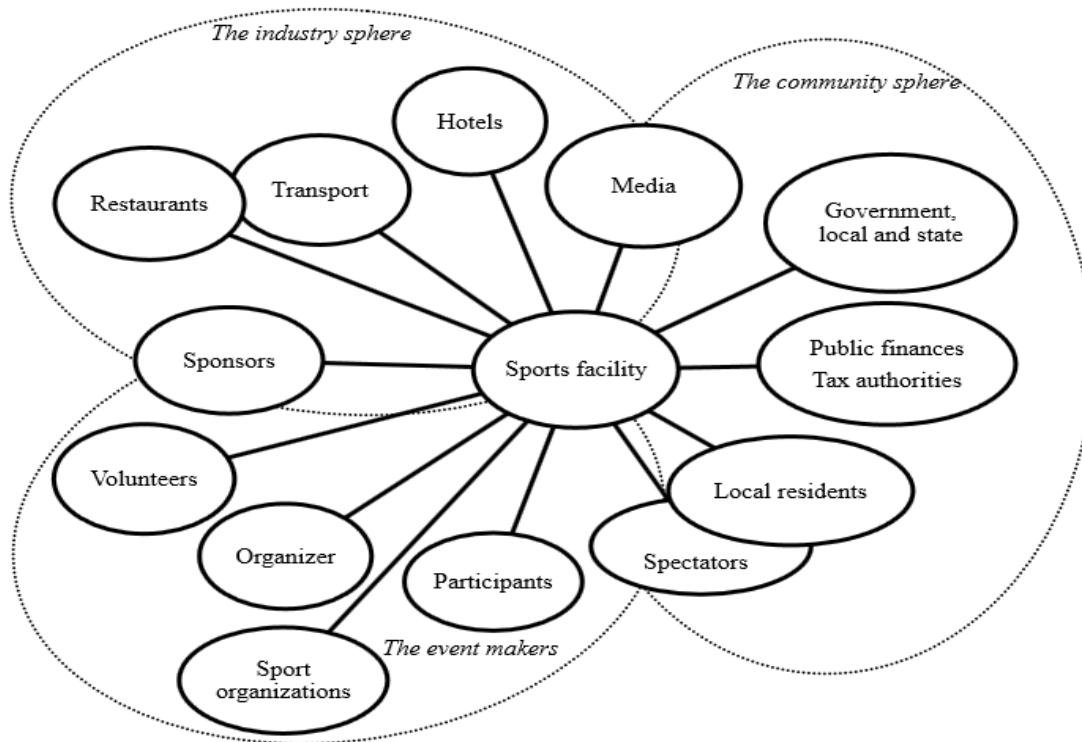


Figure 1. A typical stakeholder model of an assumed sports facility (Adapted from Andersson, 2013, p.240)

The analysis of sports events or facilities should be assessed in terms of the object of assessment, that is, what type of impacts should be taken into consideration (Andersson, 2013) . The assessment should also be clear with regard to the subject of analysis, which is, from what

stakeholder's perspective an analysis should be made (p. 41). In this study, three main areas of impact will be addressed these are, the economic, socio-cultural and environmental impacts (see figure 2). Impacts accruing from the construction of the OYDC will be assessed from two main spheres, namely, the community sphere and the event makers' sphere. Perceptions from the industry sphere could not be included in the study due to limited resources and time constraints. Stakeholders who participated in the study included: OYDC users (athletes), volunteers, spectators, local residents, and representatives from the municipality, sports federations, the NOCZ, the ministry of sport and the organizers OYDC management.

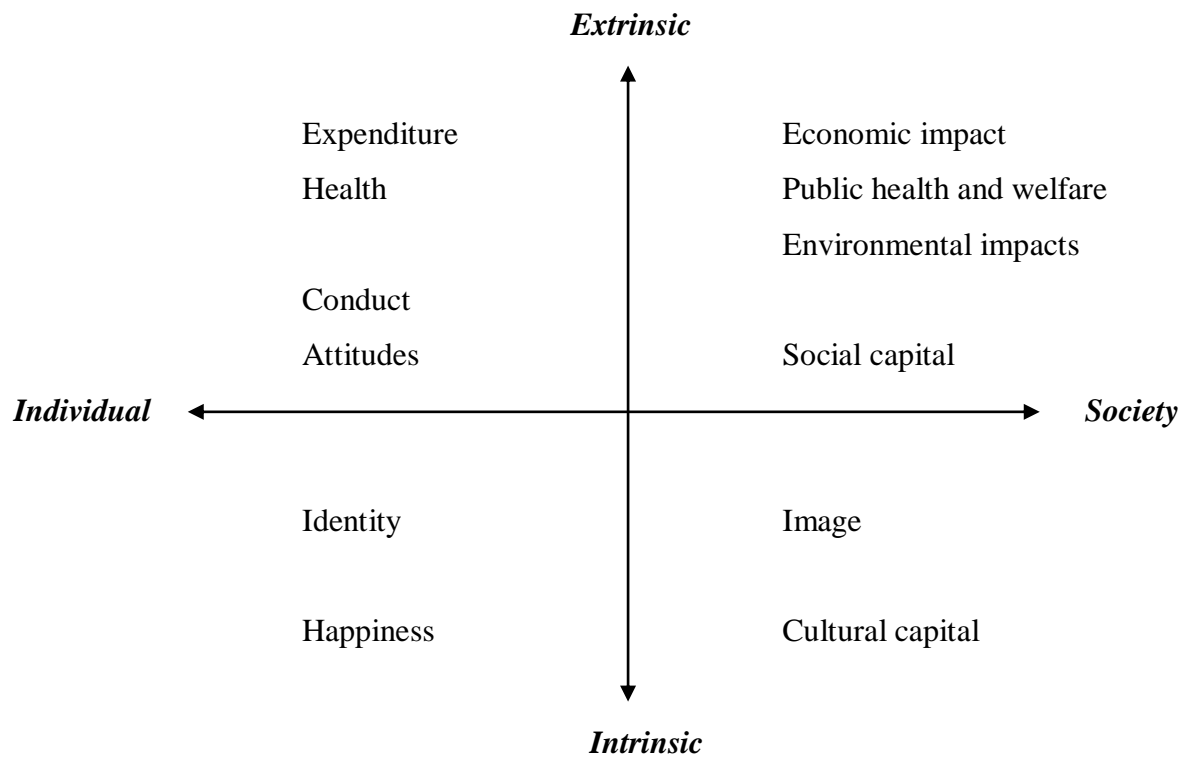


Figure 2 A two dimensional illustration of major sport event impacts (Armbrecht, 2009; McCarthy et al., 2004 cited in Andersson, 2013, p.238).

4.2 Opportunity Cost

There are a variety of theories that are employed to assess stadia or sports facility impacts. Among the most applied is contingency valuation methods, cost benefit analysis, social exchange theory and the opportunity cost among others. In this study the opportunity cost will theory will be applied to discuss perceived economic, socio-cultural and environmental impacts of the major sports facilities at the Olympic Youth Development Center-Lusaka, Zambia.

Opportunity Cost is a concept which is mainly used in economic analysis but is "...equally important for a sociocultural and environmental analysis" (Andersson, 2013, p.251). Opportunity Costs are also sometimes referred to as "foregone earnings". Solmon (1986) defines the opportunity cost by giving an example "The opportunity cost of choosing a commodity or a service or activity are what the individual or group gives up in making this choice". (p.66). In relation to the study of sport facilities, the opportunity cost relates to assessing the value that a resource would have produced if an alternative approach was taken. Applying the opportunity cost when studying perceived impacts of sport facilities such as the OYDC is important. This because it informs the study if the respondents perceive the current choice as the best or a foregone opportunity. People will always have something to do regardless of whether or not they are involved in sport.

"...not discussing the opportunity cost is equal to assuming that participants, spectators and others involved...would be living in a vacuum with nil economic expenditure, nil sociocultural activity and nil environmental impact if they did not participate in sport." (Andersson, 2013 p. 251).

Assessing the Opportunity Cost of building a sports facility or stadia entails taking into consideration the value that a resource would have yielded if put to the best alternative use. The best alternative use value tells the cost of using the resource on sport this is what is termed the opportunity cost of using a resource on sport. "...assessment of the value a resource would have generated in the best alternative use and this value represents the cost of using that resource for a [sport facility]" (p.242). Andersson and Lundberg (2013) contend that in order to achieve an acceptable quality of economic, socio-cultural and environmental analysis, the opportunity cost

must be considered. This study will therefore apply the opportunity cost and the social exchange theories to analyze findings from my exploratory study.

5.0 Methodology

This chapter comprises the following sections; research design, sampling selection and sample size, instrumentation, pilot study, data collection procedures, treatment of the data and conclusion.

5.1 Research design

The purpose of this study is to investigate the relationship between perceived benefits of sport facilities and the end user's comprehension of what benefits the center offers to them and their community. The research design therefore was intended to examine the benefits of state of the art sports facilities to the community as perceived by users, non-users and other stakeholders of the OYDC. The research design took a mixed methodology approach. Which involved administering a questionnaire, conducting individual interviews and focused group discussions as well as participant observation. Mixed method research involves applying a combination of quantitative and qualitative research methods. This is also referred to as triangulation. Morse & Niehaus, (2009), explain that triangulation, or mixed methods research, involves using two or more research methods to answer a single research question. Mixed method is often used when one of the methods is not in itself, complete (ibid.). The approach was employed in order to ensure that data collected during the process was comprehensive since the three methods applied complement each other where there are weaknesses. Morse & Niehaus, (2009) argues that a mixed method approach may provide very strong and valid research findings, and frequently produce results that are more comprehensive and significant than research designs that use one method alone. Quantitative research involves gathering and analyzing numerical data in order to draw conclusions or test hypotheses, and derive meanings from the data analyzed (Veal, 2005). Qualitative research on the other hand entails building a deeper understanding of human behavior and the reasons that shape such behavior. A blend of both qualitative and quantitative methods will give both statistically significant data as well as provide deeper understanding into the subject under investigation.

5.2 Sampling selection and sample size

This section explains the sampling selection for the study, as well as a description of the samples.

The participants for the study were drawn from the population of facility users who were athletes, visitors, spectators as well as other stakeholders such as non-users (residents), NOCZ representative. The population of athletes were selected to be part of the sample for a number of reasons. Firstly, as the purpose of the study is to investigate community benefits of the sport facilities at the OYDC, it is imperative to gain some insight into what the recipients perceive as benefits or not, secondly getting feedback from recipients will allow the study to gain some overall analysis of the recipients` understanding rather than merely understanding everything from an organizational perspective (Pulis, 2012).

The interviews ranged from unstructured to semi-structured interviews. This is because unstructured and semi-structured interviews allow the interviewer to use probes with a view to clearing up vague responses, or to ask for elaboration of incomplete answers (Welman & Kruger, 2000, p.161 cited in Ntloko & Swart, 2008). The purpose of these interviews was therefore to gain a deeper understanding of respondents` perceptions of community benefits of having the Olympic Youth Development Center which might otherwise not be captured in the surveys.

5.3 Pilot Study

In order to assess the quality of the research, a pilot study was undertaken. The test was taken in order to enable the researcher to determine the most suitable way to distribute the survey or questions amongst the sample (Litwin, 1995). Pilot testing is important for any given research since it accords the researcher an opportunity to ensure the face validity of the questionnaire as well as determine the best way to distribute the questionnaire to the population (Pulis, 2012). A pilot study was undertaken at the beginning of March 2014. The sample for the pilot study was taken from facility users at OYDC and non-users who were sampled from a supermarket and an open local market. The questionnaire was further developed and some questions refined before being administered for data collection.

5.4 The Questionnaire

The user and non-user (residents') survey was based on a compilation of questions from surveys developed by Fredline (2000) and Fredline, Balduck, et al., (2007) and Faulkner (2000; 2002). The survey was slightly adapted to fit the Zambian context. The data was collected from OYDC users and non-users (residents) of Matero and Mandevu communities in a space of 3 weeks. Questionnaires containing both closed and open-ended questions were administered using face to face interviews with facility users, visitors and non-user residents of the host community.

A consideration to evaluate communities in close proximity to the Olympic Youth Development Center was taken into account. Areas which were part of the study included compounds in Mandevu and Matero constituencies (see map 2). The first section of the questionnaire contained statements assessing user/non-user' perceptions of the impact that sport facilities may have on users and the local community. The questionnaire sort to explorer respondents' perceptions on seven areas of sports facility impact dimensions categorized as follows: (1) economic benefits (2) economic costs (3) Socio-Cultural benefits (4) Socio-Cultural cost (5) Environmental benefit and (6) Environmental cost. The questionnaire had 37 items. Consistent with other impact studies, participants were asked to rate each statement on a five point Likert-type scale, ranging from strongly disagree denoted by (1), disagree (2), Don't know/ neutral (3) and agree (4) to strongly agree (5). In order to make the reading of results easier, some results are grouped as; (disagree and strongly disagree and agree and strongly agree). The last part of the questionnaire concentrated on generating a demographic profile of the respondents including gender, age, length of residency in Lusaka, and highest level of education completed.

On-site intercept interviews as suggested by (Getz, 2005) were undertaken with a cross section of facility users as well as non-users in order to elicit their perceptions with regard to whether there were any community benefits derived from the development of the OYDC. The intercepts and questionnaires to the facility users were randomly handed out across a range of days and times. This is because handing out questionnaires randomly and conducting random on-site intercept interviews across a range of times and days gives most users and residents the opportunity to participate in the study and helps ensure a cross section of responses are obtained (Getz, 2005; Grieve & Sherry, 2012). For the same reason, gender and age group of the

participants were not predetermined as participants interviewed reflected the nature of groups that were present at the OYDC and open markets or local supermarkets for non-users on the day the data was collected. The on-site intercept approach was also chosen for its advantage with collecting data on the spot and allowing the respondent chance to ask for clarification if a question is not easy to understand. The other reason why on-site intercepts were chosen was because they allow the surveyors the opportunity to randomly intercept respondents without much disturbance as they go about their business around the sports facility. Surveyors were placed in four key strategic areas at OYDC in order to allow for a possibility to capture respondents from different parts of the facility.

With help from four surveyors, 200 questionnaires were collected from OYDC of which only 178 were useable, while 38 were collected from residents and only 30 were useable. This was because some individuals were not able to complete the questions for different reasons. A total of 30 very brief intercepts with residents on perceived impacts of the OYDC were collected and recorded. The sample of users was drawn from a population of (n = 4263) which was the total number of regular users in 2012 according OYDC records.

5.5 Interviews

In addition to the questionnaire/on-site intercept interviews, a stratified purposive sampling approach was deployed for semi-structured interviews in order to capture views from other stakeholders.

Interviews were conducted with OYDC management, National Sports Federation representatives, a representative from Lusaka City Council, a representative from the National Olympic Committee of Zambia, Ministry of Sport and 3 parents. The purpose of these personal interviews was to gain a greater understanding of respondents' perceptions of the impact(s) of the OYDC on sport and immediate communities which might otherwise not be captured through surveys. All interviews were conducted by the author in order to maintain a level of consistence (Veal, 1992). Semi-structured interviews were employed because semi-structured interviews unlike completely structured interviews allow the interviewer to use probes with a

view to clearing up vague responses, or to ask for elaboration of incomplete answers (Welman & Kruger, 2000, p.161). Interview guides were prepared before all interviews (see appendices).

Two telephone interviews were conducted in order to capture data from two of the key stakeholders namely representatives from the governments Ministry of Sport and the Lusaka City Council (LCC). Out of the 17 sports disciplines represented at OYDC, only 3 individuals representing resident sports bodies represented at OYDC were interviewed this was due to time constraints. The interviews were guided by a set of questions, similar to those posed within the survey and intercept interviews (see appendices.) Interviews were conducted in three languages, English which is the official language spoken in Zambia and two local languages namely Nyanja and Bemba. The three languages were used for the purpose of fully capturing views from a wide range of participants since some of them were not very fluent in English or simply felt more comfortable using a local language.

5.6 Focus Group Discussion and or group interviews

Four focus group discussions or group interviews were conducted. The first FGD was conducted with four boys who were previously members of the OYDC football academy, but have since moved on to play for either first division or super league (elite) football clubs. Two of these individuals were also members of junior national soccer teams. The second focus group discussion involved four girls from the Hockey team which qualified for the 2014 Youth Olympic Games (YOG). The third FGD was with female members of the Judo team who were also part of the 2014 African junior cadet championship in Algeria and one was bound for the Youth Olympic Games in Nanjing, China. The fourth and final group interview was with two female parents whose children were athletes at OYDC.

5.7 Participant Observation

In addition to the data collection approaches already outlined above, direct observations were carried out throughout the three weeks of data collection. This was done in order to capture supporting evidence for the study. Participant observation helps the researcher to focus on individuals' behavior rather than merely focusing on verbal comments given in interviews or test-talking behavior (Dibben & Dolles, 2013). For instance, "active participation increases the

range, relevance and reliability of data.”(Kluckhohn 1940 cited in Dibben & Dolles, 2013). The even freer nature of discussions and relationships between the researcher and the participants makes it possible for the range to increase. Relevance is maintained since the questioning is linked to the current situation and not the retrospective. Through observation one experiences deeper and even more intimate levels of understanding which cannot be achieved via interviews and a questionnaire, this leads to an increase in the level of reliability (Dibben & Dolles, 2013). For example, the researcher was privileged to seat in a parents forum and listen to management and parents discuss areas of improvement and what worked well with regard to improving the quality of life for athletes.

The participant observation approach was employed in this study for a number of reasons. Firstly, participant observation has the ability to expose underlying areas of the subject under investigation during research. Observation has the potential to provide the researcher with an overall understanding of all persons present at a given time as compared to the more fragmented and isolated information provided by a survey respondent (Bailey,1987; Dibben & Dolles, 2013). Secondly, Informed by the literature, the researcher spent time carefully observing various activities and happenings at OYDC among groups and individuals in a more research appropriate approach in addition to use of questionnaires and informal interviews (see Veal, 1992; Dibben & Dolles, 2013).

5.8 Challenges during data collection

The number of questionnaires collected from residents was very small (30 and 178 useable questionnaires for user and residents survey respectively) this was due to time constraints. Collecting data from OYDC stakeholders was a challenge due to the busy nature of most stakeholders to be interviewed. Majority of the representatives had very busy jobs in different organizations hence were most out of office or very during the data collection period. However, representatives from all the targeted offices were willing and able to spare some of the very busy time to respondent to my questions. Some residents, though very few thought the surveyors were conducting research on behalf of the ruling party, but were very eager and willing to participate after being told that the research was academically oriented. The random intercepts at OYDC

were quiet challenging at times because there were too many people going past the data collecting points at the same time in some instances. Otherwise the respondents were very friendly and helpful, a very low refusal rate was encountered during data collection.

5.8.1 Validity and Reliability.

Validity is often divided into internal and external validity. External validity is associated with “to what extent the findings can be generalized to the other environments similar to the environment where the research was first carried out” while internal validity refers to “how correctly the research portrays the phenomenon it is supposed to portray” (Brock-Utne, 1996, p. 615).

The analysis of qualitative data is often open to interpretation and debate, leading to issues surrounding bias interpretation on behalf of the researcher, thus questioning the validity of the qualitative data collected (Gratton & Jones, 2010). To deal with the question of biasness, a number of steps were taken to ensure that the process in this study and the data collected are valid and trust worthy. To start with, documentation of an audit trail of the research process which includes main factors key to guiding the process was maintained. Secondly, both cases in agreement as well as those in contradiction with the researchers’ expressed ideas or explanations will be identified and explained (*ibid.*). This will include extensive descriptions of the setting and participants, the context within which the data was collected, and a clear description of the rationale for any decisions made regarding the data collection or analysis (Gratton & Jones, 2010). To wind up, data triangulation will be employed to cross reference the data from the qualitative stage with the quantitative data, to ensure that what is interpreted from the qualitative research, is in fact, what was said by the participants; triangulation is a valuable means of ensuring the research process and analysis are valid and reliable (Pulis, 2012, p. 130).

5.8.2 Limitations

Some of the limitations of this study are derived from the fact that rather small samples of 178 users’ and 30 residents were collected, this does not allow for a generalization of the findings to the entire center or the city of Lusaka respectively. Lack of adequate time and finances were other limiting factors to the research with regard to sample size and selection.

Most of the literature used in this study is drawn from works on sports facilities and stadia in the US and Australia both of which are developed countries, non-African and non-Zambian in

particular. This might have significant differences with regard to sport culture and economic context.

6.0 Findings

This chapter presents findings from my research. The findings are divided according to the methods used to collect data. The first section 6.1 gives an overview of statistical results obtained via a questionnaire. Section 6.2 gives a summary of qualitative data which was obtained via interviews with OYDC users, management and other stakeholders such as the municipality which is Lusaka City Council (LCC), the National Olympic Committee of Zambia (NOCZ), Ministry of Sport Youth and Child Development (MSYCD), representative National Sports Federations (NFs), parents to some athletes and some residents. The final section in this chapter contains another set of qualitative data in form of Participant Observation. The section gives a very brief overview of findings from my observations during the data collection period at OYDC and communities surrounding the center.

6.1 Questionnaire

Findings presented in this section were obtained from two surveys one from OYDC users and the other from residents of Matero and Mandevu constituencies (communities surrounding the OYDC). Results will be presented separately first the OYDC user survey which is labeled as survey 1 and then the residents survey labeled as survey 2. The results from the user survey fall short of the recommended value for Cronbach's Alpha, after further analysis two items High levels of energy and water consumption and increased noise were deleted to improve the Cronbach Alpha to compare favorably with the value of 0.6 recommended for use in research by Nunnally and Bernstein (1994). Results from the resident survey offered a Cronbach alpha of 0.645 which was acceptable for a newly developed measure.

"Nunnally (1978) recommended calculation of coefficient alpha (also known as Cronbach alpha) in order to assess the reliability of a multiple-item variable. Churchill and Peter (1984) suggested an accepted level for the alpha coefficient. According to them a value of alpha below 0.60 is undesirable. Nunnally (1978; 1988) indicated that new developed measures can be accepted with an alpha value of 0.60, otherwise, 0.70 should be the threshold. However, considering the use of these scales for the first time in a new culture, the cut off value for the alpha coefficient was set up for 0.60 for all the scales (self-developed scales)." Kaurav (2013).

Table 1. Demographic profiles of respondents to OYDC user and residents` surveys

	OYDC user survey (n=178)	Percentage	Residents` survey (n=30)	Percentage
Gender				
Male	54	30.3	16	53.3
Female	124	69.7	14	46.7
Average age group				
12-13 years	8	4.5		
14 –25 years	147	82.5	10	33.3
26–35 years	17	9.6	9	30.
36–45 years	6	3.4	7	23.3
46–55 years			3	10.
55 years and older			1	3.3
Length of residence				
0-1 Years	13	7.3	1	3.3
1-5 years	27	15.2	1	3.3
6-10 years	25	14	6	20.
11-15 years	46	25.9	3	10.
16-20 years	45	25.3	9	30.
21-25 years	12	6.7	6	20.
Above 25 years	10	5.6	4	13.3
Level of education				
None formal	7	3.9	0	0
Primary	23	12.9	7	23.3
Basic education	19	10.7	5	16.7
Secondary	107	60	13	43.3
College/University	22	12.5	5	16.7

Majority of respondents from survey 1 and 2 were male and female respectively. The average age for survey 1 was 15 to 20 while that for respondents in survey number 2 was 26 to 35 years. All age groups were covered with the lowest age group being those aged 36 to 45 years for survey 1 and those aged above 56 years for survey 2. Out of the 178 valid responses in survey (1) 33.7 % of respondents captured in survey 1 were spectators while 56.7 % were residents of the 10 communities immediately surrounding the OYDC. 40.4 % were Lusaka residents living other communities which were outside the study area. The remaining 2.8 % were split as follows, 1.7 % visitors from other parts of Zambia and only 1.1 % foreign residents. The number of foreign and out of town respondents was captured in the survey was against the background that part of

the data collection took place during an international Hockey tournament and camping for other junior national teams (i.e., football and boxing) which had participants from out of town and foreign participants. The composition of respondents could be partly attributed to the random nature of sampling.

Length of residency was also taken into consideration as it has a possibility to influence respondents' perceptions of impacts (Deery et al. 2012).

Independent T-tests for relationship between responses with length of residence, gender, profession and age was employed for both surveys. The tests established that there was no relationship. All respondents to the residents' survey were either Matero or Mandevu constituency's residents.

6.1.1 OYDC user survey

Table 2. Perceived positive economic impacts (OYDC user survey).

Perceived economic impact	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Creates employment opportunities	81.5	3.4	9.0	5.1	1.1
Improves business for restaurants	79.7	4.5	6.2	9.6	
Increases business for lodges	75.2	6.2	10.1	7.9	0.6
Attracts investors	75.8	5.1	11.8	6.2	1.1
Offers financial benefits to some athletes	76.4	6.7	7.9	8.4	0.6
Provides business for local transporters	86.5	3.9	4.5	4.5	0.6
Attracts tourists	82.6	8.4	3.9	5.1	

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

Perceived economic impacts accruing from the development of the OYDC were supported by respondents from respondents in OYDC user survey. Out of the 178 valid responses, 84.8% of the respondents perceived that OYDC created employment opportunities, while 6.2% rejected the statement and the remaining 9% were neither for nor against. A majority of respondents 84.3% perceived that the existence of OYDC helped improve business for restaurants, while 9.5% rejected the statement and the remaining 6.2% either did not know or were undecided. A majority of respondents to the OYDC user survey (81.5%) perceived that OYDC provided business for lodges, while 8.5% of respondents rejected the statement and the remaining 10.1%

were either not sure or did not know. In response to the statement that the OYDC provided business for local transporters, majority of respondents (90.4%) were in agreement with the statement, while 5.1% rejected the statement and the remaining 4.5% were neither for nor against. A substantial majority of respondents (85.7%) perceived that OYDC offered financial support to some athletes, while 9% rejected the statement and the rest 7.9% were either not sure or did not know. Responding to the statement that the development of OYDC attracts investors, a majority of 80.9% respondents perceived the statement was correct, while 7.3% rejected the statement and the remaining 11.8% were undecided.

Table 3. Perceived positive socio-cultural impacts (OYDC user survey).

Perceived positive sociocultural impacts	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Increases participation in sport and exercise	99.4				0.6
Promotes increased health through exercise	99.4				0.6
Provides entertainment	96.1	3.9			
Provides positive recreation	90.5	2.8	3.9	2.8	
Improves academic performance	70.3	8.4	6.7	12.4	2.2
Keeps young people away from bad vices	97.7	1.1	0.6	0.6	

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

Regarding socio-cultural impacts, all respondents in the user survey (100%) perceived that the establishment of the OYDC encouraged increased participation in sport. A substantial amount of 99.4% respondents perceived that the establishment of OYDC improved health through exercise, while a very small amount of respondents 0.6% rejected the statement. Majority of respondents in the OYDC user survey (78.7%) perceived that participation in programmes meant for athletes at OYDC helped participants improve in their academic performance, while 14.6% rejected the statement and the rest of the respondents (6.7%) were undecided. In regard to OYDC providing positive recreation, 93.2 % of respondents perceived that the statement was correct, while 2.8% were opposed to the statement while the remaining respondents 3.9% indicated that they were not sure. A majority of respondents (98.8%) perceived that the established of OYDC helped keep young people from engaging in bad vices, while 0.6% rejected the statement and the remaining 0.6% were not decided.

Table 4. Perceived positive socio-cultural impacts (OYDC user survey).

Perceived positive impacts	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Improves community image	95.0	2.2	0.6	2.2	
Has been popular in the media	95.5	2.2	1.2	1.1	
Makes the community more visible	96.2	2.2		0.6	
Has made Mandevu area and Lusaka known to people from other cities and countries	94.9	2.8	0.6	1.7	
Encourages cooperation among people from different sport disciplines	93.8		4.0	2.2	
Promotes community pride	95.5	1.7	1.1	1.1	0.6
Promotes a sense of community	92.2	2.2	2.2	3.4	
Promotes exposure to different cultures	91.0	3.4	1.1	4.5	
Encourages government support of various sports	91.0	2.2	4.6	1.1	1.1

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

Majority of the respondents (94.3%) indicated that OYDC helps promote a sense of community, while 3.4% of the respondents rejected the statement and the remaining 2.2% were undecided. An overwhelming majority of respondent (97.2%) observed that OYDC helps enhance community pride, while only a small percentage of respondents 1.7% rejected the statement and 1.1 % were undecided. A majority (94.3%) of the respondents perceived that OYDC promoted a sense of community, while 3.4% rejected the statement and the remaining 2.2% were undecided. An overwhelming majority of respondents (94.4%) perceived that the existence of OYDC promoted exposure to different cultures, while 4.5% rejected the statement and the remaining 1.1% were not decided.

A majority (97.1%) of respondents perceived that OYDC helped improved the image of the community, while 2.2% rejected the statement and the remaining 0.6% were undecided. An overwhelming majority of 98.2% respondents perceived that the OYDC makes the community more visible only 1.1 % rejected the statement and the remaining 0.6% were undecided. A total of 97.7% of the respondents in survey 1 perceived that OYDC was popular in the media with only 1.1 % rejecting the statement, while the remaining 1.2% were either undecided or didn't know.

The second part of the questionnaire sort to elicit participants' perceptions of negative impacts accrued from the establishment of the OYDC.

Table 5. Perceived negative economic impacts (OYDC user survey).

Perceived negative economic impact	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Increases price of property in the community	23.0	3.9	16.3	42.8	14.0
Increase in prices of basic goods	45.5	5.6	5.1	18.0	25.8
Has no economic benefit to anyone in the community	23.0	3.4	11.8	61.2	0.6

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

Regarding the perceived impact of the OYDC on the value of property in communities close to the sports facilities, a total of 26.9% of the respondents perceived that the OYDC affected the price of property upwards. More than half the respondents (56.7%) rejected the statement, while the remaining 16.3% were undecided. In response to the statement that the establishment of the OYDC affected the price of basic goods upwards, respondents to the OYDC user survey had mixed perceptions. Slightly over half of the respondents (51.1%) perceived that the establishment of OYDC had an upward affect on the price of properties in the surrounding community, while 43.8 % rejected the statement and the remaining 5.1% were undecided. A substantial amount of respondents (61.8 %) perceived that the center offered some economic benefits to some individuals, while 26.4% perceived that OYDC had no economic benefits to any individual and the remaining 11.8 % were neither for nor against.

Table 6. Perceived negative sociocultural impacts (user survey).

Perceived negative sociocultural impacts	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Encourages disorderliness among young people	9.0	3.4	1.7	80.3	5.6
Platform for youths to be promiscuous	20.2	12.4	2.8	62.4	2.2
Encourages young people drop out of school in preference for sport	14.0	9.6	2.2	61.3	12.9

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

In connection to negative sociocultural impacts, 24.6% of the respondents perceived that participation in sport activities at OYDC encouraged young people to drop out of school in preference for sport, while 74.1% rejected the statement and the remaining 2.3% were undecided. In response to the statement that the OYDC offered a platform that encouraged disorderliness among young people, majority of respondents (85.9%) rejected the statement, while 12.4 % were in support of the statement and the rest 1.1% were undecided. A total of 15.2 % of the respondents perceived that entrance to the OYDC was restricted to a few individuals, while a substantial majority of 85.9 % respondents rejected the statement and the remaining 3.4 % were either undecided.

Table 7. Perceived negative environmental impacts (OYDC user survey)

Perceived environmental impact	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Increase in garbage and poor waste disposal	7.3	4.5	2.2	45.0	41.0
Increases garbage in surrounding communities	11.8	2.8	1.7		83.7
High levels of energy and water consumption	43.3	2.2	12.4	14.6	27.5
Disturbance and disorder by visitors	15.7	15.7	1.1	1.1	66.4
Increased noise	48.9	5.1	1.1	3.9	41.0
Traffic congestion and air pollution	37.1	10.1	1.7	33.1	18.0

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

Regarding factors related to the environment, 11.8 % of the respondents perceived that the OYDC contributed to increase in garbage and poor waste management, while a substantial amount of respondents 85.9% rejected the statement and the remaining 3% were undecided. A total of 14.6% respondents perceived that the OYDC contributed to increased amounts of garbage in the community, while a majority (83.7%) rejected the statement and the remaining 1.7% were neither for nor against. In responding to the statement that activities at OYDC led to increased levels of noise, respondents had mixed opinions. Slightly over half of the respondents 54% perceived that OYDC led to increase in noise, while 44.9% rejected the statement and the remaining 1.1% were undecided.

OYDC user's had mixed perceptions with regard to energy and water consumption levels. A total of 45.5 % of respondents perceived that the OYDC had high levels of energy and water consumption while 42.1 % rejected the statement and the rest of the respondents (12.4%) were neither for nor against the statement. A substantial amount of respondents 47.2% perceived that the OYDC negatively affected the environment via traffic congestion and air pollution, while slightly over half (51.1%) were against the assumption and the remaining 1.7 % were undecided.

A total of 31.4 % of respondents perceived that visitors to OYDC caused disturbance and disorder, while a substantial amount of respondents (67.5 %) rejected the statement and the rest 1.1 % were undecided. A very low percentage of respondents (6.2%) perceived that OYDC was located in a wrong community, while a majority of respondents, 93.2% rejected the statement and the remaining 0.6 % were not decided.

Table 8. Perceived value of OYDC (user survey).

Value to the community	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Entrance is restricted to a few people	10.1	5.1	3.4	59.0	22.4
Located in wrong community	6.2		0.6	64.6	28.7
A waste of money that could be used for more important community projects	7.9	5.1	1.1	22.5	63.4

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

13% of respondents perceived that money spent on the OYDC should be used on other important developmental community projects, while a substantial majority of 86% respondents rejected the statement then the remaining 1.1 % were undecided. A total of 15.2% respondents perceived that entrance to the center was restricted, while a majority of respondents 81.4% rejected the statement and the remaining 3.4% were undecided.

6.1.2 Residents survey

In the residents' survey perceived economic impacts accruing from the development of the OYDC were supported by respondents. Out of 30 valid responses, 96.7% perceived that the

OYDC created employment opportunities, while the remaining 3.3% were neither for nor against the statement. In relation to the statement linking OYDC to enhancing business for restaurants, a substantial amount of respondents (90%) perceived that the existence of OYDC helps to improve business for restaurants, while the remaining 10% rejected the statement. A substantial majority of the respondents (70%) perceived that OYDC provided business for lodges, while 13.3% rejected the statement and 16.7% were neither for nor against. Majority of respondents (96.7%) perceived that the OYDC provided business for local transporters, while the remaining 3.3 % were undecided. A substantial amount of respondents 70% perceived that the OYDC offered financial support to some athletes, while 13.3% were against the statement and the remaining 16.7% were not decided. Responding to a statement that the development of OYDC attracts investors, 13.3% of the respondents rejected the statement, while 56.7% were in support of the statement and the remaining 30% were undecided.

Table 9. Perceived economic impacts (user survey).

Perceived economic impact	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Creates employment opportunities	86.7	10.0	3.3		
Improves business for restaurants	76.7	13.3	10.0		
Increases business for lodges	63.3	6.7	16.7	10.0	3.3
Attracts investors	53.3	3.3	30.0	13.3	
Offers financial benefits to some athletes	66.7	3.3	16.7	13.3	
Provides business for local transporters	90.0	6.7		3.3	
Attracts tourists	76.7	16.7		6.6	

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

Regarding socio-cultural impacts, an overwhelming amount of residents (100%) perceived that the establishment of the OYDC encouraged increased participation in sport. A majority respondents (96.7 %) perceived that the existence of OYDC improved participants` health through exercise and participation in sport, while 3.3% rejected the statement. Majority of respondents 83.3% perceived participation in programmes that were designed for athletes at OYDC helped participants improve in their academic performance, while the rest of the respondents (16.7%) rejected the statement.

Table 10. Perceived positive sociocultural impacts (User survey).

Perceived positive sociocultural impacts	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Increases participation in sport and exercise	93.3	6.7			
Promotes increased health through exercise	96.7			3.3	
Provides entertainment	100.0				
Provides positive recreation	100.0				
Improves academic performance	80.0	3.3		16.7	
Keeps young people away from bad vices	86.7	6.6		6.7	

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

A highly significant amount of respondents to the residents' survey perceived that the OYDC provided positive recreation for young people in society. Majority of respondents to the residents' survey (93.3%) perceived that the establishment of OYDC helped keep young people from engaging in bad vices, while the remaining 6.7% rejected the statement. A total of 86.7% of the respondents perceived that the OYDC helps promote a sense of community, while the remaining 13.3% rejected the statement.

Table 11. Perceived positive impacts (OYDC user survey).

Perceived positive impacts	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Improves community image	90.0			10.0	
Has been popular in the media	96.7	3.3			
Makes the community more visible	86.7	13.3			
Has made Mandevu area and Lusaka known to people from other cities and countries	93.3	6.7			
Encourages cooperation among people from different sport disciplines	86.7	3.3	10.0		
Promotes community pride	90.0	10.0			
Promotes a sense of community	80.0	6.7		13.3	
Promotes exposure to different cultures	86.7	10.0	3.3		
Encourages government support of various sports	90.0		6.7	3.3	

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

All respondents to the residents' survey (100%) perceived that the OYDC helped enhance community pride. A substantial majority of respondents (86.7%) perceived that the OYDC had positive impact on promoting a sense of community while the remaining 13.3% rejected the statement. A substantial amount of respondents 96.7% perceived that OYDC promotes exposure to different cultures and the remaining 3.3% respondents rejected the statement.

Majority of respondents (90%) perceived that developing the OYDC had improved the image of the community, while the remaining 10% rejected the statement. All respondents (100%) perceived that the OYDC was popular in the media and that having the OYDC in the area makes the community more visible. Another overwhelming majority of respondents (100%) perceived that OYDC made Mandevu and Matero area as well as the city of Lusaka known to people from other cities and countries. The second part of the questionnaire sort to elicit participants' perceptions of negative impacts accrued from the establishment of the OYDC.

Table 12. Perceived negative economic impact (user survey).

Perceived negative economic impact	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Increases price of property in the community	23.3	20.0	10.0	36.7	10.0
Increase in prices of basic goods	56.7	33.3			10.0
Has no economic benefit to anyone in the community	3.3		13.3	10.0	73.4

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

Regarding the perceived impact of the OYDC on property prices, 43.3% of the respondents perceived that the existence of OYDC affected the price of property in surrounding communities, while a slightly higher amount of respondents (46.7%) rejected the statement and the remaining 10% were undecided. A substantial majority of respondents (90%) perceived that the establishment of the OYDC affected the price of basic goods upwards in places close to the center, while the rest of the respondents (10 %) were opposed to the statement.

A significant amount of respondents (73.3%) perceived that the OYDC had economic benefit to the community, while 3.3% rejected the statement and the remaining 13.3% were undecided.

Table 13. Perceived negative sociocultural impacts (Residents`survey).

Perceived negative sociocultural impacts	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Encourages disorderliness among young people		6.7	10.0	73.3	10.0
Platform for youths to be promiscuous		10.0	10.0	73.3	6.7
Encourages young people drop out of school in preference for sport	6.7	26.7		53.3	13.3

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

This section of findings is related to negative sociocultural impacts of the OYDC as perceived by residents. A total of (33.3%) of respondents perceived that participation in sport activities at OYDC encouraged young people to drop out of school in preference for sport, while a substantial amount of respondents (66.7%) rejected the statement. A total of 6.7% of respondents perceived that the OYDC provided a platform that encouraged disorderly behavior among young people, while a majority of 83.3% respondents rejected the statement and the remaining 10% were neither for nor against. A total of 16.7% of the respondents perceived that the OYDC provided an enabling platform for young people to engage in promiscuous behavior, while a substantial amount of respondents (73.3%) rejected the statement and the remaining 10% were undecided. Responding to a statement that entrance to the OYDC was only restricted to a few individuals, a majority (80%) of respondents rejected the statement, the remaining 20% were neither for nor against the statement.

Table 14. Perceived negative environmental impacts (Residents`survey).

Perceived environmental impact	SA (%)	A (%)	Not sure	D (%)	SD (%)
Increase in garbage and poor waste disposal	3.3			46.7	50.0
Increases garbage in surrounding communities	3.3	3.3	6.7	43.4	43.3
High levels of energy and water consumption	30.0	3.3	30.0	13.3	23.4
Disturbance and disorder by visitors		10.0	26.7	16.6	46.7
Increased noise	30.0			56.7	13.3
Traffic congestion and air pollution	60.0	13.3		6.7	20.0

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

This section of findings presents the impact that the OYDC has on the environment as perceived by residents.

A total of 30% respondents perceived that activities at OYDC led to an increase in noise levels, while the remaining respondents (70%) rejected the statement. Slightly over half the respondents 56.7% perceived that visitors to events and activities held at OYDC caused disturbance and disorderliness, while 16.7% rejected the statement and the remaining 26.7% were neither for nor against the statement. In responding to the statement that activities at the OYDC led to an increase in garbage and poor waste disposal, only 3.3% respondents perceived that activities at OYDC led to increase in garbage and poor waste disposal, while an overwhelming majority of respondents (96.7%) rejected the statement. A rather small number of respondents (6.7%) perceived that the OYDC leads to an increase in the amount of garbage in surrounding communities, while a majority of respondents (86.6%) rejected the statement and the remaining 6.7% were undecided. Respondents perceptions were split with regard to levels of energy and water consumption at OYDC. 33.3% of the respondents perceived that the OYDC had high levels of energy and water consumption, while 36.7% respondents rejected the statement and the remaining 30% were neither for nor against the statement. The large number of undecided respondents could be attributed to the fact that some respondents thought the level of water consumption at OYDC had no effect on the community since the multi-sport facility had its own independent water supply systems from the rest of the community. Another reason for the large number of indecisive responses could be that some respondents' perception of the two commodities was different but the question combined water and energy, this made it challenging for some respondents to decide. A substantial amount of respondents to the residents' survey (73.3%) perceived that the OYDC had negative impact on the environment in form of traffic congestion and air pollution, while the remaining 26.7% rejected the assumption.

Table 15. Value of OYDC to the community (Residents' survey).

Value to the community	SA (%)	A (%)	NS (%)	D (%)	SD (%)
Entrance is restricted to a few people			20.0	60.0	20.0
Located in wrong community				50.0	50.0
A waste of money that could be used for more important projects			3.3	53.4	43.3

SA: Strongly agree, A: Agree, NS: Not sure, D: Disagree, SD: Strongly disagree.

A substantial amount of respondents (80%) observed that entrance to OYDC was open to everyone, while the remaining 20% were not sure. All respondents to the residents' survey (100%) rejected the statement that OYDC was located in a wrong community. A substantial amount of respondents (96.7%) rejected the assumption that money spent on the OYDC should have been channeled towards more important developmental projects in the community and the remaining 3.3% were neither for nor against the statement.

6.2 Interviews

This section contains some representative findings from group and individual interviews held with OYDC users, administration, representatives from National sports Federations (NFs) represented at OYDC, the Ministry of Sport Youth and Child Development (MSYCD) the National Olympic Committee of Zambia (NOCZ), Lusaka City Council (LCC), residents and athletes' parents.

Overall, OYDC users and other stakeholders perceived that the construction of the Olympic Youth Development Center (OYDC) has had positive impact on sport and the communities immediately surrounding the sports facility. These results will be discussed in more detail in the preceding sections under the three main areas of impacts economic, socio-cultural and environmental impacts as earlier outlined in chapter three.

6.2.1 Perceived economic impact

Generally, some of the residents, OYDC users, management and the municipality perceived that the OYDC had some economic benefits to the community. Other stakeholders like the representative from NF while thought there were no direct economic gains from the development

of the OYDC to users but the center might have some economic benefits to some in the community. The OYDC management perceived that the existence of the center had some impact on the local economy since the center employed about 400 on both part-time and full-time basis. “We have approximately 400 employees attached to the center.” (Interview M2) Some of the individuals work in satellite schools and communities. This argument was confirmed by some residents and OYDC users who observed that, “There are a lot of people who work there [at OYDC] and support their families through their jobs. That to me means people are benefiting economically.” (Intercept R21)

“Some coaches are being employed ...others are being paid for accommodation...” (Interviewee 3 FGD 3)

Enhancement of business opportunities for local businesses:

OYDC was also perceived to have some economic impact on small business that were located near the center. For example, those who owned small business such as grocery stores, stands in the open markets or transportation perceived that the existence of the OYDC helped support their businesses as one taxi driver explained. “We get a lot of customers especially on weekends who hire taxis either to or from the Olympic Development Center...It’s the same for bus drivers especially when there are big competitions.” (Intercept R5)

“Businesses nearby have economic benefits when we host huge events, which are sometimes of international magnitude. We have clients who get out in the nearby businesses to have drinks, food and a like. Some lodges that are close by have received clients for a week or so and actually get good money out of it because of us.” (Interview M2)

In addition, the center was perceived to have economic benefits to small businesses in the community. OYDC management perceived that the center enhanced businesses in the community by providing a market through spectators who came to OYDC especially during huge local and international events.

“The communities also around here, even when we have local events, you’ll be amazed by the number of people who would be selling some sweets, ice cream and all sorts of things, and they would line up here, and [so] we are boosting their businesses like that and so this has economically empowered the community.” (Interview M2)

A representative from the Lusaka City Council confirmed the observation made by OYDC management. “Whenever there is a sports activity, residents from the surrounding areas go to sell food stuffs and other goods.” (Interview LCC).

Economic benefits to users

Stakeholders interviewed could not identify any significant direct economic benefits to athletes, which were stimulated by the existence of OYDC. “There is no monetary gain to the athletes...” (Interview NF1)

“Not all of us do get something from the center, some of us since we started hockey, we've never been paid, but we just have that spirit of the game, the passion that we have for the game.” (Interviewee 1 FGD2)

However, from the users’ perspective some individual athletes who received a monthly allowance for facilitating health education programs, coaching or officiating youth challenge leagues were perceived to be economically benefiting from the existence of OYDC.

“There are those who are chosen, like facilitators, they will be teaching. They are young, but again they are teaching other young girls, so for them they are getting paid.” (Interviewee 2 FGD 2)

OYDC users, NF and OYDC management indicated that some individuals benefited economically from being at the OYDC. These persons had won medals in international competitions and received money from government as a reward for their achievements. Football and judo were mentioned. “...Yes, we can talk of a few exceptional talents who get support for school and some individuals who have received financial awards for winning...” (Interview NF1)

A few exceptional individuals especially those involved in football who excelled and graduated from the OYDC football academy to play for elite clubs went on to get salaries hence perceived to benefit economically. As OYDC management observed. “These youths have been identified and picked into other leagues and clubs where they are now offered economic support in school as well as their homes.” (Interview M1). OYDC users and some parents confirmed the observation made in the following statements.

“A lot has changed since I came here [OYDC] in 2010...in 2012 I started playing for NAPSA [an elite football club]. I started earning a salary with which I was able to support my family...Dad

left us in an unfinished house but now I managed to finish the other rooms and we have people renting other rooms so we get something to support us every month end. Life is balancing now...even better things are yet to come.” (Interviewee 3 FGD 1)

“...In the past I thought he was just troubling himself by playing football...I could not see any benefits from his participation...after he started playing for NAPSA, I noticed how well he used to [financially] support his siblings...” (Interview Parent 1)

6.2.2 Perceived sociocultural impacts

A diverse range of facilities are utilized by the facility users surveyed. The restaurant, multi-purpose hall and multi-purpose outdoor courts, the football and athletics facilities, the pool office and change rooms were some of the most commonly utilized areas; this is a reflection of the fact that they are some shared facilities that are commonly accessed by different resident sports. The data indicates facility users often utilize more than one area of OYDC, not just the sporting components of the venue. High usage of social and communal areas such as meeting rooms and the restaurant and multipurpose facilities indicate that the center provides a social benefit as a meeting place for the community.

“To me OYDC has been a home to everyone despite being vulnerable or you have got both parents it’s just a home for everyone, everyone is welcome here whether young, old, it’s just open to everyone.” (Interviewee 4 FGD 2)

“...being home there are a lot of things that happen when you are at home so it’s good to be at OYDC we are very grateful to have OYDC.” (Interviewee 2 FGD 1)

The construction of the center also serves as a compliment to the municipality in providing recreational facilities for Lusaka residents. As highlighted by the city council representative “OYDC is a recreation facility and thus complements the Council’s role of providing recreation facilities to the residents of Lusaka.” (Interview LCC)

Facility users indicated that they engaged in an extensive range of sporting activities and events at OYDC. Facility users participate in these events as athletes, football, judo, tennis, hockey, basketball, badminton, boxing, swimming, handball, table tennis, weight lifting, netball and volleyball. Others took part as spectators, officials, staff and volunteers. Stakeholders NOCZ,

MSYCD, NFs and OYDC management confirmed the observation. The center also hosted a diverse range of sport and non-sport events and activities providing sporting opportunities to local residents, sports clubs as well as elite athletes and national teams. The center also serves as a meeting place for various women, church groups and schools.

“...the OYDC avails various community groups the opportunity to utilize the facility and human resource at the center for their activities. This accords the community a platform to participate in social sports.” (Interview M2)

The OYDC provides its facilities and services free of charge to schools and community groups that participate in programs that are organized by the center. However, those of the schools or community groups that wish to organize their own programs are charged a minimal fee. “Schools that participate under the OYDC program have the benefit of not paying for activities. Only those that want to participate with their own programmes pay...however, minimal.” (Interview M2)

OYDC facilities are also offered at a fee to cooperate organizations such as banks under the Wellness program. “The charge to the cooperate world is also minimal so that many people are encouraged to participate as it helps them physically and in health.” (Interview M2)

The center also utilizes its facilities to help raise a bit of finances to contribute towards maintenance cost. “Actually part of the money that we raise, through hire of the facilities goes towards maintenance. Because as you have witnessed, it is heavily used, there is heavy traffic. There are so many people that come through and utilize the facility.” (Interview M2)

Perceived impact on participation in sport

The establishment of the OYDC had positively affected community participation in sport. In the eyes of the stakeholders, the mere presence of the OYDC had impact on the level of participation in sport. As captured in the words of one participant. “It [OYDC] has helped in increasing participation in sport. Since the OYDC was built more people are participating in sport and discovering their talent.” (Interviewee 4 FGD 1). Other stakeholders, the municipality, ministry of sport, OYDC management, NOCZ and NFs, also confirmed the observation made by Interviewee 4 FGD 1.

“Last year we had about 200 judokas this year we have recruited another 100...” (Interview NF2)

“Young people from local communities get exposure to new sports, such as swimming, hockey and tennis because of the OYDC.” (Interview NF1)

“If you look at the community in which it [OYDC] was constructed, you notice that it has drawn a lot of membership participating in several sporting disciplines...there is also swimming being sponsored by Zamtel.” (Interview MSYCD)

The ministry of sport, OYDC management, national federations and NOCZ perceived that OYDC impacted community sports at different levels. The center was engaging people of all age groups to participate in a sport of their own choice and revamping sports which had disappeared from the Zambian sports scene to an extent where the nation could participate in international competitions and win.

“OYDC has promoted sport at community level. For example hockey. Hockey had died in this country now of late, what we have seen is that after the construction of OYDC from the time it started ...we have seen hockey being promoted where we are even participating at regional level. Not only competing at regional level but winning competitions at regional level because of engaging the community around OYDC to participate in hockey.” (Interview MSYCD)

“We have really introduced this thing of going to different schools to introduce hockey others in schools others in the community.” (Interviewee 1 FGD 2)

The quality and nature of the sporting facilities and organized activities at OYDC are great selling points with regard to attracting new and existing athletes to participate in sport the center. As put by one user, “...all of us here play football and we all come from communities that have very poor football pitches so just the site of these facilities motivates us.”(Interviewee 2 FGD 1)

OYDC management indicated that the center was instrumental in identifying and developing talent among young people. Some of whom were new to the type of sport they joined.

“...some of these athletes had never known what sport was or whatever kind of sport they just started at the center, and at the end of it all many of them are members of national teams at different levels.” (Interview M2) Users confirmed this observation.

“I started playing hockey in 2011. It is a sport that I didn’t even have any view about. I was just coming here for school athletics then I was just introduced...now I’m well at it and even participating in international tournaments.” (Interviewee 3 FGD 2)

A number of athletes indicated that being at the OYDC gave them the opportunity to try out new sports as well as discover other talents.

“The development of the OYDC close to our community has made a big difference. In the past, one had to get on public transport or walk long distances to find proper facilities. It was expensive and discouraging. This facility has brought the opportunity close to us it is possible to be identified if you have talent” (interviewee 3 FGD 1)

The Ministry of Sport (MSYCD), NFs and OYDC management perceived that the center provides athletes a platform through which they could improve their individual and collective performance as well as improve the profile of their sport. OYDC users confirmed the stakeholders’ observation in the following comments:

“when I started I was just training here[at OYDC] then I got selected for the under 15 national football team, then I graduated to the under 17...I have seen some change since my performance has improved and I have been exposed to international games which I dreamed of playing one today.” (Interviewee 2 FGD 1)

“...some good people brought me here to the OYDC where I met experienced and exposed coaches who told me to do this sport...Sometime later they invited me to compete in the Zone Six (6) championship, where I came out first and won the Gold medal. Then the second one I went to Tunisia, where I came out third and won bronze [the African Junior Cadet Championship]” (Interviewee 1 FDG 3)

“...personally had it not been for OYDC I don’t know where I would be because there was a lot of negative influence where I used to play before. Without OYDC I would not have a club and I would not be on the national team [under 17].” (Interviewee 4 FGD 1)

The OYDC provides the residents from nearby communities’ free access to regular entertainment via sporting events and other activities. One user observed that OYDC “keeps us busy and entertained, there is so much that can go wrong when you spend too much time in the community.” (Intercept U4). U4s observation confirms that the center was perceived as a place of entertainment and a place to go to escape from boredom or negative vices. This was by in itself a social benefit for local residents who visited the center either as athletes or as spectators.

Considering that the center also hosts training camps for elite athletes such as the national soccer teams “...we even have professionals like the Zambia national football team they are all using

the same facilities.” (Interview MYSCD) The entertainment and excitement received from watching elite sport or meeting local and international sports icons is just one of the many social benefits reported by OYDC facility users who participated in this study.

The OYDC was perceived to have positive impacts on Zambian sport both at community and national level. The center is equipped with sports facilities of international standards. That makes it possible for local athletes to prepare adequately before hosting or engaging in international competitions.

“OYDC has promoted sport at community level. For example hockey. Hockey had died in this country now of late, what we have seen is that after the construction of OYDC from the time it started ...we have seen hockey being promoted where we are even participating at regional level. Not only competing at regional level but winning competitions at regional level because of engaging the community around OYDC to participate in hockey.” (Interview MSYCD)

Stakeholders, NFs, NOCZ, OYDC management and users perceived that hosting high profiled sport events of local and international nature made the OYDC and the resident sports disciplines more visible. The center also helped raise the profile of most resident sports.

The existence of OYDC has positively affected community participation in several sports disciplines. Many sport disciplines both newly introduced and old ones have drawn many members from communities that are located close to the center.

“It (OYDC) has promoted mass participation in the community in terms of sport...If you look at the community in which it was constructed, you notice that it has drawn a lot of membership participating in several sporting disciplines...there is also swimming being sponsored by Zamtel.” (Interview MSYCD)

The OYDC was perceived as a contributor to the advancement of community sports by building leadership capacity in local people. From the government’s perspective, this was a benefit to sport in the country. The center has a deliberate policy to develop sports by encouraging young people to train as certified coaches and referees with sports federations in their respective sports disciplines. “...we have trained them to be coaches, we have trained them about HIV/AIDS prevention, and the Olympic values education as well and we are hoping that these young people can got out and teach their fellow peers.” (Interview A2)

As one athlete confirmed “...we have to take exams, they train us as coaches, umpires and referees you can do a lot of activities here.” (Interviewee 2 FGD 1) Other stakeholders, NFs, NOCZ and the ministry of sport confirmed this observation.

“There is also leadership skills that are being promoted around the community there. We have community sports leaders being trained at OYDC drawn from communities around where OYDC is. So in mind you is that the facility has promoted community sports programs in which our country has benefited.” (Interview MSYCD)

Stakeholders, NOCZ, MSYCD, NFs, OYDC management perceived the OYDC as a platform for taping and developing talent from around the country. The center was perceived to have developed a new generation of skillful young athletes some of whom were representing the country in various sports at international level. Some of the success outlined by interviewees were that OYDC was contributing athletes to national teams who were wining honor at international level “I have seen the under 17 Airtel raising stars most of the stars are drawn from around that community and they are using that facility.” (Interview MSYCD)

“...I think from the data that is coming out of the OYDC it’s quite evident that even to the international federations that the results coming out of Zambia have improved, it’s only three years but you can see that it (OYDC) has made a difference” (Interview NOCZ)

“...we have achieved a lot of success with our judo athletes, most of whom started from here, we’ve got Nokutula Banda (who) is number 3 in Africa. Joshua Nondo is number 2 in Africa; Mary Kayemba is number 1 in her weight...” (Interview NF2)

“...in athletics recently we had a gold medalist in china I think Nanjing...he came from the center.” (Interview MSYCD)

Athletes as evidenced by the following statement given by a judo athlete confirmed the perceived impact of OYDC on sport at national and international level.

“...some good people brought me to OYDC where I met experienced and exposed coaches who told me to do this sport...After sometime I was selected to compete in the Zone Six (6) championship, where I came out first and won the Gold medal. Then the second time I went to Tunisia [the African Junior Cadet Championship] where I came out third and won bronze” (Interviewee 1 FGD 3)

The OYDC helps meet part of the government’s objectives by grooming professional athletes.

“We are benefiting at national level because in our view what we want is to groom professional sports men and women from that center and I just gave you an example that recently we had a gold medal from an athlete groomed from the center.” (Interview MSYCD)

Both the ministry of sport and the national Olympic committee observed that the existence of OYDC has contributed to building a more systematic approach towards managing and progressing sports in Zambia.

“It [OYDC] has made a difference because the management of the sport has been more constructed it’s been more systematically done. There is an opportunity for the federations to utilize the expertise of the center to try and progress their sport which has not been there before because sport in Zambia is still predominantly run by volunteers.” (Interview NOCZ)

NFs, OYDC management and some users observed that having a lodge and sports facilities of international standard in one place made it easier and cheaper for national federations and clubs to camp unlike in the past when they struggled to find suitable and affordable facilities. “The presence of the lodge at OYDC makes it easier for national teams to camp...” (Interview NF1)

“The lodge under construction at OYDC has added value to the center. Camping for clubs and national teams preparing for international competitions is becoming easy and will even be easier when the lodge is in full operation.” (Interview M2)

Perceived impact on individuals

OYDC was noted to have positive impact on talent identification and development. Since the construction of the OYDC many young people from local communities have been introduced to new sports such as judo, hockey, badminton and handball excelled in their respective sports disciplines winning honors at international level. The existence of the OYDC was also seen to benefit the community in terms of exposure to different cultures via interaction with people from different backgrounds as well as different countries through sport.

“It's just the exposure. I think we have learned a new thing. We have met a lot of whites from other countries, that have been coming here, to come and teach us about hockey, the workshops on umpiring, the workshops on coaching. So at least, we have exposed ourselves with the outsiders, our neighboring countries, a lot like South Africa and Holland. They are the ones who have been helping us in hockey” (Interviewee 3 FGD 2)

“I have seen a lot of change in my life I’m now living at my clubs camp house and I have been exposed to a new society seeing how people live in different places.” (Interviewee 4 FGD 1)

Others felt they gained more exposure to other cultures by travelling for international competitions when selected to represent Zambia in a foreign country.

“ ...through travelling I have been exposed to other peoples cultures for example when we go to South Africa they give us a free day to visit different places and learn how people live and that country’s history.” (Interviewee 2 FGD 1)

Interviewees indicated that being involved in activities at OYDC had influenced some positive change in the lives of the users. Parents and other stakeholders NFs, NOCZ and the Ministry of Sport (MYSCD) outlined that participating in activities at OYDC helped youths avoid being involved in bad vices and helped young people adapt better lifestyles.

“Since the program started, there has been change in behavior in the young people that have been involved in the projects. The first thing is you can see the change in their life styles and the way they relate to their coaches and fellow athletes and also testimonies from the parents thanking the OYDC for what it has done in these young people’s lives.” (Interview M2)

“...he has changed he is staying with a coach and we have seen now even his performance in class has improved.” (Group interview parent 2)

“Children who participate in activities at OYDC can be told apart from other children when in a group, they have a certain level of discipline in sport as well as in other activities.” (Group interview parent 1)

“Having the Olympic [OYDC] has really made a big difference in this community. In the past most young people used to roam the streets or bars just causing problems in the community just getting drunk and causing fights, some stealing...these days we rarely ever have those problems because most of them spend their time there [OYDC] and just come back tired. No energy to cause trouble.” (Intercept R11)

“Looking back I can confidently tell you that it (OYDC) has made a big difference to the community. I see kids that came in that could barely stand on their own in terms of confidence and the way they deliver themselves, and I have seen them the past three years, transform into very confident young men and women. They can stand their own, they have been given the

opportunity to rub shoulders with the most elite. You do not find that kind of opportunity in any other environment except for sport...” (Interview NOCZ)

“...Having this kind of facility is a big motivation to the community there were a lot of kids who used to steal maybe they used to fight around but they have changed because of the activities here.” (Interview NF2)

The stakeholders observations were confirmed by OYDC users as outlined in statements such as:

“I used to be very intolerant and ill temped the guys in my community knew it [others burst out into laughter] whenever somebody said or did something I did not like, I quickly engaged them into a physical fight. I am quite tolerate now I just ignore such people and I avoid being negatively influenced by groups...” (Interviewee 3 FGD 1)

“it [participating in sport] has changed [me], I have never been a star in my life, if it wasn't for sport I wouldn't be famous, but because of sport I train hard, I work hard and I prove to be a champion that's why all people know me here [OYDC].” (Interviewee 2 FGD 3)

Training and Education

As well as being a sports facility, stakeholders perceived the OYDC had many other effects that went beyond sport. This is because athletes were exposed to both sport and life skills lessons through various channels. Some athletes interviewed cited having lessons or workshops on reproductive health, drug and substance abuse, HIV and AIDs, Olympic values, leadership among many others.

“...there are a lot of things that one learns when you are here. You have workshops on the dangers of drugs, how to be a good leader and how to be a good person in society.” (Interviewee 5 FGD 1)

The OYDC has set training of young leaders in the Olympic values education program (OVEP) and reproductive health matters one its top priority programs. The young leaders are selected from among those young people who show potential to be good leaders. Coaches from all sports disciplines represented at the center recommend suitable athletes to be trained from their sports disciplines. The center has 55 trained young leaders.

“...we have trained them to be coaches, we have trained them about HIV/AIDS prevention, and the Olympic values education as well and we are hoping that these young people can go out and teach their fellow peers.” (Interview M1)

The center also offers workshops on various issues of relevance to youths and children. Some of the areas covered include, girl empowerment, HIV/AIDS awareness, child rights, Olympic values, leadership to mention a few.

“...they also have some programs like the OVEP, the Olympic Value Education Program, that we do here, we learn about the Olympic values. Just the sport disciplines, how we can manage sports and how you can play fair games, how to respect and how you can have a motivator...to have inspiration from those top, top, top players.” (Interviewee 3 FGD 2)

OYDC also has a policy to develop sports by encouraging young people to train as certified coaches and referees with sports federations in their respective sports disciplines. The young leaders are also given the opportunity to lead sports activities through the youth challenge leagues at the center as well as in satellite schools and communities.

The lessons taken by young people on Olympic values are not only valuable in relation to sport, the values learnt are also applied in the athletes' day to day lives.

“These values of friendship, respect, determination, equality all these values represent the perfect athlete, the Olympians people who participate on high level...these are the sort of values that contribute to good citizenship.” (Interview M1)

OYDC management indicated that the center runs a literacy class for athletes who have dropped out of school. Individuals who were identified to be progressing well in the literacy class were put back into the mainstream education system.

“ we have a literacy class here at OYDC which has got about 44 students which have come from all these sports groups ...once they are in class the teacher checking their progress can recommend them to be put back into the main stream education, which we have done for 14 students at the moment.” (Interview M1)

Users confirmed the observation made by OYDC management as highlighted in the statement below.

“...OYDC has opened a literacy class for those who can't afford to be paid for at school. They first come here they see how well you are progressing and then if you are corresponding well they before they are taken to nearby government schools...” (Interviewee 2 FGD 2)

OYDC management, users, and NFs indicated that the center pays school fees for those athletes who are reintroduced into the mainstream education system. In addition to supporting those who have gone through its literacy program, the center runs a program where vulnerable athletes are given school support in terms fees, uniforms and books among others.

“I must also mention that we have a program where we have identified vulnerable athletes, that have no one to support them to go to school, and we have provided as a center now, resources to support them in education through books, shoes and uniforms, and at some point paying their school fees.” (Interview M2)

In addition to the literacy program and providing school support for vulnerable athletes, the OYDC provides support for athletes who are under the high performance center. “OYDC also supports high performance athletes who are training at the center in terms of their school, so we try to make sure that all our athletes are in formal education.” (Interview M1)

OYDC users confirmed the observation made by management “OYDC sponsors us to school, when there is a trip they contribute, when there is an emergency, if you are a sports lady or sports man here they will assist you.” (Interviewee 2 FGD 3) This was identified as a positive on the part of the OYDC as observed by this parents statement:

“...the OYDC has started sponsoring children to school. When a child becomes good in sport, they come in to sponsor them in education. That is a merit to their side because way back we never used to see that but now I have seen that they have taken up that responsibility to sponsor the best children, they have raised them [In sport] they are also trying to raise them academically and in other areas of their lives.” (Group interview parent 2)

The education offered to athletes is meant to impart basics understanding as well as empower individuals with better decision-making skills not to qualify them for professional jobs. “Education in terms of sport is not to see them as C.E.O of some big companies...it is just to help them make wise decisions that can help them be successful...” (Interview M1). However, some of the parents interviewed indicated that there was need for OYDC to hire the best teachers in town to help athletes keep up with their schoolwork that is at times disturbed due to competing in international tournaments. “...we really need them [athletes] to get extra study lessons from

the best teachers who can help them just like Europeans do for high performance athletes...” (Group Interview Parent 1) This observation indicated that parents expected a lot more from OYDCs education program.

Health checkups

The center contributes to the community in terms of health screening on a monthly basis. Free health checkups are conducted for all athletes participating in the youth challenge leagues. This is done in partnership with health institutions. The program offers those athletes who come from humble social economic backgrounds the opportunity to receive free medical checkups, which they would otherwise would only receive when critically ill.

“... when it comes to health screening, medical check-ups, we have projects that run on a monthly basis, so the satellites that we have and the schools, communities they come to participate every month. During that period we have partners with health institutions, hospitals, clinics and other health centers, in line with medical screening, general body screening...”

(Interview M2)

The OYDC observed that health check-ups have scored some significant success in improving the quality of life for youth and children participating in sports programs at the center.

“I can assure you that at some point we had about three-four children who were said to be deaf, and this happened last year. Actually, their ears were blocked, and when the things were extracted from their ears, for some, even cockroaches came out. So you can see the effect is that after that the boys started hearing.” (Interview M2)

The center takes the initiative to communicate with caregivers in the community in order to advise them on how to produce quality care for their children. The medical checkups are free. Athletes are also taught about personal hygiene. “The kids are taught about hygiene and taking care of their bodies, but also the environment.” (Interview M1).

Community visibility and image enhancement

Overall a number of community benefits were commonly identified by a cross section of stakeholders and users from the development of OYDC were: improved access to high quality facilities and programs, exposure to local and international events, elite athletes and coaches;

increased sport profile, exposure to sport, participation and number of members; an increase in the number of outsiders visiting the city and communities surrounding OYDC; increased community involvement and social integration; and provision of a safe sporting and social environment.

Several stakeholders observed that the development of OYDC had positively affected the image and profile of the resident sports and the local community, confirming that the community had benefited from being associated with a major sports facility. The benefit of having an international standard venue that operates all year round is that it provides an extensive range of local and international events as well as elite training opportunities. Sports teams and individuals travel from all over the country and the region to access the multi-sports facility. From the stakeholders' perspective, this has resulted in the center earning the respect of the sports community and the cooperate world, an increase in participation and improved performances. Stakeholders believe the construction of the OYDC helps enhance the image of the sporting community in Zambia.

“... this is the time of TV and a lot of cooperates want to position themselves with winners, they will not position themselves with a small club whose struggling, they are not gone get any mileage from that, they would rather go for somebody that will give them mileage. I think the IOC definitely did feel in a bit of a void there and I think the international federations that participated in the project should.” (Interview NOCZ).

OYDC stakeholders observed that the facilities at the center offered various sporting disciplines a platform to market their sports. The observation was confirmed by facility users who perceived that OYDC has heightened the community's awareness of sport and increased sporting participation. The users also indicated that OYDC also helped win some parents support over time as cited below.

“...at first she [mum] couldn't even come here when we had a tournament sometimes they want some parents to interview she wouldn't even bother coming here but now she comes like last time when we were having a tournament she was here she was supporting. And also some people saw me on TV...then my relatives could call her oh we saw your daughter so she is very happy now.” (Interviewee 4 FGD 2)

With regard to community image, residents perceived that the existence of the OYDC had positive impact on the image of the local community both in terms of appearance as outlined in the following quotes: "...that area was so dirty before the Olympic [center] was built...it now looks beautiful and brings pride to people who live around this area. You should see it at night." (Intercept R21). Other residents also observed that the construction of OYDC made the area more secure and safe because there were always people at the center and the place was well lit at night. "...that place [the land where OYDC is located] was not safe criminals used to hide in those bushes" (Intercept R14)

6.2.3 Developmental impacts

Most residents who perceived the construction of OYDC enhanced other forms of development identified the construction of lodges and guesthouses, a shop as well as renovation of houses near the center. OYDC management confirmed these developmental impacts. However, some respondents who indicated that OYDC influence other forms of development in the community were not able to cite examples. From the municipality's view, developments around OYDC were visible but could not confirm if the identified impacts came about because of OYDC.

"There are a lot of developments near OYDC and on the other side across the great north road. There are developments such as shopping centers and filling (service) stations. However, am not very sure if these developments are as a result of OYDC." (Interview LCC)

"...there is a shop and filling station that was built after OYDC. I have also noticed some people who are beautifying their houses and turning them into guesthouses." (Intercept R21)

6.2.4 Political impacts

OYDC management perceived that the center had more positive than negative effects on the community. The respondent cited some individuals who may have seen the construction of the sports facility on that land as negative since some of them intended to have the land for their personal businesses or homes.

"I would really not talk about the negative effects this center would have had, apart from those who wanted to share the land for the plots, for their houses. Of course they wanted this big plot of land, they looked at it to be their investment on their side, as an opportunity to build their

businesses, their warehouses, their houses and all sorts of things that would have been built here.”
(Interview M2)

The land in question was originally reserved for sport infrastructure by government this was confirmed by the municipality “The area [where OYDC is located] was reserved for sports infrastructure by the government through the Ministry of Lands” (Interview LCC)

6.2.5 Environmental impact

The OYDC has an environmental health education program where children and youths learn how to take care of the environment. OYDC coaches and trained youths run environmental education. Trained young leaders spread the training on environmental health to schools and other communities. The young leaders lead their fellow youth in sport and environmental activities. “For the Olympic week, which is every June... most of our young leaders that have been trained in environmental health have to go out to schools and teach their fellow students.” (Interview M1). On 25 June, all these schools and communities come together and share ideas on how to take care of the environment. One of the activities undertaken is tree planting.

The environment at OYDC also serves as a good example and a source of motivation to so many youths who come from communities where there are challenges related to water and sanitation as well as poor waste management.

“If you walk into OYDC you will realize that it is different because of the community that surrounds it. So when the kids come, they find it clean, they know it is their responsibility to keep it clean.” (Interview M1)

“...we are taught how to keep this environment clean, to avoid throwing litter all over and throw paper in the bins, that’s why the playing fields look clean.” (Interviewee 2 FGD 1)

“I should state that while coaches continue to educate the athletes, it still remains a challenge. As you can see while some of our athletes come from privileged communities where they have facilities such as flush toilets and running water in their homes, most of them come from vulnerable communities where no such facilities exist...we have a duty to keep on educating them...” (Interview NF1)

Residents who were interviewed perceived that the OYDC was a safe and orderly place for youths and children. Some of the reasons forwarded were that center had responsible adults who worked towards keeping order with support from security guards. “The environment is safe there [at OYDC] they have responsible adults and security guards so there is no room for those who want to misbehave to do so.” (Intercept R27). Other residents (R17, R12, R10 and R 21) echoed similar observations to those of R27.

Water consumption levels at OYDC are quite high as outlined by OYDC management. “The consumption of water is quite high especially when hosting events from morning to evening.” The main areas of water consumption at the center were the swimming pool, toilets, maintenance as well as drinking. OYDC has both internal and external sources of water supply. The center has four boreholes that are supplemented by water supply lines from the municipality. The challenge comes when the boreholes dry up during the hot season since the center has to rely on external supply.

In relation to levels of water consumption, residents had mixed opinions. Some residents perceived that OYDC consumed high levels of water and electricity due to the large number of visitors and the swimming pool. “I believe they use a lot of water and electricity because they have a swimming pool and they always have a lot of people playing games there even at night.” (Intercept R25). Those opposed to the view argued that the center had its own water supply system hence had no negative impact on the environment outside the center. Those opposed to the notion that the center consumed high levels of energy reasoned that there was control with regard to use of energy for lighting at the facility.

“I don’t think their [OYDCs] water consumption levels are high, they have their own boreholes so they don’t have any effect on the communities around.” (Intercept R16)

“...high levels of water consumption yes but not electricity because I have been there several times before. They [staff at OYDC] switch off lights in places where there are no games.” (Intercept R10)

OYDC tries to regulate levels of water consumption by running environmental education programs for athletes. The measures employed since the center has clients from different backgrounds. Some athletes and visitors have little or no experience with using running taps and

flush toilets. The taps in the shower rooms at the center are set to regulate water usage however, the ones outdoors are not self-regulated.

“We have taps that close every after 3 seconds because different people come to the center. Some clients would leave the taps running after three seconds to close so the taps we have they regulate the amount of water to be used.” (Interview M2)

Regarding traffic congestion, the residents spoken to had mixed perceptions. Majority perceived that the OYDC added to traffic congestion along the great north road where it is located. This was more evident to them on weekends and on days when the center hosted big events. “There is a lot of traffic on weekends especially in the morning and evening when people are just going for games or leaving. It’s even worse when there are international games.” (Intercept R12). Those of the residents who were of a different view argued that while in agreement with those who thought the center contributed to traffic congestion along the great north road, there were other reasons behind the heavy traffic such as vehicles entering and exiting the city.

“...it is important to understand that this road links Lusaka to the Copperbelt, Central and Northern provinces as well as Tanzania so there are other reasons to this congestion OYDC just adds on...” (Intercept R25)

The center also tries to regulate its environment by using leaves and grass to make composite manure for its plants, sourcing most of its supplies from local suppliers and avoiding unnecessary waste of materials such as left over foods.

6.2.6 Perceived costs

All research participants generally indicated that the existence of OYDC had benefits to both sport and the local community. A few costs were identified mainly by users participating in minor sports disciplines (hockey and weightlifting) who perceived that their sports disciplines lacked in sponsorship and monetary rewards. Other costs identified came from some parents who felt travelling for international competitions during school days was a cost on the high performance athletes’ academic performance.

“...if it were possible it would be better to have the games scheduled during school holidays in order to allow the young ones concentrate on their studies. There is need for these athletes who participate in international competitions to have the best teachers. For example these children have been away [to Algeria] competing for a week.” (Group interview Parent 1)

“...OYDC should find very good sponsors for these children [athletes]. In Europe when a child is competing in sport at this level they have very powerful sponsors who cover their education and all their needs even us as parents we also have many needs such as financial needs” (Group interview Parent 2)

Facility users generally felt there were very few negative impacts associated with the development of OYDC, and these concerns resulted from perceived inadequacies in the provision of ancillary facilities and services rather than opposition to the development itself. The inadequacies identified by interview participants mainly came from athletes participating in `minor` sports such as hockey and weightlifting who felt that their sports disciplines lacked adequate sponsorship. “I think hockey, it has been a sport which has difficulties in terms of sponsorship. We have been longing for sponsorship, I think for quite some years back, just since I was introduced to hockey...” (Interviewee 4 FGD 2). Other areas of concern were that some athletes’ families perceived participating in sport took away from the individual athletes’ time to help the raise some money.

“It's not easy for parents to release you to go for sport. Others, my friends, the ones I used to learn with, they are working, others are earning something, helping in with their families. So our parents at times they get a very big burden, like you just go to OYDC every time, every time but you are earning nothing.” (Interviewee 2 FGD 2)

Another perceived cost of the existence of the OYDC was the possibility of syphoning potential athletes from other institution that are involved in sports.

“...though probably not so much...but I think its [OYDC] syphoning the players, the athletes they [other sports organizations] are trying to groom, because there [OYDC] it's a well-structured institution. And there is a lot of motivation in terms of players or athletes who are using that facility. You see, it is all encompassing, because it's not only like training the kids in terms of sport, but it's also training them in terms of leadership and these kids become so responsible.” (Interview MSYCD)

Most residents perceived that the existence of the OYDC had negative impact on the environment by means of causing traffic congestion especially on days when the center hosted big local or international events. Overall users, residents and all stakeholders interviewed perceived that the benefits of the development outweighed the costs.

6.2.7 The value of OYDC to the community

Both athletes participating in mass sport and those engaged in elite sport can access sports facilities of international standard, such as a IAAF accredited athletics track and field, FIFA, IHF accredited synthetic pitches, FIVB, FIBA accredited indoor facilities most of which are the only public facilities of a sort in the country. These facilities put OYDC in a position to provide resident sports with the opportunity to attract new participants in mass participation as well as high performance level. The center also provides a social meeting place for people from all walks of life.

“Personally this facility has helped me a lot, as in serious. Because when we come here, as youths, as I earlier said, it has been a home for everyone who is able to do sports here...I think a person who can just say like Olympic [OYDC] is just wasting of time or money, they should have built something else outside there. I think that person does not really know what is going on here at OYDC.” (Interviewee 3 FDG 2)

From the residents’ perspective, perceived positive impacts of the OYDC outweighed the perceived negative impacts. Overall, OYDC was perceived to have more benefits to the community.

“Having the Olympic center has really made a huge difference. In the past a lot of young people used to roam the streets and bars just causing problems in the community...these days we rarely ever have those problems...” (Intercept R17)

“It would be nice to have other projects done in the community but money spent on that facility [OYDC] is money well spent...it keeps so many youths occupied and away from bad vices.” (Intercept R15)

From the perspective of the national federations represented at the center, the NOCZ, the Ministry of Sport (MSYCD) and OYDC management, the construction of OYDC presents an opportunity to advance sport at community and national.

“...It could have been any country in Africa ...Zambia had all the right surrounds quite frankly because we didn’t have any astride, of any sort we didn’t have any multi-purpose center or hall that could be used with artificial turf by the associations. So it was a worthy country to select...we are very grateful for that.” (Interview NOCZ)

From government's perspective, the OYDC contributes to advancing government's policy "vision 2030" of creation of centers of excellence for advancement of community participation in sport and grooming of professional athletes. OYDC acts as a center of excellence in the absence other facility performing that role in the country. "That one [OYDC] in the meantime is acting as a center of excellence because we do not have any other center of excellence in the country apart from OYDC." (Interview MYSCD)

To all stakeholders, NFs, NOCZ, Ministry of sport (MSYCD), the municipality (LCC) and OYDC management, OYDC was perceived to have positive effect on the community by providing young people with the opportunity to lead healthy lifestyles through sport and recreation.

"Instead of the kids being on the streets or sniffing petrol or whatever and you know just getting up to mischief as children do when they have nothing to do from school. Here they are at the center taking up responsibilities, learning to be leaders, trying to incorporate into each other's affairs being involved in what's happening there. Definitely they have transformed. So the center in terms of making a difference to the society, the community has been wonderful. That is totally separate from even the sport inside of it and we are just talking about a small area of Lusaka were we have seen this wonderful difference. People talk about medals and how well you do in your sport, but just look at the community and just the impact it has on the community. It's really something wonderful!" (Interview NOCZ)

"We have a facility and we have the management that has really helped government to build up that bridge where we have seen children straying from the normal way of growing up into responsible citizens but to build them into responsible citizens. So we are spreading it into other provinces." (Interview MSYCD)

6.3 Participant Observation

Before I went to OYDC for research purposes I had been there on a number of occasions but when I visited the place this time around my eyes, ears and mind were wide open and at times it felt as if this was my first visit to the center. This section gives a very brief recount of people's behavior and activities as observed during my three weeks of data collection at OYDC and the targeted surrounding communities. The observations are grouped into three categories, socio-cultural, economic and environmental.

6.3.1 Economic observations

During my study at OYDC I witnessed a few individuals going around the venue taking photographs of spectators and athletes for money. Some other individuals were selling small items such as popcorn, sweets. During the same period, the lodge at OYDC though still under construction at the time had all its fully operational rooms fully occupied by Zambian athletes who were in camp preparing for international competitions. The center was hosting a lot of sport and non-sport related events involving both out town and local participants. During this period I witnessed some individuals who wished to spend a night at the center fail to get a room there since all rooms were fully occupied. Receptionists at The OYDC would then individuals would then be directed to a lodge that was located just within walking distance from OYDC.

6.3.2 Socio-cultural observations:

During the study period, OYDC was a hub of activity both sport and non-sport related. The center played host to mainly youth oriented activities, sport activities and a mix of sport and other social gatherings which attracted more mature audiences such as social and cooperate sports, church gatherings and weddings. Most activities in which youths were involved took place during the day and involved both elite and mass participants. Participants in these activities were drawn from a cross section of backgrounds.

The thousands of individuals present at OYDC had different reasons for visiting the center. Some were there as spectators or participants in sport, others simply used the facility as a social meeting place where they could interact with their friends or meet people from different backgrounds with whom they would otherwise not meet. Some individuals or groups were there for church gatherings. The center was also a large playground for children from surrounding communities who just came there to run around and have fun without any formal adult supervision. Normally groups of children their age in communities such as those surrounding OYDC would be roaming the streets, bar areas and marketplaces barefooted.

The center experienced calm Mondays with almost no activities taking place but a few high performance athletes training and maintenance works taking place. Tuesdays to Thursdays were

busy days with training activities taking place in all sports disciplines, of which most mass sport activities took place during afternoons. High performance athletes had both morning and afternoon training sessions. The center experienced a huge explosion of activities from Fridays through to Sundays. Weekend activities draw the largest crowds.

Crowds at OYDC.



Source: OYDC

On some weekends some events went on overnight especially when there were of national and international nature such as sports tournaments or church gatherings.

The nature of people who visited the OYDC during the study period came from a mix of backgrounds. The majority of those I interacted with came from less privileged backgrounds or communities, while others came from more privileged backgrounds.

Informal gatherings

Apart from the formal programs, I observed a number of unofficial youth groups and gatherings around the loans where a number of youths from local communities could informally sit down and chat while others would organize informal rap or dance contests among youths from different local communities. This created a good following as well as an exciting atmosphere among those watching and cheering. Sports facilities especially the multi-purpose outdoor courts were sometimes open to individuals or groups to use for just as long as there were no planned activities taking place on those facilities.

Picture of youths entertaining themselves by dancing in the evening at OYDC.



Picture taken by Joseph Chileshe during data collection at OYDC 14.03.14.

While going around the center, I could notice groups of young athletes in basketball, judo, handball and hockey being instructed or coached by their fellow athletes “young leaders”.

The other form of informal gathering that caught my attention was I saw two boys probably aged between 14 and 15 years officiating a friendly basketball match between two universities. The match had many rowdy supporters and spectators from both sides but the boys were able to confidently handle and control the match well.

Sitting on the terraces of the Olympic size swimming pool, I could observe a mix of youths participating in a swimming session. A good number of them were new to swimming and came from the surrounding high density communities. This was really fascinating to some spectators who were mostly young people from communities within the OYDC catchment area. Part of the spectators were the under 17 national soccer team players and some members of the Nanjing 2014 YOG bound hockey 5s team.

“...this is development, in the past sports like swimming were generally considered a `rich man`s sport` now we can see `ana amukomboni` [children from less privileged communities] participating.” (Intercept U3)

The atmosphere at the center seemed to allow for some interaction between athletes from different levels. For example, on a number of occasions I observed young people who were involved in community sport interacting with elite or high performance athletes. On one occasion, I had the opportunity to join a group of young men chatting as others played a game of pool. The group was composed of a judoka, a handball player, four athletes from athletics and a swimmer. The young men were at different levels in sport but they talked and shared the opportunity to interact with those of their colleagues who represent the country at various levels.

“...it`s nice to sit here with these guys (fellow athletes) and chart we share ideas on how to improve yourself in sport and just share a lot of fun...” One of the boys said to me while relaxing over a game of pool.

During the Youth Olympic Games Hockey qualification tournament, big crowds trooped to the center just to watch the games and cheer on the Zambian teams. The event caught media attention and attracted spectators from different walks of life.

“I just heard it on the news so I told my friends about it and we thought it was a good way to pass time on a Saturday...it is so entertaining better than being at home suffering from boredom...besides its, free” (intercept U10)

The atmosphere in the crowds was very exciting with hundreds of youths and children beating traditional drums while the crowd sang traditional Zambian “morale booster” songs. To some children it was just as if dancing and singing were the all important thing to them. While standing in the crowd, I could see people who were strangers to each other engaging in a discussion, learning the rules of the game and trying to catch up on what was an exciting “new sport” to most.

Picture of spectators watching games at OYDC



Picture taken by Joseph Chileshe during data collection at OYDC 14.03.14.

OYDC grounds were treated to educational entertainment provided by local and external groups. For example on one weekend, I witnessed a youth group called “CONDOMIZE! Zambia” educating youths on prevention of Sexually Transmitted Infections and HIV/AIDS through dance and music.

Picture of Condomize crew sharing tips on safe sex with youths at OYDC.



Picture taken by Joseph Chileshe during data collection at OYDC 12.03.14.

6.3.3 Environmental observations:

Being a host facility for activities that attract thousands of participants and spectators, the OYDC had varying levels of water and energy consumption as well as waste generation. During the study period, surroundings at the OYDC were generally kept clean with very limited amounts of litter occasionally laying around when there were many people at the center. This is despite having a limited number of bins. This is against the background that most outdoor facilities had tartan surfaces or artificial turf and the majority of visitors to the center had no prior experience with using high quality facilities. The center had no signage indicating what items were not allowed on certain surfaces or places where spectators could not trespass. However, the center would sometimes set tape boundaries to prevent a mass of users and spectators from damaging the lawn.

Observations on water consumption:

The daily presence of thousands of participants and spectators at the center gave way to varying levels of water consumption. Water was consumed as a drink to cool off body heat in the scorching sun for participants, in the toilets, shower rooms, the swimming pool, at the restaurant as well as watering and maintenance of outdoor greens and surrounding.

On more than five occasions, I would see an individual open a tap to drink water but forget to close it after the drink. Interestingly, on all occasions, there would be either a friend, a coach or a complete stranger to either remind the individual or simply close the tap themselves. The fact that a number of young individuals occasionally forgot to close the tap was not surprising. This is because I had the opportunity to observe some of the communities during a resident's survey.

Picture of youths using tap water at OYDC.



Picture taken by Joseph Chileshe during data collection at OYDC 18.03.14.

The majority of children and youths that came to the center lived in communities where water was drawn from communal taps which could only be opened and closed by designated individuals and due to the water situation, only pit latrines were used no flush toilets were available. In some of the communities no garbage bins existed and litter could be thrown on the streets. This meant that for some visitors closing taps and flushing toilets were a new phenomenon to adapt to. One of the most interesting things was the level of concern displayed by everybody with regard to making sure everyone takes care of the facility.

Observations on energy consumption

The center generally used hydroelectricity to power floodlights, boreholes and other appliances. The only other area that used alternative energy was the lodge which had solar powered water heaters. With regard to floodlights, OYDC management and staff seemed to be mindful to regulate the times when floodlights could be left on and when they should be off. The lighting along foot walks used energy saving light bulbs.

Picture of OYDC lodge with solar energy powered water heaters



Picture taken by Joseph Chileshe during data collection at OYDC 18.03.14.

Observations on waste

Surroundings at OYDC looked quite clean considering the thousands of people present at the center most of the time. There were bins in almost every area of the facility but the number was limited. Just as with water taps, some individuals would once in a while throw an empty bag or a piece of paper on the ground. On three occasions I would witness people around them remind them to pick it up and drop it in a bin. For example once I witness boys in their early teens react to a friend who threw a piece of paper on the ground. “What are you doing, don’t you know it’s not allowed to throw paper around here?” “They always talk about it some of you guys just don’t listen” The reaction from the other users indicated level of concern and responsibility to take care of the environment as well as a sense of ownership on the part of the users.

7.0 Discussion

Majority of research on the impact of sport facilities (Grieve & Sherry, 2012; Douvis, 2008; Johnson & Sack, 1996; Chapin, 2004; Crompton, 1995; Baade et al., 1990) have mainly focused on developed countries, this study focusses on exploring perceived economic, socio-cultural and environmental impacts of a Major sport facility in a developing country. The study explores the topic from the perception OYDC users, residents, of a Mandevu and Matero constituency in Lusaka – Zambia and other stakeholders. namely the National Olympic Committee of Zambia (NOCZ), the Ministry of Sport (MSYCD), National sports Federations (NFs), Lusaka City Council (LCC), parents and OYDC management.

Overall, the empirical research indicates that respondents' perceptions of impacts accrued from the construction of the Olympic Youth Development Center (OYDC) were predominantly positive. Regarding perceived economic impacts, respondents perceived that OYDC had positive impact on creation of employment opportunities. Although opponents to this view may argue that, the jobs created from the existence of stadiums are minimal and some employees may not be residents in the community.

From the perspective of the respondents, having a few people in employment in a society where unemployment rates were quite high amounted to economic development. As one resident observed “There are a lot of people who work there [at OYDC] and support their families through their jobs. That to me means people are benefiting economically.” (Intercept R21). The findings in this study resonates with findings in previous studies (Douvis, 2008; Rosentraub, 1997). The comments made by the resident who argues that although less money is spent in a community than is being leaked out. The little that is spent in the community through fan spending and employment offered to residents has a positive impact on a community's economy (Andersson & Lundberg, 2013; Douvis, 2008). Therefore, to the residents, the opportunity cost of not having jobs created at OYDC is having even more people unemployed.

Respondents further perceived that OYDC contributed to the local economy via enhancement of business opportunities for local businesses by means of brining customers to the community who in turn spend in retail outlets, lodges and restaurants. This finding supports the argument made by Rosentraub (1997) that new spending occurs in the community because people from outside

the area come in and spend money there instead of spending it elsewhere. OYDC hosts many national and international events that draw participants from other areas to spend in the community and or the city through lodging, food and beverages and souvenirs. The spending also extends to local residents who stay within the community for entertainment reasons instead of elsewhere. One can therefore argue that the money spent by visitors to OYDC would have been spent elsewhere had it not been for the existence of the sports facility in the community. The center was also perceived to have positive impact by helping young people get jobs by playing professional sport for elite teams and therefore improving their personal and family's quality of life.

Research participants perceived that the OYDC had an upwards effect on the price basic goods mainly snacks and beverages this observation was confirmed in both surveys and interviews. Respondents argued that prices for basic goods mainly faced an upward adjustment when the center was hosting a big event. This finding confirms the opportunity cost theory.

The Sports facility promoted residents' sense of community and improved social cohesion and interaction among residents from different socio-economic backgrounds. For example. Finding from the questionnaire, interview and observation predominantly indicate that the OYDC promoted social interaction between people of different groups as outlined by one user.

“To me OYDC has been a home to everyone despite being vulnerable or you have got both parents it's just a home for everyone, everyone is welcome here whether young, old, it's just open to everyone.” (Interviewee 4 FGD 2)

The statement made by the respondent reinforces the views that the collective sharing of the center experience is a positive social impact (Grieve & Sherry 2012; Ohmann et al., 2006; Chapin, 2002; Hall, 1992). Based on my observations and respondents observation in interviews, the OYDC provided free services and facilities to schools and community groups for free but charge a minimal fee to cooperate organizations that used the facility once a week. To OYDC offering free services and facilities to schools and community groups was seen as a way of encouraging the community to participate in sport and at the same time, identify young athletes

for further development. The opportunity cost to OYDC is the chance missed to catch clients who would be willing to pay for the services and facilities rendered. Since maintenance cost for a facility of OYDCs magnitude and the rate of use are very high. As management confirms:

“The charge to the cooperate world is also minimal so that many people are encouraged to participate as it helps them physically and in health.” (Interview M2)

“Actually part of the money that we raise, through hire of the facilities goes towards maintenance. Because as you have witnessed, it is heavily used, there is heavy traffic. There are so many people that come through and utilize the facility.” (Interview M2)

Respondents perceived that the existence of had benefits to both users and residents in the form of provision of free entertainment, involving individuals in sport activities leading to improved quality of life via exercise. These finding are similar to those identified in previous studies by (Ohmann et al., 2006; Preuss & Solberg, 2007). The OYDC was also perceived to have positive socio-cultural benefits in the form educational benefits to users. The center had a deliberated policy to engage users who were school drop outs into its literacy class and late into the mainstream education system if progressing well. Respondents also observed that the center offered scholarships to vulnerable and high performance athletes to enable them pay for their educational expenses. This was aimed at helping individuals get an opportunity at an improved quality of life. However, one of the opportunity costs observed by some parents during a parent’s forum was that attending international competitions during school terms led to children missing classes.

Respondents also observed that the existence of OYDC offered health benefits to individuals in form of free medical checks to all athletes. The checkups, which included dental checks, Ear, Nose and Throat (ENT) checks, were perceived to have positive effects on the quality of athletes’ health. Examples of individual athletes who were perceived to be partially deaf but got better hearing after medical checkups were identified during interviews. This finding was therefore identified as one of the community benefits of hosting the OYDC and the opportunity cost of not having the OYDC would be the absence of free medical checkups that are rarely ever accessed by most children and youth in local communities such as those surrounding the OYDC unless they are sick. Although earlier studies have outlined health benefits resulting from the

existence of major sports facilities, how (see Eime, et al., 2013; Gratton & Preuss as cited in Mangan, 2008), none of those covered in this study have specifically outlined the issue.

Other benefits resulting from the existence of the OYDC were, increased social capital from the increased number of individuals being trained as community sports leaders, volunteers and coaches similar to those identified in studies conducted by (Andersson, 2013; Grieve & Sherry 2012). Increased levels of awareness of and development of life skills necessary for the prevention HIV/AIDS and other STIs and physical wellbeing through sport and physical activity (see Eime, et al., 2013; Mwaanga, 2010; Coalter, 2005; Preuss & Solberg, 2007; Zukas et al., 2007)

The concept of increased entertainment because of new sporting facilities as highlighted in previous studies by (Dovius, 2008; Preuss & Solberg, 2007) is predominantly confirmed by the positive perception of the construction of the OYDC. Based on respondents' perceptions OYDC provided entertainment for residents especially children and youth. This was particularly important to all stakeholders who emphasized the need for positive recreation for young people who would otherwise engage in illicit behavior in the absence of the OYDC. This was because communities that surrounding lacked adequate recreation and sport facilities that offered positive recreation and were marred by a wide range of youth challenges. The findings support the application of the opportunity cost theory in assessing sport facility impacts since the opportunity cost of not having the OYDC would be exposing children and youth to risky behavior and all other negative vices that come due to lack of positive recreation.

Findings on the perceived impact of OYDC on community participation in sport indicated that respondents in all interviews, surveys and participant observation perceived a substantial increase in the number of community members participating in various sports disciplines because of the establishment of OYDC. The findings resonate with those in previous studies (Grieve & Sherry, 2012; Preuss & Solberg, 2007; Roemmich et al., 2006) which indicated that construction of new sports facilities leads to increased participation due to availability of sports facilities. The findings also partly support those of (Roemmich et al., 2006) that suggested that proximity to a recreational facility had influence on residents' participation in physical activity.

However, this argument was contested by observations by some respondents in this study who perceived that despite having attracted thousands of participants there still were some individuals who perceived that access to OYDC was limited to a few individuals. However, the assertion was overshadowed by the larger percentage of respondents to both resident and user surveys as well as resident intercepts who perceived otherwise. OYDC users, management and NF representatives spoken with indicated that even more work was being done towards increased community awareness of the facility. This finding does however raise another vital point which is that proximity to a facility is not enough, but raising community awareness of what type of facilities and services are available plays an important role in encouraging residents to make use of the facilities (Lackey & Kaczynski, 2009; Mowen et al., 2007). Other community benefits perceived to come as a result of having OYDC in the community were an enhanced sense of community pride, increased community visibility due to hosting many events and media coverage, and exposure to different culture. The existence of OYDC was positively perceived even by residents who never visited or used the center. This goes to confirm the assertion that, “sports facilities are, at some level, a non-excludable public good. It is possible that people obtain benefits from having a sports team even if they never go to see a game. They root for the local athletes, look forward to reading about their success...” (Carlino & Coulson, 2004, p4).

Findings on the impact of OYDC on community and national sport indicated that respondents perceived that the center had very positive impact at both community and national level. Some of the positive impacts observed in this study included: increased community participation, increase in the number of sports clubs, increase in the number of community sports leaders and volunteers trained, introduction and reintroduction of sports disciplines, talent identification and development, improved performance at national and international level leading to winning honors in international competitions. Regarding improved performance at international level, examples of individual athletes groomed by the center who had won medals at continental level in badminton, judo, and athletics were cited others were achievements of participation in the Nanjing Youth Olympic Games where an OYDC groomed athlete won a gold medal in the men’s 100 meter race.

Other perceived positive impacts accruing from the existence of OYDC were; Increased visibility of national sports federations and clubs to the local community, the media, and

sponsors, increased exposure to the international sports community through hosting international competitions and training seminars. Most of the findings of perceived benefits from the existence of OYDC are similar to those of studies conducted by (Grieve and Sherry, 2012; Douvis, 2012; Ohmann, et al., 2006; Preuss & Solberg 2007; Crompton, 2004).

Residents' perceptions of the impact of OYDC in enhancing community development indicated that respondents perceived that the center had some level of influence on other forms of development in the community. Most of the respondents could however not clearly identify the types of development enhanced because of OYDCs existence. The developments noted were; construction of lodges in areas near the center, construction of a filling station and small shops. Though these developments were identified, it could not be fully confirmed whether they were directly stimulated by the existence of OYDC. The findings in this study differ from those in a study conducted by Grieves and Sherry (2012), where research participants could not identify any form of development stimulated by the existence of the major sports facility.

Findings on respondents' perceptions of political impacts accruing from the existence of the OYDC generally indicated that the existence of the center made sports disciplines more visible to government though some users from minor sports indicated a need for increased financial support to all sports disciplines. A possible source of political conflict was identified with regard to land where OYDC is located. Some individuals would have liked to purchase the land for construction of their personal property but according to the municipality, the land was already in government's plan for development of sports infrastructure development.

The findings on respondents' perceptions of environmental impacts of OYDC were generally positive. With an exception of the levels of energy and water consumption, increased noise, and increased traffic congestion and air pollution during big events, other perceived socio-cultural and environmental impacts were overwhelmingly positive, including the sense of security, party atmosphere, which underline the overall positive perception of environmental impacts of OYDC. The findings from this study are similar to those identified in previous studies (Ohmann et al., 2006, Balduck et al., 2013; Andersson, 2013). However, respondents in this study had mixed perceptions on the issue of traffic congestion and air pollution. Some residents who were

interviewed argued that traffic congestion caused by OYDC visitors was not constant but was more prominent on weekends or on days when the center hosted big local or international competitions. Majority of the respondents indicated that they observed traffic congestion at times but were not sure about air pollution. This pointed to a weakness in the questionnaire hinting that the questions on traffic congestion and air pollution should have been placed separately.

While negative perceptions on environmental impacts of the center were identified, OYDC was perceived to have more positive impacts on the community. For example, some residents indicated that the construction of the center added to the beauty and security of the community. As the area where the center was built was a hiding place for criminals before but the center was kept clean and well lit at night. The center was also identified to have influence on young people's attitude on taking care of the environment through education programs and activities such as tree planting. This resonates with the argument raised in earlier studies, that sport has a powerful level of influence on participants, spectators and the environment (Uecker-Mercado & Walker, 2012). The direction in which this influence can be taken is largely dependent on the facilities management of environmental factors.

Findings on residents' perception of the value of OYDC to the community were of interest. Unlike previous studies, (Pranic et al., 2012; John & Sack, 1997). This study delivers a different response from respondents, a majority of 86% and 96.7% respondents from the user and residents surveys respectively rejected the statement that money spent on the construction and maintenance of OYDC was a waste of money, which should have been, channeled to other developmental projects that would be more beneficial to the community. Results from interviews further confirmed findings from the two surveys where all respondents perceived that money spent on the OYDC was money well spent. As one user mentioned;

“Personally this facility has helped me a lot, as in serious. Because when we come here, as youths, as I earlier said, it has been a home for everyone who is able to do sports here...I think a person who can just say like Olympic [OYDC] is just wasting of time or money, they should have built something else outside there. I think that person does not really know what is going on here at OYDC.” (Interviewee 3 FDG 2)

This is particularly interesting seeing that most respondents were residents of communities that had poor sanitation and waste management issues, crowded health centers. Reasons behind the

overwhelming public support for the construction and maintenance of the major sports facility could be different depending on each stakeholder's view. First, Zambia had no public sports facility of international standards with synthetic surfaces and internationally accredited facilities that was open to the public. Secondly, the host community had no high quality sport and recreation facilities prior to the establishment of OYDC. Third, most of the funding used on the facility would have been channeled to other countries or projects that would not have benefited the community or the sport sector in the absence of OYDC. To the government the opportunity cost of not having the OYDC would have meant covering all the construction cost for such a facility and missing technical support from IFs and IOC. To the business fraternity in the community it would mean lost income. To clubs and NFs, the opportunity cost of not having the OYDC would be missing having an affordable but conducive facility with international standards for training, camping and hosting international competitions. The opportunity cost to youths would be missing out on having a high quality sport and recreation facility which would leave many youths exposed to illicit behavior i.e. alcohol and substance abuse, not realizing their talents due to lack of opportunity or exposure.

8.0 Conclusion

This study explored perceived impacts of major sports facilities by asking the following question: **Do the major sport facilities at the Olympic Youth Development Center in Lusaka offer any benefits to the national advancement of sport and the local community as perceived by users, non-users and other stakeholders?**

Overall, findings in this study outline stakeholders' perceptions of impacts and experiences accruing from the existence of OYDC were predominantly positive. Although some perceived negative impacts were identified, for example increased price of basic goods, traffic congestion and pollution, perceived benefits accrued from the existence of OYDC outweighed the negatives by far as observed by research respondents.

Findings in the study indicated that users perceived that the existence of the OYDC offered benefits such as creation of employment opportunities, enhanced business for local businesses, restaurants and lodges, improved health to participants through exercise and medical checkups,

increased educational support to athletes in terms of school fees and literacy classes, enhanced community image and visibility, increased exposure to different cultures, increased community participation in sport, increased social cohesion, provision of positive entertainment and recreation. The athletes also observed improved sport skills leading to enhanced results at individual and international level. OYDC users also perceived some negative impacts with regard to the environment namely, traffic congestion, high levels of energy and water consumption, increased noise.

Findings from the perspective of residents were quite similar to those of OYDC users. Results from residents indicated that residents perceived that the existence of the OYDC offered benefits such as creation of employment opportunities, enhanced business for local businesses, restaurants and lodges, improved health to participants through exercise unlike OYDC users, residents did not mention any health benefits accruing from health checkups. The residents like OYDC users indicated that OYDC offered benefits with regards to increased educational support to athletes in terms of school fees and literacy classes, enhanced community image and visibility, increased exposure to different cultures, increased community participation in sport, increased social cohesion, provision of positive entertainment and recreation. Residents also indicated a sense of enhanced community security which was not mentioned by OYDC users. The residents also observed some negative impacts with regard to the environment namely, traffic congestion, high levels of energy and water consumption, increased noise.

Results from National sports Federations based at OYDC that were interviewed indicated that from the perspective of NFs, the existence of the OYDC offered benefits such as, improved health to participants through exercise and health checkups. NFs like OYDC users and residents indicated that OYDC offered benefits with regards to increased educational support to athletes in terms of school fees and literacy classes, enhanced community image and visibility through hosting local and international sports events, increased exposure to different cultures, increased community participation in sport, increased social cohesion, provision of positive entertainment and recreation. Like OYDC users, NFs also indicated positive impacts with regard to observed positive change in attitudes and conducts of athletes towards each other and other people, increased leadership skills among athletes, enhanced talent identification and development

leading to improved international performance in different sports disciplines. The NFs also observed that the center had positive impact on raising awareness of environmental health issues through athletes and served as an example to the community. NFs like OYDC users indicated a need for more sponsorship towards activities and further added the need for sponsorship towards the maintenance of facilities.

Findings from the National Olympic Committee of Zambia (NOCZ) indicated that observations from the perspective of the NOCZ were quite similar to those of NFs. Findings indicated that NOCZ perceived that the existence of the OYDC offered benefits such as, improved sports standards at community and national level as a result of having sports facilities of international standards, enhanced community image and visibility as well as enhanced visibility for NFs and sports clubs , increased exposure to different cultures, increased community participation in sport, increased social cohesion, provision of positive entertainment and recreation. Increased leadership skills among youths, enhanced professionalism in sports, enhanced sports results at national and international level. The NOCZ like NFs, OYDC users perceived that the center had positive impact on on users' life style. Just like OYDC users, residents and NFs, the NOCZ observed that money spent on the facility was money well spent and an investment in the future of the country.

Findings from the municipality, Lusaka City Council (LCC) indicated that the existence of the OYDC had positive impacts on provision of sport and recreation to residents, enhanced business for local businesses and residents, increased value of property and land that was located close to OYDC. The LCC like OYDC users and residents also observed negative impacts in form of increased waste and traffic congestion during large scale events.

Findings from the Ministry of Sport (MSYCD) indicated that observations from the perspective of MSYDC were quite similar to those of the NOCZ and NFs. The MSYCD perceived that the existence of the OYDC offered benefits such as, improved sports standards at community and national level as a result of having sports facilities of international standards, enhanced community image and visibility as well as enhanced visibility for NFs and sports clubs, increased exposure to different cultures, increased community participation in sport, increased social cohesion, provision of positive entertainment and recreation. Increased sports leadership

skills among youths, enhanced professionalism in sports, enhanced sports results at national and international level. The MSYCD like the NOCZ, NFs, and OYDC users perceived that the center had positive impact on users' life style. Just like OYDC users, residents, NFs and NOCZ the MSYCD observed that money spent on the facility was money well spent.

Findings from OYDC athletes' parents, indicated that parents perceived that the existence of OYDC had positive impact with regards to financially supporting individual athletes through education, building positive character in OYDC users, talent identification and development and providing positive recreation to youths. Findings from parents also perceived some negative impacts accruing from the existence of OYDC namely, that the scheduling of international competitions during the local school calendar took away from participating athletes in terms of attending classes. Parents recommended OYDC finds very good teachers to support extra lessons to such athletes. Parents, like OYDC users further recommended OYDC to get individual sponsors to support athletes with their personal and family needs.

Findings in this study conclude that sports facilities that offer services for both community and elite sports contribute to national advancement of sport and offer a range of benefits to individuals and the community.

The study contributes to the body of research on perceived impacts of major sports facilities by applying a mixed method approach (triangulation) by using a survey questionnaire, interviews and participant observation. The approach was helpful since the three methods applied complemented each other where there were weaknesses (Morse & Niehaus, 2009).

Applying triangulation was beneficial in that it allowed the researcher to view the individuals, groups, OYDC and the surrounding environment in a holistic way (Dibben & Dolles, 2013). For example, participant observation gave the study some extra information regarding OYDC users improved attitudes towards water consumption and waste disposal. Even more so participant observation also made it possible for the researcher to witness the interaction between individuals and groups as well as experience the atmosphere first hand.

Participant observation also made it possible to witness as well as get feedback on different phenomena in real time and situation. All of which could not have been achieved had the study only employed interviews and a questionnaire. A blend of both qualitative and quantitative

methods gave both statistically significant data as well as provided deeper understanding into the subject under investigation. Since triangulation serves the need to check and validate the information received from various sources and examines the information from different perspectives (Ghauri, 2004).

The study further confirms the use of the opportunity cost theory in assessing perceived impacts of major sports facilities. Theoretical implications of the opportunity cost were supported by findings in this study. The study supports arguments that in order to achieve an acceptable quality of economic, socio-cultural and environmental impact analysis, opportunity cost of having sports facilities must be taken into consideration (Andersson & Lundberg, 2013). Therefore omitting opportunity cost in the assessment of having a sports facility would amount to assuming that all people connected to that facility (users, spectators, and other stakeholders) would have no economic impact, no socio-cultural impact and no environmental impacts in the absence of the sports facility which would not be true.

Another one of the contributions that this study makes to the field of research on impacts of sports facilities in a developing country and exploring perception from a cross section of stakeholders namely, facility users, National sports Federations, the National Olympic Committee, the municipality, the ministry of sport and the facility management. Indicates that perceived impacts of major sports facilities may differ depending on the area where the facility is placed and how it is managed.

The study also confirms the position advanced by Putnam, (2000) that major sports facilities that provide services and facilities for both community and elite sport offer a wide range of economic, socio-cultural and environmental benefits. Some of the benefits identified are, creation of employment opportunities, increased business for local businesses, increased community participation in sport, enhanced performance in sport at national and international level, enhanced community pride, image and visibility, increase support for education, improved health through medical checkups and exercise.

These benefits can only be attained when there is sound planning and management of the facilities and programs, adequate funding and continues maintenance of such major facilities will play a vital role in fulfilling a sustainable management of resources.

Appendices

Appendix 1. Olympic Youth Development Center (OYDC) USER PERCEPTIONS QUESTIONNAIRE

Date: _____

Place: _____

<p>1. What is the reason for your visit to OYDC?: <input type="checkbox"/> participation in Sport <input type="checkbox"/> social gathering <input type="checkbox"/> watch sport <input type="checkbox"/> visit the restaurant <input type="checkbox"/> Seminar <input type="checkbox"/> other</p> <p>.....</p>
<p>2. How often do you visit OYDC? <input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Sometimes <input type="checkbox"/> Only been here once</p>

User`s Perceptions:

3. What do you think about having the multi-sport facility built in Lusaka?

.....
.....
.....
.....

Some people think that the OYDC could have some benefits to the community, what is your opinion on the following statements?

Please indicate your answers with: (1) Strongly Agree, (2) Agree, (3) Not sure/don't know (4) if you disagree and (5) Strongly disagree

5. ECONOMIC:

The OYDC...

<input type="checkbox"/> creates employment opportunities	<input type="checkbox"/> attracts tourists
<input type="checkbox"/> improves businesses for restaurants	<input type="checkbox"/> improves businesses for lodges
<input type="checkbox"/> provides business for local transporters	<input type="checkbox"/> offers financial support to some athletes
<input type="checkbox"/> attracts investors	

6. SOCIAL:

Please indicate your answers by: (1) Strongly Agree, (2) Agree, (3) Not sure/don't know (4) if you disagree and (5) Strongly disagree

The OYDC provides an opportunity for...

<input type="checkbox"/> educational support for some athletes	<input type="checkbox"/> positive recreation
<input type="checkbox"/> provides entertainment	<input type="checkbox"/> promote community pride
<input type="checkbox"/> promote a sense of community	<input type="checkbox"/> protecting young people from bad vices
<input type="checkbox"/> improved health through exercise	<input type="checkbox"/> promotes exposure to different cultures

7. POLITICAL:

Please indicate your answers with: (1) Strongly Agree, (2) Agree, (3) Not sure/don't know (4) if you disagree and (5) Strongly disagree

The OYDC...

<input type="checkbox"/> encourages government support of various sports
<input type="checkbox"/> encourages people from different sports disciplines to work together

8. STIMULATION OF COMMUNITY DEVELOPMENT:

In your opinion, do you think the existence of the OYDC has encouraged other forms of development in surrounding communities?

- Yes No

If yes please give examples.

.....
.....
.....
.....

10. COMMUNITY IMAGE/VISIBILITY:

the OYDC...

<input type="checkbox"/> contributes to improving the image of the community.
<input type="checkbox"/> makes Mandevu and surrounding areas known to people from other towns and countries
<input type="checkbox"/> makes the community more visible in the media

Some people think that the OYDC could have some negative effects. What is your opinion about the statements below?

Please indicate your answers with: (1) Strongly Agree, (2) Agree, (3) Not sure/don't know (4) if you disagree and (5) Strongly disagree

11. ECONOMIC:

The OYDC...

- affects the price of houses and property in the surrounding community upwards
- Leads to a price increase in basic goods
- does not have any economic benefits to anyone in the surrounding community

12. SOCIAL:

The OYDC...

- encourages young people to drop out of school in preference for sport
- Provides a platform for young people to be promiscuous.
- encourages disorderliness among young
- restricts its entrance to a select few people.

13. POLITICAL:

The OYDC ...

- is a waste of money that should be used for more important projects (e.g. schools, hospitals).
- is located in a wrong community.

14. ENVIRONMENTAL:

Activities at the OYDC lead to....

- | | |
|---|--|
| <input type="checkbox"/> an increase in garbage | <input type="checkbox"/> poor waste management |
| <input type="checkbox"/> increased noise | <input type="checkbox"/> disturbance and disorderliness by visitors |
| <input type="checkbox"/> traffic congestion and air pollution | <input type="checkbox"/> high levels of energy and water consumption |

15. Is there anything important that we forgot to ask and you think it should be mentioned?.....
.....
.....
.....

In your opinion, the issues that have not been mentioned have a

- Positive effect negative effect

16. General information

Sex:	<input type="checkbox"/> Female	<input type="checkbox"/> Male					
Place of residence:							
<input type="checkbox"/> Matero	<input type="checkbox"/> Mandevu	<input type="checkbox"/> Lilanda	<input type="checkbox"/> Chipata				
<input type="checkbox"/> Chunga	<input type="checkbox"/> Other	<input type="checkbox"/> Out of Lusaka	<input type="checkbox"/> Outside of Zambia				
Average age:							
<input type="checkbox"/> 12-13	<input type="checkbox"/> 14-20	<input type="checkbox"/> 21-25	<input type="checkbox"/> 26-35	<input type="checkbox"/> 36-45	<input type="checkbox"/> 46-55	<input type="checkbox"/> 56-60	<input type="checkbox"/> 60 +
How long have you lived in Lusaka?							
<input type="checkbox"/> 0-1 year	<input type="checkbox"/> 1-2 years	<input type="checkbox"/> 2-5years	<input type="checkbox"/> 6-10 years				
<input type="checkbox"/> 10-15 years	<input type="checkbox"/> 15-20 years	<input type="checkbox"/> 20-25years	<input type="checkbox"/> 25+ years				
Education:	<input type="checkbox"/> None	<input type="checkbox"/> Primary	<input type="checkbox"/> Basic				
	<input type="checkbox"/> Secondary	<input type="checkbox"/> College	<input type="checkbox"/> University				
Occupation:							

Thank You for your participation!!! 😊

Appendix 2. Interview guide Ministry of Sport (MYSCD).

1. How does the establishment of the OYDC fit into the Zambian sport policy?
2. What effect has the establishment of the OYDC had on sport at community and the nation level respectively?
3. How has the establishment of the OYDC affected other existing sports facilities?

Appendix 3. Interview guide National Olympic Committee of Zambia (NOCZ)

- 1) Why was Zambia picked to host the first Olympic Sport for Hope Center?
- 2) Are there any specific reasons behind constructing the center in a high-density community?
- 3) How has the establishment of OYDC affected the Zambian sport community?
- 4) What kind of effect does the OYDC have on local communities immediately surrounding the center?
- 5) What would you say if someone said the money spent on construction and maintenance of OYDC is a waste of money that should have been directed towards other developmental projects, which would be more beneficial to the community?

Appendix 4. Interview guide Lusaka City Council

1. How does the OYDC fit into LCC`s plans?
2. Was the land where the OYDC is located originally assigned to sport facilities in the city plans?
3. What kind of effect(s) has the construction of the OYDC had on residents of communities surrounding the facility?
4. Has the construction of the OYDC stimulated any other form of development in communities immediately surrounding the center? If yes, please give some examples.
5. Has the construction of the center had any effect on the prices of property in communities surrounding the facility?
6. Multi-sport facilities such as the OYDC are said to cause negative environmental. In your opinion, how does the OYDC fair in matters related to the environment?

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