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Kamilla Swart and Urmilla Bob

**Listening To Community Voices – Athlone and Green Point Residents' Views
on the Location of the 2010 FIFA World Cup Stadium in Cape Town**

in:

Zur Ökonomik von Spitzenleistungen im internationalen Sport

Herausgegeben von Martin-Peter Büch, Wolfgang Maennig und
Hans-Jürgen Schulke

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Inhalt

Abbildungen	7
Tabellen	7
Zur Ökonomik von Spitzenleistungen im internationalen Sport – einige Bemerkungen vorab	9
<i>Martin-Peter Büch, Wolfgang Maennig und Hans-Jürgen Schulke</i>	
Efficient Use of Resources in Sports Associations – Key Success Factors of the German Field Hockey Association	15
<i>Uschi Schmitz</i>	
Revealed Comparative Advantage and Specialisation in Athletics	25
<i>Cindy Du Bois and Bruno Heyndels</i>	
Regulation and Football Brand: Can We Talk About a Taylor Effect on the Performances of The Red Devils?	49
<i>João Leitão</i>	
Competitive Balance in the NFL?	73
<i>Rodney J. Paul and Andrew P. Weinbach</i>	
Reorganisation in Verbänden und Institutionen – Voraussetzung für den Leistungssport	85
<i>Bernhard Schwank</i>	
Listening To Community Voices – Athlone and Green Point Residents' Views on the Location of the 2010 FIFA World Cup Stadium in Cape Town	101
<i>Kamilla Swart and Urmilla Bob</i>	

Table of Contents

Professional Sports, Hurricane Katrina, and the Economic Redevelopment of New Orleans	123
<i>Robert A. Baade and Victor A. Matheson</i>	
Die Vergabe der Olympischen Spiele durch das IOC – Eine institutionenökonomische Analyse	147
<i>Frank Daumann und Hannes Hofmeister</i>	
Comparing Management Performance of Belgian Football Clubs	195
<i>Stefan Késenne</i>	
Public-Private Partnership in Singapore Sports Hub	207
<i>Belinda Yuen</i>	
Abkürzungsverzeichnis	231
Zur Ökonomik von Spitzenleistungen im internationalen Sport	233
<i>Referenten und Referate des 7. Internationalen Hamburger Symposiums „Sport und Ökonomie“ am 31. August und 1. September 2007</i>	

Abbildungen

Büch, Maennig und Schulke

Abb. 1: Sportproduktion 10

Schmitz

Fig. 1: Organizational Structure of the DHB 17

Fig. 2: Development of TV Coverage 2001–2006 (Million Viewers) 20

Fig. 3: Pyramid of Sponsors and Partners 21

Paul and Weinbach

Fig. 1: NFL Standard Deviation of Win Percentage 78

Fig. 2: NFL Average Printsread 79

Fig. 3: NFL Standard Deviation of the Printsread 79

Késenne

Fig. 1: Basic Model 198

Tabellen

Du Bois and Heyndels

Tab. 1: Index RS for Revealed Symmetric Comparative Advantage (RSCA) in Athletics, IAAF-rankings 2005 (main categories) – Selection of Countries 32

Tab. 2: Explaining RSCA-index (main categories) 38

Tab. 3 a: Explaining RSCA-index (sub categories; only outcome equations are reported) 39

Tab. 3 b: Explaining RSCA-index (sub categories – continued; only outcome equations are reported) 40

Tab. A 1: Index for Revealed Symmetric Comparative Advantage in Athletics for 12 Event Categories – Selected Countries 45

Leitão

Tab. 1: The ADF Tests, and the PP Tests, Including Constant and Tendency 60

Tab. 2: The ADF Tests, and the PP Tests, Without Constant and Without Tendency 60

Tab. 3: Selection of the Optimal Number of Lags 61

Tab. 4: Detection of Error Autocorrelation 62

Tab. 5:	The Cointegration Tests	63
Tab. 6:	The Contrasts of the Granger Causalities	64
Tab. 7:	Dynamic Analysis of the Significant Causalities Relationships	65
Paul and Weinbach		
Tab. 1:	Measures of Competitive Balance in the NFL – Pre- and Post-Salary Cap	80
Swart and Bob		
Tab. 1:	Length of Stay in the Area (in %)	109
Tab. 2:	Name of Area Where the Competition Venue Will Be Located in Cape Town (in %)	110
Tab.. 3:	Name of Area in Which the Legacy Stadium Will Be Located in Cape Town (in %)	111
Tab. 4:	Respondent's Level of Agreement in Athlone towards Statements Pertaining to Key Aspects of Venue and 2010 Event (in %)	114
Tab. 5:	Respondent's Level of Agreement in Green Point towards Statements Pertaining to Key Aspects of Venue and 2010 Event (in %)	115
Baade and Matheson		
Tab. 1:	Summary Statistics for U.S. Metropolitan Areas (2004)	125
Tab. 2:	Aggregate Measures of the Fraction of the Economic Activity for Selected Cities and the United States Represented by the “Accommodation and Food Service Industry” (NAICS 72) for 2004	129
Tab. 3:	Aggregate Measures of the Fraction of New Orleans Economic Activity in Total Represented by Spectator Sports for 1997	131
Tab. 4:	Comparing the Pre- and Post-Katrina Economies for the New Orleans MSA	135
Kesénne		
Tab. 1:	Statistics	200
Tab. 2:	Correlation Matrix	201
Tab.. 3:	Reduced-form Estimation	202
Tab. 4:	Structural-form Estimation	204
Yuen		
Tab. 1:	Singapore Sports Hub PPP Process	219
Tab. 2:	Singapore Sports Hub Finalist Consortia	221

Listening To Community Voices – Athlone and Green Point Residents’ Views on the Location of the 2010 FIFA World Cup Stadium in Cape Town

Kamilla Swart and Urmilla Bob

Introduction

The planning, implementation and execution of sport tourism events can have an enduring economic and social impact on society; however, it is often the case that little attention is paid to the economic and social counter-costs of these events.¹ Increasingly, the long-term legacies and sustainability imperatives are particularly being questioned given the massive initial economic investments required. Additionally, while the majority of research and scholarship in the field of sport tourism has been conducted on sport tourism events, little research has been conducted on the social impacts of these kinds of events,² especially resident perceptions studies are scant. Fredline underscores that events have a differential effect on individuals within a community, thus “decision-makers need to understand the full range of impacts of events, and how these impacts are distributed across a community.”³ She adds that successful events are underpinned by community support.

This paper discusses the importance of learning and understanding host community attitudes towards the hosting of the FIFA World Cup, and in particular, towards issues related to venue selection in Cape Town. The main foci of this paper are the key debates and discussions pertaining to venue selection in relation to the Green Point and Athlone stadia. The key contribution of this paper is to integrate resident concerns and perceptions related to these aspects.

¹ Hiller (1998), Page/Hall (2003), and Hall (2004).

² Ritchie/Adair (2004).

³ Fredline (2004, p. 155).

To this end, primary research was undertaken in Athlone and Green Point to examine the perceptions of the residents living in close proximity to the respective stadia. Moreover, it attempts to contribute to the increasing research on the analysis of mega-events in the context of the developing world in general, and in South Africa in particular.⁴

Stadia and Legacies

A significant feature of the analysis of sport mega-events has been the gap between over-optimistic forecasts and the actual impacts of the event on the local economy and society as well as the consequent legacies.⁵ It is widely acknowledged that economic impact forecasts that predict impressive economic benefits from mega-events often have flawed assumptions, especially in relation to the growth multipliers they use and their inability to adequately consider leakages of revenues from transnational service providers and external agencies such as the rights holders.⁶ Proponents of mega-event projects tend to make over-optimistic economic estimates, while dissenters raise concerns about “public debt and opportunity costs when public money is spent on architecturally dazzling stadia and other spectacular infrastructure”.⁷ Related to this is the belief that the construction of infrastructure in particular will generate local economic activity. It is often assumed that a suitably located stadium will contribute to the re-imaging of a location as well as retain and attract capital and people. These perceptions are responsible for the widespread expectation that the hosting of a mega-event such as the FIFA World Cup will result in job creation for locals. In South Africa, this is certainly seen as a key benefit, where a significant proportion of the population is in need of employment. From a political and developmental perspective, the creation of jobs and wider positive economic impacts are often used to justify massive state commitments and investments. However, Matheson asserts that independent research on the economic impact of stadia and arenas has uniformly found that there is no stat-

⁴ Matheson/Baade (2004), Cornelissen (2004), Black/van der Westhuizen (2004), and Swart/Bob (2004).

⁵ Mules/Dwyer (2006) and Vigor et al. (2004).

⁶ Baade/Matheson (2002), Hall (2004), Horne/Manzenreiter (2004), Manzenreiter/Horne (2005), Page/Hall (2003), and Whitson/Horne (2006).

⁷ Whitson/Horne (2006, p. 73).

istically significant positive correlation between sport facility construction and economic development.⁸

In addition, there are debates about the social impacts of sport mega-events. The building of facilities required by the hosting of major events is often legitimised on the grounds of the benefits of the infrastructure to the local community and the consequent sport development that they will promote.⁹ This was the case in Japan, as illustrated by Whitson and Horne,¹⁰ where the hosting of the Nagano Winter Olympics was partly justified on the grounds that a modern sport infrastructure will have positive impacts for the quality of life of local populations. Whitson and Macintosh note that since these facilities are required for elite sport, the facilities are often too large and too sophisticated for general community use.¹¹ Whitson and Horne add that the legacies of these facilities are of debatable value to low income residents.¹² Specifically, they indicate that the co-hosting of the 2002 FIFA World Cup as an opportunity to create infrastructure for sport development purposes resulted in little impact. The main uses of the new football stadia were mainly commercial sport (particularly by professional teams), concerts and once-off events. The facilities were rarely used by local communities or the general public.

Venue Selection

Newlands Rugby Stadium was identified as the competition venue for Cape Town and Athlone a practice stadium in the bid book. While Newlands is regarded as the home of rugby in the region, it has hosted national and international football matches. Athlone is a multi-purpose stadium with the anchor sport being football and is generally regarded as the home of football in the Western Cape.

It has also hosted national and international football matches. Both venues would have had to be upgraded to meet FIFA requirements. At this stage, Cape Town was not identified as a semi-final venue. The city intended to use the event to leverage development opportunities in line with Cape Town's In-

⁸ Matheson (2002).

⁹ Standeven/DeKnop (1999).

¹⁰ Whitson/Horne (2006).

¹¹ Whitson/Macintosh (1996).

¹² Whitson/Horne (2006).

tegrated Development Plan.¹³ The upgrading of Athlone Stadium would fast-track infrastructural development projects in an area which has historically higher levels of unemployment and poverty in relation to Newlands. Thus, after political intervention, Athlone was proposed as the city's preferred venue.¹⁴ The city spent 322 million Rand on upgrading Athlone in the hope that this location would be approved by FIFA as a quarter-final venue.¹⁵ In October 2005, FIFA delegates objected that the low cost housing around the Athlone Stadium would not form a suitable background for television viewers and that Green Point was the prime location to profile South Africa, according to a confidential document, the Draft Strategic Plan for the Provincial Government of the Western Cape and the City of Cape Town.¹⁶ Green Point Stadium (an existing multi-purpose stadium, used for football, athletics as well as numerous cultural events) would be demolished to meet FIFA requirements for a semi-final and is situated in close proximity to Cape Town's (and South Africa's) most popular tourist attraction, the V&A Waterfront. FIFA's preference for Green Point as a competition venue is in line with the thinking expressed by Fredline that since events are positioned as part of the respective destination's tourism attraction mix, and "in an effort to maximise the benefits of the 'showcase effect' induced by media coverage, there is an expressed desire to stage events in attractive locations".¹⁷

While Athlone is no longer considered as a competition venue, it is viewed as a 2010 legacy project and will be a dedicated football stadium after 2010, in addition to being able to host pre-World Cup warm-up matches.¹⁸ It will serve as a training venue for the 2010 FIFA World Cup. Training venues address the developmental components of the 2010 FIFA World Cup Bid. It is contended that improved community facilities will in all likelihood increase community participation in sports, and consequently enhance the quality of life. "The bid programme for upgrading the training grounds is a main part of the strategy to leave a lasting legacy, as the training facilities will have a positive impact on local clubs and communities after 2010."¹⁹

¹³ Anon (2005).

¹⁴ Mail/Guardian (2007).

¹⁵ Ibid.

¹⁶ Mail/Guardian (2007).

¹⁷ Fredline (2004, p. 166).

¹⁸ City of Cape Town and Western Cape Government (2006).

¹⁹ FIFA (2004, p. 69).

The series of decisions around the location of the competition venue in Cape Town has resulted in a range of debates, several of which are highly political and contested, pertaining to how decisions are taken and whose interests are being served. What is also emerging is the political and economic importance of geographic location in relation to hosting the 2010 FIFA World Cup. While it is acknowledged that large-scale urban regeneration strategies, such as mega-sport events, often exclude participation from social democracy,²⁰ it is nevertheless important to portray the voices of communities as high levels of discontent amongst the local population may lead to behavioural responses that will potentially jeopardise the long-term success of an event.²¹ The neglect of community concerns is likely to heighten existing tensions in a South Africa still grappling with the challenges of transformation. It is also important to note that South Africa's bid for 2010 was deeply rooted in a developmental thrust.²² Much is expected from the 2010 FIFA World Cup to contribute to addressing deep-seated social and economic issues facing the country. The anticipated benefits are also expected to be widespread, according to the rhetoric. However, several researchers have cautioned that this position is misleading and fuels misperceptions as well as unrealistic expectations.²³

Resident Perceptions

The developmental agenda of hosting 2010 FIFA World Cup in South Africa has foregrounded the need to integrate social issues at the local level. The media as well as academic researchers have, however, raised concerns about how this will be achieved and who specifically are likely to experience tangible and long-lasting benefits.²⁴ Whitson and Horne argue, for example, that there are many lower income citizens who will not benefit in any direct way from the hosting of a mega-event such as the Olympic Games.²⁵ In fact, they assert that there are some who may actually be hurt by rising property markets when affordable housing is converted to more lucrative uses. Research on the social

²⁰ Page/Hall (2003).

²¹ Fredline (2004).

²² Swart/Bob (2005) and Cornelissen/Swart (2006).

²³ Pillay (2007) and Cornelissen/Swart (2006).

²⁴ Cornelissen/Swart (2006), Joubert (2007), and Swart/Bob (2005).

²⁵ Whitson/Horne (2006).

impacts of the Sydney 2000 Olympic Games shows that local and marginalised people often feel excluded from event benefits.²⁶ Thus, Smith and Fox caution that the positive effects of events do not necessarily “trickle down” to local people and small businesses.²⁷

High levels of dissatisfaction amongst local residents can threaten the success of the event. Disgruntled residents can form protest groups or take legal action²⁸ as experienced in Green Point, where members of the local community represented by the Green Point Common Association are at the forefront of objecting to the upgrading of the stadium for 2010 on the grounds of negative environmental impacts, amongst others.²⁹ Moreover, hosts that are not friendly to tourists during the event can be damaging to the tourism industry in the long-term.³⁰ Thus, it is important to consider the potential impacts of events and how these may affect the quality of life of local residents as part of the sport event planning and management process.³¹

Fredline specifically highlights the following factors as informing residents’ reactions to events:³²

- financial benefit from the event (through employment or ownership);
- identification with the event theme;
- contact (usually defined by residential proximity);
- the social and political values of residents;
- their perception of their ability to participate in the planning process;
- residents’ level of attachment to the community; and
- their perception of justice in the distribution of the costs and benefits of the event.

Waitt’s study on the social impacts of the Sydney Olympic Games suggests that the most socio-economically disadvantaged are not the most enthusiastic about the event.³³ However, the results confirm that mega sport events can be used a mechanism to generate a sense of community amongst the youth and

²⁶ Waitt (2003).

²⁷ Smith/Fox (2007).

²⁸ Fredline (2004).

²⁹ Joubert (2007).

³⁰ Turco (1998) and Waitt (2003).

³¹ Fredline (2004).

³² Id. (2004, 2006).

³³ Waitt (2003).

ethnic minorities, but the event's significance in addressing social issues reduces if these benefits are not sustained after the event. Waitt's study also revealed that the harshest critics were those who evaluated the public costs as excessive and perceived the event to be inconveniencing their personal lives. These findings indicate that resident perceptions of impacts from hosting a mega sport event have the potential to undermine public confidence in the event.³⁴

Methodology

With a few exceptions (generally in the form of letters to the editor), the actual voices of local residents are absent in relation to debates pertaining to the 2010 FIFA World Cup. Often the concerns of residents are raised by politicians, civil society organisation leaders and government officials who claim to be speaking on their behalf or serving their interests. This paper is an attempt in part to integrate the "voices" of local residents, specifically issues concerning venue selection, by incorporating responses from a questionnaire survey.

The authors recognise that communities are highly heterogeneous with differing interests and concerns. This is reflected in the responses derived from the study. For the purpose of this study, however, it is important to note that the definition of a local community has been limited to a geographical locale, that is, residents residing adjacent to the Athlone and Green Point stadia. The surveys were undertaken in December 2006. As indicated earlier, at this stage the city had indicated that Athlone will be the legacy stadium while Green Point would be the competition venue, pending the successful completion of an environmental impact assessment. This was communicated via several media sources to the general public.

The background information for Athlone and Green Point is derived from the "2010 FIFA World Cup Evaluation of Alternative Venues" undertaken by Bayette Development Consulting.³⁵ The focus of the evaluation was on wards located within a 2 km radius of the stadia. The primary data source used was the 2001 Census conducted by Statistics South Africa. Athlone is located in the east of Cape Town, about 10 km away from the city centre. It is a historically Coloured residential area. The area under study comprises of four wards with a population of 128,484. The unemployment rate is deemed to be 18 % and the

³⁴ Waitt (2003).

³⁵ Bayette Development Consulting (2006).

poverty rate (an estimation of the proportion of a given population living below a level of income necessary to maintain a household) is 22 %. The average monthly income is 4,718 Rand. On the other hand, Green Point is a historically White residential area and is located in close proximity to the city centre. The area under study has two wards with a population of 63,473 (almost half the population size of Athlone). The unemployment rate is 6 % and the poverty rate is 12 %. The average monthly income in Green Point is 16,478 Rand. The data indicates that Green Point is a relatively better-off residential community in comparison to Athlone.

Face-to-face interviews were conducted with 100 households each in Athlone and Green Point. The survey instrument was based on Fredline and Faulkner's questionnaire, and questions were modified and included to suit the South African context.³⁶ A spatially-based random sampling approach was used in both the communities. Since the research was particularly concerned with the views and concerns of residents living in close proximity to the stadia venues under discussion, all households within a 1 km radius from the venue precinct were the target of this research endeavour. A list was compiled of all households within the designated 1 km zone. A random table was then used to select 100 households. It is important to note that if a chosen household was not available or declined to participate in this study, fieldworkers interviewed a neighbouring household.

Analysis of Primary Data

Socio-economic Profile of Respondents

The majority of the respondents in both Athlone (76 %) and Green Point (73 %) were male. It is interesting to note that this was reflective of the trend in most households for male adults to participate in the survey. This is indicative of sport in general and football in particular being seen as male-dominant.

The age of the respondents ranged from 20 to 75 years in Athlone and 20–70 years in Green Point. The majority of the respondents in both areas were in the 21–30 (21 % in Athlone and 38 % in Green Point), 31–40 (28 % in Athlone and 27 % in Green Point) and 41–50 (15 % in Athlone and 17 % in Green Point) years age categories. The average ages of the respondents were calculated to be 38.4 years in Athlone and 35.4 years in Green Point.

³⁶ Fredline/Faulkner (2000, 2002).

In terms of the historical racial categories of the respondents, in Athlone the majority of the respondents were Coloureds (85 %) followed by Indians (10 %) and Africans (5 %). In Green Point, the majority of the respondents were Whites (46 %) followed by Africans (33 %), Coloureds (20 %) and one Indian respondent. The dominance of Coloureds in Athlone and Whites in Green Point is indicative of the Group Areas Act that designated racial residential neighbourhoods during the apartheid era in South Africa.

Unsurprisingly, given the fact that Athlone is a lower-income residential neighbourhood as compared to Green Point, more respondents stated that they were unemployed in Athlone (16 %) than in Green Point (7 %). 8 % and 9 % of the respondents in Athlone and Green Point, respectively, indicated that information pertaining to their income was confidential.

In relation to the education levels completed by the respondents, the majority of respondents in Athlone indicated primary completed (29 %), secondary completed (36 %), certificate/diploma (17 %) and undergraduate degree (11 %). The higher socio-economic status of Green Point in comparison to Athlone is also reflected in the higher educational levels completed by the respondents. In Green Point, the majority of the respondents indicated secondary completed (33 %), certificate/diploma (19 %), undergraduate degree (23 %) and postgraduate degree (13 %).

The number of years of residence in an area is reflective of place and community attachment. Table 1 indicates the length of stay in the area among the respondents. The results indicate that more households in Athlone are established in the area. The majority of the respondents have lived in Athlone for 16–20 years (21 %) and more than 20 years (44 %). In Green Point, the majority of the respondents have lived in the area for less than 5 years (36 %) and 6–10 years (24 %).

Table 1: Length of Stay in the Area (in %)

	Athlone (n=100)	Green Point (n=100)
<5	10	36
6–10	14	24
11–15	11	17
16–20	21	10
>20	44	13

Awareness of 2010 FIFA World Cup and Venues in Cape Town

The majority of the respondents (98 % in Athlone and all the respondents in Green Point) stated that they were aware of a major sporting event that will take place in South Africa in 2010 and they indicated that the event will be the FIFA World Cup (99 %). The majority of the respondents (81 % in Athlone and 84 % in Green Point) also indicated that they were aware that a dedicated soccer venue is being planned as a 2010 soccer legacy.

Tables 2 and 3 show where in Cape Town the respondents believed that the competition and legacy venues, respectively, will be located. A significant proportion of the respondents in Athlone identified Athlone (46 %) as a competition venue. 29 % of the respondents identified Green Point and 5 % stated both Athlone and Green Point. In Green Point, the majority of the respondents (73 %) identified Green Point as the competition venue. 18 % of the respondents in Athlone and 21 % of the respondents in Green Point indicated that they were not sure or did not know where the competition venue will be located in Cape Town.

Table 2: Name of Area Where the Competition Venue Will Be Located in Cape Town (in %)

	Athlone (n=100)	Green Point (n=100)
<i>Do not know / not sure</i>	18	21
<i>Athlone</i>	46	5
<i>Green Point</i>	29	73
<i>Athlone and Green Point</i>	5	–
<i>Newlands</i>	2	1

In relation to the legacy stadium, in Athlone the majority of the respondents identified Athlone (33 %) and Green Point (41 %). In Green Point, almost half of the respondents (51 %) stated Green Point followed by 18 % who identified Athlone as a legacy venue. 24 % of the respondents in Athlone and 29 % of the respondents in Green Point indicated that they were not sure or did not know where the legacy venue will be located in Cape Town.

Table 3: Name of Area in Which the Legacy Stadium Will Be Located in Cape Town (in %)

	Athlone (n=100)	Green Point (n=100)
<i>Do not know / not sure</i>	24	29
<i>Athlone</i>	33	18
<i>Green Point</i>	41	51
<i>Newlands</i>	2	2

The above results illustrate that the general public appears to be confused about the location of stadia in Cape Town. There also seems to be a lack of clarity about what a competition venue is versus a legacy stadium. This is reflective of poor communication and information dissemination regarding 2010 plans and decisions. It is particularly disconcerting that residents residing in close proximity to the two stadia most likely to be impacted by 2010 developments remain confused about how venues will be used. The lack of proper information to the general public is likely to fuel misperceptions in the communities which could increase residence dissonance and misapprehension towards the event.

Attendance and Interest in 2010 World Cup and Football Generally

The majority of the respondents (68 % in Athlone and 64 % in Green Point) currently attend football matches in Cape Town. Additionally, 69 % of the respondents in Athlone and 56 % in Green Point stated that they intend to attend at least one of the 2010 matches in Cape Town. Those who indicated that they will not attend any of the 2010 matches forwarded the following reasons:

- not interested in football (16 % in Athlone and 10 % in Green Point).
- will not be able to afford to purchase tickets (9 % in Athlone and 11 % in Green Point).
- prefer to watch the game on television (6 % in Athlone and 23 % in Green Point).

The results illustrate that there is a significant support of football in both the communities under study, with only a few respondents indicating that they are not interested in football.

It is also important to underscore that the vast majority of respondents (83 % in Athlone and 88 % in Green Point) would consider watching the game at dedicated spectator locations on big-screens if they could not afford to purchase tickets. Most of these respondents (74 % in Athlone and 72 % in Green Point) further stated that they would still attend dedicated spectator locations to view matches on big screens if a fee is attached.

Perceptions and Attitudes toward Event

In order to determine the perceptions and attitudes of the residents towards the 2010 FIFA World Cup generally and stadium development in Cape Town specifically, respondents were asked to rate their level of agreement with a series of pertinent statements. The Lickert scale was used with the following options available: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree and SA = Strongly Agree. Tables 4 and 5 present the responses in Athlone and Green Point, respectively. They also illustrate a grouping of the responses into sub-themes.

The majority of the respondents in both Athlone (80 %) and Green Point (81 %) agreed and strongly agreed with the statement that “the 2010 FIFA World Cup will be the best ever and leave positive legacies for South Africa”. There was also strong agreement with the statement that “the 2010 event will increase entertainment opportunities for locals”, with 89 % in Athlone and 88 % in Green Point agreeing and strongly agreeing. The respondents have a positive impression about the event with regard to 2010 legacies and entertainment for locals that will accompany the hosting of the 2010 FIFA World Cup.

While more than half of the respondents disagreed and strongly disagreed with the statement that the 2010 event will be a waste of public money (65 % in Athlone and 57 % in Green Point), a significant proportion of the respondents agreed and strongly agreed with the statement (26 % in Athlone and 35 % in Green Point). This indicates that while some residents generally supported the 2010 event, they questioned the use of public monies. The results also suggest that it is imperative that the use of public funds for the 2010 event be accompanied by transparency and accountability.

In relation to economic benefits, 91 % of the respondents in Athlone and 85 % in Green Point agreed and strongly agreed with the statement “the 2010 event will be good for the economy since it creates jobs”. Furthermore, 89 % of the respondents in Athlone and 81 % of the respondents in Green Point agreed

and strongly agreed with the statement "the event will be a major boost for economic development in the areas where stadiums are located".

In addition to economic benefits, most of the respondents agreed or strongly agreed (expressing a desire for a range of opportunities and tangible outcomes) with the statements pertaining to community benefits which included the stimulation of training and skills development targeting members of the community where the events are held (67 % in Athlone and 72 % in Green Point), increased sport participation in areas where stadia are built (84 % in Athlone and 31 % in Green Point) and the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport in the community (83 % in Athlone and 76 % in Green Point). In terms of Green Point, the low support of the statement relating to sports participation needs to be viewed in the context of 51 % having a neutral response.

In relation to the disruption of local residents during the 2010 event, almost equal proportion of respondents in Green Point supported and disagreed with the statements presented. 42 % of the respondents disagreed and strongly disagreed while 46 % agreed and strongly agreed with the statement "the 2010 event will cause traffic congestion and parking difficulties". A similar trend was noticeable in relation to the statement "the 2010 event will create excessive noise in the community" with 40 % of the respondents disagreeing and strongly disagreeing while 43 % agreed and strongly agreed. In Athlone, 35 % of the respondents disagreed and strongly disagreed with the statement "the 2010 event will cause traffic congestion and parking difficulties", while 54 % agreed and strongly agreed. In relation to the statement "the 2010 event will create excessive noise in the community", 38 % of the respondents disagreed and strongly disagreed while 47 % agreed and strongly agreed. Slightly more respondents in Athlone supported the statements as compared to Green Point. This suggests a slightly higher level of concern expressed in Athlone in respect of disruptions during the 2010 event.

Table 4: Respondent's Level of Agreement in Athlone towards Statements Pertaining to Key Aspects of Venue and 2010 Event (in %)

	SD*	D	N	A	SA
2010 LEGACIES					
<i>The 2010 FIFA World Cup will be the best ever and leave positive legacies for South Africa</i>	4	3	13	39	41
ENTERTAINMENT					
<i>The 2010 event will increase entertainment opportunities for locals</i>	2	4	5	45	44
PUBLIC MONEY					
<i>The 2010 event will be a waste of public money</i>	36	29	9	16	10
ECONOMIC BENEFITS					
<i>The 2010 event will be good for the economy since it creates jobs</i>	2	1	6	51	40
<i>The event will be a major boost for economic development in the areas where stadiums are located</i>	2	3	6	50	39
COMMUNITY BENEFITS					
<i>The event will stimulate training and skills development for members of the community where events are held</i>	3	11	20	44	22
<i>Sports participation in the community will increase as a result of the stadium being built in the area for the 2010 event</i>	-	4	12	47	37
<i>The event will promote the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport in the community</i>	2	8	7	56	27
DISRUPTION TO LOCAL RESIDENTS					
<i>The 2010 event will cause traffic congestion and parking difficulties</i>	14	21	11	35	19
<i>The 2010 event will create excessive noise in the community</i>	16	22	15	31	16

	SD*	D	N	A	SA
PRICE					
<i>The 2010 event will lead to increases in the price of some things such as food, transport and property values around the stadia locations</i>	5	6	17	29	43
<i>During the 2010 event period, the overall cost of living will increase around the stadia locations</i>	6	5	14	41	34

* SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree and SA = Strongly Agree

Table 5: Respondent's Level of Agreement in Green Point towards Statements Pertaining to Key Aspects of Venue and 2010 Event (in %)

	SD*	D	N	A	SA
2010 LEGACIES					
<i>The 2010 FIFA World Cup will be the best ever and leave positive legacies for South Africa</i>	–	10	9	44	37
ENTERTAINMENT					
<i>The 2010 event will increase entertainment opportunities for locals</i>	4	3	5	39	49
PUBLIC MONEY					
<i>The 2010 event will be a waste of public money</i>	38	19	8	23	12
ECONOMIC BENEFITS					
<i>The 2010 event will be good for the economy since it creates jobs</i>	3	5	7	42	43
<i>The event will be a major boost for economic development in the areas where stadiums are located</i>	3	4	12	35	46
COMMUNITY BENEFITS					
<i>The event will stimulate training and skills development for members of the community where events are held</i>	3	8	17	47	25

	SD*	D	N	A	SA
<i>Sports participation in the community will increase as a result of the stadium being built in the area for the 2010 event</i>	3	15	51	28	3
<i>The event will promote the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport in the community</i>	3	3	18	57	19
DISRUPTION TO LOCAL RESIDENTS					
<i>The 2010 event will cause traffic congestion and parking difficulties</i>	11	31	12	30	16
<i>The 2010 event will create excessive noise in the community</i>	11	29	17	31	12
PRICE					
<i>The 2010 event will lead to increases in the price of some things such as food, transport and property values around the stadia locations</i>	4	6	20	32	38
<i>During the 2010 event period, the overall cost of living will increase around the stadia locations</i>	6	7	22	36	29

* SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree and SA = Strongly Agree

Most respondents in both communities agreed and strongly agreed with the statements “the 2010 event will lead to increases in the price of some things such as food, transport and property values around the stadia locations” (72 % in Athlone and 70 % in Green Point) and “during the 2010 event period, the overall cost of living will increase around the stadia locations” (70 % in Athlone and 65 % in Green Point). The responses signal that residents are concerned about the impact of the 2010 event on local prices. It is important to note that price increases per se do not necessarily disadvantage all residents. For example, property increases would benefit existing homeowners but disadvantage those who are trying to purchase homes in the area. However, general increases in the cost of living (rates and taxes, food and transport) are likely to be

met with widespread resistance, especially if these increases are significant and sudden.

The results indicate that similar perceptions and attitudes towards the 2010 event are discernible in Athlone and Green Point, despite the socio-economic and historical differences. It is worth underscoring that most of the respondents generally expressed positive attitudes towards 2010 and perceived the event to create both social and economic opportunities, of which many indicated they will experience personally. This reinforces the point raised earlier that locals have high expectations regarding mega-events and hope to benefit personally from the event.

Location of Stadia

90 % of respondents in both communities were in favour of a 2010 stadium being located in the area where they reside. This indicates a strong support for stadium development in both areas by resident households living in close proximity to the venues. This is also indicative of a positive attitude towards 2010 in general. Some of the main reasons forwarded by the respondents for being in favour of a 2010 stadium being located in the area where they reside were that 2010 will bring them an exciting/ lifetime event, it will assist in improving soccer in the area and contribute to sport development, it will create job opportunities and boost the local economy, and it will provide an opportunity to watch matches live.

Among the 10 % in both communities that objected to the 2010 stadium being located in their area, few of the respondents forwarded reasons for their disapproval. These were that the event will increase crime in the area (6 % in Athlone and 2 % in Green Point), and there will be traffic congestion (2 % in each community). One respondent stated that the current Newlands stadium should be upgraded. Among the 10 % who objected, 3 % in Athlone and one respondent in Green Point stated that the stadium should be located in another location in their community while 7 % in Athlone and 4 % in Green Point felt that the stadium should be located in another location outside their community. 5 % of the respondents in Green Point did not provide a response. It is important to note that none of the respondents interviewed stated that stadium development in Cape Town for 2010 should be discontinued.

Communication and Information Dissemination

The vast majority of the respondents interviewed (95 % in Athlone and 86 % in Green Point) stated that they would like to be updated on events and opportunities related to the 2010 event. Respondents indicated a preference for multiple types of communication strategies. These were television (67 % in Athlone and 66 % in Green Point), newspapers (24 % in Athlone and 37 % in Green Point), radio (25 % in Athlone and 22 % in Green Point), short message service (SMS) (16 % in Athlone and 14 % in Green Point), community meetings (16 % in Athlone and 9 % in Green Point), Internet (11 % in Athlone and 18 % in Green Point), posters (11 % in Athlone and 18 % in Green Point) and e-mail (6 % in Athlone and 11 % in Green Point). Respondents (95 % in Athlone and 88 % in Green Point) also stated that they would like to be updated on stadium developments in their area related to the 2010 event. The response relating to how respondents would like to be updated were similar to the communication strategies identified in relation how they would like to be updated on 2010 events and opportunities. The responses indicate that organisers and officials must consider a range of communication strategies that will ensure that information is accessible to the wider community. It is also important that information is presented in a manner that can be understood by residents.

Conclusions

In terms of stadia development and general infrastructural requirements, host cities and nations are obligated to meet FIFA requirements, specifically for the competition venues. The realisation of the expectations to deliver on wide-scale social and economic benefits, including jobs and the improvement in quality of life of residents, is unlikely to occur at the level anticipated given the above context. The issue becomes one of managing and effectively addressing community concerns. It is important to underscore that most respondents supported the hosting of the 2010 FIFA World Cup and shared a sense of pride in this national achievement. However, as Fredline warns, if community concerns are not addressed it can potentially undermine the success of an event.³⁷ For future bidding for mega-events, it is imperative that full public consultation is required before submitting bids, if these events are to become democratically

³⁷ Fredline (2004).

accountable³⁸ and to promote realistic expectations. In the lead up to 2010 the Local Organising Committee, government officials, and other organisations involved in the planning of the event should create opportunities for local communities to raise concerns as well as provide information in a manner accessible to communities. From the survey it is important to consider appropriate mechanisms of consultation and communication with communities. Fredline also cautions that internal marketing to host communities may be useful in achieving higher levels of community satisfaction.³⁹

Winning the rights to host the FIFA World Cup Finals in 2010 has presented South Africa both with the opportunity to provide momentum to its mega-events campaign, driven as it is by specific socio-economic and political objectives, and the challenge of delivering – not only in the form of a successful tournament, but also on the political and social promises on which South Africa's bid campaigns have thus far been based. This seems a daunting task, no less for the fact that, despite the numerous attempts to host mega-events, only a slim foundation has been laid upon which South Africa could design goals and plans. In addition, in a developing context such as South Africa, the difficulty of balancing the initial investment of resources (which can be extensive), with the vast socio-economic exigencies of the country, is great. The debate on how resources should be spent to most judiciously benefit the South African society is one that pertinently colours the wider politics surrounding the planning towards the 2010 World Cup.

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³⁸ Flyvbjerg et al. (2003).

³⁹ Fredline (2004).

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