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ASSESSING THE IMPACT OF ORLANDO STADIUM ON SURROUNDING COMMUNITIES: A FOCUS ON SOCIAL IMPACT

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A research report submitted to the Faculty of Engineering and the Built Environment, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Science in Building (Property Development and Management).

Johannesburg, 2014

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DECLARATION

I declare that this research report is my own unaided work. It is submitted to the Degree Master of Science in Building (Property Development and Management) to the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination to any other University



Katlego Samson Moloisane

30th day of October year 2014

ABSTRACT

South Africa has experienced a boom in the construction of sports facilities; this is due to the country hosting the 2010 FIFA World Cup. This event has raised expectations that host communities will benefit from its long-term legacies.

This study assessed impacts Orlando stadium has on social legacies, urban regeneration and a view on the impact on surrounding property values. 70 questionnaires were distributed to residents of Orlando with 53 responding, interviews were conducted with real estate agents working in the community of Orlando.

This study concludes that the redevelopment of Orlando stadium impacted social legacies positively. Legacies of civic pride and image of the community received high relative importance index rankings and there is a relationship between civic pride and distance residence is from the stadium.

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I wish to thank my supervisor Kola Ijasan for his guidance, support and encouragement. My wife and family for their support and encouragement, thank you.

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CHAPTER 1 INTRODUCTION

1.0 INTRODUCTION

South Africa has experienced a boom in the construction of sports facilities in the past decade, this is mainly as a result of South Africa having won the rights to host the 2010 Federation Internationale de Football (FIFA) World Cup that was successfully hosted in 2010. Several studies have assessed the impact of sports facilities on communities where they are located (see Kasimati 2003, Davies 2005, Taylor 2005, Kim and Morrison 2005, Dawson 2009 and Ahfeldt and Maening 2010, Lorde et al 2011 and Billings and Holladay 2012).

According to Kasimati (2003), the expectations of Sports facilities/franchises and major sporting events such as the Olympic Games and the FIFA World Cup is that they have an impact on the national and regional economies of host nations and cities. Kasimati (2003) goes further and argues that sports facilities/franchises and mega sporting events can regenerate host regions, increase civic pride, increase economic growth and create new job opportunities.

According to Davies (2005) construction of sports stadia is not only intended for their sporting purpose but to also stimulate economic and physical regeneration. Ki Lee and Taylor (2005) argue that sports tourism has received attention as contributor to economic benefits of host cities, regions and countries. Kim and Morrsion (2005) assessed the change of images of South Korea among foreign tourists after the 2002 FIFA World Cup and the findings of the assessment suggest that international sporting events can change the image of a tourist destination, the study found that visitors had positive images of South Korea after the World Cup than before the World Cup.

Madden (2006) found that the 2000 Sydney Olympics had a negative effect on the Australian economy when assessing the economic and fiscal impacts of mega sporting events.

Feng and Hamphreys (2008) added that most promotional and academic studies on economic impact of sports facilities focus on the impact sports facilities have on income, jobs and tax revenues and not on the impact sports facilities have on a community's quality of life, the intangible utility and satisfaction based on how residents enjoy a community's attributes and amenities. Feng and Hamphreys (2008) is however of the opinion that the characteristics of a house and intangible characteristics associated with a house determine the value of a house; the intangible characteristics include public amenities located near that house.

From a community's point of view, local communities sometimes fear that locating a stadium in their communities and urban areas may have a negative effect on their communities. The study by Davies (2005) highlight that local communities fear that locating stadia in their urban areas would cause a decline in property prices, the study found that in both the Millennium Stadium in Cardiff and the City of Manchester Stadium case studies the stadia improved both internal and external images of the areas they are located and instilled civic pride in local communities.

More recently studies are focusing on the intangible effects mega sporting events and sports facilities have on communities. Walton et al (2008) argue that usually assessment of major sporting events is based on the economic impacts they have, however they indicate that recently there is greater emphasis on possible intangible effects such as civic pride and legacy of sports facilities on communities.

Several studies have however found a positive impact of sporting events and facilities (see Tu 2005, Gratton et al 2005, Davies 2005, Nicholls and Crompton 2007, Dehrin et al 2007, Fend and Humphreys 2008, Dawson 2009 and Ahfeldt and Maening 2010). Dawson (2009) examined the impact of the 2004 Olympic Games on the Greek economy and found that the games had a positive impact during the preparation phase and the year the Olympics were hosted however the long term economic legacy effects were modest. Ahlfeldt and Maennig (2010) assessed the impact of sports arenas on land values in Berlin by assessing the impact of three multifunctional sports stadia in Berlin-Prenzlauer Berg and found that sports stadia had a positive impact on land values for land that is within a radius of 3000m from the stadia.

Several studies have assessed the impact of sports facilities on communities internationally however there are limited studies that have assessed the impact of sports facilities on communities within the South African context (see Kim et al 2006, Walton et al 2008, Kasimati and Dawson 2009, Lorde et al 2011 and Billings and Holladay 2012). Kim et al(2006) investigated the impact of the 2002 FIFA World Cup on South Korea and compared the impact pre- and post-games, the study found significant differences in dimensions that include cultural exchange, social problems, economic benefits, natural resources and cultural development, traffic congestion and pollution, price increase and construction cost. The study found that local residents expected the world cup to bring benefits that include economic

benefits, cultural exchange, natural resource and cultural development to communities however these benefits were not realised.

Kasimati and Dawson (2009) examined the impact of the 2004 Olympic Games on the economy of Greece and found that there was positive impacts during the preparation phase and the year the Olympics were hosted however the long term economic legacy effects were modest.

Cornelissen et al. (2011) states that governments from both developing and developed worlds view hosting of mega sporting events as a way of stimulating development and highlights that there is debate on what the benefits of hosting such mega events are. Various studies have focussed on sports and economic regeneration of cities and the long term benefits of sports events and sports facilities (see Mules and Faulkner 1996, Sack and Johnson 1996, Gibson 1998, Kasimati 2003 and Gratton et al 2005).

This study assesses the impact of sports stadia on communities where the stadia are located. It is hence deemed important that the impact sports facilities have on communities and surrounding property prices is assessed to have an indication of the possible long term effects of sports facilities on communities.

1.1. PROBLEM STATEMENT

The problem is that previous studies on the impact of sports facilities created for maga events focus on the economic and physical impact but neglect the social impact of these facilities on surrounding communities post these events.

Feng and Hamphreys (2008) state that most promotional and academic studies on economic impact of sports facilities focus on the impact sports facilities have on income, jobs and tax revenues and not on the impact sports facilities have on a community's quality of life, the intangible utility and satisfaction based on how residents enjoy a community's attributes and amenities. Swart and Bob (2009) studied residents perception on the 2010 FIFA Soccer World Cup stadia development in Cape Town and found that there were concerns related to the distribution of anticipated benefits and the impacts of the stadia on the lives of residents. South Africa has invested funds towards developing infrastructure for hosting the 2010 FIFA World Cup. Governments from both developing and developed worlds view hosting of mega events as a way of stimulating development however there is a debate on what the benefits of

hosting such mega events are, after hosting mega events legacies including social legacies left by these sporting events should be evaluated for at least 20years (Cornelissen, 2011). Several studies have assessed the impact of sports facilities on communities internationally however there are limited studies that have assessed the impact of sports facilities on communities within the South African context (see Kim et al 2006, Walton et al 2008, Kasimati and Dawson 2009, Lorde et al 2011 and Billings and Holladay 2012).

It is important to assess and understand the impact 2010 FIFA World Cup has had on South African communities. There is limited research on the social impact of 2010 FIFA World Cup stadia on surrounding communities in South Africa post the world cup.

1.2. AIM AND OBJECTIVES

The aim of this study is to assess the impact of Orlando sports stadium in Soweto on the community of Orlando East. In order to achieve this, the following objectives are targeted:

- Explore the contextual meaning of social impact.
- Identify the social impact of stadia on communities.
- Investigate the role of Orlando stadia on the community.

1.3. RESEARCH QUESTIONS

- What is social impact?
- What is the social impact of stadia on communities?
- What is the role of Orlando stadium on the community?

1.4. RESEARCH DESIGN

According to Saunders et al (2012) a research design is a general plan of how one will go about answering research questions. The authors further add that a research design indicates the research objectives derived from research questions, indicate sources where data will be collected, how data will be collected and analysed, indicate and discuss ethical issues and constraints such as location, time, funds to do research and access to data that will be encountered while conducting research.

1.4.1. Defining Research Questions

The following diagram indicates the dimensions suggested by Durrheim (2002) to define research questions:

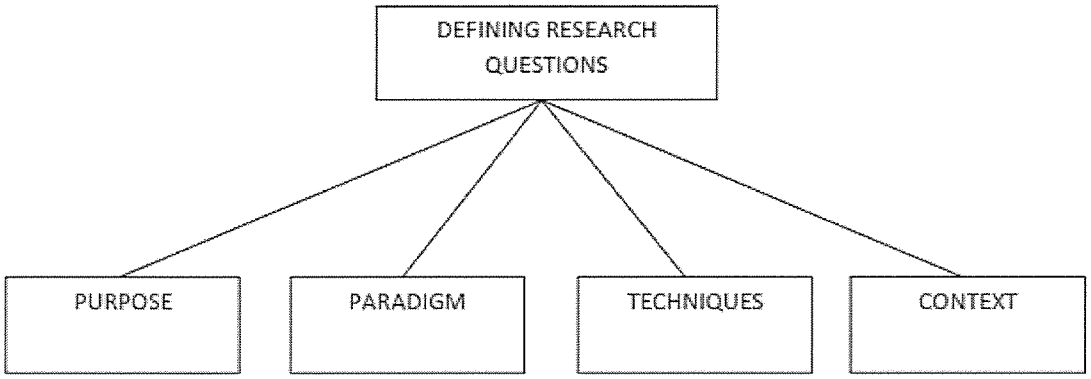


Figure 1.1: Dimensions of Research Design

Source: Durrheim (2002)

This research design is guided by the four dimensions of research as illustrated by figure 1.1 above.

i) PURPOSE

According to Creswell (2003) the purpose is the intention of the study, it establishes the direction of a study. The purpose of this study is to determine the social impact of sports facilities on communities. The research employs both quantitative and qualitative methods, data is collected using pilot interviews to get a better contextual overview of the nature of the problem and surveys (questionnaires) to determine the views of the community regarding the impact Orlando stadium has on the community. Saunders et al (2012) highlights that a qualitative research is associated with experimental and survey strategies where questionnaires, structured interviews or structured observations are used to collect data.

ii) PARADIGM

Saunders et al (2012) defines a paradigm as "*a way of examining social phenomena from which particular understandings of these phenomena can be gained and explanations attempted*". Research paradigms are defined further in section 3.1.1.

The research takes the form of a positivist philosophy and adopt an inductive approach. With the positivism philosophy the researcher searches for regularities and causal relationships from collected data to generalise and with the inductive approach research starts with data collection to explore a phenomenon and generate or build theory (Saunders et al, 2012). Inductive approach is different from deductive approach in that with a deductive approach, the researcher begins research with one or more assumptions that the researcher takes to be true, these are the premises. The researcher proceeds from the premises or assumptions towards the conclusions using logical reasoning (Leedy and Ormrod, 2013). The study aims to identify the impact Orlando Stadium has on the community surrounding Orlando stadium.

iii) TECHNIQUES

Technique addressed how the research was implemented, the techniques employed in this study are explained below. Techniques are explained further in section 3.3.1.3.

a. SAMPLING

Convenience sampling method was employed in this study as the sampling frame cannot be determined due to lack of availability of a known sampling frame and resource limitations. The targeted population for this study are residents living within the community of Orlando East and not further than 2km from the case study stadium. A population of Orlando could be identified however a sample size of the residents living within a 2km radius of Orlando could not be identified. A total of seventy (70) questionnaires were distributed to the residents of Orlando East during a community gathering.

b. DATA COLLECTION

Two main data collection steps were followed. Community leaders from the local council and management level employees of the company managing Orlando stadium were interviewed as a form of pilot exercise to get a contextual overview of the nature of the problem. The interviews were unstructured and took place at the stadium and at the local municipal offices in Orlando East. This exercise proved beneficial as it assisted with testing the adequacy of the proposed questionnaire, improvement of the main questionnaire and data collection method including assisting with getting access to the community. One crucial advice from the pilot interviews on the practical method of collecting data was that the best way to collect the data was at a community gathering (meeting) that was scheduled to take place. The second step of

collecting data was from questionnaires completed by residents of Orlando. Questionnaires were distributed to residents at the local council office during a community gathering. The questions asked were in relation to Orlando stadium and the content of the questionnaire was based on both the review of extant literature and key findings from the pilot interviews. The questionnaire was divided into two sections, the first section collects the demographic information and second section focused on respondents views on the impact of Orlando stadium. The second section is based on a rating scale.

- Validity and reliability of questionnaires

  Pilot interviews were conducted assess validity of the questionnaires with the aim of finding out how long the questionnaire took to complete, clarity of the instructions, which questions were unclear and ambiguous, whether there were any topic omissions, whether the layout was clear and attractive and whether answers were recorded correctly. Saunders et al (2012) states that pilot testing questionnaires provide one with an idea of the validity of the questionnaire and whether the questionnaire makes sense. Questionnaires were improved based on the feedback received from the pilot interviews. Closed questions were asked in the questionnaires. The researcher explained what each question is requesting and prior to respondents answering the questionnaire. The researcher was at hand to address any confusion that could arise while respondents were answering the questionnaires.

c. DATA ANALYSIS

Data was analysed using statistical methods that include a rating scales. Tables and graphs are used to present results from the data that is analysed, tables and graphs will be used to present finding or descriptive information that include demographics and other findings.

iv) CONTEXT

Similar research has been conducted in different environments to determine the impact and effect of different sporting facilities such as golf courses. This study assesses the social impact of sports facilities within the South African context. The study assesses the impact of the newly renovated Orlando Soccer Stadium on the surrounding community of Orlando East in Soweto, Johannesburg. The study assesses the social impact Orlando soccer stadium has had on surrounding communities within a 2km radius of the stadium.

1.5. ETHICAL CONSIDERATIONS

Farrimond (2013) states that understanding ethical principles is considered a key research skill, it is important to act ethically in relation to participants of a research. Permission was requested from relevant authorities and personnel prior to interviews or answering of questionnaires. Ethical considerations are discussed further in section 3.4.

1.6. LIMITATIONS AND CONSTRAINTS

The study is limited to Orlando soccer stadium and the impact it has on the community of Orlando in Soweto, Johannesburg. The study focuses on the impact the stadium has had on the community that is within a 2km radius of the stadium.

Time and financial constraints are barriers to conducting a more extensive study. A low response rate affects the reliability of the study, response rate affects confidence level therefore it is important to always aim for a high response rate.

1.7. CONCLUSION

Sports facilities have a potential to generate social and economic returns to communities where these facilities are located. Sports facilities not only have potential to generate social and economic returns but also have a potential to accelerate urban development or redevelopment and have lasting physical benefits to communities. Studies over the past decade have focused on the impact mega sporting events and sports facilities have on surrounding communities, with certain studies focus on the impact sports facilities have on commercial and residential property markets (see Kasimati 2003, Kim et al 2006, Hamphreys 2008, Swart and Bob 2009, Allmers and Maennig 2009, Cornelissen et al 2011). Evidence from these studies suggest that mega sporting events and sports facilities have an economic and social impact on communities however this impact as based on international perspective and very limited research is available on the impact mega sporting events and sports facilities have on communities in the South African context. It is therefore deemed important to assess the impact sports facilities have on communities in South Africa.

This study aims to address the shortfall in literature related to the social impact of mega sports events and sports facilities have on surrounding communities and the long term social legacies of these events and sports facilities on communities.

This study further assesses the social impact Orlando Football Stadium has had on the community of Orlando East in Soweto. It aims to give insight on the impact sports facilities have on communities within the South African context.

Keywords: social impact, social legacies, sports stadia, mega sporting events, South Africa

CHAPTER 2 LITERATURE REVIEW

2.0. INTRODUCTION

The purpose of this literature review is to refine the research idea by assessing and evaluating prior research. Saunders et al (2012) quoting Gill and Johnson (2010) state that a demonstration of awareness of the current state of knowledge in the subject, its limitations and how ones research fits in the wider context are criteria required when assessing a project. The literature review should demonstrate the major issues and debates around the topic (Saunders et al 2012 quoting Denyer and Tranfield 2009). The aim of this literature review is to demonstrate awareness of the current state of knowledge related to the impact of sports facilities on communities, particularly the social impact of sports facilities on surrounding communities and to identify gaps in the literature and identify where this literature fits in the wider context.

The scope of this literature review includes a general review of the impact of sports stadiums on surrounding communities, a review on the international perspective on the impact of sports facilities on surrounding communities, sports facilities and urban regeneration, social impact defined, literature on Orlando Stadium and infrastructure upgrades to surrounding areas and identification of the gaps in literature and an indication of where this research fits into the context.

According to Kasimati (2003) one of the expectations of Sports facilities/franchises and major sporting events such as the Olympic Games and the Federation Internationale de Football (FIFA) World Cup is that they will impact on the national and regional economies. The host country's other benefits according to the author include regenerating host regions, increase in civic pride, economic growth and the creation of new job opportunities.

Kim et al (2006) reiterated that even though mega sporting events are one-time and short-term events they have long term impacts on communities and cities that host them. They added other benefits including growth of tourism, opportunities for international publicity and recognition of the host community, and improvement of the host community's quality of life. Kim et al (2006) went further to state that hosting of mega events allows for improvements in infrastructure and superstructure and that previous studies suggest that lasting facilities created for mega events can be used by the community after the events and this is perceived by the community as a benefit.

Swart and Bob (2009) state that the expectation from hosting the 2010 Federation Internationale de Football (FIFA) World Cup in South Africa was that the event would provide an opportunity to further the country's objectives of using sporting events to achieve international recognition and promote socio-economic development. They argued further that studies on sports tourism events neglect social issues and tend to focus on economic impacts, residents are directly impacted by sporting events especially when they live in close proximity to the event location however residents perceptions are overlooked. In their research on "Residents Perceptions of the 2010 FIFA Soccer World Cup Stadia Development in Cape Town" Swart and Bob (2009) found that there was considerable support and positive perceptions relating to South Africa's hosting of the 2010 World Cup. However the results showed that there were concerns related to the distribution of anticipated benefits and the impacts of the stadia on the lives of residents.

Allmers and Maennig (2009) concluded that when a country hosts a large international sporting event such as the FIFA World Cup there is a promise of a return on the considerable investment associated with hosting such an event. Pillay et al (2009) reiterates that when a country hosts a world cup there is expectations of positive returns on investments associated with hosting the world cup and indicates that South Africa has invested in stadiums for the 2010 FIFA World Cup that was hosted by South Africa.

Walton et al (2008) earlier argued that usually assessment of major sporting events is based on the economic impacts they have, they also indicated that recently, there is greater emphasis on possible intangible effects such as civic pride and legacy of sports facilities. Cornelissen et al (2011) later added what the legacies of major sporting events are and how positive legacies can be stimulated is debated. Cornelissen et al (2011) went further to state that more governments from developed and the developing worlds have identified the hosting of mega sporting events as a way to stimulate development, long-term macroeconomic and sectoral gains brought by the hosting of mega events, this has been used as justification for hosting mega sporting events. Various authors were however previously not convinced by the projected economic benefits and justifications for hosting mega sporting events (see Crompton 1995, Cashman 2006, Preuss 2007, Matheson 2008, Higham and Hinch 2009).

Gunter (2011) argues that countries compete for rights to host mega sports events such as the FIFA World Cup because sports tourism is used as a tool for economic development and

economic growth through investment, tourism and development of service sectors. The author does however state that iconic projects are implemented and tend to have poor long term track records and some projects tend to become "white elephants" infrastructure however the author also states that these iconic projects have potential to be important to an area's infrastructure and development.

Cornelissen et al (2011) stresses that after mega-sporting events, legacies should be sustained, have long-lasting effects and be evaluated for at least 20 years after the event. They went further to distinguish the following five legacies according to their effect:

i) Sporting legacy: sporting facilities that have been built or renovated for an event and will be utilised beyond the event. These facilities may have an impact on the local sporting culture beyond the mega sporting event and increase participation in sports.

ii) Urban legacy: buildings built for the mega events even though they have no sporting purpose. This includes changes made to urban districts and specialised areas.

iii) Infrastructural legacies: transport and telecommunication networks renovated or developed for the mega event and are maintained beyond the mega event.

iv) Economic legacy: this includes economic unemployment rate, tourism and non-tourism companies leveraging investment opportunities in the host region.

v) Social legacy: this includes change in local residents' perceptions of the host city or region, skills and experience gained by local residents through their direct or indirect involvement.

Literature above indicates that hosting of mega sporting events can have an impact on the host country and cities, and hosting of the FIFA world cup in South Africa has raised expectations that there would be possible benefits as a result of infrastructure developments in preparation for hosting the event and the international exposure the country would receive as a result of hosting the event (see Kasimati 2003, Kim et al 2006, Walton et al 2008, Pillay et al 2009, Cornelissen et al 2011).

Table 2.1: World Cup 2010 City Stadium Investment Figures

WORLD CUP 2010 STADIUM INVESTMENT

CITY	INVESTMENT (R)
JOHANNESBURG	R 3.64 B
TSHWANE (PRETORIA)	R 131 M
RUSTENBURG	R 460 M
CAPE TOWN	R 4.5 B
NELSON MANDELA BAY (PORT ELIZABETH)	R 2.1 B
DURBAN (ETHEKWINI)	R 3.1 B
MANGAUNG (BLOEMFONTEIN)	R 314 M
POLOKWANE	R 1.3 B
MBOMBELA (NELSPRUIT)	R 1.2 B

Source: Haferburg (2011).

South Africa has invested funds towards developing infrastructure for hosting the 2010 FIFA World Cup (see Haferburg 2011). Table 2.1 above indicates the monetary investments by cities that hosted the 2010 FIFA world cup, investment towards stadium infrastructure developments for developing and upgrading stadia in preparation for the FIFA World cup.

Maenning and du Plessis (2009) investigated under which conditions hosting the 2010 FIFA World Cup will have positive effects on urban development. They did this by considering the stadium construction and infrastructure projects carried out in preparation of the 2010 FIFA World Cup in South Africa. The study found that host cities wanted positive economic benefits from the World Cup.

Feng and Hamphreys (2008) indicate that most promotional and academic studies on economic impact of sports facilities focus on the impact sports facilities have on income, jobs and tax revenues and not on the impact sports facilities have on a community's quality of life,

the intangible utility and satisfaction based on how residents enjoy a community's attributes and amenities. Studies should focus on the impact sports facilities have on communities by assessing residents' satisfaction with the sports facilities.

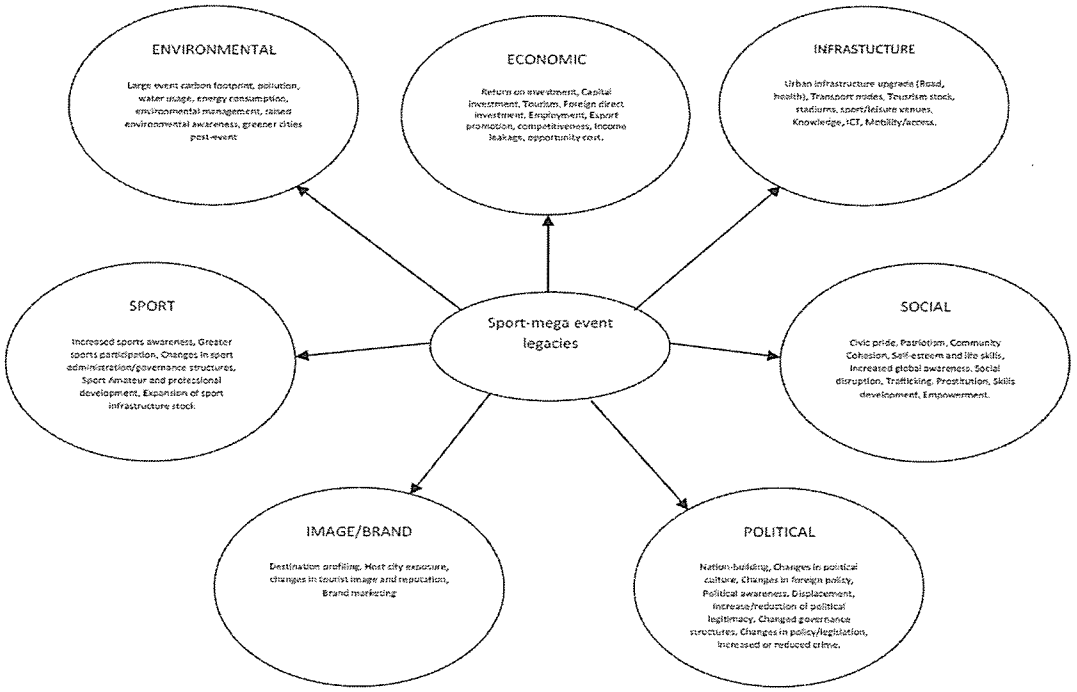


Figure 2. 1:Sports-mega event legacies

Source: Cornelissen et al (2011) adapted from Swart (2008) and Matheson (2008)

Figure 2.1 above indicates the range of legacies that host cities and regions could experience, these legacies could be positive or negative.

Prayag et al (2013) highlights that mega events are associated with positive and negative economic impacts. Improvement in infrastructure such as transport facilities and building of stadiums, increase in investment and rapid community growth, regeneration of urban areas, canal, waterfront development and urban development being fast tracked are part of the positive benefits that are a result of hosting mega events.

Literature indicates that sports mega-events and sports facilities have an impact on communities and host nations or cities (see Kasimati 2003, Kim et al 2006, Swart and Bob 2009, Allmers and Maennig 2009, Gunter 2011), have long-term impacts on communities and host nations and leave legacies (see Cornelissen et al 2011, Swart 2008, Matheson 2008).

South Africa has invested funds towards developing infrastructure for hosting the 2010 FIFA world cup. Hosting of this event has raised expectations that hosting such an event has an impact on the host nation or city (see Kasimati 2003, Kim et al 2006, Swart and Bob 2009, Pillay et al 2009). It is therefore deemed important to assess the impact these sports facilities have on communities to determine whether expectations that hosting of the 2010 FIFA world cup has an impact on host nations or cities were met.

Host communities can be impacted in various ways, section 2.1 below indicates how local communities can be impacted by sports facilities located in their communities.

2.1. IMPACT OF SPORTS FACILITIES ON LOCAL COMMUNITIES

Literature has identified three major impacts sports facilities have on communities and these are economic impact (see Baard et al 2006, Santo 2007, Prayag et al 2013), physical impact (see Davies 2005, Feng and Humphreys 2008, Gunter 2011, Karanikolas et al 2012) and social impact (see Thornley 2002, Ki Lee and Taylor 2005, Kim and Morrsion 2005). It is important to note the findings and views on how communities are impacted by sports facilities. These impacts are discussed below.

2.1.1. ECONOMIC IMPACT

Figure 2.1 above has details the economic legacies left on communities as a result of economic impact, various authors have assessed the economic impact of sports facilities and the legacies these facilities leave on the community.

Santo (2007) assessed whether there are other benefits that can justify public investment in sports stadia and found that public consumption benefits can only justify capital investment for amounts smaller than stadium subsidies required. The author highlighted that various studies have shown that stadiums have no significant impact on metropolitan area income or employment.

Baade et al (2006) conducted a study that compared the economic impact of two stadiums in the United States of America, Wrigley field in Chicago and U.S. Cellular field. The authors state that those that support the construction of sports stadiums argue that sports infrastructure can be used as an anchor for local economic development. The aim of the study was to determine whether local economic redevelopment had been achieved. The study found that new stadiums dim the economic prospects of the neighbourhood they are located,

this is mainly because new stadiums offer goods that communities can offer and end up competing with the community.

Rowe (2008) addressed questions on after dark culture, sport and night-time economy in the study titles Culture, Sport and Night-Time Economy. One of the observations of the study was that "*there is already noticeable infusion of sports fans reinvigorating the evening dining economy... So essentially the interrelation between the sports event and the restaurant strip has extended the period of peak profitability by several hours'...At this point I suggest that 50 per cent of restaurant patronage are people who have been at the game...*"

Coates and Humphreys (2008) assessed whether economists reach a conclusion on subsidies for sports and mega events, evidence from their study indicate that arguments posed by sports subsidies advocates show that local economic development, income growth or job creation cannot justify sports subsidies.

Literature above indicates that economic impact sports facilities and mega events have on communities varies, economic impact can be positive or negative depending on the environment the mega event or stadia is located (see Baarde et al 2006, Santo 2007, Coates and Humphreys 2008, Rowe 2008)

2.1.2. PHYSICAL OR INFRASTRUCTURAL IMPACT

Figure 2.1 above has identified the infrastructure legacies left by the physical impact of sports facilities on communities. Various authors have assessed the infrastructural/physical impact of sports facilities on host communities.

Development of sports stadia does not only focus on the development of the sports facility only but also focuses on developing and upgrading areas in proximity to the stadium, literature indicates that sports facilities development includes development of surrounding areas (see Davis 2005, Gunter 2011).

Davies (2005) argues that construction of sports stadia is not only intended for their sporting purpose but to also stimulate economic and physical regeneration, the study found that for both the Millennium Stadium in Cardiff and the City of Manchester Stadium case studies the stadia improved both internal and external images of the areas they are located and instilled civic pride in local communities.

Gunter (2011) states that the awarding of the 2010 FIFA World Cup to South Africa resulted in the need to upgrade stadiums and surrounding areas and that local economic development (LED) has been identified as a way to develop local areas. The author investigated the role of LED as a way to renew urban areas by investigating the Ellis Park Sports Precinct upgrade project that was identified as an LED project, in this project the Ellis Park Stadium was upgraded together with the surrounding areas.

Karanikolas et al (2012) states that the real estate market is not only affected by economic and productive factors but is also affected by other characteristics resulting from where the real estate is performed, these characteristics include characteristics of the human and natural environment.

Literature indicates that sports stadia have an effect of stimulating the upgrading of surrounding infrastructure, this infrastructure can have an effect of improving property values and contribute towards the social improvements of the community.

2.1.3. SOCIAL IMPACT

Figure 2.1 has detailed the social legacies left by the social impact of sports facilities on host communities.

Thornley (2002) highlights that the development of sports stadia has an effect on neighbourhoods and can be important for the image and economy of a city.

Ki Lee and Taylor (2005) argue that sports tourism has received attention as contributor to economic benefits of host cities, regions and countries. Kim and Morrsion (2005) state that a variety of social and cultural events supporting mega sporting events create opportunities to promote a host country's culture and traditions when publicised using sources such as television or other media.

Sports facilities and mega events have a social impact on communities (see Thornley 2002, Kim and Morrsion 2005, Cornelissen et al 2011) It is important to investigate the long term effects of hosting of mega events by communities and effect sports facilities have on communities and the benefits these facilities bring to communities.

2.2. SPORTS FACILITIES AND URBAN GENERATION

Various studies that have investigated the role of sports facilities on urban regeneration and the importance of these facilities to their communities (see Thornley 2002, Barghchi et al 2009, Davis and Thornley 2010) .

Thornley (2002) states that there are three possible scenarios identified when choosing the location of a stadium. The first is in the city centre next to a central business district, in such a case the stadium can stimulate hotel and restaurant and contribute to the promotion of the city centre as a conference and tourist destinations. The second scenario is locating the stadium at the edge of the city, in this case the stadium would cause less disturbance to residents and accessibility and traffic is better than in the inner city scenario, in Europe such instances are linked to deprived social housing estates. The third is locating the stadium in the inner city and contribute to inner city regeneration. The author adds that another approach followed when choosing the location of a stadium is to locate a new stadium in a deprived neighbourhood that has been identified as an area that requires positive regeneration. Davis and Thornley (2010) added that in the past cities have used games to obtain lasting physical benefits for their cities beyond sporting events.

Barghchi et al (2009) state that there has been a sports facilities construction boom in the past two decades and argue that recent sports facilities construction has been aimed at urban development and changing the image and economic redevelopment of local communities and not mainly on getting the local community involved in sports. In their study on sports facilities development and urban generation one of the findings was that location or context, usage, culture and how to connect with surrounding areas determine the ability of sports facilities contribution to urban generation.

Gratton et al (2005) highlighted that getting local communities to be involved in sports is not the primary aim of investing in sports infrastructure but that the aim was to attract tourists, encourage inward investment and change the image of the city. In their study titled Sport and Economic Regeneration in Cities Gratton et al (2005) analyse the justification of investing in sport in cities and assess the success of such investments. The study indicated that there is immediate economic impact during and immediately after a sporting event is held, the authors indicate that there is a need to investigate the long term urban regeneration benefits that sport can deliver.

Ahlfeldt and Maennig (2010) argue that construction of new stadia is aimed at increasing visits for hometowns and to accelerate urban development or redevelopment. In their study titled Stadium Architecture and Urban Development from the Perspective of Urban Economics the authors found that newly built stadia can used to carry out city development policies at city level.

Various community and area attributes affect property values (see Gratton et al 2005, Ahlfeldt and Maennig 2010). Literature has shown that property values can be affected by surrounding infrastructure investments within that area. Various authors have investigated the effect various infrastructure have affected surrounding property values.

Lindsay et al (2005) argues that multi-use urban greenways have been proposed by planners as a way to "enhance urban form, promote conservation of habitat and biodiversity, provide opportunities for fitness, recreation, and urban transport, and promote economic development." The authors state that greenways are "linear corridors of open space along rivers, streams, historic rail lines, or urban natural or manmade features."

Nicholls and Crompton (2005) investigated the effect of greenway on surrounding property values in Austin Texas and state that various studies have found that residents that reside near greenways perceive greenways as having a positive or no influence on property values or saleability of properties. The authors used the Hedonic pricing method to conduct the investigation and found that greenways may have a positive impact on nearby property sales values.

Debrezion et al (2007) investigated the impact of railway stations on residential and commercial property values. The authors state that railway stations have an impact on property values as they have accessibility and environmental impacts. Railway stations are part of a transportation network and act as links to other places. The findings of this investigation are that property values located closer to commuter rail stations have a higher value than properties that are further from the station. There has been various investigations on the effect of accessibility of public transportation to residential property values, Karanikolas and Anastasiadou (2012) investigated the effect of location of metro stations on real estate values of commercial properties, Karanikolas and Evanthia (2012) investigated the effect of metro station on commercial values of residential properties before the completion of the metro project construction in Thessaloniki, Greece. Wei et al (2012) investigated the

impact of urban rail transit on surrounding residential prices sampling residential property within 2km of line 1 of Chengdu Metro, the study found that the property prices increased once the metro was operational.

Sports facilities can and have been used as catalysts for urban regeneration. Literature has shown that stadium developments assist and plays an important role in rejuvenating communities. It is important to understand the impact stadia developments have on urban regeneration.

2.3. INTERNATIONAL PERSPECTIVE

South Africa is a developing nation with different cultures and unique challenges. It is interesting to have a perspective of how other countries have been impacted by sports facilities located in their communities.

Various countries have hosted international mega sporting events, these events have had an impact to their communities and it is interesting to note how these mega events have affected different environments (see Kim et al 2006, Walton et al 2008, Kasimati and Dawson 2009, Lorde et al 2011).

Cornelissen et al (2011) states that governments from both developing and developed worlds view hosting of mega sporting events as a way of stimulating development and highlights that there is debate on what the benefits of hosting such mega events are.

Kim et al(2006) investigated the impact of the 2002 FIFA World Cup on South Korea and compared the impact pre- and post-games, the study found significant differences in dimensions that include cultural exchange, social problems, economic benefits, natural resources and cultural development, traffic congestion and pollution, price increase and construction cost. The study found that local residents expected the world cup to bring benefits that include economic benefits, cultural exchange, natural resource and cultural development to communities however these benefits were not realised.

In their study titled A Contingent Valuation of the 2012 London Olympic Games (A regional Perspective) Walton et al (2008) assessed the value of the proposed 2012 London Olympic Games by conducting a survey on the provincial city of Bath that is approximately 2 hours west of London. The study found that residents outside of London were willing to fund the

2012 Olympic Games, the study found that positive intangible effects were associated with the event.

Kasimati and Dawson (2009) examined the impact of the 2004 Olympic Games on the Greek economy and found that the impact of the games was great during the preparation phase and the year the Olympics took place however the long term economic legacy effects were modest

Lorde et al (2011) assessed local residents' perceptions of the impacts of the ICC Cricket World Cup 2007 on Barbados and compared impact pre- and post-games assessing benefits of cultural exchange, social problems, economic benefits, natural resource and cultural development, traffic congestion and pollution, price increases and construction costs. The study found that before the games residents' perceptions were that the costs of hosting the world cup would outweigh the benefits and that residents' perception after the games were that benefits outweighed costs to host.

Cornelissen et al (2011) highlights that it is important to understand and assess legacies of sports mega-events and state that it is important to examine the positive and negative impacts of mega-events.

The literature indicates that mega events affect hosting nations irrespective of whether the host country is classified as a developed world or a developing world. Literature however indicates that hosting nations and cities are affected differently highlighting that context plays a role on the effect on benefits (see Kim et al 2006, Walton et al 2008, Kasimati and Dawson 2009, Lorde et al 2011).

2.4. SPORTS FACILITIES AND PROPERTY MARKET

Legacies left by sports facilities may impact on property values, it is interesting to note how sports facilities impact on property values.

Property values are affected by various environmental attributes; various studies have assessed the impact of sports facilities on surrounding property values (see Davies 2005, Tu 2005, Nicholls and Crompton 2007, Feng and Humphreys 2008, Chun-Chang 2010, Ahlfeldt and Maennig 2010).

Nicholls and Crompton (2007) argued that a large number of golf courses under construction are part of a larger real estate project. They investigated the impact of a golf course on residential property values with the objective of identifying the size of increase in property prices created by the golf course. The results of the study are that from a developer's point of view the design of a golf course based development maximises lot or home profits.

Davies (2005) earlier stated that local communities fear that locating stadia in their urban areas would cause a decline in property prices. The author conducted a study on Sports stadia location and the property market, the study used a case study of the Millennium Stadium in Cardiff and the City of Manchester Stadium to investigate whether sports stadium can increase the value of residential property and whether stadia contributes indirectly to property value by creating pride, confidence and improved image of an area. The study found that sports stadia can have a positive effect on residential property values in the surrounding area. The study also found that in both case studies the stadia improved both internal and external images of the areas they are located and instilled civic pride in local communities.

Ahlfeldt and Maennig (2010) assessed the impact of sports arenas on land values in Berlin by assessing the impact of three multifunctional sports stadia in Berlin-Prenzlauer Berg. These stadia were built to improve the attractiveness of the communities where they are located. The study found that sports stadia had a positive impact on land values for land that is within a radius of 3000m from the stadia.

In their study titled Assessing the economic Impact of Sports Facilities on Residential Property Values: A Spatial Hedonic Approach, Feng and Humphreys (2008) found that sports facilities in Columbus, Ohio have a positive distance-decaying effect on surrounding residential property values. Their study also found that professional sports facilities generated intangible benefits in the local economy.

Tu (2005) earlier investigated how the construction of a new stadium affects housing values by assessing the prices differences between housing units in close proximity to the FedEx field that is home to the Washington Redskins and compared them to houses away from the stadium. The findings of the study indicated that a new stadium improves housing values surrounding it.

Dehrin et al (2007) assessed the impact of stadium announcement on residential property values and focused on the National Football League's Dallas Cowboys search for a new host city in the Dallas-Fort Worth area in the USA. The results of their study were that residential property values in the city of Dallas increased after the announcement of a possible new stadium in the city.

Chun-Chang (2010) investigated the impact of facilities of leisure and sport on housing prices in Taiwan and found that neighbourhoods that have facilities of leisure and sports have an increased effect of being "living areas" as a result of these facilities and this has a positive effect on housing values.

Literature indicates that sports facilities do have an effect on residential property values and that property values are affected by various community and neighbourhood attributes (see Davies 2005, Tu 2005, Nicholls and Crompton 2007, Feng and Humphreys 2008, Chun-Chang 2010, Ahlfeldt and Maennig 2010). This research will assess the effect the upgrading of Orlando football stadium in Soweto has had on surrounding residential property values.

2.5. SOCIAL IMPACT DEFINED

Cornelissen et al (2011) has indicated the range of social legacies a surrounding community can experience as a result of the social impact a sports facility has on that community, these legacies can be impacted positively or negatively. These legacies are civic pride, patriotism, community cohesion, self-esteem and life skills, increased global awareness, skills development and empowerment.

2.6. ORLANDO FOOTBALL STADIUM AND UPGRADES TO SURROUNDING AREAS

The literature below details the changes and upgrades on stadium surrounding areas and provides information on Orlando Stadium (see JDA 2013, SMSA 2013). This study aims to identify what impact these chances and upgrades had on the community of Orlando east and whether they have contributed to the urban regeneration of the community.

2.6.1. ORLANDO STADIUM

Stadium Management South Africa (SMSA) (2013) states that Orlando stadium was originally constructed in 1959 and was later demolished and rebuilt at a cost of R 280

million. Orlando Stadium has a capacity of hosting 40 000 spectators. The stadium is located in Soweto, a township in the south of Johannesburg South Africa. Orlando stadium is the home of Orlando football club, a football team that participates in the South Africa's Premier Soccer League.

Stadium Management South Africa (SMSA) has been appointed by the City of Johannesburg as managers of four stadiums located within the City of Johannesburg municipal area, these stadiums include Orlando stadium, FNB stadium, Dobsonville stadium and Rand stadium (SMSA, 2013).

SMSA (2013) states that Orlando stadium boasts a one hundred and twenty Hospitality suites, two VIP suites, one VVIP suites, conference rooms, a gymnasium, and a two hundred seat auditorium. Other than being the home of Orlando Pirates Football Club SMSA (2013) states that Orlando Stadium has gained popularity for hosting major sports and entertainment events, in 2010 Orlando stadium hosted the 2010 FIFA World Cup Kick off concert where popular local and international artists such as Hugh Masekela, the Parlotones, Freshly Ground, Alicia Keys, John Legend, Black Eyed Peas and Shakira performed. The stadium has also hosted matches for other sporting codes manly rugby, the stadium hosted the 2010 Vodacom Super 14 semi-final and the final.



Figure 2.2: Orlando Stadium (Field and stands)

Source: SMSA (2013)



Figure 2.3: Orlando Stadium (external)

Source: SMSA (2013)

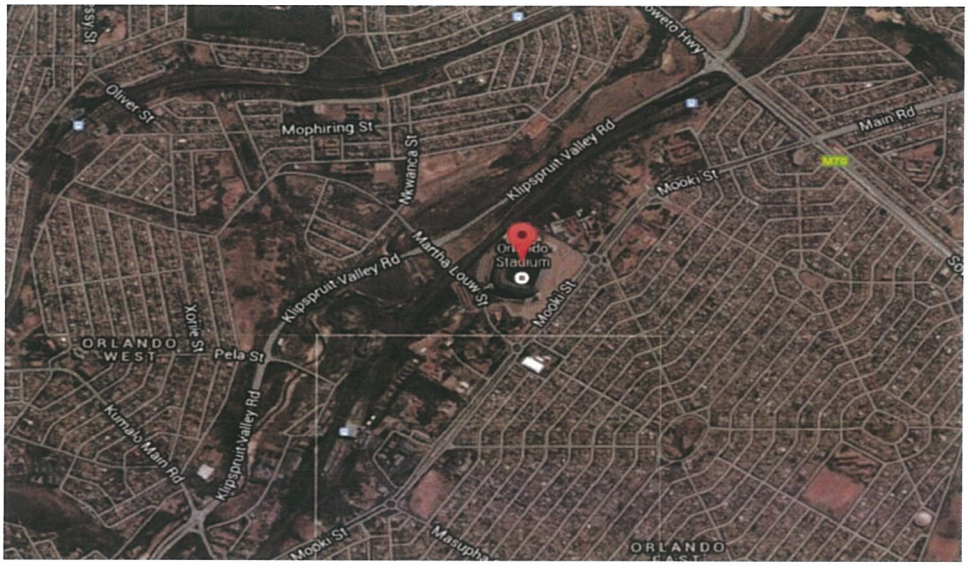


Figure 2.4: Location of Orlando Stadium (Area map)

Source: SAstadiums.com (2013)

2.6.2. STADIUM PRECINCT DEVELOPMENT

Johannesburg Development Agency (JDA) (2013) states that the agency has undertaken public upgrades in Orlando East on the strip of land near Orlando Stadium, this strip of land is between the police station, train station, post office and the clinic. Upgrades that have taken place on the public parking along Mooki street include installation of kerbs, asphalt surfacing, paving and street lighting. JDA (2013) states that the upgraded serves as a social, friendly environment for the community to relax.



Figure 2.5: Upgraded lighting, paving and Reya Vaya bus station along Mooki street.

Source: JDA 2013

JDA (2013) states that the agency's vision 2030 of Orlando East square upgrades includes Pedestrian Street, Reya Vaya bus stations, a Piazza lined with ground floor shops linking to the station square, the clinic, police station, post office and other amenities.

Upgrades to the surrounding community have an impact on the landscape and image of the community therefore impacting on the social legacies of the surrounding communities; various studies have also shown that upgrades can have an impact on surrounding property values (see Davis 2005, Feng and Hamphreys 2008, Gunter 2011 Cornelissen et al 2011). Upgrades play an important role in the urban regeneration of a community and can have an impact on surrounding property values (see Davis 2005, Feng and Hamphreys 2008, Davies and Thornley 2010, Gunter 2011, Karanikolas et al 2012).

2.7. SUMMARY AND KEY LITERATURE FINDINGS

The literature reviewed indicates that sports facilities have an impact on surrounding communities, this impact can be positive or negative and this is dependent on the host community (see Kasimati 2003, Kim et al 2006, Walton et al 2008, Pillay et al 2009, Cornelissen et al 2011).The impact sports facilities have on communities can be categorised into three categories and these are economic, physical and social impact on surrounding

communities. These impacts on communities differ for different countries and environments (see Kim et al 2006, Walton et al 2008, Kasimati and Dawson 2009, Lorde et al 2011).

Literature reviewed has identified that economic and physical impact of sports facilities on surrounding communities has received great attention whereas research on social impact of sports facilities on surrounding communities is limited particularly within the South African context (see Kim et al 2006, Walton et al 2008, Kasimati and Dawson 2009, Lorde et al 2011 and Billings and Holladay 2012).There is a gap in the literature on assessing the social impact of sports facilities on South African host communities. There is a need to assess the social impact of these stadia on communities (see Swart and Bob 2009), no research has been conducted to assess the social impact of 2010 FIFA World Cup sports facilities on surrounding communities post the World Cup. This study aims to assess the social impact of stadia on surrounding communities with a focus on Orlando stadium located in the township of SOWETO. Social impact on communities can be assessed by assessing the social legacies facilities have on surrounding communities, these social legacies include civic pride, patriotism, community cohesion, self-esteem and life skills, increased global awareness, skills development and empowerment (see Cornelissen et al 2011).

CHAPTER 3 RESEARCH METHODOLOGY

3. RESEARCH METHODOLOGY

There are various methodologies employed to conduct research. The choice of the research method to be used is dependent of the type of research that is undertaken. This study explains the different methods of research and identifies the research methodology followed to conduct this study.

3.1. RESEARCH

Leedy and Ormrod (2013) state that research is a systematic process where one collects, analyses and interprets data or information in order to gain an understanding of a phenomenon where there is interest or concern. Saunders et al (2012) earlier stated that data or information that is not collected in a systematic way is not seen as research, with research data is collected and interpreted systematically with a clear purpose of finding things out and that research involves an explanation of the data collection method or methods used, argues why research findings are meaningful and explains any limitations associates with the results.

It is important that when research is undertaken the process of collecting and interpreting data is systematic and the purpose must be to make findings. The purpose of this research is to find out the impact sports facilities have of residential property values and to find out the social impact sports facilities have on communities where they are located using a systematic process of collecting data and interpreting collected data.

3.1.1. RESEARCH PARADIGM

Saunders et al (2012) defines paradigm as "a way of examining social phenomena from which particular understandings of these phenomena can be gained and explanations attempted". The authors added that there are social science paradigms where management and business researcher's beliefs are represented, dependent upon views on ontology of research and nature of society. Ontology is concerned with the researcher's view on how the world operates (the nature of reality). Ontology has two aspects, the first is objectivism (things exist external and independently to social actors) and the second is subjectivism (social phenomena are a result of social actors). Epistemology is concerned with what is considered acceptable knowledge in the field of study. The researcher's view is that collected data is less open to bias and objective because the researcher and the object exist separately.

Kumar (2005) earlier stated that there are two main paradigms in social sciences, the first being the systematic, scientific or positivist approach (rooted in physical sciences) and the second being the qualitative, ethnographic, ecological or naturalistic approach.

3.1.2. RESEARCH PHILOSOPHIES

The research philosophy adopted by a researcher can be thought of as that researcher's assumptions about how that researcher views the world, the four research philosophies in business and management research as follows (Saunders et al, 2012):

a. Pragmatic: For a concepts to be relevant it must support action, a position maybe be appropriate to answer certain or particular question.

b. Positivism: With this philosophy the researcher searches for regularities and causal relationships from collected data to generalise.

c. Realism: With this philosophy the researcher adopts the position that there is a reality that is independent from the human mind. There are two types of realisms with the first being direct realism and the philosophy is "what you see is what you get" and the second is critical realism and the philosophy is "what we experience are sensations".

d. Interpretivism: With this philosophy the view is that there are differences between humans in their role as social actors and the researcher understands this. With this philosophy an emphatic stance is adopted by the researcher.

The research adopts a positivism philosophy as the research searches for regularities and causal relationships from collected data to generalise.

3.2. RESEARCH METHODOLOGY

Leedy and Ormrod (2013) describe research methodology as the techniques a researcher uses to collect and analyse data.

3.2.1. TYPES OF RESEARCH

According to Kumar (2005) there are three perspectives that classify research, the first being the application perspective, the second being the objectives in undertaking and the third being the inquiry mode. The author adds that these classifications are not mutually exclusive and

states that a study can be classified from the application perspective, objective perspective and inquiry perspective, these classifications are explained below.

- **APPLICATION**

There are two categories to the application approach, the first is pure research where the focus is on the development, examination, verification and refinement of research methods, procedures, techniques and tools of the research methodology; the second is the applied research where the research techniques, procedures and methods of the research methodology are applied to the collection of information on the research problem to enable gathered information on the problem to be used in other ways such as to understand the problem or phenomenon (Kumar, 2005).

- **OBJECTIVE**

According to Kumar (2005) the objective perspective research can be classified as descriptive, correlation, explanatory or exploratory. The author adds that explanatory research attempts to clarify relationships between aspects of a phenomenon and that with an exploratory research the researcher attempts to explore a problem or phenomenon where there is little knowledge and that a descriptive research attempts to describe a phenomenon or problem. Saunders et al (2012) reiterates that with descriptive research the aim is to establish the profile of the research problem or phenomenon. Leedy and Ormrod (2013) indicated that a correlation study examines how variables are related, an increase in one variable affects other variables and that in an exploratory research the researcher get a general sense of the research problem or phenomenon and that in an explanatory research the researcher explains or elaborates on participant's answers to survey questions, explanatory studies are used to gain insights on a problem or phenomenon or understand what is happening. This study is a descriptive study, it aims to determine the impact of sports facilities on residential property values and the social impact sports facilities have on communities where facilities are located.

- **INQUIRY**

The third perspective involves the process or methods followed to collect or find answers to research questions, there are two approaches followed to find answers to research questions, the structured approach classified as the quantitative approach and the unstructured approach

classified as the qualitative approach (Kumar, 2005). The author adds that in the quantitative approach the research process (objectives, design and questions respondents will answer) is predetermined whereas with the qualitative approach there is flexibility with the research approach.

Quantitative research methods involve involves survey and experimental modes of inquiry (Creswell, 2003). Saunders et al (2012) later added that with a quantitative research relationships between variables are examined, relationships are measured numerically and analysis involves using a range of statistical techniques, a deductive approach is usually followed with quantitative research however inductive approach can be followed with quantitative approach, data collection is not standardised and that questions and procedures may change and emerge while the research is conducted and that qualitative research uses a variety of techniques and procedures to collect and analyse data and that qualitative research studies meaning and relationships between participants.

Kurma (2005) earlier stated that the choice to adopt a quantitative or qualitative approach depends on the aim of the researcher's inquiry and the use of the research findings. Aim of research could be exploration, confirmation or quantification and use of research finding could be for policy formulation or process understanding.

Creswell (2003) earlier stated that a research study can be conducted using both qualitative methods and qualitative methods at the same time, this method employed is known as multiple method. Saunders et al (2012) later stated that multiple methods can be used for research where both the quantitative and qualitative research methods are adopted in the research (multiple methods), more than one data collected technique and analytical procedure (Quantitative and qualitative research, multi) can be used instead of adopting mono method (qualitative or quantitative method).

However this study employs the mixed method approach; the research will adopt both quantitative and qualitative methods. Pilot interviews were conducted and also questionnaires were distributed to residents in the community,.

3.3. RESEARCH DESIGN

Kumar (2005) defines research design as a plan, structure and strategy for investigating a problem with the aim of finding answers to that problem; it is the programme for the research

and includes how the researcher will go about conducting the research. Saunders et al (2012) later added that a research design is a general plan where one will go about answering research questions and that a research design indicates the research objectives derived from research questions, indicate sources where data will be collected, how data will be collected and analysed, indicate and discuss ethical issues and constraints such as location, time, funds to do research and access to data that will be encountered while conducting research. This research is guided by Figure 7 and figure 8 below. Figure 8 below is a flow diagram that details the research design followed in this study.

3.3.1. DEFINING RESEARCH QUESTIONS

Saunders et al (2012) states that it is important to define the research question. The following diagram indicates the dimensions suggested by Durrheim (2002) to define research questions:

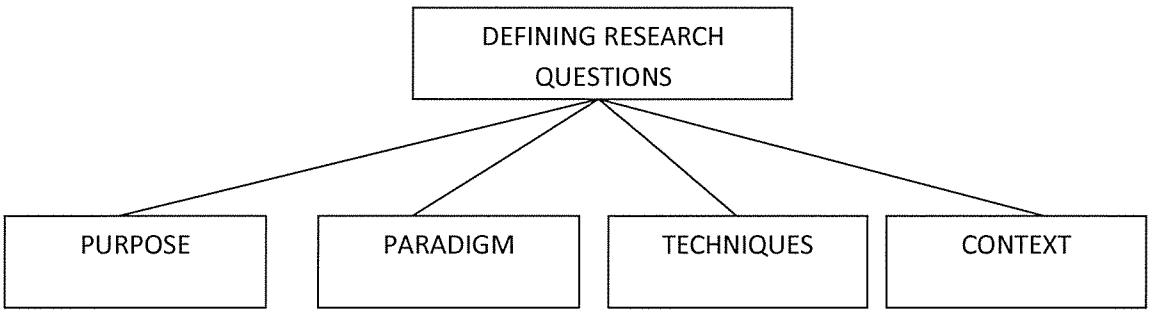


Figure 3.1: Dimensions of Research Design

Source: Durrheim (2002)

- **PURPOSE**

The purpose of this study is to determine the social impacts of sports facilities on communities. The research employs both quantitative and qualitative methods, Data is collected using interviews and surveys.

- **PARADIGM**

Saunders et al (2012) defines a paradigm as "a way of examining social phenomena from which particular understandings of these phenomena can be gained and explanations attempted". The research will take the form of a positivist philosophy and adopt an inductive approach. With this positivism philosophy the researcher searches for regularities and causal

relationships from collected data to generalise (Saunders et al, 2012). The study aims to identify the social impact Orlando Stadium has on the community surrounding Orlando stadium. Literature indicates that Sports facilities have a social impact on communities.

- **TECHNIQUES**

a. SAMPLING

Kumar (2005) defines sampling as the process where few are selected from a bigger population, response from the few selected becomes bias for estimating or predicting prevalence of the outcome regarding the bigger group (population). Leedy and Ormrod (2013) indicates that if a sample is representative of the population results obtained from the sample can be used by the researcher to make generalisation about the entire population. Kumar (2005) states that there are three categories of sampling, the first is Random/probability sampling, the second is non-random/non-probability sampling and the third is mixed sampling where both probability and non-probability sampling is employed.

The targeted population for this study is residents living within a 2km radius of the case study stadium and residential properties that are located within a 2km radius of the stadium. The population of Orlando can be identified however the sample size within a 2km radius cannot be identified. Questionnaires were distributed to residents of Orlando stadium. The population of Orlando can be identified however the sample size within a 2km radius cannot be identified. Questionnaires were distributed to residents of Orlando stadium. Census 2011 conducted by Statistics SA reported a population of 68 210 for a 4.47 square kilometer radius of Orlando East (Census, 2011), it is however difficult to determine the sample size for a 2km radius of the stadium as many residents erect temporary shacks in their back yards and rent them out to individuals who seek accommodation in Orlando making it a challenge to determine the exact population of the area. As a result convenience sampling method was employed in this study. Previous methods used for this kind of studies employed convenience sampling, this was adopted for this study.

Convenience sampling method was employed in this study as the sampling frame cannot be determined due to lack of availability of a known sampling frame and resource limitations. The targeted population for this study are residents living within the community of Orlando East and not further than 2km from the case study stadium. A population of Orlando could be identified however a sample size of the residents living within a 2km radius of Orlando could not be identified. A total of seventy (70) questionnaires were distributed to the residents of Orlando East during a community gathering.

b. DATA COLLECTION

Two main data collection steps were followed. Three Community leaders from the local council and three management level employees of the company managing Orlando stadium were interviewed as a form of pilot exercise to get a contextual overview of the nature of the problem. Saunders et al (2012) highlights that questionnaires should be pilot tested prior to using them to collect data and that pilot tests are conducted to refine the questionnaire to ensure that respondents have no problems in answering the questions and there will be no problems recording the data. The pilot interviews were unstructured and took place at the stadium and at the local municipal offices in Orlando East. This exercise proved beneficial as it assisted with testing the adequacy of the proposed questionnaire, improvement of the main questionnaire and data collection method including assisting with getting access to the community. A suggestion was made to include a further distance as Orlando stadium was impacting residents further than 2km and it would be interesting to note what impact these residents may be experiencing. The emerging themes from the pilot interviews were incorporated into the questionnaires before distribution to residents to complete. One crucial advice from the pilot interviews on the practical method of collecting data was that the best way to collect the data was at a community gathering (meeting) that was scheduled to take place. The second step of collecting data was from questionnaires completed by residents of Orlando. Saunders et al (2012) states that questionnaires is a method of collecting data and works best with standerdised questions where one can be confident that they will be interpreted the same way by all respondents and that questionnaires tends to be used for descriptive or explainatory research. Questionnaires were distributed to residents at the local council office

during a community gathering. The questions asked were in relation to Orlando stadium and the content of the questionnaire was based on both the review of extant literature and key findings from the pilot interviews. For this study measuring social impact used the guide by Cornelissen et al (2011) to reduce social impact into legacies such as civic pride, patriotism and feeling of community cohesion that can be measurable.

- Validity and reliability of questionnaires

Pilot interviews were conducted assess validity of the questionnaires with the aim of finding out how long the questionnaire took to complete, clarity of the instructions, which questions were unclear and ambiguous, whether there were any topic omissions, whether the layout was clear and attractive and whether answers were recorded correctly. Saunders et al (2012) states that pilot testing questionnaires provide one with an idea of the validity of the questionnaire and whether the questionnaire makes sense. Questionnaires were improved based on the feedback received from the pilot interviews. Closed questions were asked in the questionnaires. The researcher explained what each question is requesting and prior to respondents answering the questionnaire. The researcher was at hand to address any confusion that could arise while respondents were answering the questionnaires.

c. DATA ANALYSIS

Data is analysed using relevant statistical methods, these include the Relative Importance Index (RII) to rate the social legacies, Chi Square test and ANOVA. Tables and graphs form part of reporting back of results. Methods used to analyse data are detailed in chapter 4 (ANALYSIS AND DISCUSSION OF RESULTS).

- **CONTEXT**

The study takes an inductive approach. Saunders et al (2012) states an inductive approach occurs where a research that starts by collecting data to explore a phenomenon and generate or build theory. The research starts by collecting data to explore the social impact of Orlando stadium on the surrounding community to generate theory. Saunders et al (2012) adds that with the inductive approach the inference is that know premises are used to generate untested conclusions, generalization is from the specific to the general and phenomena is explored,

themes and patterns are identified and conceptual frameworks are created from the data collected. Similar research has been conducted in different environments to determine the impact and effect of different sporting facilities such as golf courses. This study assesses the social and economic impact of sports facilities within the South African context. The study assesses the impact of the newly renovated Orlando Soccer Stadium on surrounding community of Orlando in Soweto, Johannesburg.

- **REVIEW OF PREVIOUS METHODS USED FOR THIS KIND OF STUDIES**

Kim and Morrsion (2005) surveyed tourists visiting South Korea to examine the change in images of South Korea among tourists. Twenty-one items representing the image of Korea were identified from the literature review on the image of the region as a tourist destination, respondents measured these items and rate them using a 7 point likert scale. Convenience sampling was employed due to the inability to use a probability sample due to lack of availability of a known sampling frame. ANCOVA tests were used to analyse the data as it was more powerful than an ANOVA test.

Lorde et al (2011) employed a convenience sampling method to select participants for their study to assess local residents' perceptions on the impacts of the ICC Cricket World Cup 2007 on Barbados. The population for this study was the residents of Barbados, a small and densly populated developing country with a population of 282 000. The authors highlight that random sampling could not be utilised due to the unavailability of adequate sampling frames.

Cant and Wiid (2012) employed a non-probability convenience sampling method and distributed questionnaires that included 5 point likert scale to spectators at university sporting grounds to assess the sportscape factors that affect attendance of games at stadiums. Gancer (2011) used a convenience sampling too and distributed questionnaires to spectators at a stadium during a sports game. Greenwell et al (2002) distributed questionnaires in their study of assessing the influence of the physical sports facilities on customer satisfaction within the context of the service experience.

Convenience sampling method was employed in this study as the sampling frame cannot be determined due to lack of availability of a known sampling frame and resource limitations.

- **RESEARCH FLOW DIAGRAM**

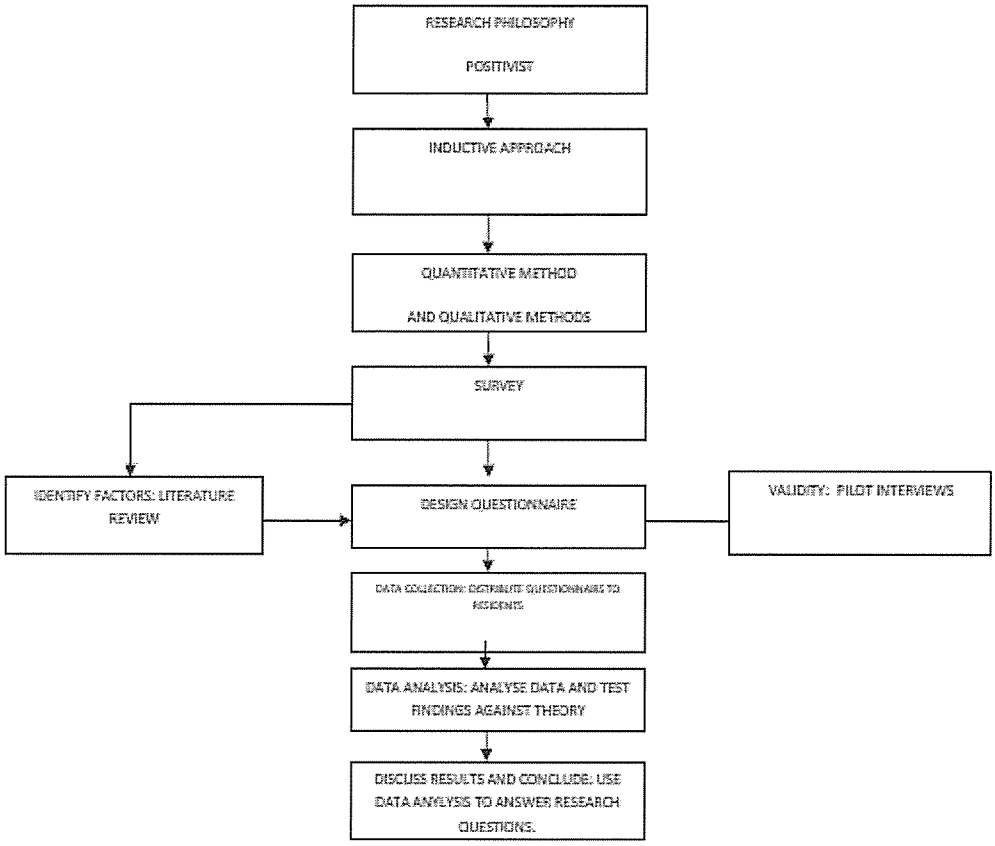


Figure 3.2: Research Flow Diagram

Source: Author (2014)

3.4. ETHICAL CONSIDERATIONS

Farrimond (2013) states that understanding ethical principles is considered a key research skill and it is important to act ethically in relation to participants of a research, informed consent is the cornerstone of ethical practice and is in line with the principle of respect for persons, informed consent allows the participant to make an independent decision with no pressure to participate. The author goes further and adds that some of the applications of respect for persons are privacy, anonymity and confidentiality (PAC) and that there may be privacy issues when one arrives to conduct interviews, the researcher should negotiate privacy with participants and ensure anonymity and confidentiality when collecting data from participants.

Permission was requested from relevant authorities and personnel before any interviews or answering of questionnaires. Respondents were given confirmation that the researcher is

student at Wits University conducting research for academic purposes. Respondents were assured that disclosing their identity is not a requirement and that their responses will be treated with confidentiality prior to interviews and completing of questionnaires.

3.5. LIMITATIONS AND CONSTRAINTS

i) The study is limited to Orlando soccer stadium and the impact it has had on the community of Orlando in Soweto, Johannesburg. The study focuses on the impact the stadium has had on community that is within a 2km radius of the stadium, real estate agent working in Orlando and residential property within a 2km radius of the stadium.

ii) Time and financial constraints are barriers to conducting a more extensive study, I am a part time student and employed on a permanent basis. A low response rate affects the reliability of the study, response rate affects confidence level therefore it is important to always aim for a high response rate.

3.6. CONCLUSION

Sports facilities have an impact on communities where they are located. It is important that the impact of these facilities on communities are assessed to determine whether the impact is positive or negative. This study assesses the social impact and the effect the newly renovated Orlando Stadium in Soweto has had on the community and surrounding residential property values. The literature review supports the problem using sources from the relevant body of knowledge, sources include peer reviewed papers and information on the case study.

CHAPTER 4 ANALYSIS AND DISCUSSION OF RESULTS

4. ANALYSIS AND DISCUSSION OF RESULTS

4.1. DEMOGRAPHIC PROFILE OF RESPONDENTS

The data collection was through structured questionnaires that were administered to the sampled population in the study area. Generalisation and inferences about the population are made and analysed as stated in the results below. A total of seventy (70) questionnaires were administered to residents in the study area of Orlando East in Soweto and fifty three (53) representing 75.7% were retrieved. This indicates that the response rate for questionnaires distributed is 75.7%. Information retrieved from the questionnaires retrieved serves as the basis for the analysis presented in this research. Multiple analytical techniques and tools such as Relative Importance Index (RII), simple frequency tables and chi square test are used.

4.1.1. Age and Ownership of Respondents

From the survey, it was observed that 58.49% of the respondents were male and 41.51% of the respondents were female. Just fewer than 4% (3.77%) of respondents were 18 years of age or younger, 16.98% of respondents were 19 to 25 years of age, 20.75% of the respondents were 26 to 32 years of age, 35.85% of respondents were 33 to 39 years of age and 22.64% of respondents were 40 years of age or older. 24.53 % of the respondents own their residence, 64.15% of respondents do not own the property but are living with family in Orlando while 11.32% of the respondents are renting.

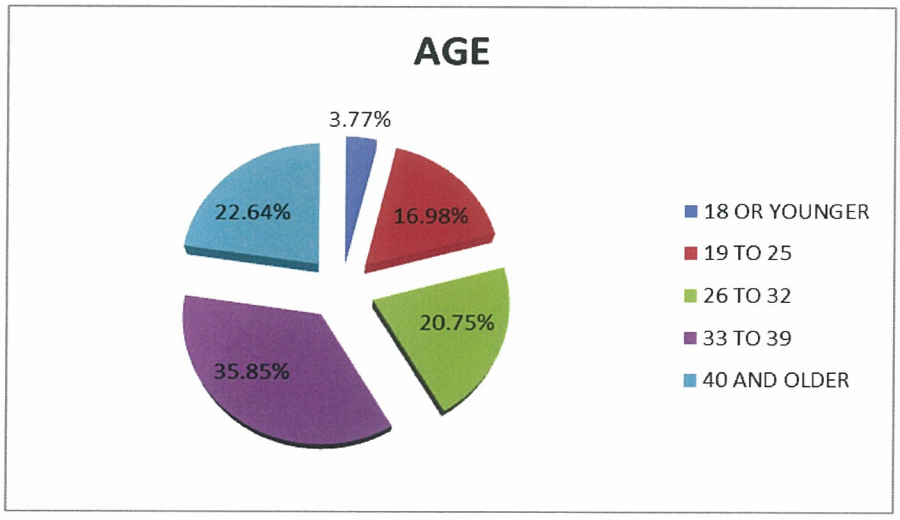


Figure 4.1: Age of Respondents

Source: Author (2014)

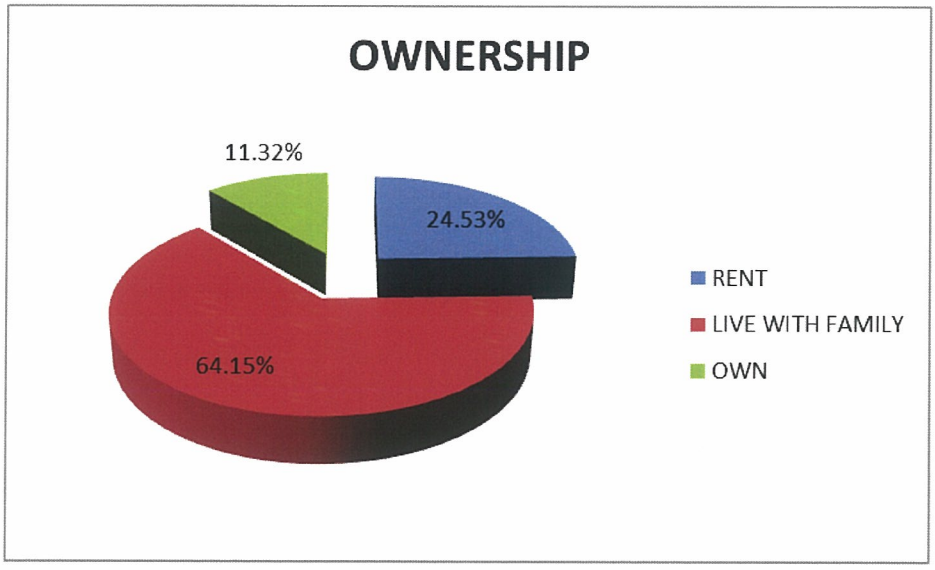


Figure 4.2: Respondents Ownership Status

Source: Author (2014)

The majority of the respondents (96.23%) were over the age of 18 years; this indicates that they were not minors. 79.25% of the respondents are 26 years old or older; this indicates that the majority of the respondents are mature.

4.1.2. Length of Stay in Study Area and Distance of Residents Residence from the Stadium

From the survey, it was observed that just over half (50.94%) of respondents' lived within 1km from Orlando stadium, 30.19% of respondents' residences were between 1km and 2km from Orlando stadium, 13.21% of respondents' residences were between 2km and 3km from Orlando stadium, 5.66% of respondents' residences were between 3km and 4km from Orlando stadium and non of the respondents residences were beyond 4km from the stadium. 86.79% of the respondents have been residents of Orlando for 9 years or longer, 7.55% of respondents have lived at Orlando for the past 6 to 9 years, 1.89% of the respondents have lived at Orlando for 3 to 6 years, 3.77% of respondents have lived at Orlando for 1 to 3 years and non of the respondents have lived at Orlando for less than 1 year. This observation shows that we can presume that the population is cognisant of the impact Orlando stadium has had on the community/study area, this shows that we can rely on the responses given by the population.

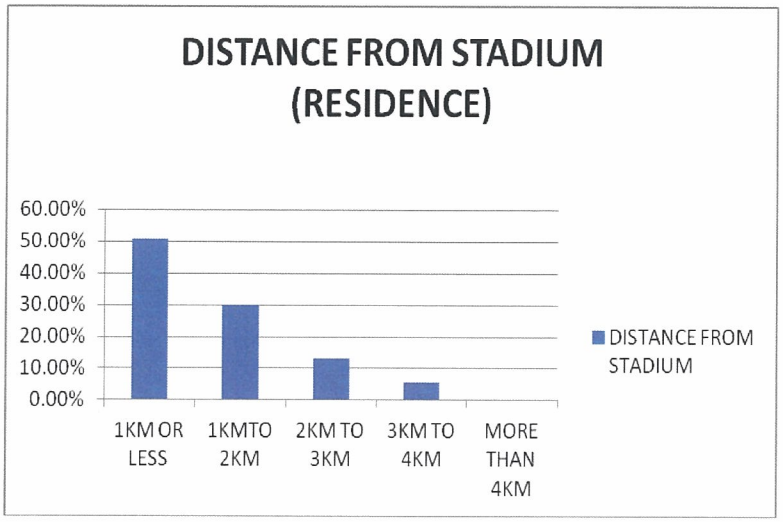


Figure 4.3: Residence Distance from Stadium

Source: Author (2014)

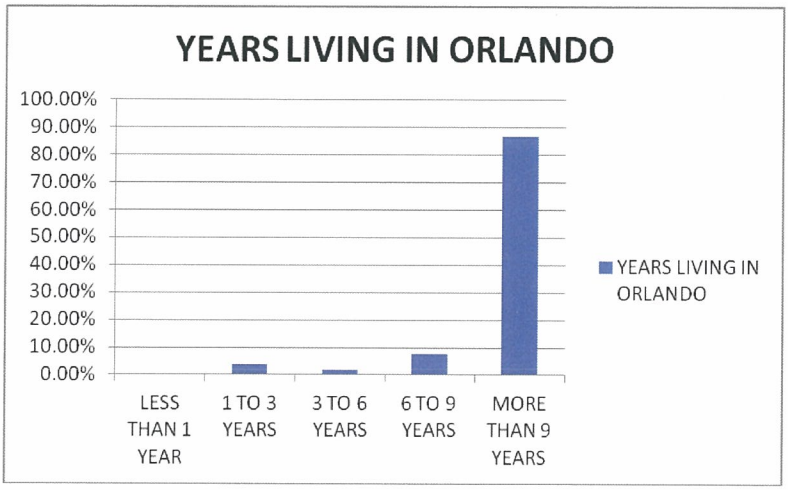


Figure 4.4: Years Living in Orlando

Source: Author (2014)

4.1.3. Employment and Qualification Status

Employment status and qualification status were investigated; this was deemed important as it would indicate the views of the different profiles of respondents. It was observed that just over a third (35.85%) of the respondents were employed and 64.15% of the respondents were unemployed. 24.53% of the respondents were still studying towards a matric qualification (lower education), 43.40% of respondents had matric as their highest qualification, 26.42% of

respondents had a college qualification as their highest qualification and 5.66% of respondents had a university qualification as their highest qualification.

4.2. CHI SQUARE TEST AND KRUNSAL WALLIS ANOVA OF DEPENDENCE ON BASIC INDIPENDENCE RESPONSES

4.2.1 Chi Square Test

The Chi Square test is used to determine whether there is a relationship (Association) between two categorical variables, it is used to test whether observed proportions for categorical variables are different from hypothesised proportions (Corder and Foreman, 2009). A Chi Squared test is a statistical hypothesis test, the test statistic's sampling distribution is a Chi Squared distribution when the null hypothesis is true (ETH Zurich circa 2010). Table 4.1 illustrates the Chi square test

Table 4.1: Chi square test

LEGACY	AGE		RESIDENCE OWNERSHIP STATUS		RESIDENCE DISTANCE FROM STADIUM		DURATION OF RESIDENCY	
	CHI SQUARE	SIG.	CHI SQUARE	SIG.	CHI SQUARE	SIG.	CHI SQUARE	SIG.
CIVIC PRIDE	44.744	0.150	9.287	0.953	41.715	0.035	21.514	0.762
PATRIOTISM	25.986	0.574	11.239	0.667	17.254	0.696	22.344	0.380
COMMUNITY COHESION	45.956	0.239	18.391	0.562	23.719	0.785	22.083	0.851
SELF ESTEEM AND LIFE SKILLS	67.960	0.004	15.435	0.751	32.449	0.447	25.437	0.704
INCREASED GLOBAL AWARENESS	30.640	0.535	17.011	0.385	20.105	0.691	25.774	0.365
SKILLS DEVELOPMENT	31.200	0.696	7.881	0.980	27.908	0.416	25.679	0.536
EMPOWERMENT	41.222	0.417	23.658	0.258	30.463	0.442	32.302	0.354

LEGACY	AGE		RESIDENCE OWNERSHIP STATUS		RESIDENCE DISTANCE FROM STADIUM		DURATION OF RESIDENCY	
	CHI SQUARE	SIG.	CHI SQUARE	SIG.	CHI SQUARE	SIG.	CHI SQUARE	SIG.
IMAGE OF COMMUNITY	28.498	0.809	26.134	0.097	27.967	0.413	26.257	0.504

Source: SPSS 22.0

Table 4.1 illustrates relationships that are significant (significance of 0.05 or less) and relationships that are not significant (significance that is more than 0.05). There is a significant relationship between civic price and the distance of the respondents' residence from the stadium (0.034), This indicates that how far a respondent's residence is from the stadium affects civic pride. It is interesting to note that there are relationships between self-esteem and life skills and age, residents of different ages have differing views on the impact Orlando stadium has left on self-esteem and life skills legacies. However the other relationships are not valid as their significances are greater than 0.05 with the closest significance being 0.097 for Image of community and ownership status.

Having identified the significant responses, Anova is used to determine whether there is a statistically significant difference between the group means of the significant relationships.

4.2.2. One-way Anova

Table 4.2: One-way ANOVA: Civic pride*Distance from Orlando

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CIVIC PRIDE	Between Groups	27.578	3	9.193	2.405	.079
	Within Groups	187.253	49	3.821		
	Total	214.830	52			

Source: SPSS 22.0

The significance level for the relationship between Civic pride and Distance residence is from Orlando is 0.079, which is above the significance level of 0.05. This tells us that there is no statistically significant difference in the mean rating of civic pride between the different distances from stadium categories. This tells us that Orlando stadium has similar impact on

civic pride within the 4km radius as there is no statistically significant difference between the group means of different distance categories. The significance level (0.079) is however very close to the significant level of 0.05, it may be that significance may be reached for a wider distance range greater than 4km radius from the stadium.

Table 2.3: One-way ANOVA: Self-esteem and life skills*Age

ANOVA

SELF ESTEEM AND LIFE SKILLS	Between Groups	54.429	4	13.607	2.540	.052
	Within Groups	257.119	48	5.357		
	Total	311.547	52			

Source: SPSS 22.0

The significance level for the relationship between Self-esteem and life skills and Age is 0.052, which is above the significance level of 0.05. This tells us that there is no statistically significant difference in the mean rating of self-esteem and life skills between the different age categories. This tells us that Orlando stadium has similar impact on self-esteem and life skills within the 4km radius as there is no statistically significant difference between the group means of different age categories. The significance level (0.052) is however very close to the significance level of 0.05. As the case with Civic pride and Distance residence is from Orlando, it may be that significance may be reached for a wider distance range greater than 4km radius from the stadium.

4.3. LEGACY ANALYSIS OF THE POSITIVE AND NEGACTIVE IMPACT SCALE

To assess the social impact of the renovated Orlando stadium residents were requested to rate the social legacies Orlando stadium has had on the community of Orlando east. 8 Social legacies/factors were identified and respondents rated the level of impact on the community since the renovated Orlando stadium opened. Respondents ratings are detailed below, Table 4.4 (standard Deviation and mean) and Table 4.5 (relative importance index) indicates respondents ratings of the legacies.

84.9% of the respondents indicated that the renovated Orlando Stadium has had an impact on the community while 15.1% of the respondents indicated that Orlando Stadium has had no social impact on the community. The 15.1% of the residents did however rate the impact the various social legacies have had on the community.

Respondents rated the level of social impact the various legacies have had on the community with 0 being very negative impact, 5 being no impact and 10 being very positive impact.

4.3.1. Descriptive Analysis

Table 4.4: Standard Deviation and Mean

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CIVIC PRIDE	53	1.00	10.00	7.0566	2.03257
PATRIOTISM	53	3.00	10.00	7.4717	2.00580
COMMUNITY COHESION	53	.00	10.00	6.1132	2.87335
SELF ESTEEM AND LIFE SKILLS	53	.00	10.00	6.6792	2.44771
INCREASED GLOBAL AWARENESS	53	.00	10.00	7.3208	2.40011
SKILLS DEVELOPMENT	53	.00	10.00	5.8302	2.88721
EMPOWERMENT	53	.00	10.00	5.5094	3.06106
IMAGE OF COMMUNITY	53	.00	10.00	6.9623	2.40162
Valid N (listwise)	53				

Source: SPSS 22.0

The mean is the average of the data collected, it indicates what the average rating (response) of the data collected is. Table 4.4 above illustrates that the mean (average) ratings for all legacies is higher than 5 indicating legacies have all received a positive impact. The social legacies with the highest mean ratings is Patriotism (7.47) followed by increased global

awareness (7.32), civic pride (7.06) and image of community (6.96). Skills development (5.83) and empowerment (5.51) have the lowest mean rating, these ratings are closer to 5 (no impact) indicating that these legacies have received slight positive impact as their mean ratings are closer to 5.

Standard deviation is a measure of how spread out responses are. Standard deviation indicates how collected data varies (Variance) from the mean (average). A high standard deviations indicate that collected data points are spread over a large range whereas a lower standard deviation indicates that collected data tends to be closer to the mean (average) of the collected data. A standard deviation of zero (0) would indicate that results are not spread and all respondents selected what the mean is.

Civic pride and Patriotism have the lowest standard deviations with patriotism having the lowest standard deviation (2.0058) and civic pride having the second lowest standard deviation (2.02357). This indicates that the respondents' responses are closer to the mean at 95% confidence level (just over 2 standard deviations). These are followed by increased global awareness (2.400), image of community (2.402) and self-esteem and life skills (2.448). Responses for community cohesion, skills development and empowerment are more spread out.

4.3.2. Relative Importance Index (RII) of the Social Legacies

Table 4.5: Relative Importance Index RII of the Social Legacies

SN	VARIABLES	1(F/RF)	2(F/RF)	3(F/RF)	4(F/RF)	5(F/RF)	6(F/RF)	7(F/RF)	8(F/RF)	9(F/RF)	10(F/RF)	11(F/RF)	POSITION
1	Civic pride	0 $A_i n_i$ =0	1 $A_i n_i$ =2	1 $A_i n_i$ =3	1 $A_i n_i$ =4	1 $A_i n_i$ =5	5 $A_i n_i$ =30	11 $A_i n_i$ =77	11 $A_i n_i$ =88	10 $A_i n_i$ =90	4 $A_i n_i$ =40	8 $A_i n_i$ =88	
ΣRF =427					ΣF=53				RII=8.06				3rd

SN	VARIABLES	1(F/RF)	2(F/RF)	3(F/RF)	4(F/RF)	5(F/RF)	6(F/RF)	7(F/RF)	8(F/RF)	9(F/RF)	10(F/RF)	11(F/RF)	POSITION
2	Patriotism	0 A_in_i =0	0 A_in_i =0	0 A_in_i =0	1 A_in_i =4	3 A_in_i =15	7 A_in_i =42	8 A_in_i =56	4 A_in_i =32	11 A_in_i =99	8 A_in_i =80	11 A_in_i =121	
ƐRF =449					ƐF=53				RII=8.47				1st
3	Community cohesion	1 A_in_i =1	5 A_in_i =10	3 A_in_i =9	2 A_in_i =8	3 A_in_i =15	3 A_in_i =18	10 A_in_i =70	6 A_in_i =48	8 A_in_i =72	6 A_in_i =60	6 A_in_i =66	
ƐRF =377					ƐF=				RII=7.11				6th
4	Self Esteem and life skills	2 A_in_i =2	1 A_in_i =2	2 A_in_i =6	1 A_in_i =4	1 A_in_i =5	5 A_in_i =30	9 A_in_i =63	9 A_in_i =72	11 A_in_i =99	8 A_in_i =80	4 A_in_i =44	
ƐRF =407					ƐF=53				RII=7.68				5th
5	Increased global	1 A_in_i =1	2 A_in_i =4	0 A_in_i =0	0 A_in_i =0	3 A_in_i =15	3 A_in_i =18	7 A_in_i =49	10 A_in_i =80	7 A_in_i =63	10 A_in_i =100	10 A_in_i =110	
ƐRF =440					ƐF=53				RII=8.30				2nd

SN	VARIABLES	1(F/RF)	2(F/RF)	3(F/RF)	4(F/RF)	5(F/RF)	6(F/RF)	7(F/RF)	8(F/RF)	9(F/RF)	10(F/RF)	11(F/RF)	POSITION
6	Skills development	3 $A_i n_i$ =3	3 $A_i n_i$ =6	2 $A_i n_i$ =6	0 $A_i n_i$ =0	8 $A_i n_i$ =40	9 $A_i n_i$ =54	7 $A_i n_i$ =49	4 $A_i n_i$ =32	6 $A_i n_i$ =54	4 $A_i n_i$ =40	7 $A_i n_i$ =77	
ƐRF =361					ƐF=53				RII=6.81				7th
7	Empowerment	5 $A_i n_i$ =5	2 $A_i n_i$ =4	2 $A_i n_i$ =6	3 $A_i n_i$ =12	7 $A_i n_i$ =35	10 $A_i n_i$ =60	3 $A_i n_i$ =21	5 $A_i n_i$ =40	4 $A_i n_i$ =36	6 $A_i n_i$ =60	6 $A_i n_i$ =66	
ƐRF =345					ƐF=53				RII=6.51				8th
8	Image of community	1 $A_i n_i$ =1	1 $A_i n_i$ =2	2 $A_i n_i$ =6	2 $A_i n_i$ =8	0 $A_i n_i$ =0	4 $A_i n_i$ =24	9 $A_i n_i$ =63	13 $A_i n_i$ =104	5 $A_i n_i$ =45	9 $A_i n_i$ =90	7 $A_i n_i$ =77	
ƐRF =420					ƐF=53				RII=7.92				4th

Source: Field survey 2014

Relative Importance Index (RII) is a measure used to rank the level of importance of variables. From the data given in Table 4.5 above, the social legacy with the highest RII is the legacy that has received the highest impact on the community. The social legacies with the least RII has received the least impact on the community. The table above illustrates that patriotism is the legacy that has received the highest impact with an RII of 8.47 followed by increased global awareness and civic pride respectively. The finding substantiates findings by

Davies (2005) that stadia improved both internal and external images of the areas they are located and instilled civic pride in local communities, this study found that there is a significant relationship between civic pride and the distance respondents residence is from the stadium. The findings also support the argument by Thornley (2002) that the development of sports stadia has an effect on neighbourhoods and can be important for the image and economy of a city and the argument by Ahlfeldt and Maennig (2010) that construction of new stadia is aimed at increasing visits for hometowns and to accelerate urban development or redevelopment. The findings suggest that the construction of Orlando Stadium has had left positive legacies on the surrounding community of Orlando East and has a positive social impact on the surrounding community. Empowerment legacy has received the lowest ranking with an RII of 6.51 with skills development legacy ranked the second lowest legacy impacted with an RII of 6.81, both positive impacts.

CHAPTER 5 SUMMARY CONCLUSIONS AND RECOMENDATIONS

5.1. SUMMARY OF FINDINGS

- Contextual meaning of social impact

The literature reviewed indicate that social impact a stadium has on surrounding communities can be assessed by assessing the social legacies a stadium has left on surrounding communities. These legacies include civic pride, patriotism, community cohesion, increased global awareness, self-esteem and life skills, image of community, empowerment and skills development. These social legacies can be positive or negative.

- Social impact of stadia on communities

This study has shown that the renovated Orlando Stadium has a positive social impact on the community of Orlando East. From the field work carried out and the analysis of the data collected, the following deductions were made. This study has shown that most of the respondents have been residents of Orlando for 9 years or longer, respondents have therefore lived in Orlando before Orlando stadium was renovated and continue to live in Orlando after the renovation of Orlando stadium. Respondents have therefore experienced the impact the old Orlando stadium has had on the community and the impact the renovated Orlando stadium has had on the community as renovation of Orlando stadium started in the year 2007 and was completed in 2008.

The research has answered the research question on whether sports stadia have a social impact on the host communities. The study has found that Orlando stadium has had a positive social impact on the surrounding community of Orlando East, respondents gave social legacies positive ratings with the legacies of patriotism, increased global awareness and civic pride receiving the highest ratings and social legacies of skills development and empowerment receiving the lowest positive ratings. The low rating of empowerment and skills development are near no impact rating, this indicates that the positive impact is minimal and suggests that the renovation of Orlando stadium has not addressed or brought about programs that address empowerment and skills development that yields high empowerment and skills development of the community.

Past research has shown that neighbourhoods that have sports facilities have an increased effect of being living areas, improve images of areas where they are located, instils civic

pride and can have a positive effect on residential property values in the surrounding area (see Davies 2005, Tu 2005, Nicholls and Crompton 2007, Chun-Chang 2010, Ahlfeldt and Maennig 2010). This study is in agreement with past research as it has found that social legacies of patriotism, increased global awareness and civic pride received the highest positive ratings.

- The role of Orlando stadium on the community

The study has found that the renovation of Orlando stadium has brought about an improvement in the landscape of Orlando East community, particularly the stadium precinct area. The Johannesburg Development Agency (JDA) has conducted upgrades to the stadium precinct area, these upgrades include installation of kerbs, asphalt surfacing, paving and street lighting. These upgrades are still ongoing as the JDA has a vision 2030 of Orlando East square upgrades which includes Pedestrian Street, Reya Vaya bus stations, a Piazza lined with ground floor shops linking to the station square, clinic, police station, post office and other amenities. Some of the vision 2030 upgrades have taken place and these include Reya Vaya bus station and amenities. The impact of the upgrades have been felt by the community as the study has shown that residents have indicated that Orlando stadium has left positive legacies of civic pride, patriotism and improved image of the community. These findings suggest that the community of Orlando has experienced community regeneration and supports the finding of other researches that development of sports stadia has an effect on neighbourhoods, can be important for the image of communities and construction of stadia is aimed at increasing visits to communities and to accelerate urban development or redevelopment (see Thornley 2002, Davies 2005, Ahlfeldt and Maennig 2010). The study shows that the renovated Orlando stadium has had a positive role of improving the image community of Orlando as the renovation of Orlando brought about the improvement of the stadium precinct by improving community infrastructure and transport network. This answers the research question of what the role of Orlando stadium is to the surrounding community. The findings of this study corroborate the finding by Davies (2005) that stadia improved both internal and external images of the areas they are located and instilled civic pride in local communities. This study found that there is a significant relationship between civic pride and the distance respondents residence is from the stadium.

5.2. CONCLUSION

The study has found that social impact can be assessed by assessing the social legacies the renovated Orlando stadium has left on the surrounding community. The study also found that Orlando stadium has a positive social impact on the surrounding community with social legacies of Patriotism, increased global awareness and civic pride receiving the highest ratings. These findings suggest that stadia have a positive social impact on surrounding communities. The renovation of Orlando stadium has brought about improvements to the community's infrastructure and transport networks, this finding suggests that Orlando stadium has a role in changing the image of the surrounding community with the image of community receiving a high rating.

5.3. RECOMMENDATIONS

After a careful study and analysis of the social impact Orlando stadium has had on the surrounding community the study recommends that a study on the impact of Orlando stadium on surrounding property values be conducted

Similar studies to this study may be conducted to determine the impact of stadia located in cities, suburbs or other neighbourhoods in South Africa as this study is limited to the township community of Orlando East surrounding Orlando stadium.

The study also recommends that a study on the economic impact of Orlando Stadium on the community be conducted to understand the economic impact as this study has indicated that legacies of skills development and empowerment received the lowest ratings.

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APPENDIX

RESEARCH QUESTONNAIRE

ASSESSING THE IMPACT OF SPORTS FACILITIES ON SURROUNDING COMMUNITIES: A FOCUS ON PROPERTY VALUES AND SOCIAL IMPACT

Resp. no. | | | |

Dear respondent

My name is Katlego Moloisane and I am a student at Wits University, student no 0216260m). Thank you for your willingness to complete this survey. The purpose of the survey is to determine your perceptions on the social impact **Orlando stadium** has on your community of Orlando. The survey should not take more than **5 minutes** to complete. This is an anonymous and confidential survey. You cannot be identified and the answers you provide will be used for research purposes only.

Please answer <u>all</u> the questions by placing a tick (√) in the appropriate block. There are no right or wrong answers. We are interested in understanding your perceptions on the social impact Orlando stadium has on your community.

1. How old are you? Please tick the relevant age below.

18 years or younger	19yrs to 25yrs	26yrs to 32yrs	33yrs to 39yrs	40yrs and older

2. Please indicate your gender. Please tick relevant gender.

Male	Female

3. Please indicate whether you own or rent the property where you live?

RENT	Live with family	OWN

4. How far from Orlando stadium do you live? Please tick the relevant distance below

1 km or less	1km to 2km	2km to 3km	3km to 4km	More than 4km

5. How long does it take you to walk from your home to Orlando stadium? Please tick relevant walking time below.

Less than 5min	5 to 10min	10 to 15min	15 to 20min	More than 20min

6. How long have you been living in Orlando? Please tick relevant time below.

Less than 1 year	1 to 3 yrs	3 to 6yrs	6 to 9yrs	More than 9yrs

7. What is your level of qualification? Please tick relevant category.

School (no matric)	Matric	College	University

8. Are you currently employed?

YES	NO

9. Does Orlando stadium have a social impact on the community? Please tick relevant answer below.

Yes	No

10. If answer to question 6 above is yes please indicate whether the following social legacies have had an impact on the community. Please tick relevant answer.

LEGACY	YES	NO
a. Civic pride (Proud of being citizen of Orlando)		

b. **Patriotism** (Love for Orlando)		
c. **Community cohesion** (Community united)		
d. **Self Esteem and life skills** (Community self respect/confidence, positive behaviour)		
e. **Increased global awareness** (Global recognition of Orlando)		
f. **Skills development** (New skills developed)		
g. **Empowerment** (Has community benefited)		
h. **Image of community**		

11. On a scale of 0 to 10 please rate the level of impact on the community Orlando stadium has had for the following social legacies. **Please rate only social legacies you have ticked with a "yes" in Question 8.** (Rate with 0 being negative impact, 5 being neutral and 10 being positive impact.

LEGACY	0 Negative impact	1	2	3	4	5 No Impact	6	7	8	9	10 Positive impact
e.g. Transportation							√				
a. Civic pride											
b. Patriotism											
c. Community cohesion											
d. Self Esteem and life skills											

e. Increased global awareness											
f. Skills development											
g. Empowerment											
h. Image of community											
i. Other (please indicate and rate) _____											

THANK YOU.