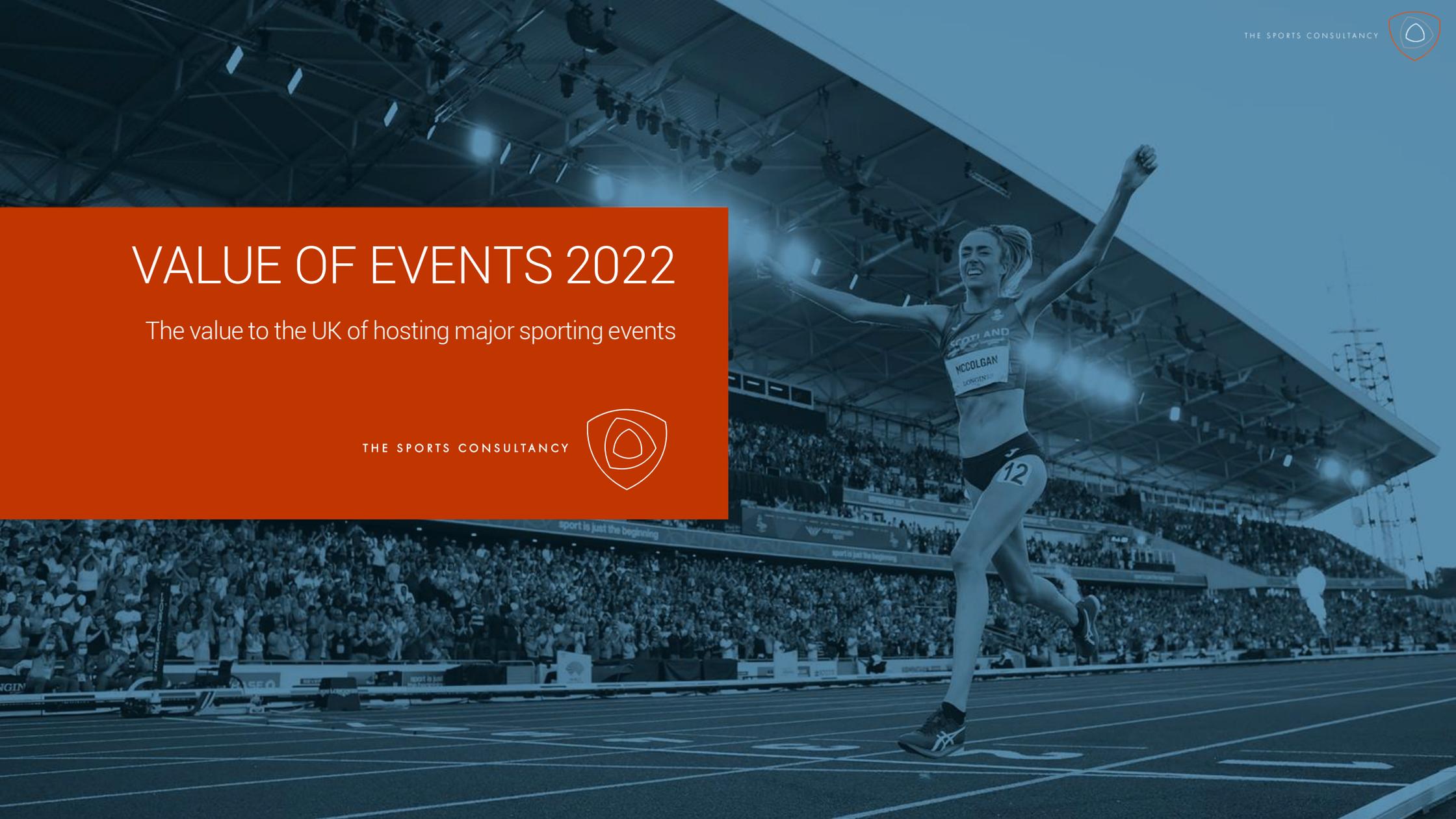




VALUE OF EVENTS 2022

The value to the UK of hosting major sporting events

THE SPORTS CONSULTANCY



Introduction

The UK has established itself as a **leading host nation for major sporting events**. Ten years on from the London 2012 Olympic and Paralympic Games, the nation is known as a destination for the top events across a wide range of sports. UK sporting stakeholders and government bodies recognise the broad range of benefits and impacts that events can generate, and consequently provide significant support for major sporting event hosting.

The UK has a unique public sector structure to provide support to events. UK Sport is the lead government agency for major sporting events at national level, working closely with partners to enable the UK to stage a range of the world's biggest events – **over 175 since 2010**. Notably, UK Sport's event ambitions include hosting events to support and promote high performance success for British athletes, making the organisation distinct from the majority of other major event agencies globally.

UK Sport has commissioned this report to assess the value and return for government of all major sporting events held in 2022 that received government support, especially in the context of current challenges such as Covid-19 recovery and the rising cost of living. As a result of delays caused by the pandemic, and events being reallocated from other countries, 2022 was a notable year for major sporting events, with UK Sport supporting **12 events in 25 cities** – more than any other year.

The Sports Consultancy has been engaged to deliver this first-of-its-kind report, analysing the impact of events on the country as a whole over 2022. To evaluate the importance or worth of these events, we have assessed events across five key areas of impact: **economic, societal, reputational, sport, and environmental sustainability**. This report sets out our findings and seeks to determine the value that major sporting events delivered to the UK during 2022.

UK Sport is responsible for managing Government funding and invests National Lottery funds into major events via three programmes:

- The **Pinnacle Events Programme** aims to attract 'mega events' funded exceptionally by Government on a one-off basis, and World and European Championships supported by National Lottery funding.
- The **Performance Events Programme** aims to host events that support British athletes in Games qualification, classification and preparation.
- The **National Events Programme** is a small grants fund to protect and grow national competition structures that drive the growth and health of sports.

This report considers events that have received funding support from UK Sport and/or UK Government, including events within the first two programmes above. Annually recurring events are not included within this scope. The events that we have considered are shown to the right.

MAJOR SPORTING EVENTS IN SCOPE



2022 EUROPEAN TAEKWONDO CHAMPIONSHIPS, MANCHESTER



AJ BELL 2022 WORLD TRIATHLON CHAMPIONSHIP SERIES LEEDS



UEFA WOMEN'S EURO 2022, ENGLAND



BIRMINGHAM 2022 COMMONWEALTH GAMES



VOLVO 2022 WORLD TRIATHLON PARA SERIES SWANSEA



WORLD ROWING COASTAL CHAMPIONSHIPS AND BEACH SPRINT FINALS 2022, SAUNDERSFOOT



RUGBY LEAGUE WORLD CUP 2021, ENGLAND[#]



2022 WORLD TAEKWONDO GRAND-PRIX III and PARA TAEKWONDO GRAND PRIX, MANCHESTER



WORLD GYMNASTICS CHAMPIONSHIPS LIVERPOOL 2022



2022 WDSF EUROPEAN BREAKING CHAMPIONSHIPS, MANCHESTER



ISU GRAND PRIX OF FIGURE SKATING MK JOHN WILSON TROPHY 2022, SHEFFIELD

[#] Rugby League World Cup 2021 was re-scheduled to take place in 2022 due to the Covid-19 pandemic.

We have assessed major sporting events in the UK against the five main areas of impact shown here.

ECONOMIC IMPACT: Hosting major sporting events provides hosts with a significant opportunity to welcome thousands (or even millions) of visitors, including spectators, media and officials. These visitors spend money on goods and services whilst in the host city, creating a significant injection of new money into the local economy. Further economic opportunities are created through spending by the event organiser, promoter and rights holder.

SOCIETAL IMPACT: In addition to a vital economic impetus, major sporting events have the potential to advance social change and positively impact people's lives. With advanced strategic planning, major sporting events can serve as a catalyst for governmental policy objectives and contribute to a higher quality life for citizens and residents.

REPUTATIONAL IMPACT: Hosting major events brings increased awareness to host cities and regions. The increased exposure provided by these events is a powerful way to market and advertise these destinations to a global audience.

SPORT IMPACT: Hosting major sporting events provides athletes with increased opportunities to gain direct qualification or ranking points towards Olympic and Paralympic games. Home advantage often leads to improved medal success.

ENVIRONMENTAL IMPACT: We all have an obligation to do more for our planet. Ensuring major events are organised with environmental sustainability at the heart of them provides a positive legacy and protects the future of sport and the world.

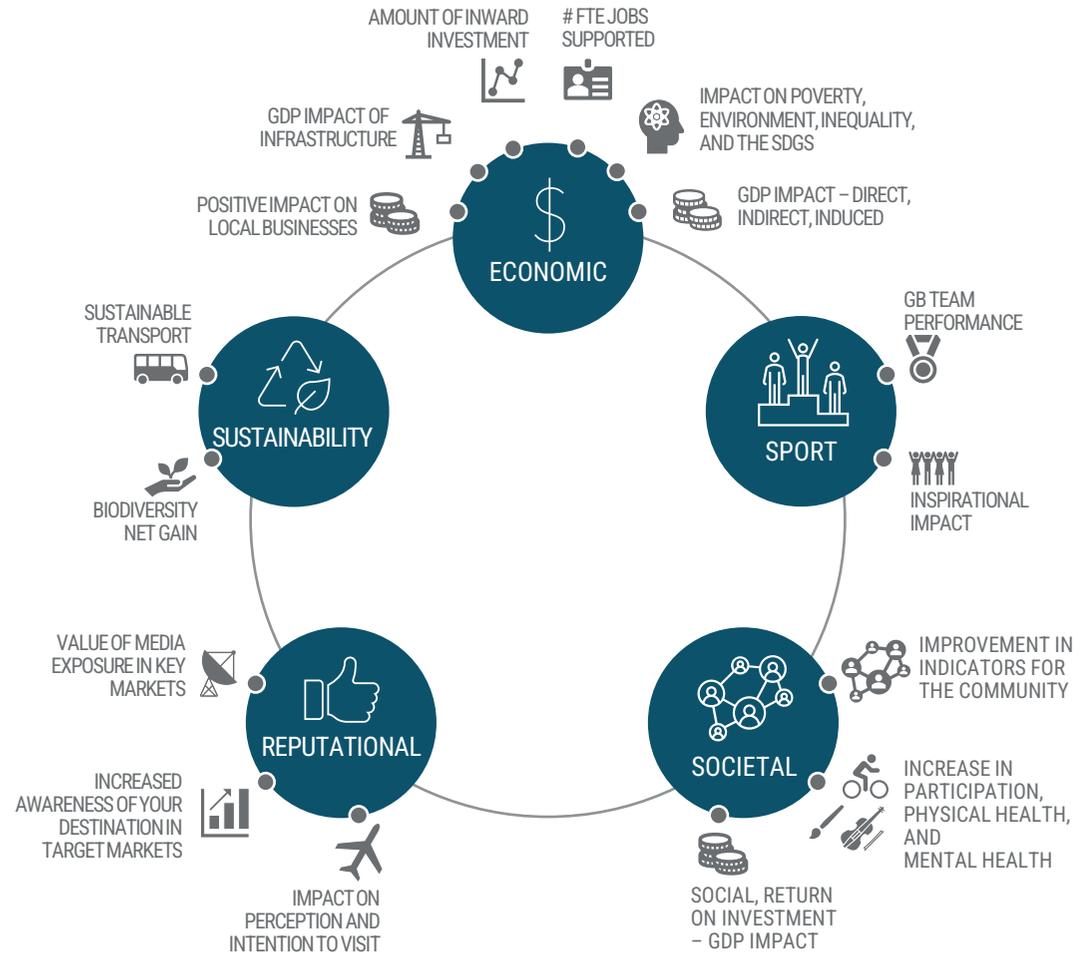


Figure 1: An overview of the impacts that major events can bring to hosts

The launch of a family-friendly mass participation event, with opportunities for children to compete

2022 AJ BELL WORLD TRIATHLON CHAMPIONSHIP SERIES LEEDS



Driving Para Triathlon Parity
The first ever Para-triathlon conference staged

VOLVO 2022 WORLD TRIATHLON PARA SERIES SWANSEA



Trailblazing Social Impact

A transformational social impact programme driving **positive change in local communities**

RUGBY LEAGUE WORLD CUP 2021, ENGLAND



Rising British star Jessica Gadirova **nominated for Sports Personality of the Year** after winning three medals - including a floor gold and a historic all-round bronze

WORLD GYMNASTICS CHAMPIONSHIPS LIVERPOOL 2022



Historic integration of disabled and non-disabled Taekwondo competition

2022 EUROPEAN TAEKWONDO CHAMPIONSHIPS, MANCHESTER



Five additional places for GB athletes due to the UK hosting - higher than ever before

ISU GRAND PRIX OF FIGURE SKATING MK JOHN WILSON TROPHY 2022, SHEFFIELD



First ever **Olympic Breaking pathway** event in the UK

2022 WDSF EUROPEAN BREAKING CHAMPIONSHIPS, MANCHESTER



The first ever **all-female** commentary team for a Taekwondo event

2022 WORLD TAEKWONDO GRAND-PRIX III AND PARA TAEKWONDO GRAND PRIX, MANCHESTER



For the first time at any medal-sport events, **more women's medal events** (136 events) were awarded than men's events (134 events)

BIRMINGHAM 2022 COMMONWEALTH GAMES



The final at Wembley Stadium set a **new record attendance** for any EUROs match

UEFA WOMEN'S EURO 2022, ENGLAND



First rowing event of its type to achieve ISO **sustainability accreditation**

WORLD ROWING COASTAL CHAMPIONSHIPS AND BEACH SPRINT FINALS 2022, SAUNDERSFOOT





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Executive summary



Major sporting events present a powerful opportunity to deliver benefits to UK communities

The sport industry, like many industries, is still recovering from the negative impacts of the COVID-19 pandemic. The UK, alongside the rest of the globe, continues to face a volatile and uncertain landscape.

However, as demonstrated in this report, major sporting events have the potential to help the UK overcome some of the current challenges it faces.

In 2022, major sporting events held in the UK brought significant value to the nation – from hundreds of millions of pounds injected into the economy, to destination branding across the world, to community programmes run across the country that enable the entire population to feel included and valued.

We have assessed the impacts generated by the 12 events that have received funding from UK Sport (via National Lottery or Exchequer funding), or the UK Government directly. These events vary widely in size and scale, but each has contributed towards the overall benefits for the UK. We have also identified issues for improvement and highlighted areas that could be developed in future years, recognising that maximising the impact of public sector funding is vital.

This report evidences that events in the UK are purpose-driven – and how, when their impact is planned for and delivered, the broad value of hosting major events can be realised.



Major sporting events can drive economic benefits and a return on investment across the UK

Almost **2.7m people** attended the events assessed in this report, bringing new money into local communities across the UK.

Excluding the Commonwealth Games (for which no economic data is available yet), the **attendance was 1.2m**, and this generated a **cumulative direct economic impact of £132m**, and helped to support **1,600 full-time equivalent jobs**. This was distributed to towns, cities and regions across the UK, with the Commonwealth Games expected to have delivered a significant additional boost to the nation, and the Midlands in particular.

The economic impact and jobs data stated in this report exclude data from the Birmingham 2022 Commonwealth Games and only include preliminary data for the Rugby League World Cup. Full impact data for these events will be released in the coming months.

Major sporting events took place in **25 towns and cities** (more than in any other year), meaning **79.4% of the UK population** live within 50 miles of one of these host cities. Our analysis also shows that **76% of the economic impact was generated outside of London**.

UK Sport distributed **£21.9m** of funding to the events covered in this report (apart from the Commonwealth Games which was funded via a different model). The economic impact generated resulted in a **6:1 return on this investment**.

LOOKING AHEAD

The events considered here were distributed across England and Wales, but there were no events supported in Scotland or Northern Ireland. In previous and future years, UK Sport is focused on increasing this distribution to develop infrastructure and bring hosting opportunities to all areas of the UK.



2.7M
TOTAL
ATTENDANCE

£132M
CUMULATIVE DIRECT
ECONOMIC IMPACT#

1,600
JOBS SUPPORTED
(FTE)#

£21.9M
TOTAL UK SPORT
INVESTMENT#

6:1
RETURN ON
INVESTMENT#

79.4%
TOTAL UK POPULATION
LIVING WITHIN 50 MILES
OF AN EVENT IN 2022

Excludes data for Commonwealth Games economic impact, jobs, investment



70%

OF SURVEY RESPONDENTS SAID THAT WATCHING OR ATTENDING MAJOR SPORTS EVENTS POSITIVELY IMPACTS THEIR HAPPINESS

2.5M

PEOPLE ENGAGED BY BIRMINGHAM 2022 FESTIVAL

83%

OF UK POPULATION IS PROUD THAT THE UK HOSTS MAJOR SPORTING EVENTS

71%

OF PEOPLE UNDER 25 YEARS OLD SUGGESTED THAT THEY WILL INCREASE THEIR ACTIVITY LEVELS AS A RESULT OF BIRMINGHAM 2022

23K+

VOLUNTEERS IN 2022 AT THE MAJOR SPORTING EVENTS IN THE UK ANALYSED IN THIS REPORT

171K

STUDENTS ENGAGED IN THE BIRMINGHAM 2022 SCHOOL FESTIVAL

Communities across the UK can benefit from hosting major sporting events

Major sporting events staged in the UK in 2022 delivered a wide range of societal benefits to local communities, including **improving mental and physical well-being**, providing a **sense of belonging**, and supporting **personal development**.

Major sporting events have the potential to foster a sense of community among citizens, with **83% of respondents to our national survey saying they were proud of the UK** for hosting these events. This is amplified by the delivery of supporting programmes, such as **cultural festivals, community engagement programmes and volunteering programmes** that helped residents in host cities and regions to come together, meet new people, and celebrate their local culture.

The potential of major events to drive health outcomes is valuable too. Specific programmes delivered included significant funding to support a **Cycling**

for Everyone initiative in the Midlands, a **first-of-its-kind mental health programme** at the Rugby League World Cup, and a Commonwealth Games programme that inspired **71% of people under 25 to increase their activity levels**.

Volunteering and education programmes helped to support individuals' growth and development. **Over 23,000 volunteers** helped to deliver the events considered here, with 62% of the UEFA Women's EURO 2022 volunteers saying the **experience developed their skills**.

LOOKING AHEAD

The long-term societal impacts of major events mean communities will benefit from 2022 events over the years to come, but these need to be measured and tracked to provide opportunities for learning in the future. Developing a consistent and robust approach will help to maximise future societal impact. 9

Major sporting events can showcase the UK as a destination and brand on the world stage

Investing in major sporting events provides nations and local communities with a platform to showcase their brand and culture to a global audience. Significant media coverage of events in 2022 helped to promote the UK internationally. In particular, the UEFA Women's EURO 2022 was the **most watched edition ever**, with a global live viewership of 365m across 195 territories, **the BBC generated record coverage of a Commonwealth Games** for Birmingham 2022, and there was significant coverage of other events. Our analysis of online media coverage of hosts also showed that hosts' **digital presence increased significantly**.

Within the sports industry, the UK was shown to be a **trusted, reliable and world class event host**. 100% of the destinations interviewed agreed that the **UK is a 'safe pair of hands'**, and many said this showcased the UK as a **safe destination to visit** as a tourist.

The UK is also admired for its ability to **secure hosting rights quickly and maximise benefits**, as shown by the reallocation of two events originally scheduled for Russia. The UK's approach also benefits UK businesses, with organisers of events abroad actively procuring British skills, bringing a **sizeable investment into the country**.

Several innovations seen at UK events in 2022 helped to **showcase the UK as a pioneering and creative brand**, such as new delivery approaches, integration of disabled and able-bodied sport, and a commitment to gender equality.

LOOKING AHEAD

While our consultation showed the UK is known as a safe host, there is an opportunity for the UK to promote itself as more innovative and creative, something that was noted less by our consultees.



365M

GLOBAL VIEWERSHIP OF UEFA WOMEN'S EURO 2022 – THE MOST WATCHED EDITION EVER

57.1M

BBC SPORT STREAMING COVERAGE OF BIRMINGHAM COMMONWEALTH GAMES 2022

+102%

AVERAGE INCREASE IN MEDIA COVERAGE OF SELECTED HOST CITIES HOSTING MAJOR SPORTING EVENTS IN 2022 AROUND EVENT PERIOD

92%

OF OTHER DESTINATIONS CONSULTED AGREED THAT THE UK IS A WORLD-CLASS EVENT HOST

90%

OF RESPONDENTS TO OUR NATIONAL SURVEY AGREED THAT HOSTING MAJOR SPORTING EVENTS SHOWCASES THE COUNTRY WELL

60%

OF PEOPLE FROM BIRMINGHAM AND THE MIDLANDS AGREED THE COMMONWEALTH GAMES HAVE IMPROVED PERCEPTIONS OF THE CITY



Hosting major sporting events in the UK gives British athletes improved chances of success

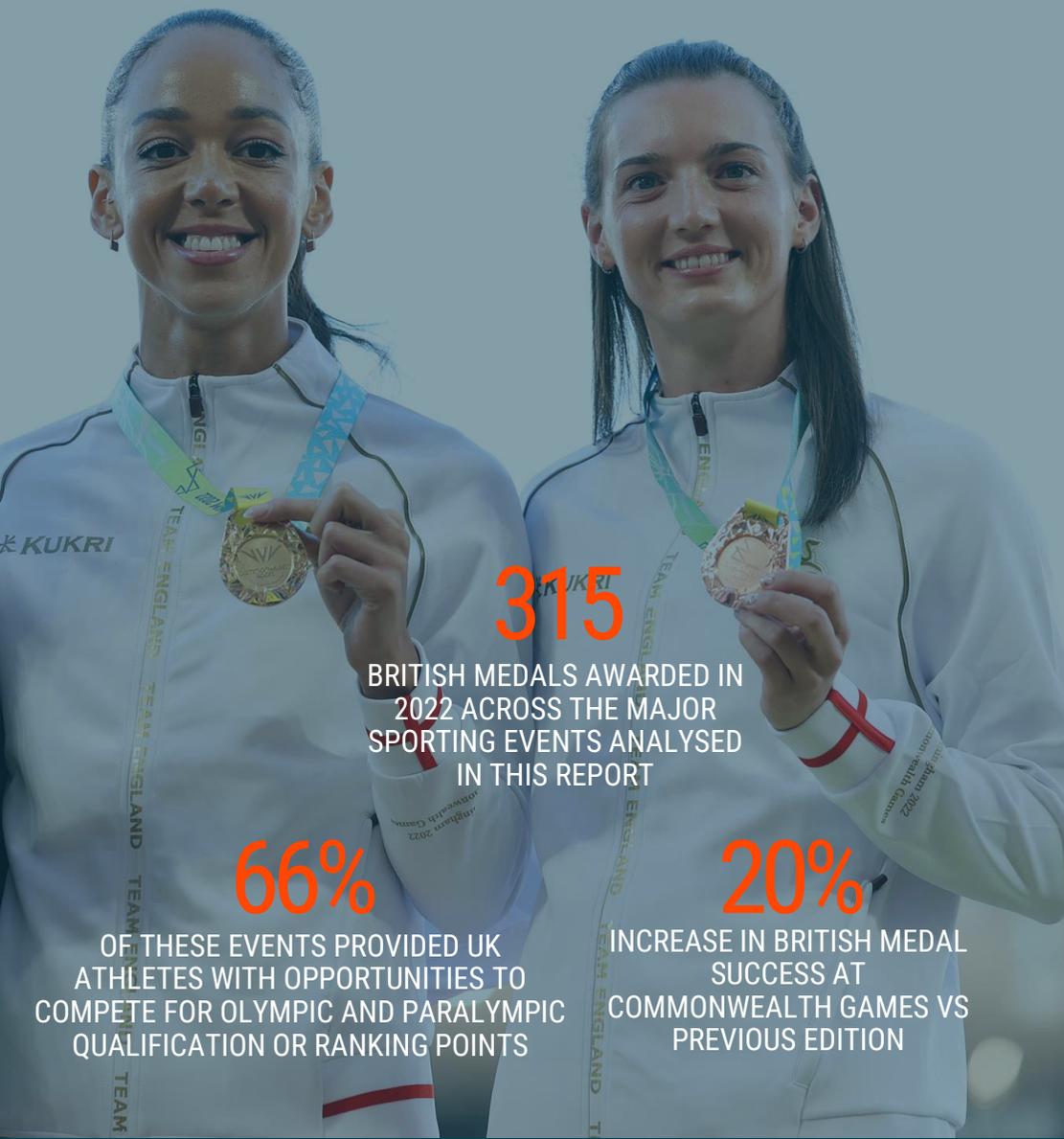
Hosting major sporting events in the UK provides British athletes with home advantage, boosting their chances of success and their potential to inspire the country.

British athletes and teams competing at the events assessed within this report won **315 medals in 2022**.

Notably, **England's Lionesses won their first-ever major tournament** by claiming the UEFA Women's EURO title over Germany in front of a packed house at Wembley, inspiring the whole country. The home crowd at the Birmingham Commonwealth Games also proved beneficial to the British teams, with an **additional 46 medals** won compared to the 2018 Gold Coast Games. This marks a **20% increase**, with Team England alone enjoying a **30% rise over 2018**.

The World Gymnastics Championships resulted in GB winning a first-ever bronze in the women's all-around and gold in the men's floor, leading to **Paris 2024 qualification** for the team. Further significant boosts were secured across other events, including the ISU Figure Skating Grand Prix and WDSF European Breaking Championships.

Across the events considered in this report, **66% provided UK athletes with the opportunity to earn either direct qualification to the Olympic or Paralympic Games**, or ranking points which contribute to qualification. This home advantage represents a significant boost to their chances of reaching the highest stage. The UK was also granted **additional quota places**, meaning more British athletes had the opportunity to compete at World and European level, providing valuable experience and inspiration for the future.



315

BRITISH MEDALS AWARDED IN
2022 ACROSS THE MAJOR
SPORTING EVENTS ANALYSED
IN THIS REPORT

66%

OF THESE EVENTS PROVIDED UK
ATHLETES WITH OPPORTUNITIES TO
COMPETE FOR OLYMPIC AND PARALYMPIC
QUALIFICATION OR RANKING POINTS

20%

INCREASE IN BRITISH MEDAL
SUCCESS AT
COMMONWEALTH GAMES VS
PREVIOUS EDITION

Sustainable event delivery can promote environmental issues

In 2022, the UK has shown its commitment to the future of sport and the planet through investments made to host events in an environmentally sustainable way. The World Rowing Coastal Championships and Beach Sprint Finals Saundersfoot 2022 became the **first rowing event of its type to be globally awarded with a sustainable certification** (ISO20121), with sustainable delivery initiatives and knowledge sharing programmes. In addition, the AJ Bell 2022 World Triathlon Championship Series Leeds was the **first triathlon event to be awarded the Gold Certificate of Sustainability** from World Triathlon.

Hosting major sporting events in 2022 has helped enrich the lives of those in the UK in a variety of ways. The research and analysis contained within this report demonstrates that, through investing in a portfolio of major sporting events across 2022, UK Sport and the UK Government have delivered tangible benefits for people across the breadth of the country.

The view now turns to ensuring the impact in future years is maximised, and is felt across the whole of the UK – during a period of time when it is needed more than ever.

“Major sporting events raise the spirit of the nation, especially during difficult times”

A response from a member of the public when asked why major sporting events are important



LOOKING AHEAD

Despite the progress made in 2022, the UK is not yet well known as a sustainable host. Further initiatives are expected in future years.

Our approach





Our approach

The findings of this report have been informed from a variety of sources, including:

- Desk-based review
- Consultation with 22 individuals, representing 19 destinations and rights holders
- Interviews with specific events, where further information was required
- A panel survey with a nationally-representative audience of 1,000 UK residents (representative across age, gender, region and income)
- Public engagement data around mainstream media coverage of certain cities.

An evaluation framework methodology was created to analyse data and inform our findings. This allowed us to create an evidenced-based articulation of value to the UK. Any limitations to our findings are highlighted in the report.

Economic impact

We were provided with anticipated attendance and direct economic impact data for each major sporting event, along with government investment totals. Actual attendance data was provided where available for events that have taken place to date, along with actual economic impact data (GVA) for the UEFA Women's EURO (subject to final confirmation). The Commonwealth Games impact data is not yet available, and so this was estimated using Glasgow 2014 data, and the eventIMPACTS methodology was used for the remainder. Where jobs data was not available, we also used the eventIMPACTS methodology to define an estimate. For the UEFA Women's EURO and Rugby League World Cup, we made assumptions on the distribution of impact and funding between cities based on the number of games and/or attendance at games in each city.

Societal impact

For the purposes of this report, we addressed the societal value of major sporting events staged in the UK in 2022 from an input/output perspective, exploring the investment made on social impact programmes, and people's participation and perceptions of these programmes. We chose this approach as this report's 12-month scope does not allow for an outcome evaluation.

We have included data from five events from the Pinnacle Events Programme* in this section:

- UEFA Women's EURO 2022
- 2022 Commonwealth Games
- Rugby League World Cup 2021
- World Artistic Gymnastics Championships
- World Rowing Coastal Championships and Beach Sprint Finals

Reputational impact

Our approach centered around a comprehensive consultation with destinations and rights holders (i.e., international federations and event organisers) to understand how the UK is perceived amongst this audience, and source any learnings that the UK could take on. A full list of the organisations we consulted with can be found at the back of this report.

In addition, we conducted a desk-based review of media impact analysis – these numbers have been appropriately referenced where applicable – and analysed the output from the nationally representative panel survey.

The coverage timelines included as part of this section were based on Signify analysis. Signify built these using public engagement data around mainstream media coverage of the host cities, compared to engagement with specific event coverage. This core 'Sum of Shares' metric includes all public re-sharing of relevant news, gossip or video content, capturing 100% of shares across Facebook, Twitter, Pinterest and Reddit. These mainstream coverage data sets were subject to manual editing, with between 10 and 30 stories about football transfer news down-weighted in each city timeline. Without down-weighting these football-related stories, the visualisations of coverage become illegible due to the huge spikes in interest around player transfers. Timelines were overlaid with social mentions, using only social data that recognisably mentioned official event names, social handles and hashtags – or the same recognisable properties for each of the venues

Sporting impact

To measure sporting success, we collected data from each of the major sporting events in scope on the number of medals awarded, athlete places granted, qualification status given and undertake a comparison exercise against previous events.

Environmental impact

To assess environmental sustainability impact in more detail we selected two case studies to assess progress made. In addition, we asked specific questions as part of our consultation to benchmark the UK as an environmentally sustainable host.



2022 UEFA WOMEN'S EUROPEAN CHAMPIONSHIPS

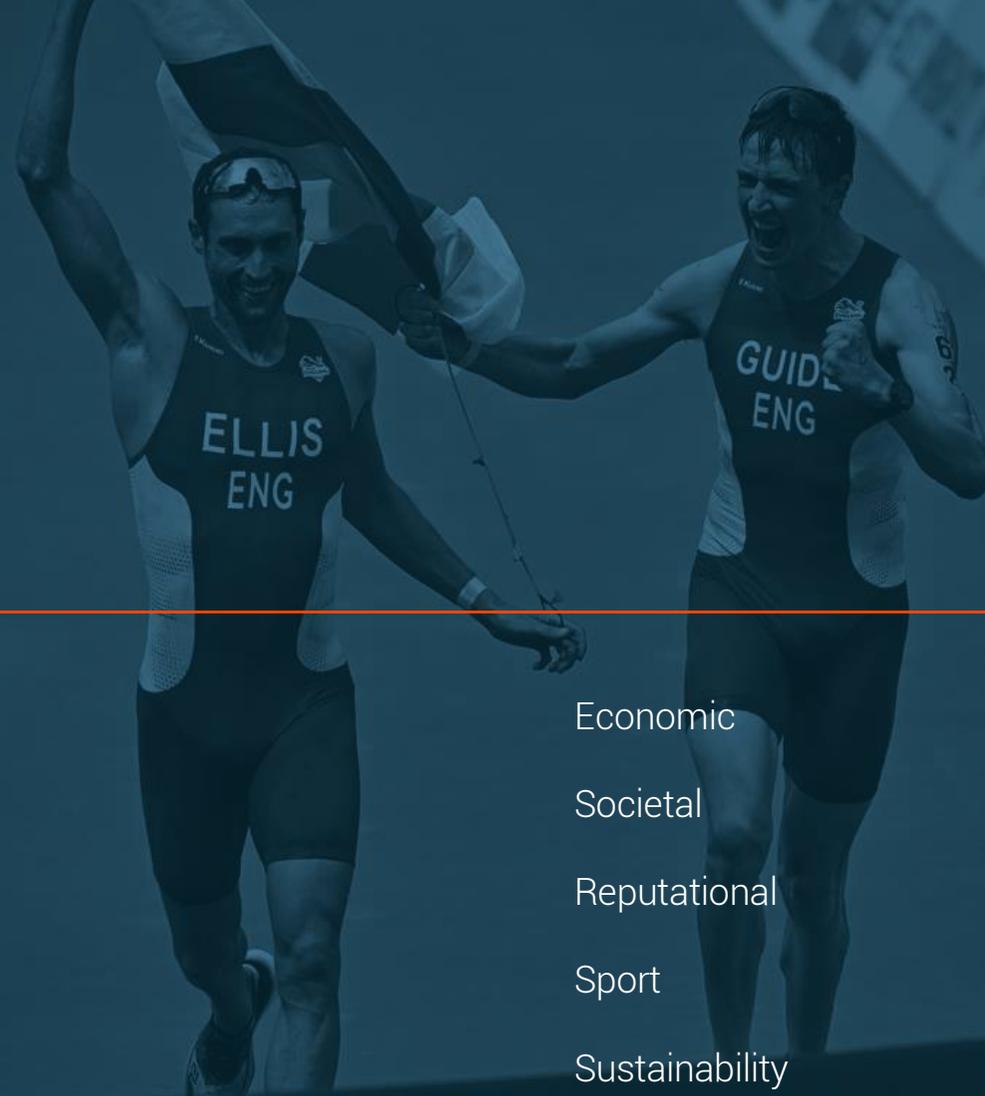
This was the summer that women's sport finally took its place in the sun as football's European Championships captured the public imagination like never before.

The tournament produced a host of magic moments that made household names of its star players – and at least one young fan. But, above all, it brought the nation together around a new breed of football occasion: diverse, family-friendly, and played and watched in an inspiring spirit of positivity.

More than 87,000 people – a record for a women's international sporting event in Europe attended the Wembley final, with an additional 17 million watching on TV. But it was two individual moments that summed up the power and potential of women's football in the UK: Chloe Kelly's iconic shirt-twirling celebration of her winning goal against Germany and the video clip that went viral of eight-year-old superfan Tess Dolan singing and dancing to Sweet Caroline at the semi-final.

The late Queen Elizabeth put it best when she paid tribute to the Lionesses' win: *"You have all set an example that will be an inspiration for girls and women today, and for future generations."*





Our findings

Economic	18
Societal	25
Reputational	34
Sport	57
Sustainability	61

Economic



Major sporting events can provide economic benefits to the UK

The events funded by UK Sport and UK Government in 2022, excluding the Commonwealth Games, have provided an estimated **£132m+ in cumulative direct economic impact** to UK host cities*.

Throughout the year, almost **2.7m spectators** attended UK Government funded events. Of these, just under **1.2m attended events outside the Commonwealth Games**, driving the overall impact referred to above. The benefit was achieved through these visitors spending money locally on

items including accommodation, local transport, food and drink, all of which represents new money flowing into the host economy. The visitor spending associated with these major events represent a much-needed economic boost to local communities and businesses at this challenging time.

In addition, analysis indicates that major sporting events supported approximately **1,600 full-time equivalent jobs** in local host communities – a valuable source of investment across the country.

The economic impact and jobs data stated in this report exclude data from the Birmingham 2022 Commonwealth Games. However, with an attendance of 1.5m, it is likely that this event contributed very significantly to the Midlands economy, and a full impact report will be released later in 2023. These figures also only include preliminary data for the Rugby League World Cup, with a full report to be released in the coming months.

2.7M

TOTAL
ATTENDANCE

£132M+

CUMULATIVE DIRECT
ECONOMIC IMPACT #

1,600

JOBS SUPPORTED
(FTE) #

1.5M

TICKETS SOLD FOR
COMMONWEALTH
GAMES 2022

2.4X

HIGHER ATTENDANCE THAN
PREVIOUS RECORD FOR UEFA
WOMEN'S EURO ATTENDANCE

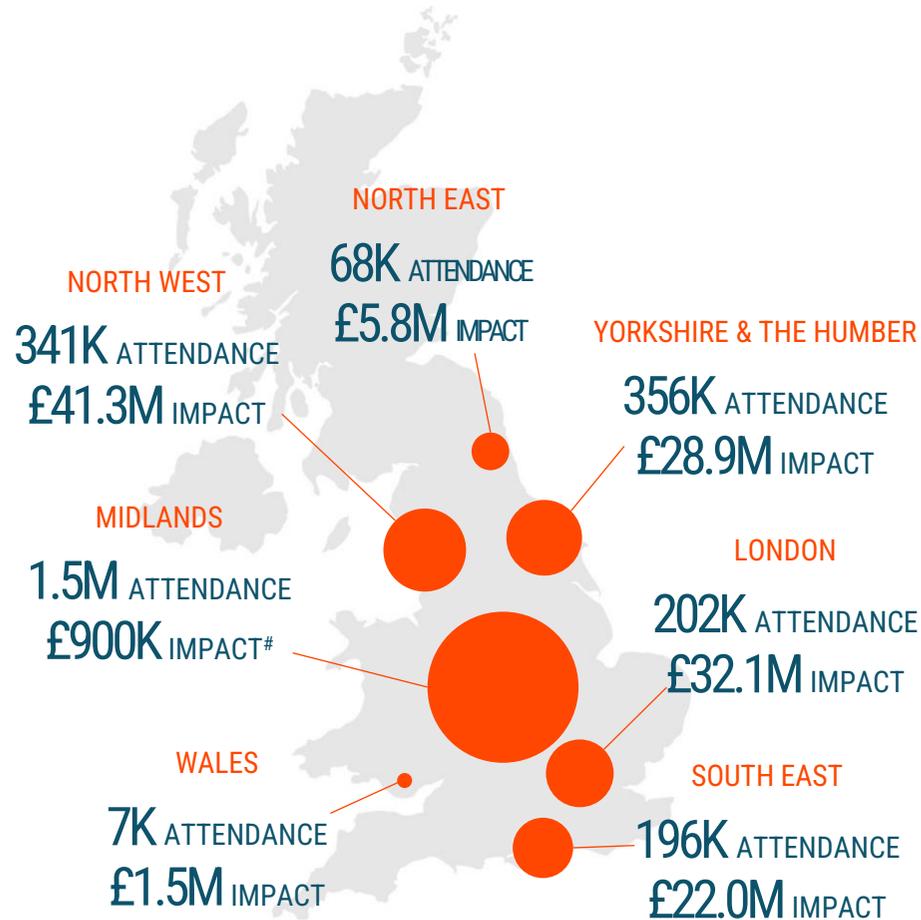


Figure 2: attendance at, and economic impact generated by, major sporting events in 2022 in UK regions

Figures exclude the Birmingham 2022 Commonwealth Games economic impact data

The economic benefits of major sporting events can be felt in local communities across the UK

UK Sport is committed to investing in a variety of events of different sizes, scales and locations, resulting in different levels of economic impact for host communities across the UK.

In 2022, events funded by UK Government took place in 25 towns and cities – more than any other year. This is a result of the range of different events that UK Sport invest in, enabling events to be taken to less well-established locations and venues.

As a result of this distribution, a wide range of cities and towns have felt economic benefits from these events. Six regions in England, along with Wales, each hosted tens of thousands of attendees generating millions for the local economies.

Our analysis indicates that 76% of the

direct economic impact was created outside of London (although the actual figure is expected to be significantly higher once the Commonwealth Games impact is factored in). The distribution of the UEFA Women's EURO and Rugby League World Cup drove financial returns across England, with the North West being a notable beneficiary due to its rugby league infrastructure. The Midlands is likely to have received a significant benefit as well due to the Commonwealth Games.

No major sporting events were supported by UK Sport in Scotland or Northern Ireland in 2022. However, this is the only year in which no events will be supported in Scotland between 2013 and 2025, as there are significant plans and ambitions for future years. Further details can be seen on page 23 of this report.

UK Sport's investment into major sporting events across the UK can generate a valuable return

UK Sport and the UK Government are significant investors into major sporting events in the UK.

Through the allocation of National Lottery grants and Exchequer funding, UK Sport distributed £21.9m to support the delivery of events in 2022. This excludes funding for the Commonwealth Games, which was provided via a different funding structure.

The investment has helped to support events in eight different non-disabled and disability sports across 25 locations, and has helped to generate £132m of direct economic impact (excluding the Commonwealth Games) – resulting in a 6:1 return on investment across the portfolio of major sporting events in 2022.

The distribution of funding across England and Wales can be seen below.*

REGION	UK SPORT FUNDING
North East	9.8%
Yorkshire and The Humber	27.1%
North West	44.1%
Midlands	1.5%
South East	4.9%
London	11.0%
Wales	1.5%



£21.9M

TOTAL UK SPORT INVESTMENT

6:1

RETURN ON INVESTMENT

A proactive approach to securing events across the country can ensure that benefits are felt throughout the UK

The UK Government has stated its ambition to ensure opportunity is spread across the UK. Hosting major sporting events is a compelling method of creating opportunity and spreading investment across the UK. By proactively funding events in a variety of cities and regions, this allows the impact, value and benefits of these events to be felt by a greater proportion of the UK population.

The UK is well set up for this distribution of benefits. It has world class venues spread throughout the country, supported by a substantial pool of talent that is well versed in delivering major events. As a result of this proactive geographic distribution, the vast majority of the UK population lived close to a location that staged a major sporting event in 2022 (even without any events taking place in Scotland or Northern Ireland).

Our analysis shows that **79.4% of the total UK population live within 50 miles of a venue that hosted a UK Government-funded major sporting event in 2022***. When looking only at England and Wales, this figure rises to **89.2%**.

REGION (ENGLAND & WALES)	% POPULATION WITHIN 50 MILES
North East	99.4%
Yorkshire & The Humber	100.0%
North West	95.8%
East Midlands	95.4%
West Midlands	99.9%
East of England	70.6%
South East	95.0%
London	100.0%
South West	40.6%
North Wales	78.3%
Mid Wales	71.4%
South Wales	98.0%

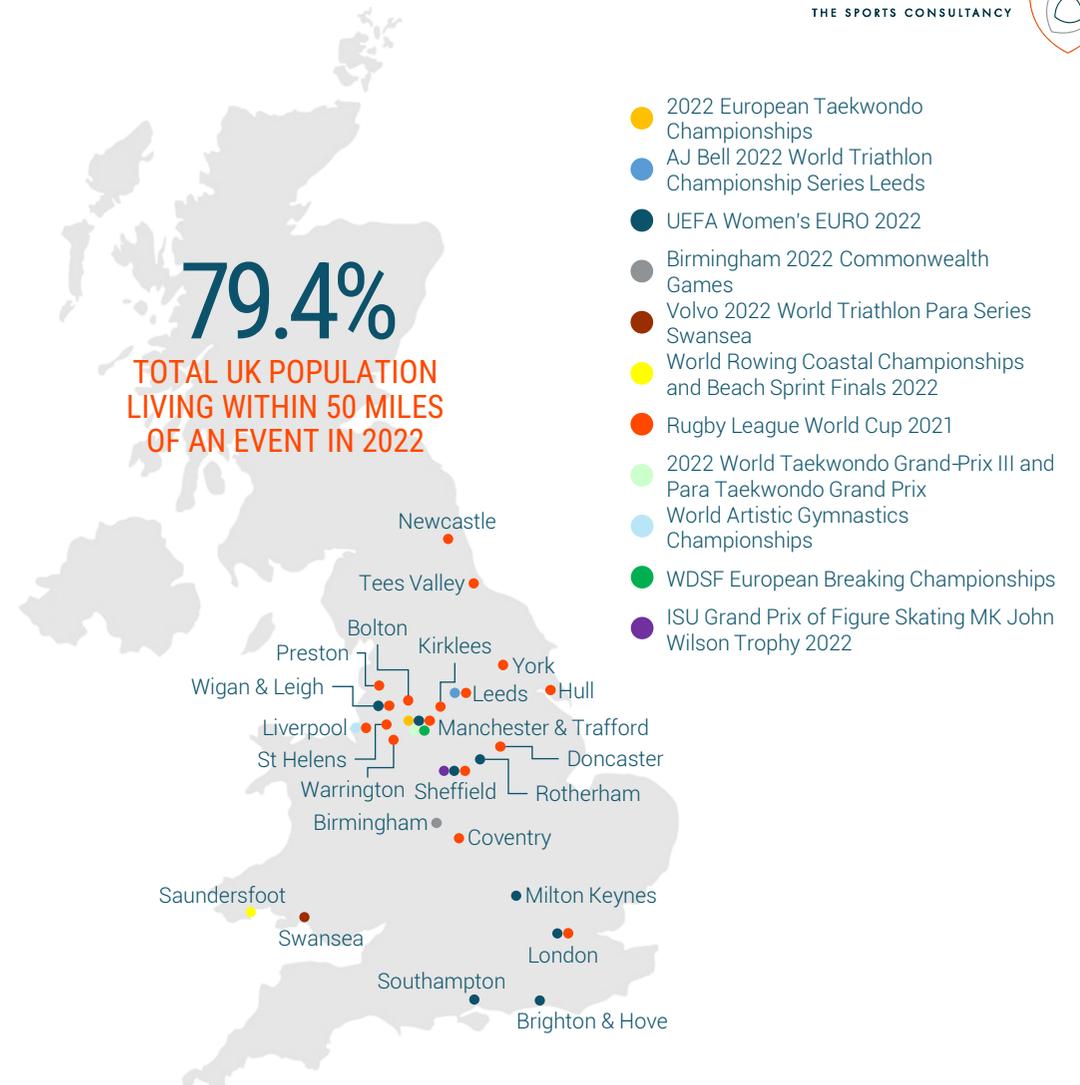


Figure 3: Locations of major sporting events funded by UK Government in 2022



91%

SURVEY RESPONDENTS SAID SPREADING INVESTMENT IN EVENTS ACROSS THE COUNTRY WAS IMPORTANT



VOLVO
World Triathlon
Para Series
ABERTAWE | SWANSEA
2022



UK residents and the international sporting community support the spread of events around the country

Both the UK population and the international sporting stakeholders we spoke to understand the importance of spreading major sporting events – and their impact – across the UK.

Our research indicates that the UK population supports the distribution of events. 91% of survey respondents said they felt that spreading public investment into major sporting events is 'very important' (51%) or 'somewhat important' (40%), showing the support for this approach among residents.

In addition, our consultation with destinations and rights holders indicated that they understand this is a strategic priority for the UK and can also see the benefits, with one saying, "The UK is clear about its strategy and how it decides which events to host where."

LOOKING AHEAD

Despite the significant distribution of events in 2022, it is unlikely that all UK regions will be reached in any single year. No events are taking place in Scotland or Northern Ireland, and fewer people in North and Mid Wales, and the East and South West of England, had events nearby. This issue is addressed by looking at a multi-year distribution of events, focusing infrastructure development and event hosting opportunities into other areas.

It is important to note that events have been and will be supported in Scotland every year of the 2013-2025 period apart from 2022, including the 2023 UCI Cycling World Championships in Glasgow. In addition, all home nations are part of a live government-backed bid for the UEFA EURO 2028.

WORLD GYMNASTICS CHAMPIONSHIPS, LIVERPOOL 2022

The 2022 Championships was history-defining for British athletes, taking home a record six medals to beat their previous best haul. The men fought back from eighth place to claim a bronze medal in the team event, whilst the team silver won by the women made them the most successful British women's team ever. In doing so, Britain became the only nation to achieve automatic qualification for the Paris 2024 Olympic Games for both their men's and women's teams.

Jessica Gadirova and Giarnni Regini-Moran joined the list of a select few in becoming the fourth and fifth gymnasts in Britain's history to win world titles - both in floor exercise. Giarnni's exceptional routine won team GB men's first ever gold in the discipline, whilst Jessica's gold on Day 5 added to the bronze she secured in the all-round event – Britain's first ever women's all-round medal.



Societal



Major sporting events can help to bring communities together

As well as providing economic stimulus to a host, major sporting events also have the potential to bring wider benefits to the local communities hosting them.

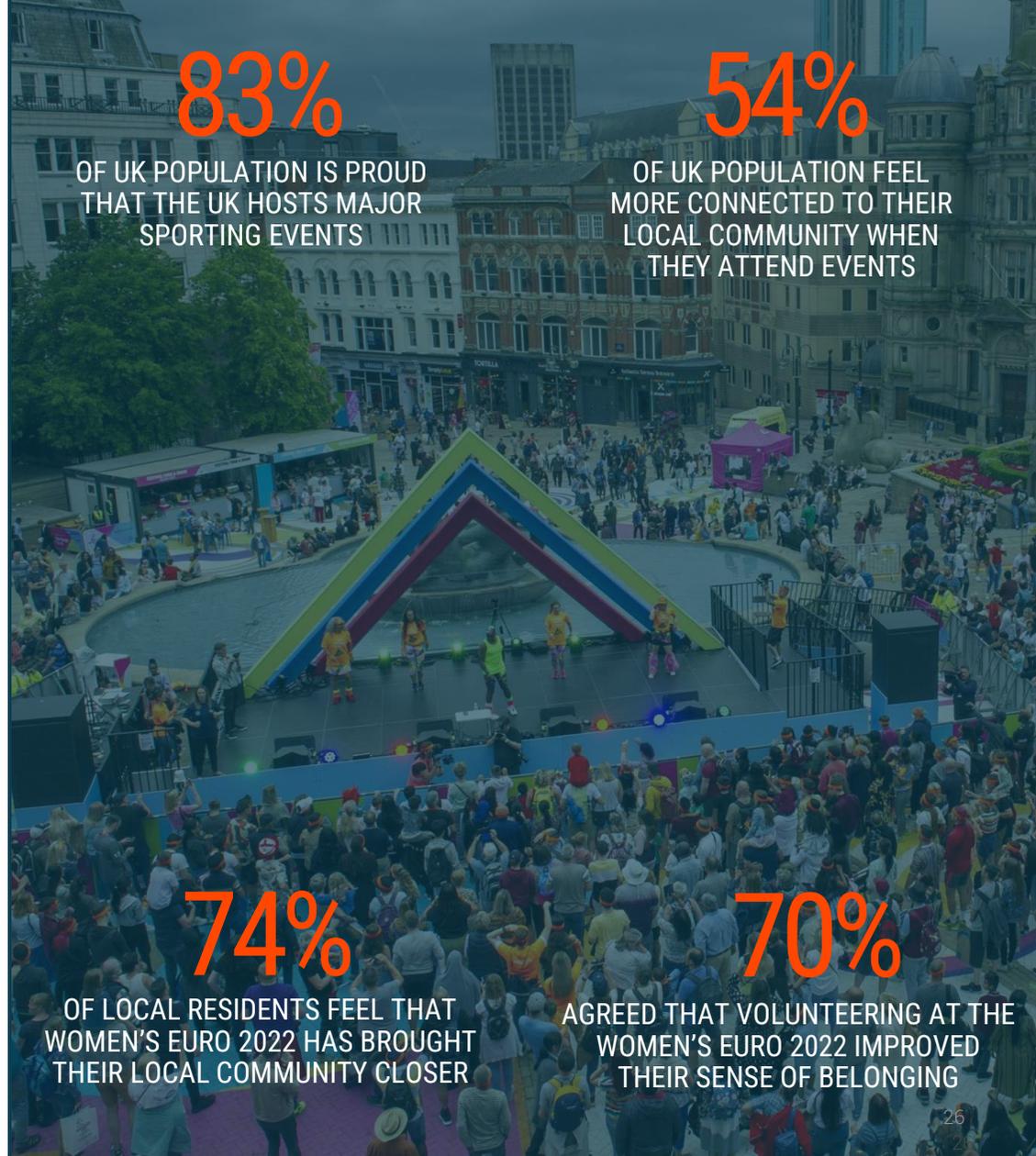
This need to bring communities together is becoming increasingly apparent following the Covid-19 pandemic. In 2022, major sporting events were one of the tools that brought **UK communities together again**, and helped to provide a **sense of belonging** for local residents.

Our panel survey of a representative sample of UK residents indicates that major sporting events help foster pride and a sense of community. **83% of the UK population feel proud** that the UK hosts major sporting events and the majority feel more connected to their **local community** when they attend major sporting events locally.

In 2022, the UK government invested in a wide range of **cultural festivals, community engagement programmes and volunteering programmes** that were run alongside major events and helped residents in host cities and regions to come together, meet new people, and celebrate their local culture.

These programmes typically last weeks or months and help broaden the reach of events into the local community, extending the impact of an event beyond the hosting period. Examples include:

Birmingham 2022 Festival: A 6-month long festival that was held alongside the Commonwealth Games. The festival helped to **highlight the city and region's cultural heritage and diversity** and put a spotlight on local communities and artists. It engaged at least **2.4 million people**, of whom **70% were local residents**.



83%

OF UK POPULATION IS PROUD THAT THE UK HOSTS MAJOR SPORTING EVENTS

54%

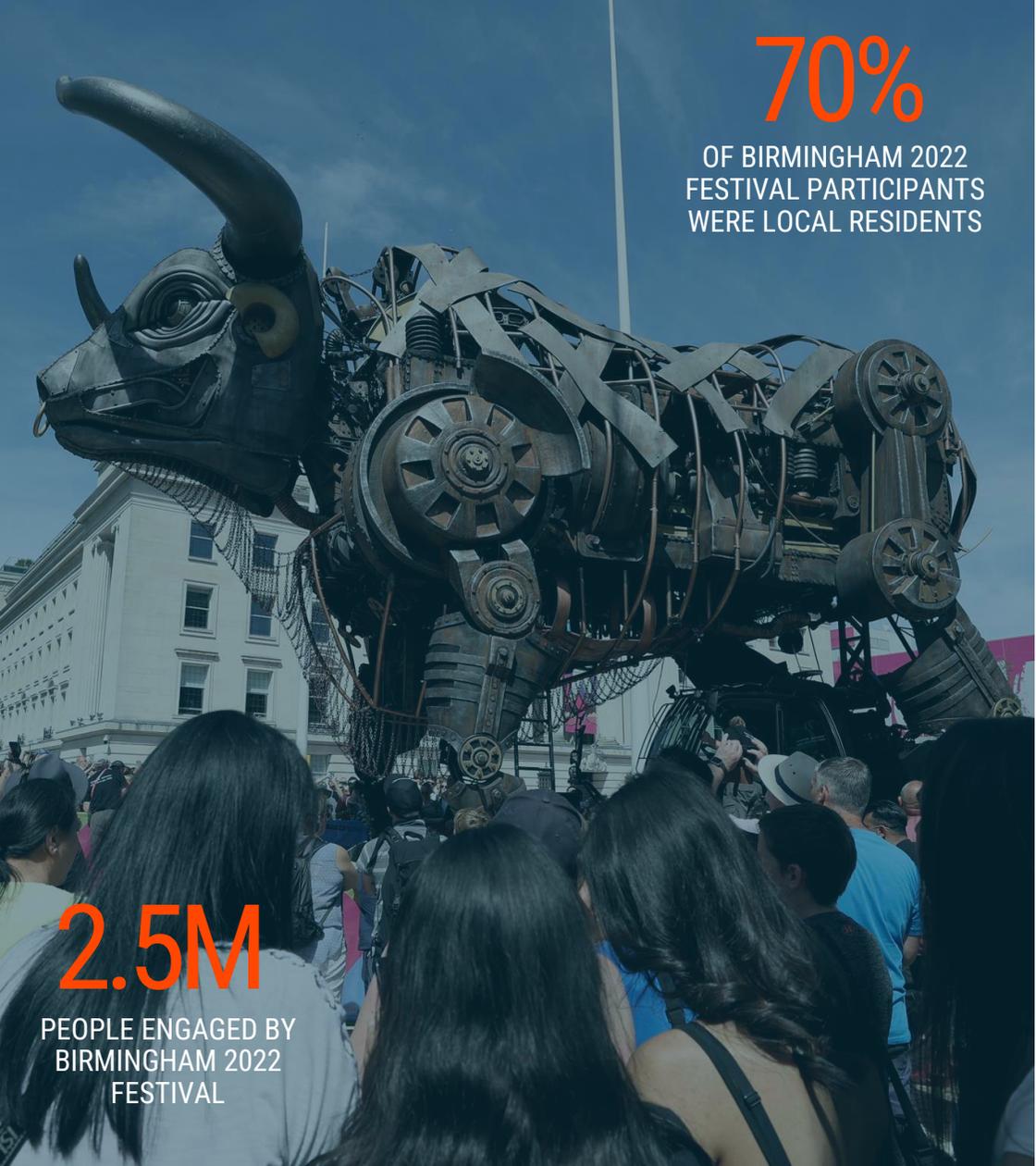
OF UK POPULATION FEEL MORE CONNECTED TO THEIR LOCAL COMMUNITY WHEN THEY ATTEND EVENTS

74%

OF LOCAL RESIDENTS FEEL THAT WOMEN'S EURO 2022 HAS BROUGHT THEIR LOCAL COMMUNITY CLOSER

70%

AGREED THAT VOLUNTEERING AT THE WOMEN'S EURO 2022 IMPROVED THEIR SENSE OF BELONGING



70%

OF BIRMINGHAM 2022
FESTIVAL PARTICIPANTS
WERE LOCAL RESIDENTS

2.5M

PEOPLE ENGAGED BY
BIRMINGHAM 2022
FESTIVAL

Overall, £12m of funding was secured from a range of partners to deliver this festival which centred on equality, inclusion and accessibility. It also helped put a spotlight on local artists – featuring over 200 events with 82% of creatives involved based in Birmingham and the West Midlands. The festival included 106 community-led projects which connected local communities through art across the city and incorporated arts activities and events in the city's 25 most deprived wards.*

The Rugby League World Cup Cultural Festival

This was an ambitious, inclusive multi-disciplinary festival bringing local communities in the North of England together for sport and art around the tournament. The programme delivered content including performances, poetry and workshops.

Local artists (performers and poets) had the opportunity to participate alongside

professionals in telling the story of the game, its people and what it means from the perspective of those living in the most deprived areas of England.

Women's EURO 2022 Arts and Cultural Programme

Arts Council England awarded £800,000 to UEFA Women's EURO 2022 to deliver an arts and cultural programme alongside the tournament. Three specially commissioned projects celebrated the rich history of women's football and its players and harnessed arts and music to encourage more people, particularly women and girls, to be inspired by the tournament. One of these projects was led by the Royal Philharmonic Orchestra and engaged 4,402 participants over 400 hours. The project demonstrated how music, like football, can bring people together and create transformative experiences, while celebrating and amplifying diverse local identities.

Major sporting events help to encourage people to be more physically active and increasingly raise mental health awareness

Major sporting events provide a platform for discussion and an opportunity to drive awareness and behavioural change around a range of health outcomes.

Hosting events in the UK has the potential to impact activity levels within the population, with **52% of respondents to our survey agreeing that they are inspired to be more active*** by watching or attending sporting events.

This can be significantly boosted by specific participation and health programmes delivered around major events. These programmes provide additional opportunities for people to be active and social, ultimately benefitting their physical and mental well-being.

Analysis indicates that a number of programmes delivered alongside major events over the course of 2022

highlighted both awareness of the importance of good mental health.

Specific investment was made into programmes running alongside the Birmingham Commonwealth Games to help remove barriers around physical activity and inspire participants to increase their levels of exercise. As a result, **71% of people under 25 who were involved indicated they will increase their activity levels*** after the Games.

To further inspire participation, the Department for Transport invested **£2m of funding into the Cycling for Everyone initiative** to increase levels of participation across the West Midlands region. Other programmes have included **school, community and family events** to encourage activity among the population, and a range of grants provided to community clubs.



52%

OF PEOPLE SURVEYED FEEL INSPIRED TO BE MORE ACTIVE AS A RESULT OF WATCHING OR ATTENDING SPORTING EVENTS

£2M

INVESTED INTO THE 'CYCLING FOR EVERYONE' INITIATIVE AROUND BIRMINGHAM 2022

71%

OF PEOPLE UNDER 25 YEARS OLD SUGGESTED THAT THEY WILL INCREASE THEIR ACTIVITY LEVELS AS A RESULT OF BIRMINGHAM 2022

70%

OF SURVEY RESPONDENTS SAID THAT WATCHING OR ATTENDING MAJOR SPORTS EVENTS POSITIVELY IMPACTS THEIR HAPPINESS

4,000+

PARTICIPANTS IN THE RUGBY LEAGUE WORLD CUP 2021 MENTAL FITNESS AND AWARENESS PROGRAMME



Major sporting events bring joy – our survey indicates that 70% of the UK population feel that watching or attending events has a positive impact on their happiness. Major sporting events have the potential to build on this intrinsic link to raise awareness of the importance of good mental health.

In 2022, many UK major sporting events purposefully built specific mental health programmes into their event social impact and legacy programmes. By effectively using the profile of these events, organisers were able to shine a spotlight on mental fitness.

The Rugby League World Cup 2021 delivered a first-of-its-kind Mental Fitness and Awareness Programme leading up to and during the event. The programme focused on educating young athletes, coaches, volunteers, competing teams, match officials and teammates about their own mental fitness and that of those around them.

Running for several years in the lead-up to the event, 271 workshops were

delivered, reaching over 4,000 young athletes and nearly 400 coaches across the UK. As a result of these sessions, 92% of participants stated they had a better understanding of mental health, including the signs of conditions and where to find support. Notably, the programme trained former and current rugby league players as facilitators to encourage uptake, with 88% of athletes and 91% of coaches saying this made the sessions more engaging*.

European Taekwondo and Para Taekwondo Championships also contributed to the conversation around mental health by running five weeks of outreach activities for over 700 pupils from local schools to support them to build self-confidence.

The UEFA Women's EURO 2022 legacy programme supported grassroots clubs with equal access for girls, female referee inclusion and female coach development activities. 84% of participants said they had improved their confidence and self-esteem*.

Major event volunteering and education programmes can contribute to residents' individual growth and development

Volunteering and education programmes are key drivers of the social impact of major sporting events.

57% of respondents to our survey agreed that **volunteering helps people to develop new skills**, 69% believe that it **helps sociability**, and over 1 in 3 people are **inspired to volunteer** by attending or watching major events.

Over 23,000 volunteers were involved in delivering the major sporting events that were staged in the UK in 2022. Birmingham Commonwealth Games alone recruited 14,000 volunteers, who received a combined 250,000 hours of training and worked one million volunteering hours. As part of this, the Gen22 Youth Social Action Programme recruited 750 young people to volunteer in their local community, providing an opportunity for 16-24-year-olds to gain skills and work experience, who might

not otherwise be able to access opportunities. A youth engagement programme also reached **171,000 students in 563 schools**, connecting children with the Games.

The Rugby League World Cup 2021 provided skills development to its 1,100 volunteers. Opportunities were focused towards people who would not normally be able to access such programmes, with **28% never having volunteered before** and **74% saying the process had helped them overcome barriers**. An Education Programme designed in partnership with UNICEF also reached **36,000 children, driving a 65% increase in engagement**.

Volunteers at other events are also benefiting, such as those at the UEFA Women's EURO 2022 – 62% of whom agreed that volunteering had developed their skills.



62% AGREED THAT VOLUNTEERING AT WOMEN'S EURO 2022 HAS DEVELOPED THEIR SKILLS

65% INCREASE IN ENGAGEMENT FROM CHILDREN USING THE RUGBY LEAGUE WORLD CUP 2021 EDUCATION PROGRAMME DESIGNED WITH UNICEF

23K+ VOLUNTEERS IN 2022 AT THE MAJOR SPORTING EVENTS IN THE UK ANALYSED IN THIS REPORT

171K STUDENTS ENGAGED IN THE BIRMINGHAM 2022 SCHOOL FESTIVAL



Major sporting events have the potential to drive social inclusion in the UK

The profile and exposure offered by major sporting events provides a valuable platform to support social inclusion initiatives.

Most notably in 2022, the Commonwealth Games delivered several programmes to drive social inclusion. The **Critical Mass participation project** enabled 242 disabled and non-disabled young people from across the West Midlands to co-create a series of major dance performances, taking center stage at the Opening and Closing Ceremonies. In addition, **Pride House, a venue welcoming LGBTIQ+ fans, athletes, and allies during the Commonwealth Games**, offered a place to experience the event with others, learn about LGBTIQ+ sport and LGBTIQ+ discrimination in sport, bridge barriers, champion inclusivity and build alliances.

The UK has pushed boundaries of inclusivity not just with locations chosen for the events in 2022 and social inclusion programmes delivered but with new formats of events such as the RLWC2021 that, for the first time, had the men's, women's and wheelchair tournaments taking place concurrently.

LOOKING AHEAD

The societal impact of major events often provide long-term impacts, allowing local communities to benefit from events staged in 2022 over the coming years. It is important to ensure these outcomes are measured and tracked, in order to allow future events to learn lessons and continue to build social impact programmes into event delivery plans. Social programmes around major sporting events taking place in future years are already being developed, such as the UCI Cycling World Championships Glasgow 2023 programme focusing on engaging a more diverse (non-core cycling) audience, specifically women, young people, families and those with the greatest barriers to participate.

Social impact assessment reports are now increasingly commissioned for events but this is not yet consistent. Continuing to place an emphasis on social impact and creating a standardised methodology and framework for assessing and articulating social impact will ensure this area of value is increasingly given a platform.

There is also potential to further increase the social impact of events. The Commonwealth Games were delivered with an underspend of c.£60m. It has been announced that this funding will be used to enhance the legacy of the event locally, increasing access to sport and culture, growing the region's reputation and driving investment and tourism*.





RUGBY LEAGUE WORLD CUP 2021

No sport has deeper community roots than Rugby League, and no tournament has been more committed to strengthening them than Rugby League World Cup 2021.

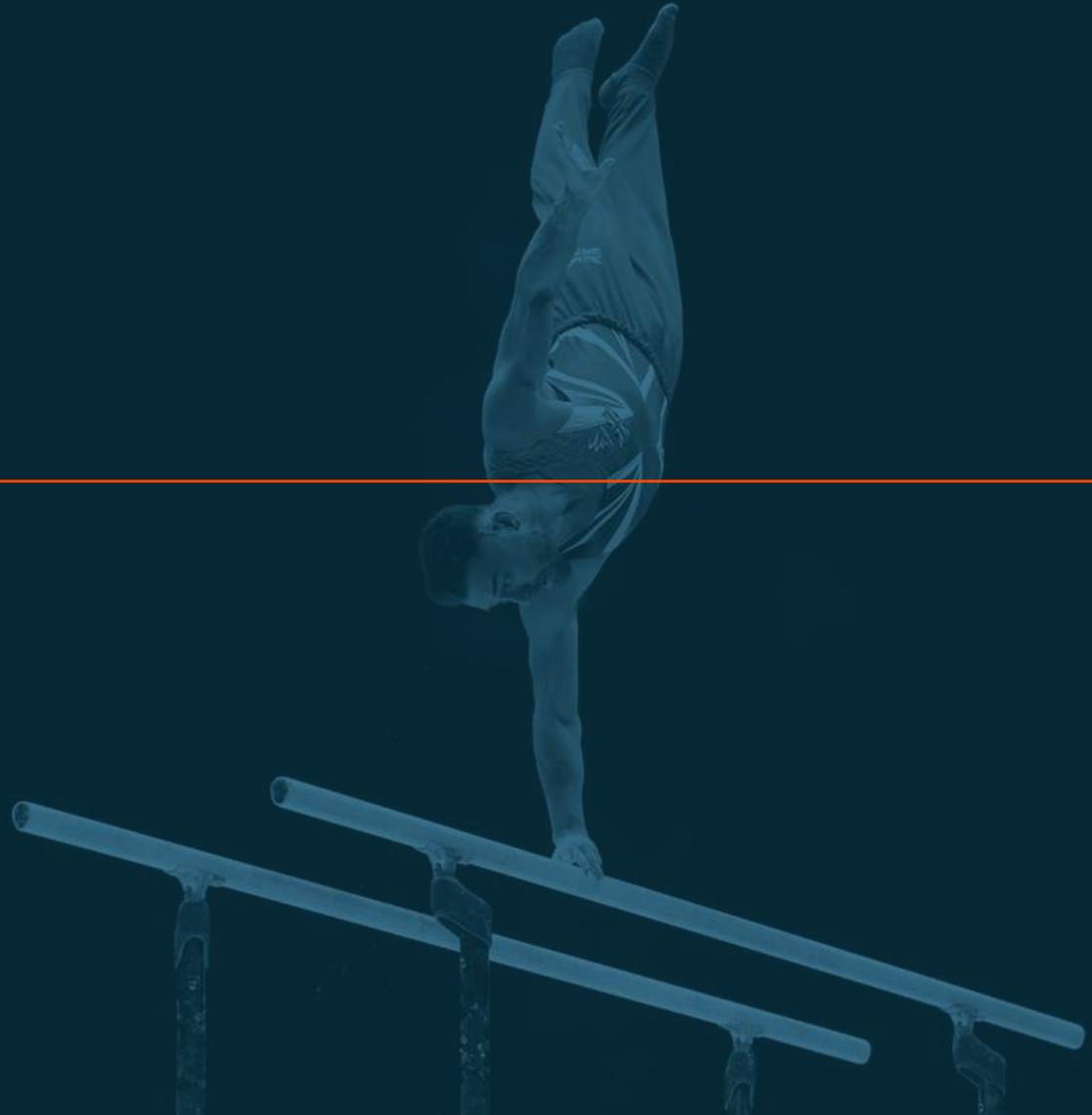
More than £25m was invested in social impact programmes designed to promote physical and mental health, develop skills, boost local economies and build stronger communities in some of the most deprived and disconnected areas of the UK.

The tournament's legacy priorities were also focused on social mobility issues and addressing the lack of local opportunities for employment and engagement with sport and culture. As well as helping girls, women and disabled people try the sport for the first time, Rugby League World Cup 2021 has helped volunteers gain new skills and enabled young people to broaden their horizons through a parallel cultural festival designed to celebrate 'the power of together'.

That social impact extended onto the field of play too. Rugby League World Cup 2021 was the most inclusive tournament ever, bringing together for the first time the men's, women's and wheelchair competitions in a single, 61-game mega-event.

Rugby League World Cup 2021 was all about doing more – for the sport itself and the people of the towns and cities that nurtured it

Reputational



Staging major sporting events across the UK has the potential to showcase the country's cities and destinations

Data shows that major sporting events drive an increase in media coverage to their city hosts

Media coverage of major sporting events shines a light on their host city destinations, showcasing them to the rest of the UK, and beyond. The UK has benefited from this increased media coverage across a range of events. There was well documented media coverage across all the events we analysed, although the overall reach was dependent on the scale of the event.

Notable statistics include:

UEFA Women's EURO 2022, England

- This was the **most watched Women's EURO ever**, with a projected global live viewership of **365m**, across **195 territories**.

- Globally, UEFA Women's EURO 2022 generated **453m cumulative social interactions**, with TikTok (39%) and Twitter (21%) contributing the most.
- Within the UK, the Final was **the most watched women's football match ever** – with 17.4million viewers tuning in, and a further 5.9 million streaming it on BBC iPlayer.

Commonwealth Games, Birmingham

- BBC Sport's coverage of Birmingham 2022 was streamed **57.1 million times**, a record for a Commonwealth Games.
- **28.6 million people** watched on BBC TV at home.
- The opening ceremony was broadcast live to **134 countries** around the world.
- **5.2 million viewers** watched the opening ceremony on TV sets at home and 4.8 million people tuned into the closing ceremony.

AT A GLANCE:

MEDIA IMPACT FROM MAJOR SPORTING EVENTS STAGED IN 2022

COMMONWEALTH GAMES, BIRMINGHAM

NO. OF VIEWERS TUNED INTO
OPENING & CLOSING CEREMONY

5.2m **4.8m**
OPENING CEREMONY CLOSING CEREMONY

BBC SPORT'S COVERAGE STREAMED
A RECORD BREAKING

57.1m TIMES
A COMMONWEALTH GAMES RECORD

THE OPENING CEREMONY
WAS BROADCAST LIVE TO
134 COUNTRIES
AROUND THE
WORLD

BBC **28.6m** PEOPLE
WATCHED ON BBC TV AT HOME

SOURCE [HTTPS://WWW.BBC.COM/MEDIACENTRE/2022/BIRMINGHAM-2022-COMMONWEALTH-GAMES-BREAKS-BBC-SPORT-RECORD-STREAMED-OVER-57-MILLION-TIMES](https://www.bbc.com/mediacentre/2022/birmingham-2022-commonwealth-games-breaks-bbc-sport-record-streamed-over-57-million-times)

UEFA WOMEN'S EURO 2022, ENGLAND

THE MOST WATCHED
WOMEN'S EURO EVER

PROJECTED GLOBAL LIVE
VIEWERSHIP

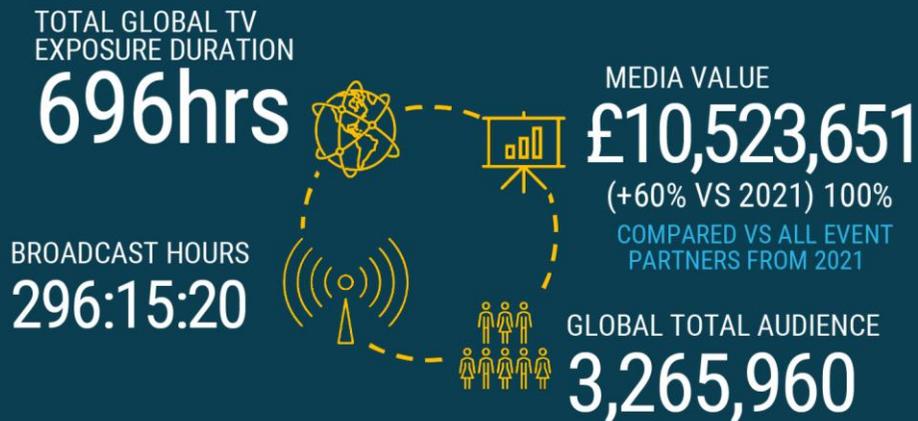
365m **195**
ACROSS TERRITORIES

CUMULATIVE SOCIAL
INTERACTIONS

453m
NO. OF VIEWERS TUNED INTO
OPENING & CLOSING CEREMONY

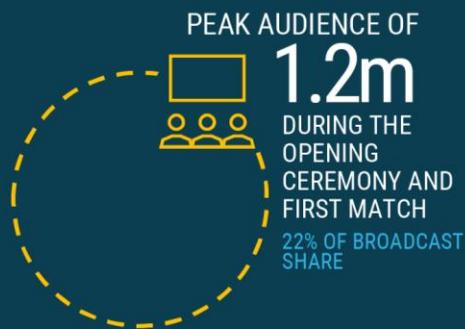
39% **21%**
TIKTOK TWITTER

AJ BELL WORLD TRIATHLON CHAMPIONSHIP SERIES, LEEDS



SOURCE: AJ BELL WORLD TRIATHLON CHAMPIONSHIP SERIES, LEEDS. MEDIA EVALUATION REPORT, AUGUST 2022 BY NIELSEN SPORTS.

RUGBY LEAGUE WORLD CUP (OPENING MATCH – NEWCASTLE)



SOURCE: BBC

EUROPEAN TAEKWONDO & PARA TAEKWONDO CHAMPIONSHIPS, MANCHESTER



SOURCE: MEDIA EVALUATION REPORT, NIELSEN SPORTS

Rugby League World Cup 2021

- The opening ceremony and first match on 15th October 2022 achieved a **1.2 million peak audience**, representing a **22% broadcast share**.
- The men's semi-final (England vs. Samoa) had a **21% market share on BBC**

AJ Bell World Triathlon Championship Series, Leeds

- The event generated a **£10,523,651 100% Media Value** – representing a 60% increase on 2021 figures
- It produced 696 hours of total global TV exposure was broadcast to a global total audience of **3,265,960**

2022 European Taekwondo Championships

- The Championships generated a cumulative audience of 120,000

Analysis of media impact indicates that staging major sporting events is significant for increasing awareness of a host city / region. The UK population believe this is important too: **93% of respondents** to our panel survey believe that **hosting major sporting events help raise the profile of UK cities internationally**, with only 3% saying they didn't think it helped and 4% saying they didn't know.

Additionally, **92% of respondents** felt that the ability to **put cities outside of London on the global map** was an important benefit to hosting major sporting events.

CASE STUDY:

BIRMINGHAM AND THE 2022 COMMONWEALTH GAMES

The ability for an event to put its host city on the national and international stage is demonstrated well through Birmingham's experience of staging the Commonwealth Games. It moved the UK's spotlight from London to Birmingham and put this diverse and vibrant city on a global platform.

A study from the Department of Culture, Media and Sport (DCMS) showed that:

- Half of people in the UK said they watched, followed online, or took part in a Birmingham 2022 event
- 6 in 10 people from Birmingham and the surrounding area agreed that the Games will have **improved perceptions of the city**, with less than 1 in 10 saying it will not
- Almost 8 in 10 people in the UK agreed the Games gave people the opportunity to celebrate, with **two-thirds saying events like these make them feel proud of the UK**.

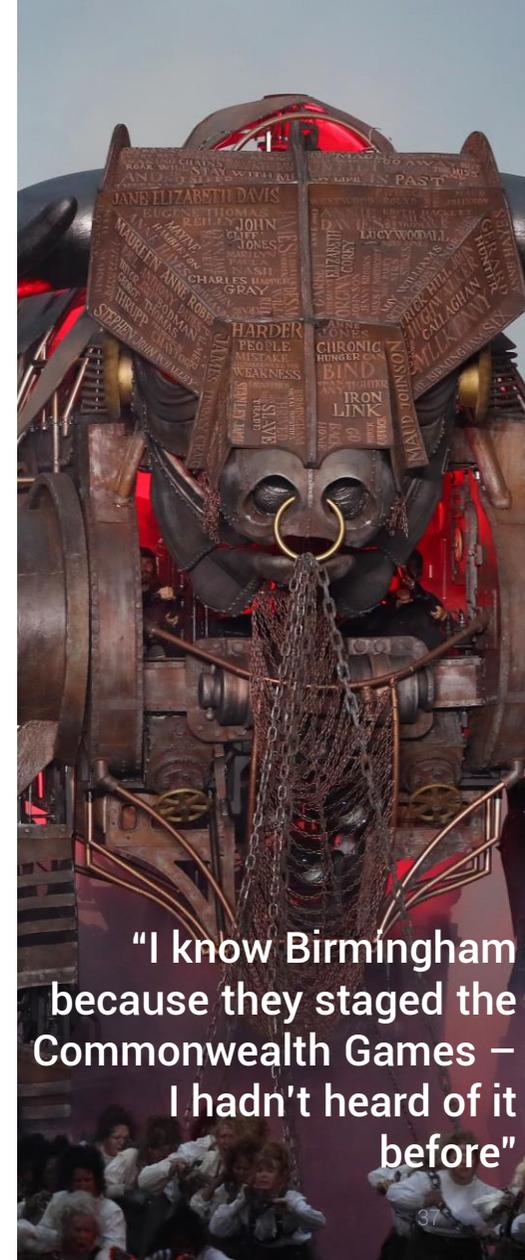
To further boost the profile of Birmingham, UK Government invested in the **Business and Tourism Programme (BATP)**, a programme designed to boost the global reputation of Birmingham, the West Midlands and the UK as a leading destination for tourism, trade and investment and ultimately maximise the long-term economic benefits of the Commonwealth Games. To date it has:

- Helped secure 23 investment decisions
- Successfully attracted 10 meetings, conferences, and sporting events
- Developed marketing campaigns and media activity that have reached an estimated audience of over 700m across 18 countries
- Engaged over 2,500 unique UK or overseas businesses as part of work to stimulate trade and investment deals, a number of which are already in the pipeline*.

Hosting a major sporting event can often result in increased media coverage for destinations

Several cities around the UK have benefited from increased media coverage and online activity as a result of hosting major sporting events in 2022 – although our analysis does show that there are some imitations to this.

Signify, a media monitoring agency, were engaged to analyse mainstream media coverage and social media engagement relating to five cities that hosted events in 2022. A range of event sizes were selected to demonstrate how the size and scale of an event drives coverage – Birmingham (2022 Commonwealth Games), Brighton (UEFA Women's EURO 2022), Swansea (2022 World Triathlon Para Series), Manchester (2022 European Taekwondo Championships), and Leeds 2022 AJ Bell World Triathlon Championship Series).



"I know Birmingham because they staged the Commonwealth Games – I hadn't heard of it before"



Public engagement around the period of each event was analysed specifically focusing on coverage of the host cities, including an assessment of the sharing of relevant news, gossip or video content across Facebook, Twitter, Pinterest and Reddit. Social mentions were also analysed, focusing on content that mentioned official event / venue names, handles or hashtags on Instagram, Twitter and YouTube, plus the most viral content on TikTok.

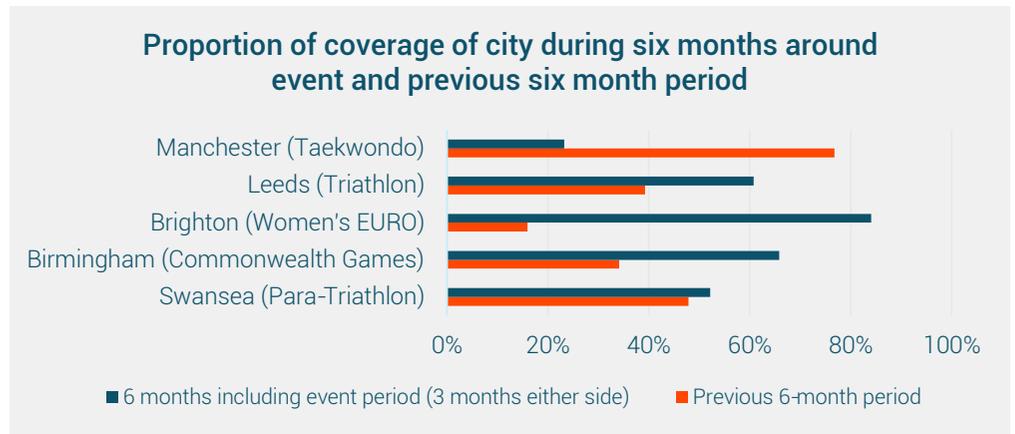
This analysis of public engagement data around media coverage of host cities demonstrates that, for several cities, there is a discernible change in overall media coverage as a result of hosting major events. Overall, there was a **102% average increase in coverage** during the 6-month period of the event, compared with the previous 6-month period. However, as the graph on this page shows, there was significant variance between the cities, with events with the largest global reach having the biggest impact.

Specifically, **coverage of Birmingham increased 92%** as a result of hosting the 2022 Commonwealth Games, and **Brighton received a 435% uplift in coverage** as a result of hosting UEFA Women's EURO 2022 matches. However, **coverage of Manchester decreased** compared with the previous period despite hosting the European Taekwondo Championships, showing the many varied factors that influence coverage.

Analysis on the coverage of cities that hosted smaller-scale events (i.e. the Triathlon, Para-Triathlon and Taekwondo events) shows that while there

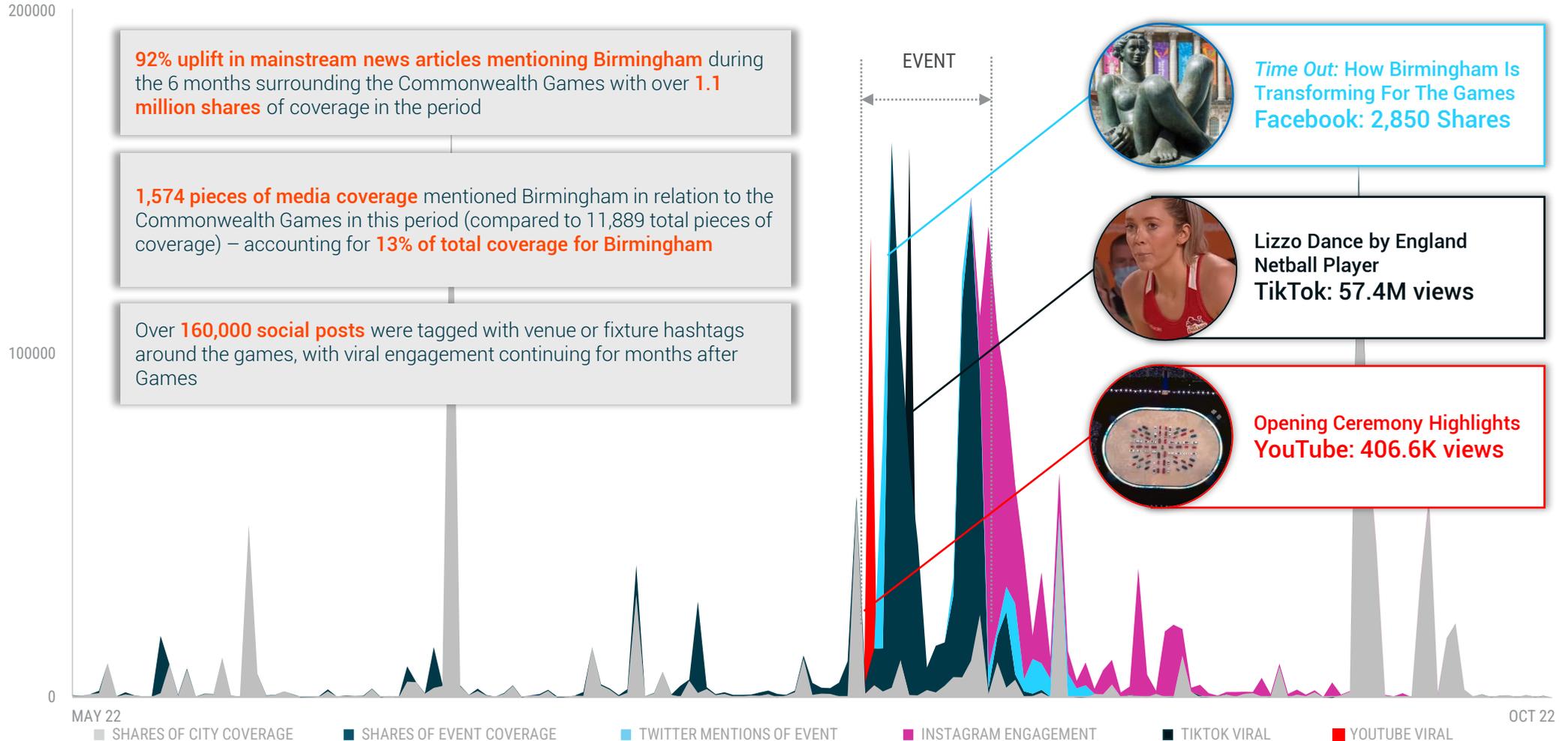
was little attributable change in overall media coverage, these events typically generated spikes in social mentions and engagement, with interest continuing post-event. Some of the most effective viral moments analysed involved athletes or high-profile fans interacting with the city, including several that encouraged participation, making sport accessible and appealing – such as a **triathlon training video that was viewed 70,000 times**.

Timelines showing the coverage for each of the cities assessed over the 6-month period around each event are shown on the following pages.



Media analysis on Birmingham and the 2022 Birmingham Commonwealth Games

Mainstream media coverage: shares on Facebook, Twitter, Pinterest & Reddit

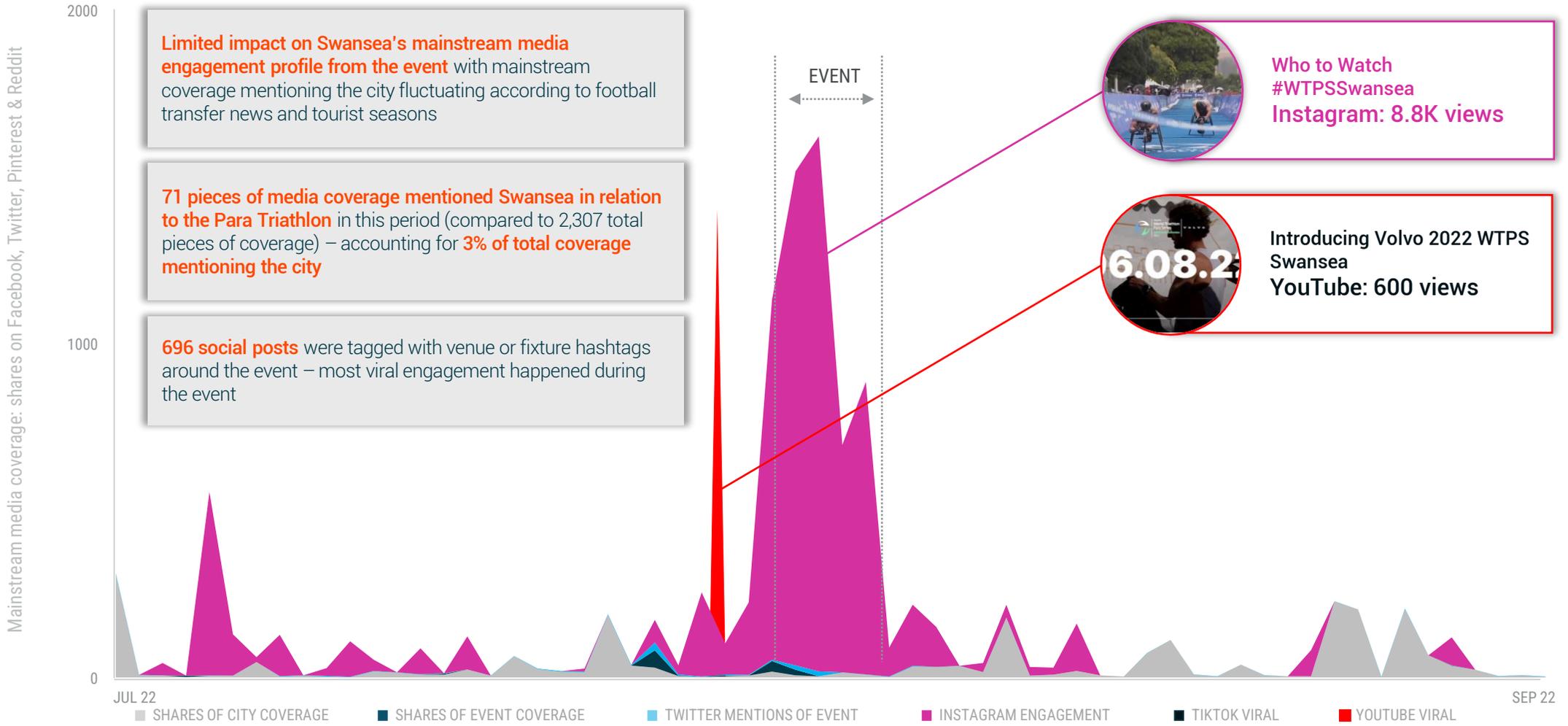


Media analysis on Brighton and the UEFA Women's EURO 2022

Mainstream media coverage: shares on Facebook, Twitter, Pinterest & Reddit



Media analysis on Swansea and the 2022 World Triathlon Para Series Swansea



Limited impact on Swansea's mainstream media engagement profile from the event with mainstream coverage mentioning the city fluctuating according to football transfer news and tourist seasons

71 pieces of media coverage mentioned Swansea in relation to the Para Triathlon in this period (compared to 2,307 total pieces of coverage) – accounting for **3% of total coverage mentioning the city**

696 social posts were tagged with venue or fixture hashtags around the event – most viral engagement happened during the event

EVENT



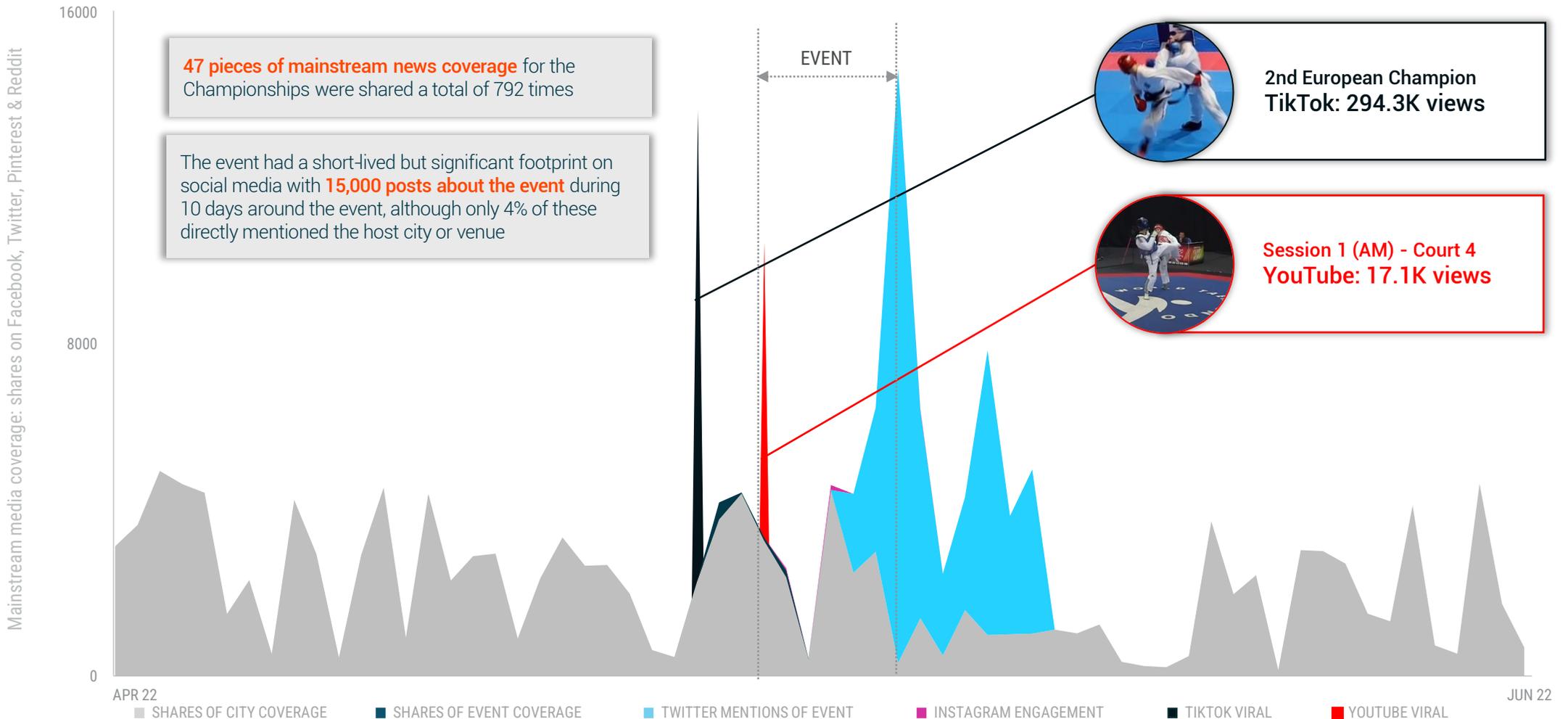
Who to Watch
#WTPSSwansea
Instagram: 8.8K views



Introducing Volvo 2022 WTPS Swansea
YouTube: 600 views

* Mainstream media coverage down-weighted in order to reveal social media spikes, focus on month before/after event

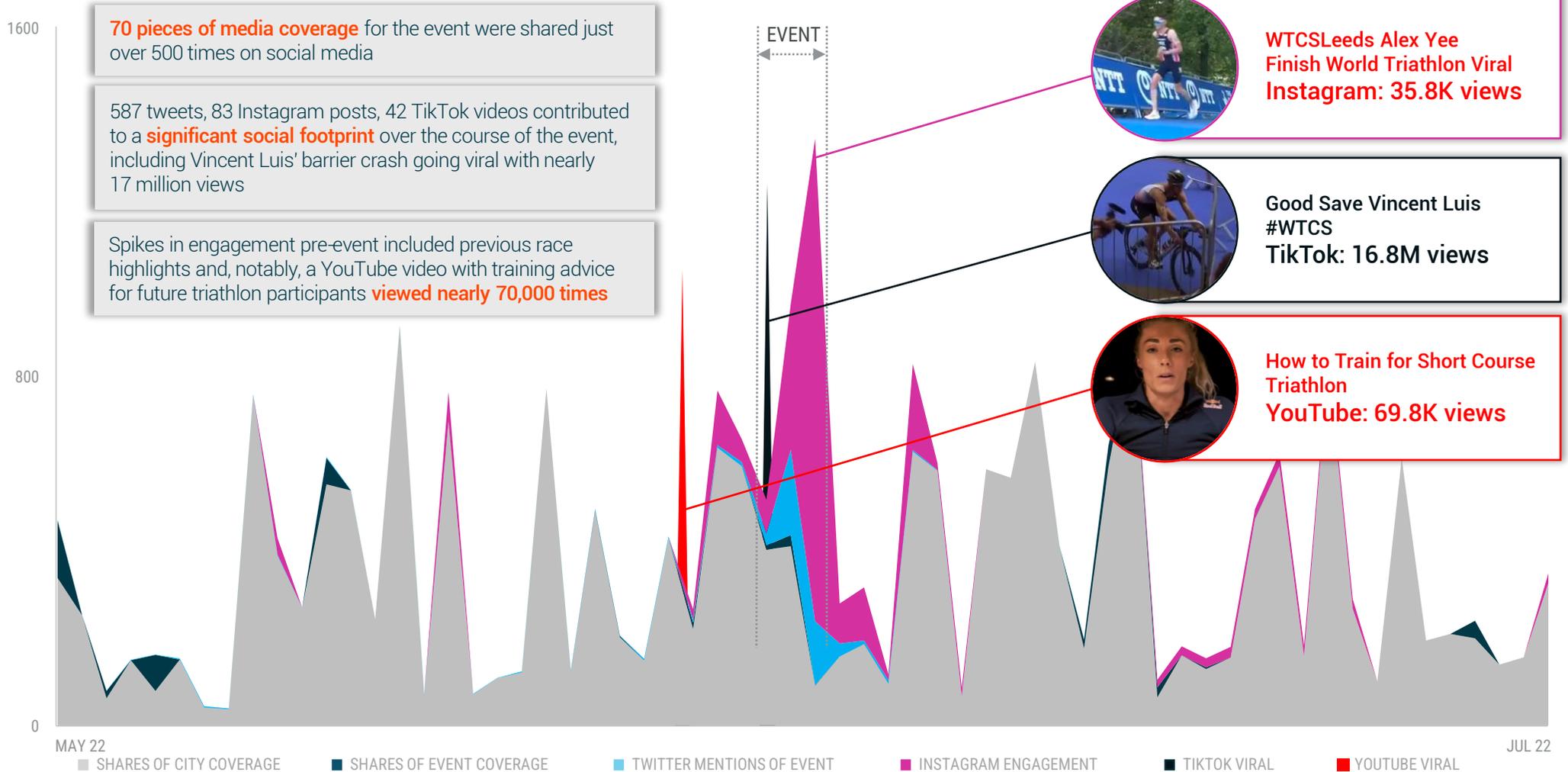
Media analysis on Manchester and the 2022 European Taekwondo Championships



* Mainstream media coverage down-weighted in order to reveal social media spikes, focus on month before/after event

Media analysis on Leeds and the 2022 AJ Bell World Triathlon Championship Series Leeds

Mainstream media coverage: shares on Facebook, Twitter, Pinterest & Reddit



WDSF EUROPEAN BREAKING CHAMPIONSHIPS

Manchester's hosting of the 2022 European Breaking Championships is the first ever Olympic Breaking pathway event in the UK, it is a fantastic opportunity to engage demographics beyond the reach of most mainstream sports events.



Hosting major sporting events has the potential to showcase the UK as a reliable, trusted, world class host

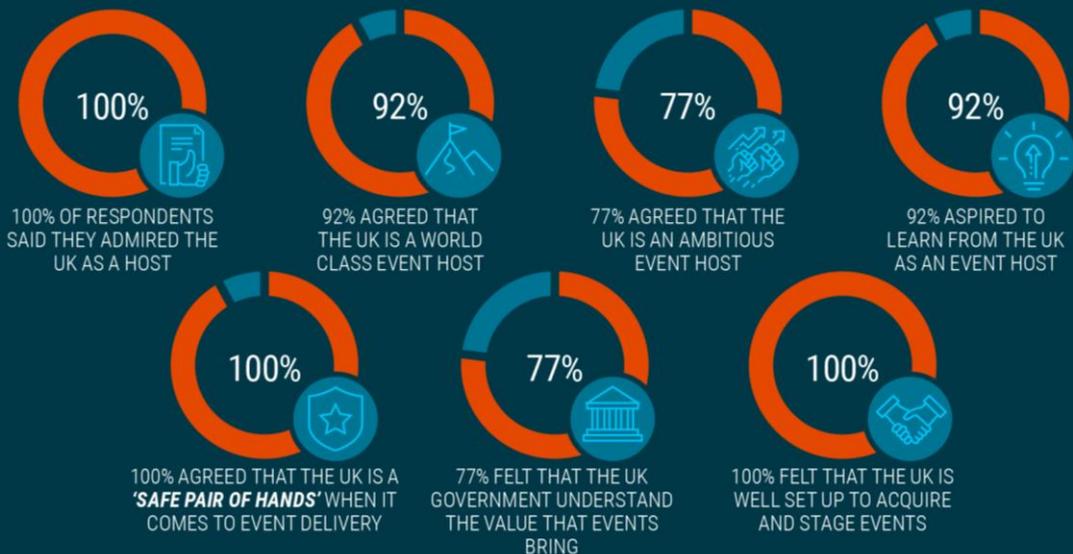
Mega events – and sport – have the potential to grow a host's reputation and promote it as a destination.

The Anholt-Ipsos Nations Brands Index – an annual study of 60,000 consumers in 20 countries around the world – ranked the UK **fifth as a nation brand in 2021***. Each country is scored on a number of attributes including tourism, culture and people as well as those relating to exports, governance and immigration. Within culture, the UK ranked **fourth for 'excels in sports'**, indicating that the UK's ability to deliver in sport is a key contributing factor in creating a brand internationally. In addition, EY's report on "The impact of major sports events" indicates that these events have the potential to deliver up to **£4bn in soft power, trade and investment opportunities** for the UK over a 10-year period*.

UK Sport is keen to understand what the international perception of the country is and how it can effectively use major sporting events to enhance that reputation.

To better understand the global view and identify improvement opportunities, a consultation with a range of global rights holders and destinations was conducted. This consultation was principally positive and demonstrates that, in the sporting world, **the UK is seen as a trusted, reliable and world class event host**. Destinations typically had a more positive view of the UK when compared to rights holders. An overview of the output of the consultation can be seen to the right. Learning opportunities for the UK have also been identified.

With regards to the UK, the consultation with **destinations** showed that



With regards to the UK, the consultation with **rights holders** showed that





“Events are delivered in an accessible and secure way, which in turn makes you see the UK as a safe and secure destination to visit”

Global destination

The consultation indicates that the UK is typically perceived as a safe and trusted event host by our consultees

The global destinations we spoke to believe that the UK is an **ambitious event host**, that understands the value that events bring, and is **strategic in its approach** to acquiring events.

Multiple destinations stated that they see the UK as a useful benchmark when thinking about how to approach major event hosting, due to the country's strong track record and consistency of approach, with **100% of consultees agreeing the UK is seen as a safe pair of hands**.

Rights holders agreed, believing that the UK is strong at delivering events. None of the rights holders we spoke to had experienced significant issues when their events were held in the UK and all were in agreement that they believe events hosted in the UK were in capable hands, and **the country has an exceptio-**

nal level of experience.

The consultation showed that the global perception of the UK is that it **delivers events professionally and on time** – and that this is synonymous with the global view of the UK as a brand. One consultee stated that “the UK has built a reputation on being reliable – and their ability to host major events has driven this”. Both destinations and rights holders feel there is a **“trust factor”** when it comes to hosting events in the UK – “you know the contractual obligations are going to be filled, and the event will be delivered to a high standard. It makes you feel that it’s desirable, accessible and safe to go to”.

This perception of the UK’s image as a dependable and reliable host is further enhanced by its staging of two events that have been re-allocated from Russia in light of the Russian invasion of Ukraine – the European Breaking Championships and the ISU Grand Prix of Ice Skating. **The UK was able to move**



“The UK sells itself as an export through major events – it sells its intelligence and expertise incredibly well”

Global destination

quickly to acquire these rights, pointing to an effective structure.

Whilst the UK scored well in terms of being a reliable and secure host, some consultees believe the UK could challenge itself and evolve at a quicker pace. UK Sport could consider how they build on their safe and secure reputation whilst still keeping pace with an ever evolving and ambitious events landscape.

The UK has the potential to benefit commercially from major sporting events

Our consultation indicated that many believe the UK has a strong commercial market, noting events were typically marketed well and the country was able to benefit from a strong pool of interested sponsors. Responses indicated that the professional approach to hosting events means that international sponsors are willing to invest in the UK. This strong commerci-

al landscape means that rights holders see the UK as “financially safe”, with confidence that they will generate significant revenues. The UK’s broadcast time zone also supports this, with a western European location providing a useful balance between the strong US and Asian markets.

This is beneficial to the UK as it can minimise the risk it takes on when hosting events, allowing the country to deliver sizeable benefits without taking on significant risk.

Staging major sporting events successfully in the UK also often provides benefit to UK businesses

Consultees felt that a legacy of past major sporting events held in the UK (such as the London 2012 Olympic and Paralympic Games) is the UK’s “people power”, with a well-equipped workforce that know how to deliver events well.

This perception of the UK allows the country to capitalise on its export value

and sell its experience into other countries. An example of this benefit for the UK and its businesses can be seen in the FIFA World Cup Qatar 2022. The Organising Committee has awarded significant contracts to companies in the UK, harnessing its skills and expertise. Whilst data on British business with subsidiaries or affiliates is hard to capture, analysis shows that 4% of the \$9bn spend has been paid to British businesses – an investment of \$360m into the UK*.

The UK has a strategic approach to event hosting that allows it to harness the benefits that events bring

The majority of consultees believe the UK Government understands the return on investment that major sporting events provide and are therefore prepared to invest ambitiously. They commented that there is clearly a “good understanding of the value events bring, and they are well set up to maximise the value”. Many destinations noted they



perceive the UK to have significant budgets allocated to hosting events, stating that they themselves aspired to have these budgets. The UK should be mindful of how this view is perceived across the globe. 100% of destinations and 75% of rights holders feel that the UK is **well set up to acquire events** through its aligned stakeholder landscape. It was noted that having a dedicated unit, such as UK Sport, is beneficial to acquiring events.

UK Sport and UK Government invest in events because of the legacy they bring

Destinations feel that the UK focuses on events that are purpose driven and will genuinely benefit the UK's sporting "ecosystem". Consultees felt that **the UK is broadly well set up to deliver legacy** from its events but feel the UK could tell the story of what its events deliver in a more meaningful way. Some felt that the legacy of events was not always

visible. Only 46% of other destinations consulted believed the UK delivered lasting legacy from its events – there is potential to raise awareness of the legacy activities that are being delivered.

Both destinations and rights holders feel that **the UK understands the link between major events and inspiring grassroots sports** – and therefore has the ability to use major sporting events to grow participation. Rights holders in particular believe the UK recognises that legacy must be planned for in advance of events being staged, especially in terms of the ability to **ensure facilities are available to support expected spikes in participation levels**. The UK should continue to ensure legacy planning is at the heart of its events, and more visible to a non-UK audience.

The UK's venue stock varies in size and scale – allowing it to deliver an interesting range of events

A high proportion of consultees commented that the UK has a good range of venues and infrastructure. The breadth of venues and associated capacities means the country can host a wide range of major sporting events. For example, the final of the 2022 UEFA Women's European Championships filled Wembley Stadium, but earlier rounds of the competition were hosted in smaller venues across England, allowing the broadest range of football fans to experience the sport in an intimate, family friendly way to inspire future generations.

Whilst hosting major sporting events showcases the UK as a global brand, the international view is primarily focused on London

When rights holders and destinations were asked which destinations they most admired, the UK was consistently among the names listed. Other destinations included France (Paris), Australia, UAE (Dubai), USA (New York City) and New Zealand. However, many global destinations outside Europe intermingled their use of "the UK" and "London" in their response. London is potentially a stronger brand than the UK in some markets.

Consultees noted that in recent years they have seen a broader range of destinations showcased via event broadcast and production, but the majority of destinations we spoke to struggled to identify event hosts and cities outside of London and Birmingham.



Major sporting events offer an opportunity for the UK to improve its perception as an innovative and creative brand

Sport is always evolving, and organisations involved in sport need to adapt and progress. New regions and countries are increasingly showing their hosting ambitions and forcing more established hosts to innovate and develop. While it is clear that hosting major events showcase the UK as a reliable and trusted host, the potential to **showcase the UK's innovation credentials** has perhaps not been as well harnessed.

Our panel survey demonstrates that this is important to the UK population, with **over 90% of respondents agreeing that hosting major sporting events helps to showcase the country as innovative and creative**, and 89% believing that this is an important benefit for the UK.

Our consultation indicated that **many destinations see the UK as creative and**

innovative – although this was not the belief of all consultees. Destinations that were named as innovative include USA (Los Angeles), Japan, South Korea and UAE (Dubai).

Innovation is difficult to define – it means different things to different people. Whilst there is still potential to be unlocked in this area, the UK has innovated in specific areas, through:

- An evolving approach to event delivery
- The integration of disabled and non-disabled sport
- A determination to embed gender equality into the UK's sporting culture
- A forward-thinking approach to acquiring new and diverse events.



*“The fairest,
greenest and
fastest
Commonwealth
Games ever”*



Events in the UK continue to evolve – the delivery of the Birmingham Commonwealth Games is a tangible example of the country's desire to innovate

In our consultation, many destinations commented that it is “daunting” to host a multi-sport event such as the Commonwealth Games – especially at late notice. The approach to delivering the 2022 Commonwealth Games included a range of innovations and new concepts that will allow lessons to be continuously learned in the future:

- DCMS have stated that Birmingham 2022 was the “fairest, greenest and fastest Commonwealth Games ever”*
- The Games were delivered in a record 4.5-year delivery timeframe rather than the usual seven years*, with over half that time affected by the COVID-19 pandemic

- The event staged the biggest integrated para-sport programme in Commonwealth Games history
- There were more women's than men's medal events – a first in major multi-sport event history
- It established a bold ambition to deliver the most sustainable Commonwealth Games yet
- The first relaxed Festival Site was developed to be more accessible and inclusive for all
- It was the first ever Commonwealth Games with a Social Value Charter, which considered the wider economic, social and environmental effects of delivering the Games, ensuring that inclusivity and human rights were at the forefront of Games delivery*.

The UK is at the forefront of para-sport and is innovative in its approach to combining disabled and non-disabled sport

When London staged the 2012 Olympic and Paralympic Games, there was a clear ambition: not to try and simply 'do better' in terms of inclusivity and integration, but to create an entirely new Paralympic model. Our consultation indicates that the UK continues to develop an innovative and ambitious approach to combining disabled and non-disabled sport – using sport to be the showcase of the inclusive society that the UK is committed to being.

The UK's commitment to this approach allowed another milestone to be achieved in 2022. Taekwondo and Para-Taekwondo were integrated for the first time when the UK hosted the 2022 European Taekwondo Championships, the 2022 World Taekwondo Grand Prix III and the World Para Taekwondo Grand Prix.

The desire for parity was harnessed by Taekwondo GB's ambition to work with World Taekwondo and European Taekwondo to give their athletes a shared platform. The integration of the two events was seamless – disabled and non-disabled athletes were given the same service level and experience from transport to accommodation.

Analysis demonstrates that the European Taekwondo Championships have been a particular highlight in integrating disability sport – all athletes competed under the same umbrella, with standardised media, broadcast and digital coverage. The feedback from athletes further demonstrate the value that such innovation provides:

- "We're all one team – it's nice to have the unity"
- "Events like this will encourage people to promote inclusion within sport"





In August, Swansea played host to Britain's **first ever standalone Para Triathlon World Series event**, giving new impetus to the sport's international and Paralympic development. UK Sport funding was also allocated to a **week-long festival of para-sport events** with Disability Sport Wales, with a goal to grow participation and raise awareness of disabled sport.

Established with a mission to **"drive para triathlon parity"**, the event raised the bar for presentation of the discipline; created new opportunities for people with disabilities to swim, bike and run; and was staged alongside the city's IRONMAN 70.3 World Championship Qualifier and mass participation race.

More significantly for the long-term sustainability of the sport, Swansea also welcomed 55 delegates from 21 nations to the **first International Para Triathlon Conference**.

Three days of workshops and round

table discussions stimulated new ideas from event presentation to investment and established new knowledge-sharing networks that will help build a stronger future at the highest level of para-sport.

UK Sport will continue to invest in both the Para Triathlon World Series event and the festival of para-sport.

Gender equality is embedded into UK culture through sport

Over the past decade, **90% of events in the UK Sport funding programme have included both male and female athletes**. In 2022, the emphasis the UK places on women's sport was demonstrated through the staging of the Rugby League World Cup and the UEFA Women's EURO 2022.

For the first time ever, the men's, women's and wheelchair Rugby League World Cup tournaments were staged together, giving **female and disabled athletes the same media platform as male athletes**.

The UEFA Women's EURO 2022 was a game-changing tournament with **over 416,000 new opportunities** (to play, coach, officiate and volunteer) created for girls and women to engage in grassroots legacy football activities*. This was the result of targeted investment by the organisers and UK Government, aligning with international policy for gender equality.

Our consultation highlighted that many rights holders and destinations see the UK as an important influence on gender equality. The consultation noted that there is a **genuine commitment to women's sport** as a whole.

This commitment continues. All events that have currently been secured to host in the UK have both men and women competing, with the exception of Rugby World Cup 2025 (Women's). Analysis of events that are secured or future hosting targets show that 85% have both men and women competing, 11% are men's-only events and 4% are women's-only.

The UK is forward thinking in its approach to acquiring events that attract a broad demographic

Manchester's hosting of the 2022 European Breaking Championships is the first ever Olympic Breaking pathway event in the UK, it is a fantastic opportunity to engage demographics beyond the reach of most mainstream sports events. The event is a critical step to the dancers securing their qualification positions on the road to Paris 2024, where Breaking will feature on the Olympic programme for the first time. The engagement plan means the country will not only generate increased awareness of the sport, it will build lasting connections with young people (who are the typical demographic). The programme involves participation schemes, discounted tickets for young people and free / discounted Breaking sessions in schools across Manchester (some of which will be delivered by athletes that competed at the Championships). Their end goal is the creation of an annual schools' event.



“The UK is ambitious across all events and sports, especially women’s sport”

European city destination



LOOKING AHEAD

Our consultation exercise was largely positive, but did identify opportunities for the UK to build on. The country is seen as reliable and safe – but the international perception is that the UK could enhance this view with a more innovative event hosting approach. Some consultees asked the UK, “How do you ensure you don’t rest on your laurels? How do you keep striving?”

Innovation is at the forefront of what athletes, fans, media and sponsors are looking for. As a consequence, there is an opportunity for increased focus in understanding how people interact with events, and what else events can deliver for their stakeholders. Understanding how to maintain a reliable and safe reputation whilst still evolving and innovating is an interesting area for the country to explore further.

Our consultation also indicated there is further opportunity for the UK to evolve in how it delivers events sustainably. Only 31% of destinations think the UK is a sustainable event host (although 75% of rights holders believe the UK is).

This discrepancy indicates that organisations close to the UK can see the strides the country is making in this area, but there is an opportunity to spread this messaging and commitment further. This is further explored in section 5 of this report.



WORLD ARTISTIC GYMNASTICS CHAMPIONSHIPS

Liverpool's hosting of the World Artistic Gymnastics Championships is inspiring art and movement across the city in 2022.

This year's River of Light festival – an illuminated gallery trail on the world-famous Waterfront – was titled An Unexpected Twist in honour of the occasion and guided spectators to the M&S Bank Arena event.

The championships are also supporting physical activity for older people by providing training for staff in 7 care homes across the city to deliver the Love to Move programme. This initiative provides age and dementia-friendly chair-based gymnastics sessions to support memory, balance, flexibility and finger dexterity.

Love to Move combines foundation gymnastic skills with cognitive stimulation therapy and social activities, using exercises that work the left and right sides of the brain separately. The programme is already supporting many older people's physical and cognitive health, and the World Artistic Gymnastics Championships are now bringing its benefits to Liverpool too.

Sporting



The UK's commitment to invest in and host a wide range of major sporting events helps to improve athletes' chances of success

While the majority of this report has outlined the value that major sports events delivered off the field of play (for the economy, society and the UK's reputation), staging events on home soil in 2022 created positive impact on the field of play too. UK Sport's goal is to remain one of the world-leading nations for sporting success by winning medals on the global stage. As part of this, the UK is dedicated to investing strategically in a wide range of different sports events to create opportunities to empower a broader range of medallists that reflect the diversity of British society.

Across the 12 UK events analysed in 2022, **315 British medals were won**. Competing in front of a home crowd proved successful at the **Birmingham Commonwealth Games** when the UK secured an **additional 46 medals** comp-

ared to the 2018 Gold Coast Commonwealth Games. It is significant that England won 30% more medals and Scotland 16% more than the previous edition.

While medal success is important, the UK is particularly focused on investing in staging events that increase the chances of British athletes qualifying for the Olympic and Paralympic Games. To that end, in 2022, **66% of the analysed events, hosted by the UK provided opportunities to gain ranking points or direct qualification to the Games.**

The **World Gymnastics Championships in Liverpool was a milestone event** for many British athletes. For the first time ever, athletes won bronze in the women's all-around and gold in the men's floor. The team GB success in the championships meant **they were**

315

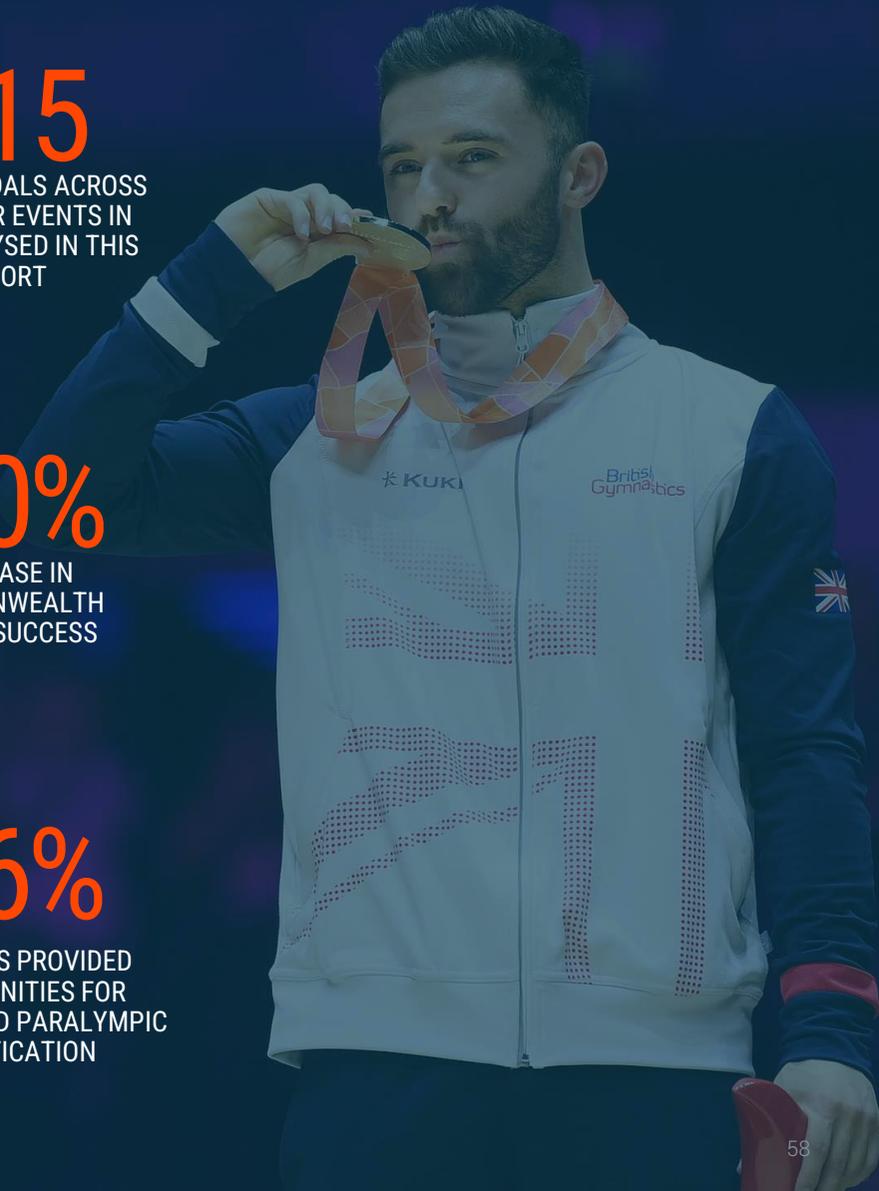
BRITISH MEDALS ACROSS
THE MAJOR EVENTS IN
2022 ANALYSED IN THIS
REPORT

20%

INCREASE IN
COMMONWEALTH
MEDAL SUCCESS

66%

OF EVENTS PROVIDED
OPPORTUNITIES FOR
OLYMPIC AND PARALYMPIC
QUALIFICATION





the only nation to secure qualification for both men's and women's team for the Paris 2024 Olympics.

This year the UK staged its first **Figure Skating Senior Grand Prix**. Demonstrating that the 'home advantage' does ring true, British skaters **qualified for the grand prix final for the first time in 13 years**. The event will provide an important stepping stone towards the winter Olympics 2026. As the host nation of this event, it unlocked an additional 5 places for GB athletes, higher than ever before.

The UK was chosen to host one of the newest additions to the 2024 Olympic disciplines, the **2022 WDSF European Breaking Championships**. The Manchester event was the **first ever Olympic pathway for the sport**, in which the UK secured a silver medal, ensuring qualification for the European Games.

“It was crazy stepping out onto the ice and people were cheering for us already. We’re used to seeing this for competitors in other countries so it was emotional and overwhelming to experience that for ourselves”

British skaters - Lilah Fear and Lewis Gibson



BIRMINGHAM 2022 COMMONWEALTH GAMES

What does success look like? On any measure you choose, it looks like Birmingham's Commonwealth Games of 2022.

For the nations of the UK, there was success on the track, field, pitch and court. The most diverse and inclusive England team ever assembled won more medals than ever before, while Northern Ireland enjoyed its most successful Games and Scotland's performance was second only to its home-soil effort at Glasgow 2014.

On measures of equality and diversity, this was a truly ground-breaking moment in world sport too. Birmingham 2022 was the first major international multi-sport event to offer more women's medals than men's. It delivered the biggest integrated para sport programme in Commonwealth Games history. And it was the first edition to commit to a Social Value Charter that prioritised inclusivity and human rights in the way the event was run.

For Birmingham itself, this was the city's time to shine. It proved itself a spectacular and welcoming host, a community of 180 nations that made this a home Games for every competing team. It strengthened its reputation as a destination for inward investment, with a Business and Tourism Programme that attracted new events, conferences and trade to the city. And it used the Games to accelerate infrastructure investment and regeneration across the West Midlands, in everything from sports facilities to transport links and new homes.



Sustainability



Hosting major sporting events can help to develop and promote new sustainable delivery approaches

Major sporting events hosted in 2022 showcased the UK's commitment to delivering a sustainable future for sport. Analysis has focused on exploring the event delivery plans of two events delivered in 2022:

- World Rowing Coastal Championships and Beach Spring Finals
- AJ Bell 2022 World Triathlon Championship Series Leeds

CASE STUDY: WORLD ROWING COASTAL CHAMPIONSHIPS AND BEACH SPRINT FINALS WALES 2022

The 2022 edition of the event, held in Saundersfoot, Wales, became the first ever rowing event of its type to achieve ISO (International Organization for Standardisation) certification in sustainable events ISO20121*.

The event ensured that sustainability was embedded in event delivery by creating an event management system to:

- Identify the environmental, economic and social impacts of the event
- Implement measures and practices to monitor and reduce such impacts
- Engage event stakeholders and local communities on the importance of sustainability for the overall event and for British Rowing.

Evidence was provided on how to manage risks as well as identify opportunities (e.g.

marketing for local business and supply chains). KPIs were developed against four areas, supported by associated actions that are continuously monitored to show compliance to the ISO standard.

- Responsible use of resources
- Participation and reach
- Protecting people and the planet
- Operation and ethos.

Following the successful delivery of the event in October 2022, a full evaluation of KPIs and the event as a whole will be conducted to produce a report. The learnings from this event will be embedded in future world rowing events – thereby helping other organisations and events improve their own sustainable objectives.





The recognition of this event to such a Standard is significant and there is now an opportunity for other major sporting events to build on these standards

Notable achievements include:

- **Supporting charitable causes for wildlife.** The event engaged with World Wildlife Fund and Pembrokeshire National Partnership to raise funds for two marine focused environmental projects in Africa and Wales. At the centre of the event, was an environmental hub that highlighted the importance of sustainability and how we collectively look after the natural world.
- **Involvement of Welsh Universities.** To ensure that learning about sustainability continues after the event finishes, the organisers ensured that knowledge will be shared with others to leave a positive legacy. This took the form of training

the Wavemaker Volunteers on sustainability and offering a project to 3rd year BSc students from Swansea University to develop tools to monitor and evaluate the impact of the ISO Standard.

- **Procurement code.** The event was underpinned by a code that seeks to address resource efficiency, corporate responsibility and environmental stewardship across all aspects of the event. Importance has been placed on ensuring partnerships were only made with responsible suppliers and contractors; that treat their staff well, understand their products and materials and demonstrate their responsibility to protect the environment and foster good relations with their local communities.

CASE STUDY: AJ BELL WORLD TRIATHLON CHAMPIONSHIP SERIES LEEDS

In 2020 World Triathlon launched their sustainability guidelines setting out approaches and best practices to organisers in order to collaboratively host environmentally friendly events. The guidelines included 15 categories, with specific calls for action. World Triathlon events award each event host with either a Gold, Silver or Bronze Sustainability certification.

With the application aptly being submitted on this year's 'Earth Day', AJ Bell 2022 World Triathlon Championship Series Leeds became the **first ever global World Triathlon event to achieve a Gold Certificate of Sustainability**.

This gold award demonstrates the ongoing commitment by British Triathlon to environmental sustainability. In 2021, they launched their own Sustainability Commission to ensure they continue

working towards realising their sustainability framework.

The Gold award is another recognition of the UK's commitment in this area. Notable achievements from this event include:

- Medals made from wood sourced from FSC-certified forests in South Wales. FSC-certified forests are managed in a way that preserves biological diversity, with the wood harvested in a sustainable way to promote forest ecology
- Other merchandise that was available at the event utilised recycled plastics and sustainable cotton
- Finish line water was supplied in sustainably sourced cartons made from SC-certified paper-board and Bonsucro-certified sugarcane caps.



40% of all respondents to our national survey said that minimising the negative environmental impacts when delivering major events is very important

84% of all respondents said that it was important or very important that the UK uses its major events to provide a platform to highlight sustainability issues

LOOKING AHEAD

It is evident that environmental and sustainability issues are an increasingly high priority for the majority of the population. Sport can play an active and vital role in ensuring environmental sustainability is at the forefront of our minds.

As evidenced here, the UK is making strides in improving its environmental credentials. However, the consultation with destinations and rights holders conducted as part of this report's research indicates that improvements in this area are not well known internationally. The UK could therefore improve the way in which it showcases the progress it has made in this area. Destinations commented that "the UK doesn't stand out in this area" and they felt the country could "do more".

It is significant that rights holders, who have had more direct interaction with the UK, spoke more positively

about the work the UK has done in this area. 75% of rights holders felt that the UK is a sustainable event host, whilst only 36% of destinations we consulted felt this. The majority of rights holders feel that the UK is "serious" about environmental sustainability and also noted, "we feel that if we brought an event to the UK, [environmental sustainability] would be a focus"

There is therefore an opportunity to make destinations around the world aware of the work the UK does, to help build the UK's brand in this area. There was a recognition during the consultations that environmental sustainability isn't something that has been 'conquered' and there is a real opportunity to try and be a leader in this area.

Destinations pointed to Scandinavian countries as those that had successfully embedded sustainability into its culture and as destinations they look to learn from.

Our conclusions



WHAT VALUE DID MAJOR SPORTS EVENTS DELIVER TO THE UK IN 2022?

ECONOMIC IMPACT

£21.9m

UK SPORT INVESTMENT#

CUMULATIVE DIRECT ECONOMIC IMPACT#

£132m

OF WHICH 76% WAS OUTSIDE OF LONDON



2.7m+

TOTAL ATTENDANCE

79%

OF UK POPULATION LIVE WITHIN 50 MILES OF A HOST VENUE

1,600 FTE JOBS SUPPORTED#

SOCIETAL IMPACT

54% FEEL MORE CONNECTED TO THEIR COMMUNITY WHEN ATTENDING EVENTS



VOLUNTEERS AT UK MAJOR SPORTS EVENTS IN 2022

23k+

90% OF UKS-FUNDED EVENTS INCLUDED BOTH MALE AND FEMALE ATHLETES

70% SAID WATCHING OR ATTENDING MAJOR SPORTS EVENTS POSITIVELY IMPACTS THEIR HAPPINESS

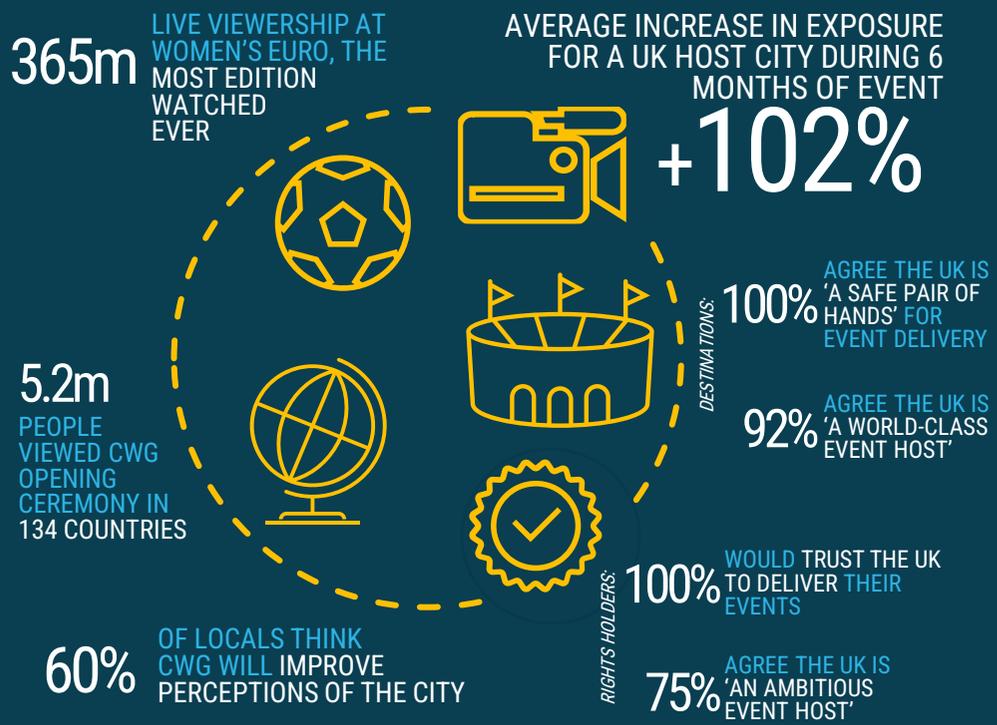
83% OF THE UK POPULATION FEEL PROUD THAT THE UK IS HOSTING MAJOR SPORTING EVENTS

EXCLUDES COMMONWEALTH GAMES 2022



WHAT VALUE DID MAJOR SPORTS EVENTS DELIVER TO THE UK IN 2022?

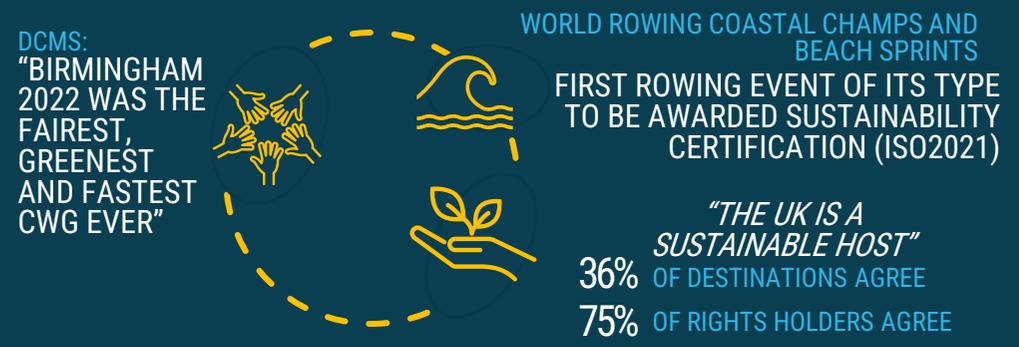
REPUTATIONAL IMPACT



SPORTING IMPACT



ENVIRONMENTAL SUSTAINABILITY



About The Sports Consultancy

The Sports Consultancy is a London-based agency that works with the world's largest events, host nations and sponsors of sport.

They have built a reputation as the world's leading agency specialising in all aspects of the of the relationships between host cities, major international event owners and commercial partners.

They have developed and conducted impact assessments of some of the world's highest-profile major sporting events.

With a network of over 200 global cities, they have also advised a range of public sector organisations at a national, regional and city government level on their major event hosting strategies and impact evaluation.

Their quantitative and qualitative impact evaluation methodologies cover the full breadth of benefits available to cities, with particular expertise in economic, social and reputational impacts.





References

References relate to asterisks throughout the report. Numbers below refer to page numbers.

Page

- ¹⁴ The Pinnacle Events Programme brings together those 'mega events' funded exceptionally by Government on a one-off basis, alongside UK Sport's National Lottery funding which supports World Championships and certain European Championships.
- ¹⁹ See following page in appendices for breakdown of data per event, sources and methodology.
- ²¹ Distribution of funding between host locations for Women's EURO and Rugby League World Cup estimated based on number and scale of events per location.
- ²² TSC analysis, calculated using ONS Mid-2020 population estimates. Distance as the crow flies.
- ²⁷ Quantitative information on the Birmingham festival: [Link](#)
- ²⁸ Data from TSC panel survey with UK population representative sample, September 2022.
- ²⁸ Data from the spectators' survey conducted by the Commonwealth Games Organising Committee: [Link](#)
- ²⁹ RLWC2021 Social Impact Interim Report: [Link](#)
- ²⁹ Women's EURO Flash Report: [Link](#)

Page

- ³² Timeout: How Birmingham has transformed for the Commonwealth Games: [Link](#)
- ³⁷ Commonwealth Games 2022 website: [Link](#)
- ⁴⁵ Visit Britain: Britain's image overseas: [Link](#)
- ⁴⁵ UK Sport: Soft power, trade and investment: [Link](#)
- ⁴⁷ Analysis from Qatar Supreme Committee for Delivery & Legacy.
- ⁵¹ DCMS "fairest, greenest and fittest Commonwealth Games ever": [Link](#)
- ⁵¹ On 13 March 2017, the Commonwealth Games Federation stripped Durban of their rights to host the 2022 Games. On 21 December 2017, Birmingham was awarded the 2022 Games as Durban's replacement host.
- ⁵¹ Commonwealth Games 2022 website: [Link](#)
- ⁵⁴ UEFA report: [Link](#)
- ⁶² ISO.org: [Link](#)



2 Economic Impact event, sources and methodology.

Event	Spectators	Source	Direct economic impact	Source	UK Sport funding	Source
European Taekwondo and Para Taekwondo Championships	3,977	UK Sport data (actual)	£ 1,240,601	EventIMPACTS calculation using estimated attendance data & spending assumptions	£ 269,000	UK Sport data
World Triathlon Championship Series	80,000	UK Sport data (estimate)	£ 1,000,000	EventIMPACTS calculation using estimated attendance data & spending assumptions	£ 305,995	UK Sport data
2022 UEFA Women's European Championships	574,875	UEFA report (actual)	£ 81,232,921 (total GVA)	GVA data provided by EY / UEFA (actual)	£ 3,026,125	UK Sport data
Commonwealth Games	1,500,000	UK Government data from press release (actual)	N/A	No data available at time of publication	N/A	No data available at time of publication
ITU Para Triathlon World Series	1,000	UK Sport data (actual)	£ 408,543	EventIMPACTS calculation using actual attendance data & spending assumptions	£ 123,000	UK Sport data
World Rowing Coastal Championships and Beach Sprint Finals	6,000	UK Sport data (projected)	£ 1,072,000	EventIMPACTS calculation using estimated attendance data & spending assumptions	£ 210,000	UK Sport data
Rugby League World Cup	473,606	RLWC data (actual)	£ 40,036,911	EventIMPACTS calculation using RLWC attendance data and spending assumptions	£ 15,000,000	UK Sport data
Para Taekwondo Grand Prix	1,805	UK Sport data (actual)	£ 915,142	EventIMPACTS calculation using estimated attendance data & spending assumptions	£ 118,669	UK Sport data
World Taekwondo Grand Prix III					£ 308,000	UK Sport data
World Artistic Gymnastics Championships	35,000	UK Sport data (actual)	£ 5,000,000	EventIMPACTS calculation using estimated attendance data & spending assumptions	£ 1,754,000	UK Sport data
European Breakdancing Championships	1,800	UK Sport data (actual)	£ 351,800	EventIMPACTS calculation using estimated attendance data & spending assumptions	£ 495,000	UK Sport data
ISU Grand Prix of Ice Skating	3,000	UK Sport data (actual)	£ 1,150,000	EventIMPACTS calculation using estimated attendance data & spending assumptions	£ 230,000	UK Sport data



Consultations

With grateful thanks to individuals from the following organisations for taking part in the consultation to help inform this report:

- Australian Government – Office for Sport
- Cote D'or National Sports Complex
- City of Cape Town
- City of Stockholm
- Dubai Tourism
- Events DC
- FEI
- Irish Government - Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media
- Los Angeles Sports Council
- NEOM
- Paris Convention and Visitors Bureau
- SP Turis
- Sport Hosting Vancouver
- Top Sport Amsterdam
- Wonderful Copenhagen
- World Rugby
- World Athletics
- World Volleyball
- World Triathlon

It should be noted that the views expressed in our consultation interviews were by individuals and were not directly representative of their organisation

Images courtesy of: Getty Images, Ben Tufnell (p.15 and 61), World Triathlon (p.17) and Tamas Racz (p.35 and 44).



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