

# Government Support of Major Events

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## MAIN THEME

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- Increasing competition to stage major events
- Increasing requirements from IFs
- Increasing complexity
- Increasing expectations from viewers/spectators
- Increasing cost of major events
- **Increasing need for government subsidy**
- *For most sports, government (and not sponsors) are the primary source of financing major events. However, little attention is paid to understanding, measuring and servicing what governments want from events.*

## SUMMARY

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- UK Government 's Approach
- **Objective 1: Political & International Impact**
- Case Study: 2007 World Mountain Bike Championships
- **Objective 2: Tourism Impacts**
- **Objective 3: Economic Impacts**
- Case Study: 2008 World Swimming Championships (25m)
- **Objective 4: Sporting Impacts**
- **Objective 5: Social Impacts**
- Case Study: 2011 World Badminton Championships
- Conclusion

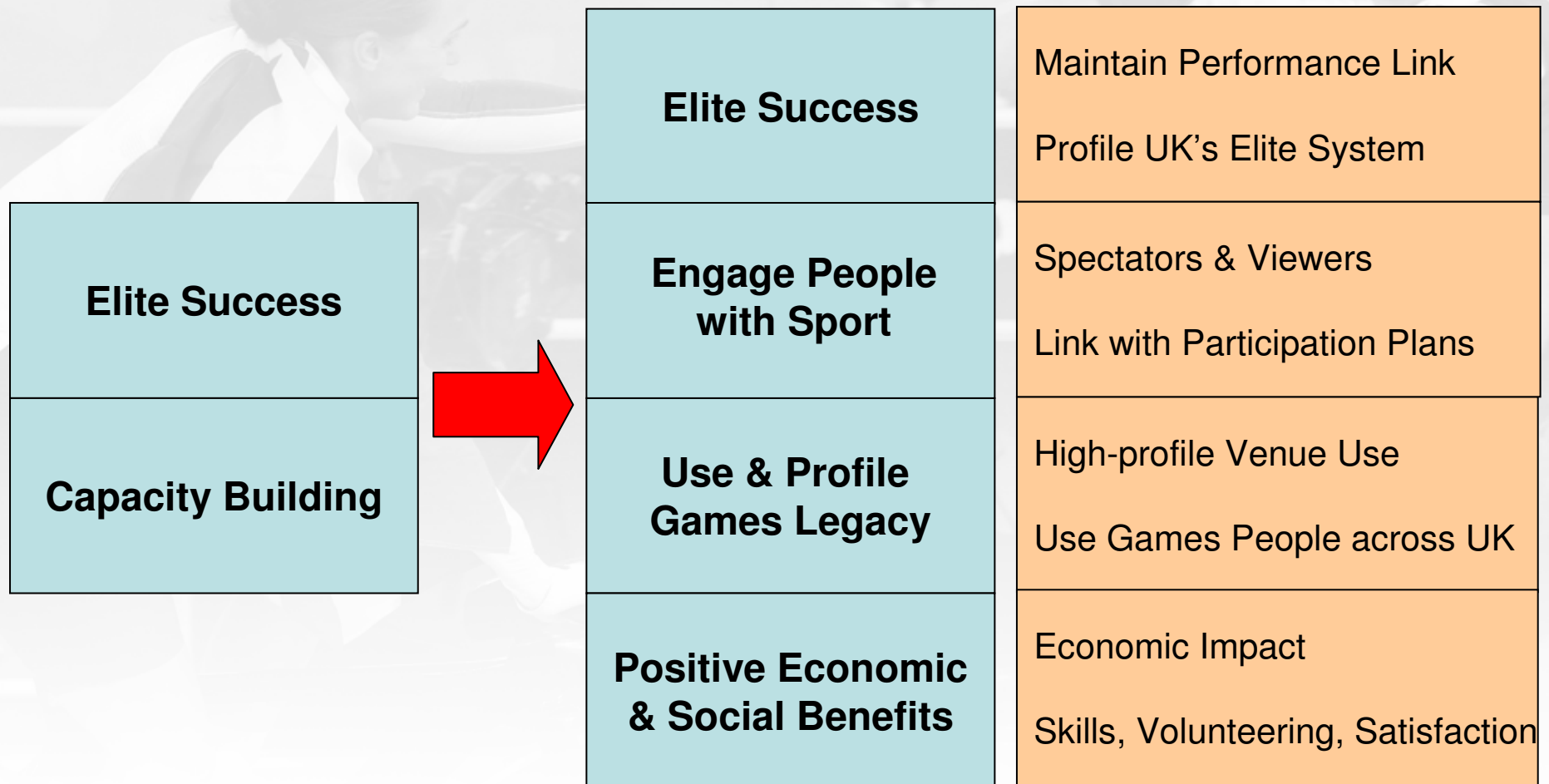
# UK GOVERNMENT APPROACH

- UK Sport: Origins, Status, Remit, Size & Functions
- Major Events: UK Sport provides:
  - Strategic Support
  - Financial Support
  - Technical Support
- How UK Government works with National Federations
- Role of Regional Government

## LONDON CYCLE

- **84 major events in London Cycle (x4 increase)**
- Public access to O&P Sport (39 Sports in 20 UK Cities)
- Performance gains for GB Athletes
- World-class event-staging system (ITO/NTOs/Test Events)
- Economic benefits for host regions
- Generating public/commercial revenue (1:2)
- 50% of events secured

## POST-LONDON DIRECTION

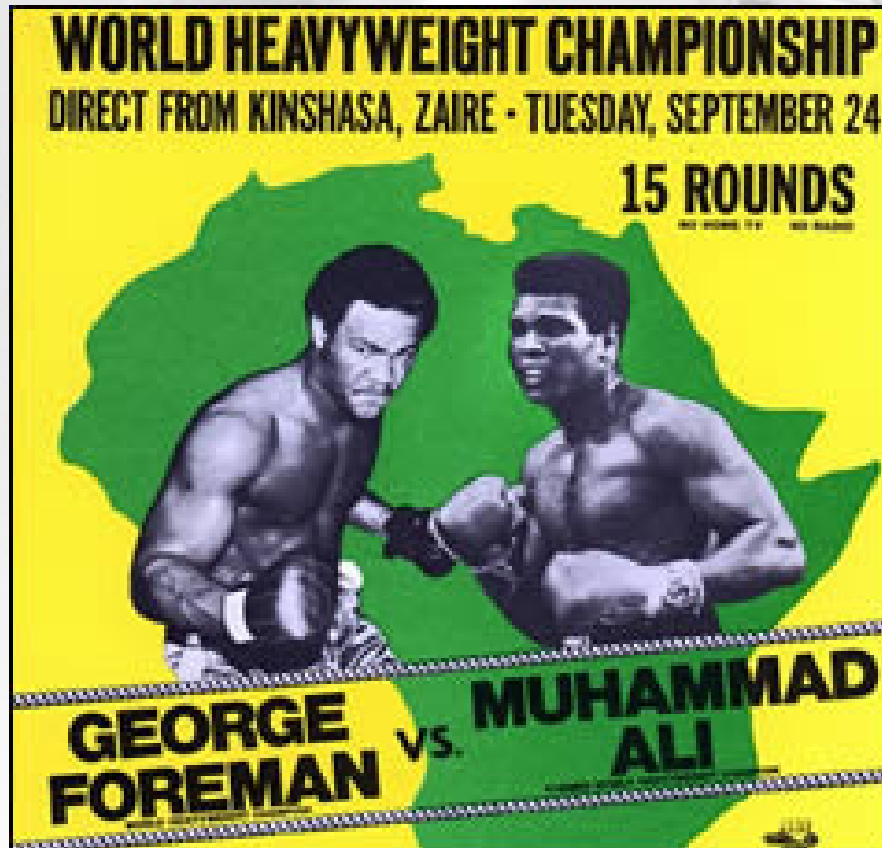




# POLITICAL & INTERNATIONAL PERCEPTION



## POLITICAL & INTERNATIONAL PERCEPTION





## 2007 World Mountain Bike Champs

- Financial Overview
- Economic: 40,000 spectators, £5.9 to Lochaber, £1.5m to Scotland
- Social: New helmet scheme, Schools final
- Infrastructure: New Torlundy Cycleway
- Tourism: New permanent trails, Scotland named No.1 MTB destination in the world, TV coverage 33 hrs in 20 countries
- Sport: World Junior Champion, Beijing qualification event



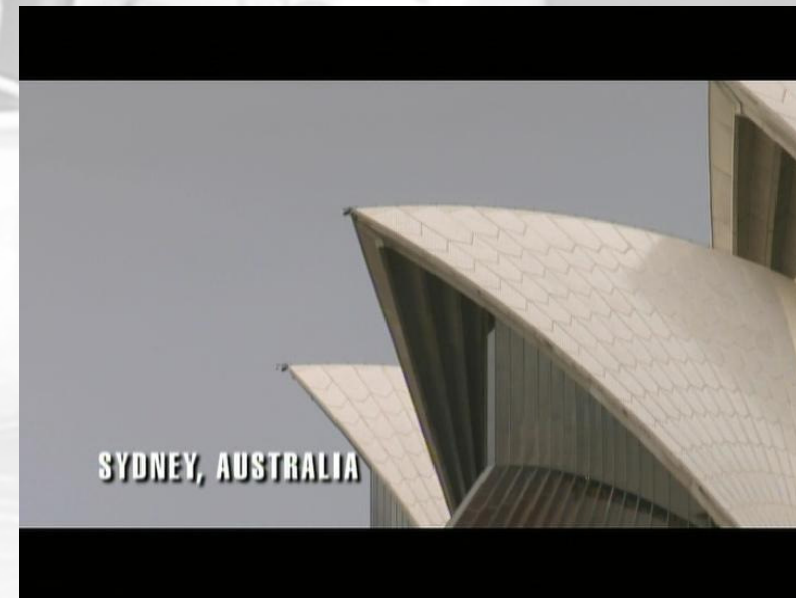
## TOURISM

- Direct Tourism - Mega Events (FIFA, Olympics)
- Indirect Tourism - Major Events (World Champs)
- TV/Media exposure enables National/City Branding



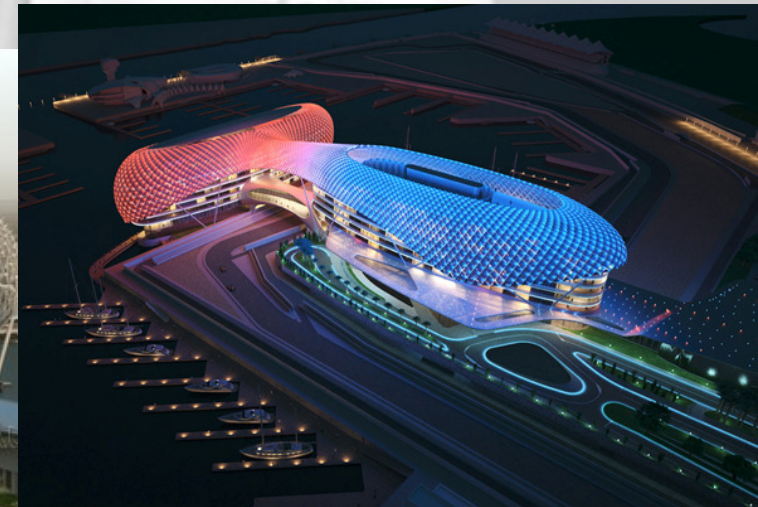
# TOURISM

- Product placement
- Product placing 'tourism assets' in host broadcast



# TOURISM

- F1 Broadcast – Tourism exposure (high rights fees)
- Brand Impact – F1 raises perceptions of all host cities as place to live and work





# TOURISM

- Badminton's tourism assets:
  - Strong TV coverage
  - Popularity in Chinese market (eg one of London's target markets)
- Badminton's tourism weaknesses:
  - Indoor sport
  - Not sophisticated in terms of host broadcast



## ECONOMIC IMPACT

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- Critical factor in securing Government support
  - **Net** change in **host economy** as a **direct** result of event
  - 1997 UK Sport work – led to major regional investment
  - Differing approaches (Champions League Final estimates)
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- Mega Events can stimulate national GDP (Euro 96)
  - Major Events can stimulate regional GDP

## ECONOMIC IMPACT

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- **Stage 1: Define 'Host Economy'**
  - Postcode definition
  - Smaller the economy the bigger the impact
- **Stage 2: Establish Eligible Visitor Numbers**
  - Define total event attendance
  - Discount repeat viewers
  - Discount local residents
  - Discount casual visitors

## ECONOMIC IMPACT

- **Stage 3: Identify Eligible Visitor Spend**
  - Survey to identify average spending patterns
  - Discount 'leakage' to non-local vendors
- **Stage 4: Establish Net Organiser Spend**
  - Net calculation of organiser spend in host economy
- **Stage 5: Direct Economic Impact**
- **Stage 6: Total Economic Impact**

## ECONOMIC IMPACT - SUDIRMAN CUP 07

- 61% spectators from outside Glasgow
- 38% from outside Scotland
- 24% from outside UK
- £6.69m Total Economic Impact to Glasgow
- £3.5m Total Economic Impact to Scotland
- From £750k National/Regional Govt Funding (ratios)
- IRB Study: Potential EI of RWC (£200m-£800m direct and £610m to £2.1b total)

# 2008 FINA Swimming World Champs (25m)

■ DVD Here





## 2008 FINA Swimming World Champs (25m)

- Financial Overview
- Sport: Preparation for Beijing - 'podium experience'
- Economic: 35,000 Spectators, £7m economic impact
- Social: 2yr Legacy Co-ordinator, 400 volunteers recruited, 16,000 children attended FOC
- Influence: FINA Executive, Innovative approach



## SPORTING IMPACT

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- Winning medals is an expensive business
- Winning margins are decreasing
- What are the performance gains of hosting events?
- UKS Major study – WCh in OG Sports, 10,000 results
- 73% of World Champs, hosts increase performance
- Average performance gain of 25% for host nations
- Major variance across sports
- Major variance across countries

## SOCIAL IMPACTS

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- Development of UK Event Impact Framework
- *Purpose: To broaden, standardise and encourage the measurement of event impacts*
  - Social
  - Economic
  - Environmental
  - Tourism (Media)
- Open-access use (event organisers, funders, researchers)
- Helps sports to set measurable public-sector objectives

# SOCIAL IMPACTS

## Sociocultural

Attendance

Satisfaction

Identity/Place

Participation

Children/Youth

Volunteering/Skills

# SOCIAL IMPACTS

Sociocultural	Environmental
Attendance Satisfaction Identity/Place Participation Children/Youth Volunteering/Skills	Attendance Carbon Waste Sustainability



# SOCIAL IMPACTS

Sociocultural	Environmental	Economic
Attendance Satisfaction Identity/Place Participation Children/Youth Volunteering/Skills	Attendance Carbon Waste Sustainability	Attendance Economic Impact (a) Economic Impact (b) Economic Importance

# SOCIAL IMPACTS

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# SOCIAL IMPACTS

Satisfaction
Identity, Image & Place
Participation
Children & Young People
Volunteering & Skills

# SOCIAL IMPACTS

	Preliminary Impacts
Satisfaction	Pre-event attendee experience (multiple areas)
Identity, Image & Place	Anticipation and expectations of local people
Participation	Engagement with pre-event activities/workshops Pre-event training and preparation
Children & Young People	Absolute numbers of children / schools involved Number of organised activities Satisfaction of young people with event or ancillary activities Empowerment - young people involved in planning and delivery
Volunteering & Skills	Pre-event skills training Low-skilled volunteers used Economic value of volunteers C&YP volunteering



# SOCIAL IMPACTS

	Preliminary Impacts	Immediate Impacts
Satisfaction	Pre-event attendee experience (multiple areas)	Event attendee experience (multiple areas)
Identity, Image & Place	Anticipation and expectations of local people	Local Civic pride Visitor perception
Participation	Engagement with pre-event activities/workshops Pre-event training and preparation	Intention/desire to increase participation Advocate for events
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# SOCIAL IMPACTS

	Preliminary Impacts	Immediate Impacts	Change Impacts	
			(Short Term)	(Long Term)
Satisfaction	Pre-event attendee experience (multiple areas)	Event attendee experience (multiple areas)		
Identity, Image & Place	Anticipation and expectations of local people	Local Civic pride Visitor perception	Residential support for events Repeat visits	Number of future events in locale Subsequent visitors
Participation	Engagement with pre-event activities/workshops Pre-event training and preparation	Intention/desire to increase participation Advocate for events	Take-up of 'exit routes' Actual behavioural change	Conform with govt guidelines Advocate for active lifestyles
Children & Young People	Absolute numbers of children / schools involved Number of organised activities Satisfaction of young people with event or ancillary activities Empowerment - young people involved in planning and delivery		Take-up of 'exit routes' (volunteering and participation) Actual behaviour change	Conform with govt physical activity guidelines
Volunteering & Skills	Pre-event skills training Low-skilled volunteers used Economic value of volunteers C&YP volunteering		Repeat volunteers Enhanced personal & professional self-esteem	Career progression Advocate for volunteering

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	Overview & Considerations	Routes to Measurement	Resource
<b>PRELIMINARY IMPACTS</b>			
People who changed their behaviour in order to participate in a given event.	For example, those who took up distance running to be able to take part in a marathon or 10k such as the GYR on the basis that it is not the sort of thing you can just undertake without preparation.	Capture information at pre-event registration, or post event. Where participant details and data protection issues allow, online or postal surveys might be utilised.	
Engagement with pre-event activities or development plans aimed at those attending.	Attendance at activities aligned to the event that are designed to encourage audiences 'to have a go' and get a feel for an activity.  The absolute number or those from specifically targeted groups, similar to some of the data collected in the attendance section.	Working closely with organisers of the ancillary events is key to deriving the required information. Event organisers should maintain such records as a matter of course, especially if such activities are part of an event's business plan.	
New supply of facilities for engagement	Facilities that are built or refurbished specifically for an event that will provide local residents with a greater number of, or better avenues for, participation.		
<b>IMMEDIATE IMPACTS</b>			
Events as a catalyst to stimulate interest in the activities promoted by them and sport / culture more widely	Relates to attenders who report the intention to increase their own participation in similar activities following attendance at an event. Important that this is not confused with actual behaviour change (see below).  This question will help to demonstrate the inspirational/catalytic power of an event, which may lead to additional investment streams/initiatives to realise any apparent latent demand.	Simple question asking whether an event has inspired someone to 'have a go' or 'do more'. Clearly this will sit neatly alongside a question linked to the baseline of current participation levels in a particular activity.	<a href="#">Document 5.1</a> Inspirational vs. physical impacts  <a href="#">Document 5.2</a> . Examples from pilot events
Interest generated amongst specific target groups.	As above, but broken down by target population.		
Advocate for attendance at events	Statement of intent assessing the likelihood of attenders to recommend others to attend		
<b>CHANGE IMPACTS</b>			
Take up of 'exit routes' offered by the event.	Refers to the extent to which attenders engage with opportunities to 'participate' that are made available by means of the event.	Measured post event via longitudinal tracking of attenders	
Actual changes in behaviour beyond the initial inspirational impact	Need to be clear about whether intention to change behaviour is sufficient for M&E purposes. Longitudinal research examining legacies beyond the 'Wimbledon Effect' is likely to be needed to examine the extent to which intent was followed by action	Beyond questions about the intention to change behaviour, diary studies, blogs, AV tools and other electronic media might be used to provide more detail on any effects that an event might have brought about.  Contact details need to be collected to undertake some longitudinal research amongst those expressing intent to change their behaviour.	Actual change measured retrospectively at Freewheel. e.g. "Has your involvement in LFW '07 had any impact on your commuting by bike in the year since the event? See <a href="#">Document 5.3</a> . Assessing physical impacts

## SOCIAL IMPACTS

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- Happiness!
  - Suggested link between hosting and happiness?
  - Increase in productivity?!

## 2011 World Badminton Champs

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- Financial Overview
- Sport: 2012 Qualification & Seeding, 10% of general public aware of the Championships
- Social: 3000 young people try badminton in London, opportunity to engage with diverse ethnic groups
- Tourism: Significant international TV coverage



## CONCLUSION

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- Understand public sector impacts as least as well as private sector impacts
- IF needs to commission research around its major properties
- NFs need to understand government agendas and demonstrate how events can help
- Relationships with governments are arguably more important than with sponsors - increasingly the bigger IFs are marketing events direct to government

# Thank you.

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