



IN PARTNERSHIP WITH



VALUE OF EVENTS 2023

THE VALUE TO THE UK
FROM HOSTING MAJOR
SPORTING EVENTS

Each year, the UK continues to develop and enrich its major events portfolio, by pursuing new events to host or build upon its annually occurring events. Proven delivery success of major sporting events over the last decade has led to the UK becoming known as a global leader in hosting events of all scale and complexity. This reputation has resulted in the UK being selected to host first of its kind, global, mega events.

As the lead government agency overseeing major sporting events at the national level, UK Sport collaborates closely with its partners to ensure the UK continues to be seen as a top destination for hosting a variety of the world's most prominent events.

To enable this, UK Sport and the government provide both National Lottery and Exchequer funding, for the bidding and staging of strategically important events to the UK. The sustained commitment from stakeholders across the sporting ecosystem emphasises a consensus that major sporting events support a variety of benefits for the UK.

Building upon the foundations laid in the inaugural 2022 report, The Sports Consultancy has been commissioned for a consecutive year to assess the 'Value of Events 2023'. The primary focus of the report is to analyse the 16 events that received UK Sport support in 2023. However, in this year's report, consideration has also been given to other iconic British events that amplify the UK's sporting profile.

The breadth of the sport event portfolio in the UK creates a diverse and widespread range of impact across the nation.

They offer a platform to: champion environmental and social

policies, stimulate economic growth across the nation, bolster the performance of UK athletes through home-ground advantage, foster skill development among the population, and elevate the UK's global profile through marketing the nation as a great place to visit.

We have assessed the events in scope across five areas of impact:

ECONOMIC IMPACT: Measuring the injection of new revenue into the local economy generated from numerous visitors and understanding economic opportunities created such as new job opportunities and growth in supply chains.

SOCIAL IMPACT: Understanding positive social changes brought on from hosting major sporting events such as increased volunteering opportunities and social impact programmes.

ENVIRONMENTAL IMPACT: Assessing how different major sporting events carefully considered environmental sustainability, contributing to a greener planet for the future.

SPORTING IMPACT: Considering how hosting major sporting events provides athletes with increased opportunities to gain qualifications and ranking points, and how home advantage impacts performance.

REPUTATIONAL IMPACT: Measuring the increased awareness of the host destinations nationally and globally through the exposure to viewers and spectators.

INTRODUCTION



UK SPORT SUPPORTED EVENTS



2023 World Wheelchair Rugby European Championship



London Diamond League 2023



BWF 4 Nations Para Badminton International 2023



UIPM Modern Pentathlon and Laser Run World Championships 2023



FIH Hockey Pro League



2023 World Triathlon Championship Series Sunderland



2023 UCI Cycling World Championships



2023 ITTF European Para Table Tennis Championships



2023 World Triathlon Para Series Swansea



Manchester 2023 Para Swimming World Championships



IBSA World Games 2023



2023 Formula Kite European Championships



2023 ICF Canoe Slalom World Championships



FIG World Trampoline Championships 2023



Manchester 2023 World Taekwondo Grand Prix Final



Manchester 2023 World Para Taekwondo Grand Prix Final

HEADLINER EVENTS

THE OPEN

The Open Golf Championship



Wimbledon



Silverstone: The British Grand Prix



The Grand National



ROYAL ASCOT
Royal Ascot



London Marathon

The Value of Events 2023 report measures the impact of 16 elite sporting events hosted in the UK and form the core analysis of the report. These events have been made possible by National Lottery grants and Exchequer funding. In recognition of the far-reaching benefits that other iconic British events have, this report is supplemented with additional narrative around so-called 'Headliner Events'.

MAJOR SPORTING EVENTS IN SCOPE

The **2023 World Wheelchair Rugby European Championship**: Great Britain secured its Paralympic place, reaching the final after beating Germany 56-42



Beth Shriever blazed to her second world title with a series of flawless performances at the **2023 UCI Cycling World Championships**



The **IBSA World Games 2023** was not only officially the largest sporting event ever staged for people with a visual impairment, but also saw the very first Blind Football World Championships for Women ever staged globally



Bryony Page retained her title at the **FIG World Trampoline Championships 2023**



Great Britain's men's team beat India 4-2 in London, moving to the top of the **FIH Hockey Pro League** table



European gold for Ellie Aldridge and the Beach Club initiative at the **2023 Formula Kite European Championships**



The British team crowned its best ever performance on home waters, at the **2023 ICF Canoe Slalom World Championships**



Jessica Fullagar anchored the GB team to a silver medal in the mixed team relay at the **2023 World Triathlon Championship Series Sunderland**



EXTRAORDINARY MOMENTS

FROM UK SPORT SUPPORTED EVENTS IN 2023

Zharnel Hughes shatters Linford Christie's 30-year British 100m record at the London Diamond League 2023



Ellie Challis wins her sixth medal at the Manchester 2023 Para Swimming World Championships



12 medals won at the 2023 ITTF European Para Table Tennis Championships



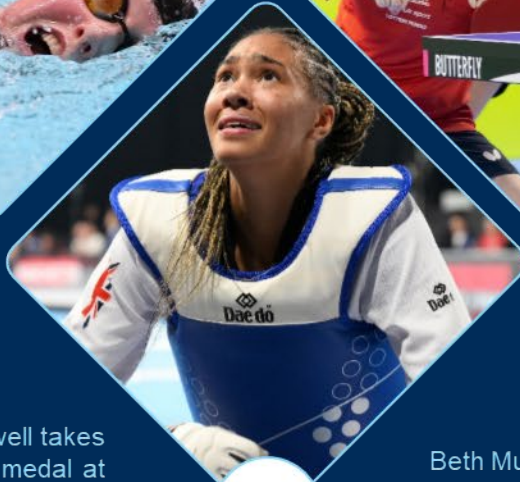
Olympic Champion Joe Choong delighted the home crowd with Britain's first gold of the week at the UIPM Modern Pentathlon and Laser Run World Championships 2023



Dan Bethell wins gold at the BWF 4 Nations Para Badminton International 2023



Aaliyah Powell takes the bronze medal at the Manchester 2023 World Taekwondo Grand Prix Final



Beth Munro wins World Taekwondo Grand Prix gold at the Manchester 2023 World Para Taekwondo Grand Prix Final



Britain's Dave Ellis continues his dominance with gold at the 2023 World Triathlon Para Series Swansea



EXTRAORDINARY MOMENTS

FROM UK SPORT SUPPORTED EVENTS IN 2023

THE
OPEN

Christo Lamprecht tied first on day one with a round of 66 - the lowest score by an amateur in the first round of an **Open Championship** in over 10 years



Unseeded Marketa Vondrousova became a Grand Slam champion for the first time at **Wimbledon**



Max Verstappen wins his first ever F1 **British Grand Prix** at Silverstone



Red Rum's trophies returned to Aintree on 50th anniversary of his first **Grand National** success



Frankie Dettori celebrates victory in the Gold Cup at **Royal Ascot** on Courage Mon Ami



Sifan Hassan fights back to win women's race on her debut at the **London Marathon**



EXTRAORDINARY MOMENTS

FROM HEADLINER EVENTS IN 2023

CONTENTS

8

EXECUTIVE SUMMARY

10

OUR FINDINGS

11 ECONOMIC IMPACT

18 SOCIAL IMPACT

25 ENVIRONMENTAL IMPACT

30 SPORTING IMPACT

34 REPUTATIONAL IMPACT

39

CONCLUSION

41

APPENDICES



IMPACT AREAS

ECONOMIC



£373M

direct economic impact across the programme of UK Sport supported events



1.1M

total attendance at 16 UK Sport supported sporting events



In excess of

6:1

return on UK Sport investment



4295

full-time equivalent jobs supported by UK Sport supported events

2023 has once again shown the power and momentum generated by sports events. This report evidences their unique ability to transform communities, bring a sense of solidarity in a complex political landscape and rejuvenate cities and economies across the UK. The conclusions presented in this report stem from a variety of inputs including desk-based research, a panel survey with a nationally representative audience of 1000 UK residents and data gathered from consultations conducted with six Headliner Events.

The UK experienced significant economic impact from hosting major sporting events in 2023.

The investment of £10.8M from UK Sport and the government (through National Lottery grants and Exchequer funding) supported 16 major sporting events that generated £373M in direct economic impact to the UK. This resulted in more than a 6:1 direct return on investment*. Not only did hosting major sporting events deliver direct economic impact, but it also created 4295 full-time equivalent (FTE) jobs and provided opportunities to upskill local workforces in various industries.

The events in 2023 delivered much more than economic impact to the local communities hosting them.

In total, the public sector invested £187K into social impact programmes (of which £167K was invested by UK Sport). There were volunteering opportunities across all 16 events, giving over 6000 people the chance to develop personal skills and feel connected in society. In total, these individuals provided over 204,000 hours of volunteering services in the year, equivalent to the economic value of £2.1M.

Other programmes covered community engagement initiatives and personal development programmes. These programmes supported individuals' personal growth and helped develop their employability skills, benefiting society overall.

Inclusive and accessible sport has the power to generate life-changing outcomes. Para sport events were a priority focus in 2023, with the UK hosting seven events that provided critical opportunities to Paralympic pathways. Legacy plans developed with these events have uplifted infrastructure, creating more accessible opportunities for those attending events or wanting to participate.

SOCIAL



£187K

total public sector investment into social impact programmes linked to UK Sport supported events



6000+

volunteering opportunities provided across UK Sport supported events, driving personal and professional development



204K

Volunteering hours associated with UK Sport supported events

*Note: Given the larger scale of this 'first-of-its-kind mega event' versus the other single-city events, only a share of the **2023 UCI Cycling World Championships** impact is included within the UK Sport-attributable return-on-investment figure (in line with the share of UK Sport investment out of total event funding).

IMPACT AREAS

Events provide a platform to highlight sustainability issues.

Building on 2022, improving sustainable event delivery was a key focus area for UK Sport with the launch of a new Environmental Sustainability Strategy. In 2023, all 16 of the events helped to support five of the UN's Sustainable Development Goals* (SDGs).

Showing the UK's dedication to innovating in this area, the use of a new carbon and waste measurement tool, TRACE, was piloted at the **Manchester 2023 Para Swimming World Championships**. Data from TRACE by isla helped to save 36.9 tonnes of CO2e emissions from the event as well as providing invaluable insights when planning future events.

Major sporting events provided UK athletes with more opportunities for elite success and qualification for the Olympics and Paralympics.

British athletes were able to leverage the 'home advantage' of competing in their represented country to win 226 medals across the events in scope. Through these events, UK athletes were able to earn critical ranking points, and secure 56 direct Olympic and Paralympic qualification places for the **Paris 2024 Games**.

The UK promoted itself as a destination to live, work, visit and invest in through hosting major sporting events.

The UK has a proven history of successfully delivering major events of all size and scale. The Global Sports Index (GSI) ranks the UK as the fourth most powerful nation for major events hosting. Such success has cemented the UK's position as a global leader in major event delivery. 93% of those surveyed agreed that major sporting events raise the profile of UK cities internationally.

The **2023 UCI Cycling World Championships** showed the exposure cities can gain by hosting major sporting events, with media coverage of the event reaching over 1.5 billion people. The event also improved perceptions of Scotland specifically, with 86% of non-local and international tourists likely or very likely to return to Scotland.

ENVIRONMENTAL

36.9 

tonnes of CO2e saved delivering the **Manchester 2023 Para Swimming World Championships**, equivalent to the emissions generated by driving a car 140,000 miles

200 

river-clean up volunteers trained at the **2023 ICF Canoe Slalom World Championships**

100% 

of the merchandise and vests used at the **UIPM Modern Pentathlon and Laser Run World Championships 2023** were made from 100% recycled plastic bottles

SPORTING

226 

total medals won for British athletes at UK Sport supported events

88% 

of events provided opportunities for the UK to gain ranking points or direct qualifications to **Paris 2024**

56 

Olympic and Paralympic spots qualified for **Paris 2024** from UK Sport supported events

REPUTATIONAL

4TH 

The UK is currently ranked as the fourth most powerful nation for major sporting events hosting globally

1.5B 

People reached globally by the **2023 UCI Cycling World Championships**

93% 

of the British population agree that major sporting events raise the profile of UK cities internationally

*Note: Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life on Land.

OUR FINDINGS

11
ECONOMIC

18
SOCIAL

25
ENVIRONMENTAL

30
SPORTING

34
REPUTATIONAL





2023 EXTRAORDINARY MOMENTS

Zharnel Hughes shatters Linford Christie's 30-year British 100m record at the London Diamond League 2023 in front of over 50,000 spectators – the largest one-day athletics meet in the UK since 2017

ECONOMIC IMPACT

The programme of UK Sport supported events generated a total of **£373M** for their hosts

The UK experienced significant economic impact from hosting major sporting events in 2023.

UK Sport and the government invested £10.8M (through National Lottery grants and Exchequer funding) into major events in 2023, which supported the delivery of 16 major sporting events across the UK. This investment generated an estimated £373M in direct economic impact across the portfolio of events in scope, achieving more than a 6:1 direct return on investment for the UK*.

This substantial economic impact was largely driven by the high volume of people attending the events. For example, the **London Diamond League 2023** saw over 51,000 people in attendance, making it the biggest one-day athletics fixture in the UK since the **World Athletics Championships London 2017**. Event attendees contribute to the UK economy through increased spending on local accommodation, food, amenities and transport.

Compared with the previous year, major sporting events in 2023 directly impacted a greater extent of the UK. Hosting the inaugural combined **2023 UCI Cycling World Championships**, delivered approximately £341M** in direct economic impact to Scotland. This is a significant boost in economic benefits for the country and ensures that UK Sport and wider public sector investment is spread across the nation.

90%

of the British population think the economic impact delivered by hosting major sporting events is an important impact for the UK

£373M
Direct economic impact

In excess of
6:1
Direct return on UK Sport investment*

SCOTLAND

1M ATTENDANCE
£341M IMPACT

NORTH WEST

6K ATTENDANCE
£2.5M IMPACT

WEST MIDLANDS

15K ATTENDANCE
£7.7M IMPACT

WALES

6K ATTENDANCE
£0.8M IMPACT

SOUTH WEST

4K ATTENDANCE
£4.9M IMPACT

SOUTH EAST

11K ATTENDANCE
£4M IMPACT

NORTH EAST

29K ATTENDANCE
£2.4M IMPACT

YORKSHIRE AND THE HUMBER

1K ATTENDANCE
£1.2M IMPACT

LONDON

76K ATTENDANCE
£8.7M IMPACT

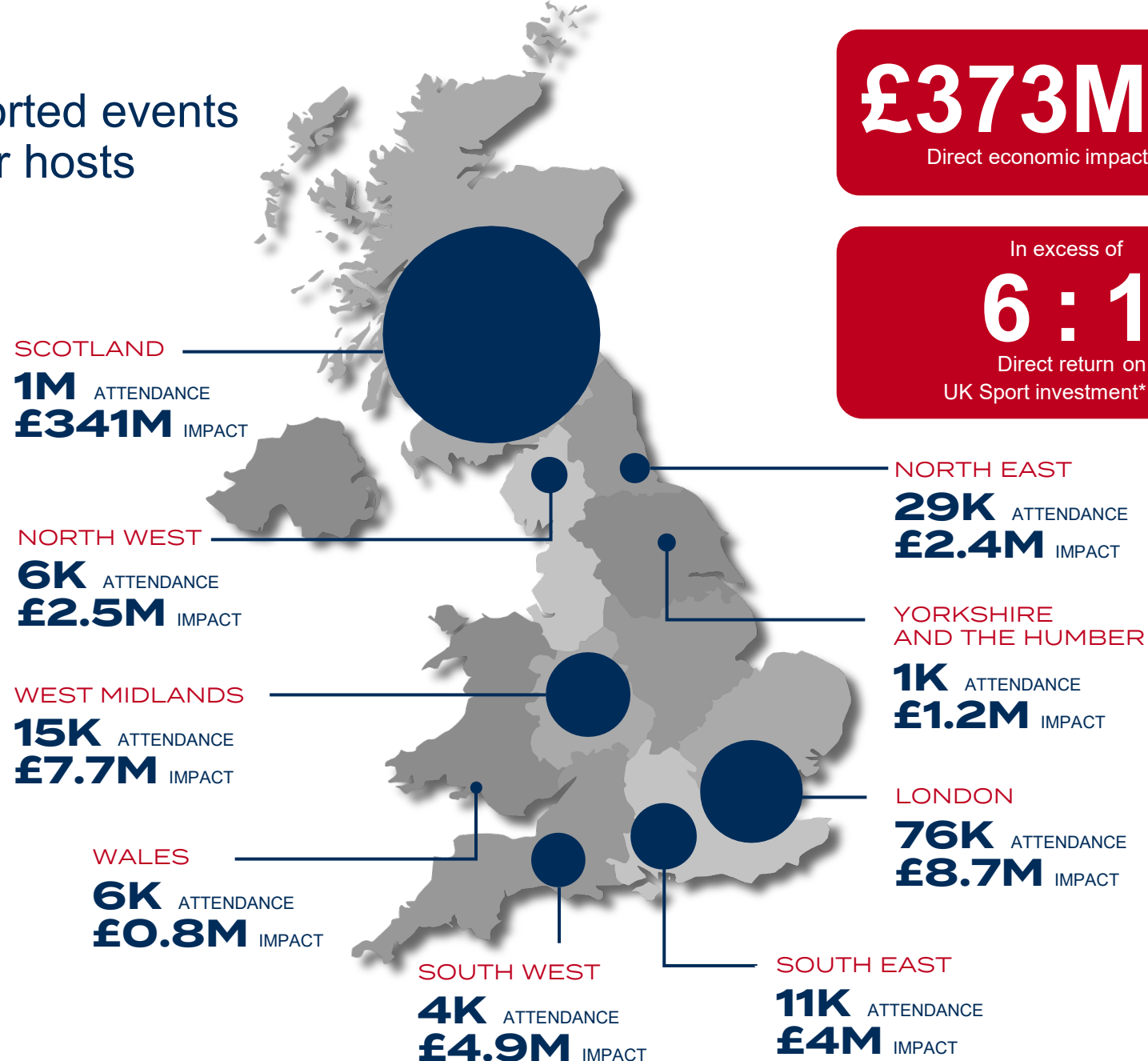


Figure 1: Regional distribution of the economic impacts associated with UK Sport supported events in 2023

*Note: Given the larger scale of this 'first-of-its-kind mega event' versus the other single-city events, only a share of the 2023 UCI Cycling World Championships impact is included within the UK Sport-attributable return-on-investment figure (in line with the share of UK Sport investment out of total event funding).
**Source: EY and ONS data



Case study: Major events continue to provide significant support to regional supply chains and local economies

FIG World Trampoline Championships 2023

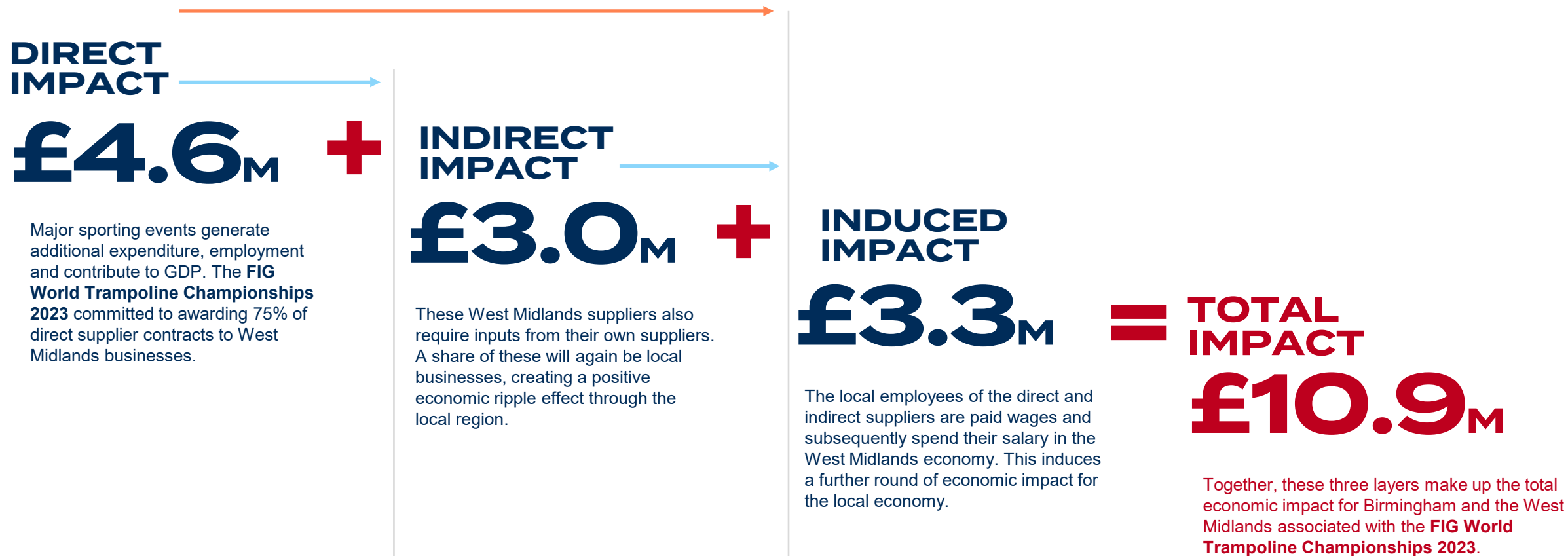
Hosting major sporting events can be an effective means of supporting upstream supply chain activity, benefiting local businesses and local employees across the length and breadth of the UK. An example of best practice was the delivery of the **FIG World Trampoline Championships 2023** held in the Utilita Arena, Birmingham.

A commitment was made to award at least 75% of supplier contracts to companies based within Birmingham and the wider West Midlands economy. This ensured that a robust direct financial injection of £4.6M was made to the host economy.

This enhanced the economic prosperity of West Midlands-based businesses to the tune of £3M through further supply-chain activity (indirect economic impact), and a further £3.3M from employees spending their earnings in the local economy (induced economic impact). By engaging with local suppliers, the **FIG World Trampoline Championships 2023** organisers maximised the share of the event budget that was kept within-region, thereby maximising the support of the West Midlands supply chain ecosystem.

Figure 2:

FIG World Trampoline Championships 2023 supply chain impact



*Note: To quantify the supply chain effect, we calculated Type I Leontief multipliers to estimate the magnitude of indirect economic activity supported across major event supply chains. Type II Leontief multipliers were also calculated and applied to estimate the induced economic impact layer.



Major events create jobs: UK Sport investment supported 4295 full-time equivalent jobs through hosting major sporting events

As a result of hosting major sporting events in 2023, the UK benefitted from a significant increase in jobs supported.

UK Sport supported events delivered £373M of economic impact across their respective host economies. This figure includes the impact generated in the planning and implementation phase, at the live event and through any legacy activity. To deliver this impact across the portfolio of events, a significant number of jobs are required. In total, the economic impact associated with the 16 events helped to support 4295 full-time equivalent (FTE) jobs.

Creation of employment opportunities is not limited to those who organise events. The regular hosting of major sporting events in the UK promotes the upskilling of local workforce across a range of industries – including, for example, construction, hospitality, security, professional services, medical and technology sectors. An example of this was at the **2023 UCI Cycling World Championships**, which directly supported approximately 4100 full-time jobs in Scotland across the above industries.

Major sporting events provide a platform for workers to acquire and refine skills that are not only relevant to the specific event, but also contribute to individuals' sense of purpose and value, social connections and opportunities for personal growth. Therefore, the major event ecosystem's contribution to employment opportunities is important for the long-term socio-economic development of the nation.

Whilst the UK provides jobs for the delivery of hosting major sporting events, there could be a focus on more long-term job creation.

Our research indicates that **79%** of the UK population agree that major sporting events provide jobs and work for UK businesses. Furthermore, almost half of the population, also agree that major sporting events focus on temporary jobs rather than long-term job creation.

When looking at events on a case-by-case basis, it is true that a higher proportion of the jobs created were temporary as most of the events in 2023 were hosted on a one-off basis. When assessing the portfolio of UK Sport supported events as a collective, however, hosting events across the year creates an environment of regular and recurring employment opportunities. As a result, there is high value in hosting a breadth of major sporting events across the year and across the country as it ensures that there is constant demand for employment to deliver these events.

79% of the UK agree that major sporting events provide jobs and work for UK businesses

2023 events supported the spread of economic benefits throughout the UK

Hosting major sporting events creates and spreads notable economic benefits across the UK in towns, cities and communities.

Events are an effective way of spreading investment and opportunities to a wider proportion of the country. This aligns with the government’s aim of distributing economic benefits across the UK.

In 2023, UK Sport supported events delivered economic benefits to 22 towns and cities. By proactively spreading the benefit, these events stimulate economic activity in multiple regions in the UK, ensuring an equitable distribution of impact.

The UK’s flagship Headliner Events also drive robust economic contributions across UK regions. Unlike fixed-location events, The R&A rotates the host of **The Open Championship** between nearly a dozen links courses, many of which are in areas of the UK with higher levels of deprivation (according to the Index of Multiple Deprivation).

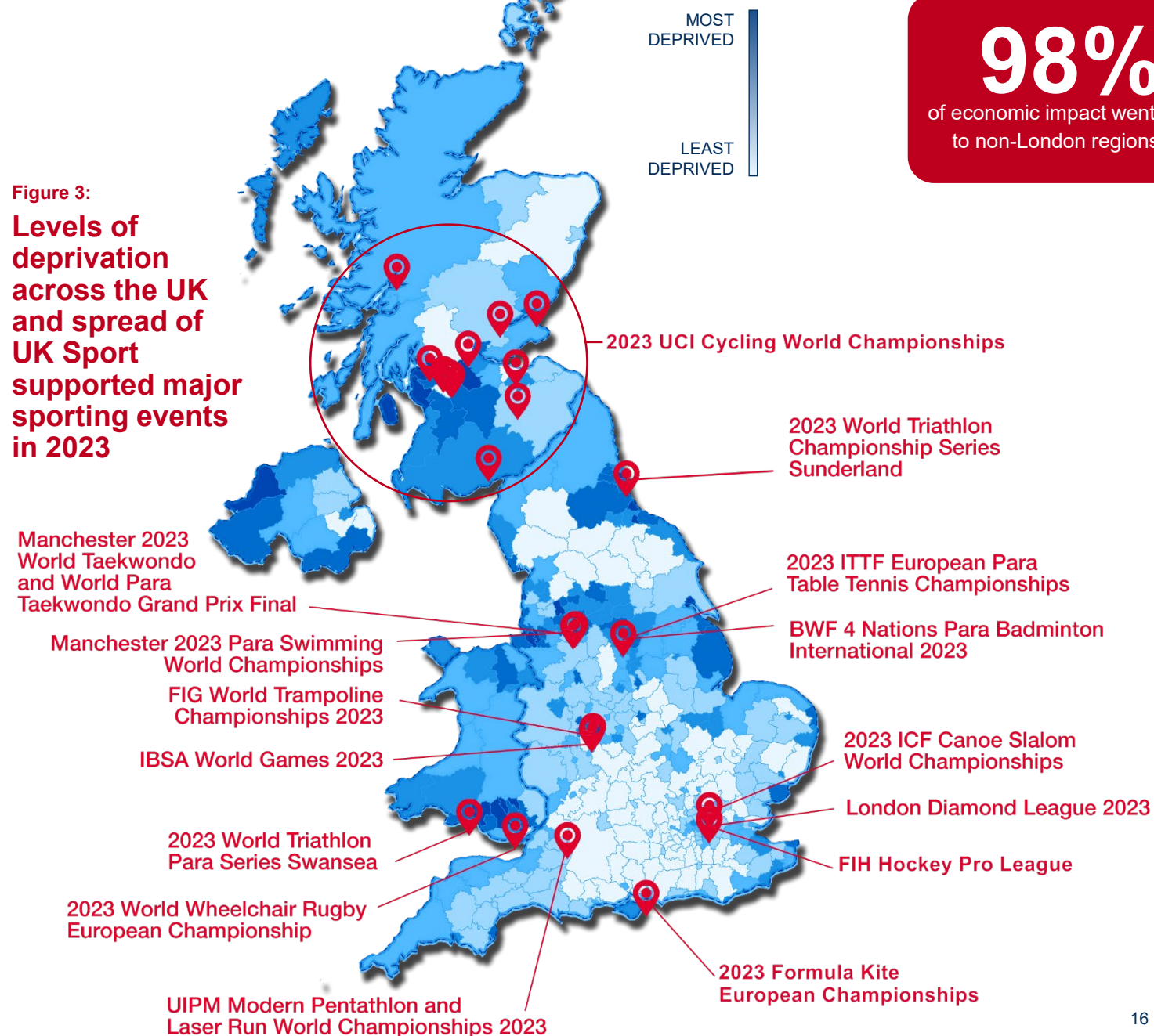
The direct economic impact of **The 151st Open** in 2023 delivered £43M to the Liverpool City Region, a growth of 23% compared with 2017 when Royal Birkdale hosted. As **The Open** annually rotates the host course across the UK, this scale of economic injection is then regularly delivered to locations across Scotland, Northern Ireland, England’s North West ‘Golf Coast’ and Kent. To underscore its importance, when last hosted at Royal Portrush in Northern Ireland in 2019, **The Open** was the largest sporting event on the island of Ireland.

89%

of the British population think spreading public investment across the UK is an important impact to hosting major sporting events

Figure 3:

Levels of deprivation across the UK and spread of UK Sport supported major sporting events in 2023



Case study: Major sporting events distribute economic benefits

2023 World Triathlon Championship Series Sunderland

A flagship example of economic influence extending beyond the Greater London region was showcased through the **2023 World Triathlon Championship Series (WTCS) Sunderland**.

The event generated over £2.4M in direct economic impact for the North East city. One strong factor was the 61% of spectators who came from outside of Sunderland. By hosting events in non-London towns and cities, particularly those with higher levels of relative multiple deprivation, economic injections can be delivered to where it perhaps is needed most.

“ *The event had some really good coverage worldwide which we often don't get from the events that we host within Sunderland. This has absolutely put Sunderland on the map.* ”

Victoria French,
Council Senior Manager for Health and Wellbeing





2023 EXTRAORDINARY MOMENTS

Ellie Challis wins her sixth medal at the Manchester 2023 Para Swimming World Championships, where inclusive volunteering opportunities were provided to 30 individuals

**SOCIAL
IMPACT**

£187K was directly invested into social impact programmes across UK Sport supported major events

Major sporting events bring wider benefits, beyond economic impact, to the local communities hosting them.

In 2023, the UK public sector committed funds to support a range of social impact programmes aligned with major sporting events. These included personal development programmes, community engagement initiatives, and volunteer opportunities. These programmes amplify the influence of major sporting events by extending their impact into the local community, long after the final whistle has been blown on the live event.

By investing in these strategic programmes, major sporting events were successfully used as a platform to deliver national policy objectives, such as equality and diversity, individual and community development, as well as the core outcomes of DCMS's 'Get Active' strategy* to build a healthier nation.

This graphic summarises the key social impact programmes supported by UK Sport investment.

Figure 4:

Social impact programmes of UK Sport supported events in 2023



IBSA WORLD GAMES 2023

£54K

- Visual Impairment awareness training
- Over 1000 volunteers
- 3 new goalball clubs in West Midlands*

*Note: funded by West Midlands Combined Authority



UIPM MODERN PENTATHLON AND LASER RUN WORLD CHAMPIONSHIPS 2023

£28K

- Social impact programme to train 12 individuals to become qualified swim (STA Level 2 Award and Laser Run Level 1 Award teachers)
- 116 volunteers in total



2023 ICF CANOE SLALOM WORLD CHAMPIONSHIPS

£30K

- Ambitious engagement programme
- Access to Water through Herts Sport Partnership activation
- 842 children from 23 schools engaged in ticketing programme
- 141 new local volunteers



MANCHESTER 2023 PARA SWIMMING WORLD CHAMPIONSHIPS

£24.5K

- Disability Swimming Programme
- Partnerships Development e.g. Charity Limb Power
- Inclusive Volunteering Programme



FIG WORLD TRAMPOLINE CHAMPIONSHIPS 2023

£30K

- British Gymnastics Rise Programme
- Taster activity sessions
- Train 10 people as Gymnastics Activity Instructors and 16 as Love to Move facilitators
- Teacher Training Course
- 200 volunteers



2023 FORMULA KITE EUROPEAN CHAMPIONSHIPS*

£20K

- 339 children took part in Beach Club activities
- 11% increase on positive feelings towards water & water activities
- Event achieved Platinum Level Clean Regattas standard
- Long-lasting in-school watersport-focused teaching resources created
- 250 'learn to' continuation sessions planned

*Note: Social impact programmes funded by Portsmouth City Council



The UK population have been inspired to be more physically active as a result of watching or attending sporting events

Major sporting events in 2023 directly supported DCMS's 'Get Active' strategy to improve physical wellbeing and community development.

Events on the UK Sport supported programme helped to encourage people from every background to regularly and meaningfully take part in sport and physical activity. For example, following the **UIPM Modern Pentathlon and Laser Run World Championships 2023**, Warmley Park School has now become a hub in the Bath and Bristol area to introduce fencing and laser run at school level.

In fact, our panel survey evidences that one in two people say they are inspired to be more physically active as a result of watching or attending sporting events

Beyond UK Sport supported events, Headliner Events such as the mass participation **London Marathon** have significant potential to improve participation and physical wellbeing outcomes. The London Marathon Foundation – established to use the surplus income generated by the **London Marathon** to fund projects that inspire activity for communities in London – has had a direct benefit to the communities it services. Figure 5 outlines the key initiatives supported in 2023.

60%

of the British population think that inspiring physical participation in sport and exercise is a very important impact for major sporting events

Figure 5:
**LONDON MARATHON FOUNDATION
COMMUNITY INITIATIVES IN 2023**

£8.25M

awarded to more than **150 projects**, engaging more than **130K people**

130+

projects across London through the active spaces fund which have so far engaged **18K underserved people** to lead active and healthy lives

£1.2M

partnership with **junior parkrun** to enable more than **300K additional children** to participate in junior parkrun events by 2026

£1.4M

awarded in partnership with **Access Sport** to create 12 new or improved cycling and basketball facilities, supporting **8K underserved children and young people** to be more active

Case study: Community cohesion was enhanced in Portsmouth through increased participation and access to the water

2023 Formula Kite European Championships

The **2023 Formula Kite European Championships** were a powerful example of how placing social impact at the heart of an event's strategy can achieve powerful social outcomes, even from smaller budgets.

The impact programmes were designed with community engagement in mind, and particularly focused on engaging younger people. This brought the relatively new sport to the people of Portsmouth, connecting and developing relationships through participation and access to the water.

Initiatives such as the 'Beach Club' engaged over 300 local school participants, with pupils stating that they now want to "be in the ocean more" and "become an Olympic kitefoiler".

To ensure a long-term impact, 250 additional sessions will be made available in early 2024 to enable a minimum of 40 young people to learn to sail or wingsurf.

The competition itself welcomed 1000 attendees to the accessible and free Fan Zone, including David, a wheelchair user who was able to access the beachfront through the provision of floor matting.

In addition to enjoying the sporting action, David was pleased to learn that Portsmouth City Council has other beachfront locations with accessible pathways which he felt would "add significantly to his quality of life".





Accessible and inclusive event delivery provided life changing participation and volunteering outcomes

Para sport events were a priority across the UK Sport portfolio in 2023 with over half of the events delivering Para sport opportunities.

This prioritisation helped catalyse commitments to inclusive event delivery. The **2023 World Wheelchair Rugby European Championship** was a key example of this.

Staged in the iconic Principality Stadium, Cardiff, the goals of the event delivery were to create a spectator and athlete experience that retained the 'wow' factor of the stadium and to deliver an authentically inclusive event.

To achieve this, a new flow of spectator arrivals into the stadium was created to ensure full step-free access from the entrance to the seating areas. This meant spectators with accessibility needs could sit side by side with their companions and friends on all three sides of the court.

Inclusive and accessible sports such as this have the power to generate life-changing outcomes. Kyran Bishop, a 21-year-old competitor at the event created headlines by describing the impact as 'life changing' in a BBC News article. Before discovering the sport, he would; *"come home from school and just watch telly all day. But now, wheelchair rugby means my life. I love this sport."*

Following the event, a legacy plan was developed to inspire more people to play, volunteer and support the game in Wales, creating lasting vibrant inclusive wheelchair rugby communities.

Across the Headliner Events, **The Grand National** exemplifies inclusive event delivery through its Aintree Community Programme. This aims to create a positive feeling about the racecourse and give something back to the local community.

One notable initiative involved partnering with Movema, a dance company promoting diversity and community cohesion. Together, they provided dance training to marginalised adults, leading to performances at the **Grand National** Weights Lunch and Festival.

Similarly, 2023 was the first year since 2019 (due to COVID-19) that the full jockey visit to Alder Hey Children's Hospital was allowed. Here, 20 jockeys, including Rachael Blackmore, visited the wards and met children and families with retired **Grand National** winner, Neptune Collonges. This visit has taken place annually for approximately 15 years.

*" Aintree's Community Programme has consistently been industry leading with multiple positive initiatives which has lasting benefits to local people. Their work with Alder Hey as charity partner of the **Grand National** is the best charity partnership in racing. "*

Ed Chamberlin, Lead Presenter, ITV Racing

Over 6000 volunteering opportunities were provided, supporting individual development

The positive ripple effect of volunteering leads to a more interconnected and engaged society.

Volunteering can enhance both personal growth and wellbeing as well as employability skills such as leadership and teamwork, thereby strengthening the workforce. The combined impact of this individual development creates a virtuous cycle that benefits individuals, the economy, and society at large.

In total, over 6000 volunteers were involved across the 16 UK Sport supported events. Overall, more than 204,000 hours of volunteering services were provided by the UK population, equating to the equivalent of £2.1M of output on a minimum wage cost basis*.

The delivery of the **UIPM Modern Pentathlon and Laser Run World Championships 2023** was supported by the efforts of 116 volunteers throughout the event. Of these individuals, **75%** agreed that it positively impacted their personal development and **63%** agreed that it positively impacted their professional development.

“ When I lost my sight, I thought I was no good to anyone any more and felt useless. This event has showed me that I can help others and that I am valuable. ”

IBSA World Games 2023 Volunteer

Unlike one-off events, the regularity of the **FIH Hockey Pro League** provides opportunities for volunteers over long periods of time. In 2023, 127 Hockey Maker and Ball Patrol roles were offered to adults and young people. The positive value of these volunteers is demonstrated not only by the number of individuals who have been regular Hockey Makers for over a decade but also given that England Hockey meet with the Hockey Makers monthly to directly help shape and better plan hockey events.

For young people, these opportunities are particularly important as they deliver experiences that help shape them into responsible and engaged individuals which can further benefit sporting communities in the future.

68%

of the British population feel inspired to volunteer in the sports community as a result of watching or attending major sporting events

Figure 6:

BRITISH GRAND PRIX 2023

1150 

Volunteer opportunities provided at the British Grand Prix



211

FTE staff employed year-round at Silverstone, all of which have a role to play at the British Grand Prix

*Note: To obtain the economic value of the volunteering services provided, we have multiplied the total hours of volunteering supplied across the portfolio of events by the minimum wage in the UK (£10.42).



Partnership with Community Integrated Care provided 80 Inclusive Volunteering opportunities

Manchester 2023 World Taekwondo Grand Prix Final Manchester 2023 Para Swimming World Championships

Community Integrated Care (CIC) is one of the UK's largest health and social care charities. One of their flagship initiatives is the Inclusive Volunteering Programme which offers training and volunteering opportunities to people who have care and support needs.

The partnership with the **Manchester 2023 Para Swimming World Championships** was the first time that the Inclusive Volunteering Programme was delivered within a Paralympic sporting environment (with 30 opportunities provided), while the **Manchester 2023 World Taekwondo Grand Prix Final** gave 50 local people with care and support needs the opportunity to volunteer.

A specialist team to help organisations deliver inclusive outcomes worked with British Taekwondo from the event's inception to enhance accessibility. This included complimentary sensory aids, and support in bringing 100 new spectators from Manchester's care and charitable communities.

“ I'm growing in confidence, met new people, achieved things I've never done before. Give people like me a chance [to] have a go for themselves and see how far they can go. I have a lot to give this world, I want to show it to everybody. ”

James, Volunteer

Only 5.1% of people who have learning disabilities have access to employment and work (NHS Digital, 2023). Volunteering provides vital purpose, social and economic opportunities, bringing people into the heart of their communities to support a life of greater independence and opportunity (CIC, 2023). The programmes meant that some of the biggest challenges faced by disabled people were overcome.



ENVIRONMENTAL IMPACT

2023 EXTRAORDINARY MOMENTS

The British team crowned their best ever performance on home waters at the 2023 ICF Canoe Slalom World Championships. An event which trained 200 river clean-up volunteers

Events provide a platform to highlight sustainability issues

In March 2023, UK Sport's Environmental Sustainability Strategy was launched with the overall vision to 'accelerate the progress of high-performance sport in addressing collective environmental impact'.

Major events are a key component of this vision and UK Sport is committed to maintaining high environmental standards. In 2022, the **AJ Bell World Triathlon Championship Series Leeds** became the first ever global World Triathlon event to achieve a Gold Certificate of Sustainability. In 2023, the Sunderland event was again awarded a gold certificate for the event, with the **2023 World Triathlon Para Series Swansea** also receiving a silver certificate.

Beyond maintenance, the evolution of UK thinking compared to 2022 was best demonstrated by the dual implementation of TRACE (a carbon and waste measurement tool for events) pilot studies at the **Manchester 2023 Para Swimming World Championships** and at the **2023 ICF Canoe Slalom World Championships**.

The data-driven insights collected will allow for innovative and targeted delivery strategies to be employed in the future, ultimately addressing the environmental impacts of major sporting events.

65%

of the British population think that major sporting events hosted in the UK demonstrate environmental sustainability to some or a great extent

WIMBLEDON AND POSITIVE ENVIRONMENTAL IMPACT

While **The Championships** place SW19 at the forefront of global sport for a fortnight each summer, there is a year-round effort required to deliver the event. As tennis' only major played on grass, and its 'English Garden' setting, the event depends on a healthy and resilient natural environment.

The All England Lawn Tennis Club (AELTC) has set a goal to have a positive impact on the environment by 2030. A fundamental pillar of this goal is to achieve net zero operational emissions by 2030. They plan to do this by increasing energy efficiency, decarbonising energy sources, and, for the unavoidable emissions associated with flights of players and tournament officials, using carbon offsets. They are also working to be more resource efficient, promoting a culture of reuse, to deliver a biodiversity net gain of 10% by 2030 and to maximise opportunities to inspire wider action.

Beyond the direct environmental footprint, the AELTC has also set their sights on reducing Scope 3 emissions*. This targeting means that processes are being put in place to quantify, track and reduce the emissions of supply chain partners, as well as the direct emissions of the AELTC.

As industry trend-setters, Headliner Events such as **Wimbledon** have the unique power to lead by example and drive positive environmental impact by raising the standard of all those involved with **The Championships**.

**Note: Scope 1: direct emissions.
Scope 2: indirect emissions - owned.
Scope 3: indirect emissions - not owned*

Ben Queenborough / 2023 Wimbledon Championships via AELTC

Case study: Using events to highlight environmental enhancements to national facilities

Manchester 2023 Para Swimming World Championships

In partnership with Manchester City Council, the **Manchester 2023 Para Swimming World Championships** were hosted at the Manchester Aquatics Centre, home of the British Para Swimming National Performance Centre.

At the event, a TRACE pilot study was conducted to track the emissions profile of the event. Data gathered found that 36.9 tonnes of CO2e emissions were saved from the footprint of the event.

This achievement compliments the over £3M of investment into the venue that was secured for New Green Technologies to reduce carbon emissions. This investment was used for a range of initiatives, including installing approximately 1000 solar panels and replacing gas heaters with all-electric Air Source Heat Pumps, which will result in an annual saving of 500 tonnes of carbon emissions.

These decarbonisation measures ensure that the world class venues used for major sporting events contribute to the health and wellbeing of both the individuals that use the facilities, as well as the cities that they are located in.





Paul Harding – British Athletics / Contributor / London Diamond League 2023 via Getty Images

Major sporting events supported all five of the UN's environmental Sustainable Development Goals

The progress of high-performance sport to address its collective environmental impact has been successfully accelerated by major sporting events in 2023.

International sporting events are, to an extent, unavoidably carbon-intensive. However, UK Sport are continuing to take ownership of the sector's responsibility to ensure that this impact is abated.

Across 2023, the environmental outcomes aligned with all five of the UN's environmental Sustainable Development Goals* (SDGs), showing how major events can be a catalyst for positive, lasting change.

In terms of striving for excellence in the future, the TRACE platform by isla is a powerful starting point, but the true value of this tool will be determined by the way that it drives the conversation forward. By providing a quantitative understanding of the environmental issues faced by major events, learnings can then optimise future event delivery for maximum environmental benefit.

For example, one learning from TRACE is ensuring a dedicated lead for sustainability to be part of the project team. Another learning is ensuring that there are lower carbon methods of transport available for the event (prioritising public transport where possible).

*Note: Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life on Land.



UIPM MODERN PENTATHLON AND LASER RUN WORLD CHAMPIONSHIPS 2023

- All merchandise and t-shirt vests used by athletes, volunteers, and staffs are made from 100% recycled plastic bottles
- Free public transport for accredited staff, volunteers, and athletes



2023 FORMULA KITE EUROPEAN CHAMPIONSHIPS

- Event site powered by 100% low carbon energy
- Event achieved Platinum Level Clean Regattas



2023 UCI CYCLING WORLD CHAMPIONSHIPS

- 86% of stakeholders felt the Championships were delivered in an environmentally responsible way
- 45% of fleet vehicles were EV or hybrid



MANCHESTER 2023 PARA SWIMMING WORLD CHAMPIONSHIPS

- Recycling the event mascot 'RugBee' from the recent **Rugby League World Cup**, reintroduced as 'Manny the Bee'
- 0% of waste went to landfill and any general waste that could not be recycled was incinerated for energy

Figure 7: Environmental initiatives and outcomes across four UK Sport supported major sporting events from 2023

Case study: Positive environmental outcomes achieved through major event platforms

2023 ICF Canoe Slalom World Championships

This event was delivered around an innovative sustainability strategy covering three target areas: sustainable foundations, minimising environmental impact and taking positive action.

Community members and 200 local paddlers came together during 21 weekly sessions to help clean up the Lee Navigation river. Specialist Invasive Non-Native Species training was also implemented to educate 200 river clean-up volunteers around the dangers of floating pennywort and the importance of maintaining a clean river. Their efforts resulted in over 20 tonnes of floating pennywort being retrieved. To ensure lasting environmental impact, clean-up kits were distributed to four local clubs that remain committed to regular river maintenance.

The event also hosted the ICF's sustainability forum, attended by 80 delegates from paddling federations across the globe. Discussions covered topics from insights on enhancing sustainability at the **2023 ICF Canoe Slalom World Championships**, to exploration of integrating sustainability into the essence of paddle sport.

Accessible and inclusive participation: #ShePaddles

#ShePaddles has helped to increase women's membership by **5.5%**, bringing total membership figures to **37.8%**. The number of women in leadership roles has also increased with women making up **26%** of British Canoeing's qualified coaches and leaders.

Further, the 'This Girl Can' festival reached **400** attendees, while the #ShePaddles conference included sessions to promote equality and empowerment. Half of the attendees felt they learnt new ways to make paddlesport more inclusive and accessible.





2023 EXTRAORDINARY MOMENTS

Bryony Page retained her title at the FIG World Trampoline Championships 2023, where the UK qualified for their maximum quota for Paris 2024 and won a total of 28 medals

SPORTING IMPACT

British athletes won 226 medals across UK hosted major sporting events

Hosting major sporting events provides UK athletes with more opportunities to capitalise on ‘home advantage’.

Across 16 major sporting events held in the UK in 2023, a total of 226 British medals were won.

One argument for the positive overall performance of the UK across these events was due to home advantage. When evaluating athlete performances based on the percentage of medals won as a share of total entries, UK athletes were awarded **31.2%** of medals for home World Championships since 2013 (across all sports disciplines). This is a **13.6** percentage point increase in medals won compared with away World Championships (**17.6%**). This suggests that athletes performing on home soil are more likely to perform better due to home advantage.

Across the three events on the right, British athletes picked up two-to-five times more medals at the home event in 2023, than the away event average since 2000.

At the **Canoe Slalom World Championships**, the percentage of medals out of total entries in 2023 was **25%** (home event). This is a significant increase when compared to that of the previous 21st Century away World Championships medal average of **9%**.

PERCENTAGE OF MEDALS OUT OF TOTAL ENTRIES

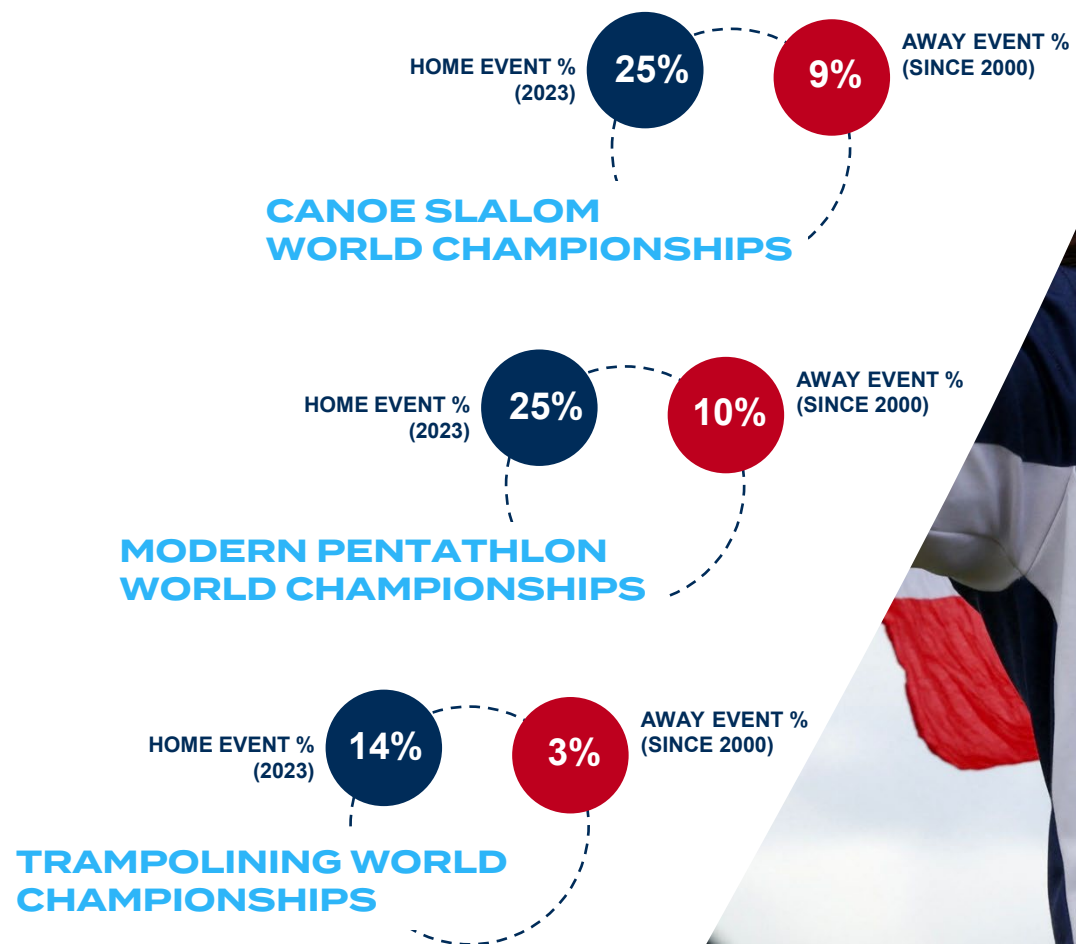


Figure 8: The percentage of medals out of total entries across three major sporting events, home versus away

British athletes secured 56 qualification places for the **2024 Paris Games** across UK hosted major sporting events

Hosting major sporting events provides UK athletes with additional opportunities to qualify for Olympic and Paralympic sporting disciplines and can contribute to points rankings.

Whilst 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 and contribute to world rankings.

Of the 16 UK Sport supported events in 2023, 14 events provided opportunities for the UK to gain ranking points or direct qualifications to the **Olympics or Paralympic Games in Paris 2024**, with funding supporting the hosting of seven Olympic and eight Paralympic disciplines.

Ultimately, this resulted in 27 Olympic and 29 Paralympic qualifications being secured by UK athletes ahead of the **Paris 2024 Olympic and Paralympic Games**.

An example of this is the **Manchester 2023 World Taekwondo Grand Prix Final and Para Grand Prix Final**, where four Olympic and three Paralympic places were secured for **Paris 2024** through the event.

89%

of the British population think helping British athletes to qualify for events and gain ranking points is an important impact to the UK hosting major sporting events



Case study: Home events enhance performance and create sentimental experiences for British athletes

2023 ITTF EUROPEAN PARA TABLE TENNIS CHAMPIONSHIPS

The **2023 ITTF European Para Table Tennis Championships** underscored the notable performance-related impact of hosting major sporting events on home soil. Surpassing their target medal count of between three to six, the British athletes clinched an impressive tally of 12 medals across both individual and doubles competitions.

The tournament also gave an opportunity for emerging athletes to prepare for future major events in front of a supportive home crowd. For teenage prodigy Bly Towmey, this opportunity proved immensely beneficial as she secured a bronze medal at the event.

Even for seasoned champions like Will Bayley, the home crowd left a lasting impact. Despite falling short against Netherlands' Jon Paul Montanus in the Men's Class 7, Bayley stated that, "the crowd were amazing".

"It's really nice to be playing in front of a home crowd. We train here so often and the staff have provided incredible facilities to make sure we feel at home and I feel that is definitely going to be an advantage for us."

Aaron McKibbin, Team GB (Men's Class 8)



2023 EXTRAORDINARY MOMENTS

Beth Shriever blazed to her second world title with a series of flawless performances at the 2023 UCI Cycling World Championships. The event reached a total of 1.5 billion viewers across 130 countries

REPUTATIONAL IMPACT



Across the UK Sport supported major events portfolio, seven out of sixteen of the events were Para sports events

UK Sport is committed to fostering and hosting Paralympic sports events throughout the UK. In 2023, UK Sport supported the hosting of seven Para sports events held across the nation, constituting nearly half of all the events supported by UK Sport that year.

The Paralympic sports event programme has catalysed disability infrastructure development and innovation across the UK.

The **IBSA World Games 2023** is a prime example of how hosting Para sports events in the UK catalysed development of accessible infrastructure leaving long-term legacy for hosting destinations in the UK. The event spurred event delivery organisers to develop innovative methods to create an accessible event for people with visual impairments in Birmingham. Key locations such as the University Campus, Birmingham New Street, and Birmingham International Airport, are now mapped on a specialised app called WayMap which has resulted in improved navigation for people with visual impairments.

15.3K total spectators across UK Sport supported Para sports events

126 total medals won across UK Sport supported Para sports events

29 Paralympic qualification spots secured for Paris 2024

Figure 9:
2023 UK SPORT PARALYMPIC SPORTS PROGRAMME EVENTS

-  2023 World Wheelchair Rugby European Championship
-  2023 World Triathlon Para Series Swansea
-  Manchester 2023 Para Swimming World Championships
-  BWF 4 Nations Para Badminton International 2023
-  IBSA World Games 2023
-  2023 ITTF European Para Table Tennis Championships
-  Manchester 2023 World Para Taekwondo Grand Prix Final

Major events continue to build on the foundations of a strong reputation for event hosting, established from previous years

The UK has a long history of delivering high quality major sporting events, supported by a vast hosting infrastructure.

As in 2022, the UK continues to demonstrate an exceptionally strong event hosting capability driven by the UK being able to offer a high number of varied world-class venues across a relatively small geographical location. By strategically investing in venues that cater to both small and large major sporting events, the UK can host a breadth of events.

From the Manchester Aquatics Centre catering for 4000 spectators at the **Manchester 2023 Para Swimming World Championships**, to the London Stadium with a sell-out crowd of over 51,000 for the **London Diamond League 2023**; the compact nature of the UK reduces travel time for spectators and athletes. This enhances attendee experience and reduces the environmental impact of major sporting events.

Setting benchmark standards

The **BWF 4 Nations Para Badminton International 2023** showcased Sheffield as the 'home of the GB para-badminton squad'. It marked a historic moment, offering athletes the chance to compete before live audiences, which historically has not happened. This edition of the event has since set the benchmark for future Grade 2, Level 1 tournaments on the Para Badminton International circuit.

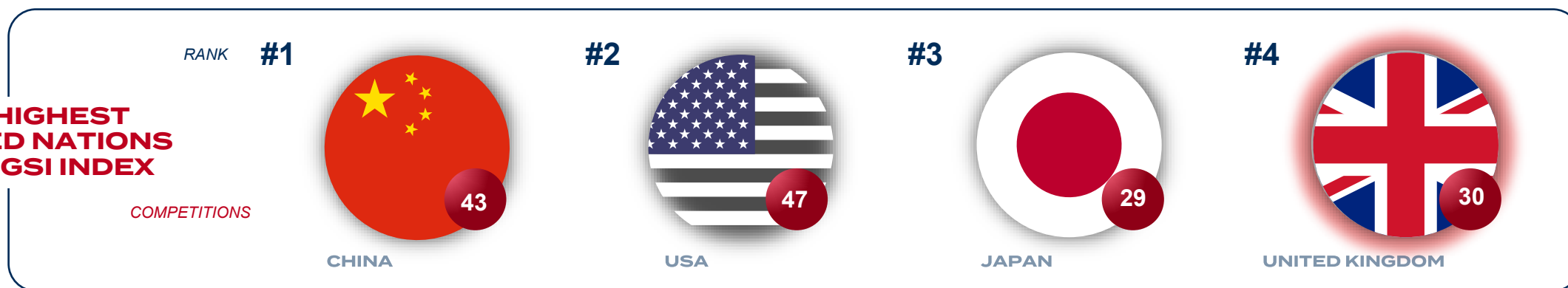
The UK is also renowned as a leading major sporting event host destination due to consistency of hosting.

The Global Sports Impact (GSI) Index measures the success of cities in attracting major sporting events. A primary factor contributing to the ranking is the recent or planned hosting of a FIFA World Cup, Olympics or Paralympics.

The GSI Index currently ranks the UK as the fourth most powerful nation for major events hosting behind the US, the host of the **LA Summer Olympics 2028**, Japan the host of the **Tokyo Summer Olympics 2020** and China the host of the **Beijing Summer and Winter Olympics in 2021**. Despite not hosting a World Cup or Olympics since 2012, the UK's performance is therefore powered by its ability to consistently stage sport's most prestigious events.

Looking forwards, the UK is forecasted to slip from fourth to eighth position by 2026, with countries such as France, Germany and Qatar climbing the rankings. It is vital that the UK maintains momentum in the event hosting space.

Figure 10:
TOP 4 HIGHEST RANKED NATIONS IN THE GSI INDEX



Source: GlobalData

Case Study: The UK is a trusted host for pinnacle events

2023 UCI Cycling World Championships

The UK's reputation for hosting major events was exemplified by its successful bid for the inaugural **2023 UCI Cycling World Championships**. Held over 14 regions of Scotland, it featured 13 **UCI World Championships** over 11 days, making it the largest cycling event ever.

UK Sport worked closely with the UCI and other partners to ensure its success, highlighting the UK's reputation as a premier host. Scotland's investment in infrastructure and past event successes were pivotal in securing the event.

Coverage of the event provided Scottish towns and cities with access to promote their destination globally through broadcasting to 130 countries. In contrast to 2022, where there were no UK Sport supported events in Scotland, the Championships reached over 1.5 billion people leading to an accumulation of 200 million hours of watched live TV.

This level of engagement combined with strong event delivery promoted Scotland as a tourist destination that will continue to deliver benefits over years to come, with 86% of non-local and international tourists likely or very likely to return to Scotland in the future for a holiday.

Coverage reached over
1.5B
people

88.7M
video views

1.9B Unique impressions of
#glasgowscotland2023
and #powerofthebike on
social media



Nine out of ten surveyed agree that major sporting events raise the profile of UK cities internationally

The UK promoted itself as a great destination to live, work, visit and invest in through hosting major sporting events.

Global popularity and fanbases of major sporting events leads to increased media coverage and exposure that the UK can leverage to enhance its reputation worldwide.

By spreading events across the UK, lesser-known cities have the spotlight through media platforms to showcase their destination. Increased viewership of a major sporting event and its host city is often a catalyst for driving higher levels of inbound tourism and investment in coming years.

93% of the British population agree that major sporting events raise the profile of UK cities internationally

2023 also showed that hosting events annually allows sports to build awareness and engagement domestically that future host cities will benefit from. **The AJ Bell 2022 World Triathlon Championship Series Leeds** had an average audience across BBC channels of 977,000, the **2023 World Triathlon Championship Series Sunderland** had a 20% increase averaging at 1.2 million.

This directly impacts the media value being delivered to host city councils. In 2022 Leeds City Council estimated value was £374K compared with Sunderland City Council in 2023 with £668K.

ROYAL ASCOT AND REPUTATIONAL IMPACT

Royal Ascot is a Headliner Event with huge international reach. While the breadth of Ascot's international profile is vast, the quality of global reach is what elevates this Headliner above other events. In terms of quality, two of the world's top ten rated racehorses won at **Royal Ascot**, while five **Royal Ascot** races were rated in the Longines World's Top 100 Races in 2023. By attracting elite-tier international runners from four different continents, the Royal Meeting raises the profile of the UK through hosting one of the most prestigious sporting events.

Peak audience of
1.25M ITV

Broadcast in
176 territories

1B estimated
global household
reach

2023 was another impressive year for the UK in hosting major sporting events. These events supported host communities achieve their strategic ambitions across economic, social, environmental, sporting, and reputational impacts.

The year witnessed the UK successfully deliver an extensive programme of Para sports events, solidifying its status as an authentically inclusive host. Furthermore, beyond the core economic and sporting outcomes, 2023 saw a broadening of impact areas with flagship environmental initiatives delivered as central event pillars.

The portfolio of major events hosted in 2023 underscores the UK's strong bidding capabilities and attractiveness to international sporting federations. For example, 2023 witnessed the inaugural **UCI Cycling World Championships** spanning across Scotland, providing vast economic, social and reputational impacts for the country.

The UK is home to many of the world's premier international sporting events. The overall major event ecosystem in the UK is supported by these Headliner Events as they drive synergies across the national hosting landscape. However, amidst an evolving and increasingly competitive global market, it is crucial for the UK to anticipate and address the challenges in maintaining its standing as a global hosting powerhouse.

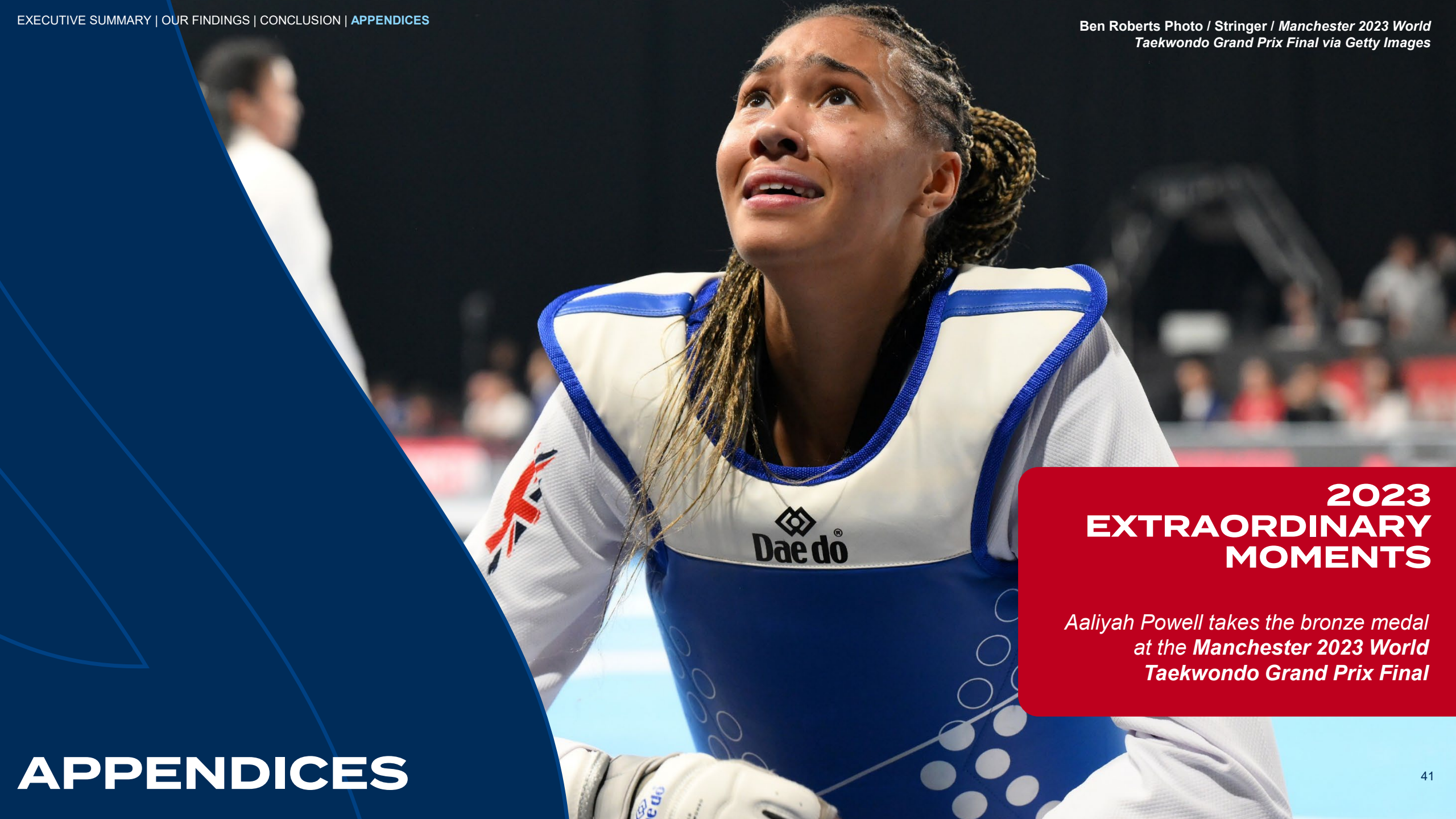
Looking ahead, anticipation builds with the final qualification events leading up to the **Paris 2024 Summer Olympics and Paralympics**. Beyond that, we look forward to the **LA 2028 Summer Olympics (LA28)** quadrennial. As preparations for **LA28** unfold, the UK should maintain momentum and seize the opportunity to incorporate additional events, utilising the UK's new Major Events Strategic Framework.

Exciting prospects lie ahead with a lineup of flagship events already secured for the coming years. The UK is eagerly anticipating the hosting of the **2026 European Athletics Championships** in Birmingham, the **ITTF World Championships 2026** in London, and the **UEFA Euros 2028**.



CONCLUSION





**2023
EXTRAORDINARY
MOMENTS**

Aaliyah Powell takes the bronze medal at the Manchester 2023 World Taekwondo Grand Prix Final

METHODOLOGY

The conclusions presented in this report stem from a variety of inputs including desk-based research and data gathered from consultations conducted with six Headliner Events. Moreover, this report utilised panel survey data with a nationally representative audience of 1000 UK residents (representative across age, gender, region and income). To facilitate our analysis, we created an evaluation framework methodology. This approach enabled us to create an evidence-based articulation of the value proposition to the UK.

ECONOMIC

We used direct economic impact and attendance data for each UK Sport supported major sporting event from 2023, along with government investment totals. The eventIMPACTS methodology was used to calculate an estimate for the impact of each event. To estimate jobs supported, we used regional turnover-to-employment ratios from ONS' Annual Business Survey. To measure the effect of supply chain stimulation, we used the National level Type 1 Leontief multipliers to calculate an estimate of the magnitude of indirect economic activity supported across major event supply chains.

REPUTATIONAL

Our approach utilised the UK public's perceptions of hosting major sporting events on promoting the UK as a destination to visit and to host major sporting events. We also used total spectators for each UK Sport supported event from 2023 and select broadcast data.

SPORTING

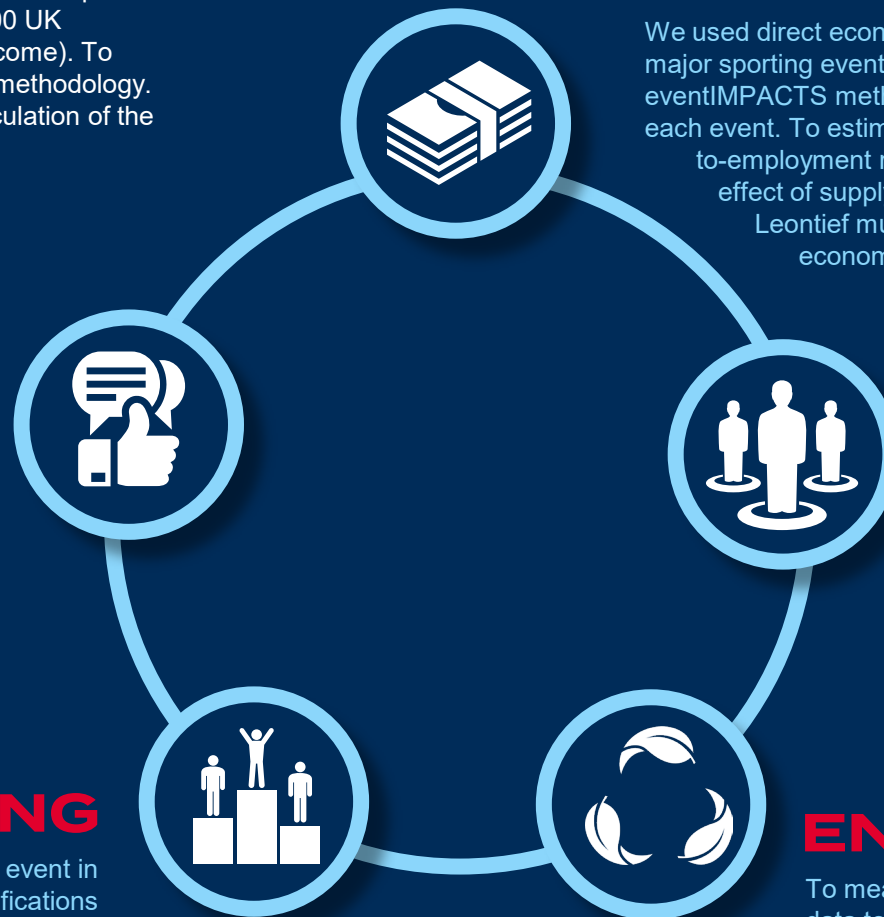
Sporting impact utilised data from each UK Sport supported event in 2023 on the number of medals awarded, **Paris 2024** qualifications achieved and comparison against previous events. Consolidated data on home versus away performance by UK athletes was provided by UK Sport Performance Insight.

SOCIAL

Social impact was measured through the number of volunteers, volunteering hours and the amount of money invested into social programmes. To supplement the data the UK population was asked specific social impact questions related to hosting major sporting events in the panel survey.

ENVIRONMENTAL

To measure environmental impact, we leveraged qualitative data to discuss progress made and asked questions in the panel survey to understand the UK population's perceptions of hosting major sporting events and environmental impact.



SOURCES

UK Sport and The Sports Consultancy are grateful to The R&A, AELTC, Silverstone, The Jockey Club, Ascot Racecourse and London Marathon for contributing to the report by sharing first-party event data and providing access to visual content.

List of Figures:

Figure 1: Regional distribution of the economic impacts associated with UK Sport supported events in 2023

Figure 6: British Grand Prix 2023

Figure 2: FIG World Trampoline Championships 2023 supply chain impact

Figure 7: Environmental initiatives and outcomes across four UK Sport supported major sporting events from 2023

Figure 3: Levels of deprivation across the UK and spread of UK Sport supported major sporting events in 2023

Figure 8: The percentage of medals out of total entries across three major sporting events, home versus away

Figure 4: Social impact programmes of UK Sport supported events in 2023

Figure 9: 2023 UK Sport para programme events

Figure 5: London Marathon Foundation community initiatives in 2023

Figure 10: Top 4 highest ranked nations in the GSI index

Event	Spectators	Direct economic impact	UK Sport funding
2023 World Wheelchair Rugby European Championships	5247	£726,168	£398,000
FIH Hockey Pro League	25,000	£464,637	£80,000
2023 World Triathlon Para Series Swansea	500	£280,460	£130,000
London Diamond League 2023	51,279	£8,200,000	£150,000
2023 World Triathlon Championship Series Sunderland	29,000	£2,358,659	£324,779
Manchester 2023 Para Swimming World Championships	4127	£1,759,362	£500,000
BWF 4 Nations Para Badminton International 2023	431	£230,000	£120,000
2023 UCI Cycling World Championships	1,000,000	£340,582,859	£5,000,000
IBSA World Games 2023	3065	£3,099,044	£370,000
UIPM Modern Pentathlon and Laser Run World Championships 2023	4498	£4,903,414	£892,000
2023 ITTF European Para Table Tennis Championships	420	£1,000,000	£395,000
2023 ICF Canoe Slalom World Championships	1000	£3,018,090	£1,160,000
2023 Formula Kite European Championships	9743	£1,000,000	£230,000
FIG World Trampoline Championships 2023	12,000	£4,600,000	£726,000
Manchester 2023 World Para Taekwondo Grand Prix Final	1537	£698,605	£330,000
Manchester 2023 World Taekwondo Grand Prix Final			

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Page 28	Paul Harding – British Athletics / Contributor	via Getty Images
Page 29	Sam Mellish / Contributor	via Getty Images
Page 30	Morgan Harlow / Stringer	via Getty Images
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Page 32	Ben Roberts Photo / Stringer	via Getty Images
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