

Agenda item:

Title of meeting: Culture, Leisure and Sport Decision Meeting

Date of meeting: 21 March 2014

Subject: Great South Run Economic Impact Study 2013

Report by: Head of City Development and Cultural Services

Wards affected: All

Key decision: No

Full council decision: No

1. Purpose of the Report

- 1.1 To consider the findings of a report commissioned by Nova International resulting in an Economic Impact Study of the Great South Run 2013.

2. Recommendations

- 2.1 **That the considerable economic value of the Great South Run 2013 of £3,347,845 be recognised and acknowledged.**
- 2.2 **That international distribution of the media coverage is significant and that officers are instructed to work with Nova International to further maximise this to raise the profile of the city.**

3. Background

- 3.1 Nova International commissioned Bluegrass Research to evaluate the 24th Great South Run which took place in October 2013. The evaluation was to focus on the economic impacts which the Great South Run bring to Portsmouth as well as considering the wider impact on perceptions of the event.
- 3.2 The core evaluation calculations were based on primary research conducted through an online survey of runners who participated in the 2013 Great South Run. The survey addressed a range of subject areas directly with the participants which provided the core details for the impact calculations such as their expenditure in Portsmouth during the event, the number of spectators they brought from outside the area as well as broader data on satisfaction with the event itself.

4. Demographics

4.1 The entry numbers for 2013 compared to 2012 were as follows:

Event	Entry Numbers
Adult 5k	1,336 (+ 34%)
Adult 10 mile	25,000 (-)
Junior & Mini	2,417 (+ 2%)
TOTAL	28,501

4.2 Of the respondents to the on-line survey 55 % were men and 45% women. Their geographical spread was:

- 73% South
- 10% Wales & west
- 6% London
- 6% Midlands
- 2% North
- 3% Other

5. Headline Demographic Findings

5.1 The Headline findings from the demographic analysis are as follows:

- 93% considered the event "excellent" or "good"
- 58% were participating in the event for the first time
- 30% were "new/beginner runners"
- 56% raised money for charity
- 27% had participated in 2012
- 85% would take part again in 2014
- 99% said they had increased their activity levels in training
- 72% had increased activity levels by training at least 3 times per week

6. Economic Impact Summary

6.1 The data generated from the research was then used to calculate a number of economic impact models. The research showed that, as would be expected, the expenditure patterns of runners from outside of Portsmouth were very different from resident runners. The nature of the visit (overnight or daytrip) also had an impact on expenditure and these were taken into consideration through the compilation of the data.

6.2 The table below summarises the various aspects of Economic Impact which can be detailed through the report findings. These figures include an application multiplier 'to assess the extent to which increased spending in the host economy produces subsequent benefits for that economy'. In this case a level of multiplier with is appropriate to Portsmouth is the average GVA multiplier of 1.3 which has therefore been applied to provide a 'Total Economic Impact of £3,347,845' as shown in the table below.

Contributor	Direct Economic Impact
Runners	1,339,850
Spectators	1,153,423
Event Organisation	69,491
Charities and Sponsors	12,500
Total Direct Economic Impact	2,575,265
Multiplier effect of 1.3	
TOTAL ECONOMIC IMPACT	£3,347,845

6.2 Key to the generation of income for Portsmouth is the fact that more than four in five runners are from outside the areas. A fact which amounts to approximately 15,437 people, with approximately one third of these staying overnight in the city. Furthermore the research indicates there are over 32,000 visitors from outside the area supporting the runners with a quarter of these staying overnight in the city, all of whom will be spending in the areas as a consequence.

6.3 All respondents from Portsmouth were asked to indicate what alternative action they would take in the absence of the Great South Run and it is clear that the appeal of the Portsmouth based event is considerable as 44% said they would not participate in an event elsewhere. This clearly demonstrates the public health impact which this event has across the wider city.

6.4 Over half the respondents who responded were specifically raising money for charities and whilst the report did not explore the levels of funding raised we are aware this is significant.

7. Media Coverage

7.1 The other hidden benefit of the event is the high levels of media coverage which it generates. In summary for 2013 the race resulted in the following measurable media coverage in the UK on the day of the event:

Channel 5 - Live Broadcast (2 hours coverage 10am - 12noon with a peak audience of 216,000)

Sky Sports - Highlights Programme (30 minutes with 4 showings delivering a total Average Audience of 12,000)

7.2 The coverage also generated international media interest and a Bupa Great Run Series comprising of 6 programmes, each of 30 minutes, were distributed worldwide via:

ESPN Star: Asia, India, China, Hong Kong, Malaysia, Indonesia, Singapore, Taiwan, Thailand, South Korea

Setanta Sports: Ireland, Canada, Australia, New Zealand

- Setanta Africa: South Africa, Tanzania, Zambia, Zimbabwe, Ghana, Nigeria, Kenya & Ethiopia
- Super Sports SA: Africa's leading satellite sports channel
- IEC: World of Athletics distributed globally via IEC
- IAAF: Features in IAAF's weekly magazine programme 'Athletix' distributed globally

8. Reasons for Recommendations

- 8.1 It is vital to recognise the economic importance of major events in the city. This Economic Impact report clearly demonstrates the significant added value which such events bring to the city both in regard to economic spend and also international reputation. It is hard to quantify the value of the media coverage but it clearly demonstrates that Portsmouth is 'A Great Waterfront City'.

9. Equality Impact Assessment (EIA)

- 9.1 An Equality Impact Assessment is not required as this is not a change to policy or service delivery.

10. Head of Finance comments

- 10.1 An agreement is in place with Nova International Ltd for provision of the Great South Run, the cost of this is £110,000 pa (inflated by CPI each year). The agreement runs until 31st December 2018.
- 10.2 Further costs are incurred for the supply of fencing, ramps, signage, trackway, and car removal. The cost of these is offset by the income received from parking on the Common. The net cost of the event to PCC in 2013 was £122,540.

11. Head of Legal comments

- 11.1 No significant legal implications arise from the recommendations in this report.

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Signed by:
Stephen Baily
Head of City Development and Cultural Services

Appendices:

Appendix A - Summary presentation of the 2013 Review of Bupa Great South Run
Economic Impact Study

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/
rejected by Cabinet Member for Culture, Leisure and Sport on 21 March 2014.

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Signed by:
Cabinet Member for Culture, Leisure and Sport