



**2013 Review
&
Economic Impact Study**



Portsmouth
CITY COUNCIL



Agenda

- Entries, Demographics
- Participant Feedback
- Media Coverage
- Economic Impact Report from Bluegrass

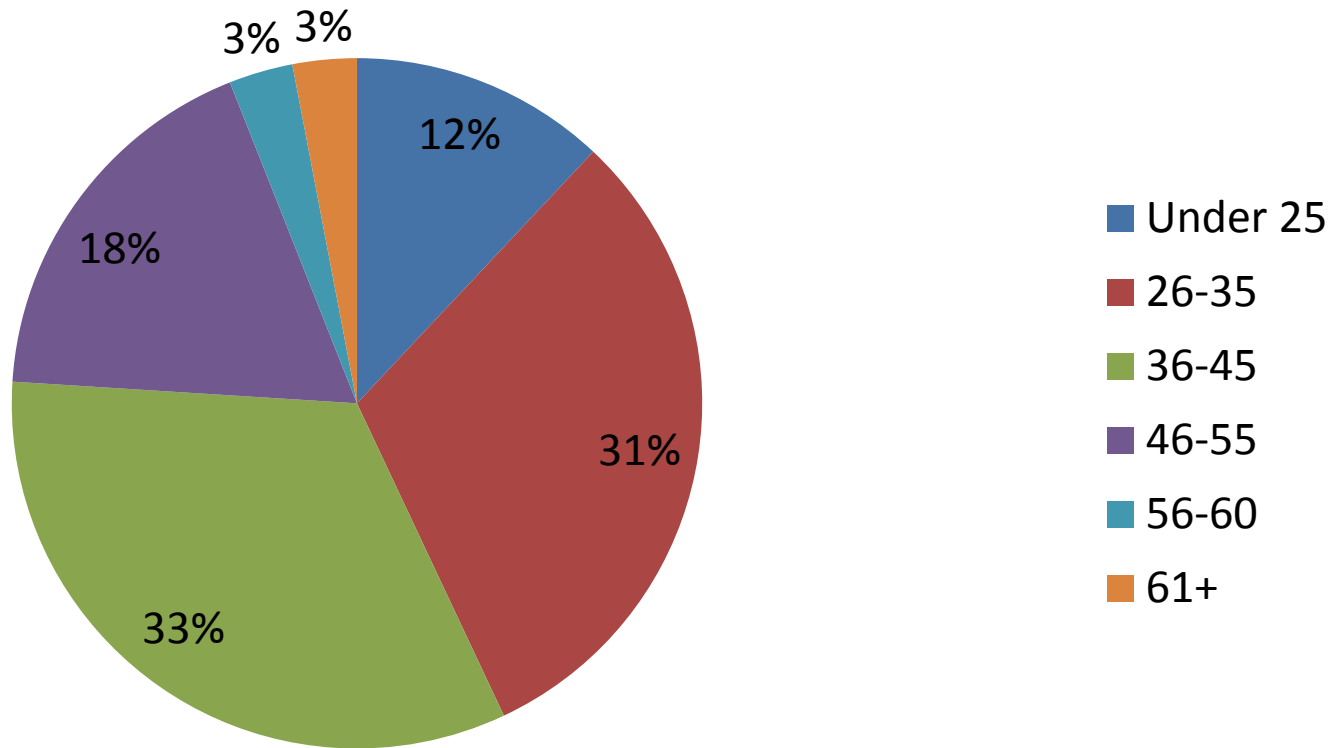
Entry Numbers

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

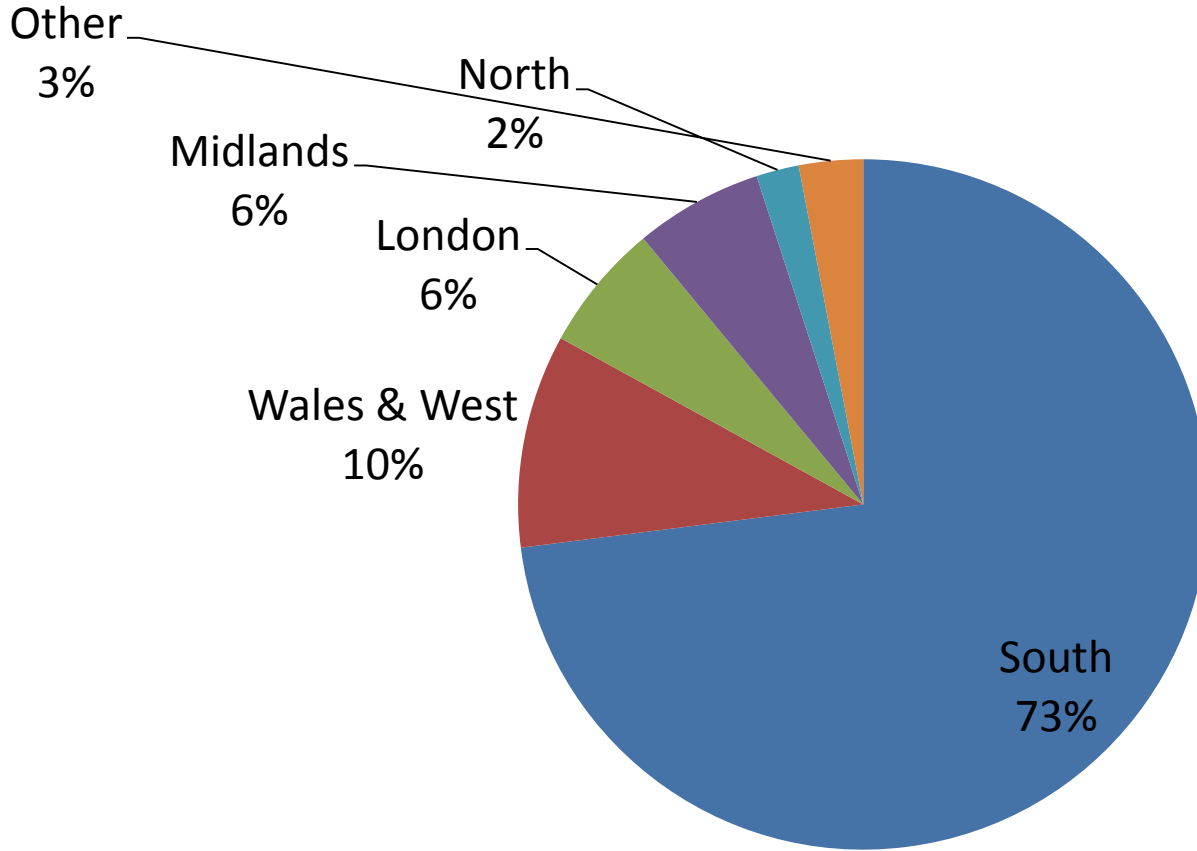
Demographics

55% Men/45% Women

Ages



Regional Spread



29% came from Portsmouth postcodes (40% for 5k)

Headline Figures

- 93% graded “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 for the event
- 72% had increased activity levels by training at least 3 times per week

TV Audience

- **Channel 5 – Live Broadcast**

- 2 Hours Coverage
- 10.00 – 12.00am
- Peak Audience 216,000



- **Sky Sports – Highlights Programme**

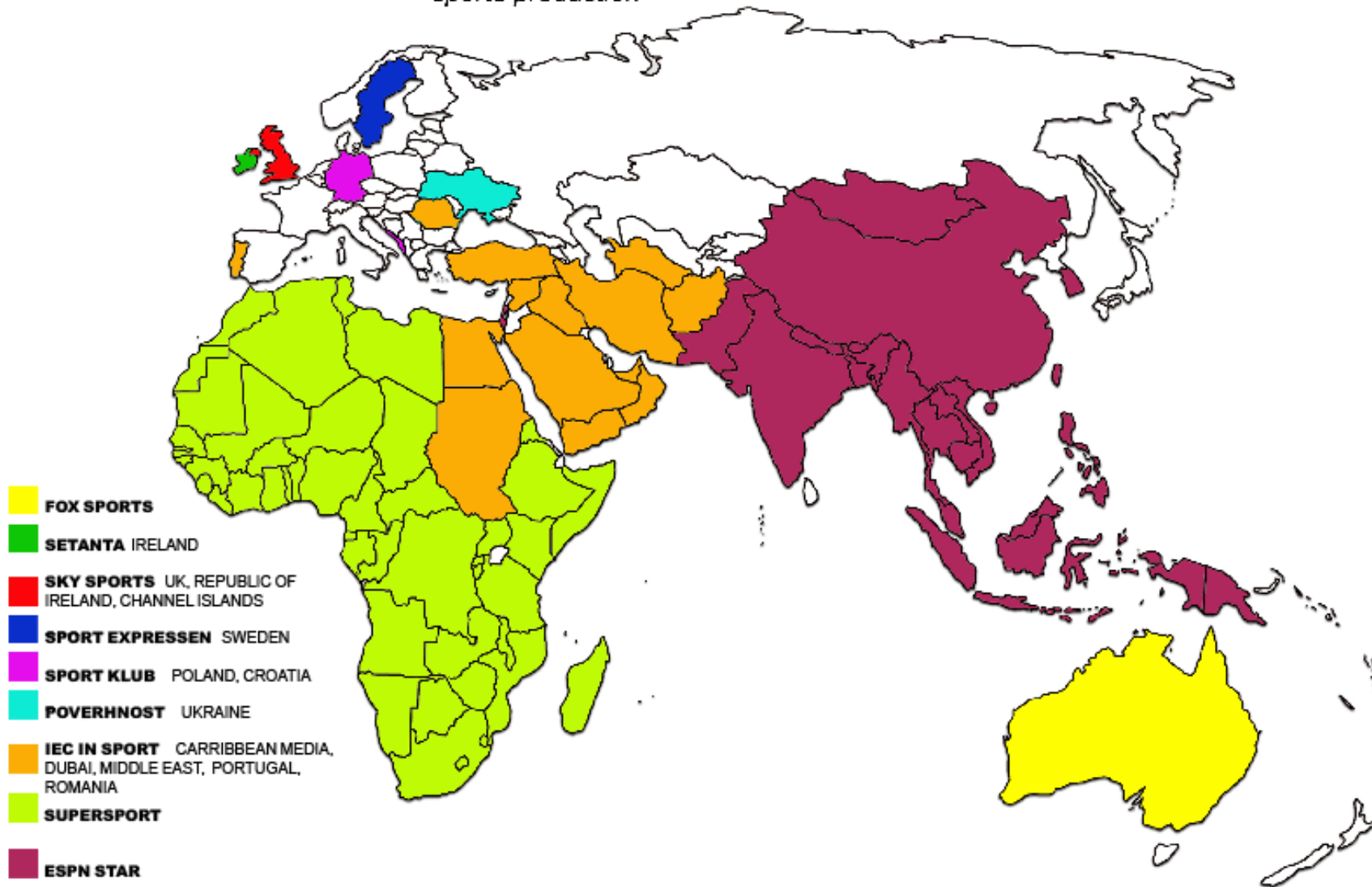
- 30 Minutes
- 4 Showings delivered a total Average Audience 12,000



International Television

The Bupa Great Run Series comprises 6 programmes of 30 minutes distributed worldwide via:

- ESPN Star Asia, India, China, Hong Kong, Malaysia, Indonesia, Singapore, Taiwan, China, Thailand, South Korea
- Setanta Sports Ireland, Canada, Australia, New Zealand
- Setanta Africa South Africa, Tanzania, Zambia, Zimbabwe, Ghana, Nigeria, Kenya & Ethiopia
- Super SportsSA 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



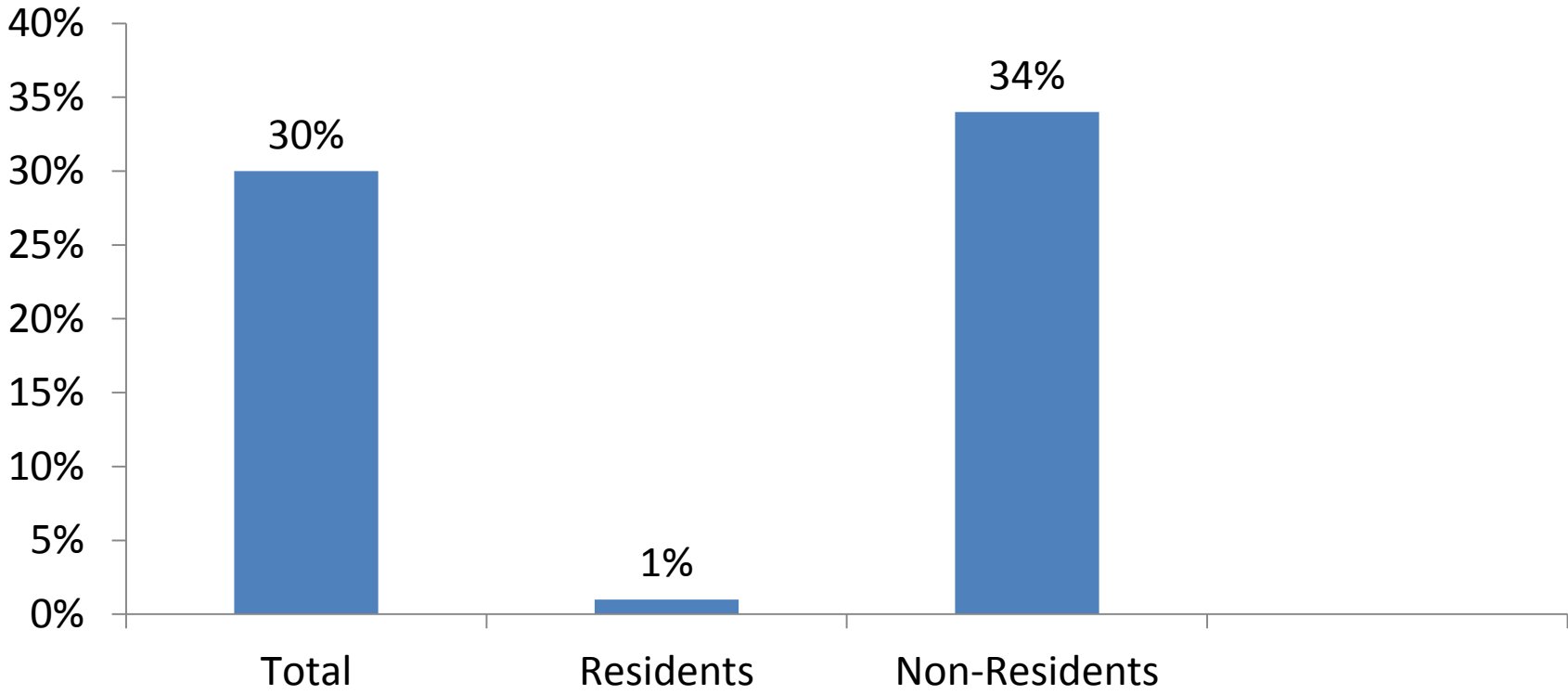
Summary of Economic Impact Study Report

Economic Impact Report

- Bluegrass Research are a market research consultancy specialising in Culture and Tourism
- Bluegrass have a broad range of experience in economic impact studies, working with Event Scotland, One North East & Newcastle City Council & Suffolk County Council
- Bluegrass were commissioned by Nova International to conduct an Economic Impact Survey for the Great South Run 2013
- Bluegrass conducted an on-line post race survey of event finishers – sample 708 (4.5% of finishers). In addition Nova International have provided data on spend in the area.

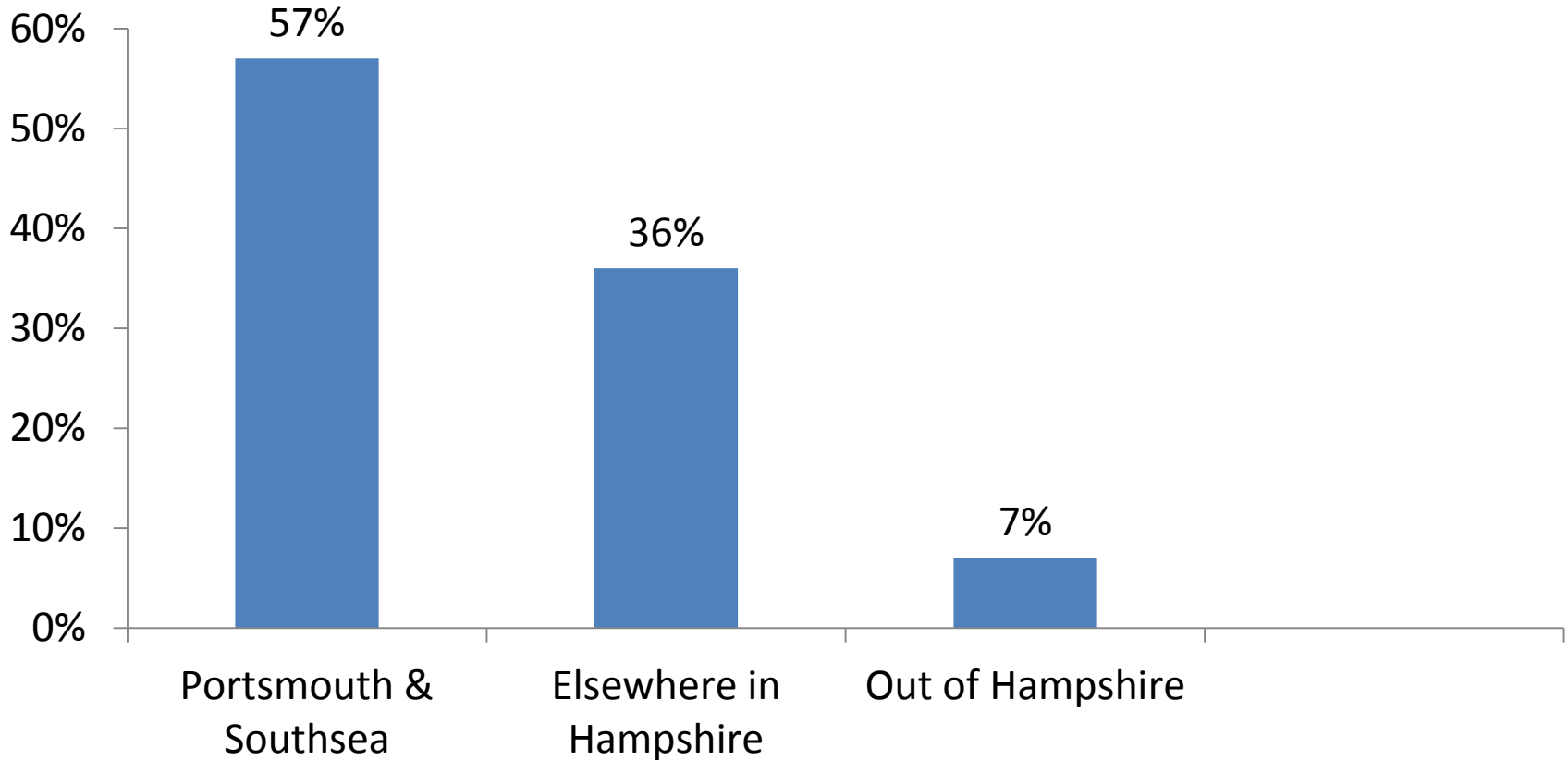
Overnight Stays Away from Home

Did your participation in the event include an overnight stay away from home (% saying YES)



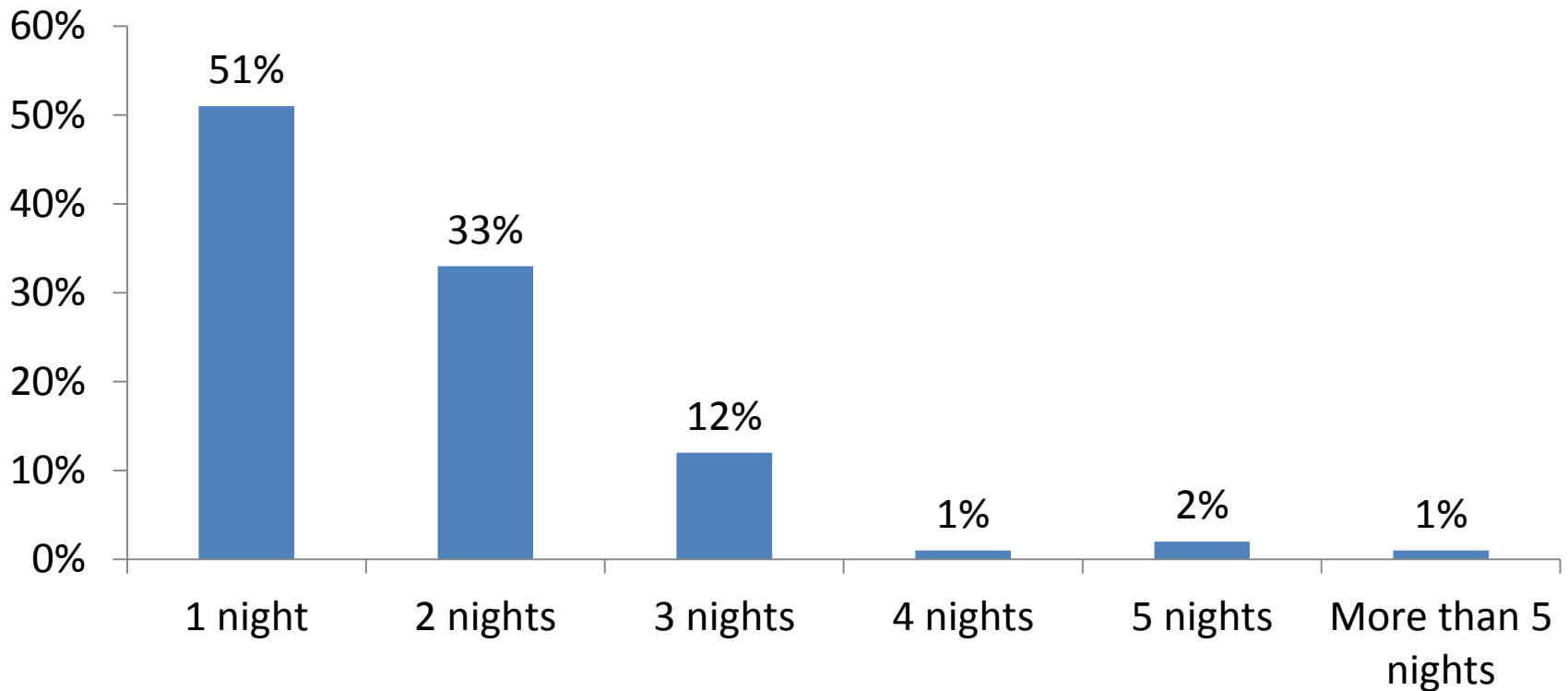
Where were the Overnight Stays?

Where did you Stay?



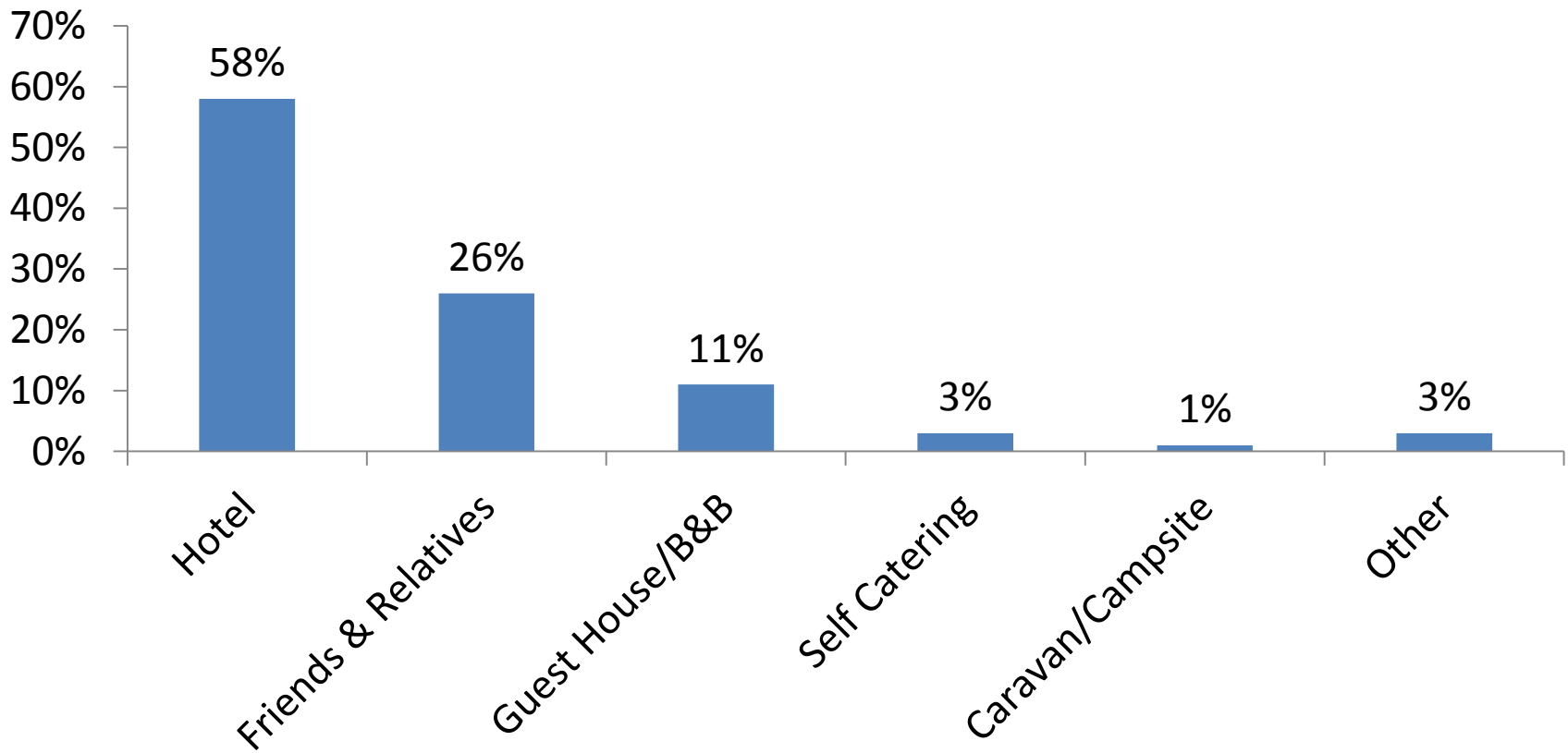
Number of Nights in Portsmouth & Southsea

How Many Nights did you spend in Portsmouth & Southsea?



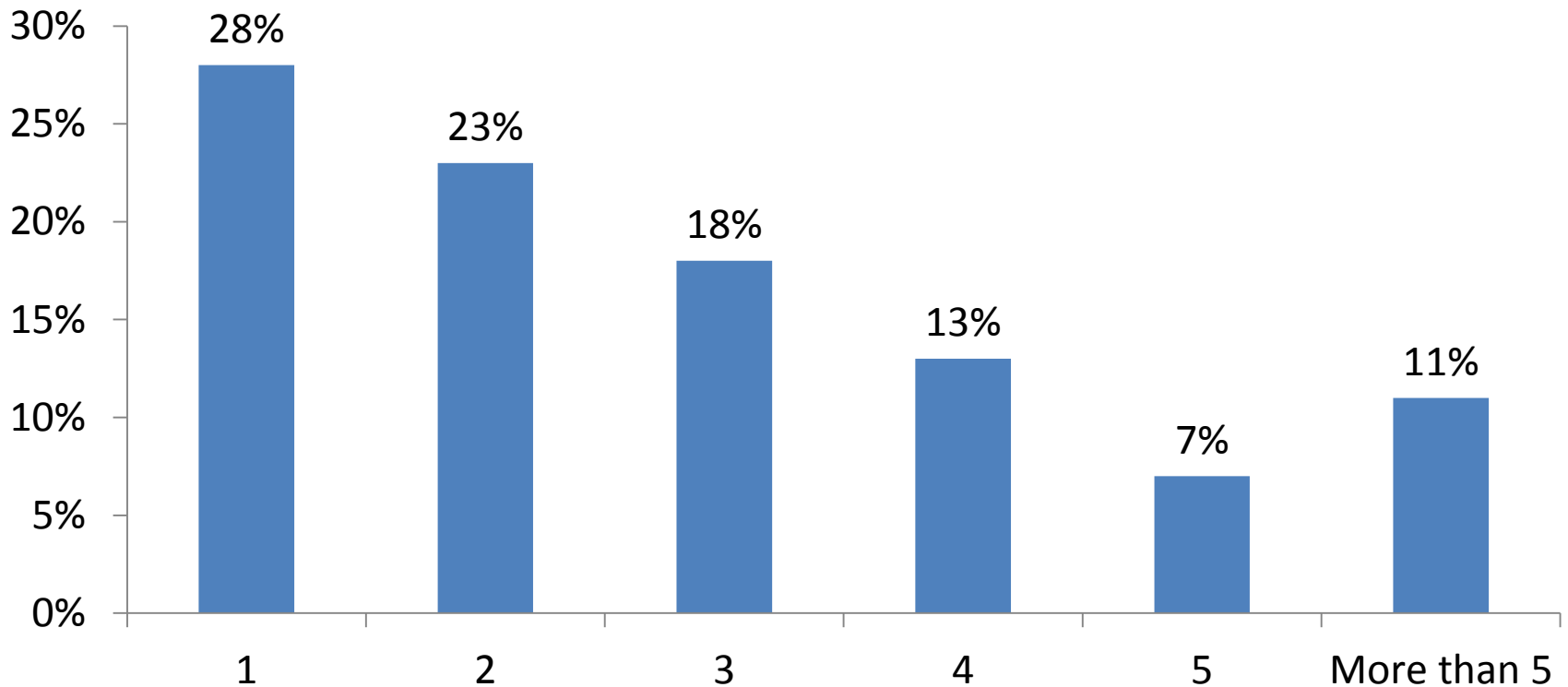
Type of Accommodation Used

Did you stay?



57% attended with Friends & Relatives

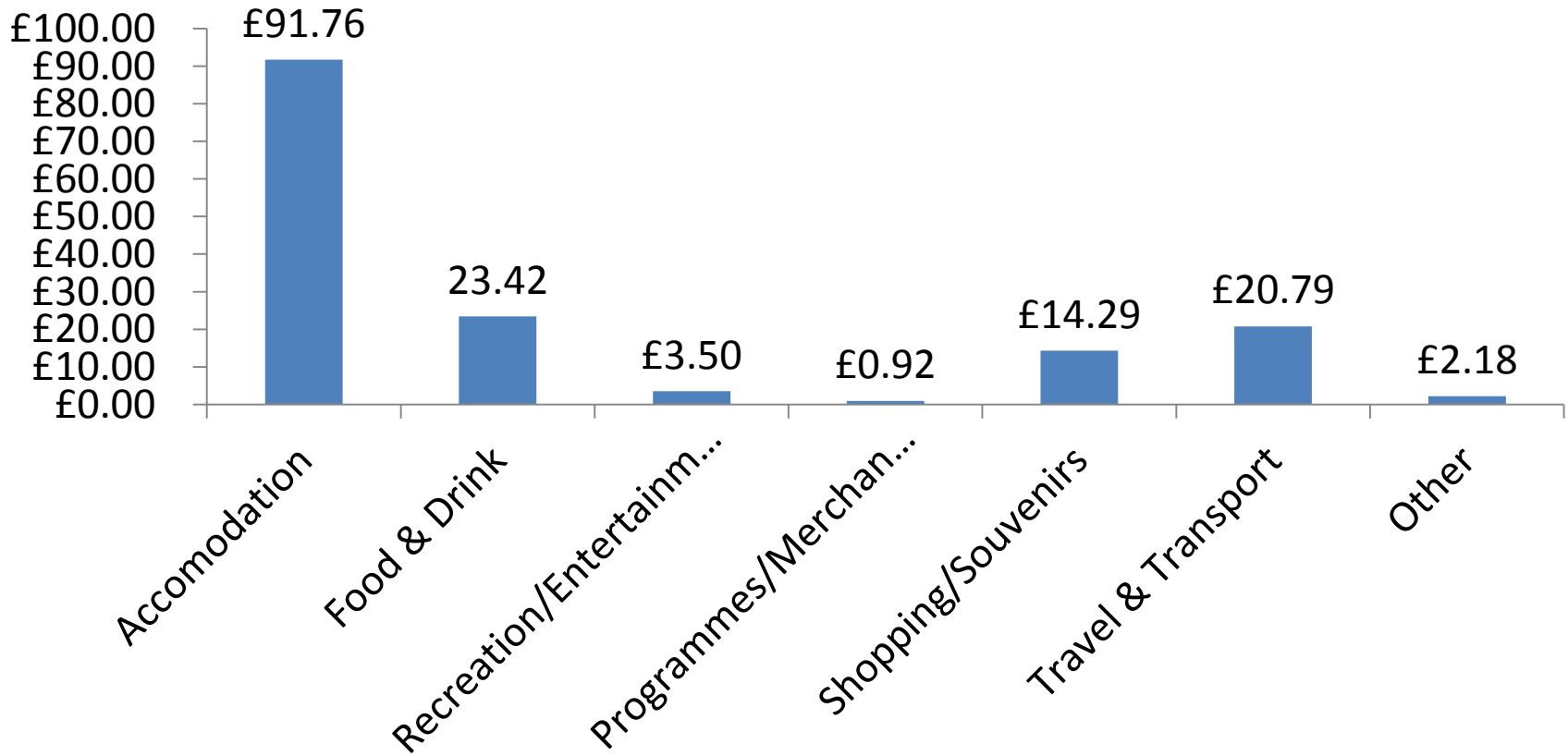
How many friends & relatives came with you to Portsmouth & Southsea?



Expenditure

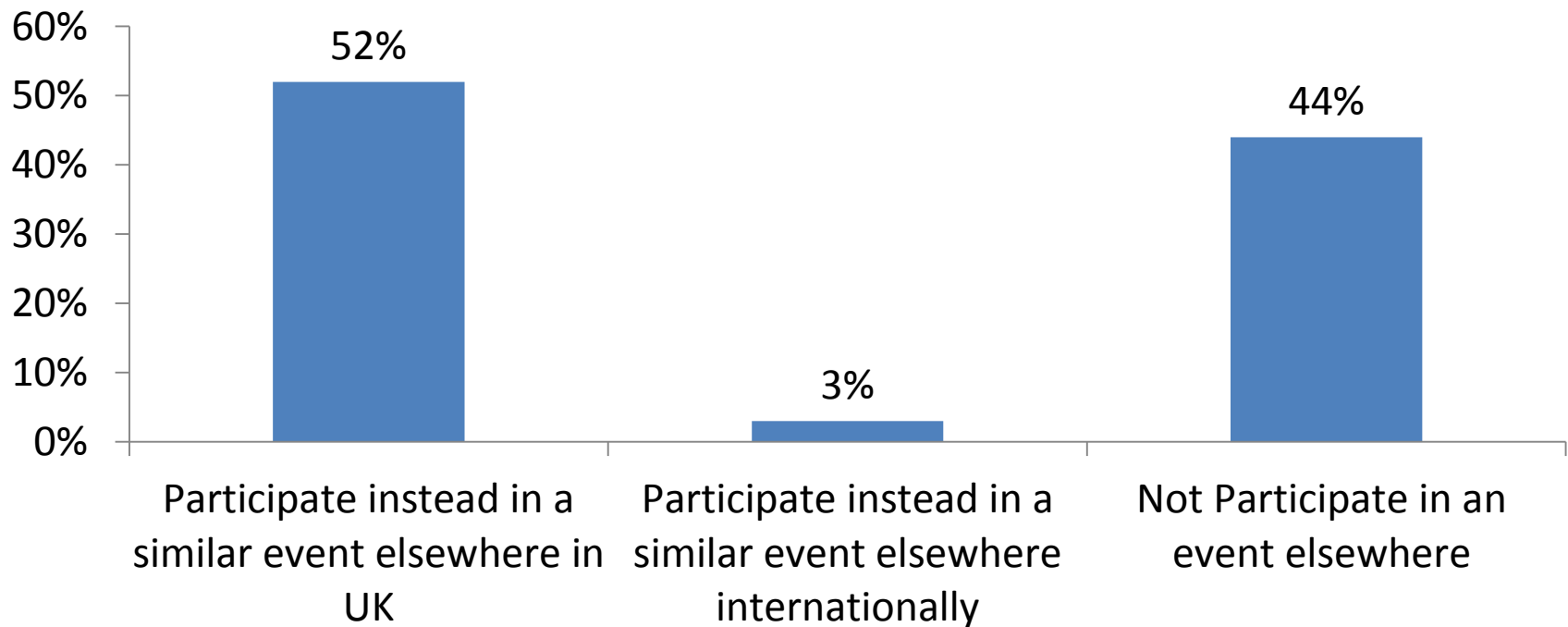
Average Expenditure was £76.58

Total Expenditure



Alternative Action in Absence of Great South Run

Portsmouth & Southsea Respondents : If this event was not being held in Portsmouth & Southsea which of the following statements best describes what you would do?



Calculating Economic Impact

- **Expenditure by Non-Resident Runners**
 - 34% of non-resident runners stayed overnight and spent on average £201.16
 - 66% of non-resident runners were daytrippers and spent on average £26.08
- **Expenditure by Resident Runners**
 - In general it should be considered that expenditure from local runners would occur anyway. However, 56% of the local runners would “go elsewhere” to a similar event, removing their spend from the local economy
 - 56% of resident runners would go elsewhere. Average spend for eligible resident runners was £13.10.
- **Total Expenditure from Runners £1,339,850**

Next Steps

- Bluegrass currently finalising additional spend from “spectators” at the Event
- Nova spend within Portsmouth & Southsea for the 2013 event was £56,741
- Nova’s partners (representatives from sponsors, media, charities etc) spent an estimated at £12,750 within Portsmouth & Southsea
- Bluegrass Research suggest a “multiplier” of 1.3 should be used for Portsmouth region – based upon Tourism South East