



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Subject:	Large Scale Events - Economic Impact on Portsmouth
Date of meeting:	16 February 2024
Report by:	Director of Culture, Leisure and Regulatory Services
Cabinet Member:	Councillor Steve Pitt, Leader and Cabinet Member for Culture, Leisure & Economic Development.
Wards affected:	All

1. Requested by

1.1. The Director of Culture, Leisure and Regulatory Services.

2. Purpose

2.1. To share information and key headlines from two recently completed independent reports on the positive economic impact of large-scale events on Portsmouth.

3. Information Requested

3.1. The council is aware of the very positive economic impact well-spaced larger scale events can have on the city and during 2023 our two largest events both commissioned independent economic impact studies and have been willing to share the key headlines with us.

3.2. The two events were the Great South Run and Victorious Festival both of whom commissioned research specialists Bluegrass to undertake specific research on their events to both measure the direct and indirect impact of their events on the city and the wider economy.

3.3. One advantage of the use of the same company was that we were able to request that some similar questions be asked through both pieces of research so enabling us to develop a more detailed understanding of the impact in the city.



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

- 3.4. This report provides an opportunity to share the key highlights of both reports and to put into context the positive economic impact they have on the city.
- 3.5. The Great South Run (GSR) took place over 14 -15th October 2023 and the evaluation sought to look at both the economic impact of the event and also the potential impacts of GSR on the perceptions of Portsmouth. It considered elements such as the runners experience of Portsmouth, their perceptions of the city and the cultural behaviour of runners as well as the direct and indirect economic spend profiles.
- 3.6. The GSR research sought responses from participants in both the 5k and 10k races and used demographic data to weight the responses and provide a reflective profile of runners across both key parts of the event. As would be expected with the nature of the events a higher proportion of runners in the 5k event lived in Portsmouth than the 10k event which had a greater representation of participants from outside the city. More females ran the 5k event with 26% of them being 25 or under with more males running the 10k race and this race's highest age profile being the 36 - 45 age bracket with 28% of runners in this category.
- 3.7. Almost 50% of the non-resident runners felt they were more likely to visit Portsmouth again following their participation in the GSR with 20% of them stating that it had strongly changed their positive perception of the city and 3 in 10 of them thinking that Portsmouth is an excellent place to visit.
- 3.8. During their visit to Portsmouth race participants most commonly visited a restaurant or café with over 49% of non-resident runners choosing to do this and almost 25% went shopping whilst they were in the city. Other key findings were that 67% brought at least 1 spectator to the event with 56% of the spectators being Portsmouth residents and 44% being from outside the city.
- 3.9. The races have a significant impact in overnight stays with 1 in 5 runners staying in the city as part of their participation in GSR. Of these 80% stayed within the city with the most popular choice of accommodation being in hotels.
- 3.10. The research asked a range of clarification questions in order to provide the most accurate information on the economic spend including taking into consideration how resident runners would spend in order to provide a measure of scale of expenditure which is retained in the city by the GSR. Consideration was also given to spectators spend although resident spectators were deemed not to have brought additional expenditure into the city as they would have been spending here already.

THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

- 3.11. Taking all the different aspects of the economic impact into consideration including runners, spectators, event organisation, direct and indirect spend the total economic impact of the Great South Run in Portsmouth was £4,450,000.
- 3.12. Victorious Festival 2023 took place over 25 - 27th August and had a total of 176,082 attendances and 85,770 unique visitors to the festival throughout the event. As with the GSR research, Bluegrass considered elements such as demographics, duration of visit, place and transport as well as the key statistics around economic impact on the city.
- 3.13. The audience profile for the Festival was slightly different in 2023 with a small increase in male visitors over female and an older audience with the 45 - 54 age bracket remaining the most prevalent. The event also recorded an increased number of audience members with specific needs around accessibility which we believe reflects the additional measures Victorious have put in place to welcome and support audience members with additional needs.
- 3.14. The Festival remains popular with Portsmouth residents with 3 in 10 living in the city. They were also more likely to attend with children and visit the festival over a number of the event days. It should be noted that of all festival attendees a significantly larger proportion, approaching half in total, attended for all 3 days and fewer attended just for 1 day only.
- 3.15. The travel routes for attenders to the 2023 festival broadly reflects those from 2022 although a change in the specific question enabled a better understanding of vehicle transport. Over 1 in 5 attenders (22%) used the Lakeside Park & Shuttle service with 26% walking to the event.
- 3.16. Over 37% of the audience stayed overnight with a significant increase in the number of attendees extending their stay in Portsmouth to 4+ nights of which 27% stayed in hotels/B&Bs and 19% camping. In total 97% of those staying in paid accommodation stayed in Portsmouth.
- 3.17. The research also found that 91% of the attenders agreed that the events welcomes the whole community - a significant increase from 2022 (71%). Around 9 in 10 said the Festival makes them happy and has a positive impact on their health & wellbeing - again up from the 2022 figure.
- 3.18. More attendees undertook activities away from the Festival in Portsmouth while they were here with 36 % visiting a restaurant/café and 30% a pub with 19% taking the opportunity to go shopping. Perceptions of Portsmouth were positive with significant improvements in attendees views of the city compared to 2022. A total of 38% felt they were likely to visit Portsmouth again in the future (up from 33% in



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

2022) and 38% saying that their perceptions of Portsmouth have been more positive from attending Victorious (up from 32% in 2022).

- 3.19. As with consideration of the economic impact question and spending patterns for Great South Run, Bluegrass took into consideration a wide range of aspects in order to provide a statistically sound calculation on the widest economic impact the festival has on the city.
- 3.20. As previously taking all the different aspects of the economic impact into consideration, visitors, local contracts, crew bed nights, direct and indirect spend the total economic impact of Victorious Festival in Portsmouth was £22,142,000.
- 3.21. As can be seen from both of these reports large-scale events do have a significant and positive impact on the wider city with elements such as increased spend and hotel stays. The more hidden impact is the positive impression of Portsmouth the event participants are leaving with which we believe will impact on increasing future visits to the city outside of the events programme.

.....
 Signed by
Stephen Baily
Director of Culture, Leisure and Regulatory Services

Appendices:

Nil

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



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

--	--