

**MAYOR OF LONDON**



**LONDON: HOME OF  
WORLD-CLASS SPORT**

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Greater London Authority

July 2014

Greater London Authority

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# 1. OUR VISION

## TO REMAIN THE NO. 1 DESTINATION FOR WORLD-CLASS SPORT

Whilst we are now significantly removed from that glorious summer of 2012, London is still feeling the influence of the Olympic and Paralympic Games as we look towards our future. We were honoured to welcome the world to our city and we are dedicated to ensuring that London continues to play host to elite sporting events of all sizes in the years ahead. London currently sits atop the rankings of the three major independent indices\*, as the world's leading destination for sporting events. Our vision, quite simply, is to remain there.

In addition to an exciting annual calendar of world-class sport, we have already secured a number of notable major championships – from the 2016 World Track Cycling Championships; to the 2017 IAAF and IPC World Athletics Championships; and the 2018 Women's Hockey World Cup. This new strategy makes clear our intention to maintain the momentum and keep London at the very heart of the international sporting community.

The re-opening of the Queen Elizabeth Olympic Park this year has only strengthened what the city has to offer. It increases our

ability to combine elite performance sport with wider participation events, and to inspire new generations to get active.

We now have an unparalleled range of world-class facilities available, and also the expertise to develop suitably world-class events to fill them. The opportunities are here, and we look forward to helping you make them a reality.

London is a large and diverse city with excellent event expertise across many stakeholders and venues. We can help you navigate the landscape, and I hope this strategy makes clear our offer and our expectations. As a city we are united in our approach and clear in our objectives.

Most importantly of all, we are open for business!



**Boris Johnson**  
Mayor of London

\*London is ranked the number one destination for sporting events by Around the Rings and TSE Consulting International Sports City Index, SportCal Global Sports City Index, SportBusiness Ultimate Sports City



# 2. A WORLD-CLASS HOST

**A city full of passionate fans**  
and a genuinely diverse audience

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**A home from home crowd**  
for every participating nation

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**International media ready to  
communicate** to the world

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**Strong heritage in sport and volunteering**  
– from Hackney Marshes to the London  
Marathon

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**Huge commercial opportunities** through  
a powerful and active sponsorship base

**Unique event production expertise,** from  
brand product launches to major ceremonial  
events

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**Large, varied and exciting range of  
accommodation** and visitor attractions,  
including four world heritage sites

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**One of the world's best connected  
cities** with five international airports, rail  
links across the UK and Europe, and a  
sophisticated network of roads and public  
transport

**15.5** MILLION  
INTERNATIONAL  
VISITORS PER YEAR

**3,500**  
MEETING  
SPACES

**14**  
MAJOR  
VENUES

**£7bn**  
BUSINESS EVENT  
EXPENDITURE PER YEAR

**117,000**  
HOTEL ROOMS

**6,000**  
RESTAURANTS

**10,000**  
CLUBS & BARS

**32,000**  
ANNUAL MUSIC  
PERFORMANCES

**200**  
FESTIVALS

**300**  
MUSEUMS  
& GALLERIES

**150**  
THEATRES

**11**  
TUBE LINES  
SERVING

**270**  
STATIONS

**7,500**  
BUSES

**300**  
INTERNATIONAL  
MEDIA DESKS

**176**  
PARKS

**60**  
UNIVERSITIES  
& COLLEGES



# REGULAR WORLD-CLASS EVENTS

FOR DECADES LONDON HAS BEEN A HOME TO WORLD-CLASS SPORT. AS A RESULT, A NUMBER OF THESE HAVE BECOME REGULAR FEATURES ON LONDON'S ANNUAL SPORTING CALENDAR

## SPRING



BNY MELLON OXFORD  
AND CAMBRIDGE BOAT RACE  
VIRGIN LONDON MARATHON  
THE FA CUP FINAL

## SUMMER



WIMBLEDON CHAMPIONSHIPS  
TEST CRICKET  
IAAF DIAMOND LEAGUE ATHLETICS  
PRUDENTIAL RIDE LONDON

## AUTUMN



NFL REGULAR SEASON GAMES  
BARCLAYS ATP WORLD TOUR FINALS

## WINTER



NBA REGULAR SEASON GAME  
SIX NATIONS RUGBY INTERNATIONALS

# FUTURE HIGHLIGHTS

LONDON IS COMMITTED TO DELIVERING A WORLD-CLASS LEGACY FOLLOWING THE OLYMPIC AND PARALYMPIC GAMES. BELOW IS A SNAPSHOT OF FUTURE EVENTS ALREADY CONFIRMED FOR LONDON

## 2014

- TOUR DE FRANCE STAGE 3
- FINA DIVING WORLD SERIES
- NEC WHEELCHAIR TENNIS MASTERS
- PRUHEALTH WORLD TRIATHLON LONDON
- CLIPPER RACE

## 2017

- IAAF WORLD ATHLETICS CHAMPIONSHIPS
- IPC ATHLETICS WORLD CHAMPIONSHIPS
- IHF MEN'S WORLD LEAGUE ROUND 3

## 2015

- IRB RUGBY WORLD CUP
- EUROHOCKEY NATIONS CHAMPIONSHIPS
- ICF CANOE SLALOM WORLD CHAMPIONSHIPS
- FORMULA E

## 2018

- IHF WOMEN'S HOCKEY WORLD CUP

## 2016

- UCI TRACK CYCLING WORLD CHAMPIONSHIPS
- LEN EUROPEAN CHAMPIONSHIPS
- IHF WOMEN'S CHAMPIONS TROPHY

## 2019

- ICC CRICKET WORLD CUP

# 3. HOST CITY SUPPORT

AS A CITY WE HAVE A STRONG HISTORY OF SUPPORTING BIDS FOR MAJOR SPORTING EVENTS – AND AN ENVIABLE TRACK RECORD OF SUCCESS IN BRINGING THESE EVENTS TO LONDON.

Our success has been based on ensuring that all partners work together as effectively as possible. Our aim is to present a clear picture to event organisers regarding the level of support available and the process for securing this support.

In return, we hope that event organisers will engage with London at the earliest possible stage in the bidding or planning process. This will allow us to work with you to help shape your proposals, ensuring our key objectives are met and allowing us to invest in and/or support your event. We are also willing to consider committing support to a ‘series’ of events – for example a regular annual event that forms part of a sport’s World Tour or World Series.

The package of support that London is able to offer a specific major sporting event will be reflective of the scale of the event itself. However, it will include some or all of the following elements:

## **POLITICAL SUPPORT**

Formal Mayoral endorsement of a proposed event, and where appropriate local borough endorsement, opens the door to a range of wider opportunities for city support.

## **FINANCIAL SUPPORT**

London has the capacity to contribute to the staging costs of major sporting events.

## **EVENT DELIVERY SUPPORT**

Advice, expertise and support can be provided on wider event delivery and operational issues such as transport, security and engaging with London’s emergency services.

## **VENUE SUPPORT**

London is home to a wide range of world-class sporting venues, both publicly and privately owned and managed. As well as providing venue hire, venue managers will often be able to provide assistance with venue and event specific knowledge and expertise; marketing; engagement with the local community and various other elements of event delivery.

## **CITY ACTIVATION**

Knowledge and insight into how best to activate major events or related sponsor led activity in the city including free fan activity, city dressing and other city media assets.

## **DIGITAL MARKETING ASSETS AND SUPPORT**

Expertise and support on ticketing and international marketing and communications including digital support, web design and brand development. The city has access to a range of digital marketing channels, both visitors and event goers, to drive domestic and international ticket sales in a busy marketplace.

## **ACCOMMODATION SUPPORT**

The range of accommodation in London is vast and diverse. The London hotel market already offers around 117,000 bedrooms, with on-going investment delivering an increase to 140,000 in the next 5 years. The city can support on sourcing accommodation options for every budget and size.

## **COMMUNITY ENGAGEMENT SUPPORT**

Through our local networks, we can help embed an event into relevant communities and assist in the engagement of local volunteers. We are also committed to ensuring events are the catalyst for increasing participation in sport and can assist in the delivery of sports development programmes associated with an event.

# 4. KEY OBJECTIVES AND EVALUATION CRITERIA

LONDON WILL CONTINUE TO SUPPORT MAJOR EVENTS THAT WE BELIEVE WILL DELIVER REAL, TANGIBLE BENEFITS TO THE CITY AND TO LONDONERS. IN PARTICULAR, THERE ARE THREE SPECIFIC TYPES OF BENEFIT THAT WE LOOK AT WHEN CONSIDERING WHETHER TO OFFER CITY SUPPORT TO AN EVENT:

## **ECONOMIC BENEFIT:**

Delivering significant direct economic benefit to the city through, for example, additional visitors coming to and staying in London as a result of the event.

## **INTERNATIONAL EXPOSURE:**

Creating significant international exposure for London, through television broadcast or other media, particularly in key overseas territories and markets.

## **COMMUNITY ENGAGEMENT:**

Providing genuine and meaningful opportunities for Londoners to engage with the event. This includes making use of local volunteers, providing opportunities for Londoners to access tickets to the event and, crucially, increasing opportunities for sports participation as a consequence of hosting the event.

These objectives are the three main city-wide criteria against which event proposals will be evaluated at a city level. We will work with organisers to develop their event proposal to ensure that it delivers against these criteria if at all possible. We will also pay particular consideration to Olympic and Paralympic Sports in 2012 legacy venues.

Support for any event, even if it does meet our key objectives and criteria, will ultimately be determined by its operational viability – for example, does it clash with other major events taking place in the city? We will work with you to determine this at the earliest possible opportunity.

The following pages contain more information and case studies on the above three evaluation criteria



# ECONOMIC BENEFIT

THE DIRECT ECONOMIC IMPACT FROM NON-LOCAL ATTENDEES IS CALCULATED USING EVENT IMPACTS METHODOLOGY\*, BASED ON;

- Number of non-local spectators
- Number of other non-local attendees (athletes, officials, journalists)
- Hotel bed nights generated in the London economy
- Expenditure spent in London by the organisers



\*[www.eventimpacts.com](http://www.eventimpacts.com)

## CASE STUDY PRUDENTIAL RIDELONDON



Prudential RideLondon is a world-class festival of cycling created to deliver a lasting legacy from the Olympic and Paralympic Games and inspire more people to take up cycling in London. The weekend long festival delivers significant economic benefit to the city as detailed below, is broadcast live both in the UK on BBC television and internationally and drives people to take up the sport for the first time.

### THE WEEKEND LONG FESTIVAL INCLUDES:

#### **Prudential RideLondon Freecycle**

8 mile closed circuit in Central London for all ages and levels

#### **Prudential RideLondon Grand Prix**

Series of junior events, hand-cycle racing and professional women's cycle race

#### **Prudential RideLondon-Surrey 100**

100 mile (160km) event for amateur cyclists taking place in the Capital and Surrey's countryside

#### **Prudential RideLondon-Surrey**

Classic race 200km race across London and Surrey featuring the world's top male cyclists

#### **Prudential RideLondon Cycling Show**

A 3 day cycling exhibition and show

### **Direct economic benefit from non-local attendees**

- In 2013, Prudential RideLondon generated direct economic benefit of £13.2 million.
- In addition to the direct economic benefit reported, participants in the London-Surrey 100 raised over £7m for charity.

### **Number of individual non-local spectators**

- 43% of the 180,000 gross spectators attracted across all the events came from outside of London.

### **Number of other non-local attendees (athletes, officials, volunteers, journalists etc)**

- Half (51%) of the 50,000 FreeCycle participants came from outside of London
- Two thirds (67%) of the 16,000 participants in the Ride London-Surrey 100 came from outside of London and participants in the London-Surrey 100 brought an average of 2 spectators with them.
- Hotel bed nights generated in the London economy
- Visitors from outside of the UK stayed an average of 4 nights in London.

# INTERNATIONAL EXPOSURE

THE LEVEL OF EXPOSURE GENERATED FOR LONDON, LARGELY FROM TELEVISION COVERAGE, BUT ALSO INCREASINGLY FROM OTHER FORMS OF MEDIA, PARTICULARLY IN THE FOLLOWING KEY MARKETS;

- United Kingdom
- United States
- Europe
- Growing Worldwide Markets



## CASE STUDY | BARCLAYS ATP WORLD TOUR FINALS 2013



The Barclays ATP World Tour Finals taking place at The O2 in London, is the world's largest indoor tennis tournament featuring the world's eight best men's singles and doubles players. In 2013 this 8 day event attracted over 260,000 spectators, and is estimated to bring over £43 million worth of economic benefit to the city. The event also generates significant international exposure across a range of key markets for the city as explained in more detail below.

### EXPOSURE ON TV

In 2013 the tournament was televised by 54 broadcasters in 193 territories with more than 81.5 million viewers worldwide watching dedicated coverage (live, repeats, delayed)

- UK: 5.5 million
- Continental Europe: 48.4 million
- Asia Pacific: 12.3 million
- USA: 6.0 million
- Central & South America: 4.4 million
- Middle East: 2.3 million
- Rest of world: 2.6 million

Since 2009 global TV viewership has grown by 87% with hours broadcast growing by 131% to over 7,000 hours in 2013

Key broadcasters include Sky Sports (UK), BBC (UK), Sky Italia (Italy), CCTV (China), Goara Sports (Japan), ESPN2 (USA), SporTV (Brazil), Al Jazeera (Middle East)

### EXPOSURE ONLINE

2013 saw record breaking digital performance with more than 9 million visits to the tournament website and ATPWorldTour.com and 45 million visits to the live scoring app (a combined increase of 26% vs. 2012).

### EXPOSURE IN THE MEDIA

The tournament receives international media exposure with over 300 accredited journalists and photographers on site representing media outlets from over 30 countries

Over 50 radio journalists onsite covering the tournament

# COMMUNITY ENGAGEMENT

THE ABILITY OF AN EVENT TO IMPROVE THE LIVES AND CONDITIONS OF THE LOCAL COMMUNITY AND ENCOURAGE PARTICIPATION THE KEY MEASURES ARE:

- Numbers engaged in sport as a result of the event, particularly focused on engaging currently inactive people
- Number of free and/or accessible tickets available for the local community
- Number of local volunteers engaged through the event
- Any wider community engagement work being undertaken



## CASE STUDY QUEEN ELIZABETH OLYMPIC PARK



### FINA DIVING WORLD SERIES 2014

Hosted in the Queen Elizabeth Olympic Park (QEOP) Aquatics Centre from April 25th-27th 2014, the FINA Diving World Series marks the reopening of this iconic venue as a world-class sporting facility. The aims of the FINA Diving World Series community engagement programme have been agreed by a range of city stakeholders. Key objectives are: to increase awareness of diving as a sport, to promote the event to the wider community via schools and community groups; to promote the facilities and programmes at the London Aquatics Centre; and to engage participants to become diving ambassadors in their communities/schools.

- 100 free tickets per session allocated to young people from the local community.
- 40 local Queen Elizabeth Olympic Park Champion volunteers used per session, with fifteen field-of-play 'runners'
- 540 new participants from schools and the local community brought into the Aquatic Centre to take part in diving for the first time
- Particular focus on working with disabled young people – a unique undertaking for a community diving programme.

### LONDON LIONS AND LONDON SCHOOL OF BASKETBALL

The London School of Basketball (LSB) is the community engagement programme of the London Lions professional basketball team, based at the Copper Box Arena on the QEOP. It provides community basketball opportunities for young people of all abilities, with a particular emphasis on engaging with inactive young people from disadvantaged communities across London. It also delivers outreach coaching opportunities, training courses and a structured competition pathway which is helping to expand and improve grassroots basketball provision in the capital.

- Works with both established and fledgling clubs, as well as forming new clubs where provision is non-existent, to create a network of self-sufficient basketball clubs across London.
- More than 7,000 young Londoners are currently involved with the LSB, with more than 20% of them previously inactive.
- Biggest grassroots league in London with over 1,200 regular players representing more than 100 teams.
- Comprehensive basketball development strategy established with the London Lions, facilitating opportunities from the community grassroots to elite level.

# 5. WORKING WITH US

The first point of contact for all event organisers seeking support to bring a sporting event to London is the Mayor of London's Sports Events Team. From initial contact with the Mayor's Office, through to securing city support and delivering a successful bid and event, these are the next steps:

I. National Governing Body/International Federation/other event organiser contacts the Mayor's Sports Events Team regarding a potential opportunity for an event in London.

II. Mayor's Sports Events Team shares details of opportunity with all relevant London partners for initial consideration.

III. An event specific evaluation group is convened, comprising representatives of the relevant London partners.

The group will undertake two specific tasks:

- Work with the event organiser to shape the event proposal to ensure it delivers as strongly as possible against London's key strategic objectives and those of the event organiser; and ascertain what level/form of city support could be required to make the event viable;

- Undertake a formal evaluation of the finalised event proposal, against our key objectives and criteria to determine whether it merits city support and mark a recommendation as to the level of support to offer

IV. A single, combined package of city support will be offered to the event organisers, comprising some or all of the elements set out in this document.

V. Assuming the offer of support allows the bid/event to move forward, the city will work with the event organisers on relevant steering groups and organising committees.

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For an event that does not deliver against our key objectives, or does not secure formal city support, we may still be able to facilitate introductions to organisations or venues which could assist you in delivering your event in London.

## CONTACT

Mayor of London's  
Sports Events Team

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# 6. WHO WE ARE

## MAYOR OF LONDON

The Mayor of London and the Greater London Authority provide strategic leadership for London across a whole range of policy areas. With regard to major sporting events, the Mayor's Office is your gateway to London and the first point of contact for all event organisers. We have a strong track record of investing in major sporting events and have huge experience of bidding for and delivering world-class sport – alongside our ongoing Sports Legacy Programme that is working to increase participation in sport amongst Londoners. We are committed to maintaining our current position as the world's number one city for world class sport.



London & Partners is the Mayor of London's promotional organisation for the city. We provide expertise, co-ordination and guidance for those looking to stage a major sporting or cultural event in the city, working in partnership with all city stakeholders. London & Partners offers expertise in developing event bids and propositions and ensuring events maximise the economic benefit and international broadcast reach for the city. As well as being the gatekeeper to a number of domestic and international digital channels of major event audiences, London & Partners can advise on international marketing and communications plans for major events. London's Convention Bureau team also sits within London & Partners, offering venue and accommodation support for all event organisers.



The Queen Elizabeth Olympic Park is a new, well-connected international sports destination, boasting some of the best facilities in the world. The variety of transport connections to and from the Park are superb. The London Aquatics Centre and the Copper Box Arena are world class, fully accessible legacy venues. We are already attracting major regional, national and international sporting championships. The London Legacy Development Corporation, responsible for managing the QEOP, would like to secure more world class major sports events in order to make the park a playground for London and the rest of the world to create highpoints in the city's year. Our facilities are assets which have been built with flexibility in mind especially suitable for sporting events of all sizes.



The Lee Valley Regional Park Authority offers a wide range of major sporting venues, three of which were host venues for the London 2012 Olympic and Paralympic Games: Lee Valley White Water Centre; Lee Valley VeloPark; and Lee Valley Hockey and Tennis Centre. Areas of support we could offer include venue-specific operational and event-specific knowledge and support; sports development and community activation; education; and marketing and public relations.



## Transport for London

Transport for London is involved in the support and delivery of major sporting and celebratory events across London. We are responsible for the for London's iconic transportation networks including Buses, London Underground, and London taxis in addition to running London Overground trains, the Docklands Light Railway, London River Services, Victoria Coach Station, Tramlink, the Emirate's Air Line and Barclay Cycle Hire. TfL also provides much of the city's road infrastructure with a 580km network of main roads and control of all of London's 6,000 traffic lights. It also runs the Congestion Charging scheme and oversees the Low Emission Zone.



The role of the police at public events is based on the need to discharge their core responsibilities: prevention and detection of crime; protection of life and property; preventing disorder and maintaining the Queen's Peace. Legal opinion (ACPO Guidance on Public Safety Policy) suggests that the responsibility for public safety rests with the organiser of an event, the owners of the land on which it takes place and possibly the local authority if the event takes place on a road. However when a serious incident occurs and where there is an immediate threat to life the police will support the event organiser in implementing contingency plans.



The Royal Parks manage some of the most iconic landscapes in London. Our eight Royal Parks are among the most visited attractions in the UK and we have a long tradition of hosting major events, including those of an historic and national significance. As custodians of these unique spaces, we seek to balance the enjoyment and inclusion that events in open spaces can bring to the communities and visitors we serve locally, nationally and internationally, with the provision of spaces for quiet enjoyment and relaxation. We have recently published *Hosting Events in the Royal Parks* which sets out why we host events, the guiding principles by which we prioritise events, and our approach to hosting events.

## LONDON BOROUGHS

London is made up of 33 geographical Boroughs, many of which have some involvement in specific major sporting events. When working with you on an event, we will engage with any relevant borough on your behalf. Newham and Westminster, however, have particularly strong involvement across a whole range of events due to the spaces and facilities contained within them.

### LONDON BOROUGH OF NEWHAM

Newham is the joint owner of the Olympic Stadium, and the Host Borough for future events held in the Stadium, Aquatics Centre and Velopark. We are committed to supporting the delivery of major sports events in the Queen Elizabeth Olympic Park. As well as committing resources to ensure the 2012 Games ran smoothly, we invested heavily in programmes to get our residents active through Olympic and Paralympic projects. We have continued this investment with sports legacy projects totalling over £600,000 already agreed to generate a local legacy from the 2014 FINA Diving World Series, 2015 IRB Rugby World Cup and the 2016 LEN European Swimming Championships. We are a partner in the 2017 IAAF World Athletics Championships, and an investor in the 2017 IPC Athletics World Championships.

## WESTMINSTER CITY COUNCIL

The streets and open spaces in the City of Westminster play host to many world renowned major sporting events. We work closely with the organising committees alongside the Mayor of London's offices and the London emergency services to ensure a safe and successful conclusion to these events. Our lead in ensuring that all parties meet the demanding standards and attention to detail in planning, activation and local engagement together means that there is a warm welcome and safe return home for our visitors and participants alike.

## MAJOR LONDON VENUES AND STADIA

London is home to some of the world's best known sporting arena from Twickenham Stadium and Wembley Stadium, home to England Rugby and Football, to The All England Lawn Tennis Club and Lord's Cricket Ground, all rich with sporting heritage. Moving East, with the new sporting event venues within the Queen Elizabeth Olympic Park, coupled with The O2 Arena and the Excel Convention Centre, there are sporting venues to meet the requirements of all size and scale across London. The city work closely with venue owners and stadia operators in London including, but not restricted to, AEG, ExCeL, GLL, The FA and The RFU to maximise the reach of sporting events taking place in the capital.





ON

MAYOR OF LONDON

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