

MAYOR OF LONDON

Major Sports Events: Impact for London 2023



THINK
BEYOND

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Introduction and Executive Summary





Foreword

London is the global capital for major sports events. In our recent history, we have provided the stage for some of the most unforgettable and dramatic sporting moments in living memory. From the 2012 Olympics and Paralympics, the England Men's and Women's Cricket World Cup Finals at Lord's to the Lionesses' victory at Wembley in 2022, London has had it all.

We are also a proven home for international franchises. London is the only city outside of the US to have hosted all 32 NFL teams, and the League has committed to play in the capital until at least 2029. In recent years, London Stadium has become a home-from-home for Major League Baseball, and this summer, the NBA will be bringing the USA national basketball team to the O2.

Visitors to our city for major sports events significantly boost local hospitality, retail and tourism businesses and create opportunities for Londoners. Of course, these competitions and contests inspire not only the next generation of sporting stars but countless people, to live happier, healthier lives by staying active.

The global attention that these events attract also reinforces London's reputation as a vibrant, inclusive, and outward-looking city.

I am proud that, as well as looking back with pride, we can look forward with optimism. London has already secured some of the biggest sporting events in the world, including the UEFA Champions League Final 2024, the Women's Rugby World Cup 2025, and the UEFA European Football Championship 2028.

This marks the beginning of a new era for major sports events in our capital as we build on our phenomenal success. Our ambition is to host further internationally renowned events, explore opportunities to engage more global sports, and improve our already outstanding venues, famed sporting institutions and packed calendar for years to come.

A handwritten signature in blue ink, which appears to read 'Sadiq Khan'. The signature is fluid and cursive.

Sadiq Khan
Mayor of London

London's Vision for Major Sports Events

Major sports events add memorable experiences to London's calendar. They can also bring huge benefits to Londoners. At the heart of the Mayor's approach to sport, is the view that it can bring people together and improve lives.

This report assesses how a sample of major sports events in 2023 helped support the Mayor of London's strategic priorities:

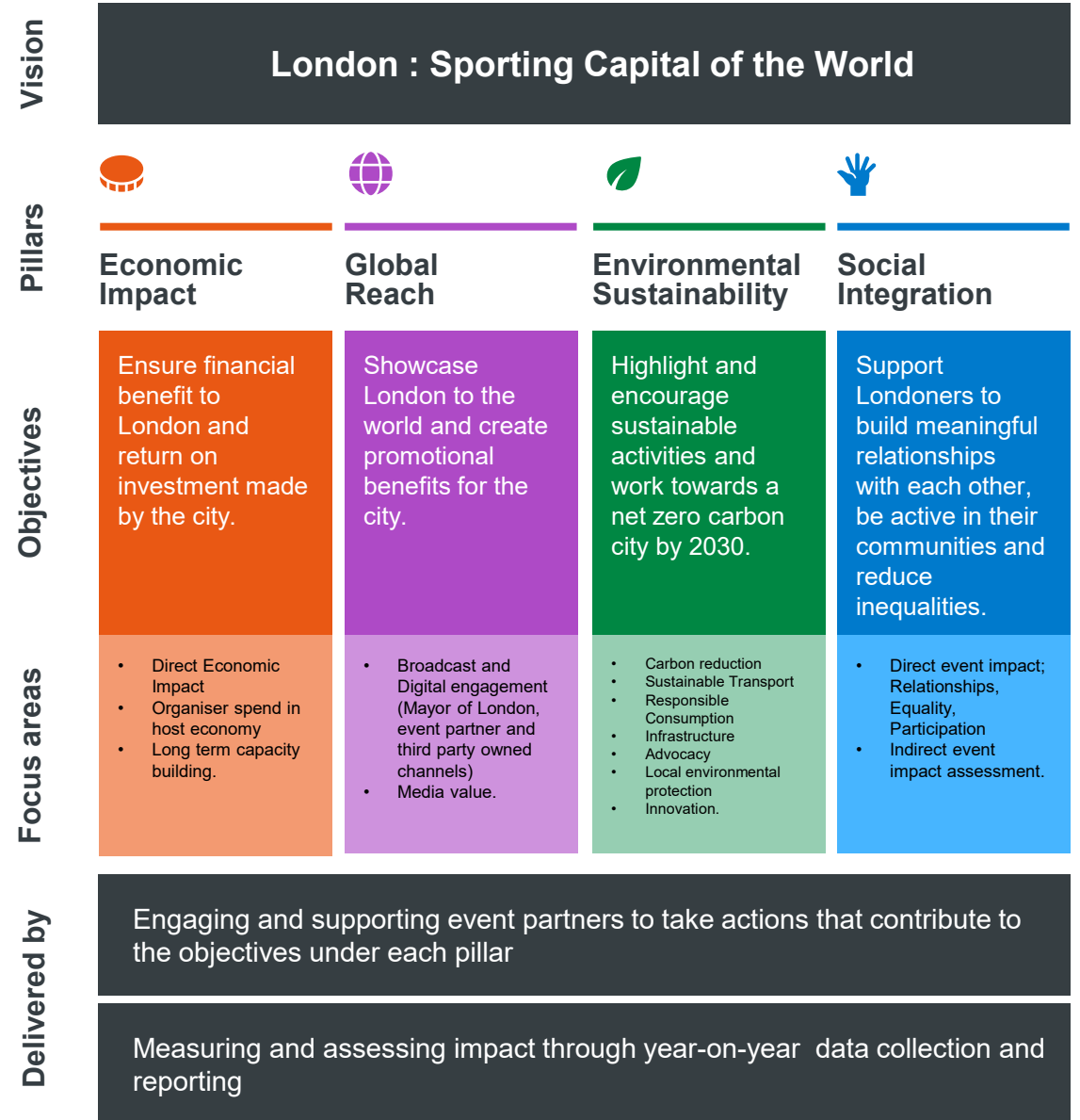
- Economic Impact
- Global Reach
- Environmental Sustainability
- Social Integration.

These pillars will contribute to London's overarching vision for major sports events.

The Mayor wants to work with London's event partners, host stadiums and venues to ensure major sports events deliver maximum benefit to Londoners.

This will support future investment and bring more major sports events to the city; maintaining London's position as the sporting capital of the world.

This report has been developed in partnership with social impact and sustainability consultancy, Think Beyond, and is the first step in a three-year plan to share the inspiring stories of these benefits and to demonstrate London's world-leading position.



Measures of Success

To fully understand the benefits that major sports events bring, it is vital to measure success.

In the context of major sports events; the Mayor defines impact as **any measurable benefit felt by Londoners as a result of major sports events being hosted in the city**. This is in line with the objectives of London's four strategic pillars: Economic Impact, Global Reach, Environmental Sustainability and Social Integration.

You can find the full impact methodology that underpins the findings in the appendix of this report.

Across these four strategic pillars, London will measure:

Activities

Actions event partners and the Mayor of London takes that contribute to achieving objectives against the four pillars covering:

- The event day (direct impact).
- Programmes that are delivered in London (indirect impact).

For example:

Providing Londoners with an event experience.

Outputs

Quantitative measures of success against actions taken covering:

- Participants involved.
- Number of actions taken and for who.
- Amount of change seen in data.

For example:

The number of volunteers at an event.

Outcomes

Measurable evidence of how activities have helped create a positive long-term benefit for Londoners:

- Changes in what Londoners think, do and have.
- Changes in infrastructure and capacity.

For example:

Londoners have a greater sense of belonging.

2023 Events

In 2023, London hosted major international events and competitions in a range of sports including Athletics, Baseball, Cricket, Cycling, Football, Hockey, Motor Sport, Netball, NFL, Rugby Union, and Tennis, inspiring thousands of fans and reaching millions of Londoners.

This report focuses on six headline events for this report. Measuring the impact of these events shows the benefits they can bring to London and Londoners.



Jacksonville Jaguars vs Atlanta Falcons

Wembley Stadium

1 October



RideLondon

London-Essex

28 May



Two NFL London Games

Tottenham Hotspur Stadium

8 and 15 October



Major League Baseball London Series

London Stadium, Queen Elizabeth Olympic Park

24 - 25 June



Formula E London E-Prix Series

ExCeL London

29 - 30 July

2023 Highlights

Across the events reviewed in this report, **358,973** spectators attended, including Londoners from each of London's 32 boroughs

Major sports events are uniquely placed to deliver social, economic and environmental benefits to London.

Economic Impact



Across six events hosted, **£160 million** of total direct economic impact was generated in London

FORMULA E



MLB London Series at London Stadium

£53 million



RideLondon

£4 million



3 x NFL games hosted across Wembley and Tottenham Hotspur Stadium

£76 million

£26.5 million

Global Reach



72 million

global viewers tuned in to watch the six major sports events featured in this report



170 territories

across 6 continents were reached by 2023 events

Territories reached included the USA, China, Indonesia, Canada, France, Japan, Mexico, India, Brazil, Australia and Germany.

Environmental sustainability



Each of the events covered in this report focussed on delivering the most environmentally sustainable events possible. Highlights included:

100%

of renewable electricity powering Formula E and MLB events



Zero waste

sent to landfill at the MLB London Series and the NFL Jacksonville Jaguars game

72.16%

recycling rate achieved at Formula E's London E-Prix



3,000 bus tickets

were sold as part of a sustainable transport initiative between Jacksonville Jaguars and National Express

41%

of RideLondon participants said they expected to take fewer trips by car in favour of cycling in the future

Social Integration



Sporting events celebrate the diversity of London and provide a platform for partners to deliver social impact in local communities. Highlights included:

84% of 352

Formula E volunteers said they agreed that volunteering had given them a sense of pride in contributing to their community/London

1,002

young Londoners regularly took part in NFL Flag programmes, via partners, with increases in skills and feeling of connection to their community

692 Londoners

representing 32 London boroughs, volunteered at Formula E and MLB events

8,641 Londoners

representing 33 boroughs and 7 community organisations took part in RideLondon Freecycle

3,732

young Londoners across 50 schools participated in Major League Baseball 'First Pitch' sessions



Economic Impact



Introduction

Economic Impact in London

London is a global centre of economic activity, trade and commerce, and is home to a diverse range of industries. It is also one of the world's largest financial centres, and boasts thriving creative, sports and education sectors. London's economic power benefits Londoners, and the wider UK through jobs, opportunities and innovation.

What role do major sports events play?

Major sports events contribute to London's economy by generating direct economic impact via organiser spend, visitor and participant spend.

The 'Economic Impact' of a major sports event describes the total additional expenditure generated within a defined area (London), as a direct consequence of staging the event.

London is home to world-famous stadiums and venues that have capacity to host thousands of fans who visit the city. This means that events have great potential to generate significant economic impact. It ultimately benefits Londoners in terms of jobs, wages and supporting local businesses. Events can also support trade missions and strengthen wider economic ties between host cities and global partners.

Across the five major sports events included within this report, we have carried out an Economic Impact analysis using the data available at the time of writing*.

The findings show that these events generated significant economic impact in 2023. This includes, in particular; direct organiser expenditures (spending by participants, teams, sponsors, and event organisers on local amenities and services such as accommodation, dining, transport, and entertainment) and visitor expenditure and tourism (spending by those who would not have otherwise visited London, and uplifts in tourism).

*You can find the full economic impact methodology in the appendix of this report.



£160m

of total direct economic impact in 2023

358,973

total event attendees in 2023

Economic impact

The power of international events

International franchises bring significant economic benefits

Major League Baseball and the NFL have found a home in London, with the NFL London Games being hosted in the city since 2007, the Jacksonville Jaguars entering their 10th year and the MLB London Series being hosted in London for the second time since 2019. Both series have become headline events on the global sporting calendar and attract tens of thousands of fans to the games.

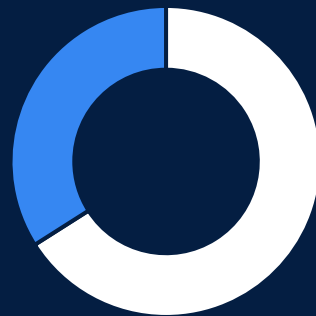
There were a total of 110,227 tickets sold for the two event days of the 2023 MLB London Series, of which a significant portion were international fans. Roughly 29% of attendees were international tourists who came to London specifically for the games.

The NFL London Games, hosted at Tottenham Hotspur Stadium and Wembley Stadium brought visitors from the USA, Switzerland, Germany, France, Hungary and the Netherlands. There was a total of 208,000 visitors across the series.

Jacksonville Jaguars Football games have supported annual trade missions between Florida and the United Kingdom. In 2023, meetings resulted in an MOU with intentions to increase bilateral investment and trade, as well as promoting tourism ties between Jacksonville and London.



Out of MLB's total direct economic impact of £60.5 million, **£53 million (87%) impacted Greater London**



66% USA
34% Other

Of international MLB fans, **66% were from the USA**, while **34% were fans from the rest of the world**, predominantly from Europe



Of the **208,000** spectators, **14% were London residents**, **59% travelled from elsewhere in the UK** and **27% travelled to the event from other countries**

£76 million of direct economic impact was generated by the three NFL London games in 2023

Economic impact

analysing the long-term returns

Events of all shapes and sizes contribute through economic impact

As well as long-running international franchises, the Formula E London E-Prix was held in London for the fifth time in 2023. RideLondon also entered its tenth year since being founded by the Mayor of London in 2013.

An event's economic impact is not a one-off. Impact is generated every time the event is held. Event partners such as Formula E bring long-term economic benefits by consistently returning to London and creating more impact year-on-year.

Mass participation events, such as RideLondon, drive economic impact in different ways. The majority of the £3.58m of direct economic impact comes instead from participant spend, travel, and accommodation.

London is the only city outside of the US to have hosted all 32 NFL teams, and the League has committed to play in the capital until at least 2029

London generates a significant percentage of UK-wide economic impact related to major sports events

London's culture, history and infrastructure contribute to it being a world-class host city, able to host multiple global events throughout the year. This ensures that it plays a leading role in the economic impact delivered by major sporting events across the UK.

The six major sports events in this report generated a total of £160m of economic impact in 2023. UK Sport reported the total direct economic impact of UK Sport-funded events to be £373m* in 2023.

**For more information on UK Sport reported economic impact, see the Appendix of this report. Please note this figure does not include events hosted in the UK that were not funded by UK Sport*

£26.5 million

of direct Economic Impact generated by the Formula E London E-Prix in 2023



RideLondon generated

£4 million

of direct economic impact in London

Economic impact

considering the wider benefits

World-class stadiums help spread benefits across London

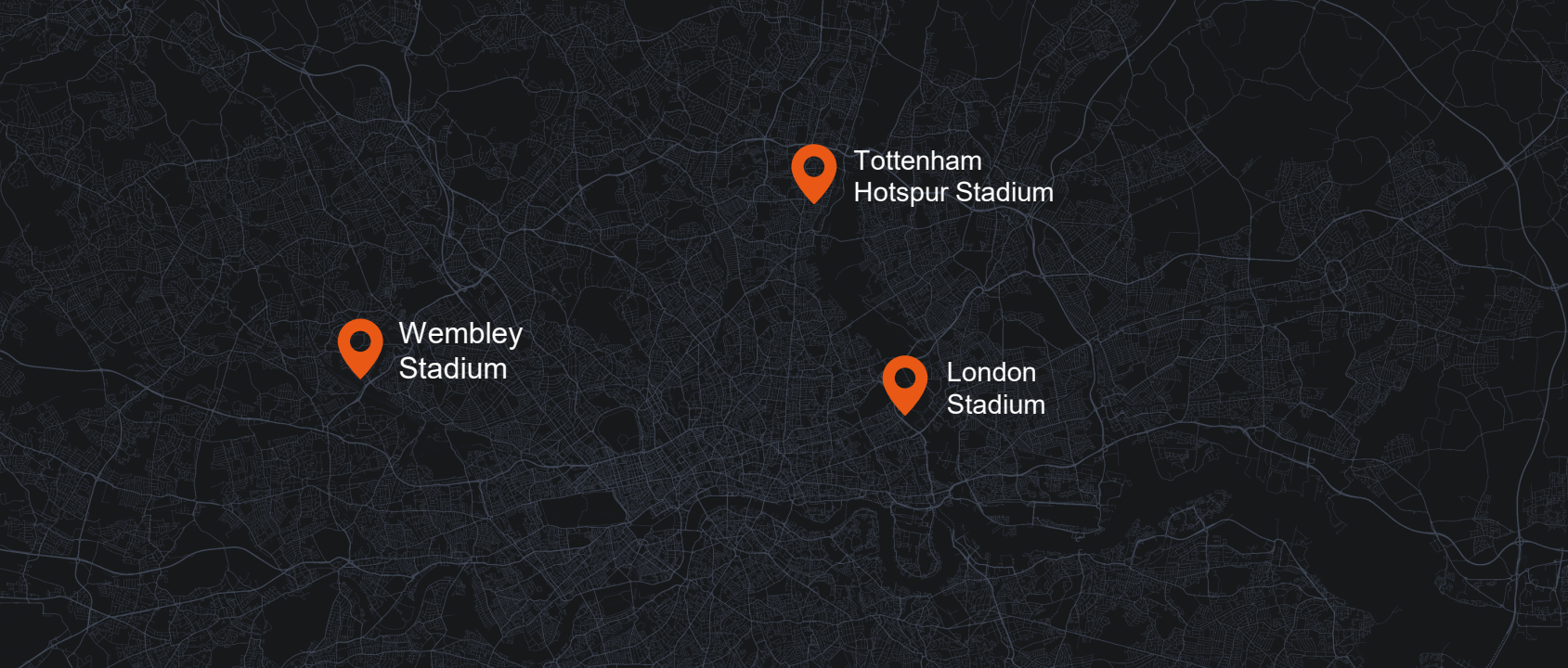
London's array of stadiums and venues mean major sports events are hosted across our city. These include Wembley Stadium in west London, Tottenham Hotspur Stadium in the north, and London Stadium in the east. This means the economic impact is felt in the way of direct visitor spend with local businesses.

Visitor footfall to London's ExCeL increased by **11,342** during Formula E's London E-Prix.

£8.7m of direct organiser spend in Stratford, the area next to the MLB London Series

An estimated **£30m** of indirect and induced impact was generated by the MLB's London Series

An estimated **£110m** of indirect and induced impact was generated across all three NFL London Games in 2023



Economic impact goes beyond direct impact

The causal relationship between hosting an event and economic impact is strongest when considering direct economic impact, however, while it cannot be calculated with the same level of accuracy, measuring indirect and induced impact are also credible ways of understanding economic impact. These areas of impact refer to the secondary effects on the economy, as a result of direct spending associated with events. These impacts extend beyond immediate expenditures by visitors, event organizers and participants.

Global Reach



Introduction

Global Reach in London

London is a global city, attracting millions of tourists every year. These visitors bring many economic and cultural benefits, from providing fans for the city's arts and sports events to helping local businesses to thrive.



How can major sports events help?

Major sports events are some of the largest, most exciting gatherings held in London. Events are broadcast, streamed, and promoted worldwide, showcasing London as a vibrant and welcoming city.

Promoting major sports events helps the Mayor of London to:

- Raise the profile of London as a destination for tourism and business
- Support the Mayor's strategic objectives to draw in further global sports and expand the city's event calendar
- Grow London's reputation as the sporting capital of the world.

Major sports events are a fantastic way to promote London to the world; attracting further visitors and maintaining London's position as one of the world's most-visited cities.

In 2023, major sports events in London helped...



Showcase London to the global sporting community

Broadcasting major sports events is an opportunity to put London front and centre of global sporting viewership. NFL's ESPN+ IG game (ATL@JAX) averaged 3.4 million viewers, up 35% from last year. It is ESPN+'s most-watched event to-date. By using fan zones and watch parties across seven venues in London, Jacksonville Jaguars engaged over 11,000 fans. As well as the USA, fans came from Switzerland, Hungary, the Netherlands and several other European countries.

Over 72 million viewers across the world tuned into watch the six major sports events featured in this report.

Total broadcast across 2023 events reached over **170 territories across six continents** including USA, China, Indonesia, Canada, France, Japan, Mexico, India, Brazil, Australia and Germany.

Increase the reach of different sports to new audiences and new markets

Digital channels and online broadcasting are playing an increasingly influential role in promoting major sports events to new markets and audiences. The NFL received 48 million video views of the 2023 NFL London Games, up 85% compared to the 2022 series.

Social media engagement with MLB's owned channels reached over 24 million global views for its London Series, with MLB Europe's timelapse of Queen Elizabeth Park's London Stadium venue build receiving two million views.

Formula E London E-Prix received a **cumulative audience of 54.9 million**, with Indonesia contributing 40% of its non-domestic audience.

The **USA accounted for 90% of the 3.3 million total cumulative audience** for MLB's London Series.

Spotlights

Formula E campaign

Showcasing sport in London in a bold, provocative way

Throughout July 2023, the month of the London E-Prix race, Formula E expanded its marketing campaign to continue building Formula E's fanbase.

Digi-vans were stationed at major sports events including Wimbledon, Silverstone and Goodwood Festival of Speed. This enabled the campaign to reach a captive audience of sports enthusiasts and engage them with the Formula E brand. Formula E worked with ExCeL, the Mayor of London, and Reset Connect to offer competition tickets, run panel sessions, create web and social content, and distribute flyers.

'Progress is Unstoppable' is a two-minute film created with Uncommon Creative Studio. It acts as a nod to the disruptive power of this sport and the extraordinary mindset of the drivers. This film was shown across a variety of platforms, including cinemas, where it was paired with summer blockbusters to capture a younger, more diverse audience.

Formula E also used celebrity influencers, national and international media, and a Carnaby Street takeover. This demonstrates how a holistic, creative marketing campaign can bring sport in London to new audiences.



Spotlights

MLB Trafalgar Square Takeover

Taking sport to fans in the heart of London

Engaging fans is no longer limited to attending the event itself. Fan zones and activations are increasingly part of the reach of major sports events.

When MLB returned to London in June 2023, Trafalgar Square was transformed into a celebration of baseball. This allowed fans to experience the sport in the heart of the capital. The three-day festival included baseball activities, MLB merchandise, ballpark food and live game screenings.

The centrepiece of the takeover was Home Run Derby X: The Cage, a free unique live baseball experience blending reality with virtual gameplay. Using ball-tracking technology, fans could try and hit a home run across the skyline of London. MLB legends and other global sporting stars were also invited to take part.

This unique festival gave local and global fans a free opportunity to socialise, see their idols and immerse themselves in baseball culture in London.



512,000
unique views



1,000,000
engagements

Parts of the MLB takeover were streamed live globally, receiving 512,000 unique views and more than one million engagements online.

Environmental Sustainability



Introduction

Environmental Sustainability in London

Making London a zero-carbon city* by 2030 is part of the Mayor's bold London Environment Strategy, released in 2018. It includes plans to reduce carbon emissions, provide sustainable mobility options, champion responsible consumption, encourage innovation and more.

How can major sports events help?

Toxic air, noise pollution, the threat to green spaces and the impacts of climate change are all risks to the health and wellbeing of Londoners. As such, it is vital that major sports events reduce their environmental impact.

To measure the environmental sustainability of major sports events, the event itself must be considered, and any steps taken by the host venue. Both have a role to play in actively reducing the environmental footprint of major sports events in London.

Engaging with event stakeholders (including fans, volunteers and suppliers) through events is also an opportunity to encourage mass behaviour change.

To do this, event partners – with support from the Mayor and host venues – must take consistent action on environmental sustainability throughout the event lifecycle.

By reducing the impact of event operations, partners can support the Mayor's sustainable activities and goal of becoming a net zero carbon city by 2030. This will help set an example to other events, industries and cities.

**Find out more about the Mayor of London's Environment Strategy.*



Major sports events can help protect London's natural environment whilst inspiring long-term sustainable change for London and Londoners.

In 2023, major sports events in London helped...

Move London towards becoming a net zero carbon, zero waste city

Jacksonville Jaguars worked with Wembley Stadium to replace the plastic poles on its spectator flags with cardboard ones. This saved **85,000** plastic poles from being created and wasted.

NFL's venue, the Tottenham Hotspur Stadium, uses a **sustainable rice supplier** across all its catering facilities. This shows how a venue can work with its suppliers to reduce environmental impacts within its supply chain.

Protect and preserve the local environment for Londoners to enjoy

After the London E-Prix event, Formula E donated 2,000 plants to the gardens at its venue, ExCeL London, helping deliver air quality and health and wellbeing benefits.

The Tottenham Hotspur Stadium, which hosts NFL games has installed a range of roosting and nesting features to protect local wildlife. This has benefited bats, kestrels, starlings, swifts and other bird species.

Demonstrate sustainability leadership through innovation

Formula E ran a battery storage trial at the London E-Prix. This has led to more battery use across its European races, rather than relying on hydrotreated vegetable oil-fuelled generators for car charging.

The technology infrastructure at Tottenham Hotspur Stadium (NFL) allows for the use of less power during periods of low activity.

London Stadium and Wembley Stadium sent **zero waste to landfill from the 2023 MLB London Series and Jacksonville Jaguars events**, respectively, and Formula E's London event had a **72.16% recycling rate**.

Formula E and MLB obtained **100% of electricity from renewable sources and all the gas used by Formula E's event was offset using UN Carbon Credits**.

In 2023, major sports events in London helped...

Londoners choose more sustainable behaviours

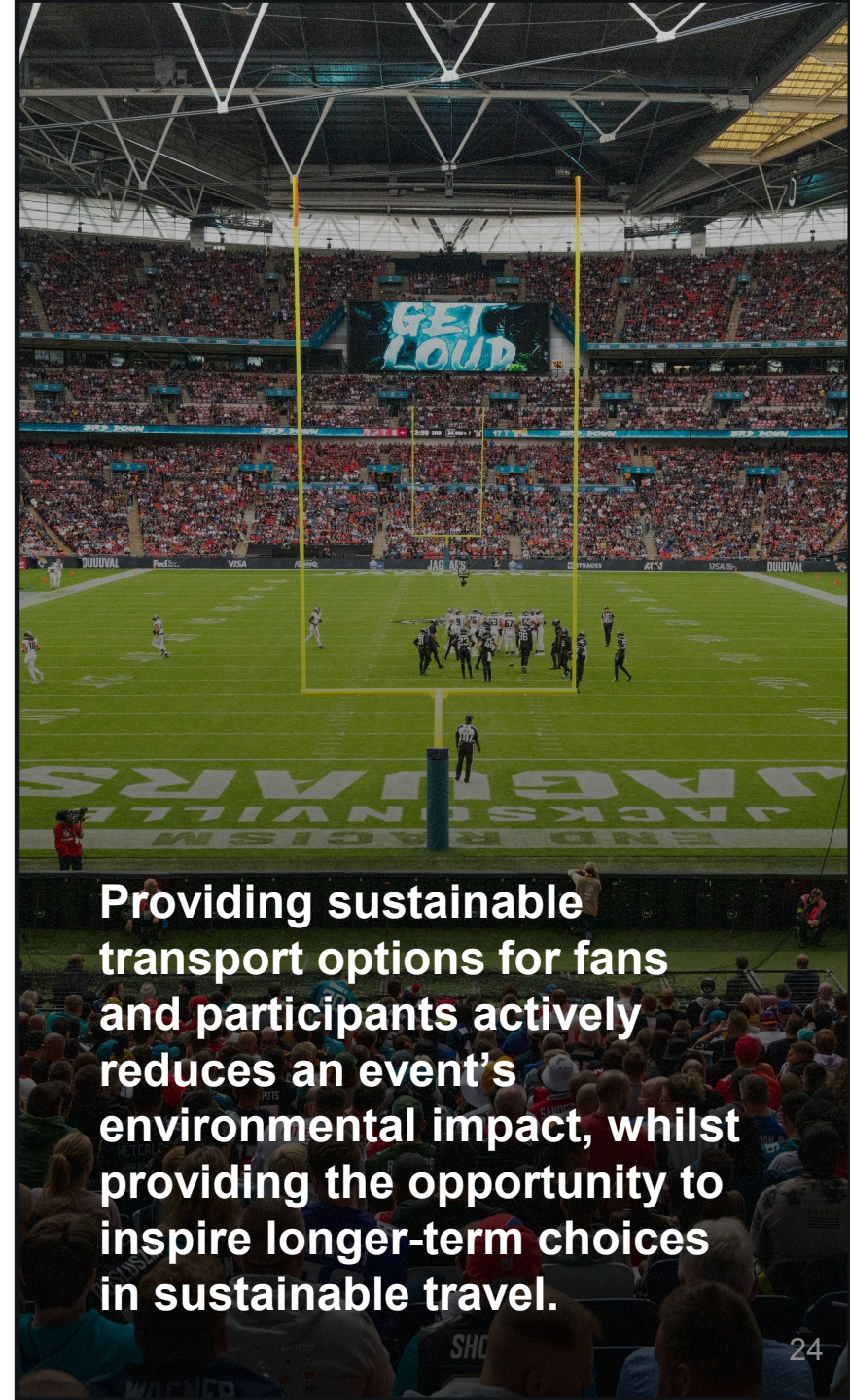
MLB encouraged fans to return reusable serveware in exchange for discounts on future purchases. The NFL's venue had staff on hand by bins so they could separate waste correctly and reduce waste and carbon emissions.

For RideLondon's cycling weekend, Trafalgar Square became the Ford RideLondon Cycle HUB. The aim was to inspire more people to enjoy cycling and promote active travel in London. Activities included free entertainment, live screening of the cycling event, bike skills training, and food and drink stalls.

92.8% of Jacksonville Jaguars and **90%** of MLB fans travelled by public transport to its events.

41% of RideLondon participants said they expected to take fewer trips by car in favour of cycling in the future.

Over **3,000 bus tickets** were sold as part of a sustainable transport initiative between Jacksonville Jaguars and National Express.



Providing sustainable transport options for fans and participants actively reduces an event's environmental impact, whilst providing the opportunity to inspire longer-term choices in sustainable travel.

Spotlights

Formula E air quality sensors

Enabling solutions that improve air quality

Events pose a unique opportunity for partners to trial novel sustainability technologies at scale. Residents near Formula E's venue in Newham are exposed to high levels of airborne particulate matter (PM2.5). Recognising this impacts on the health and wellbeing of local residents, Formula E worked with a local sixth form student on an air quality project, using sensors the student had developed.

The project aimed to collect data to determine any changes in air quality between event and non-event days, as well as changes between traffic-heavy and non-traffic areas. The results were still being analysed at the time of writing.

ExCeL London's upcoming Environmental, Social and Governance Strategy includes a target to reduce traffic levels on site and demonstrate a long-term improvement in air quality. This will be informed by the Formula E initiative and supports Newham Council's aim to boost local air quality.



Supporting long-term benefits for Londoners...

Working with Newham Council and ExCeL London, data from Formula E's air quality project will help Newham residents breathe cleaner air.

Spotlights

MLB's field of play

Reusing fields to avoid waste and help more Londoners play baseball

To accommodate MLB's games at London Stadium, an artificial turf baseball field was installed, including a large amount of clay for the infield. Knowing they would return there in 2024 and 2026, MLB considered the environmental impacts of reinstalling the turf and clay every time.

Instead, MLB decided to procure a system that could withstand multiple installations and removals, and still be of the quality needed to meet league standards.

The turf and clay system was bought in the US, shipped to London and stored here between games. Plans for the turf beyond 2026 are undecided, but the field that MLB used in 2019 was donated to BaseballSoftballUK.

Supporting long-term benefits for Londoners...

MLB's field of play will be reused in 2024 and 2026, avoiding the waste and carbon emissions associated with sourcing temporary pitches

Pitches from previous years have been reused to upgrade several baseball facilities in the UK, generating long-term sporting infrastructure and reducing environmental waste.



Social Integration



Social integration introduction

Social integration in London

The Mayor of London defines social integration as ‘the extent to which people positively interact and connect with others who are different from themselves’.

‘It is determined by the level of equality between people, the nature of their relationships, and their degree of participation in the communities in which they live’. Improving Social Integration, and therefore building strong communities in London is one of the Mayor’s top priorities. This involves:

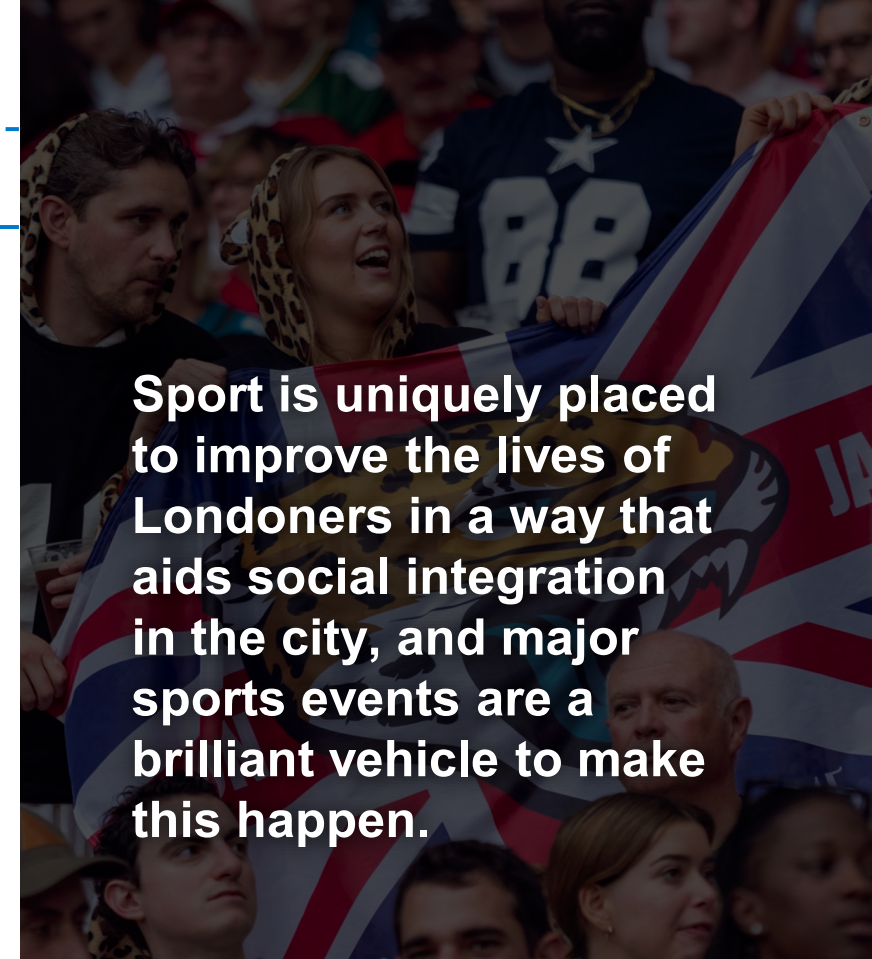
- Relationships: Helping Londoners to build meaningful and lasting relationships with each other
- Participation: Supporting them to be active in their communities and to play a part in the decisions that affect them
- Equality: Reducing barriers and inequalities, so that Londoners can relate to each other as equals.

How can major sports events help?

The Mayor believes sport can improve the lives of Londoners. Activities on event days or programmes run by event partners in London can use sport to generate positive impact and support social integration.*

This includes widening access, the event day itself, giving Londoners opportunities to participate through volunteering and reducing barriers to physical activity through targeted programmes. Positive outcomes for Londoners can include increased social cohesion in the communities where events are held, health benefits, and even better skills for work.

To maximise the benefits for all Londoners, event partners must take actions to help reduce existing inequalities, barriers and challenges faced by London communities. This can help enable everyone to benefit from these events. The next section sets out some of the benefits major sports events brought to London in 2023.



Sport is uniquely placed to improve the lives of Londoners in a way that aids social integration in the city, and major sports events are a brilliant vehicle to make this happen.

** Direct impact is defined as any actions taken in London directly related to the sports event day that contribute to a positive change for Londoners. Indirect impact is defined as ongoing actions or programmes delivered by major sports event partners beyond the event itself that contribute to social integration for Londoners.*

In 2023, major sports events in London helped...

Engage London communities in positive shared experiences

450 young Londoners across 18 London schools engaged in Major League Baseball participation festivals as part of the MLB London Series.

150 volunteers and 250 London school children participated in a 'JagTag' activity at the NFL London Games.

Formula E ran targeted communications campaigns, promoting the London E-Prix to local Londoners and businesses. This included ticket donations to charity partners and schools.

Make major sports events more accessible and inclusive to all Londoners

Formula E did an accessibility audit. This led to tailored activities and training for staff at London E-Prix.

329 riders with physical and intellectual disability had tailored support to take part in RideLondon in partnership with Special Olympics.

Londoners participate directly in their communities through volunteering

692 Londoners, representing 32 London boroughs, took part in Formula E and Major League Baseball's event day volunteer programmes.

Provide young Londoners with opportunities

120 girls aged 12-18 attended an FIA Girls on Track career talk and on-site programme during the Formula E London E-Prix. This provided them with an overview of the skills needed to pursue a career in motorsport.

67% of Formula E FIA Girls On Track career talk attended because they were interested in a career in motorsport with...

95% stating they would recommend the experience to someone else.

Boost physical activity rates amongst Londoners

RideLondon, in partnership with London Cycling, set up the LCC Women's Network, focusing on encouraging more women to cycle in London. Currently, fewer than one in three cycle trips are made by women.

Since 2015, London Marathon Foundation also provided over **£2.5 million** worth of grants to **339** community projects that remove barriers to walking and cycling in London.

8,641 Londoners, representing 33 boroughs and 7 community organisations took part in RideLondon Freecycle.

Spotlights

Formula E volunteer programme

Supporting social cohesion through participation

Formula E brought Londoners from diverse backgrounds together to enjoy a positive shared experience. It also broadened access by bringing motorsport to the heart of London.

Formula E volunteers were given a day of training at the London ExCeL. They then did two days of shifts during the London E-Prix weekend. Volunteers supported the smooth running of the event, including acting as wayfinders, to recycling rangers and fan support.

The opportunity was promoted via Formula E's major events newsletter and to 8,000 registrants on the 'Team London' portal. Some 342 volunteers were chosen to take part representing all 32 London boroughs. Of these, 55 per cent were female, 52 per cent from diverse ethnic backgrounds and seven per cent had a disability.

Unsuccessful applicants were also given priority for future volunteering opportunities*.



Helping Londoners feel more connected to their immediate area...

84% of 352 Formula E volunteers said they agreed that volunteering had given them a sense of pride in contributing to their community/London*

**Volunteers were selected in line with the latest UK Gov census data on underrepresented groups in London 48% were white, 27% Asian, 11% Black, 6% other, 4% mixed, 9.2% of the volunteer workforce had a disability.*

“This was an excellent way to be involved in a major event, learn more about a new sport, and feel that you’ve really helped those attending have an experience they will always remember.”

– London E-Prix 2023 Volunteer

Spotlights

Major League Baseball Legacy

Inspiring young Londoners to participate more in physical activity...

3,732

young Londoners across 50 London schools participated in Major League Baseball 'First Pitch' sessions, with...

74%

stated they had increased confidence in taking part in sport and physical activity.



Building a community of MLB participants through event legacy

The Major League Baseball London Series gives Londoners a chance to enjoy world-class baseball in their city. However, the benefits reach far beyond just the event day itself.

There are four strands to MLB's London Series Legacy Program delivered in partnership with the GLA and BaseballSoftballUK - Reach, Retention, Elite Development and Event Integration. The program has created new baseball playing opportunities for thousands of young Londoners, built capacity and capability within club and community playing networks, supported the pathway for elite player development and celebrated the sport to raise the profile of the grassroots game. This includes training 51 London teachers to teach baseball in schools, creating a new community Baseball club 'Croydon Pirates' and facilities in Brent Cross.

Ranelagh Primary School in Newham, east London has even used baseball in its PE curriculum to engage SEND students alongside other pupils in inclusive physical activity.

Spotlights

NFL Foundation UK

Reducing Inequalities Through NFL Flag Football

Young people from underserved communities in London have fewer opportunities due to inequality in our society. Alongside the NFL London Series, NFL Foundation UK has also supported 12 London community organisations. The aim is to use NFL Flag football to engage Londoners, and help them develop the skills, confidence, and belief they need to fulfil their potential.

In 2023, some 1,002 young Londoners regularly took part in NFL Flag programmes, via partners. Of these, 38 per cent are female, 75 per cent are from diverse backgrounds, and 24 per cent from the most deprived areas of London.

Helping young Londoners develop skills and a sense of belonging...

Of young people involved in NFL programmes, there was:

12% increase

in those having regular, positive contact with people from different neighbourhoods. This helped young Londoners feel more connected to their community.

33% increase

in young Londoners engaged in NFL Flag football (16+). This has made them more confident they have the skills to successfully apply to and interview for jobs.



What's Next?



London's plans for 2024 and beyond

This report provides a snapshot of how major sports events have brought benefits to Londoners in 2023. It celebrates the brilliant contribution of our events partner to making London a better city.

The highlights shown offer a starting point for the future.

London will continue to work with event partners to produce yearly reports, assessing the impacts of hosting major sports events in London.

Ultimately, the Mayor of London wants to bring more major sports events to the city, and to ensure these events generate the maximum possible benefit for Londoners.



Appendix



Appendix A

Methodology & Definitions

Assessment boundary:

The major sports event Impact assessment boundary is outlined below. This sets the boundary within which we will assess the impact of major sports events over the next three years (2024-2027).

- Major sports events, associated activities and programmes held within the geographical boundary of London.
- Evidential impact felt by Londoners within the geographical boundary of London across the four assessment pillars.
- Exclusions from the boundary include; activities, and programmes held by event partners outside of London, and event partner activity without sufficient evidential data.

Measuring impact:

- Impact will be defined as activities that have had a measurable benefit to Londoners in line with the objectives of London's four strategic pillars: Economic Impact, Global Reach, Environmental Sustainability and Social Integration.

- Evidence of impact will be measured across activities, outputs and outcomes (see impact methodology on page 7 for full definitions).
- A simple activity x input = output assumption was used to connect how actions taken by event partners were evidenced by quantitative measures (outputs).
- Where outcomes are evidenced; causal assumptions were made as to how actions taken have contributed to outcomes for Londoners.
- Key frameworks informing the assessment methodology (e.g. practices such as the UN Sport For Climate Action Framework alignment and signposting to the reference source).
- Outcomes are measured using a mix of quantitative (for example; numbers of Londoners experiencing a change in belief, as evidenced via survey) and qualitative (for example; an anecdotal verbal account of how engaging in an activity has benefited a Londoner) methods.

Data collection process:

- The data collection process involved; holding interviews with event partners to understand

existing activity and available data related to 2023 events, formulating a questionnaire that defined the data required under each assessment pillar, distributing the questionnaire to event partners to complete, and holding follow-up interviews to gather additional details.

- The GLA also leveraged the data and insights team to gather relevant data related to Economic Impact, Global Reach and Social Integration.
- The Mayor of London would like to thank all event partners for their time and efforts in contributing to the data collection process.

Assumptions made:

- Data input assumptions; the activities within this report as categorised by assessment pillar – where possible, specific measurable evidence (outputs and outcomes) have been included to demonstrate how those activities support the objectives against each assessment pillar, and therefore contribute to the overall impact London wants major sports events to achieve.

Appendix A

Methodology & Definitions

- Where specific data is not available, some assumptions have been made on the causality that activities have toward the objectives (e.g. non-causal assumptions and estimates based on benchmarks).

Recommendations for future reports:

- This is the first report within a three-year longitudinal assessment of major sports events held in London between 2023 and 2025. The Mayor of London will build on the data included in this report, and work with event partners to strengthen approaches that deliver maximum impact and collect corresponding evidential data.
- This report primarily includes actions taken and associated outputs. Outcomes are harder to capture, and London will continue to work with event partners to undertake activities that can measurably affect positive outcomes for Londoners, and gather associated evidence.



Appendix B

Pillar Approach and Definitions

Economic Impact

Summary of 2023 approach:

Across the six major sports events included within this report, we have undertaken an Economic Impact analysis using the data available at the time of writing. We have captured **activities** taken by spectators and organisers (such as spending and contracts with local businesses) and the associated **outputs** (the quantitative measure of spend). In some cases, this has enabled a detailed assessment of total direct Economic Impact, whereas for some events we have focussed on aspects such as fan numbers and spend, depending on the availability of key data. This report will largely not cover indirect impacts due to a lack of data and the length of time it takes to demonstrate tangible returns in these areas.

Definitions:

Direct impact:

- **Direct organiser expenditures:** Spending by participants, teams, sponsors, and event organisers on local amenities and services such as accommodation, dining, transport, and entertainment.
- **Visitor expenditure and tourism:** Spending by attendees that would not have otherwise visited London, and uplifts in tourism.

Indirect impact:

- Indirect impact is defined as any long-term enhancements to London's economy such as job creation and infrastructure improvements.
- **Job Creation:** The organisation and delivery of major sports events generate a wide array of employment opportunities. These range from temporary positions (including roles in event staffing, security, and hospitality) to permanent jobs created in new venues or sectors that experience a boost from heightened tourism.
- Additional indirect impacts include **infrastructure improvements**, such as the redevelopment of East London after London 2012. Events also drive **increased public revenues** through heightened economic activity, as well as often providing a **multiplier effect**, where initial investment related to hosting a sports event initiates further economic activity.



Appendix B

Pillar Approach and Definitions

Global Reach

Summary of 2023 approach:

Global Reach measures the amount of promotional activity undertaken by event partners, the viewership and audiences reached, and where possible; the positive association to London felt by those audiences. This report primarily focuses on actions taken by event partners to promote their sports events and the outputs achieved as a result (quantitative metrics covering the reach, viewership, and audiences engaged).

Measures considered in this report:

- Peak audience across broadcast channels
- Viewership across countries (particularly in key target markets)
- Impressions and engagements
- Number of online, and print articles
- Reach associated with one-off promotional activity that draws in domestic and global audiences
- Media value (NB: available data here was limited for 2023, however, the aim is to enhance how evidence is captured from 2024 onwards)
- Impact on the perception of London and intention to visit (NB: available data here was limited for 2023, but the aim is to enhance how evidence is captured from 2024 events).

Environmental Sustainability

Summary of 2023 approach:

Due to data availability, this report primarily focuses on outputs, and where possible, outcomes that support Environmental Sustainability in line with focus areas within the Mayor of London's strategy.

In future years, London wants to work with event partners to better understand the long-term positive outcomes achieved for Londoners as a result of Environmental Sustainability initiatives at major sports events, as well as cover all focus areas within the Mayor of London's Environment Strategy.

Definition of impact:

In the context of major sports events; Environmental Sustainability can be defined as reducing the negative environmental impact of events being held whilst contributing to long-term Environmental Sustainability within London.

Example outcomes:

- London as a city produces less greenhouse gas emissions, supporting the transition to a net zero economy
- Londoners feel more connected to nature in their local environment through access to high-quality green and blue spaces
- Londoners can travel around the city more sustainably
- Londoners are inspired to make more sustainable choices
- Londoners benefit from the legacy of the innovation arising from major sports events.

Appendix B

Pillar Approach and Definitions

Social Integration

Summary of 2023 approach:

Due to data availability; this report primarily includes descriptions of activities taken and associated outputs that help measure success against London's four strategic pillars. Where measurable, the contribution event activity has made to specific positive outcomes for Londoners within Social Integration has been referenced.

Definition of impact:

Actions taken by major sports events partners that evidentially contribute to a positive change for Londoners in a way that aids Social Integration in the city.

Outcomes that contribute towards social integration:

Short term:

- Londoners feel more connected to their immediate area
- Londoners from diverse backgrounds think physical activity is something for them
- Londoners think they can actively participate in society
- Londoners are inspired to participate regularly in physical activity.

Longer term:

- Increased social cohesion and feeling of community
- Increased belonging for all
- Increased participation in society
- Increased participation in physical activity.



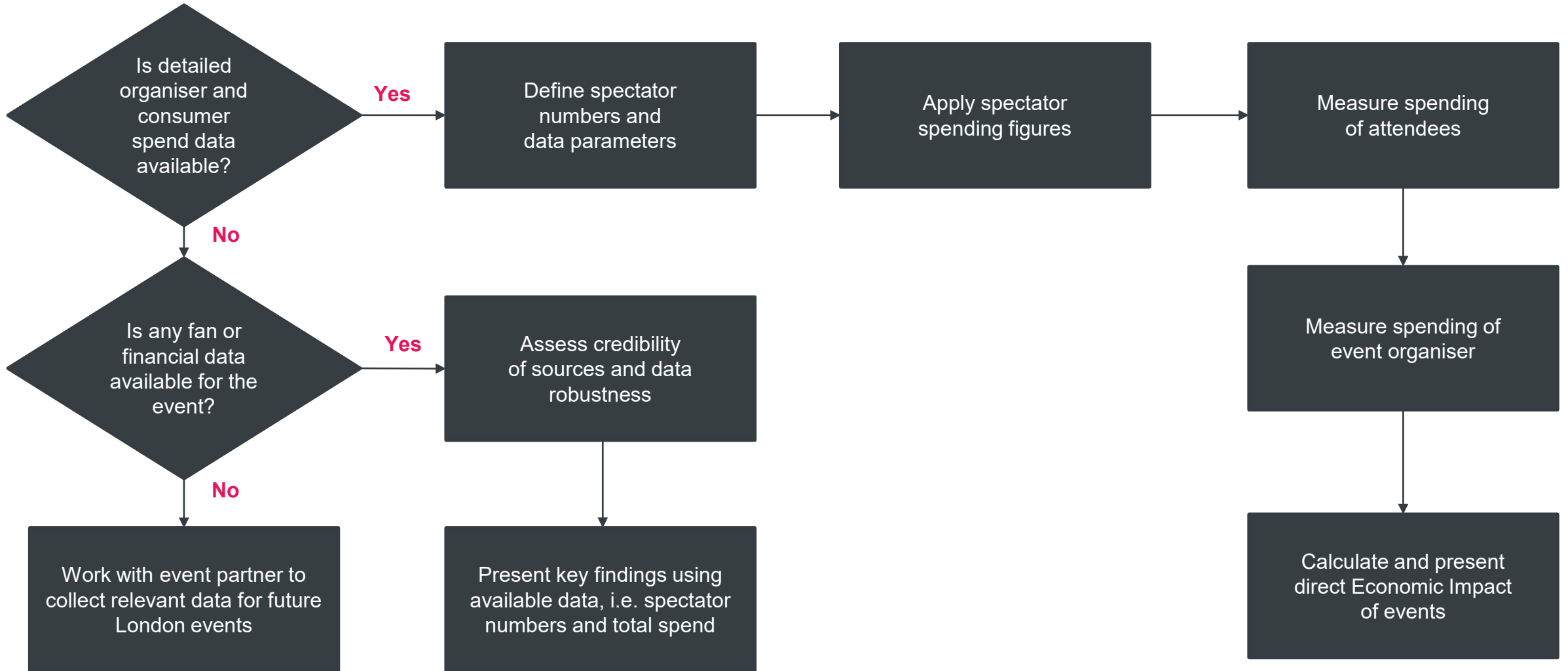
Appendix C

Economic Impact Sources

Event	Spectators	Total direct Economic Impact	Sources	Assumptions/ allowances
Formula E	28,198	£26,500,000	EventIMPACTs calculation using estimated attendee, spectator and organiser spend data (Provided by Formula E)	<p>The % of visitors who paid for accommodation in London is assumed to be the same as the % of visitors who paid for accommodation staying in the UK as a whole</p> <p>The number of nights stayed in London by visitors from outside London is estimated to be 2, in line with the average answered on Q19 of the Formula E spectator survey</p> <p>Average cost per bed night was estimated to be £150 for spectators, attendees and hospitality guests, from relevant responses in the spectator survey related to average total spend on accommodation in London during spectator visit.</p> <p>It is assumed that 75% of local (UK based) attendees were from outside the host economy, taken from relevant estimates within Formula E provided data.</p> <p>Attendee and hospitality guest spending data is estimated to be in line with spectator spending estimates provided by Formula E.</p>
RideLondon	12,548	£4,000,000	Socio-Economic Impact of RideLondon 2023 (Sheffield Hallam University Sport Industry Research Centre)	Figures have been taken directly from Sheffield Hallam University impact report, with calculations being made via the methodology used in the report. NB. This is referred to throughout the report as Economic Activity, but for this purposes of this report, it is treated as being comparable to Direct Economic Impact, as it considers spectator, participant and organiser spend.
Major League Baseball	110,227	£53,000,000	MLB World Tour: London Series 2023 Impact Report 2023 (Two Circles)	Figures have been taken directly from MLB Impact Report created by Two Circles.
NFL London Games - 3 events in total	208,000	£76,000,000	2023 NFL London Games impact study (The Sports Consultancy)	<p>Event impact assessment based on EventIMPACTS methodology, using a mix of actual data (e.g. ticketing data for attendances and place of origin, organiser P&Ls) plus assumptions based on benchmarks (e.g. lengths of stay and daily spend based on comparable event data)</p> <ul style="list-style-type: none"> - For spectator spend, assumed 1.6 days average stay and £239 daily spend per person (accommodation and non-accommodation) - 86.2% of non-local spectators

Appendix D

Economic Impact Decision Tree



Appendix E

Consultations and Document Sources

Key reports reviewed:

- Mayor of London Social Integration Measurement Toolkit, 2021
- London Environment Strategy, 2018
- The Impact of Major Events on London's Economy, 2017-2020
- UN Sport For Climate Action Framework
- London & Partners Evaluation Methodology, 2021
- Socio-Economic Impact of RideLondon-Essex 2023, Sheffield Hallam University
- NFL London Games 2023 season review
- Major League Baseball World Tour, London Series 2023 Impact Report
- Major League Baseball London Series Legacy Programme overview, 2023
- Formula E Season 8 Sustainability Report, 2023
- Diamond League Athletics Broadcast Coverage Report, 2023
- Tottenham Hotspur Socio-Economic Impact Report, December 2023
- Wembley Stadium Sustainability strategy, 2023
- Queen Elizabeth Park Environmental Sustainability strategy 2021/22.

Consultation interviews held:

Five consultation interviews, and five follow-up interviews with event partners; Major League Baseball, Formula E, RideLondon, Jacksonville Jaguars and NFL UK.

- Interviews held with the Greater London Authority data and insights team, including; City Intelligence Unit, Digital Team and the Opinion Research Team.

