



# MAKING

# LIVE



# SPORT

# MATTER



# LIVE SPORT IS A FUNDAMENTAL PART OF OUR COUNTRY'S SOCIAL FABRIC.

Whether we're stood on the terraces of our local club or sat in the stands of the biggest global events that this country proudly hosts, sporting events forge some of the most positive and enduring moments of our lives.

Millions of us choose to spend our free time watching and enjoying live sport with those that matter most to us... our friends, families and communities.

And we pass that passion on to the next generation, who are also forging their own relationship with sport that both excites and resonates with them.

Our love of live sport is unsurpassed. No other country buys more tickets<sup>1</sup> per head to major sporting events than we do in the UK. Towns and cities right across the country stage international sporting events, and when we host them, we regularly set global attendance records. International rightsholders know that if you want to create extraordinary sporting moments, you come to the UK.

Major events are also a positive asset to support the UK's global reputation and many of our events provide key

performance opportunities to our athletes and teams.

But the landscape is shifting, and we've heard loud and clear from across the whole sector that our country faces significant challenges in maintaining its track record of securing and delivering the world's biggest sporting events. As highlighted by our State of Play report, the UK's future pipeline of mega events is tightening, our international rivals are catching up fast and we need to respond.

This strategic framework shows how UK Sport, as the strategic lead agency for major sporting events at the UK level, will make a difference, not only for those events in which we directly invest, but also through our leadership position to advocate for the whole sector.

In setting our strategic priorities, we are placing a specific emphasis on events that resonate and genuinely reach into communities across the UK and broaden access to extraordinary sporting moments.

Sport excites, inspires and changes lives, and we want a programme of events that builds civic pride, creates the fans of the future, bolsters our international reputation and delivers success for our athletes.

We look forward to working with all our partners on this to ensure that live sport remains central to the lives of so many people in this country.



<sup>1</sup> Two Circles: UK claims world capital of live sport title

THE



STORY



SO



FAR



# THE LAST 20 YEARS HAVE BEEN A GOLDEN AGE FOR LIVE SPORT IN THE UK.

Whilst the UK has always hosted some of the world's best annual 'crown jewel' events, more recently we've also become a prolific host of the very biggest one-off events.

This includes the Olympic and Paralympic Games, Commonwealth Games, Ryder and Solheim Cups, Rugby World Cups and Rugby League World Cups, Tour de France, World Athletics and Para Athletics Championships and Cycling World Championships to name just a few.

Behind the scenes it has taken real partnership working to make this a success. Together we've worked hard to build our venue infrastructure, technical expertise and volunteering capacity to prepare for these big moments. Following London 2012 and Glasgow 2014, we've been able to deliver a series of legacy events, regularly hosting World and European Championships to help maintain a drumbeat of live international sport across the UK.

We've also seen social impact fundamentally change as major events are used as a platform to deliver positive, lasting change across a whole raft of areas including mental health, wellbeing, employment skills and environmental sustainability.

While we have had this incredible period of event hosting, the sector has been

impacted by a turbulent period, including the UK's departure from the EU, the Coronavirus pandemic, rising inflation, cost-of-living crisis and broader geo-political crises. Internationally, our biggest event hosting rivals have caught up and are hosting multi-sport games and securing the rights to the biggest mega events that currently exist.

This, coupled with how sport fans are changing how they watch sport and what sports they consider relevant, means that we need to keep adapting.

In 2023 we committed to look at these challenges. The State of Play research found that while there is continued support from sporting public and political spheres to host major events, there is a need to review how we work together and with UK government to strengthen our resilience and ambition. This includes rebuilding the perception of the UK on the international stage, our agility to secure events, the need for flexible event delivery models and ensuring that we secure or even create events which resonate with the British public.

# UK SPORT SUPPORTED MAJOR EVENTS



## SUSTAINED INVESTMENT

Since National Lottery funding began in 1999, we have invested £88m to deliver 308 major events across 84 sports.



88 supported World Championships have taken place across the UK.

95 towns and cities across the UK have hosted at least one major sporting event.

## BUILDING A PLATFORM



London 2012 kickstarted the country's enthusiasm for volunteering. Since then, more than 65,000 people have given up their time to volunteer at a major event.



214 Team GB and Paralympics GB athletes who medalled at Rio 2016 and/or Tokyo 2020 competed on home soil in preparation for those Games.

## HAVING IMPACT

Spectators at the 2014 Tour de France Grand Départ were overwhelmingly positive about hosting the event, with 92% of residents who watched Stages 1 or 2 strongly agreeing that the event had been good for their local area.

Rugby League World Cup 2022 became the first event to develop a mental fitness charter and has through its mental fitness programme with Movember delivered sessions to over 11,000 players, coaches, officials, young people, parents and volunteers.

The host cities of UEFA Women's EURO 2022 benefited from an £81m boost in economic activity throughout the tournament.



# A SNAPSHOT OF SOME OF THE MAJOR EVENTS FROM THE LAST 20 YEARS

These events have been hosted  
the length and breadth of the UK.



## North East

Rugby League World Cup 2022: *Newcastle, Tees Valley*  
World Triathlon Series: *Sunderland*

## North West

Rugby League World Cup 2013: *Leigh, Manchester, Rochdale, Salford, St. Helens, Warrington, Wigan, Workington*  
Rugby League World Cup 2022: *Bolton, Leigh, Manchester, Trafford, St Helens, Warrington, Wigan*  
UEFA Women's EURO 2022: *Manchester, Wigan, Leigh*  
Para-cycling Track World Championships: *Manchester*  
World Taekwondo Championships: *Manchester*  
Netball World Cup: *Liverpool*  
Boccia World Championships: *Liverpool*  
European Breaking Championships: *Manchester*

## Yorkshire and The Humber

Rugby League World Cup 2013: *Hull, Huddersfield, Leeds*  
Tour de France Grand Départ 2014: *Leeds, Harrogate, York, Sheffield*  
Rugby League World Cup 2022: *Doncaster, Hull, Kirklees, Leeds, Sheffield*  
UEFA Women's EURO 2022: *Sheffield, Rotherham*  
Road Cycling World Championships: *Beverley, Bradford, Doncaster, Harrogate, Leeds, Northallerton, Richmond, Ripon, Tadcaster, Wetherby*  
European Figure Skating Championships: *Sheffield*

## East Midlands

European Archery Championships: *Nottingham*

## West Midlands

Rugby League World Cup 2022: *Coventry*  
Wheelchair Basketball World Championships: *Birmingham*  
World Trampoline Championships: *Birmingham*  
World Blind Football Championships: *Hereford*  
European Wheelchair Basketball Championships: *Worcester*

## East

Tour de France Grand Départ 2014: *Cambridge*  
Canoe Slalom World Championships: *Hertfordshire*

## London

London 2012 Olympic and Paralympic Games  
Tour de France Grand Départ 2007 and 2014  
Rugby League World Cup 2013 and 2022  
UEFA Women's EURO 2022  
World Athletics and Para Athletics Championships  
Women's Hockey World Cup  
Track Cycling World Championships  
World Badminton Championships  
World Triathlon Grand Final

## South East

UEFA Women's EURO 2022: *Brighton & Hove, Milton Keynes, Southampton*  
European Eventing Championships: *Blenheim*  
Women's Rugby World Cup: *Surrey, London*  
Formula Kite European Championships: *Portsmouth*

## South West

Rugby League World Cup 2013: *Bristol*  
World Para Dressage Championships: *Hartpury*

## Scotland

Cycling World Championships: *Angus, Clackmannanshire, Dumfries & Galloway, Dundee, Edinburgh, Falkirk, Fife, Fort William, Glasgow, Loch Lomond, Perth & Kinross, Scottish Borders, Stirling*  
Mountain Bike World Championships: *Fort William*  
IPC Swimming World Championships: *Glasgow*  
World Artistic Gymnastics Championships: *Glasgow*  
World Wheelchair Curling Championships: *Stirling*  
World Athletics Indoor Championships: *Glasgow*  
European Curling Championships: *Aberdeen*

## Wales

Rugby League World Cup 2013: *Cardiff, Neath, Wrexham*  
World Coastal Rowing Championships: *Saundersfoot*  
Wheelchair Rugby European Championships: *Cardiff*

## Northern Ireland

U19 Rugby World Cup: *Belfast*





# A NEW STRATEGIC FRAMEWORK FOR MAJOR EVENTS



**Our new strategic framework is founded on the belief that we must do more to protect and widen the provision of live sport in the UK.**

**Together we will bring global sporting events to the UK that help reach, inspire and unite the nation. These events will aim to reach and resonate with every corner of the country, bringing communities closer together, showcasing and supporting our athletes and strengthening the UK's international reputation.**

We have created a set of guiding principles that form the foundation of our strategic framework and how we want to make it happen.

## REACH & RESONANCE



Secure the world's most impactful sporting events that resonates with and reaches the British public.

- Better use of data and insight to build an events calendar that appeals to all parts of British society and has greater balance across location, year, gender, disability sport and demographic appeal.
- Bring some of the biggest and best international events in women's sport to the UK, whilst continuing to pioneer the integration of men's and women's events and Olympic and Paralympic sports.
- Host more multi-locational and multi-sport events, so that more towns and cities across the UK can feel the benefit.
- Retain our unique link with high-performance sport by supporting events that showcase and support British athletes to win medals at the Olympic and Paralympic Games.
- Recommend to UK government which mega events they should invest in when UK Sport's National Lottery budget is unable to cover the costs.
- Support the System Masterplanning project to engage Olympic and Paralympic fans outside of the Games which in turn attracts new audiences to spectate at major events.

## COLLABORATION

Work in partnership to pioneer new event concepts.

- Design and stage new event concepts where traditional events no longer engage or inspire, with a specific focus on urban and Paralympic sports.
- Proactively work with NGBs and International Federations to pioneer new event products and ideas that have the potential to excite and engage new audiences here in the UK.
- Work with broadcasters, digital, social media platforms and sports to find innovative ways to create innovative live sport content that excites and engages.
- Create a host city network to share best practice and collaborate to ensure partnership is at the heart of major events delivery in the UK.



## INSIGHT

Use our central position in the sector to grow and share our collective knowledge.

- Create resources and support to protect the mental health and wellbeing of the sector's workforce.
- Conduct new research into home advantage and the athlete benefits of competing in the UK.
- Evaluate the annual value of events and track fan engagement to ensure the events calendar resonates and is fit for purpose.
- Continue to evolve our knowledge transfer programme for the benefit of all event hosting partners across the sector.



## IMPACT

Work with partners to deliver meaningful and positive social impact across host communities.

- Build key partnerships to support our work across social impact, environmental sustainability and equality, diversity and inclusion.
- Consult on the accessibility of ticketing to major events, to protect the social and cultural value of live sport to all communities across the UK.
- Work with events to ensure that environmental sustainability is built into all areas of event delivery.
- Investigate how to use secured mega events to boost our wider social impact programme to ensure more communities feel the benefit.



## RESILIENCE

Advocate for the sector and explore more resilient event delivery models.

- Conduct feasibility on the introduction of a new central delivery body for major events as well as consolidating specific event functions.
- Support work to explore the introduction of a new Major Events Bill to assist the hosting of mega events that require legislative support.
- Play a stronger role in acting as a bridge between the major sporting events sector and UK government.
- Explore options for different commercial and underwrite models.



# SIGNS OF SUCCESS

## What do we see as success?

- Reaching new parts of the country to positively impact the lives of more people across the UK.
- Millions of spectators attending major international sporting events hosted in the UK.
- A significant increase in broadcast views and digital engagement from a more diverse fanbase.
- Showcasing the best British athletes on home soil, and in turn help them to succeed.
- That the events we host create extraordinary moments for every individual and evokes a sense of civic pride.
- Building the right partnerships which deliver meaningful, positive and lasting social impact.
- Truly beneficial economic impact to host towns and cities.
- Events strengthen the UK's international reputation.



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