



LEE VALLEY REGIONAL PARK AUTHORITY

EXECUTIVE COMMITTEE

25 JUNE 2015 AT 10:30

Agenda Item No:

5

Report No:

E/410/15

MAJOR SPORTING EVENTS UPDATE

Presented by the Head of Sport & Leisure

EXECUTIVE SUMMARY

This paper provides an overview of the major sporting events programme at the Authority's three Olympic venues post the London Olympic and Paralympic Games in 2012.

It provides a review of the 2014/2015 major sporting events programme, the range of outcomes achieved, the financial position and an update on the status of the 2015/2016 major sporting events programme.

Determining a strategy of bidding for and the hosting of major sporting events in the future is a key piece of work that is required moving forward. This paper outlines what this piece of work will be and the associated timeline for delivery.

RECOMMENDATION

Members Note: (1) the paper.

BACKGROUND

- 1 Throughout its history the Lee Valley Regional Park Authority (LVRPA) has both delivered and supported partners delivering sporting events at its venues and open spaces. These events were primarily of local and regional significance due to the nature and size of the venues.
- 2 Since the handover of the three Olympic venues to the Authority the nature of the events being promoted by the Authority and others within its venues has changed significantly. The Lee Valley VeloPark (LVVP), Lee Valley White Water Centre (LVWWC) and Lee Valley Hockey & Tennis Centre (LVHTC) fulfil a promise made to the International Olympic Committee (IOC) by London to leave a legacy of facilities capable of hosting major sporting events.
- 3 Over the past five years the Authority has worked closely with a number of national governing bodies (NGBs), international federations (IFs) and partners within London to bid for and secure major international sporting events at its legacy venues. The Authority has supported this with significant investment

(both financial and value in kind (VIK)) and in return has received a number of benefits which are detailed within the report. VIK represents the non financial support the Authority provides such events and includes venue hire fees and staffing costs associated with the event.

- 4 Over this period the Authority has also developed relationships with a number of commercial partners to build a wider major sporting events programme at its legacy venues to maximise the revenue and exposure opportunities. These partners include:
- FACE Partnership;
 - Six Day Management UK Ltd;
 - BBC;
 - Sky;
 - Comic Relief;
 - Sport Relief ;
 - XIX Entertainment.
- 5 In the past three years the Authority has moved from an organisation which previously had not hosted a “world level” event to supporting the delivery of London 2012 and hosting a third of all the World & European major sporting events on UK Sport’s ‘Road to Rio’ campaign (promoting the World and European events hosted in the UK ahead of the Rio 2016 Olympic and Paralympic Games).
- 6 It is a significant shift in the Authority’s role and has had an impact on many areas of the Authority’s business. Now the Authority has had time to assess the impact of this change it must ensure that strategies and processes are implemented to both protect and promote the Authority.

2014 – 2015 MAJOR SPORTING EVENT REVIEW

- 7 The LVVP, LVWWC and LVHTC have all hosted a major sporting events following London 2012. These events have been led by the relevant national and international federations. The table below outlines these events and the financial position.

Event	Date	Venue	Authority Support		Percentage of total event budget support from LV %	Net profit / loss £
			VIK Support £	Cash Support £		
2014 ICF Canoe Slalom World Cup	6 – 8 June 2014	LVWWC	N/A	25,000	4.1	+10,000
2014 Hockey London Investec Cup	7 – 13 July 2014	LVHTC	10,000	N/A	5	+15,000
2014 NEC Tennis Wheelchair Masters	24 – 30 November 2014	LVHTC	40,000	N/A	11.4	-25,000
2014 UCI Track Cycling World Cup	5 – 7 December 2014	LVVP	42,000	N/A	4.2	+15,000
Total			92,000	25,000	Ave 6.2	+15,000

The percentage of total budget support column outlines the percentage of the total event budget that is supported by the Authority. The remainder of the event budget funding is made up from partners such as those identified in paragraph 10 of this report.

- 8 Of these four events the only one not to return a surplus was the NEC Wheelchair Masters and this is primarily a reflection of its small size. The LVHTC is the only permanent Paralympic venue and hosting and developing such events is of importance for Paralympic sport.
- 9 For each of these events the Authority sits on the Stakeholder Board (the event decision making body) which is chaired by an officer from the relevant NGB. The Authority is represented by a senior officer, usually the Head of Sport & Leisure. In addition to being part of the decision making process this ensures that the maximum benefits are obtained for the Authority.
- 10 For all such major events there are a number of other funding partners and these can include but are not limited to:
 - UK Sport, often a major partner and funder;
 - NGB / relevant Federation;
 - London Legacy Development Corporation (Olympic Park venues only);
 - Greater London Authority (GLA);
 - London & Partners (L&P);
 - relevant Local Authorities.

Working with a range of partners enhances the Authority's position and creates important working relationships.

- 11 Whenever UK Sport fund an event they commission an economic impact study which is undertaken by the Sports Industry Research Centre at Sheffield Hallam University. The study covers all aspects of the event and provides valuable information and data to the Authority / Lee Valley Leisure Trust Ltd (the Trust) to support their marketing programmes. The information provided includes:
 - direct economic impact;
 - total public funding;
 - spectator satisfaction;
 - spectators inspired to play more sport;
 - total spectators, event staff and volunteers;
 - where people come from.

For the three major events held at LVRPA venues to date an economic impact study has been undertaken and specific feedback received relating to LVRPA areas of interest are as follows:

- 60% regional and national spectators;
 - average spectator age range 25 – 44 years;
 - 50% spectators play sport 3 x 30mins per week;
 - 55% of spectators inspired to do more sport;
 - detailed inspirational factors for doing more activity defined.
- 12 The commitment to major sporting events is just one part of the Authority's

growing relationships with the NGB's and IF's. For example, England Hockey (EH) are continuing to show their commitment to the LVHTC by moving all their domestic & international finals to the venue which includes:

- all International invitational matches;
- U16 / U18 National Boys & Girls Schools Finals;
- U14 National Boys & Girls Schools Finals;
- U16 / U18 National Club Finals;
- Men's Hockey League Finals.

These bookings have secured over £55,000 of income for the venue in this financial year. These events are not financially supported by LVRPA and the 2015/2016 finals programme is currently being finalised.

- 13 In addition to the hosting of federation led major sporting events the LVVP and Lee Valley Athletics Centre (LVAC) have also hosted major commercial sporting events which do not require Authority support. The table below outlines these events and the financial position.

Event	Date	Venue	Net profit / loss £
Revolution Series	18 / 19 March 2014	LVVP	+65,000
Sport Relief	21 March 014	LVVP	+25,000
Invictus Games	11 September 2014	LVAC	+35,000
Invictus Games	13 September 2014	LVVP	+18,000
Revolution Series	24 / 25 October 2014	LVVP	+33,000
Revolution Series	27 / 28 February 2015	LVVP	+39,000
Sir Bradley Wiggins – One Hour Record	7 June 2015	LVVP	+42,000
Total			+257,000

- 14 The Authority and now the Trust has retained all the rights from catering within its venues for all federation led and commercial major sporting events. The figures in the table above include the income received from the catering operation at each event. The catering provision is delivered through a mixture of direct and contractor run services. The average spend per head for all major events is currently £5 which is 42p higher than the London Organising Committee of the Olympic & Paralympic Games (LOCOG) achieved at LVRPA venues during London 2012.
- 15 In total over 110,000 spectators have attended major sporting events at the three legacy venues and LVAC since London 2012. The Authority has negotiated over 8,000 free tickets that have been distributed to regional community groups and stakeholders.

2015 – 2016 MAJOR SPORTING EVENT PROGRAMME

- 16 All the events listed below are taking place during the 2015 / 2016 year and were secured prior to London 2012, which demonstrates the long lead in time

for this type of event.

- 17 The table below shows the Federation led events, the Authority support and projected financial position.

Event	Date	Venue	Authority Support		Percentage of total event budget support from LV %	Net profit / loss £
			VIK Support £	Cash Support £		
2015 FIH Hockey European Championships	21 – 30 August 2015	LVHTC	50,000	70,000	5	-80,000
2015 ICF Canoe Slalom World Championships	16 – 20 September 2015	LVWWC	120,000	N/A	9.2	-100,000
2015 NEC Tennis Wheelchair Masters	23 – 29 November 2015	LVHTC	40,000	N/A	10.9	-20,000
2015 UCI Track Cycling World Championships	2 – 6 March 2016	LVVP	100,000	N/A	4.5	-40,000
Total			310,000	70,000	Ave 6.1	-240,000

The Authority funds the support set out above, however any income received from the events goes directly to the Trust. Over £300,000 has been secured by the Authority and NGB's to support the significant community aspects of these events, this is detailed within the community benefits section of this report.

- 18 As detailed in paragraph 9 above, Authority officers are working within each of the Stakeholder Boards to maximise the benefit and impact of each of these events. These events will also have an economic impact study conducted and lessons learnt from previous events have all been fed into the various working groups.
- 19 The table below shows the confirmed major commercial sporting events for 2015 / 2016.

Event	Date	Venue	Projected financial position £
Revolution Series	14 November 2015	LVVP	58,000
Six Day Track Cycling	13 – 18 October 2015	LVVP	90,000
Total			148,000

The contracts for these events result in them being held at the LVVP for a number of years. This allows the Trust to have a guaranteed programme of commercial major sporting events whilst still enabling special one off events (e.g., Sir Bradley Wiggins Event) and the Federation led major sporting events.

VALUE TO LVRPA FROM HOSTING INTERNATIONAL EVENTS

PROFILE

- 20 The hosting of these major events has greatly increased the profile of both the Authority and the three legacy venues, with 65% of the spectators from the Authority's funding region. As these events were the first to be held following the opening of the venues the majority of the Authority's marketing and communications has focussed on the key messages that the venues are open and available for everyone to enjoy.
- 21 The major sporting events programme has reminded visitors, potential visitors, stakeholders and funders, why the venues were built and given a further platform for the message that the public can take part in sporting activities in venues used by the very best athletes in the world.
- 22 The large spectator numbers across all the events has given people the opportunity to see these venues for themselves. During each event, messages have reached the spectators (through big screens presentations, adverts or editorial in programmes) to make it clear that these are also major participation venues.
- 23 Media coverage (and only coverage that includes the name of the venues is counted) has amounted to a value of approximately £2m since the start of the major events programme, with particularly strong coverage for the Canoe Slalom World Cup in June 2014, Sport Relief in March 2014 and the UCI Track Cycling World Cup in December 2014.
- 24 The Authority, and more recently the Trust, have also maximised the stakeholder engagement opportunities by using these events to show partners, funders and potential commercial partners the venues in event mode and at full capacity.
- 25 The majority of the major sporting events have resulted in an increase in social media followers. The prime channel is Twitter with an increase in LVVP Twitter followers during the Revolution series and the Sport Relief event. Officers are analysing the data to understand which media channels work best and how to use them to greatest effect. Twitter followers for venues build steadily, but major sporting events provide regular boosts to followers, allowing the LVVP to now have more followers than the National Cycling Centre that has been an established facility for many years.
- 26 The major sporting events programme is also adding people to the Authority's database and assisting in building long term relationships with these people. Over 2,300 people have signed up to the Lee Valley database through the free Wi-Fi access provided at LVVP with over 1,000 of these registering at December's UCI Track Cycling World Cup.
- 27 There has been strong domestic TV coverage for the major sporting events with all events, apart from the NEC Wheelchair Masters, receiving live coverage on either Sky or the BBC. An example of this is the Sport Relief event at the LVVP in March 2014 which achieved a peak audience viewing figure of 10.8million which was a record number for the Sport & Comic Relief events.

COMMUNITY BENEFITS

- 28 Major sporting events play a key role in maximising the opportunities to create community engagement, long-term sporting opportunities and assist in reaching the targets set out for the Authority in the Lottery Funding Agreement (LFAs) for the LVVP and LVWWC.

29 2014 Canoe Slalom World Cup

This event was the first major event in England to secure funding from the newly created Sport England (SE) Major Events Legacy Fund. In the lead up and during the Canoe Slalom World Cup Sport England provided £15,000 to create an activity zone where 14 schools and colleges and 384 young people from across the region tried out the various activities on offer which included:

- White Water rafting on the legacy channel;
- Go-Canoeing – ‘have a go’ sessions on the flat water lake;
- the chance for schools to try out hydro speeding on the legacy channel.

A group of 30 volunteers from local clubs, including young people, supported the delivery of these activities.

30 2015 Canoe Slalom World Championships

British Canoeing (BCU) are working with the Authority to expand on the legacy projects delivered as part of the 2014 Canoe Slalom World Cup. BCU have applied to both SE and the GLA for external funding to pay for additional legacy activity. In addition to the activities planned both prior to the Championships and during the event itself, a programme of outreach schools coaching will take place across the region. Qualified coaches will deliver sessions within schools and invite schools back to the LVWWC for flat water canoe and kayaking tuition.

31 Hockey Internationals

EH continue to use the LVHTC for international games and have played a number of international friendlies in the build up to the European Championships. The Authority has successfully negotiated a number of free community / schools tickets which included:

- 3,000 tickets for the match between Great Britain and Japan with 10% of these tickets going to the local boroughs of Tower Hamlets, Waltham Forest and Newham;
- tickets will also be available for schools to watch Great Britain vs Australia in June 2015.

32 2014 NEC Wheelchair Tennis Masters

This is the end of year tour finals to the wheelchair tennis season for the top eight globally ranked male and female wheelchair tennis players. The Wheelchair Masters provides an ideal opportunity to promote the sport of disability tennis and the Tennis Foundation (TF) is working closely with the Authority to maximise the opportunities created through hosting the Wheelchair Masters.

33 A community engagement steering group was formed between TF, LVRPA, LTA and local authorities to formulate the direction of legacy activity. Activities on offer during the Wheelchair Masters included:

- development of an activity zone to provide fun and interactive taster sessions;
- development of a ball crew programme consisting of 47 ball kids, recruited from eight schools across East London;
- a schools and colleges engagement programme, offering £2 tickets for pupils and the chance to spend a fun hour in the activity zone. Over 900 school children came to the event from 30 schools and 2 FE colleges;
- £2 tickets for community groups and a chance to spend time in the activity zone. 300 people across 15 different local community groups attended including many disability groups.

34 **2016 UCI Track Cycling World Championships**

A flagship event in the cycling calendar which provides the Authority with an excellent opportunity to not only promote the sport of cycling but also to sell LVVP as a destination for the country's best cycling venue.

35 The Authority, through the SE Major Events Legacy Fund, has secured £81,250 to invest into community legacy projects surrounding the event targeting:

- a Young Volunteer Programme aimed at 14-18 year olds and run by British Cycling tutors;
- a fulltime British Cycling 'Go-Ride' Coach to work in the boroughs surrounding LVVP, engaging school pupils and community groups in 2,000 cycling activity opportunities per year over the next two years;
- a 'Cycling for Health and Older People' project, that will identify and work with four GP and health centres surrounding the LVVP;
- a 'Pathway to Competition' programme that provides young riders with an introduction to the sport and takes interested cyclists onto the next stage and their first taste of competitive cycling;
- a Disability Cycling Hub at LVVP providing adapted bike provision for people with various disabilities.

In addition the Authority will receive 2,000 free tickets to the event which will be distributed to schools and community organisations.

36 **2015 Wheelchair Masters**

The TF have submitted a funding application to SE to apply for funds to cover the cost of legacy tennis activity and are awaiting the outcome of the applications. In addition the ball crew members from the 2014 event will be used to mentor new additions to the ball crew. In the lead up to the event elite wheelchair tennis players will go into local schools to inspire young people and raise awareness of disability sport.

37 The volunteer programme for the 2015 Wheelchair Masters will be further developed improving on key areas of support.

38 2015 EuroHockey Championships

This event provides the platform to increase participation in an area of East London that has traditionally seen low levels, particularly within local schools. The Authority has supported EH in the creation of an East London Hockey delivery group. Additionally EH have developed a four year strategy that firmly places the LVHTC at the heart of all hockey development across East London.

39 Through the SE Major Events Legacy Fund EH have been awarded over £300,000 to invest into community, schools and club hockey provision with the following opportunities being created:

- in April 2015 a workforce / corporate hockey event took place attracting 8 local businesses and 64 people. This event was used to help create links to the London business community and encourage more investment into the sport;
- a new player development centre will be created in June 2015 to further enhance the progression of local young talented players;
- in June a local Primary Schools Festival coordinated by EH and delivered to 48 local primary schools and 500 young people from targeted boroughs across East London will be held;
- over the summer 6 outreach community events will receive hockey provision led by EH coaches;
- during the 2015 EuroHockey Championships a major community hockey zone will be created which will provide activity and the Authority with an opportunity to cross-sell the LVHTC offer.

40 During the 2015 EuroHockey Championships disability hockey will feature for the first time. In addition to the finals being played at the LVHTC other matches will take place across other venues on Queen Elizabeth Olympic Park.

MAJOR EVENTS STRATEGY

41 As set out in paragraphs 7 & 17 the current series of international events (2014-2016) being hosted at the Authority's Olympic venues were all secured prior to London 2012. This was also prior to the venues being in the Authority's management and individual venue business plans being developed. Supporting these major events helped to position the Authority both nationally and internationally and ensure that these venues were seen to be capable of hosting major legacy events.

42 With the increased pressures on public spending a new strategy for funding and hosting major international events now needs to be developed. Officers will be working with various partners and stakeholders over the next six months to develop a strategy and return to Members with their recommendations.

ENVIRONMENTAL IMPLICATIONS

43 There are no environmental implications arising directly from the recommendations in this report.

FINANCIAL IMPLICATIONS

44 There are no financial implications arising directly from the recommendations in

this report.

HUMAN RESOURCE IMPLICATIONS

45 There are no human resource implications arising directly from the recommendations in this report.

LEGAL IMPLICATIONS

46 There are no legal implications arising directly from the recommendations in this report.

RISK MANAGEMENT IMPLICATIONS

47 There are no risk management implications arising directly from the recommendations in this report.

EQUALITY IMPLICATIONS

48 There are no equality implications arising directly from the recommendations in this report.

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PREVIOUS COMMITTEE REPORTS

Executive Committee	E/192/12	Eton Manor Hockey & Tennis Centre - Hockey European Championships Bid 2015	23 February 2012
Executive Committee	E/215/12	Bid for the 2016 World Track Cycling Championships at the Lee Valley Velodrome	24 May 2012
Executive Committee	E/395/15	European Hockey Championships 2015 at Lee Valley Hockey & Tennis Centre	26 February 2015

LIST OF ABBREVIATIONS

LVRPA	Lee Valley Regional Park Authority
the Trust	Lee Valley Leisure Trust
LLDC	London Legacy Development Corporation
GLA	Greater London Authority
L&P	London & Partners
NGBs	National Governing Bodies
ICF	International Canoe Federation
UCI	Union Cyclist International
LOCOG	London Organising Committee of the Olympic & Paralympic Games
LWVP	Lee Valley VeloPark
LWWC	Lee Valley White Water Centre

LVHTC	Lee valley Hockey & Tennis Centre
LVAC	Lee Valley Athletics Centre
VIK	Value in kind
IOC	International Olympic Committee
SE	Sport England
EH	England Hockey
BCU	British Canoeing
TF	Tennis Foundation
LTA	Lawn Tennis Association
IF	international federations
LFA	Lottery Funding Agreement

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