

London Assembly (Mayor's Question Time) – 16 November 2011

Transcript: Mayor's Oral Update

Boris Johnson (Mayor of London): First of all I want to take some of the things we have done over the last month. You are right to point out that we were successful in persuading the International Association of Athletics Federations (IAAF) to host the 2017 World Athletics Championships in London. That will be a great thing for the city. The value to London is estimated at about £100 million. It will entrench a lasting legacy for the Stadium in the form of athletics as well as many other purposes. It is a very significant achievement and I certainly echo your congratulations to Lord Coe.

The two-way in Piccadilly was opened. It has been a great success so far and I am pleased to see it working. The new bus was driven off the production line. We have launched a spectacular 2012 arts festival in the run up to mid-summer's day 2012 and we are recruiting more Team London volunteers to go into the class rooms to read to kids and to teach subjects such as Latin that are not often taught in some London schools.

You have asked me to comment on the tragic deaths at Bow Roundabout and I want to offer my deepest condolences to the families of the victims. I am conscious that nothing I can say today will really diminish their loss. Indeed, it is difficult for me to comment in detail on those cases since they are both quite likely to be the subject of criminal proceedings. What I can say is that a great deal of work has been done, is being done and will be done by Transport for London (TfL) to make sure that heavy goods vehicle (HGV) drivers understand that there are cyclists on the roads of London and they must understand how to behave in those circumstances.

You have also asked me to comment on Eddie Lister, my Chief of Staff, and some remarks that he made. I would simply say that I think that Eddie's comments were eminently sensible and defensible and made a great deal of sense to me. I understand that they are thought to have been over the top in terms of his restrictions as an appointee and we have discussed this and we will try to find ways of expressing the same substance in a less contentious way.

You have also asked about the issue of education and for to me explain my inquiry into education and on what legal basis we are doing that. Let me say I think it is absolutely vital that the Mayor of London should have a strategic view about the economic prospects of the city and ways to improve those prospects and, plainly, the education of young people is vital in ensuring that we have, in this city, a great future and that there is greater equality in London's schools. I think it is absolutely right that we should look into what is going right - and a great deal is going right - and we should look into what is going wrong and where we can do more.

Andrew Boff (AM): Mr Mayor, could you tell me where the £5 million prize money that was offered at the last minute in order to win the bid for the World Athletics Championships will come from?

Boris Johnson (Mayor of London): As I understand it, that is already factored into the bid and that will come partly from sponsorship. There is no extra expense to the taxpayer that is incurred by that. It was described by Ed Warner [Chairman, UK Athletics] as a last minute reveal. New listeners should understand that what happened was we went to Monaco to beat Doha and Doha, as people will appreciate, was wielding a very considerable chequebook in order to secure the prize of the athletics competition in 2017. We did not have that advantage. We made a fantastic case. We were able, at the last minute by jiggling some funds around as I understand it, partly to match Doha's offer. I think that is entirely reasonable, Andrew, when you consider the long term benefits for London that will be produced by securing those Games.

Andrew Boff (AM): Is that taxpayers' money?

Boris Johnson (Mayor of London): As I understand it it is partly sponsorship money and insofar as it is not sponsorship money it was already part of the budget for the bid so there was no new money required.

Andrew Boff (AM): What does that bring the total cost of subsidising the championships up to? We were told earlier that it was £25 million nationally, not just in London. What does that figure now stand at? Is that now £30 million?

Boris Johnson (Mayor of London): I can't give you that figure, Andrew. What I can say is that I think it was entirely right to go for a last minute trumping operation which was necessary given the closeness of the vote. If you talk to Lord Coe and Ed Warner and everybody involved in it it was very tight and we needed to make it absolutely clear to the IAAF that we were determined to host this and they wanted to see that London cared about this as much as Doha cared about it. Given the very considerable economic benefits that it will bring to the city I think it was a good call by our team.

Andrew Boff (AM): Could you tell me how much the GLA will be contributing towards that subsidy?

Boris Johnson (Mayor of London): I am happy to give you all the relevant figures --

Andrew Boff (AM): I look forward to receiving them.

Boris Johnson (Mayor of London): Whatever contribution we may or may not have made - and it will not be large at all - it is well worth it when you consider the benefits in jobs, in economic activity and in growth that will flow from having a great competition in the Stadium and cementing the legacy of the Stadium not just as a football stadium and not just as a larks and pop music venue but as a long term athletics prospect as well.

Andrew Boff (AM): Great, if those are the advantages. Will you therefore now make available and public the previously confidential Capita Symonds report which says that that is the case; that it is of benefit to the United Kingdom to host this championship?

Boris Johnson (Mayor of London): I have no problem at all with making plain all our thinking and all our working about this --

Andrew Boff (AM): Including the Capital Symonds report?

Boris Johnson (Mayor of London): I have no problem with releasing it at all. I do not know if it is ours to release but I will certainly make sure that every relevant fact that we have for your elucidation about why it was a good idea to get athletics to London in 2017 will be made available¹.

Andrew Boff (AM): You are very kind. Thank you.

Caroline Pidgeon (AM): Mr Mayor, you mentioned - in response to our request for details of your plans for Bow Roundabout - the work that TfL is doing on HGV drivers, but you have not picked up what you specifically are going to be doing to deal with Bow Roundabout. I am sure you are aware of the LCC where, as I understand it, up to ten minutes ago, you had received 1,638 emails about making Bow Roundabout safe in the last 24 hours. Obviously you are aware of the tragic deaths - Lana last Friday and Brian Dorling on 24 October 2011 - and we are joined in the audience today by Mrs Dorling and her son, Charlie, who I know other Assembly Members have met with and I have met with this morning, hearing about their tragic loss. What are you personally going to be doing to make Bow Roundabout safe?

Boris Johnson (Mayor of London): As I said earlier on, Caroline - and I want to repeat and echo what you have just said about the tragic loss of Mrs Dorling and her family and I welcome them to City Hall. It is difficult for me to comment in detail on the junctions at Bow Roundabout and what can be done to make them safer, not least because, in both cases of the recent deaths, there may very well be criminal proceedings against the drivers concerned.

I am the head of the transport authority in the city. It would be wrong and prejudicial of me to make detailed comments about what happened there and what could therefore be done to make that roundabout safer.

What I can say is that I do think there is a problem to do with drivers of HGVs and tipper trucks and cement mixers. If you look at the fatalities that there have been in London this year - and I should say that my condolences go to the relatives of all victims killed on the roads of London - most of them - I think 7 or 8 out of 15 - have involved tipper trucks, skip lorries and other such vehicles. There is really a continuing effort of education with these drivers to get them to understand their responsibilities to other vulnerable road users. As I think I said to you in the transport session that we had where this issue came up if there were simple engineering solutions that we could do then of course we will look at them but I do not want to advance any engineering solution publicly now because it is not the time and indeed it may be prejudicial --

Caroline Pidgeon (AM): I understand you do not want to publicly --

¹ The Capita Symonds report is attached as an appendix to this transcript.

Boris Johnson (Mayor of London): The point is, Caroline, it may be prejudicial to an important criminal proceeding where, in my view, and if you look at these cases in the round you are seeing, too often, drivers of very powerful vehicles starting off and accelerating without due care and attention to other road users. That is a critical fact that needs to be focused on.

Caroline Pidgeon (AM): I understand you do not want to comment publicly but will you agree to meet with relevant Assembly Members – John Biggs, the local Constituency Member – and Mrs Dorling and Charlie to look at the junction and talk in private about what might be done as immediate short term measures, and what might be done in the long term?

Boris Johnson (Mayor of London): Of course. I have already, I think, agreed to meet John tomorrow.

Caroline Pidgeon (AM): We will get that meeting set up. Thank you.

John Biggs (AM): Thank you, Chair. I am pleased that you have agreed to meet me tomorrow and we can talk about some of the issues. I would challenge what you said because clearly there needs to be a series of inquiries and possible legal proceedings but if the junction is manifestly unsafe as it is then, regardless of that, urgent steps need to be taken now to sort it out. You, as the Mayor and the Chair of TfL, need to be seen offering leadership in sorting that out. In the end justice is very important but the safety of Londoners is, in my view, as important and, as far as individual Londoners are concerned, more important.

I first raised my concerns about this junction about two years ago. I had a detailed meeting with TfL in June last year where we went through detailed diagrams of the junction and what could be done to it. They came back and said it was too difficult. The fundamental problem I think was in your written answer to me in May this year where you said you had not yet found a solution, “Which does not push the junction over capacity and introduce significant delays to traffic”. Obviously the question is what is the cost of delays to traffic? If the cost is injuries and deaths to Londoners then that is not an acceptable cost, quite obviously.

You, as Mayor, need to show real solid leadership. This is not a party issue. This is a question of a vacuum if we are not careful. You need to bang your shoe on the table and say to TfL, “I don’t care about the protocols. We need to make something safe” --

Boris Johnson (Mayor of London): Can I say how deeply I resent any implication that I do not take these things seriously. I feel bitterly sorry for the loss of any pedestrian, motorist or cyclist on the streets of London.

Let me tell you that TfL is currently engaged in a thorough going programme of evaluation of all these roundabouts and all these junctions to see what we can do, John. Of course we will do whatever we can. As I said to you in the inquiry on transport, if there are specific physical interventions that we can make – and it is absolutely clear that those would have made a substantial difference – then of course we will look at those things. What I do not want people to neglect is the real need to get drivers of heavy goods vehicles in London to concentrate on what they are doing. There are things that I think we should be doing particularly to get those

who drive these HGVs to fit the proper mirrors, to have sensors that inform them of the whereabouts of cyclists to minimise the risk of collisions and we run an exchanging places scheme where we try to get truck drivers to take the places of cyclists and to understand their needs.

John Biggs (AM): We do have limited time today. I understand all of that stuff but what we need to recognise is fundamentally that there is no time given at this junction to vulnerable road users; to pedestrians and to cyclists. I was expecting pedestrian casualties rather than two cycling casualties. We can move on. We cannot do detailed stuff today. You need to show leadership in --

Boris Johnson (Mayor of London): You have made that point and I understand it, John, and I understand your motivation in making it. Let me tell you that we are determined to do absolutely everything we can to make London's roads safe for cyclists. I would appreciate it if Members of the Assembly, who rightly raise these points, would also, from time to time, point out that there has been, in spite of the very considerable increase in cycling we have seen over the last few years, there has been a relative reduction in the number of casualties. That is a good thing. Cycling is getting safer on the streets of London. I am very proud of that. It would be a real shame if that point was not driven home. I really hope that Members of the Assembly - no matter what your desire to criticise me for championing cycling and I understand where you are coming from. Please do not neglect the importance of sticking up for cycling as a great way of getting around this city.

Jenny Jones (AM): You told us before that you are TfL and yet I wonder if you are aware of what your TfL representatives agreed to? They met with a lot of cyclists over the Bow Roundabout and they met with the London Cycling Campaign (LCC). What the LCC said was, "What is needed here, unless TfL was prepared to take a traffic lane out, is off carriage way approach lanes for cyclists from both Bow and Stratford - there is ample space - and Toucans across both junction arms in and out". A very straightforward and obvious solution. It is what the Dutch would do. It only took a couple of minutes' discussion to agree that with the TfL representatives. They agreed that at meetings and then they were later, presumably, overruled because of your need to smooth traffic flow.

Boris Johnson (Mayor of London): Before you accuse me of overruling --

Jenny Jones (AM): This was less than two years ago so you were the Mayor then and you were TfL then, as you are now.

Boris Johnson (Mayor of London): Oh I see what you are saying. I did not overrule anybody in respect of Bow Roundabout. There are decisions that are taken about a wide range of traffic measures throughout the city which obviously are not always, Jenny, with great respect, referred to me. Certainly Bow Roundabout was not one that was referred to me.

I know that there is a strong temptation to blame TfL for everything and maybe there is more that we could do - and we will certainly do our utmost - but it would be a mistake in this

argument, as I said just now, to neglect the real focus which I think should be put on the drivers of HGV vehicles, their licences and the systems --

Jenny Jones (AM): Mr Mayor, you have said that twice already. Could you please focus --

Boris Johnson (Mayor of London): -- that they have.

Jenny Jones (AM): -- on the question. You are in charge of TfL. You give it strategic drive and a strategic overview of how to deal with these junctions. It is your smoothing traffic flow that meant that TfL did not go forward with the improvements to the roundabout that could have saved lives.

Boris Johnson (Mayor of London): Jenny, I think you are making a very hard accusation. I understand that it has been a very, very distressing time for the families of the recent victims and I understand the strong emotions that this raises. What I can say to you is that we are working very hard to minimise casualties on the streets of London. It is something that I care about deeply. Every single death appalls me. We look over the details of every such incident and we are working very, very hard to try to minimise any future casualties. I just repeat --

Jenny Jones (AM): Your representative yesterday said to us that anybody going to the Olympics should avoid Bow Roundabout and they should avoid that cycling superhighway because - he implied - it was not safe for them --

Boris Johnson (Mayor of London): Sorry, who said that?

Jenny Jones (AM): You can get it from the record. The point is --

Boris Johnson (Mayor of London): Who said it?

Jenny Jones (AM): Your cycling superhighway is not safe. It does not protect people.

Boris Johnson (Mayor of London): What I am trying to tell you this morning is that I accept that we need to do more to make cycling safer in London and of course we are going to continue to improve safety if we possibly can across the city. That does not mean that it is not actually becoming safer, which it is, and it would be helpful, Jenny, if --

Jenny Jones (AM): Thank you, Mr Mayor.

Boris Johnson (Mayor of London): -- in your attacks on me if you reflected that point.

Len Duvall (AM): If we can go back to your comments relating to your Chief of Staff. I found it missing in your update. Do you accept the ruling of the Authority's Monitoring Officer and the advice that has been given to you by the Head of Paid Service that your Chief of Staff had broken the law and breached his terms of employment?

Boris Johnson (Mayor of London): I believe I have written to you, Len, explaining my point of view. I think a copy of that has certainly been seen by the Head of Paid Service.

Len Duvall (AM): Sorry, I go back to my original question. Do you accept their ruling that there was a breach of the terms of employment and a law was broken by the actions of your Chief of Staff? Do you accept their ruling? Not my view, their ruling. Yes or no?

Boris Johnson (Mayor of London): Well yes but --

Len Duvall (AM): Thank you.

Boris Johnson (Mayor of London): Yes, but I think that what Eddie was saying was eminently reasonable. He was --

Len Duvall (AM): No, it is not what Eddie says. It is what is law and what is not law and do you break the law or not. I am quite interested in your views, rather than Mr Lister's views on this issue.

If I can move to my next question then, now that we have established that there was a breach and the law had been broken and the terms of employment have been breached, what formal action have you taken to avoid it happening again?

Boris Johnson (Mayor of London): New readers may want to know what this is about --

Len Duvall (AM): No. Chair --

Boris Johnson (Mayor of London): I think people are entitled to know what law has been broken.

Len Duvall (AM): -- he is using my time to elaborate. I have asked a very straightforward question. I have asked him about his actions, the formal actions, he has taken to avoid it happening again. It is a very straightforward question.

Boris Johnson (Mayor of London): In order to stop Sir Eddie Lister, my Chief of Staff, from rightly making the point that the policies that you support are erroneous and mad and would lead to an impoverishment of transport budgets in this city and an inability for us to deliver major infrastructure improvements, and in order to prevent him from breaching the rules of saying such things, we have decided that we will work out ways of finding less contentious means of saying the same thing, which is that I think that the policies that you support are not right for this city and we will continue to oppose them.

Len Duvall (AM): Chair?

Jennette Arnold (Chair): Mayor, can I put on record that we are talking about a breach of Section 70 of the GLA Act so can you answer in that context. It seems a reasonable question.

What actions are you going to take to prevent this breach of a bit of legislation that covers the good conduct of this Authority?

Boris Johnson (Mayor of London): In fairness, Jennette, if you had been listening to my answer just now, you would have got the answer. What I just said was that Eddie and I have discussed his language - which I think was wholly acceptable. I understand it is in breach of the rules. The rules are there to be observed and we have decided that what we will do, in future, is ensure that Eddie finds ways of saying the same thing but in a way that is less contentious and does not transgress the rules.

Jennette Arnold (Chair): It is contentious. It is a breach of Section 70. It is the use of the word contentious. I want it for the record that you are going to --

Boris Johnson (Mayor of London): Are you saying the use of the word contentious is in breach of the rules?

Jennette Arnold (Chair): No. I am saying that what we want to hear from you is that you are going to do everything in your power to stop your staff from breaking the legislation, especially Section 70. That is what the question is about.

Boris Johnson (Mayor of London): I think I have answered that question about three times now, Chair. The answer is, yes, we will try to say the same thing - which is the policies you support and the policies Len supports are, I think, wrong for London and not what this city needs. We will find a way of saying it that does not infringe Section 70.

Jennette Arnold (Chair): Have you finished your questions, Mr Duvall?

Len Duvall (AM): Chair, I want to know why laws are for others to follow and not for you? My staff might have interesting views and I might want them to say them. I would not dream of asking them to say what Edward Lister said on my behalf. I would either say it myself or make sure that my staff were acting within the law. Why do you not think your staff should act within the law?

Boris Johnson (Mayor of London): I think I have now answered the question three or four times. What Eddie said was that the fares policies of the previous Mayor were made and we need to --

Jennette Arnold (Chair): No, sorry.

Boris Johnson (Mayor of London): I am allowed to say that. I am. I certainly am. Never mind your Section 70. I can jolly well say it.

Jennette Arnold (Chair): No, it is not going to be recorded. We are not going to have the repeat.

Boris Johnson (Mayor of London): I can say it. Why not?

[disturbance in the public gallery]

Brian Coleman (AM): Mr Mayor, would you accept that many of us consider Sir Edward Lister to be a first class and highly professional local government officer, as, as he now is, your Chief of Staff and Deputy Mayor and of course thought very highly of him when he was Leader of the London Borough of Wandsworth? Would you also accept that many of us in this Chamber have fought for the last 12 years to ensure the provisions of the GLA Act and have brought numerous complaints against former officers who worked for the past Mayor of London for breaking the political stricture? Would you accept that this minor infringement by Sir Edward was no doubt a result of his enthusiasm to provide first class officer support to your political role?

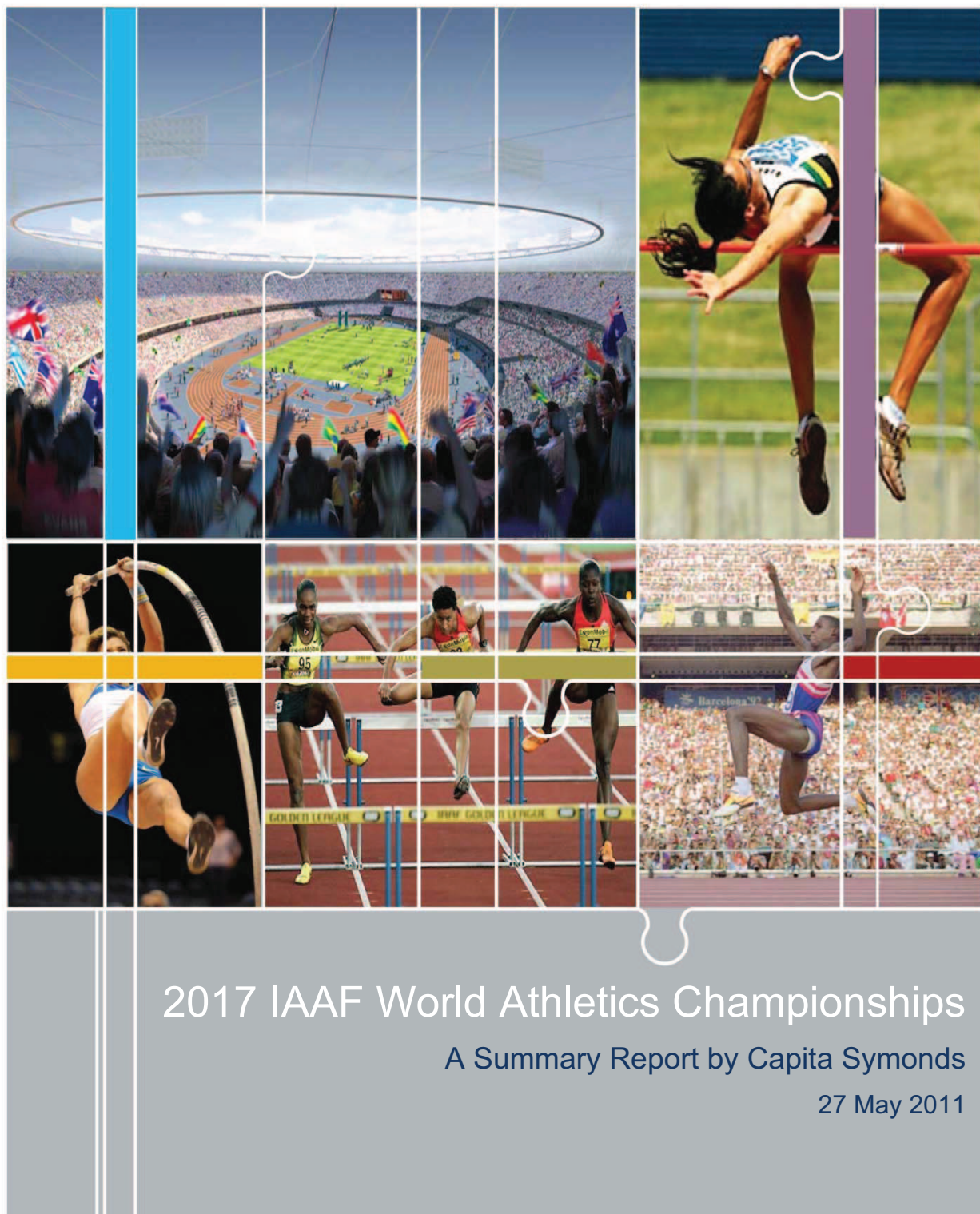
Boris Johnson (Mayor of London): In his desire to express his reservations about an insane policy supported by --

Len Duvall (AM): It is your actions; not his.

Boris Johnson (Mayor of London): -- Len Duvall, he may have inadvertently crossed the line. That is the point that Len wants us to illuminate. We have done so. Eddie has apologised. We have written to Len. What else do you want? I am the only person in the building who can say that Len's policies are crackers. I am going to tell you. Some of the things --

Jennette Arnold (Chair): Can we now move on.

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1 SUMMARY OF THE BENEFITS OF THE 2017 WAC

- global television audience in the top 10 of international sporting events
- total media value in excess of £60 million
- economic benefit in excess of £100 million
- a key element of a defined athletics legacy for the £486 million Olympic Stadium (and Olympic Park)
- top priority major event for UK Sport with key impact of UKA performance programme in lead up to 2016 Olympic Games
- provision of a strong incentive to prospective partners in the negotiation of future sponsorship arrangements with UKA, which is likely to have a positive impact on investment in grassroots athletics
- previous WACs have been estimated to have had a positive employment impact of circa 2,000-2,500 FTEs (taking into account the lead-up and event period)
- supports UKA's elite performance strategy after the 2012 Olympic Games and in the run-up to 2016
- provides opportunity for further development of 2012 volunteer force and UKA's technical officials
- contributes to the retention and further development of UKA's pool of coaching staff
- represents a high profile investment in athletics, which is the fourth most followed sport in UK & Ireland with 38% of the adult population taking an interest in it (behind football (58%), formula one and lawn tennis) and ahead of rugby union (33%), swimming and golf.

2 THE IAAF WORLD ATHLETICS CHAMPIONSHIPS

1. The IAAF World Athletics Championships (WAC) is one of the largest genuinely global sporting events, including the Olympic Games and FIFA World Cup. It attracts nearly 2,000 athletes from circa 200 nations, across a nine-day period in August.
2. As well as competitors, the event attracts 450,000 spectators and another 14,000 personnel, including team officials and coaches, competition officials, IAAF delegates, staff and sponsors, media representatives and volunteers.
3. The WAC is transmitted to over 200 countries and in 2009, the men's 100m final generated a global viewing audience of 95 million, putting it in the top ten of broadcast events in the world.
4. In March 2011, UK Athletics (UKA) submitted an expression of interest to the International Association of Athletics Federations (IAAF) for hosting the 2017 WAC at the Olympic Stadium in Stratford. If UKA – in association with the other stakeholders – decides to proceed with a bid, the formal application form will be submitted on 1 September 2011. There will then be an inspection visit by the IAAF in October 2011. The IAAF Council will make its decision on the successful host city at its meeting in Monaco in November 2011.
5. The 2011 WAC will be staged in Daegu in South Korea, followed by Moscow in 2013 and Beijing in 2015. Therefore, 2017 represents the first opportunity to bring the event back to its core market of Western Europe.
6. For 2017, the IAAF is considering bids from three countries other than London: Hungary (Budapest), Qatar (Doha) and Spain (to be confirmed, but likely to be Barcelona or Seville).
7. The benefits to London and UK of hosting the WAC cover a number of areas:
 - media impact through exposure on television, the written press and internet
 - economic impact through visitor and organiser spending in the host economy and associated activity
 - sporting and social benefits.

3 MEDIA BENEFIT

8. The media benefit of hosting a major event like the WAC represents the value to the host economy (and sponsors) through television and associated exposure.
9. In simple terms, the WAC has the potential to generate a significant level of global media exposure. The 100m final of the 2009 WAC in Berlin has been ranked as the fourth most-watched sporting event of the year, with a peak level of 95 million people worldwide and an average of 33 million. This placed it ahead of the Wimbledon tennis final (89 million peak audience and 29 million average), golf's US Masters (49 million and 21 million) and the final stage of the Tour de France (44 million and 18 million), and behind the UEFA Champions' League (206 million and 109 million), NFL Super Bowl (162 million and 106 million) and FIA Bahrain Grand Prix (115 million and 54 million).

10. At a national level, the 2009 WAC had strong audience figures in key markets, including France (average viewing levels of circa 4.0 million per day), Japan (5.0 million) and Germany (5.3 million, with 9.9 million for the 100m final).
11. In the UK, the average audience was 3.2 million, with a peak of 5.2 million, which represented 18% of the total television audience. In comparison, the peak viewing figures on the final day of the 2010 Open Golf Championship at St. Andrew's were 4.8 million, with an average of 2.8 million, or 21.7% of the total audience.
12. Based on the whole event, the WAC is in the top 10 most-watched global sporting events after the FIFA World Cup, Olympic Games, European Football Championships, IRB Rugby World Cup, Winter Olympic Games, Wimbledon Championships, UEFA Champions League Final, FIA Formula One Grand Prix (final/deciding round) and NFL Super Bowl.
13. Furthermore, the recent European Athletics Championships in Barcelona drew average viewing figures in the UK of 3.0 million to 4.0 million and up to 20% of the audience share.
14. Estimating the media value of a sporting event is an important, but also challenging task. However, figures recently released show that, over its four days, the 2010 Open Golf Championship generated 3,000 hours of global television coverage (to 200 countries) and place marketing exposure equivalent to £35 million (out of an economic impact of £80 million). Therefore, given the size of the event and length of the event, it could realistically be expected that the WAC would generate a media value in excess of this level.
15. As a further comparison, the 2009 cricket series between the West Indies and England (comprising four test matches, one Twenty20 international and five one-day internationals) generated an estimated media value of US\$64.2 million (circa £41.0 million). As an event with a wider global reach than a series of matches between two nations, it can again be reasonably assumed that the media value of the WAC would be higher.
16. It has been estimated that the forthcoming Youth Olympics in Singapore will have a media value to the host country of circa US\$84 million (£54 million). Finally, the Grand Départ for the 2007 Tour de France (held in London) has been estimated to have generated a media value of £35 million.
17. Taking these three examples into account and given the larger scale and length of the WAC, it is realistic to expect that its media value would be in excess of £60 million.

4 ECONOMIC BENEFIT

18. The potential economic impact of the WAC has been estimated using the eventIMPACTS framework developed and approved by, amongst others, the DCMS, UK Sport, VisitBritain and the London Development Agency. The model attempts to calculate the direct impact on the host economy (i.e. London) through the spending of visitors to the event and the local organising committee (LOC).
19. It has been estimated that the WAC will attract a total of 450,000 spectators over the nine days of competition (equating to about 50,000 per day). This compares to a similar level for the 2009 WAC in Berlin. There will be circa 14,000 additional visitors including competitors, VIPs and volunteers.

20. It has been estimated that the 2017 WAC could have an economic benefit to London of £105 million (at 2011 prices). This is based on a direct impact using the eventIMPACTS framework and the application of a conservative multiplier factor. The multiplier factor is used to take account of the associated spending in the host economy as a result of increased business created by the event. For the 2001 WAC in Edmonton, it was estimated that this figure (at a provincial level) was 1.10.
21. The economic impact is comparable to that for the 2009 WAC in Berlin, which generated a visitor spend in the city of circa €120 million (approximately £100 million).

5 SOCIAL AND SPORTING BENEFITS

22. Although of a less quantifiable nature, the sporting and social impacts of hosting the WAC are nonetheless very important considerations for a range of organisations, including UKA, UK Sport, the Greater London Authority and the Olympic Park Legacy Company (OPLC). Athletics has been classified as the fourth most followed sport in the UK (after football, formula 1 racing and lawn tennis) with 38% of the population regularly watching it. Therefore, bringing the WAC to London is likely to generate significant interest in both the local and wider community.
23. The 2017 WAC represents the biggest and most high-profile opportunity for launching the legacy of the Olympic Park, attracting, as outlined above, in the region of 450,000 spectators over a nine-day period. It would also provide a focus on (and exposure of) the Olympic Stadium – the £486 million centrepiece venue for 2012 – and the positive track and field legacy for the UK, as well as the wider regeneration of the Olympic Park and Lower Lea Valley area of east London.
24. The event would be of great importance to UKA from both elite sport and grassroots participation angles. In terms of the former, UKA and UK Sport is investing a significant amount of time and resources in preparing the British athletes for the 2012 Olympics and current predictions are that the team is on target for a very successful performance. The 2017 WAC represents a second opportunity for this group to perform successfully on a home stage and to a global audience and supports the elite performance strategy of UKA and UK Sport.
25. There are benefits to grassroots athletic participation of London hosting the 2017 WAC. At present, UKA has a number of strong sponsor partnerships (for example with Aviva and McCain), which invest a significant amount in grassroots athletics (e.g. for the Aviva arrangement, it is 40% of £8 million and 250,000 children have passed through its *Startrack* programme since inception in 1999). A number of UKA's sponsorship contracts are due to end in 2012 and having the attraction of the 2017 WAC in London would provide an incentive to potential partners in renewal discussions and, thus, potentially help to protect or increase investment in grassroots athletics in the UK.
26. The 2017 WAC also provides UKA with an opportunity to continue developing the volunteer workforce pool (created by the 2012 Olympic Games) and with a means for retaining and continuing to develop its team of coaches and technical staff.
27. Finally, for UK Sport and VisitLondon, the WAC represents an important piece of the *Golden Decade of Sport*. For the former, the event was identified as the most desirable one to host in the period 2013-18 based on considerations such as the impact on elite performance, economic and social impact and building on the legacy of the 2012 Olympics.

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