

# MAYOR OF LONDON

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## Major Sports Events Impact for London 2024

THINK  
**BEYOND**



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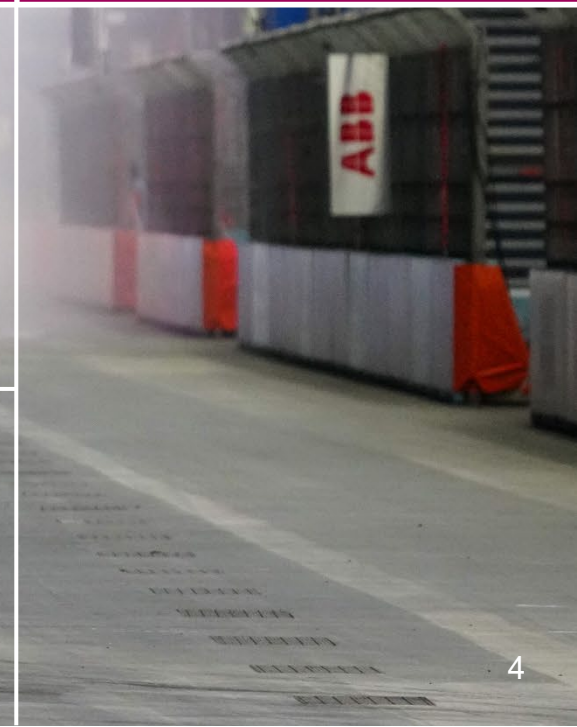
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# Introduction and Executive Summary



# Foreword

London is the sporting capital of the world, and I am proud that we have such a strong track record of staging the biggest and best international events in our great city.

In the last year alone, London has successfully hosted some of the most high-profile sporting competitions and teams on the planet. This includes the UEFA Champions League Final (UCL Final) at Wembley Stadium between Real Madrid and Borussia Dortmund and the Major League Baseball London Series at the London Stadium featuring the New York Mets and Philadelphia Phillies.

Our capital also hosted the world-renowned USA Basketball Men's and Women's National Teams as they played a series of games at the O2 Arena ahead of their gold medal-winning displays at the Paris 2024 Olympic Games.

The Formula E London EPrix at the Excel London and the London Athletics Meet at Queen Elizabeth Olympic Park remain hugely popular events, whilst London continues to be a major hub for the NFL and the only city outside the US to have hosted all 32 NFL teams.

This year will see the 40<sup>th</sup> NFL regular season game staged in our capital, which has welcomed NFL teams since 2007.

Major sporting events create huge pride and excitement for Londoners. They shine a global spotlight on our capital, inspire young Londoners to get involved in grassroots sport – which is good for their health and wellbeing – and bring significant economic and cultural benefits to our city. In total, we have received a direct economic impact of £230 million from events in this report, attended by some 480,000 spectators.

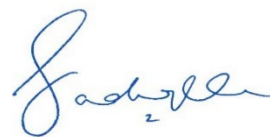
In 2025, London is the undisputed global capital for women's sport – with women's rugby, tennis, cricket, football, netball, hockey, basketball and athletics all taking place in the capital. The Women's Rugby World Cup 2025 final at Twickenham will have a world-record attendance for a one-day women's rugby event, and women's tennis is returning to Queen's Club for the first time in over 50 years.

We are committed to building on our phenomenal success and bringing even more internationally renowned events to our capital as we work together to build a better, healthier, more prosperous London for all.

Sport has a unique power to improve the health and lives of all Londoners and to bring people of different cultures and backgrounds together.

I have seen first-hand the amazing impact that sport can have in our communities and how it can transform the lives of young Londoners for the better.

That is why I am determined that everyone in our city has the opportunity to gain from the inspirational impact and wide-ranging benefits that sport can provide.



**Sadiq Khan**  
Mayor of London



# Measuring success through long-term benefits for Londoners

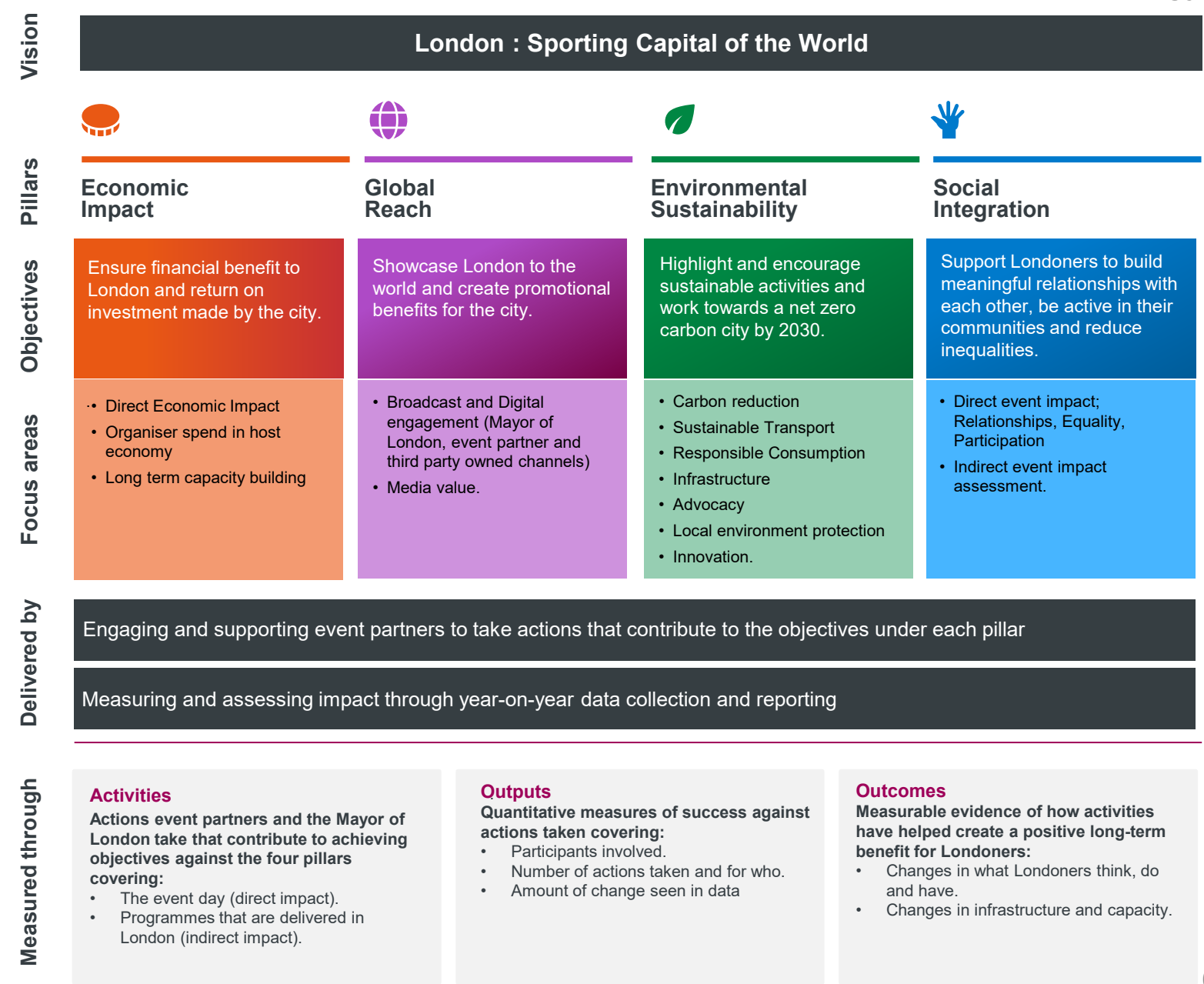
London’s impact-led methodology was developed in partnership with Think Beyond. It is a way to measure the individual and collective value major sports bring to London

Measuring success in this way helps us make London an attractive place to host events. It allows us to work with our event partners, host stadiums and London’s communities to spread the shared benefits more widely.

The Mayor will continue to build the relationships and infrastructure to make this happen, and understand the resulting long-term positive outcomes for Londoners.

Ultimately, London’s approach will support future investment and bring more major sports events to the city. This will help ensure that London remains the sporting capital of the world.

## London’s event impact methodology



# A Thriving Major Sports Events Calendar

In 2024, we expanded the breadth of major sports events hosted in London

A diverse range of events brings compelling opportunities for local and global fans to experience live sport. In addition, it brings the unique benefits of individual sports to communities across London.

Multi-year leagues provide a consistent economic boost, and encourage loyal followings. They also allow more young Londoners from different backgrounds to experience the wellbeing, development and social benefits of participating in sport over time. One-off special events such as the 2024 UEFA Champions League Final (UCL Final) bring commercial injections to London. Further, they provide fantastic experiences to fans and residents alike.

In 2024, London hosted over 50 major sports events and league finals. In this report we've included a 'snapshot' of the year's best-in-class major sports events. These events have continued to bring shared value to our city, our communities and our partners.



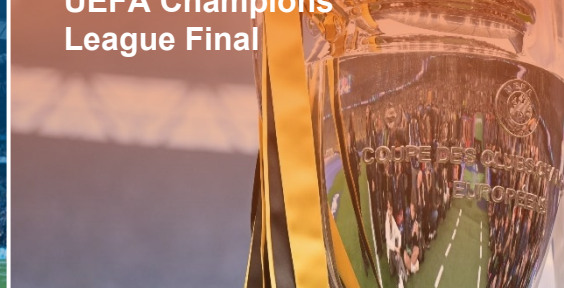
## Jacksonville Jaguars NFL London Game



📍 Wembley Stadium  
📅 20th October



## UEFA Champions League Final



📍 Wembley Stadium  
📅 1st June



## Two NFL London Games



📍 Tottenham Hotspur Stadium  
📅 6th & 13th October



## Major League Baseball London Series



📍 London Stadium, Queen Elizabeth Olympic Park  
📅 8th – 9th June



FORMULA E

## Formula E London E-Prix



📍 ExCeL London  
📅 20th - 21st July



万达 WANDA  
DIAMOND  
LEAGUE

## London Athletics Meet



📍 London Stadium, Queen Elizabeth Olympic Park  
📅 20th July



# 2024 Highlights

A world-leading major sports events calendar brought shared benefits to London and our partners

£230m

total direct economic impact from 2024 events in this report

480,000

spectators at 2024 events featured in this report

Economic Impact



Fans attracted to London events maximise commercial returns	Multi-year sports events generate consistent economic impact for London	Event day activations that brought businesses' together	Induced and indirect economic benefits spread across London
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£603m

estimated cumulative spectator spending in London since the first NFL London Games in 2007

10,000+

Additional event attendees\* to the Formula E London E-Prix brought an estimated £4.4m of additional economic impact in 2024

*\*Compared to the 2023 Formula E London E-prix.*

£56.5m

of direct economic impact from the 2024 MLB London Series (up £3.5m from 2023)

58,000

spectators spent £5.5m at the most attended London Athletics Meet event ever

1,472

full-time equivalent (FTE) jobs supported by the UCL Final at Wembley Stadium

Global Reach



202m

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

83%

of Champions League attendees recognised London as a premier visitor destination

20.9m

cumulative USA viewership of the NFL London Games and MLB London Series

65% increase

in Formula E's social media reach compared to 2023 and a cumulative global TV audience of 43 million

Global brands and compelling action across a variety of sports drew in global viewership

Vibrant activations provided new ways for fans to engage in sport in the heart of London

London attracts global media features as a world-class location to host the very best sporting moments

# Environmental sustainability



Helping London become a leading city in tackling climate change.

**60%**

of UK fans believe sport should lead efforts to tackle climate change (*Sport Industry Report 2025*)

**UEFA** chose London to pilot their first ever Champions Innovate programme, supporting **3 London startups** to tackle sustainability challenges.

**79 hours**

of sustainability education delivered by **Formula E's** Driving Force programme

**Energy efficiency plans** at London Stadium, home to the London Athletics Meet and MLB have **saved 1m kWh** or the equivalent of the energy used to run

**70 average UK homes for a year**

**94%**

of fans used public transport to get to the **Jacksonville Jaguars vs New England Patriots** game at Wembley Stadium



Helping London transition to a low carbon, low waste economy

Increasing knowledge for climate action

Leveraging partnerships for sustainability innovations

Taking a longer view on sustainability

# Social Integration



Delivering long-term benefits of sport to thousands of Londoners.

**85%**

of residents surveyed at UEFA Champions Festival sites felt the event brought their community closer together

**6,250**

young people supported by the **NFL Foundation UK** (since 2021)

**Over 76%**

of 1,131 **UEFA, Formula E and MLB** volunteers stated they would be eager to participate in a major sports event again

**4,437**

young Londoners continued to take part in baseball/softball as part of **MLB's First Pitch** programme in 2024 (from a total 8,427 participants)

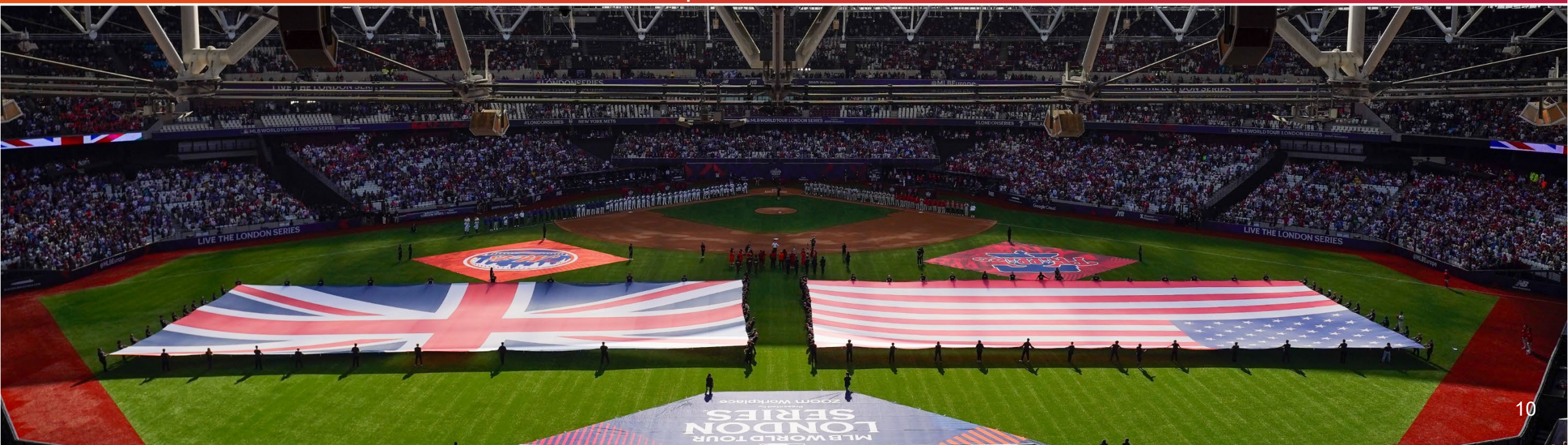


Fan festivals inspired participation and provided access to sport across London

MLB's legacy programme worked with London schools to broaden access to baseball

Londoners built relationships and developed skills through event participation

# Economic Impact



# Economic Impact in London

London is a global centre of economic activity. It is one of the world's largest financial centres and boasts thriving industries such as the creative, sports and education sectors. Major sports events are at the heart of a strong sports sector, providing an opportunity to bring significant economic benefits.

## Major sports events provide consistent financial returns alongside one off injections to London's economy

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. Major sports events contribute to economic impact via:

- Direct economic impact through organiser spend, spectator and attendee spend.
- Indirect impact through long-term enhancements to London's economy such as job creation and infrastructure improvements.
- Induced impact through 'ripple' effects of spending felt from spend impact

Using data available at the time of writing, we have conducted an Economic Impact analysis\* of the six events featured in this report.

We found that in 2024 a thriving major sports event ecosystem attracted almost half a million fans to London. This resulted in significant financial boosts through spectator and organiser spending as well as wider economic benefits.

Different sports, leagues, activations, and brands offer unique experiences to global fans, partners, and residents. This supports a range of local businesses resulting in collective financial benefits to our city.

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



**£230m**

of total **direct** economic impact from events featured in this report in 2024

**68%**

of Londoners surveyed in the summer of 2024 believed that hosting sports events in London has a positive impact on the City's economy\*.

*\*This survey was carried out by YouGov for the GLA in May (N=1,122), June (N=1,126) and August 2024 (N=1,167), with responses rolled across the three waves of the poll with a total nationally representative sample of 3,415 London residents aged 18+*

**£603m** estimated  
cumulative spectator  
spending in London since  
the first NFL London  
Games in 2007

**£56.5m**  
of direct economic impact  
from the 2024 MLB London  
Series (up **£3.5m** from 2023)

**1,472**

**full-time equivalent (FTE) jobs** supported by the Champions League Final at Wembley Stadium

**Over £10m**

Economic Impact  
generated by year-on-year  
staff spending at **Formula  
E London E-Prix 2023**  
and 2024

In the last five years, **35% of  
7,896** investments into the  
European sports ecosystem  
have been in the UK\*. And  
London hosted the most sports  
events of any UK city in 2024.

*\*2025 Sport Industry Report*

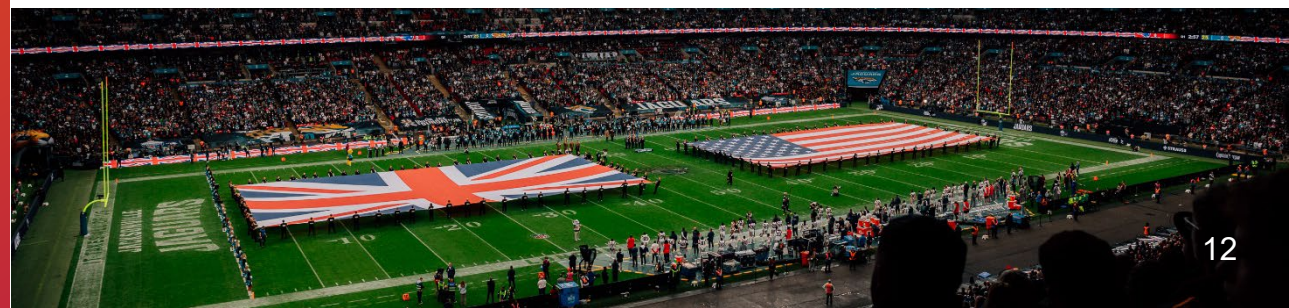
## Long-term collaboration supercharges economic benefit

**London attracts multi-year sports events such as the NFL London Games, Formula E London E-Prix and MLB London Series which generate consistent economic returns for our city**

World-class stadiums, a well-connected transport system and a premier tourist destination make London a place where events can make a home year on year. The NFL has seen their London Games grow in popularity over eighteen years of hosting events in London. There was a 300k increase in the global following of the games in 2024 and a 3m cumulative attendance. The MLB London Series continues to draw in fans to London. In 2024, their satisfaction scores were 8.94/10; and direct economic impact increased by £3.5m.

Major sports events are key employers of important London industries such as hospitality, accommodation, catering, and retail.

The UEFA Champions League Final at Wembley directly supported hundreds of jobs with nearly 40% directly supported by visitor spending. The NFL London games supported an estimated 3,256 jobs in 2024. Multi year deals, such as those between the Jacksonville Jaguars and Novotel Wembley help bring certainty to London based businesses.



## International and domestic fans attracted to London ensure maximum returns

**Varied sports events and global brands mean London has something for everyone, bringing additional spectator spending to the city**

London hosted a diverse range of sports in 2024, including electric motor racing, baseball, athletics, American football, and football. Engaging fan activations, such as the Champions Festival and the MLB Trafalgar Square Takeover, attracted fans from across the UK and beyond.

The UCL Final at Wembley Stadium between Borussia Dortmund and Real Madrid brought 77,200 international visitors, generating significant financial returns. With baseball participation rising across the UK, MLB's Selfridges Oxford Street activation reached an estimated four million viewers over four weeks.

A thriving, inclusive sports event calendar attracts and inspires international fans and delivers financial benefits to London.



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**10,000+**

**Additional** event attendees\* to the **Formula E London E-Prix** brought an estimated

**£4.4m**

of additional economic impact

*\*Compared to the 2023 Formula E London E-Prix.*

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**58%**

of direct economic impact was generated via over 70,000 international fans spending at the Champions League Final

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**60,000**

**international NFL fans** spent on average **£329 per head**, per day during the London Games

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**2024 London Athletics Meet** was the most attended London Athletics Meet event ever, resulting in an estimated

**£5.5m**

spectator spending

### **Attracting domestic fans to varied events brings economic opportunity**

Mastercard recorded an uptake in spend of 44% in bars and restaurants local to the stadium when Arsenal Women play at the Emirates stadium\*. Embracing and supporting the growth of women's sports has the opportunity to expand audiences and bring even more economic benefit to London.

*\*Mastercard Institute 2024*

## Beyond the stadium: Indirect economic impact for London

Major sports event partners that have found a home in the capital benefit from London's reputation as an open, innovative city

Formula E's headline 'Change Accelerated Live' conference was hosted in London. It provided a platform to bring together minds from business, government, education and motorsport to aid the development of sustainable human progress. The Champions Festival featured 'PlayStation House' event at the Institute of Contemporary Arts in London. Major sports events in 2024 did provide the opportunity for brands, rights holders and business to build partnerships in a meaningful way.

# 70%

of event attendees visited **one or more brand activations** at the Champions Festival across London



# £65.5m

estimated additional induced economic impact from the NFL London Games

# £13.5m

estimated additional induced economic impact through Champions League Final spending in the supply chains

## Ripple effects spread the benefits of spend in London

As well as direct economic impact through organiser, attendee and spectator spending, major sports events contribute to economic drivers via 'induced impact'. The UCL Final and NFL London Games in 2024 showcased how matchday spending boosted local employment, supply chains, and businesses. By intentionally supporting local suppliers, event partners can ensure financial benefits reach communities throughout London.

*NB: The exact induced impact is harder to measure, but it is possible to use input-output models and existing research in host economies to estimate the benefits. Please see appendix for our full sources and methodology.*

# Global Reach



## Global Reach in London

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

**202m global viewership**  
of the six major sports events featured in this report



Major sports events are a fantastic way to promote London to the world,. They help attract further visitors and maintain London's position as one of the world's most visited cities.

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.



## A variety of sports with powerful brands draw in global viewership

Rights holders like MLB, the NFL, and Formula E have chosen to make a home in London and bring with them loyal followings

The international attendance of both MLB London Series games saw a 44% growth between 2023 and 2024. MLB media content such as the 'Bryce man Cometh' video and collaboration with UK singer/ songwriter Jess Glynne received 11.4m impressions globally, advertising MLB in a London setting. Over 90% of international attendees were much more likely to advise others to visit London following their experience at the 2024 London Series.

The diversity of sports events hosted in London attracts viewership from across the globe. The London Athletics Meet event received two million global views, whilst China and Indonesia made up the highest % of international audiences for the Formula E London E-Prix.

**As London continues to expand its major sports event calendar there is the opportunity to draw in more global fans to London via major sports events.**

**135m**

global viewership of the UCL Final

**20.9m**

cumulative **USA** viewership of the NFL London Games and MLB London Series.

**65% increase**

in Formula E's social media reach compared to 2023... and a cumulative global TV audience of **43m**

**5m**

average **US broadcast viewership** of the Jacksonville Jaguars vs New England Patriots

**£4.7m**

estimated 'media value' showcasing London's skyline, buildings, verbal mentions during the **Formula E London E-Prix**

**64%**

of NFL London Games fans agreed they were more likely to return to London in the next two years after attending the London Games.

(Source: NFL London Games Impact Assessment 2024)

# Fan zones and brand partnerships help promote London to the world

Vibrant activations provide new ways for visiting fans to engage in sport in the heart of London

The Champions Festival spanned across Regent Street, Trafalgar Square and Somerset House. Brands such as Heineken capitalised on London’s appeal, joining up with local fans in China and Latin America to attend live screenings alongside the Fan Festival in London. Celebrities including Gareth Bale and Cesc Fabregas attended ‘PlayStation Cup’ at the European Headquarters of the Company in London.

Major sports events are not just contained in the stadium. London’s breadth of landmarks, attractions and businesses helps facilitate creative ways to experience and promote live sport. This is to the benefit of London, partners and residents. Event partners benefit from a depth of experience and readily available infrastructure to host major sports events in the sporting capital of the world.




“The delivery of events outside the stadium during the UEFA Champions League Final was one of the best in recent years, driven by innovative concepts from the Greater London Authority (GLA)”

– Department for Culture, Media and Sport

The MLB Trafalgar Square Takeover continued in 2024, with a reach of 12m via a promotional marketing campaign. Some 37% of attendees from the USA, and 37.3% from the UK experienced event screenings and tried their hand at baseball.



## UCL Final Fan Zone activations

		
×	×	×
Regent Street	Trafalgar Square	Somerset House
21.7m views	7.6m views	5.2m views

83% of Champions Festival attendees Recognised London as a premier visitor destination

(Source: UEFA Champions League Final Impact Report)

£11m+ global ad equivalency value for London Stadium, Trafalgar Square, the City of London, Stratford and exposure to London via promotion of the MLB London Series

## World-class athletes attract global media features

London's long history of sports events, facilities and reputation help ensure the city is a world-class location to host the very best sporting moments

These moments can increasingly be consumed and promoted in different ways.

In 2024, the London Athletics Meet was one of only two events featured in the Netflix series 'SPRINT', which was one of Netflix's most-watched new shows upon launch, alongside Diamond League Paris. The 2024 London event showcased several standout performances in the series, including Noah Lyles' personal best of 9.81 seconds in the 100 meters and Keely Hodgkinson leading a British 1-2-3 finish in the women's 800 meters, which positioned her as a favourite for the Paris Olympics.

The Formula E Season 10 finale was held in London, and the title was still wide open to three competitors at the start of the race. Porsche driver Pascal Werhein took the win from rival Mitch Evans by just six points.

London's overall appeal as a premier location to host major sports events provides the opportunity to embrace new media forms and promote the sporting capital of the world to global audiences.



2024 London Athletics Meet fans stated **“the world-best athletes”** and **“atmosphere in London Stadium”** as the main reason for attending

(Source: London Athletics Meet Post Event Insights 2024)

# Environmental Sustainability



# Environmental Sustainability in London

The state of London's environment affects every aspect of life in the city, and everyone who lives in and visits the city. London has an ambitious plan to safeguard the city's environment, and the Mayor working to make it a greener, cleaner and healthier place for all

## What role do major sports events play?

In 2024, key delivery partners have continued to collaborate to reduce their environmental impact. Major sports events can support the Mayor of London's environmental sustainability ambitions through:

- Reducing the impact of event delivery on London's environment. This includes for example by implementing circular solutions, encouraging sustainable fan travel, enacting sustainable procurement, improving air quality and protecting the natural environment.
- Helping venues to invest in long-term sustainable solutions
- Engaging and educating Londoners to promote more sustainable behaviours.

This year's report demonstrates how event partners are progressing towards low carbon and low waste event delivery. This includes leveraging partnerships to implement specific sustainability solutions at events and working together on long-term innovations around sustainable infrastructure at London's venues.

Fans are increasingly calling for sports to act on sustainability. As such, this report has highlighted a deeper focus by event partners and venues. Together, they are equipping fans and London's workforce with the knowledge and skills to understand the climate crisis, and make more informed decisions.

By reporting year-on-year, the GLA has shown how London, event partners and venues can successfully work together to lead by example. This will help build a London that is ready for the future.



**Major sports events in London support sustainability innovation through partnership, helping London become a leading city in tackling climate change**

## Helping the transition to a low carbon, low waste economy

**London needs to move towards becoming a circular city. This means maximising resource efficiency, ensuring materials stay in use as long as possible, and designing out waste. Major sports events are excellent opportunities to showcase circular opportunities across the industry**

In 2024, London's event partners elevated their sustainability partnerships to implement joint climate solutions. Formula E is reducing the impacts of single-use materials, freight and local air pollution by using ExCel Stadium's onsite warehousing. There it stores race equipment to use again at future races.

The London Athletics Meet made efforts across event delivery to eliminate single use plastics. This included switching to digital tickets for the first time, replacing plastic cutlery with wooden or reusable cutlery, and removing plastic bags from hospitality gifting.

UEFA partnered with PepsiCo to incentivise fans to recycle, and it also partnered with Just Eat to trial compostable food packaging with seaweed-based coating. These partnerships have helped to reduce waste in the city.

The Tottenham Hotspur Stadium, who host two of the NFL London Games, implement a keg cap and cup recycling system. They convert old keg caps and cups and into new keg caps and other products, giving these plastics a second lease of life.

Major sports events that build strong, long-term relationships with key event delivery stakeholders can design and deliver pioneering solutions. This can help to accelerate London's transition to a low-carbon circular economy.



Energy efficiency plans at London Stadium, home to the London Athletics Meet and MLB have **saved 1m kWh** or the equivalent of the energy used to run

**70 average UK homes for a year**

MLB and London Stadium have a dedicated team who integrate **sustainability** and **waste reduction** into **event planning**

### 20,400 reusable cups

were provided at Formula E's London E-prix, **98% were reused** from its 2023 race

### £34,000 invested

in **sustainable innovation** at The UEFA Champions League final

PepsiCo and Just Eat partnered with The UEFA Champions League Final to **increase recycling** and **trial compostable food packaging**



# Increasing knowledge for climate action

Major sports events act as a key opportunity to build capacity and skills to tackle challenges faced by our city

In 2024, London’s major sports event partners continued to use their platforms to raise awareness of the importance of environmental sustainability. This has helped to build knowledge amongst thousands of sports fans.



Tottenham Hotspur Stadium, the NFL London Games venue, labels its menus to show which options have a lower environmental impact. This enables fans to make more informed decisions.



MLB had sustainability ambassadors, known as its Green Team, working at the event. Their role was to engage with fans on sustainable behaviours, and monitor sustainability initiatives on the ground. Training these sustainability ambassadors has helped London employees to engage meaningfully in conversations around climate change and climate action.



Formula E created and delivered Driving Force, an on-event sustainability education programme at the London E-Prix for children aged 8-12. The education covered topics including air pollution, renewable energy, circular economy and diversity, equity and inclusion. Its purpose was to raise awareness of these challenges and empower future Londoners with the knowledge to take positive action.



WEMBLEY

Wembley Stadium, the host of the Jacksonville Jaguars game and UCL Final, is helping to open conversations and boost collaboration on sustainability solutions amongst all their event partners. It has developed a sustainability rider, which is a guidance document. This will be used to engage, equip and support event partners with key considerations to reduce the environmental impact of their events.

94%

of fans used public transport to get to the Jacksonville Jaguars vs New England Patriots game at Wembley Stadium

79 hours

of sustainability education delivered by Formula E’s Driving Force programme



## Leveraging partnerships at The UEFA Champions League Final

UEFA launched a new sustainability innovation initiative in 2024 to create a lasting positive impact in London at the UCL Final

The Champions Innovate Programme invited start-ups to propose ideas that could be implemented during the UCL final in London, in collaboration with commercial partners. The Mayor of London proposed a challenge to involve fans in enhancing the competition's social and environmental impact across three priority areas:



### Green Energy (Pavegen x PepsiCo)

Installed a kinetic dancefloor at the Champions Festival in Trafalgar Square, which converted the kinetic energy from fans' movements into electricity. This was used to power various festival activities. The dancefloor engaged fans in a fun and interactive way, promoting sustainability through direct participation.

### Sustainable food (My Emissions x Just Eat)

A carbon footprint rating between A and E for each item on food menus encouraged fans to make more sustainable food choices. This helped to show how small changes can have a big impact when scaled.

### Fan engagement and sustainable behaviour change (Pledgeball x Mastercard)

An online platform, the Champions Innovate Pledge League, was created. It helped motivate fans to implement a range of sustainable choices in their daily lives.

## London at the centre of sustainability innovation

The projects were presented at an event at City Hall where the sustainable food project was chosen as the best. My Emissions were awarded £34,000.

The programme has shown how the city and event partners can work together to act as a launchpad for sustainable innovation.

**89%**

of fans used **active or public transport** to get to the UEFA Champions League Final at Wembley Stadium

(Source: UEFA Champions League Final Impact Report)

## Taking a longer view on sustainability

**A longer-term partnership between Tottenham Hotspur Stadium and the NFL allows a more strategic, long-term sustainability strategy in the city.**

In 2024, Tottenham Hotspur Stadium showed its commitment to sustainability by becoming certified in ISO20121 (Event Sustainability Management Systems). Using the ISO20121 framework, it is encouraging event partners like the NFL to join their sustainability journey. This will help to drive wider change for sustainable events held in London.

The NFL used its London games at the Tottenham Hotspur Stadium as case studies to help craft a broader sustainability strategy for NFL international games. The goal is to strive towards zero carbon and zero waste events in the near future.

From its 2024 London games, the NFL now has a baseline for London, and can compare and improve sustainability performance year-on-year. The NFL has also helped to build on Tottenham Hotspur Stadium's success as a sustainable venue. There, they collected fan travel data and expanded the offsetting of event emissions including gas use and procurement, from the UN Carbon Offset Programme.



**Taking a more strategic approach to sustainability results in actions that help generate long-term meaningful, and transformative changes**

# Social Integration



# Social Integration in London

Transforming the lives of Londoners through sport is one of the Mayor's top priorities

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.

Major sports events can aid social integration by:



Reducing barriers and inequalities, so that Londoners can relate to each other as equals (**Equality**)



Supporting Londoners to be active in their communities and to play a part in the decisions that affect them (**Participation**)



Helping Londoners to build meaningful and lasting relationships with each other (**Relationships**)



*"Sport has the unique power to improve the health and lives of all Londoners and to bring people of different cultures and backgrounds together. I have seen first-hand the amazing impact that sport can have in our communities and how it can transform the lives of young Londoners. That is why I'm determined that everyone in our city has the opportunity to gain from the inspirational impact and wide-ranging benefits that sport can provide."*

*- Sadiq Khan, Mayor of London*

**The benefits of sport experienced through major sports events can be 'direct' or 'indirect'.**

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 continuing actions or programmes delivered by major sports event partners beyond the event itself that contribute to social integration for Londoners.

# In 2024, Major Sports Events played a leading role in social integration

A thriving major sports events ecosystem delivered long-term personal and community benefits of sport to Londoners

Major sports events aided social integration across relationships, participation and equality. Formula E continued expanding its efforts to broaden access to careers, skills and participation in motorsport. Engagement in its headline FIA Girls On Track initiative increased 100% in 2024 (compared to 2023). MLB's First Pitch programme entered another year of delivering baseball/ softball in schools all across London, with clear targets to retain schools and pupils. Some 91% of residents surveyed agreed the Champions Festival cultivated a sense of belonging.

It's important to understand year-on-year how major sports events engage with communities and the value that programmes run by our partners bring. This will help the Mayor continue to support event partners to deliver fantastic events with maximum possible benefits to Londoners.

# Ensuring all Londoners, regardless of background can enjoy the benefits of major sports events is a priority for the Mayor

**4,437**  
young Londoners continued to take part in baseball/ softball as part of MLB's First Pitch program in 2024 (KPI of 3,600)

**55%**  
of London Athletics Meet fans were attending an athletics event for the first time

**85%**  
of residents surveyed at UEFA Champions Festival sites felt the event brought their community closer together \*

(A total of 993 respondents, with 53% being residents. See appendix for full survey details)

**6,250**  
young people supported by the NFL Foundation UK to date (since 2021), with 51% identifying as female, 78% identifying as from a diverse ethnic background and 60% participants living in areas of high deprivation

(Source: NFL Foundation Impact Assessment 2024)



# The Champions Festival

Festival sites in Trafalgar Square, Somerset House, Regent Street, Potters Field Park and South Bank engaged 400,000 residents and fans. This helped inspire participation, and provided access to football in the heart of London

Maximising the impact of one-off sports events requires careful planning and inclusive design. The Champions Festival promoted football participation through activities like sub soccer, skills challenges, and five-a-side mini pitches.

The UEFA Champions Pitch at Somerset House hosted 40 hours of activity for 2,000 players across 32 sessions. This included grassroots tournaments, free play tasters, and local charity initiatives. Some 64% of attendees spent over two hours at the festival sites.

The International Blind Sports Federation hosted a match with members of the England blind football team and Brazilian legend Kaka. It was watched by hundreds of residents. The activation was part of UEFA's broader efforts to promote inclusivity in football.

"I think (the Champions League Fan festival) brings a lot of people together – it is brilliant that the festival isn't limited to one location, so people have the chance to attend."

- *Female resident, aged 20-29*

"Bringing together Londoners from different backgrounds over a shared love of sport is a fantastic way to help Londoners build meaningful relationships"

- *Laura Pierce – Head of Major Sports Events, Greater London Authority*



78%

of Champions Festival attendees participated in at least one football-related activity

83%

of the surveyed London residents reported feeling motivated to increase their engagement in sports and physical activity

NB: Champions League Fan and Resident survey, 993 responses with 53% being local residents. Limitations of the survey include attending residents are likely to have predisposition towards positive views of the event.

# The legacy of baseball hits a home run in London

The MLB First Pitch programme capitalises on the profile, reach and multi-year presence of the London Series. The aim is to create new playing opportunities for thousands of young Londoners

MLB Legacy supported a total of 113 London schools and 8,427 students to experience the learning, wellbeing and social benefits of baseball/ softball. Delivered in partnership with the GLA, BaseballSoftballUK and the Youth Sport Trust, it expands playing opportunities to young Londoners regardless of background. It also builds capacity and pathways to elite level opportunities. Some 13% of First Pitch schools in London generated new ties to community baseball/softball clubs in 2024. The MLB wishes to further increase these numbers in 2025.

The event day is a critical enabler of the wider programme and provides a fantastic experience and exposure to baseball. The First Pitch Festival at the 2024 London Series brought 30 participating schools and over 440 kids to experience the gameday. It was supported by New York Mets and Philadelphia Phillies players.

Focusing on retention in London helps MLB enable long-term benefits for young Londoners through sport

62

London schools continued to be a part of First Pitch in 2024

4,437

young Londoners continued playing baseball/softball from 2023 (from a total 8,427 participants)

2,290

young Londoners were introduced to baseball/softball for the first time.

First Pitch works with schools to reach a diverse cross section of young Londoners, with an emphasis on providing opportunity for those from underserved backgrounds. The % split of 2024 participants:

- 53% male
- 47% female
- 70% EDC (37.0% national average†)
- 91% Primary Age
- 45% FSM (24.6% national average†)
- 12% SEND (13.6% national average) (not including those with EHCP)^

(Source: MLB First Pitch 23-24 Impact Report)

94%

of young people reported to feel **increased confidence** to take part in sport and physical activity



## Londoners build relationships and develop skills through event participation

**In 2024, events saw hundreds of Londoners volunteer their time, playing crucial roles in operations, fan engagement and sustainability initiatives**

Volunteers not only helped deliver world-class events but were empowered to be active citizens. Events focused on making volunteering opportunities inclusive by engaging Londoners from different backgrounds. The experience was also designed to provide them with useful skills and knowledge.

Event partners provided training tailored to the demands of each event. For instance, Formula E volunteers received upskilling in sustainability and emergency procedures. UEFA volunteers meanwhile honed skills in event logistics and guest services. These training sessions prepared volunteers for event-specific tasks and equipped them with long-term, transferable skills.

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### 76%

of Champions League volunteers agree their experience improved their skills such as **leadership, teamwork, and communication**

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### Over 76%

of UEFA, Formula E and MLB volunteers stated they would be eager to participate in a major sports event again

(Source: calculation made using Formula E volunteer data, MLB Diamonds volunteer data and UEFA volunteer programme data 2024)

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### 1,132

volunteers dedicated a total of over **20,000 hours** at the **UCL Final, Formula E London E-Prix** and the **MLB London Series**

The GLA Volunteer Programme for the Champions Festival reserved 25% of spots for 18-24-year-olds, a group typically underrepresented in volunteering. The remaining volunteers were chosen at random, with adjustments made to ensure the diversity was in line with Office of National Statistics data. Some 365 volunteers were from London and 143 identified as Black, Asian, or from other Minority Ethnic (BAME) groups. For Formula E, 56% of volunteers were from London, with 58% aged 21-30, fostering a youthful, local cohort.



# What's Next?



## London's Future Plans

**London will continue to work with our partners to deliver impact-led major sports events, diversify our event calendar and bring maximum benefits to Londoners**

This report highlights the very best of major sports events in London. Following the benchmarks set in 2023, we carried out a year-on-year assessment to create the 2024 report. This helps London understand where there are opportunities for the city and our partners to deliver impact-led events.

In 2024, we worked with our event partners to measure the carbon footprints of their events. We will now develop recommendations to reduce carbon emissions created from major sports events in London.

In 2025, we will feature the Women's Rugby World Cup, and the HSBC Tennis Championships at Queens in our assessment. This will broaden the sports we cover and highlight the benefits women's sport brings to London. London is thrilled to continue delivering fantastic major sports events as we grow our calendar up to 2030 and beyond.



# Appendix



# Appendix A

## Methodology, Definitions and Assumptions

### 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 up to the end of 2025.

- 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 London, and event partner activity without enough 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 6 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).
- Key frameworks informing the assessment methodology (for example, 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; Existing activity and available data related to 2024 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 objectives against each assessment pillar and contribute to the overall impact London wants major sports events to achieve.
- Using best available data, some assumptions have been made on the causality that activities have toward the objectives (for example, non-causal assumptions and estimates based on benchmarks).
- Major sports events are defined as an event reflecting the pinnacle of their respective sport, attracting world class athletes, such as (but not limited to), premium world circuits, World and European championships.

# Appendix A

## Methodology, Definitions and Assumptions

### Surveys:

- The GLA/YouGov survey has been conducted using an online interview administered to members of the YouGov Plc UK panel of 800,000+ individuals who have agreed to take part in surveys. Figures have been weighted and are representative of all London adults (aged 18+). For full data tables, please see the London Datastore. The Datastore should link to [this](#) page.
- Champions Festival Survey (cited from UEFA Champions League Final 2024 Impact Report, January 2025), included a total of 993 responses of which 53% were residents. A key objective was to gather insights from London residents regarding social and community effects of the UCL final. It is important to note, however, that there may be limitation to the representativeness of the findings, as being present at Champions Festival sites might have resulted in pre-disposition towards positive views of the event.

### Recommendations for future reports:

- This is the second 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.



# Appendix B

## Pillar Approach and Definitions

### Economic Impact

#### Summary of 2024 approach:

Across the six major sports events included within this report, we have carried out 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. Where available, this report includes measures of indirect and induced impact that have been provided by event partners.

#### Definitions of impact:

##### *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. They often also provide 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 2024 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** (Evidence provided by Formula E, calculated by Kantar research using an  $AEV = \text{viewership} \times \text{Exposure} \times \text{Advertising cost methodology}$ )
- **Impact** on the **perception of London** and intention to visit

### Environmental Sustainability

#### Summary of 2024 approach:

Due to data availability, this report primarily focuses on outputs,. Where possible, these are outcomes that support environmental sustainability in line with the Mayor of London's strategy focus areas.

London will continue to work with event partners to better understand the long-term positive outcomes for Londoners from environmental sustainability initiatives at major sports events, as well as cover all focus areas within the Mayor of London's Environment Strategy including carbon foot printing.

#### 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 2024 approach:

This report 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 event partners that contribute to a positive change for Londoners. These are 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/ methodology	Assumptions/ allowances/ notes
Formula E London E-Prix	38,000	£28.5m	EventIMPACTs calculation using estimated attendee, spectator and organiser spend data, provided by Formula E (calculated by Think Beyond)	<p>All calculations were used in line with the EventIMPACTs methodology and process, using best available data provided by FE.</p> <p>Spectator spend: leakages were not deducted due to lack of available data of local vs non-local businesses at event.</p> <p>There was an additional £4.4m of direct economic impact generated via fan spending calculated by comparing 2023 and 2024 data provided by FE to the GLA as part of the Impact for London reports.</p> <p>Attendee spend: it was assumed that 100% of non-local staff were commercial stayers, and spend calculated using total bed night figures provided by FE. Due to lack of available data, average bednight costs was assumed to be the same as 2023 data (£150 per bed night) and average attendee spending on food and drink was used based on spectator spending estimates over 1.3 days of visiting the event (£91), multiplied by average days on site by attendees.</p>
NFL London Games (x3 events)*	208,972	£94.3m	<p>2024 NFL London Games - The Sports Consultancy Impact Assessment</p> <p>EventIMPACTs calculation using recognised methodology (calculated by The Sports Consultancy)</p>	<p>Indirect economic impact calculated using a London-specific Input-Output table to estimate the 'ripple' effect through the supply chain, using TSCs regional 1-0 methodology and GDP data from the Office for National Statistics.</p> <p>Estimated indirect impact of £52.6m and induced impact of £65.5m.</p> <p>Total estimated Economic Impact £199.6m</p> <p>Estimated £2.2bn total NFL London Games Economic Impact 2007-2024, with over 3 million cumulative attendees.</p> <p>Estimated cumulative spectator spending is £603 million since 2007.</p>

\*The three NFL London Games economic impact assessment includes two games at Tottenham Hotspur Stadium and one game at Wembley Stadium

## Appendix C

### Economic Impact Sources

Event	Spectators	Total direct Economic Impact	Sources/ methodology	Assumptions/ allowances/ notes
UEFA Champions League Final	86,212	£44m	Economic Impact Methodology outlined by EY in the 2024 Impact Report, source stated (calculated by EY) UEFA Champions League Final 2024 Impact Report January 2025	Figures have been taken directly from the EY UEFA Champions League Final Impact Report. €91.1m total (22.1 induced, 16.4 indirect) was estimated. An exchange rate of 0.83 Euros to GBP has been used.
MLB London Series	90,733	£56.47m	Economic Impact Framework and methodology outlined by Two Circles in the 2024 Impact Report, source stated (calculated by Two Circles)	Figures have been taken directly from MLB Impact Report created by Two Circles and press release reporting economic impact. A total direct economic impact figure to London of £56.5m was provided by MLB, with £9.97m of impact being generated outside London.
London Athletics Meet	58,000	£5.5m <i>(estimated total spectator spend)</i>	EventIMPACTs calculation using estimated spectator spend data, provided by London Athletics Meet (calculated by Think Beyond)  London Athletics Meet 2024 - Post-Event Survey Insights Two Circles was used to calculate spectator spending	NB: detailed attendee, organiser and spectator spend not available - however, some spectator survey data has allowed an estimated total spectator spend to be calculated.  Average commercial stayer spend on accommodation has been calculated using estimated average cost of accommodation in London to be £150 per night in line with available data and based off estimates provided by other event partners for the GLA 2023 and 2024 impact reports.

# Appendix D

## Document Sources and exchange rates

The data included in this report, and all calculations have been used using data received from event partners via the Think Beyond data collection questionnaire and from sources provided by event partners and the GLA.

When required, Think Beyond made calculations. Where specific surveys are referenced, we have included the source throughout the report, as well as referencing all documents where information was obtained below.

### Reports and sources:

- 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
- London Environment Strategy: Fourth Progress Report (2018-2024)
- UEFA Champions League Final 2024 Impact Report, January 2025

- UEFA Champions League and Europa League Finals - Economic impact results 2024
- UCLF Volunteering Programme - Request for data, 2024
- Post Event Review Athletics for a Better World Standard Review of the London Athletics Meet 2024 (Based on the 20th July Site Visit), 2024
- Wanda Diamond League in numbers, 2024
- Event partner questionnaires
- Wanda Diamond League Key Market Broadcast & Audience Report, 2024
- Wanda Diamond League Key Market Broadcast & Audience Report Excluding China Coverage & Audience, 2024
- London Athletics Meet Post-Event Survey Insights, 2024
- The London Athletics Meet was the most successful to date, 2024

- S10 Formula E London E-Prix Economic Impact Valuation, 24 February, 2025
- Season 10 - London E-Prix: City Brand, Postcard & Verbal Mention Exposure Values, 2024
- British Waste Management Standards
- MLB World Tour: London Series External Impact Report, September 2024
- MLB London Series Legacy 2024 Programme Review, 2025
- MLB First Pitch Summary of Activity, 2024
- MLB First Pitch Evaluation Report, September 2024
- NFL London Games Impact Assessment, 2024

### Exchange rates used March 2025:

- Euros to GBP = 0.83
- USD to GBP = 0.79