



MAYOR OF LONDON

LONDON: Sporting Capital

Major Sports Events Framework 2023-2030

Contents

London Major Sports Events 3

Strategic Priorities and Values 5

Working With Us 13



London's Major Sports Events

London has a rich portfolio of major sports events. We want to further support our regular events and build London's calendar and future exciting opportunities.



London's Priorities



World Championships & Tournaments

Develop an exciting pipeline of future sporting events, boosting London's economy and reach.



Franchises & One-off Events

Explore opportunities for further franchise and internationally recognised special events for London.



Sporting Partners, Venues & Annual Events

Develop stronger partnerships with sporting bodies, venues, and existing events to boost the benefit to London and Londoners.

What's Next?



Sporting Capital of the World

Maintain London's status and grow its reputation as the world leader in Major Sports Events

Next Mega Event by 2030

Work with key partners to identify opportunities and secure London's next mega event by 2030

Focus on Strategic Values

Prioritise events and stakeholders with ambitions to impact in key Mayoral policy areas

Expand the city's calendar

Build on the already strong London portfolio of major sports and entertainment events in London

Draw in further Global Sports

Attract further international entities to London, and build on our current partnerships with global stakeholders



Strategic Priorities & Values

It is important to the Mayor that events supported by the Mayor of London share the city's strategic priorities and values.



Strategic Priorities

ECONOMIC IMPACT

Ensure financial benefit to London, and return on any investment made by the GLA.

GLOBAL REACH & IMPACT

Showcase London to the world, and create promotional benefits for the city.

2023 - 2030



Strategic Values

SUSTAINABILITY

Highlight and encourage sustainable activities, and work towards a zero-carbon city by 2030.

SOCIAL INTEGRATION

Support Londoners to be active in their communities and reduce barriers and inequalities.

POLICY OBJECTIVES

Changes in the political/social landscape and current affairs may affect prioritisation.



Economic Impact

Strategic Priority



Direct Economic Benefit

Events generate an economic impact for London via the spend of attendees and organisers in the city.

Events hosted in the capital should bring visitors to London and in turn, benefit local businesses and suppliers.



Trade & Investment

Events should offer a platform for the promotion of international trade, and benefit key sectors in London including finance, media and technology.



Employment & Skills

Events offer employment opportunities in several areas.

Events can support the development of skills for specific identified groups and offer long term benefits to London and Londoners.





Global Reach & Impact

Strategic Priority



Broadcast & Press

International and domestic broadcast and coverage in the press raise the profile of London as a destination for tourism and business.

This coverage is especially beneficial in key identified markets.



Streaming

In an increasingly fragmented broadcast market, online coverage and streaming can reach significant numbers of people and sectors of the population who may not engage with more traditional media.



Social Media

As with streaming, social media offers an opportunity to reach and engage with audiences, and promote London as a destination and key global player.





Sustainability

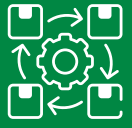
Strategic Values



Event owners & venues

Many event owners, international federations and venues have existing frameworks and commitments.

These can support London's sustainability ambitions and ensure positive impact of events in the capital.



Operations & supply chain

Events that have sustainability principles built into their operational delivery and supply chain support London's policy ambitions and reflect what's important to the city.



Interventions

Event organisers and partners should work with City Hall to undertake specific campaigns and activities to raise awareness of environmental issues both in the lead up to and at their event.





Social Integration

Strategic Values



Engagement

Events have the opportunity to engage Londoners through interventions including community schemes, volunteering opportunities, and mentoring/coaching programmes.



Relationships

Events can support community relationships and increase local cohesion. We want to work with events to develop programmes which meet London's priorities and have a lasting impact on communities in the capital.



Equality

Via social impact programmes, events may be able to address equality issues such as employment pay gaps or the engagement of identified groups who have been historically excluded.





Policy Objectives

Strategic Values



Manifesto commitments

The Mayor has made clear his ambition for London to be the sporting capital of the world.

Events should support this overall ambition and offer opportunities to drive future bids, ambitions and long term planning.



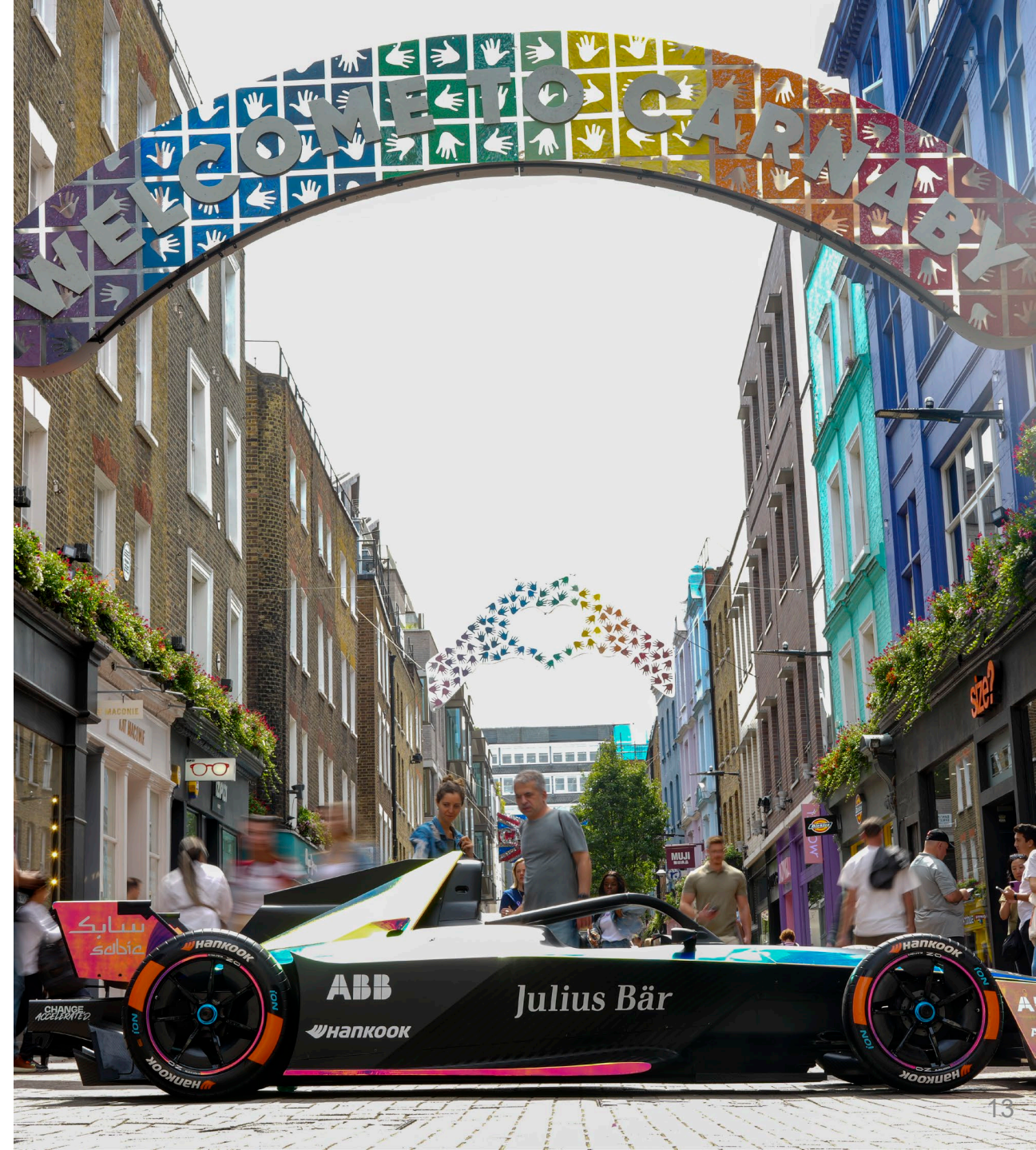
Emerging policy

Events may be able to address issues facing Londoners, for example by raising awareness of support or interventions available.



Current affairs

Events may be prioritised due to a focus on current affairs at home or abroad, for example the impact of war or a pandemic.



Working With Us

The Mayor of London and GLA Family want to work in partnership with you to ensure maximum impact for London and Londoners.



Why Choose London?

Benefits of Hosting in the Capital



Award-winning host of major sports events



Iconic backdrops and locations across the city



International media desks and comms teams



Extensive and effective international & domestic transport links



Over 161,000 quality hotel rooms



Leadership and expertise in business, finance and technology



New, exciting and innovative event spaces and venues



A dynamic cultural scene and tourism industry



Passionate event-goers, and a home-from-home crowd

Support available

Mayor of London, GLA Family, London Stakeholders



Strategy

- Bidding expertise & strategy
- Introductions to regional partners, agencies, venues
- Community engagement
- Financial or VIK contribution



Operations

- Volunteering expertise & engagement
- Transport consulting
- Agency coordination
- Accommodation intelligence



Promotion

- Ticketing strategy & community distribution
- Marketing & promotion channels & campaigns
- Introductions to regional experts

London's assets

Sites to explore and utilise

TRAFALGAR SQUARE

Iconic site for activations, screenings or promotion.



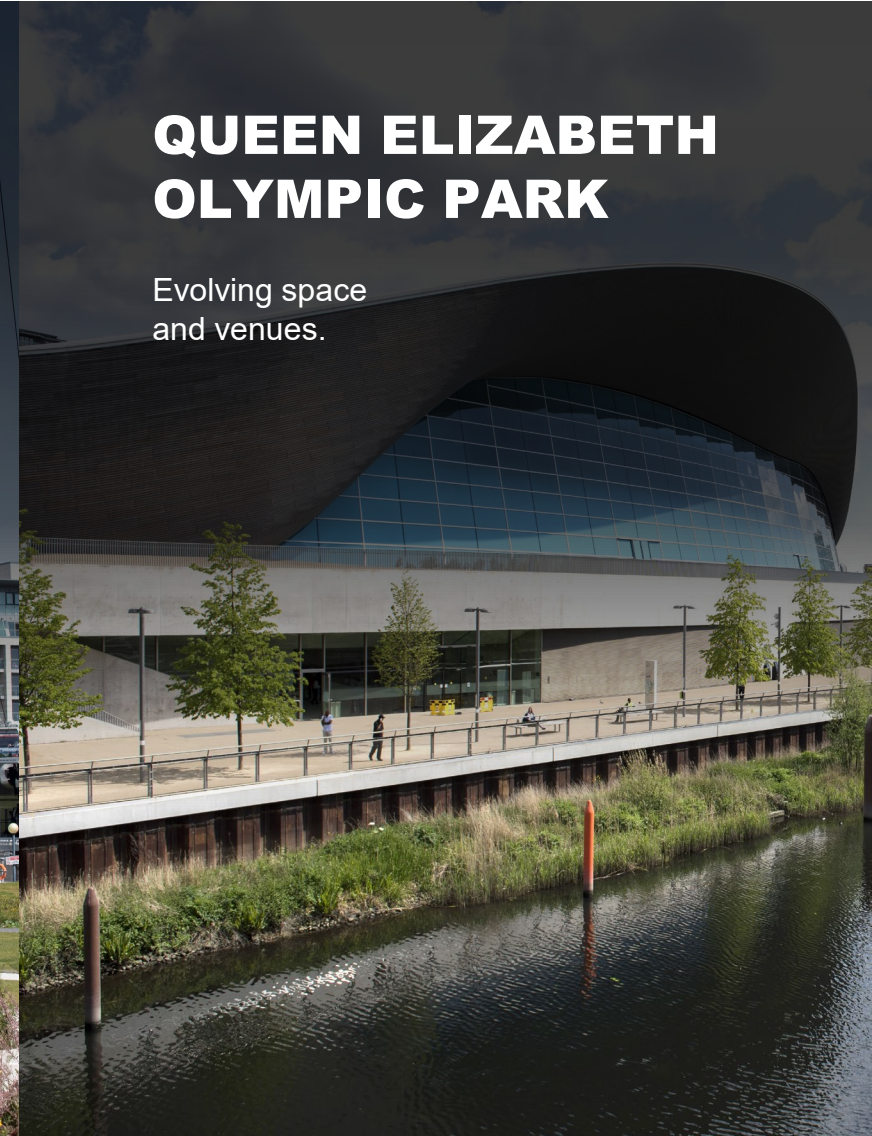
CITY HALL & THE ROYAL DOCKS

Growing hub for business, culture & sport.



QUEEN ELIZABETH OLYMPIC PARK

Evolving space and venues.



COPYRIGHT

Greater London Authority

July 2024

Published by

Greater London Authority

City Hall, Kamal Chunchie Way, London,
E16 1ZE

enquiries 020 7983 4000

minicom 020 7983 4458

Photographs © Formula E, Jacksonville
Jaguars, Major League Baseball, NFL UK,
RideLondon, UK Athletics (Getty Images),
Copper Box Arena
Cover photograph © NFL UK





MAYOR OF LONDON

majorsportsevents@london.gov.uk