

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2122

Title: London 2017 - Event Impact Study

Executive Summary:

This ADD seeks approval to commit up to £35,000 from the Major Sports Events Budget to contribute towards the appointment of a research consultant to undertake a comprehensive event impact study of the London 2017 World Para Athletics Championships and IAAF World Championships (total project cost of c£100,000).

Decision:

That the Assistant Director of Health & Communities approves:

1. Expenditure of up to £35,000 to contribute towards a total project cost of c£100,000 to produce an event impact study of the 2017 IPC World Para Athletics Championships and IAAF World Championships.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

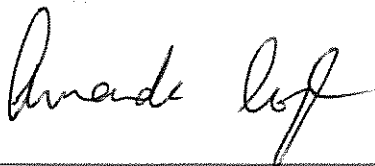
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Amanda Coyle

Position: Assistant Director of Health & Communities

Signature:



Date: 6 June 2017

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 London was awarded the 2017 IAAF World Championships and the 2017 IPC World Athletics Championships in November 2011 and December 2012 respectively. The two events are being staged together in the same city for the first time, and the scale of the event will be far greater than previous iterations.
- 1.2 With support from London & Partners, the event funding partners (GLA, UK Athletics and UK Sport) are seeking to appoint a research consultant to undertake a comprehensive event impact study to evaluate the success of the events against nine strategic objectives, outlined later in this paper.
- 1.3 On behalf of the event stakeholders, London & Partners is coordinating a competitive procurement process to appoint a research consultant with the requisite skills and experience to undertake the work.
- 1.4 The successful tenderer will be required to undertake primary research and work with the event partners to collate additional data that is already due to be captured.
- 1.5 The total cost of the evaluation is estimated to be £100,000. In addition to the GLA's contribution, UK Sport will contribute £35,000, London 2017 Ltd will contribute £25,000 and London & Partners will contribute £5,000. In addition, the IAAF and IPC are contributing to the project through existing research contracts that act as a value in kind contribution to the project.

2. Objectives and expected outcomes

- 2.1 The purpose of the evaluation is to assess the extent to which the events deliver against the following strategic objectives:
 - a. **Economic Impact** – the direct and indirect/induced economic impact of the events on the Greater London economy.
 - b. **Reputational Impact** – the impact of the events on London's reputation as a host of major sporting events, a tourist destination, and a place to live and work.
 - c. **Media Exposure** – the domestic and global media exposure of the events.
 - d. **Home advantage** – the performance of the British teams.
 - e. **Community Engagement / Athletics Impact** – the extent to which local communities were engaged with the events, including schools, volunteers, and people participating in activities run as part of the 2017 Inspiration Programme.
 - f. **Environmental Sustainability** – the extent to which the events were delivered to an environmentally sustainable model.
 - g. **Concurrent Hosting** – the impact of hosting the IPC World Para Athletics Championships and the IAAF World Championships together in the same city for the first time.

- h. **Lessons Learnt** – by the event partners and the Local Organising Committee (LOC), from bidding through to event delivery.

- 2.2 Measurement will be based, where possible, on the event IMPACTS methodology (an industry recognised methodology created by the Department for Culture, Media and Sport, Discover Northern Ireland, EventScotland, London & Partners, UK Sport and Welsh Government).
- 2.3 Research will be undertaken during and post-event to capture the longitudinal impacts of the events. In addition to primary research, event partners will collect data and share this with the researchers for inclusion in the final report.
- 2.4 The outputs of this project will be:
- An interim report with initial findings (September 2017)
 - A Final Evaluation Report (January 2018)
 - A PowerPoint summary presentation to the event partners (January 2018)

3. Equality comments

- 3.1 The International Paralympic Committee is the international federation for the sport of Para Athletics. The sport of Para Athletics is open to male and female athletes in all eligible impairment groups and offers a wide range of competition opportunities.
- 3.2 Athletes compete according to their sport specific classification in each event. Some compete in wheelchairs and some with prostheses, while visually impaired athletes are supported by a sighted guide.
- 3.3 Every major event that seeks financial support from the GLA must demonstrate how the event will engage with the local community, in line with the Mayor's grassroots sport policy, 'A Sporting Future for London' and the Mayor's Sports Legacy Programme.
- 3.4 Alongside the staging of the London 2017, the Mayor of London allocated £400,000 to grassroots sports and invited organisations to apply for a share to deliver athletics activity and inspire Londoners to try athletics and celebrate the Championships with their local community. One of the three tiers of funding available was for organisations to run disability-focused athletics based activity in London. In addition to this all projects are required to be inclusive and open to all Londoners.

4. Other considerations

4.1 Key risks and issues

	Risk	Likelihood / Impact	Response & Mitigation
1	The appointed consultant does not complete the evaluation to the set deadlines.	Low / Medium	The consultant will report regularly to the LOC's Assistant Company Secretary so that any slippage can be addressed. There is no evidence to date that the research consultant is unable to meet the deadlines outlined.
2	The consultant and partners are unable to capture the required data to fully evaluate the two events.	Low / Medium	Plans are in place to collect all data during and after the events. This will be monitored throughout the process to ensure that additional measures are taken where necessary to achieve the required data.

3	The total £100,000 funding for the impact report is not achieved by the partners.	Medium / High	Stakeholders must make their contributions in order for the research to be effective and have an impact on the delivery future major sports events in London.
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4.2 Links to Mayoral strategies and priorities

4.2.1 GLA support for and contribution to the funding of this evaluation will:

- support delivery of the GLA's major sports events strategy, 'London: Home of World Class Sport';
- support the aims of 'Inclusive and Active 2' strategy for increasing participation in sport and physical activity amongst disabled people in London;
- support delivery of the GLA's grassroots sport policy, 'A Sporting Future for London';
- assist the GLA in delivering their commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games.

4.3 Impact assessments and consultations.

4.3.4 In writing 'London: Home of World Class Sport', the GLA Sports Unit consulted extensively with various national governing bodies of sport in the UK, Sport England, UK Sport, London Sport, relevant Local Authorities, LLDC, Lee Valley Regional Park Authority, London & Partners, sports venue owners in London and Transport for London. The strategy has been greatly welcomed by all key London stakeholders and partners, as well as the key national agencies identified above.

5. Financial comments

5.1 Approval is being sought for expenditure of up to £35,000 to contribute towards an event impact study of the 2017 IPC World Para Athletics Championships and IAAF World Championships.

5.2 The cost will be funded from the Sports Team's budget for 2017-18.

6. Planned delivery approach and next steps

Activity	Timeline
Contract Award	June 2017
Survey and data capture design	June to Jul 2017
Data Capture	July to September 2017
Interim Report Submitted	September 2017
Final Report Submitted	January 2018

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Note: This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? NO

If YES, for what reason:

Until what date: (a date is required if deferring)

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:**Drafting officer:**

Kevin Evans has drafted this report in accordance with GLA procedures and confirms that the Finance and –if relevant- Legal teams have commented on this proposal as required, and this decision reflects their comments.

Corporate Investment Board:

The Corporate Investment Board reviewed this proposal on 30 May 2017.

HEAD OF FINANCE AND GOVERNANCE:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature: PP

T Bonerville

Date:

31/5/17

