

# MAYOR OF LONDON

Major Sports Events  
Impact for London 2025



The Global Capital  
of Women's Sport

THINK  
BEYOND

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# Introduction

The Global Capital of  
Women's Sport



# Foreword

London is the undisputed sporting capital of the world – and in 2025, we hosted a record-breaking year of women's sport.

Major finals and international competitions across women's sport attracted 1.4 million attendees in 2025; generated hundreds of millions of pounds for London's economy; and strengthened our city's position as the pre-eminent destination for major sports events.

London's ambitious sporting calendar continues to deliver long-term benefits for our city and its residents: from global visibility and economic activity, to deeper engagement with our local communities and more grassroots opportunities.

One of the year's standout moments came as England hosted the 2025 Women's Rugby World Cup, boosting London's economy by almost £50 million and inspiring a generation of young Londoners. The tournament culminated in a record-breaking final at Twickenham, where England defeated Canada; with 81,885 spectators, it was the most attended women's rugby match in history.

London also celebrated the return of elite women's tennis, with the Queen's Club hosting a women's event for the first time in

over 50 years. The WTA 500 tournament brought many of the world's top players to West Kensington – marking a new chapter for women's tennis, at one of our capital's most iconic sporting venues.

Beyond hosting events, London was at the heart of national celebrations as the Lionesses returned to England, as back-to-back European champions. The team was greeted by thousands of supporters during their homecoming parade along The Mall to Buckingham Palace.

The scenes of jubilation highlighted Londoners' love for women's sport, and the pride felt across our capital and our nation. Across all these milestones and more, London's international profile increased – reinforcing our city's position as the leading global destination for major sports events. Moreover, the visibility and momentum created in 2025 helped increase participation and aspiration among young Londoners, showcasing the pathways and possibilities that can be unlocked when women's sport is given the platform it deserves.

In addition to this landmark year for women's sport, London's broader 2025 sporting calendar remained one of the most dynamic in the world. The city once again

hosted the NFL London Games, with three regular-season match-ups, across October, at Tottenham Hotspur Stadium and Wembley Stadium. These events brought tens of thousands of fans together. The 2025 London Athletics Meet also drew elite track and field athletes to the London Stadium, for a packed day of world-class competition at one of the most prestigious global circuits. Rounding off a vibrant summer, the Formula E London E-Prix returned to Excel London. Action-packed electric racing attracted diverse audiences to one of the city's most innovative and exciting sporting spectacles.

Together, these events demonstrated the depth, dynamism and international appeal of London's major sports calendar. This report shows how 2025 was not only a year of remarkable sporting achievements, but also a year that laid the foundations for a lasting legacy. London remains committed to nurturing this progress, expanding opportunities and ensuring major sports continue to thrive across every corner of our city, as we strive to build a fairer, safer, greener and more prosperous city for everyone.

**Sir Sadiq Khan**  
Mayor of London



# In 2025 London turned women's sports events into a movement

Through collaboration, world-class women's sporting moments catalysed long-term impact for London

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**223 million** global viewers across women's sports, amplifying London's visibility worldwide

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**£4.35 million** invested in low-carbon infrastructure

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**1.4 million** attendees, reflecting record demand for women's sport experiences

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**5,200** meals redistributed, avoiding **2.1 tonnes** of food waste

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**£54.7 million** estimated economic impact generated by flagship women's events

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**1,700+** women and girls engaged through legacy participation programmes linked to major finals



# Solidifying London's position as the Global Capital of Women's Sport



In 2025, London hosted its strongest-ever women's sports event calendar, highlighting the growing impact and value of women's sport across the city.

Women's sports events strengthened London's position as a global leader in impact-led sports events hosting, with a diverse mix of international competitions and major finals attracting global audiences.

These events delivered tangible economic, social and environmental benefits – supporting London's ambition to grow its sporting profile, while generating meaningful local impact.

## 11+ major women's sports events in 2025

including six major finals spanning key moments in football, rugby, cricket, tennis, basketball, netball and more

## Women's sport: impacted Londoners

In 2025, London had its strongest ever women's sports event calendar. These events were a source of pride, and a positive contribution to the city's communities and global reputation.

Women's sport is becoming an important part of London's sporting identity, reinforcing the city's reputation as the sporting capital of the world.

**61%**  
of Londoners say they feel proud to live in a city that hosts major women's sports events.

**63%**  
of Londoners believe hosting more major women's sports events would have a positive impact on the city.

### Mayor of London YouGov Survey 2025

Survey was carried out by YouGov for the Greater London Authority between 18 and 25 July 2025, with a response of 1,026 London residents aged 18+.

From respondents of the Rugby World Cup 2025 Final spectator survey...

**75%**  
believed the tournament had a positive impact on communities across the city.

**89%**  
said they would like London to continue hosting major sports events in the future.



## London's role in driving leadership in women's sport

**In 2025, the Mayor of London delivered initiatives – working with event partners – that united leaders to strengthen the position of women's sport in London.**

These moments built meaningful relationships across sectors – while helping to find shared solutions to structural barriers and inequalities within the sport ecosystem.

Formula E FIA Girls On Track careers event at City Hall made visible meaningful opportunities for careers in motorsport for girls. In partnership with the Rugby Football Union and London Sport, the Mayor of London supported an accessible form of T1 rugby programming delivered for Londoners.

These events and partnerships are part of the GLA's plans to maximise the impact of major sports events on London – by encouraging dialogue, knowledge-sharing, and creating opportunities for impact.

**“Events like the FIA Girls On Track careers event are really important so we can hear about opportunities. It encourages you to do things you didn't know you could.”**

– 2025 participant

## Mayor of London and HSBC Championships – elevating women's sport in London

In June 2025, a curated event at Queen's Club convened leaders from across sport – including the Lawn Tennis Association (LTA), Glasgow City FC and the London Mavericks.

Discussions covered the importance of visibility; authentic storytelling; and embracing new formats of sport to unlock wider audiences, and strengthen the commercial momentum of women's sport.



## Style of Our Own (SOOO):

a flagship activation redefined the visibility and ecosystem of women's sport in London

Originating from Westminster City Council's Meanwhile On project, and in collaboration with Someday Studios, a world-first women's sport concept store opened on Regent Street. This transformed a prime retail location into a multi-dimensional platform for women's sport.

Operating between June and October 2025, the 3,500 sq ft space blended retail, sport, culture and community – functioning as a high-frequency activation hub, rather than a traditional store.

Through 200+ events and continuous programming, the activation demonstrated how physical spaces can scale visibility; unlock commercial pathways for women-led brands; and create meaningful community engagement, positioning London at the forefront of innovation in women's sport.



**“To see my brand stocked in such a meaningful space is such a proud moment.”**

— Natalie Ward, Founder, Latched

**“The vision, the execution, the energy – everything about SOOO is on point ... This space is for them.”**

— Ugo Monye

# Style of Our Own (SOOO)

## Cultural visibility and reach

**70+**

global media features (Vogue, FT, The Guardian, ABC News)

**10 million+**

social media views and rapid growth to 14k followers

High-profile advocacy from global athletes and cultural figures

## Commercial growth and ecosystem building

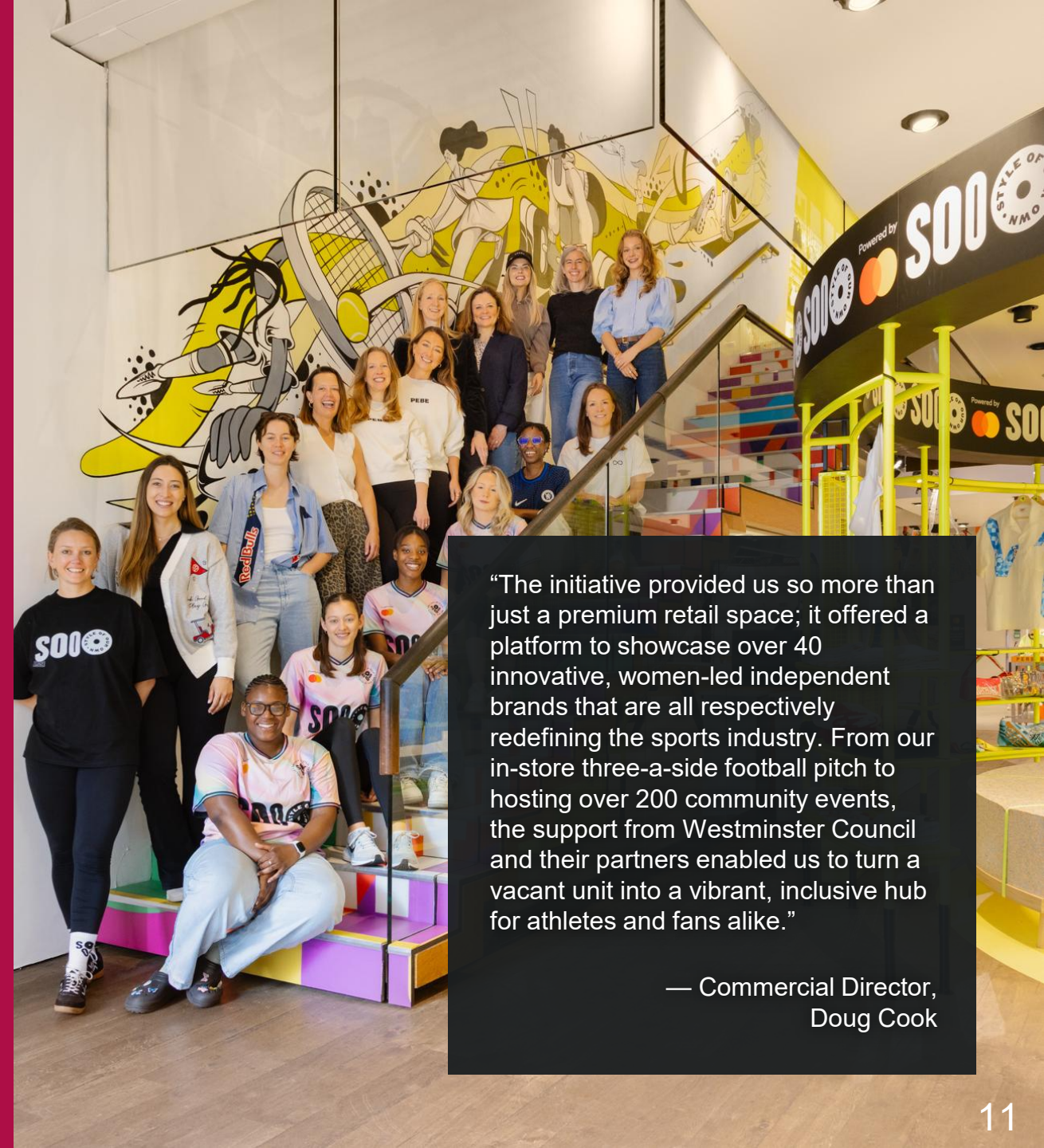
**40+ SMEs**

showcased, many entering physical retail for the first time

Platform enabling brand exposure, testing, and scaling

**“SOOO is the pop-up putting women’s sport front & centre this summer.”**

— The Times



“The initiative provided us so more than just a premium retail space; it offered a platform to showcase over 40 innovative, women-led independent brands that are all respectively redefining the sports industry. From our in-store three-a-side football pitch to hosting over 200 community events, the support from Westminster Council and their partners enabled us to turn a vacant unit into a vibrant, inclusive hub for athletes and fans alike.”

— Commercial Director, Doug Cook

# 2025 Highlights

The collective impact of major  
sports events in London



**2025 moments were  
part of London's  
thriving major sports  
events calendar**



Long-term multi-year franchises, major finals, and a spectrum of women's sports events are featured in this report.

Their impact has been assessed collectively and individually to provide an overview of the benefits women's sports events brought to London – alongside major sports events as a whole.

### Long-standing London event partners



**NFL London Games**  
Tottenham Hotspur Stadium  
5 & 12 October



**Jacksonville Jaguars**  
Wembley Stadium  
19 October



**2025 Marvel Fantastic Four  
London E-Prix**  
Excel London  
26-27 July



**London Athletics Meet**  
London Stadium  
19 July

### Women's sports events featured in the report



**2025 Women's  
Challenge Cup Final**



**England Netball  
Grand Final**



**Women's Six  
Nations Final**



**ENGLAND  
HOCKEY**

**Hockey Pro  
League**



**Adobe Women's  
FA Cup Final**



**2025 Women's UEFA  
Champions League**



**Women's Rugby  
World Cup Final**



**HSBC  
Championships**



**ECB Women's  
Club T20**

# London's methodology helps turn moments into long-term impact

London assesses the impact of major sports events across four pillars aligned with the Mayor's strategic priorities.

Measuring success in this way enables London to work with event partners, host venues and local communities to spread the shared benefits of major sports events.

2025 was the third year London used this methodology and its informing actions. This work helped to build relationships and infrastructure that can deliver long-term, positive outcomes for Londoners.

You can find the full impact methodology in the appendix of this report



# Impact for London – highlights

**£488 million**

estimated cumulative economic impact from events featured in Mayor of London reports since 2023\*

## Economic Impact

**£48.5 million**

total economic impact generated by the **Women's Rugby World Cup Final (RWC 2025)** outperforming the tournament host-city average (£36.8 million)

**81,885 attendees**

at the Women's Rugby World Cup Final drove **£16.8 million in spending**, supporting local hospitality and retail

**£6.26 million**

economic impact, including **£4.3 million revenue** for London-based businesses delivered by the HSBC Championship (WTA)

**29% increase**

in the economic impact of the Formula E London E-Prix from **£26.5 million in 2023 to £34.3 million in 2025**

## Global Reach

**36 million**

impressions and **1.5 million engagements** during the Formula E London E-Prix (from owned channels alone)

**£13.6 million**

media value generated for London during the **RWC 2025 Final and Bronze Final** - the highest among host cities

**190.3 million**

global viewers of London Athletics Meet 2025, including China, France and Brazil

**19 million**

global viewing hours for the **RWC 2025 Final** – the highest peak of the tournament

**32.4 million**

global broadcast audience of HSBC Championship (WTA), across **150+ countries**

\*Combination of total direct and total economic impact. For full details see Appendix C.

# Impact for London – highlights

## Environmental Sustainability

**5,200** meals delivered to local communities, saving 2.1 tonnes of food waste at LTA events

**£10,000 grant offered** to Allianz Stadium, host to the RWC 2025 final, to promote the use of electric heaters (reducing reliance on gas boilers)

**80%**

of food suppliers are within 55 miles, lowering transport carbon and supporting London businesses at the NFL London Series and Tottenham Hotspur

**£4.35 million invested** / 6,500 square metres of solar panels installed by London Stadiums x LAM (Green Finance Fund)

**16 tonnes** of sand donated by LAM to local sports facilities

## Social Integration

**£6.5 million** invested by the LTA in park tennis facilities across London, improving courts in 169 parks

Rally Together London – a partnership between the Mayor of London and the LTA – **trained 250 people from under-represented backgrounds** (min. 50% women) into tennis workforce pathways

**£1.3 million estimated social value** generated by Formula E's impact initiatives, education, equality and community, reaching **18,900+ Londoners**

**5,000 fan-zone entries** at England Netball Grand Final, connecting residents with players

**7,000 volunteer hours** contributed across major events in London



# Economic Impact

**Established events deliver consistent  
returns as women's sport breaks records**

## Economic impact in London

The 'economic impact' of a major sports event describes the total additional expenditure generated within a defined area (in this case, London), as a direct consequence of staging the event.

Major sports events contribute to economic impact via the following:

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.

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

# £488 million

of estimated cumulative economic impact from events featured in Mayor of London reports since 2023

# £98 million

of estimated total economic impact from HSBC Championship, RWC 2025 Final, Formula E in 2025



# Women's sports events unlocked significant economic value in 2025

A record number of attendees across events reflected the rapid expansion of women's sport audiences drawn to London.

Fan growth is translating into economic opportunity. The expansion of loyal women's sport fan bases is strengthening London's event economy, boosting jobs and local businesses, and supporting the long-term sustainability of women's professional leagues.

## £54.7 million

economic impact generated by the HSBC Championship (WTA) and the RWC 2025 Final

## 1.4 million

attendees at women's sports events in 2025

Attendance figures from selected women's sports events:



Six nations  
**37,573**



ECB  
**41,107**



FA Cup Final  
**74,412**



World Cup Final and Bronze Final  
**81,885**



Champions League Final  
**96,904**



Lionesses Victory Parade  
**65,000**

## 52%

of sports industry professionals believe women's sport already offers better value to brands and broadcasters than second-tier men's competitions.

Insights from the 2026 Sport Industry Report

"One of the biggest successes for women's basketball in London this season has been the growth of a genuine and loyal fan base - people who truly believe in our vision and the journey we're on to rebuild something special in London. The rise in interest and participation among young girls at the grassroots level is very important to London Lions Basketball."

- Ruchae Walton, General Manager, London Lions (Women's Team)



# Women's Rugby World Cup Final

London is the preferred choice for hosting major sports finals.

Across all Women's Rugby World Cup (RWC 2025) host cities, London generated the greatest economic impact. This was driven by one of the highest attendances and a strong share of primary visitors, underlining the city's capability to translate major women's events into large-scale economic value.

Women's sports events offer inclusive and enjoyable event experiences, drawing in broader audiences, and expanding the opportunity for commercial revenue. Over half of attendees (51%) reported that the RWC 25 felt more accessible compared to other major events they had attended.



## 81,885 attendees

The London Final attracted a large and diverse audience, with a predominantly domestic profile alongside international visitors from France, the USA and Germany. Women represented 51% of attendees.

**£48.5 million**  
total economic impact  
Compared to a tournament host-city average of £36.8 million.

**£16.8 million**  
was generated through in-city consumption (food, drink and merchandise) alone.

**85%**  
of international visitors say they are more likely to return to London within the next two years after their RWC 2025 experience.

# Women's tennis returns to Queen's Club for the first time in 52 years

## HSBC Championships (WTA)

This milestone highlights how hosting events in London brings shared benefits for the city and event partners alike.

Building on the success of the men's tournament, 2025 saw the return of women's tennis to Queen's Club for the first time in over 50 years. The LTA staged a new two-week festival of tennis, allowing fans to experience world class women's and men's tennis in London.

Hosting the women's tournament at Queens was a core driver of the total HSBC Championships' economic impact proving that investing in women's sports events at world-class venues is a virtuous cycle.

**"We want to develop the tournaments so that the women's events deliver a path to profitability and greater visibility for the sport."**

- LTA Chief Executive Scott Lloyd



Estimated £5 million media value from 3,200 minutes' viewing exposure of 'London' court branding at the HSBC Championships

**£6.26 million**

total economic impact generated in London from the HSBC Championship (WTA)

£14.9 million total for the HSBC Championship as a whole

**51,551** unique spectators attended the women's tournament at Queen's Club, generating **£3.5 million** spectator spending

The tournament generated over **£4.3 million** in revenues for London-based businesses through catering, ticketing, and event-related services.

# Year-on-year events bring benefits for London and event partners

World-class venues, a connected transport system, and global appeal make London an attractive place to establish long-term roots in the city.

London attracts multi-year sports events such as the NFL London Games, the London Athletics Meet, and the Formula E London E-Prix. As events return year after year, their economic value compounds – encouraging repeat visitors, loyal audiences, stronger partnerships, and more resilient returns for London’s economy.

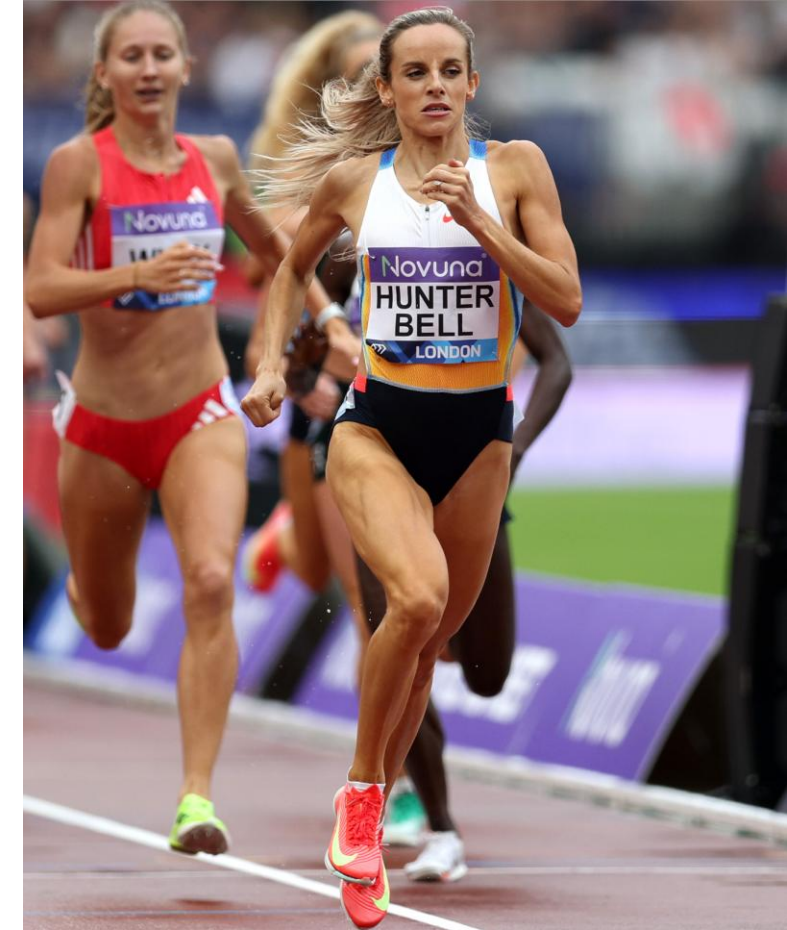
Spectator per-capita spend at the London E-Prix increased from **£81** in 2023 to **£142** in 2025, representing a **75% increase over the period.**

This growth demonstrates that repeat hosting is not only attracting audiences to London – it’s also deepening visitor engagement, and increasing the value generated per attendee over time.

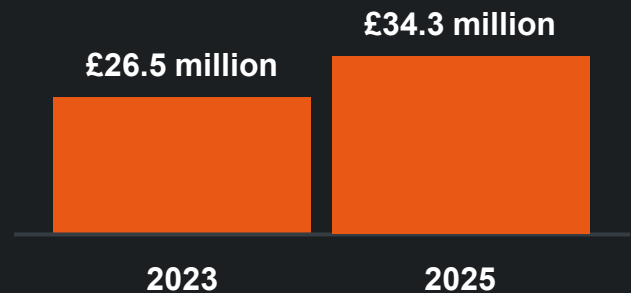
NFL London Games event attendance has remained consistently strong and continued to grow – from **208,000** in 2023 to **209,349** in 2025.

Since 2023, **Formula E** and the **London Athletics Meet** have generated a combined economic impact of approximately

**£94.8 million.**



**29% increase** in the economic impact of the Formula E London E-Prix from **£26.5 million** in 2023 to **£34.3 million** in 2025.



# Global Reach

223 million global viewers for women's sport as London took events to the streets



## Major sports events and 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.

Major sports events continue to be a draw for fans all over the world and help the Mayor of London to:

- ✓ Grow London’s reputation as the sporting capital of the world.
- ✓ Draw in further global sports and expand the city’s event calendar.
- ✓ Raise London’s profile as a destination for tourism and business.



### 400+ global sport leaders convened in London

The Women’s Rugby Global Summit, held the day before the Final, brought together more than 400 leaders from across global sport. It extended the event’s reach beyond the stadium, and into international leadership conversations shaping the future of the game.

# 223 million

global viewership of women’s sports events featured in this report



**54 million global cumulative audience** of Formula E London E-Prix. The strongest non-domestic audience markets are in Pakistan (29%), Indonesia (20%) and China (10%).

## 16% increase

in TV and digital viewership of the NFL London Games compared to 2024

The London Athletics Meet ranked among the top host cities, delivering **148.5 hours of coverage across 102 programmes** the second-highest output across the series – and attracting substantial overseas audiences, led by **China (~6.4 million viewers)** and **Brazil (~0.7 million)**.

## Women's sport amplified London's global brand

The year of women's sport strengthened London's appeal as a place to watch fantastic live sport.

Flagship finals and international fixtures drove large-scale global digital reach; attracted a growing fan base; and reinforced the city's visibility to new audiences.

**27 million**

impressions of the Adobe Women's FA Cup Final, its strongest on record

**35,346**

international attendees to the Oval and Lord's to view world-class cricket

150 countries with an audience of **32.5 million** at HSBC Championships (WTA), generated **1.5 million sponsor value**

**1.8 million viewers** of the England Netball Grand Final, a **574% year-on-year increase**



The Women's Rugby World Cup Final generated the highest global viewing moment of the tournament.

**75% of event attendees** were likely to recommend the city; nearly **87%** reported an improved perception of London; and **85%** said they're more likely to return. These numbers reinforce London's appeal as a global destination.

Spectator Experience Survey, RWC 2025

## Taking major sports moment to Londoners

Vibrant activations provided new ways to engage fans and audiences in the heart of London.

Moments delivered by London's event partners combined real-world experiences with digital content to amplify the benefits of major sports events beyond the competition itself; generating opportunities for London, partners and brands alike.

To extend the reach of the HSBC Championships beyond the Queen's Club, a one-day public tennis activation was delivered in Trafalgar Square. Delivered in partnership with the LTA, HSBC and the GLA, the event transformed the Square into a fully programmed 'Centre Court in Central London'. It featured over 7.5 hours of live, free-to-access tennis activity; the official unveiling of the new HSBC Championships women's trophy; and inclusive participation sessions open to the public.

Formula E took a similar approach, delivering branded hospitality spaces that carried the event's impact across the city.



**150.6 million** social video views



**519 million** impressions



**59,678** social media posts

The London E-Prix generated  
**19,000 press articles**  
across UK and international outlets

Sponsor and Formula E team  
channels delivered over  
**56 million impressions and  
1.5 million engagements**

# Environmental Sustainability

Major sports events funded  
and enabled climate solutions  
for London communities

## Environmental sustainability in London

Major sports events are stepping up as key partners in delivering the Mayor's sustainability goals.

Adopting renewable energy, improving transport efficiency, rethinking supply chains, and embedding circular practices as standard are some examples of how major sports events are helping make London cleaner, greener, and healthier.

London venues and event partners are turning sustainability commitments into meaningful, measurable outcomes on the ground.

### 60% of fans

deem the environmental and social impact of major sporting events to be as important, or more important, than their financial returns.

2026 Sport Industry Report



**In London, major sports events are catalysts for climate leadership – shaping a city ready for the future**

# Transforming London's food systems

**In 2025, major sports events helped London build a healthier, lower-carbon, and more sustainable food system.**

Multiple initiatives supported the Mayor's London Food Strategy, including priorities to reduce the environmental impact of food consumption; and to make sustainable options clearer and easier for Londoners.

## Keeping edible food in circulation

The LTA's partnership with City Harvest rescued 2.1 tonnes of surplus food from the HSBC Championships – equivalent to 5,200 meals, redistributed to London's communities.

## Making sustainable diets visible at scale

Both the London Athletics Meet and the NFL London Series featured carbon ratings on spectator menus. This empowered fans to make more climate-friendly choices, and supported behaviour change at scale.



## Championing sustainable sourcing

Formula E broadened access to climate-conscious food from local London vendors, by offering 30% vegetarian dishes, salads, sugar-free options, and menus designed around seasonal ingredients.

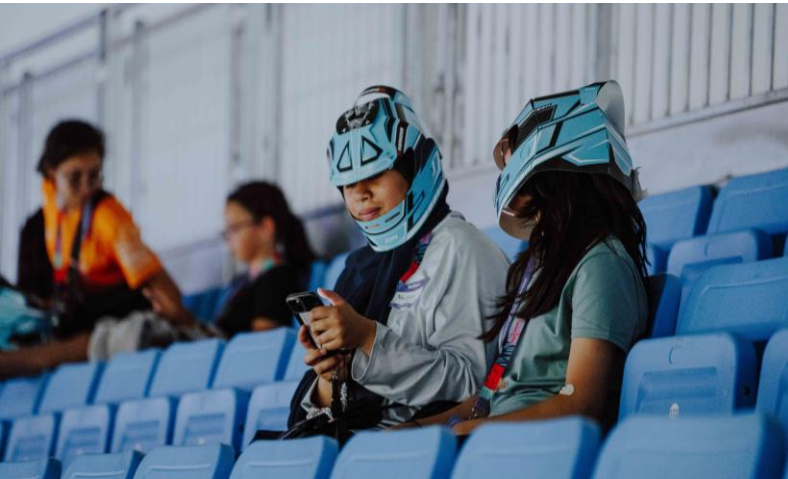
The T-Club Cheeseburger offered at the NFL London Series at Tottenham Hotspur Stadium features a 50:50 beef and mushroom blend, cutting the burger's carbon footprint by over 25% compared to a 100% beef alternative.

# Turning event materials into community assets

**Materials once destined for disposal now serve new community, social, and sporting purposes.**

Major sports events in London found smart and creative ways to reuse event materials.

Together, these initiatives show how London's major events are combining environmental responsibility with community benefit, ensuring that the legacy of each event extends into neighbourhoods across the city.



## HSBC Championships

The LTA sold used tennis balls from the HSBC Championships, with £10,000 raised from this and the Golden Shot for the LTA Tennis Foundation. This helps to fund initiatives to improve lives through tennis, including charities in London like Greenhouse Sports and Access Sport.

## London Athletics Meet

16 tonnes of sand left over from the London Athletics Meet was redistributed by London Stadium to a community athletics facility, and a local beach volleyball and tennis club.

## Formula E

Working with its supplier Spiro, and social enterprise Sheltersuit, Formula E transformed its event branding from the London E-Prix into 300 insulated suits for individuals experiencing homelessness.



## Funding net-zero ambitions across London's major event landscape

The London Athletics Meet 'switched on' the London Stadium Solar Membrane Project. This is the first major initiative to be financed through the Mayor's Green Finance Fund.

The £4.35 million investment of 6,500 square metres of ultra-lightweight solar membrane panels demonstrates London's commitment to helping the city's world-class venues and events lead the transition to a net-zero city.

The system is expected to save more than 200 tonnes of carbon emissions each year; and to generate enough renewable power to support all major events hosted at the venue.

It will also deliver an equivalent of a 10-15% cut in electricity costs – making the stadium not only greener, but also more financially resilient.

The switch-on moment, featuring GB sprinter Daryll Neita, was held ahead of the London Athletics Meet. It drew 24k views on BBC coverage, and showcased how major sports events can spotlight climate leadership.

The Mayor's Green Finance Fund is a £500 million fund providing finance to projects that deliver London's net zero ambitions.

Financed projects so far have helped accelerate net-zero progress across transport, housing and cultural infrastructure projects.



The switch-on event at London Stadium marked **20 years** since London won the bid for the 2012 Olympic and Paralympic Games.

## Formula E: where climate action meets community impact

At the London E-Prix, Formula E's drive towards cleaner global mobility sat alongside a commitment to supporting Londoners who face some of the city's most pressing social challenges.

Through the Better Futures Fund, Formula E channelled its sustainability mission directly into community impact by donating €25,000 to Change Please, to refurbish a ULEZ-compliant support bus. This turned a low-emission, air-pollution-reducing transport form into a mobile hub offering mental health support, haircuts, dental checks, and employment pathways for people experiencing homelessness.

This investment also expanded Formula E's Driving for Change programme into under-served boroughs, including Barking & Dagenham and Dartford. Over its first six months, the initiative is expected to reach at least 500 individuals, building on prior results including a 370% year-on-year increase in service visits, and 72% of beneficiaries accessing mental health support.

This is a tangible example of how initiatives designed to accelerate the transition to cleaner cities can also deliver dignity, opportunity, and care within London's neighbourhoods.



# Social Integration

The legacy of major sports events  
broadened access and supercharged  
participation in women's sports



# 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'.

Major sports events can aid social integration through the following:



## Equality

Reducing barriers and inequalities, so that Londoners can relate to each other as equals



## Participation

Supporting Londoners to be active in their communities, and to play a part in the decisions that affect them



## Relationships

Helping Londoners to build meaningful and lasting relationships with each other



# Major sports events open up pathways for girls and young women

**Major sports events create powerful moments that can challenge stereotypes, and broaden awareness of opportunities.**

When paired with inclusive, community-centred programmes that lower barriers and provide supported entry points, events can open up routes into activity for girls and young women.

In 2025, London's major sports events helped reduce participation disparities and strengthen girls' sense of belonging in sport.

This, in turn, supports the Mayor's wider ambition to create a city where every young person can access opportunities, feel confident, and be part of London's shared social life.



## Major sports events open up pathways for girls and young women

### Netball Super League

A free fan zone at the Netball Super League Grand Final attracted 5,000 entries, creating low-barrier access to the event. Meet-and-greets with NSL players increased visibility of role models, while NETBALLHer activations supported engagement with women's health and well-being in sport.



### England Hockey

Inclusive access to hockey was delivered through Schools Day. This engaged 3,000+ pupils from 34 state primary schools, alongside 250 young people from Street Games attending via complimentary tickets. In addition, seven young volunteers from Street Games had the exciting opportunity to join the Ball Patrol team, across four matches, over the opening weekend of Pro League.

To support the development of Flyerz (our inclusive hockey programme), and to celebrate National Learning Disability Week, we held an inclusive hockey taster session for local schools with SEN groups. The event was supported by Access Sport and volunteers from local clubs that deliver Flyerz. Ten Flyerz participants from local clubs had the unforgettable experience of walking out, as mascots, with the England and Australia Women's teams; and standing alongside them for the national anthems ahead of the match.

# Driving investment into community tennis across London

The LTA's Park Tennis Project has transformed hundreds of courts across London, helping to capitalise on the inspiration created through the HSBC Championships at Queen's Club.

The programme has expanded opportunities for Londoners to play and engage with tennis in local parks and neighbourhood venues, creating more accessible places to participate regularly. These community facilities have strengthened local tennis provision by offering consistent activity, and reducing the reliance on one-off events.

By bringing people together through welcoming, low-cost opportunities close to home, the programme helps reduce barriers to participation and ensures the benefits of tennis extend beyond major events across London.

Since the launch of the programme, **£6.5 million has been invested in park tennis facilities** – improving provision across **169 parks, with 82 venues** delivering Free Park Tennis.

To date, **20,000+ Londoners have engaged through free sessions.**

**“I’ve really enjoyed Free Park Tennis – it’s such a great way to play regularly without any pressure. It’s friendly, easy to join in, and makes it super accessible for anyone who just wants to get out, be active, and have fun.”**

— Free Park Tennis participant, London.



# The legacy beyond the final

The Women's Rugby World Cup Final 2025 demonstrated how major women's sports events can generate social impact beyond competition when legacy is built into event delivery from the start.

The Strive25 T1 programme was delivered throughout 2025, ahead of the RWC 2025. It created pathways for sustained participation and progression in women's rugby.

T1 encouraged more women and girls to try rugby through a fun, non-contact format, delivered by community groups across London. London Sport, the Mayor of London and the Rugby Football Union provided training, equipment and guidance, so local volunteers and women leaders could run sessions confidently.

In London, delivery through local community partners extended reach to women and girls who are under-represented in rugby. This took the impact of the final beyond the stadium, and into neighbourhoods across the city.

## Impacting perceptions at the event

70% attendees said they were more more likely to encourage their child to play rugby; 85% were more likely to attend women's matches together.

Attendance was associated with increased motivation and confidence to be physically active.

86% strongly agreed that rugby is an equal sport – that it is for women and girls too.

9

organisations delivered T1 Rugby sessions, reaching diverse groups of women and girls, from under-represented ethnic minority backgrounds.

1,700+

women and girls engaged through non-contact T1 Rugby activity across London, delivered through a mix of regular sessions and one-off activations.



# Major sports events opening up opportunities for Londoners

Skills gained at major sports events supported long-term employment for Londoners.

Rally Together London is a joint programme between the LTA and the Mayor of London. It is aimed at training and deploying volunteer activator and coach roles to deliver tennis in communities across the capital.

The programme helps participants build practical skills, confidence and networks.

Investment in Tennis Activators and Coach Education Pathways has strengthened local capacity to sustain community sport delivery beyond event cycles. By supporting training, deployment and progression into coaching roles, the programme is helping to embed long-term provision within communities.

A **£500,000 investment** from the Mayor of London and the LTA to support **people from under-represented backgrounds** into training, with at least 50% women progressing into the tennis workforce.



**200 tennis activators**  
recruited, trained and deployed  
across London

**50 new coaches**  
supported to gain LTA Level 1  
and 2 qualifications

## Team London volunteering opportunities across major sporting events

Over 700 volunteering opportunities were delivered through the Mayor of London's volunteer team, across major citywide events.

This included nearly 50 volunteers supporting victory celebrations on The Mall following England's success at UEFA Women's EURO 2025; together, they helped an estimated 75,000 attendees. In October, 130 volunteers supported the World Table Tennis Star Contender at the Copper Box Arena across 426 shifts.

The Team London volunteering programme builds community pride, confidence and skills, while encouraging ongoing civic participation across London.



As a Team London volunteer you feel great pride in sharing this amazing city with everyone you interact with. It is a real pleasure to assist/inform the people you meet, whether they are residents, or visitors.

— Team London Volunteer

## 4,000 volunteering hours

contributed by Team London volunteers to major sporting events across the capital – including the London Marathon, the Lionesses Victory Parade, the Big Half and the WTT Contender.

113 female Team London volunteers aged 19-81 took part in 387 volunteering opportunities, across 4 key major sporting events held in the capital.



# Creating social value through the London E-Prix

Purpose is built into the fabric of Formula E and the London E-Prix is no different. As well as providing world-class racing, the event itself is a catalyst for positive social change.

In 2025 – its seventh consecutive year in London – Formula E was able to attribute a financial figure to how its event-led programmes generate meaningful social value alongside sporting impact.

**£1.3 million**

estimated social value generated directly from Formula E in London – reaching 18,900 people across education, equality and volunteering programmes.



**Every £1 invested went on to deliver £2.80 in social benefit.**

This was driven by STEM learning for 16,190 young people; 3,000 volunteer hours; targeted equality initiatives; community ticketing; and year-round legacy activity. These major events created lasting value for London's communities.

**3,000 volunteer hours**

contributed by Londoners.

**3,700 staff hours**

dedicated to community and social impact delivery.

**Building skills, confidence and civic participation, by enabling Londoners to contribute their time and expertise to event delivery and community programmes.**



What's next?

# From moments to a movement

**In 2025, London turned major women's sports moments into a movement.**

Building on that momentum, the city will continue to convene partners, strengthen collaboration, and use major women's sport as a platform for long-term impact.

2025 was not a one-off. It confirmed London's position as a global capital for women's sport; and showed how major events can deliver proven economic uplift, global visibility, sustainability leadership and deep community benefit at scale.

**Looking ahead, London will strengthen the diversity of its major events calendar while taking a clearer thought leadership role across the sector.**

The movement continues. London's pipeline remains strong, with the return in 2026 of the HSBC Championships at Queen's, the ICC Women's T20 World Cup and the Tour de France Femmes avec Zwift. Other major events in 2026 include NBA London and the World Team Table Tennis Championships. Together, these events will ensure the long-term, impact-led benefits for Londoners continue to grow.



## Join London's next chapter

London's success is built on partnership. By working together, we can continue to deliver impact-led events that inspire the world – while creating lasting value for the city and its communities.

**If your ambition is to deliver world-class sport with global reach and meaningful local legacy, London is ready.**

**The invitation is open. The movement is growing.  
Let's build what comes next, together.**

[MajorSportsEvents@london.gov.uk](mailto:MajorSportsEvents@london.gov.uk)

# Appendix

# Appendix A

## Methodology & definitions

### Assessment boundary:

The major sports event impact assessment boundary is outlined below. This sets out how we will assess the impact of major sports events over the next three years (2024-27).

- 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 that lacks sufficient 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 7 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).
- Where outcomes are evidenced, causal assumptions were made as to how actions taken have contributed to outcomes for Londoners.
- Key frameworks informing the assessment methodology (e.g., 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: interviewing event partners to understand existing activity and

available data related to 2025 events; formulating a questionnaire that defined the data required under each assessment pillar; distributing the questionnaire to event partners; 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 relating to the activities within this report, as categorised by assessment pillar: where possible, specific measurable evidence (outputs and outcomes) has been included to show how those activities support the objectives against each assessment pillar; and therefore contribute to the overall impact London wants major sports events to achieve.

# Appendix A

## Methodology & definitions

Where specific data is not available, some assumptions have been made on the causality that activities have toward the objectives (e.g., non-causal assumptions and estimates based on benchmarks).

### Recommendations for future reports:

- This is the third 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.
- This report includes actions taken, associated outputs and, where possible, outcomes. London will continue to work with event partners to undertake activities that can measurably affect positive outcomes for Londoners and gather associated evidence.



# Appendix B

## Pillar approach & definitions

### Economic impact

#### Summary of 2025 approach:

Across the major sports events included within this report, we have undertaken 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; but for some events, we have focused on aspects such as fan numbers and spend, depending on the availability of key data.

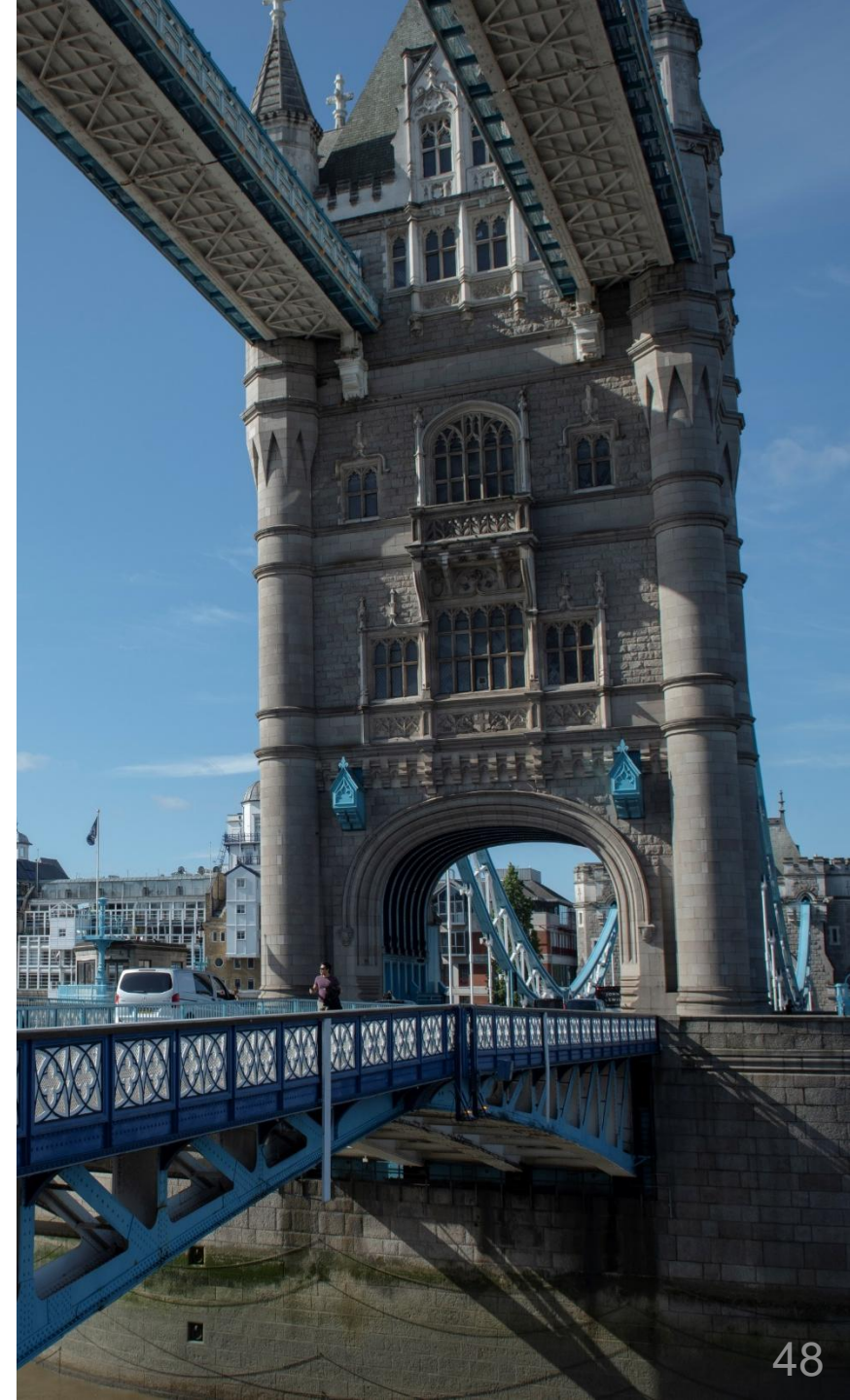
#### Definitions:

##### *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 and wider impacts:*

- 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.
- Other wider impacts may 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 provide a **multiplier effect**, where initial investment related to hosting a sports event initiates further economic activity.



# Appendix B

## Pillar approach & definitions

### Global reach

#### Summary of 2025 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  $AEV = \text{viewership} \times \text{exposure} \times \text{advertising cost methodology}$ )
- Media value (calculated by futures using destination exposure across TV, press, news and social channels; coded by asset type; and converted into futures net value using global media baselines)
- Impact on the perception of London and intention to visit

### Environmental sustainability

#### Summary of 2025 approach:

Due to data availability, this report primarily focuses on outputs and, where possible, outcomes that support environmental sustainability – in line with focus areas in the Mayor of London’s strategy.

London will continue to work with event partners to better understand the long-term positive outcomes achieved for Londoners, as a result of environmental sustainability initiatives at major sports events, covering all focus areas in the Mayor of London’s Environment Strategy (including carbon footprinting).

#### Definition of impact:

In the context of major sports events, environmental sustainability can be defined as reducing an event’s negative environmental impact, whilst contributing to long-term environmental sustainability within London.

#### Example outcomes:

- London as a city produces fewer 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 & definitions

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### Social integration

#### Summary of 2025 approach:

This report includes descriptions of activities taken, and associated outputs, that help measure success against London's four strategic pillars. It references (where measurable) the contribution that event activity has made to specific positive outcomes for Londoners, within social integration.

#### Definition of impact:

Actions taken by major sports event partners that evidentially contribute to a positive change for Londoners, 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 believe 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
- Reduced structural barriers
- Reduced discrimination
- Improved access to essential services
- Greater equality of opportunity



# Appendix C

## Economic impact sources

Event	Spectators	Economic impact	Sources/methodology	Assumptions/ allowances/ notes
Formula E	50,000	£34.3 million	EventIMPACTS calculation using estimated attendee, spectator and organiser spend data. Provided by Formula E (FE) (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><b>Organiser spend:</b> Total organiser spend in London was £20.3 million. After deducting £4.6 million in local revenue, estimated net organiser spend was £15.7 million.</p> <p><b>Spectator spend:</b> Attendance was 50,000 admissions, adjusted to 38,462 unique spectators using 2023 attendance behaviour (1.3 average days). Based on FE residency data, 66.1% were non-local (25,423 spectators), with 10,068 commercial stayers assumed. Spectator spend totalled £12.1 million, comprising £2.45 million in accommodation and £9.7 million in other spend, applied to non-local spectators only. Leakages were not deducted due to lack of local/non-local vendor data.</p> <p><b>Attendee spend (staff):</b> Of 11,376 staff, 4,822 were non-local, all assumed to be commercial stayers. Spend was estimated at £5.8 million, including £2.84 million accommodation (18,906 bed nights at £150) and £3 million other spend, based on spectator benchmarks adjusted for days on site.</p>
Women's Rugby World Cup (RWC 2025)	81,900	£48.5 million total economic impact	<p>RWC 2025 Impact Report.</p> <p>Destination media value, economic impact, and event engagement impact report.</p>	<p>RWC 2025 provided a total direct economic impact, to London, of £48.5 million.</p> <p>Economic impact is estimated by measuring incremental spend attributable to the event – primarily using a spectator survey that captures spending across key categories (accommodation, food and beverage, transport, retail, and other discretionary spend). Attendees are segmented by origin (local, domestic non-local, international) to identify spending that represents a net inflow to the host economy; and to exclude spend that would likely have occurred even without the event. Survey findings are supplemented with organiser spend data, and external benchmarks, to strengthen robustness.</p> <p>Direct spend is aggregated into: inbound international spending; domestic inflow spending; and relevant event or infrastructure spending. A regional economic multiplier is then applied to estimate indirect and induced effects, capturing supply-chain linkages and income effects in the local economy. The resulting figure represents the total economic impact, reflecting both immediate event-related spending and the broader economic activity it supports.</p>
HSBC Championship	115,277	£14.8 million direct economic impact	Calculated by LTA in 2025 using EventIMPACTS methodology, based on insight from event attendee survey and organiser spend data.	<p>A total direct economic impact figure to London of £14.8 million was provided by LTA. The total direct economic impact is comprised of:</p> <ul style="list-style-type: none"> <li>Queen's WTA 2025 – direct economic impact: £6,260,711</li> <li>Queen's ATP 2025 – direct economic impact: £8,634,263.</li> </ul>

# Appendix C

## Social value sources

Event	Social value	Source	Methodology
Formula E	£1.3 million	Calculated by Formula E, based on Deloitte-commissioned analysis	<p>The impacts presented are estimates of the potential social value generated by Formula E across London – including both race week itself, and a range of wider social-impact initiatives delivered by Formula E and its partners. Social return on investment (SROI) analysis captures the monetised value of these programmes and initiatives, demonstrating tangible benefits to participants.</p> <p>Formula E data on the socio-economic background of participants, as well as post-programme survey data, are combined with findings from published SROI and socio-economic analyses to estimate potential monetised social benefits. These analyses, including studies by the Department for Culture, Media and Sport, the Gatsby Foundation, and Youth UK, are used to quantify and monetise social benefits across a range of impact areas at Formula E. These include:</p> <ul style="list-style-type: none"><li>• inspiring future careers in STEM through the Girls on Track and Driving Force programmes</li><li>• the social value generated by volunteers at Formula E events</li><li>• organising and delivering community impact programmes in London</li><li>• inviting individuals from disadvantaged groups to the races through gifted tickets</li><li>• donating to a London-based charity committed to empowering local causes.</li></ul> <p>It should be noted that social impacts capture benefits over an extended period, particularly those relating to long-term educational and career outcomes. As a result, unlike economic impacts – which largely occur either in the build-up to or during race week – social impacts should be interpreted as long-term societal benefits, rather than immediate effects.</p>

# Appendix C

## Estimated cumulative economic impact

The cumulative economic impact presented in this report is derived from published figures across the 2023 and 2024 Major Sports Events Impact Reports. As a result, the total reflects an estimate based on the aggregation of rounded annual figures.

It should also be noted that the cumulative figure combines total direct economic impact and total economic impact (including indirect effects), reflecting changes in data availability and methodology across reporting years.

This approach has been adopted to align with previously published reports, despite data constraints. This is acknowledged as a limitation, and the figures should therefore be interpreted as an indicative estimate of cumulative economic impact.



# Appendix D

## Consultations, 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.

### Key reports reviewed:

- 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
- Sports Industry Report 2026
- Women's Rugby World Cup 2025 Impact Report

**Exchange rate used:** 1 euro = 0.87 British pounds

