

Appendix 4 MSE Framework Assessment European Athletics Championships 2026 & overview of impacts

Event Evaluation Scorecard

Priority	Criteria	Score RAG 0-5	Reason
Be Bold Be Birmingham Matches Our Values	Welcoming	5	How will the event promote Birmingham as a Welcoming Major Event City ? -Yes this is a major athletics competition. It will put Birmingham on the world stage. It will allow Birmingham to showcase its event credentials. Good legacy event from Commonwealth Games.
	Inclusive	4	How will the event ensure that it is fully inclusive ? The event will have disability sports included in the time table. There will be a mass participant race to ensure the residents of Birmingham feel part of the event . There will be community engagement projects. Festival site within the city. 'Stadium to streets'
	Diverse	3	How will the event ensure it engages a 'representative' Birmingham audience ? There will be an opportunity for people to volunteer for at the event. Tickets will be given to local residents. Stadium to street initiative and community enagement programmes.
	Youthful	3	How will the event target and attract young people ? There will be an opportunity to volunteer at the event. Take part in the ceremonies. Athletic club engagement, schools programme and community engagement
	Innovation	2	How is the event innovating and doing things differently ? Limited innovation due to the rights to the event owned by the EAA (European Athletics Association)
	Subtotal /25	17	
Strengthens Our Portfolio Adds Value to our Annual Events calendar	Sports	5	Is the event one of our priority sports or new ? Priority Sport - Athletics and Running
	Venues	5	Is it helping to increase utilisation at our priority venues ? Yes use of the newly refurbished Alexander Stadium and local infrastructure
	Seasonality	4	Is it helping fill a gap in the calendar or need ? July/August
	Size	5	What is the scale and size of the event - participants and spectators ? Mega event - 30,000 per day spectators
	Frequency	5	Is it an annual, one off or recurring event ? One off for Birmingham. Bi annual event
	Subtotal /25	24	
Contributes to Corporate Outcomes Deliver positive impact against 2 or more identified outcomes	Media Profile and Image	5	How does the event help to promote Birmingham Nationally and Internationally ? World Stage event. Broadcast 51 nations, BBC usually take the rights via exisiting relationship with UK Athletics
	Business and Economy	4	What is the expected Economic Impact and how will it benefit Birmingham Businesses ? Potential 22m plus economic impact to Birmingham. Local businesses engaged via procurement exercises
	Engagement and Participation	4	How will the event encourage attendance and/or participation from all Birmingham residents ?There will be an opportunity for people to volunteer for at the event. Tickets will be given to local residents. Stadium to street initiative and community enagement programmes.
	Environment and Infrastructure	3	What new infrastructure will be developed as a result and how will the event ensure sustainable practices ? No new infrastructure required. Additional overlay seating required.
	Employment and Skills	3	How will it ensure that Birmingham residents gain new skills and volunteering and employment opportunities ? Local businesses engaged via procurement exercises. 1600 volunteers required, build on the Commonwealth games legacy
	Social Inclusion and Diversity	3	How will the event ensure that it is representative of the entire Birmingham population ? There will be an opportunity to volunteer at the event. Take part in the ceremonies. Athletic club engagement, schools programme and community engagement
	Total / 30	22	
Feasibility Our ability to host/deliver	Feasibility / Viability	4	Is this a realistic proposition for the city to consider - cost / timescales / experience / scale / difficulty ? If funding secured we have expertise and infrastructure to stage the event successfully
	Value for Money	3	Does this investment represent good value for money compared with other similar events ? Significant investment required from Birmingham.
	Return on Investment	5	Does this help us to achieve something strategically significant for the City ? It helps to achieve the legacy outcomes for the Commonwealth games and significant economic impact and civic pride
	Match Funding	2	Do we have the match funding in budget or is this a special request ? Required to seek funding from UK Sport and DCMS. Birmingham required to underwrite the event and financial risk
	total / 20	14	
Overall	Quartile	Summary Recommendation	This is a huge opportunity for Birmingham and its Commonwealth Games legacy. It will allow the games to finish and have something huge in the events calendar for Alexander Stadium. It is recommended that we have further discussions on bidding for this event.

Profile and Image -

The Championships, owned by European Athletics, is the most prestigious event in the EA calendar and showcases the absolute best athletes within the Area of Europe. The European Championships provides a vital and pivotal steppingstone for athletes in the Olympic Cycle and will prove ideal preparation and offer a beneficial experience of a Championships environment for athletes on the journey to a World Championships in 2027 and Olympics in 2028.

The UK has never hosted the European Championships in these 86 years!

The European Outdoor Athletics Championships 2026 will put Birmingham in the spotlight and enhance our reputation for delivering world class sporting events, it will build on the Birmingham 2022 legacy. Over the 7 day event 1500 Athletes are expected to participate in front of 300,000 spectators. The event will deliver more the 350m hours of broadcast views.

Business and Economy -

Hosting major sporting events attracts new visitors, growing our visitor economy and generating income within the leisure, culture, tourism and hospitality sectors. Major sporting events stimulate investment in businesses providing supplies and services to the event industry, enhance skills and provide employment opportunities. Birmingham is going through an unprecedented period of sustained growth, regeneration and investment. Major Sporting Events play a key part in celebrating the vibrancy, diversity and youth that is driving the innovation at the heart of this great city's regeneration.

The Championships are estimated to deliver more that £36m economic benefit to Birmingham, including over 270,000 overnight stays in hotels and other accommodation.

Employment and Skills -

The European Outdoor Athletics Championships will engage with and build on the legacy of the Birmingham 2022 volunteer programme. With experience of volunteering at Birmingham 2022 local Birmingham based volunteers will be 'event trained' and can help ensure the delivery of a successful Championships in 2026. The event will deliver in the region of 1600 volunteering opportunities. In the lead up to and during the Championships it is projected that more than 500 Full time Employee (FTE) jobs would be created.

Engagement and Participation -

In the five years leading up to Berlin 2018 youth athletics memberships in Berlin increased by almost 30%. UK Athletics will work locally and nationally through local running clubs and communities to increase engagement in the sport.

As part of from Stadium to the Streets we will work to extend the reach of current Birmingham City Council and partner programmes that are working to increase physical activity to improve health and wellbeing these include Active Streets, Community Games, Sports for All Hubs and the Brum Youth Leadership Project.

There will be a mass participation element that utilises the Marathon route. It will showcase key landmarks across the city.

Social Inclusion and Diversity –

Our vision is to make the championships accessible to all. We will do this by including para-athletics in the programming at the stadium. The marathon, Shot Put and medal ceremonies will be city centre-based and free for spectators. Activation points for the public to engage with athletics will be located at a festival site within the city centre.

Although the details of beneficial impacts will be developed further as part of a full bid the event will boost the local economy, promote active lifestyles, drive sport, tourism, inspiring younger generations, put existing infrastructure to effective use and will once again celebrate local culture and reinforce Birmingham's reputation of delivering World Class Sporting Events.

Environment and Infrastructure -

European Athletics will work with the Birmingham City Council to implement a sustainability management system to minimize the event's environmental impact. The event will use existing infrastructure and lessons learnt from the Commonwealth Games. These include Alexander Stadium, the surrounding Perry Barr area and transportation infrastructure.