



BIRMINGHAM MAJOR EVENT REVIEW

2019

Birmingham is renowned across the world as a host city of world class sporting events

In 2019 Birmingham played host to an impressive number of large scale national and international sporting events which inspired the great british public and engaged audiences from around the world.

As well as providing some of the defining sporting moments of 2019, we inspired tens of thousands of residents to take part, once again reaffirming Birmingham's status as being in the premier league of great sporting cities.

World Class events in 2019 included;

- Gymnastics All-Around, World Cup
- ICC Cricket World Cup
- Athletics Diamond League
- Badminton All England Championships

Of course sport isn't just about world class athletes and winning gold medals. Sport has a powerful role to play in bringing communities together, encouraging people to spend time with their family and friends, being physically active and giving people a sense of purpose and personal fulfilment.

Birmingham hosted some of the largest mass participation events in the country in 2019 which saw tens of thousands of Birmingham residents and visitors take to the streets and parks to participate in events all over the city.

- Great Birmingham Run
- HSBC UK Lets Ride Birmingham
- Velo Birmingham and Midlands
- Birmingham Community Games

If you enjoy the thrill of live sporting action then a visit to Birmingham is a must. The city has some of the most exciting venues for watching or participating in sport in the UK, including Arena Birmingham, Alexander Stadium, Villa Park, Resorts World Arena and Edgbaston stadium.

Our sincere thanks and gratitude to all the event organisers and volunteers who have helped make these world class events possible in Birmingham and kindly provided the content for this report.



Major events can contribute significantly to Birmingham City Council Plan 2018 - 2022 outcomes

OUTCOME 1: Birmingham is an entrepreneurial city to learn, work and invest in

- Provide new employment and business opportunities
- Stimulate investment in world class infrastructure
- Help grow our Tourism and Major Event economy
- Enhance skills and provide training

OUTCOME 2: Birmingham is an aspirational city to grow up in

- Inspire Young people to achieve
- Provide new opportunities and encourage participation
- Promote health and wellbeing

OUTCOME 3: Birmingham is a fulfilling city to age well in

- Encourage volunteering and active citizenship
- Local people becoming ambassadors for Birmingham

OUTCOME 4: Birmingham is a great city to live in

- Promote access to and inclusion in major events for all Birmingham's diverse communities
- Promote Birmingham nationally and internationally
- Enhance the brand and image of Birmingham

OUTCOME 5: Birmingham residents gain the maximum benefit from hosting the Commonwealth Games

- Direct economic benefit for Birmingham businesses
- Engagement and participation for all Birmingham residents in a World class event
- New and enhanced world class infrastructure in Birmingham
- Birmingham residents gaining life long experiences, training and skills
- Birmingham residents being involved, included and proud of their city



Basketball British League Cup

27 January 2019 | Arena Birmingham



The British Basketball Cup is an annual competition for British basketball teams and is organised by the British Basketball League (BBL), the UK's top professional league. It is one of two peripheral competitions operated by the BBL during the regular season with the other being the British Basketball Trophy. The format of the Cup competition for the 2018/19 season was a single game knockout tournament contested by members of the BBL.

The BBL Cup Final has been hosted at Arena Birmingham since the competition began in 2003. The inaugural women's WBBL Cup Final was included as part of the 2016/17 season and continues to bring together an exhilarating double bill of the very best basketball action the country has to offer.

In the Women's (WBBL) Cup Final, Westfield Health Sheffield Hatters (now known as Petermans Sheffield Hatters) claimed a thrilling and historic 62-60 win over Sevenoaks Suns to claim their first WBBL Cup title. With this victory, Sheffield became the first WBBL franchise to win all four pieces of silverware having won the Trophy, League and Play-Offs in previous seasons.

In the Men's (BBL) Cup Final, a full capacity crowd of 9,400, including school and youth basketball groups, packed the Arena Birmingham to watch the London Lions defeat the Radisson Red Glasgow Rocks 68-54, rounding off a truly spectacular day of top class British basketball action at one of Birmingham's premier sporting venues.

52% of Basketball Participants over 16 are from BME communities

80% of people who play Basketball regularly are in the 16-34 age range

Basketball is the **2nd** most popular team sport among 14-16 year olds

 **9,400** People attended the Womens and Mens BBL Finals

 **450** hotel rooms booked in Birmingham for crew Teams and Officials





British Indoor Athletics Championships

9 - 10 February | Arena Birmingham



The 2019 British Indoor Athletics Championships was the national indoor track and field competition for British athletes.

Last hosted at the Arena Birmingham in 2018 the event served as the team trials for the 2019 European Athletics Indoor Championships in Glasgow and as such was the premier event of the national indoor athletics season in the UK. Over 500 athletes representing over 90 different athletics clubs were involved in a fantastic weekend of track and field events.

The event attracted an audience from across the country with nearly a third of all visitors traveling in excess of 100 miles and half brought along their children. This underlines that the policy of British Athletics to ensure all its event are accessible to young people to inspire them to become the next generation of athletes is beginning to work.

Over 250 people involved in the delivery of the event and 8 in 10 of those attending both days of the event contributed to the local economy by staying overnight in the city. As always, the event was also well supported by a group of dedicated volunteers.

 **273**

bed nights in the city associated with people involved in the delivery of the event

 **525**

of the UK's top athletes competed representing over 90 clubs from all over the UK

 **38**

volunteers supported the delivery of the event plus many other coaches and club officials

 **82%**

of those visitors who attended both days stayed overnight

Birmingham Indoor Athletics Grand Prix

16 February | Arena Birmingham



Müller Indoor Grand Prix Birmingham, is an annual indoor track and field competition and is one of a handful of events to hold International Association of Athletic Federation (IAAF) Indoor Permit Meetings status. As one of the later major meetings of the indoor athletics season, it often serves as preparation for the biennial European Athletics Indoor Championships and IAAF World Indoor Championships. The event attracts nearly 200 of the highest calibre athletes from all over the world including World and Olympic medalists.

The event is one of three indoor athletics competitions in the United Kingdom which are sponsored by Müller, alongside the Müller Birmingham Grand Prix and the Müller Anniversary Games in London.

The event attracted a sell-out crowd from across the country with just over a quarter of all visitors traveling in excess of 100 miles and 4 out of 10 bringing along their children.

Over 450 people involved in the delivery of the event (including athletes) and nearly 2 in 10 of those attending contributed to the local economy by staying overnight in the city. As always, the event was also well supported by a group of dedicated volunteers.



The event was attended by

7270 people from across the UK

 **490**

bed nights in the city associated with people involved in the delivery of the event

 **191**

of the top athletes from all over the world competed

 **40**

volunteers supported the delivery of the event

Gymnastics World Cup 2019

23 March | Resorts World Arena



The **Fédération Internationale de Gymnastique (FIG) Individual All-Around World Cup** was a series of four events staged across the world in Greensboro, USA, Stuttgart, Germany and Tokyo, Japan in 2019 with the UK leg taking place in Birmingham at the iconic Resorts World Arena on the 23rd March. Each stage features nine male and nine female athletes, drawn from the world's leading gymnastics nations, competing to be crowned World Cup winners, with each individual event securing vital points on the leader board and also gaining points to qualify a maximum of seven spots to the Olympic Games.

The new event format saw men and the women competing on the same Saturday – with the men's competition in the afternoon and the women's event in the evening. A packed arena of 11,905 spectators were thrilled to see local heroes in action with the City of Birmingham's own World Champion, Joe Fraser in action against some of the best gymnasts in the world.

Visiting Men's and Women's teams from Russia, China, Japan, USA, Canada, Brazil, France, Germany, Netherlands and Switzerland helped to deliver a direct economic impact to the Birmingham economy of £333,000 in ticket sales, overnight stays and food and drink. A further £150,000 was achieved in Gross Value Added, bringing the total economic impact of this one day event close to half million pounds value to the city.

The event also received widespread regional and national press coverage with 57 individual press pieces in print, online and in news reaching an estimated 1.45 million coverage views. The BBC achieved 1.2 million viewers over the weekend with a further 110,000

viewers watching live Online or On Demand. Viewers from around the World also tuned in to watch the action from all the visiting nations through their own international TV channels, as well as additional viewers from Australia, Korea, South Africa, Thailand and Taiwan providing fantastic worldwide exposure for the city of Birmingham.



All England Open Badminton Championships 2019

6 – 10 March | Arena Birmingham



The **2019 YONEX All England Championships** was the 109th staging of the greatest and most prestigious Open badminton event in the world – an All England Champion remains the title the world's best want to win.

The 2019 Championships was the 26th year it has been staged at Arena Birmingham and the 38th consecutive year of title sponsorship by YONEX, one of the longest consecutive sponsorship partnerships in the world.

Ticket sales continue to increase year on year and in 2019, the YONEX All England Championships attracted just over 32,000 spectators of which 5,000 were complimentary tickets to VIPs, invited guests, sponsors, partners and schools.

The tournament attracts the 300 best players in the world, supported by approx. 150 coaches and support staff (physios, doctors etc) along with volunteers, technical officials and media personnel from around the world.

72% of those attending the Championships were inspired to play more often and the event supports No Strings sessions at nine sites across the City with an average total weekly participation of 300. 12 schools signed up to deliver The Racket Pack involving over 1,400 children aged 5-11 and a new club was developed at Billesley Indoor Tennis Centre on the back of this work.

Engagement with United Badminton Association (UBA) which is based in Birmingham to support Bangladeshi badminton community to establish development projects for children and young people has been a success and Legacy West Midlands launched recently with average attendance of over 30 5-16 years olds playing.

Overall, the Championships generated \$64.2M of media value for the event partners with China, Indonesia and Malaysia being the top 3 TV markets by media value and it was broadcast for 1325 hours into 59 territories and reached 239m households.

Collectively, the total spending by visitors represented additional expenditure in Birmingham of around £1.7m during the Championships with 14% of fans from overseas and 92% of them living outside of Birmingham.

 **32,000+** attendances

 **300** volunteers involved in the delivery of the event

72% of those attended were inspired to play more badminton

 The tournament was broadcast to **239m households** around the world

£1.7m total spending by visitors





Velo Birmingham & Midlands 2019

18 – 21 June | Citywide Circuit

VELO
BIRMINGHAM
& MIDLANDS

Velo Birmingham & Midlands has quickly established itself as the UK's second biggest closed road cycling sportive and one of the biggest sporting participation events in the Midlands, cementing it's reputation as the premier region that hosts major, international sporting events.

The event is supported by Birmingham City Council, West Midlands Combined Authority and 5 Local Authorities of Coventry, Sandwell, Dudley, Solihull and Warwickshire and is a key legacy event for the 2022 Commonwealth Games.

Staged on fully closed roads, the 2019 event featured 17,500 riders and attracted more than 50,000 spectators across the 100 and 42 mile routes, which are designed to caters for riders of all ages and abilities from first timers, charity fundraisers to keen amateur cyclist and more experienced riders.

The event also aims to celebrate and reflect the diversity of West Midlands communities with activities accessible to all, with particular focus on BME groups, deprived communities, non-cyclists and families. The event provides a unique platform to promote cycling and healthy lifestyles to diverse and under-represented community groups and aims to become and an event embraced and 'owned' by the local community – generating pride from communities, business, politicians, charities and media.



17,500

Participants took part, over 21% were women



Youngest rider was

16

and the oldest was

81



Riders came from

36

different countries



34%

of visitors/participants stayed overnight

On average spent

£140.70 each

Event generated economic benefit of

£1.3 million

Over

£1 million

raised for charities and good causes



Cricket World Cup and Ashes Series

Edgbaston Cricket Ground

Cricket World Cup | 30th May – 14th July

Ashes Series 1st Specsavers Test Match | 1st – 5th August



The **2019 ICC Cricket World Cup** was the 12th Cricket World Cup, a quadrennial One Day International (ODI) cricket tournament contested by men's national teams and organised by the International Cricket Council (ICC). It was hosted between 30 May to 14 July across eleven venues in England and Wales with 5 games being played at the iconic Edgbaston Ground in Birmingham.

The County Ground was welcoming the World Cup matches back for the first time since its £30 million pound upgrade and provided an iconic backdrop for some of the most spectacular and colourful matches within the world cup series which included two New Zealand matches against South Africa and Pakistan and two unforgettable India matches against Bangladesh and England.

On July 11th the historic County Ground hosted the unforgettable World Cup Semi-Final which saw England dominate Australia to reach the World Cup final and go on to eventually win the Tournament. Australia would return to Edgbaston 1st-5th August to face England once again in the opening 5 day Test of the Ashes series and exact their revenge by winning at Edgbaston. England would however stage a comeback and draw the Ashes series overall with a win in the final test.

11 Days of Major Match Cricket

350,000 match day visitors in 2019

£68.2 million economic impact

600 Non-Match day Events a Year

70,000 Non-match day visitors



British Cycling and HSBC UK Lets Ride – Family Cycling Event

9 June | City Centre circuit



HSBC UK Lets Ride is a free, family, fun, mass participation cycling event organised by British Cycling, which aims to engage as many people as possible in cycling round a traffic free route in the heart of the city. This year over 10,000 people of all ages and abilities took part enjoying an iconic city centre 5km route, which this year started and finished at Aston University campus and along the way included Edgbaston Cricket Ground, St Martins Church and the Bullring Shopping Centre.

Participants were encouraged along the route by local bands and entertainers and stopped to enjoy the HSBC Lets Ride Festival Zone with entertainment on the main stage and appearances by GB Olympic stars Jason Kenny and Shanaze Reade. The great family festival atmosphere was enhanced by face painting, food and drink stalls, community stalls and the Lets Ride Extreme Mountain Bike Show, Go Ride and HSBC Ready, Set, Ride opportunities for children to learn delivered by British Cycling coaches.

The event this year featured the launch of the HSBC UK and British Cycling Bike Banks programme in conjunction with the Birmingham Active Wellbeing Society (TAWS). The initiative aims to loan new and recycled bikes to children from areas of high deprivation or families on low income and as well as enabling day to day use gives them the opportunity to take part in the event as well as the 7000 Birmingham Big Bikes recipients.

The event also provided an opportunity for 100 young riders from the ages of 8 to 16 to take part in a round of the British Cycling West Midlands Youth Series which

took place after the family event using the same city centre circuit. The series is one of the best supported in the country providing a stepping stone for riders in the West Midlands and surrounding regions to move up from entry level coaching and racing opportunities to a more serious level of racing while still keeping it fun and inclusive.

10,000 Participants

70 Volunteers
(50 were HSBC UK Staff)

13 Community Cycling Groups

100 8-16 year olds raced in the West Midlands Youth Series

18 new bikes loaned to families from Birmingham

48% were new participants

44% were from the inactive and mass markets

55% said they were likely to increase the amount they ride



BBC WM Community Games 2019

29 - 30 June | Alexandra Stadium



The inaugural **BBC WM Community Games** was held at Alexandra Stadium over an inspirational weekend of the 29th and 30th June, which saw over 50 different community sports organisations come together to 'inspire health and happiness through physical activity in our community'.

The BBC event was staged in partnership with local community champion Dennis Kennedy and Inspire Activity Ltd – supported by Birmingham City Council. Dennis Kennedy has staged more than 30 similar, and extremely successful, events over the last decade.

The 2019 event was heavily promoted by the BBC on radio and social media in the run-up to the weekend and was broadcast live on BBC WM across the two days. It was also supported by Sport Birmingham, Active Black Country and the West Midlands Combined Authority.

An impressive and diverse range of 50 sporting and cultural organisations and communities of interest which came together to promote and share the love of their sport with others. The event was free to take part and the 'have a go and show what you can do' philosophy gave the 4000 children, young people and adults who attended the unique opportunity to try their hand at the huge variety of sports which were available in the West Midlands community.


The diverse range of sports included traditional favourites like Cycling, Gymnastics, Hockey, Netball, Rugby and Tennis but also gave those who attended, the chance to experience lesser known sports like Aikido, Korfball, Weightlifting, Wrestling, Swingball and Orienteering to name just a few.

The BBC WM radio broadcast, live music, dance, drumming and a world record vehicle pull attempt all added to the incredible atmosphere and enjoyment throughout the weekend. This led to 98% of people attending saying that the event was good or excellent, and perhaps more importantly, 81% of people

saying they would go on to visit a sporting provider afterwards which was great news for the growth of Birmingham community sport.

This unique event is set to grow in the future as a true demonstration of the power of sport, its ability to unite individuals and communities, provide people with a sense of purpose and personal fulfilment and showcase the strength of community sport in the West Midlands.

 **4,000** people attended

 **50** different sports involved

 **98%** rated the event as good or excellent

81% said they would visit a sporting provider afterwards

 **Daily coverage** on BBC WM radio

1 World Record Attempt



Photography: Richard Harris





Birmingham Athletic Grand Prix

18 August | Alexandra Stadium



The **IAAF Diamond League Birmingham Grand Prix 2019**, formerly known as the British Grand Prix, is an annual athletics meeting which commenced in 1998 and since 2010 it has been a part of the Diamond League series of track and field meets. It has been hosted at the Alexandra Stadium Birmingham since 2011.

In 2019 a large field of high calibre athletes from all over the world competed including World and Olympic medalists. The event attracted a sell-out crowd from across the UK with 4 out of 10 bringing along their children.

Over 200 people involved in the delivery of the event (including athletes) contributed to the local economy by staying overnight in the city. As always, the event was also well supported by a group of dedicated volunteers.

The event was attended by **8319** people from across the UK

203 bed nights in the city associated with people involved in the delivery of the event

205 of the top athletes from all over the world competed

69 volunteers supported the delivery of the event



British Athletics Championships

24 – 25 August | Alexandra Stadium



The **2019 British Athletics Championships** is the premier national championship in track and field held in the United Kingdom, and are organised by British Athletics. The event has doubled as the main trials meet for international team selection for major events in which Great Britain and Northern Ireland compete, including the Olympic Games, the IAAF World Championships in Athletics and the European Athletics Championships. Only British athletes may formally compete, though in some circumstances British club-affiliated foreign athletes may take part as guests.

The event was established in 2007, replacing the AAA Championships as the principal event on the domestic athletics calendar in the United Kingdom. It has been held at the Alexandra Stadium since 2008.

Over 700 athletes representing over 100 different athletics clubs were involved in a fantastic weekend of track and field events. The event attracted a large crowd from across the UK with nearly half travelling in excess of 100 miles and 4 out of 10 bringing along their children.

Over 800 people involved in the delivery of the event (including athletes) contributed to the local economy by staying overnight in the city. As always, the event was also well supported by a group of dedicated volunteers.



The event was attended by

11,783

people from
across the UK



804

bed nights in the city
associated with people involved
in the delivery of the event



734

of the top athletes from
all over the UK competed
representing over 100 clubs



44

volunteers supported the
delivery of the event



Birmingham Great Run 2019

26 May - 10k race | 13 October - Half Marathon race

The **Great Birmingham Run** is an annual half marathon and 10k road running event held in October and May respectively and in 2011 became part of the Great Run series of road races.

GBR is seeking to become the most inclusive, diverse and accessible mass participation running event in the UK in the lead up to and post Birmingham Commonwealth Games 2022. It offers Birmingham residents a full participation pathway from “Couch to Half – Marathon” with a specific focus on community running groups and increasing activity levels amongst harder to reach groups through community running programmes.

This has seen the creation of two Great Run local events and a community running group over recent years and in 2019 student teams from University of Birmingham and Aston University were successfully encouraged to take part in the 10k. The Birmingham NHS trust were offered discounted entries to NHS employees and a Business Team Challenge has also been launched encouraging teams from corporates such as HSBC and Price Waterhouse Cooper.

This is the biggest participation event in the City by quite some distance and as nearly half of the runners were new to the event in 2019 it clearly acts as a huge motivator to get people more physically active. Over three quarters of the participants reside in the West Midlands and the event saw over 500 junior runners in the 10k race this year.

The event also showcases the iconic sites of Birmingham, new and old and delivers a strong economic impact to Birmingham by appealing to participants from outside the West Midlands. This was evidenced in 2019 as the event contributed over £4m to the local economy and a large proportion of those visiting leave with an improved impression of the area.



17,300

adult participants
across the two events

520

junior participants
in the 10k event



3212

people stayed overnight
and 37% brought family
and friends



57%

of those attended
had an improved
impression of the area

£4.2m

Overall economic impact



8320

were new participants

BIRMINGHAM MAJOR EVENTS IMPACT

2019



OUTCOME 1:

Birmingham is an entrepreneurial city to learn, work and invest in



530,000
event visitors



12,192
bed nights (exc. Cricket)

Economic Impact circa
£75 million



OUTCOME 2:

Birmingham is an inspirational city to grow up in



Over
2,000
of the top athletes/
players in the world put on
inspirational performances



31,500+

people were inspired to play more sport from just two events



OUTCOME 3:

Birmingham is a fulfilling city to age well in



Circa
10,000
volunteering hours
provided by local people

OUTCOME 4:

Birmingham is a great city to live in



67%
of Great Birmingham Run
attendees went away with
and improved impression
of Birmingham



All England Badminton
broadcast for 1325 hrs
to 59 territories
239m households
around the world



Gymnastics World Cup

1.3m TV / online views

Est. 1.45m coverage
views for news articles



> 5 Cricket World Cup matches
> The Ashes
> 4 Athletics events
**all televised
around the globe**

OUTCOME 5:

Birmingham residents
gain the maximum
benefit from Hosting the
Commonwealth Games



Conclusion & Recommendations

This report demonstrates the positive economic, socio-cultural and environmental impact hosting major sporting events can have for the City of Birmingham.

Birmingham has become synonymous with hosting large scale events and is an attractive location for national governing bodies, international federations, rights holders and event owners because of its geographic location, scale, size of population, wealth of infrastructure and world class facilities.

However, the major events landscape has changed significantly over the last decade and there is more competition globally, and across other major cities in the UK, to attract major events because of the positive impact they can have on a cities brand, image and identity.

Other UK cities are narrowing the gap and it is important that Birmingham remains competitive and retains its position as a world class host city of major events.

New event formats and new sports are emerging, fans are becoming more discerning and niche and technology is providing new innovative ways to consume sports and e-gaming is becoming a global phenomenon.

It is therefore critical that Birmingham looks closely at its current Major Events portfolio and is proactive about planning for the future.

Birmingham City Council invests significantly in supporting major events in a variety of ways; through staff time and support, marketing and promotion, subsidised and special rates for facility hire for organisers, grant aid and in some cases investing financially with rights holders and governing bodies of sport.

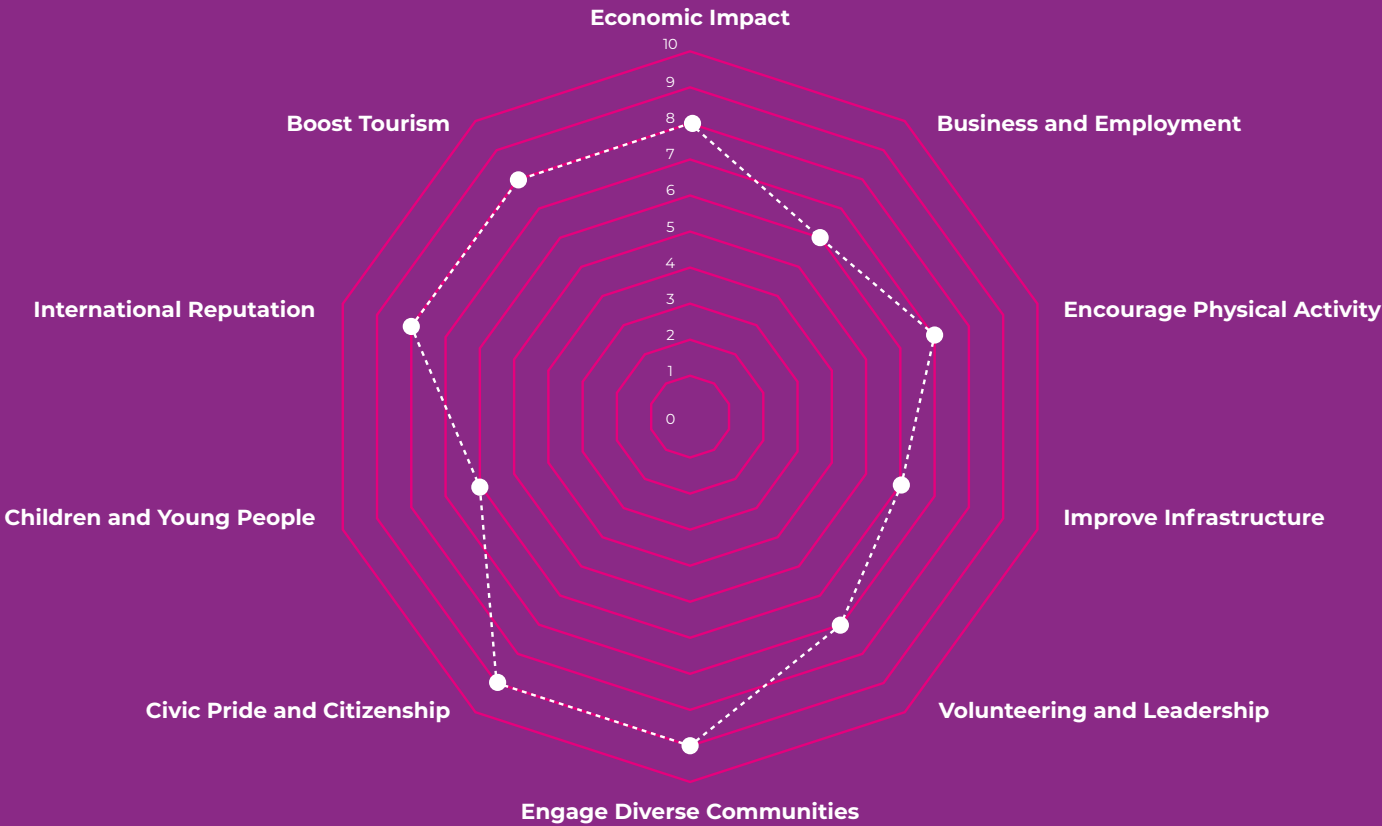
Like all public service expenditure, Birmingham City Council needs to routinely evaluate and prioritise its investment to ensure that it continues to offer the best value for money and greatest return on investment.

Throughout this report we have highlighted some of the positive impacts which major events have had for the City, and we must continue to evaluate them objectively, taking into account a range of factors aligned to our most relevant outcomes and priorities.

We intend to use this review as an opportunity to ask ourselves what we want from our Major Events and what we need to do in the future to achieve the greatest impact.

We will be consulting with our existing, and with potential future partners, to explore ways in which to maximise our current investment and explore new opportunities for growth in our Major Events.

We will be assessing those opportunities against a range of priorities and outcomes for Birmingham which might include for example;





BIRMINGHAM MAJOR EVENTS FACTS AND FIGURES

Basketball British League Cup

Venue	Arena Birmingham
Date	19 January
Event category	Elite
Event status	National
Event measures	Attendance/participation 9400 attended the women's and men's final 450 hotel rooms booked for crew, officials and players

2019 British Indoor Athletics Championships

Venue	Arena Birmingham	
Date	9-10 February	
Event category	Elite	
Event status	National	
Event measures	Attendance/participation <ul style="list-style-type: none">• 525 athletes competed: 280 men; 245 women• 17% previously attending the 2018 Indoor Champs & 13% attended the World Indoor Championships• Clubs Male – 94 different club finalists• Clubs Female – 91 different club finalists Economic <ul style="list-style-type: none">• 273 bed nights: Contractors/Consultants 138; Major Events Staff 22; Officials 73; Doctors 4; Media Contractors 20; Futures Group 2; Athlete Logistics 6; Performance 8• 82% of those who attended both days stayed overnight	Travel <ul style="list-style-type: none">• 42% travelled to the event by car (driver) & 33% by train• 52% parked at the venue & 25% used a public car park• 31% travelled over 100 miles Social <ul style="list-style-type: none">• 38 volunteers supported the event plus coaches and officials• 50% attended with children

Muller Indoor Athletics Grand Prix Birmingham	
Venue	Arena Birmingham
Date	16 February
Event category	Elite
Event status	International
Event measures	<p>Attendance/participation</p> <ul style="list-style-type: none">• 7270 attended the event• 6180 ticket sales• 191 athletes competed: 108 women; 83 men• 252 - ClubConnect – Athletes and Coaches• 194 - Spectators Family and Friends• 28% previously attended the 2018 Indoor Grand Prix & 30% attended the 2018 World Indoor Champs <p>Economic</p> <ul style="list-style-type: none">• 490 bed nights: Athletes 202; Agents/IAAF/Reps 96; Contractors/Consultants 107; Doctors 4; CEO 13; Major Events Staff 24; Media Contractors 9; Athlete Logistics 6; Officials 29 <p>Travel</p> <ul style="list-style-type: none">• 39% travelled by car (driver) & 39% by train• 50% parked at the venue & 34% used a public car park• 27% travelled over 100 miles• 16% stayed overnight on the Saturday <p>Social</p> <ul style="list-style-type: none">• 40 volunteers supported the event plus coaches and official• 40% attended with children

YONEX All England Open Badminton Championships 2019		
Venue	Arena Birmingham	
Date	6-10 March	
Event category	Elite	
Event status	International	
Event measures	<p>Attendance</p> <ul style="list-style-type: none">• 32,000+ spectators of which 5,000 were complimentary tickets <p>Participation</p> <ul style="list-style-type: none">• 300 of the best players in the world, 150 coaches and support staff• Supported by 300 volunteers and technical officials.• 125 media personnel from around the world <p>Legacy</p> <ul style="list-style-type: none">• 72% of attendees were inspired to play more often• Volunteer Conference staged alongside with over 70 attendees• 13 No Strings sessions across nine sites – averaging 300 participants per week• North Solihull Leisure Centre expanding No Strings and Racket Pack delivery• 12 schools signed up to deliver The Racket Pack – reached 1,400+ 5-11 year olds• New club developed at Billesley Indoor Tennis Centre• Teacher training of 20 teachers across six schools to improve secondary schools;• 12 secondary schools entered 2019/20 National Schools Championships• Education and Training – 2 (Level 1 & 2) courses run over the last year• Delivery of a disability workshop• Engagement with United Badminton Association (UBA)• Legacy West Midlands launched with av. attendance of over 30 5-16 year olds	<p>Global Impact</p> <ul style="list-style-type: none">• Overall, generated \$64.2M of QI Media Value from the broadcast on linear TV (\$49.7M) and OTT (\$14.5M) channels• China, Indonesia and Malaysia are the top 3 TV markets by media value• Broadcast for 1324:55:48 hours into 59 territories and reached 239m households• Best performing region, measured by TV broadcast, is the Asia Pacific markets,• Overall QI Media Value for Birmingham and Birmingham City Council \$2,176,122 <p>Economic Impact</p> <ul style="list-style-type: none">• 86% of the audience are from the UK• 14% of fans are from overseas• 92% of fans live outside of Birmingham• 63% are male• 25% are UK BME• 54% of the fans are aged between 25-54 years• The Championships cost USD\$2.6m to stage• Additional expenditure in Birmingham is estimated to be £2.58m• Total expenditure by all visitors, excluding accommodation, amounted to c. £1.06m• Average daily expenditure in Birmingham is estimated at £48 per person• Revenue for commercial accommodation providers was c. £0.65m• Collectively, the total spending by visitors is around £1.70m

2019 ICC Cricket World Cup & Ashes series	
Venue	Edgbaston Stadium
Date	30 May – 14 July World Cup 1 – 5 August Ashes First Test
Event category	Elite
Event status	International
Event measures	Attendance/participation <ul style="list-style-type: none"> 350,000 may day visits Economic <ul style="list-style-type: none"> £68.2m economic impact 70,000 non match day visits 600 non match day events

BBC WM Community Games 2019	
Venue	Alexandra Stadium
Date	29-30 June
Event category	Mass participation
Event status	Local
Event measures	Attendance/participation <ul style="list-style-type: none"> 4000 attendees 98% rated it as good or excellent Social <ul style="list-style-type: none"> Nearly 50 sports involved 81% said they would visit a sports provider afterwards

FIG Gymnastics Individual All-Around World Cup 2019		
Venue	Resorts World Arena	
Date	23 March	
Event category	Elite	
Event status	International	
Event measures	Media <ul style="list-style-type: none"> 57 pieces of coverage 636M online readership 145M estimated coverage views 56 average domain authority 3.2M weekly listeners 114K readership 326k circulation Attendance <ul style="list-style-type: none"> Spectator spending £164,720 Total Spectator Admissions 11,500 Average number of days attended 1 % of Spectators resident in the host economy 65 % of non-local spectators who are casual visitors 5 Number of Commercial stayers 500 Number of Non-Commercial stayers 50 Number of Day visitors 3,274 Economic <ul style="list-style-type: none"> Average number of nights spent in the host economy 1 Average cost per bed-night (per person) £100 Average daily spend on non-accommodation items £30 	Participation <ul style="list-style-type: none"> Attendee spending £61,200 Total Attendees 160 Average number of days attended 4 % of Attendees resident in the host economy 0 Number of Commercial stayers 140 Number of Non-Commercial stayers 0 Number of Day visitors 20 Economic <ul style="list-style-type: none"> Average number of nights spent in the host economy 3 Average cost per bed-night (per person) £100 Average daily spend on non-accommodation items £30 Spectator and Attendee Spending with Non-local Vendors £0 Organiser spend in Host Economy £107,000 Direct Economic Impact £332,920 Spending to GVA Ratio 44.7% GVA Impact £148,815 GVA per Workforce Job £26,806 Jobs Supported 6

Velo Birmingham and Midlands 2019 - Cycling Sportive	
Venue	City wide circuit
Date	12 May
Event category	Mass participation – Elite
Event status	Sub-regional
Event measures	<p>Attendance/participation</p> <ul style="list-style-type: none">• 17,500 participated in the event• 21% of participants were women• 50,000+ spectators• Youngest rider was 16 and oldest 81• Riders came from 36 different countries <p>Economic</p> <ul style="list-style-type: none">• 34% stayed overnight in hotel or guesthouse• £140.70 average spend per 24 hrs by overnight visitors• £53.45 average spend per day by day visitors• Event generated economic benefit of £1.3 million• Over £1 million raised for charities and good causes• The total gross expenditure at the event was £2,445,060

HSBC Lets Ride Birmingham 2019	
Venue	City Centre circuit
Date	9 June
Event category	Mass participation
Event status	Local
Event measures	<p>Attendance/participation</p> <ul style="list-style-type: none">• 10,000 attendees• 13 cycling groups• 301 children took on the HSBC UK Go Ride course• 70 volunteers attended• 48% new participants• 55% likely to increase cycling frequency• 11% with a life-long disability• 22% from ethnic background• 58% took part because they want to be more active• 44% who are inactive <p>Social</p> <ul style="list-style-type: none">• 203 HSBC UK/ BC branded re cycled bikes loaned to children for 6 months• 50% between the ages of 6 and 10• 95% being in the IMD Quintiles 1 & 2 (the top two poorest groups in the country)• 89% from a BME background• 300 bikes funded

IAAF Athletics Diamond League Birmingham Grand Prix 2019	
Venue	Alexandra Stadium
Date	18 August
Event category	Elite
Event status	International
Event measures	Attendance/participation <ul style="list-style-type: none">• 8319 attended• 6476 tickets sales• 205 athletes competed; 109 women; 96 men• 448 - ClubConnect – Athletes and Coaches• 283 - Spectators Family and Friends• 28% had previously attended the 2018 Grand Prix and 21% attended the 2018 World Indoor Champs
	Social <ul style="list-style-type: none">• 69 volunteers were involved in the event• 41% attended with children
	Economic <ul style="list-style-type: none">• Bed nights 203; Contractors/Consultants 22; Doctors 4; CEO 1; Major Events Staff 27; Media Contractors 13; Athletes Logistics 8; Officials 101; Ticketing/Spectator Services 6; Performance 21
	Travel <ul style="list-style-type: none">• 58% travelled to the venue by car (driver) & 9% by train

2019 British Athletics Championships	
Venue	Alexandra Stadium
Date	24 -25 August
Event category	Elite
Event status	National
Event measures	Attendance/participation <ul style="list-style-type: none">• 11783 attended• 8432 ticket sales• 734 athletes competed; 375 men; 359 women• Clubs Male – 106 different club finalists• Clubs Female – 119 different club finalists• 28% previously attended the 2018 British Champs & 17% attended the 2018 World Indoor Champs
	Social <ul style="list-style-type: none">• 44 volunteers were involved in the event• 40% attended with children
	Economic <ul style="list-style-type: none">• 804 Bed nights : Athletes 340; Agents/IAAF/Reps 184; Contractors/Consultants 188; Doctors 4; Major Events Staff 29; Media Contractors 11; Athlete Logistics 6; Officials 35; Ticketing/Spectator Services 4; Performance 3
	Travel <ul style="list-style-type: none">• 54% travelled to the venue by car (driver) & 8% by train• 47% of those who attended both days travelled more than 100 miles

Birmingham Great Run 2019	
Venue	City Centre circuit
Event date	26 May - 10k event 13 October - Half Marathon Event
Event category	Mass participation to Elite
Event status	Regional
Event measures	10k event Attendance/participation <ul style="list-style-type: none">• 6,600 Adult participants• 520 Junior participants• 64% from Birmingham• 45% new participants Economic <ul style="list-style-type: none">• 13% stayed overnight• 27% brought friends and family• 40% view of the area improved• 2.5 people in party• £936,340 total economic impact
	Half marathon event Attendance/participation <ul style="list-style-type: none">• 10,700 participants• 52% from Birmingham• 50% new participants Economic <ul style="list-style-type: none">• 22% stayed overnight• 43% brought friends and family• 3 people in party• 67% view of the area improved• £3,224,898 total economic impact

	Participation	Overnight Stays	Economic Impact	Elite Athletes	Inspired	Volunteers	Impression
	No. of people attending or participating at the event	No. of nights event attendees or participants have stayed in Birmingham	Economic Impact of the event on the Birmingham economy	No. of elite athletes or players participating at the event	No. of people inspired to take part in more sport as a consequence of attending the event	No. of volunteers involved in delivering the event	% of people who left the event with an improved impression of Birmingham
Basketball British League Cup	9,400	450	N/A	N/A	N/A	N/A	N/A
British Indoor Athletics Championships	N/A	273	N/A	525	N/A	38	N/A
Birmingham Indoor Athletics Grand Prix	7,270	490	N/A	191	N/A	40	N/A
All England Open Badminton Championships	32,000	N/A	£1.7M	300	23,040	300	N/A
Gymnastics World Cup	11,500	980	£332,920	N/A	N/A	N/A	N/A
Cricket World Cup & Ashes Series	350,000	N/A	£68.2M	N/A	N/A	N/A	N/A
British Cycling & HSBC UK Let's Ride	10,000	N/A	N/A	N/A	5,500	70	N/A
Velo Birmingham & Midlands	67,500	5,780	£1.3M	N/A	N/A	N/A	N/A
BBC WM Community Games	4,000	N/A	N/A	N/A	3,240	N/A	N/A
British Athletics Championships	11,783	804	N/A	734	N/A	44	N/A
Birmingham Athletics Grand Prix	8,319	203	N/A	205	N/A	69	N/A
Birmingham Great Run	17,820	3,212	£4.2M	N/A	N/A	N/A	67
Overall total	529,592	12,192	£75,732,920	1,955	31,780	561	67

