The economic impact of four elite swimming events in England.

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Abstract

This study presents the findings of an extensive programme of research designed to evaluate the economic impact of four, small-scale swimming events on their respective host communities, namely; the City of Sheffield Designated Open Meet, the Western Counties Swimming Championships (Millfield), the Middlesborough Open Meet and the Satellite Open Meet (Macclesfield). In this context economic impact is defined as 'the net change in a host community that results from spending attributed to a sports event or facility' (Turco and Kelsey, 1992, p. 9). A study of this nature can help define the potential economic benefits of staging a relatively small, competitor-led event on a host city (Gratton and Taylor, 2000). Furthermore, such a study can complement and potentially reinforce the growing body of research concerning economic impact and the projects commissioned by Sports Councils, governing bodies and Local Authorities in the United Kingdom. This new data can help to achieve a better understanding of the economic benefits associated with staging sport events. It is now a widely held view that sports events can act as a 'catalyst' for economic development and urban regeneration (DCMS, 2002). Much has been made of the potential economic benefits of hosting major sport events. Indeed, much research has focussed on the economic impacts of sport events such as the First Cornhill Test Match; England versus Australia (1997), 2000 Flora London Marathon, 2001 World Snooker Championships, 2001 World Half Marathon (LIRC, 1998 - 2001). However, this study examines much smaller events. The research utilises a standardised methodology established by UK Sport (2000), which has been adapted to accommodate the objectives of this research. The methodology is based upon primary data collection in the form of self-completion questionnaires, and a total of 857 surveys were administered at the four events, providing an average sample size of 67%. The results suggest that small-scale local swimming events have the potential to generate unequivocal economic benefit to their host communities providing that secondary expenditure opportunities are available. In total more than £80,000 was generated over 8 days of competition. Commercial accommodation was responsible for the majority of the expenditure, followed by food and drink and shopping and souvenirs. The findings from the analysis of the four events have been used to develop a model, which can predict the potential economic impact at a Type D swimming event. Furthermore, this model has been tested on another economic impact study on an event of similar nature and has proved to over estimate 33%.

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Chapter 1

Introduction

1.1 About the Study

This study presents the findings of an extensive programme of research designed to evaluate the economic impact of four, small-scale swimming events on host cities (i.e. the place where the event is staged) in the United Kingdom. In this context economic impact is defined as 'the net change in a host community that results from spending attributed to a sports event or facility' (Turco and Kelsey, 1992, p. 9). A study of this nature can help define the potential economic benefits of staging a relatively small, competitor-led event on a host city (Gratton and Taylor, 2000). Furthermore, such a study can complement and potentially reinforce the growing body of research concerning economic impact and the projects commissioned by Sports Councils, governing bodies and Local Authorities in the United Kingdom. This new data can help to achieve a better understanding of the economic benefits associated with staging sport events.

Gratton and Taylor (2000) confirm that sport is recognised as an important sector for economic activity. Furthermore, Gratton and Henry (2001) illustrate that until recently sport might have been neglected in the world of social science; however, the significance of sport in contemporary societies seems undeniable. Sport accounts for 2 per cent of both Gross Domestic Product (GDP) and employment and 2.5 per cent of consumer expenditure (Leisure Industries Research Centre (LIRC), 2002). The combined sport and commercial leisure industry employ 750,000 people in the UK and each year more than £10 billion is spent on sport consumer products (LIRC, 1997; Department for Trade and Industry and the Sports Industries Federation, 1999).

Due to the changing nature of the global markets since 1970, sport has been utilised to promote potential tourism and to stimulate local economic growth through the staging of international sporting events (Wilkinson, 1990; Roche, 1992; Dobson and Gratton, 1995; Dobson, 2000). It is now a widely held view that sports events can act as a 'catalyst' for economic development and urban regeneration (Department for National Heritage, 1995a; Essex and Chalkey, 1998; Collins and Jackson, 1999; Department for Culture, Media and

Sport (DCMS), 2002). However, the idea that major events can stimulate and motor economic growth through the attraction of 'new' money is yet to be tested in the UK (Dobson, 2000). This said there are a number of commissioned research projects, which have been carried out by LIRC detailing and analysing the economic impact of sport events in the UK, this research will be fully explored in Chapter 2.

1.2 Background to the Study

The staging of major sport events in the UK is not new. World events have been staged in the UK for decades (Hargreaves, 1986; Elias and Dinning, 1986; Gratton, 1989). Moreover, the UK has become recognised as the home to some of the world's most famous events (Dobson, 2000). The AXA sponsored FA Cup Final, the Wimbledon Tennis Championships, the British Open Golf, the Henley Regatta, the Martel Grand National, the University Boat Race, the Fosters British Grand Prix, Royal Ascot and the Flora London Marathon are all examples of major annual events staged in the UK (Dobson, 2000; Coleman, 2002). These events have the stature to attract thousands of spectators and global television audiences.

Research, predominantly carried out by LIRC (1997 - 2003), has illustrated the economic benefits of staging major events on a host city, such as the First Cornhill Test Match; England versus Australia (1997) and the Flora London Marathon (2000) to name but two. This research has shown that major events can have far reaching benefits and that such events can impact on five key areas, these being; improvements in infrastructure, inward investment, environmental improvements, raised visitor numbers and a heightened city profile (Hall, 1992; Getz, 1994; Dobson, 2000; DCMS, 2002).This research has led to the development of a typology of events, designed to place events into an economic context. This Typology is outlined in Table 1 so that the events researched in this study can be contextualised.

Table 1: Typology of events

Type A	Irregular, one-off, major international events generating significant economic activity and media interest (e.g. Olympic Games, Football World Cup, and European Football Championships).
Type B	Major spectator events, generating significant economic activity, media interest and part of an annual domestic cycle of sport events (e.g. FA Cup Final, Six Nations Rugby Union Internationals, Test Match Cricket, Open Golf, Wimbledon).
Type C	Irregular, one-off, major international spectator / competitor events generating limited economic activity (e.g. World and European Championships in all sports unless previously stated).
Type D	Major competitor events generating limited economic activity and part of an annual domestic cycle of sport events (e.g. National Championships in most sports).

(LIRC, 1997; Gratton, Dobson and Shibli 2000; UK Sport, 2000)

The use of the word 'major' is used to signify the importance of sporting outcomes rather than the economic importance. The Typology is used to indicate that not all events, which are classed as 'major' in sporting terms, are important in economic terms. Essentially this means that the event can be either 'major' in terms of spectators, therefore generating significant economic activity, or 'major' in terms of competitors, therefore generating limited economic activity (Gratton, Dobson and Shibli, 2000). The majority of events, which are staged in this country fall into the Type C and D category, therefore it would be meaningful, if not pertinent, to investigate the impact of such events, as 'major' events only take place every so often. However, in terms of economic impact, Type A and B events dominate the share of impact in any one-year (Gratton *et al*, 2000).

This Typology can now be used to quantify where the events used in this study are situated. A detailed review of the events studied to develop this Typology will be discussed in Chapter 3 however; the Typology is required to help establish the study aims and objectives. The research to date has been concerned largely with major sport events (Type A and B, LIRC, 1997). This study therefore identifies a notable gap in the research and is unique in that it quantifies the economic impact of relatively small-scale (Type D) swimming events. The events, which have been studied, are explained overleaf.

1.2.1 *City of Sheffield Designated Open Meet; March / April, 2001*

The City of Sheffield Designated Open Meet (COSDOM) has played an active role in the swimming events calendar since the opening of Ponds Forge International Sports Centre (a 10 lane, 50-metre facility) in 1991. The event attracts both swimmers aiming to achieve personal best times and those aiming for qualification into National Championships. Moreover, the event attracts swimmers from clubs located in all corners of the UK. In 2001 there were 600 competitors in all age groups (11 years to Open), and from 64 different swimming clubs. These clubs involve those as far a field as the Glenrothes Club (Scotland), Swansea Valley Club (Wales) and those from the City of Southampton (COSDOM Programme, 2001).

1.2.2 *Western Counties Swimming Championships; Millfield, May, 2002*

The Western Counties Swimming Championships (WCSC) is an annual swimming event staged to bring competitors from the West of England region together in order to compete for district titles. Similar competitions are held in other regions such as the South and North East. The aim of the championship, aside from that already mentioned, is to offer competitors the opportunity to gain personal best times and to qualify for National Championships. As a result the event is selective and entry criteria are set on an annual basis. The event in 2002 had approximately 500 competitors in all age groups. Clubs consisted of those affiliated to the Western Counties Swimming Association (WCSC Programme, 2002).

1.2.3 *Middlesborough Open Meet; June, 2002*

The Middlesborough Open Meet (MOM) was staged for the first time in 2002 at the Neptune Centre in Middlesborough. This event differs in terms of venue from the previous two as it is staged in an 8 lane, 25-metre pool. Although the competition is designated for entry into National Championships, the demand for participating at the event is not as high in comparison with Sheffield event, due to the quality of the facilities (MOM, 2002). There were a total of approximately 300 competitors representing 29 different clubs (MOM Programme, 2002).

1.2.4 Satellite Open Meet; Macclesfield, June, 2002

The event in Macclesfield (SOM) has a long-standing tradition in the swimming events' calendar as it offers competitors one of their final chances for qualification into national competition (ASA, 2002). This results in the meet gaining entries from those who are very close to their qualifying times and few other competitors. In 2002 the meet attracted approximately 400 competitors from 48 clubs (SOM Programme, 2002).

1.2.5 Event Organisation

The event organisers suggested that the events have, on the majority of occasions, proved to contribute positively to the clubs involved i.e. the events have generated sufficient revenue to cover their running costs through entry fees and spectator admissions (Wilson, 2001). This suggests that if a Type D event can generate the funds necessary to cover its running costs, there may indeed be wider economic considerations to explore and quantify. For example, if a person is competing in an event they may be staying in a hotel or spending money on shopping or food and drink during their visit to the host city (UK Sport, 1999). The definition given to the scenario above is that of additional expenditure attributable to an event. This in turn can be expressed as economic impact, which refers to the level of additional expenditure generated as the result of an event (UK Sport, 1999), which forms the basis of this thesis.

1.3 Study Aims and Objectives

The primary aim of this study was to evaluate the economic impact of four Type D swimming events on their respective host cities. The following objectives were designed to help realise this specific aim and are explicit to the four individual studies:

Study Objectives;

1. Quantify the amount of additional expenditure associated with the key groups involved.
2. Analyse each event in isolation.
3. Quantify the amount of additional expenditure attributable to the six categories.
4. Compile an intra-set comparison of the four studies.
5. Compile an inter-set comparison of the studies.

Research Objectives;

1. To administer questionnaire surveys for competitors, spectators and volunteers / officials.
2. To create a database of responses received using the Statistical Package for the Social Sciences.
3. To calculate the number of non-residents visiting the host community specifically to attend the swimming events.
4. To calculate the number of commercial bed-nights generated in the host community in order to assess the impact made by non-residents on local hotels.
5. To calculate the secondary expenditure on any of the six categories by non-residents.
6. To calculate the number of invisible exports generated in the host community.

(An explanation of the rationale behind these research objectives, outlined above, can be found in Chapter 3).

The secondary aim of this research is to compare the results of the four events and rank them in order of economic impact. Furthermore, the four events will be evaluated against the event Typology (as outlined by LIRC, 1997) in relation to its accuracy when describing small-scale events.

1.4 Outlining the Remaining Chapters

To meet the aims and objectives of this research, and to draw a conclusion on the economic impact of the four sport events on their respective host communities, the structure of this thesis will focus on each of the objectives outlined in section 1.3. The thesis will therefore consist of 5 additional chapters. Chapter Two sets out the theoretical framework of the thesis and establishes the critical areas of investigation. With full reference to a wide variety of literature, the review justifies the research question and examines previous research. The findings highlight methods of good practice and justification for procedures and analysis.

Chapter Three considers the methodological framework for the basis of the primary research approach for the four studies. The specific methodologies are explained and justified in detail creating a transparent audit trail so that further research can be conducted.

Chapter Four illustrates the empirical results of applying the economic impact methodology to the four events. Due to the complexity and size of the research, the Chapter is divided according to the new studies undertaken at Millfield, Middlesborough and Macclesfield respectively. Chapter Five proceeds to outline a detailed assessment of the results and illustrates a comparative analysis of the direct and indirect economic benefits associated with hosting Type D swimming events. Furthermore, the chapter considers the results provided by Wilson (2001) concerning the City of Sheffield Designated Open Meet. The approach utilises information from other economic impact studies conducted across the UK, namely the European Junior Swimming and Diving Championships (LIRC, 1997) and the European Short Course Swimming Championships (LIRC, 1998). The outcome of this evaluation leads to the generation of an economic model, which can predict the economic impact generated at Type D swimming events.

Finally, Chapter Six, with reference to the aims and objectives, draws out the conclusions of this thesis. It considers the importance of understanding the economic value of small-scale swimming events on their respective host communities and offers ideas and the direction for further research to build on this thesis.

1.5 Summary

This thesis quantifies the net economic impacts associated with four Type D swimming events on their respective host communities. It provides a detailed economic analysis for each of the events and compares the findings with both the other studies contained in the thesis and those from other sources. Not only does it measure the economic benefits, the thesis also designs an economic model, which can be used to predict the economic impact of Type D swimming events. Moreover, this model is tested on the preliminary results of the latest economic impact study to be conducted on a Type D event, namely the British Swimming Championships (McLaughlin, 2004).

While beyond the scope of this study it is recognised that the economic benefits associated with staging sport events are simply one aspect of potential impacts. Chappelet (1997, cited in Dobson, 2000) argues that the measurement of economic impacts is commonly associated as the most important. The DCMS (2002) confirm this idea claiming that the economic benefits are often the principal driver to hosting an event.

Chapter 2

Literature Review

2.1 Introduction

Essentially this chapter offers a detailed review of all the relevant literature relating to the phenomenon of economic impact. Furthermore, it will place economic impact into a real world context and show the process by which the measurement of economic impact can be established. The principal aim of this study is to quantify economic impact of the four swimming events. However, it is necessary to ask a number of questions before the study should begin. Most importantly perhaps is the simple question of why a host town or city would want to stage a major sporting event let alone a small scale one. Therefore, this review has been divided into 4 key sections, each building a hierarchy of factors relating to economic impact.

Consequently, this Chapter focuses on the following areas of interest;

1 Why do Cities / Towns / Regions / Nations want to play host to major events?
2 What is Economic Impact?
3 What do we know about economic impact in the public domain?
4 Case Studies concerning economic impact

In section 1.1 it was suggested that sport accounts for 2 per cent of the UK's GDP and employment in addition to the 2.5 per cent of consumer expenditure (Gratton and Taylor, 2000). In addition, Gratton and Henry (2001) explain that in economic terms sport is estimated to represent 3 per cent of GDP in the Organisation for Economic Cooperation and Development (OECD) countries. In cultural terms more than two thirds of the world's population saw some part of the 1996 Olympic Games, staged in Atlanta via television (LIRC, 1998). In political terms sport has been employed as a policy tool by nation states, as for example in the struggle against Apartheid in South Africa, and in the Olympic Games boycotts' of the 1980's (Gratton and Henry, 2001).

In British terms, sport funding, on behalf of the state, declined as local budgets were effectively squeezed, with only partial compensation attained by the introduction of National Lottery Funding for sport (Henry, 1999 cited in Gratton and Henry, 2001). However, mindful of the potential benefits associated with sport, local and central government has endeavoured to use sport as a method to reduce social exclusion, grasp any potential economic advantage and heal the problems of disadvantaged groups (Sport England, 1999). These issues contribute to five key bodies of information relating to the question of why towns or cities would wish to host major sport events, these being;

1. Urban regeneration
2. Sporting legacy
3. Tourism and image benefits
4. Celebration, social and cultural benefits
5. Wider economic benefits

2.2 Why do cities / towns / regions / nations want to host major events?

Traditionally the evaluation of major sport events has been highly specific in terms of what it actually measures. For example, in 1997, UK Sport commissioned six economic impact studies, of various events, taking place in the United Kingdom, which, although valuable in providing a comprehensive appreciation of the economic impact characteristics of major sport events ignored other impacts that may also be of value (Shibli, 2002). It would, therefore, be naive to think that towns and cities would want to host major sport events purely from an economic impact perspective. As such, Shibli (2002) recommends that research conducted on evaluating major sport events fits into a 'balanced scorecard approach'. That is to say, all avenues of evaluation should be explored and then evidence based analysis undertaken.

In response to these findings this section will begin by evaluating all of the potential benefits of staging a major sport event (as outlined above) and then focus on the economic benefit, which is specific to this particular study.

2.2.1 *Urban regeneration*

While examining the body of research it became apparent that the largest set of studies relating to sport and the city had focused on economic impacts, and broader evaluations of economic costs and benefits of sport led development (Gratton and Henry, 2001). However, the role of sport in urban economies is an area, which has recently begun to be noticed, particularly in the context of deindustrialisation and the growing importance of the service sector. A particular sub-set of the literature on sport and economic regeneration is about the promotion of urban sporting events (Gratton and Henry, 2001). Moreover, the Department for Culture Media and Sport (DCMS, 2002) illustrate how urban regeneration, or in simple terms the development of a host town or city, can come about through staging a major sporting event. Moreover, the Manchester Institute of Popular Culture (MIPC, 2001) indicates that;

> 'Hosting a hallmark event is often viewed as a recipe for successful urban regeneration, as it not only brings the opportunity to improve the infrastructure and appearance of a city, but it also gives global media exposure meaning that the image of a city can be transformed in the eyes of viewers' (MIPC, 2001 p. 22).

Mules and Faulkner (1996) explain how the staging of a major event can require major investment in improving old, or usually, building new facilities. Such facilities will often be paid for, in part, by central government or, in the case of the UK, by funding bodies such as the National Lottery Sport Fund via the involvement of an organisation such as Sport England (Sport England, 1999). Thus some of this investment expenditure represents a net addition to the local economy, since the money may be coming from outside the local area (Mules and Faulkner, 1996). Moreover, such facilities will remain after the event has finished, thus acting as a platform for future activities that can generate additional tourist expenditure. This last point will be examined in section 2.2.2.

Increasingly sport events can be used as part of a broader strategy aimed at raising the profile of a city and as such the success of the event cannot be judged purely on a profit and loss basis (Gratton *et al*, 2000). Generally speaking the attraction of events is linked to a re-imaging process, and, as suggested by Bianchini and Swengel (1991), Roche (1992), Bramwell (1995) and Loftman and Spirou (1996) in the case of the UK invariably linked to strategies for urban regeneration and tourism development.

As Gratton *et al,* (2000) move on to discuss, major events, if successful have the ability to project a new image and identity for a city. Moreover, Mules and Faulkner (1996) point out that the hosting of major sport events is often justified by the host city in terms of long-term economic development and social consequences, directly or indirectly resulting from the staging of the event.

These points are largely illustrated when examining the 1992 Summer Olympic Games staged in Barcelona. The games show how staging a major event can bring this economic benefit and renewal when coupled with investment in more conventional regeneration activity (DCMS, 2002). The Barcelona games have been seen as the catalyst for development and renewal well beyond that actually required by the games themselves. The construction of access and stadia projected a new image for the city although in the eyes of those holding the purse strings this could have been achieved at a lower cost than the $12 billion spent due to staging the Olympics (DCMS, 2002). In addition to this many believe that if regeneration is required then it should be done so irrespective of any investment in major sport events (DCMS, 2002).

It is also thought that other ways can possibly be perceived as more cost effective. For example, the 2002 Commonwealth Games staged in Manchester were seen as part of a wider vision of regeneration (DCMS, 2002). The British Government stated at the time that they required a programme of sustainable, after use venues as a priority; hence the relatively small seating areas at the aquatic centre as more seating would have gone largely unused after the event (DCMS, 2002). The fact still remains however, that the event regenerated the area of central Manchester (DCMS, 2002).

In addition to the clear infrastructure benefits, Roche (1994) initiates an argument detailing the use of 'proximate development'. It is perceived that the publicly subsidised professional sport facilities are part of a wider package of investment that also includes retailing, property development and general leisure provision, hence offering benefit to the wider population. This point is supported when examining the construction of the American West Arena in downtown Phoenix as a home for the Phoenix Suns NBA team. This development spurred a 13 per cent increase in revenues from associate downtown business (Gross, 1994).

In conclusion, major events have a unique opportunity to promote themselves to a worldwide audience. Increasing competition for broadcasting rights to show major sport events, such as the Olympic Games and Football World Cups, has led to an escalation in fees for such rights, which in turn means that broadcasters give blanket coverage at peak times for such events, enhancing the marketing benefits to the cities that stage them (Gratton *et al*, 2000). This said, there is little evidence to formulate a concrete argument concerning the long-term economic benefits to local communities and the effectiveness of sport-led investment strategies has not yet been extensively researched.

2.2.2 Sporting Legacy Benefits

During the last 15 years several cities in the UK, including Sheffield, Birmingham and Manchester have made strides into the sport industry by allocating considerable resources towards bidding for and staging major sport events (Smith, 2001). This has also been the case for some other international cities, for example, Toronto, Vancouver and Hamilton in Canada (Danylchuk, 2003). However, apart from the now clear urban regeneration benefits explained in the previous section and some of the other benefits which will be covered later, it was suggested that while developing a strategy for urban regeneration an important justification in staging these events is for the sport facilities, or sporting legacy benefits, which are left behind (DCMS, 2002).

The development of new facilities helps mainly to re-image a city (Smith, 2001). However, Smyth (1994) and Loftman and Nevin (1996) identify that the construction of new spaces for consumption, often centres on spectacular 'flagship' or 'prestige' projects. As in the case of the 2002 Commonwealth Games held in Manchester these facilities remain firstly as a legacy to the city and secondly for use by the wider population. These 'flagship' developments are innovative, large-scale projects, which provide a focal point and a catalyst for tourist and media attention (Barke and Harvop, 1994). According to Harvey (1989) the production of these facilities and urban spaces provide the cities with symbols of urban dynamism, enabling the city to exploit conspicuous consumption in a sea of spreading recession, thus indicating that such developments can be used for the population once the event has concluded. This point is illustrated by the Sheffield example, where the staging of the 1991 World Student Games resulted in a huge programme of construction to provide the necessary sporting facilities, namely; Ponds Forge International

Sports Centre, Don Valley Stadium and the newly named Hallam FM Arena (Sheffield International Venues (SIV), 2003).

Much like the staging of the event itself, the new world-class facilities attract sport tourists to the city (Gibson, 1998). However, these facilities can ultimately become a huge financial burden on the city once the event has drawn to a close. Again in the case of Sheffield, the local authority is still struggling to cope with payment of the £150 million debt incurred to construct the facilities and the now escalating costs some 13 years on. Furthermore, due to changes in international governing body regulations Ponds Forge International Sports Centre is no longer up to standard when it comes to staging an international competition (Sheffield City Council, 2002).

Furthermore, problems may remain with under-utilisation of facilities and stadia post the event. This has been well publicised in the case of the Summer Olympic Games staged in Sydney (2000) and Barcelona (1992) (Smith, 2001). The DCMS (2002), with hindsight, argue that designs should be for long-term use, intimating that 'you don't build a bridge for two weeks'. Once again it is possible to examine the Manchester Commonwealth Games (2002) as a prime example of this theory. The games were criticised for the lack of seating at the aquatic centre, however, if more seats had been added, the overall cost of the facility would have increased. This was not viewed as a viable option as part of a long-term strategy as it was thought that the games would not be repeated, so there was no need for additional seating. Moreover, the council shared the costs of the development and construction of the City of Manchester Stadium with Manchester City Football Club as the club would take ownership of the stadium once the event had concluded (DCMS, 2002). The overall result of this process was to reduce public subsidy and promote full utilisation of the facilities after the event, leaving a true sporting legacy not only for the people of Manchester but also the rest of the UK.

It is difficult to treat this section on sporting legacy as a completely separate entity as it has so many obvious linkages to the rest of this chapter. In order to fully appreciate the benefits of such an area it is necessary to now examine the wider objectives, namely; tourism and image benefits (in the next section) and from the sociological perspective, the benefits associated with celebration and culture in section 2.2.4.

2.2.3 *Tourism and image benefits*

The Manchester Institute of Popular Culture (MIPC, 2001) suggests that:

> 'Major sport events are now a significant part of Britain's tourism industry. Britain has partly by historical accident rather than by design, become a global market leader in the staging of major sport events because our annual domestic sporting competitions such as the FA Cup Final and Wimbledon attract a large number of overseas visitors and a global television audience. Major sport events held in Britain are a crucial ingredient in the creation of the tourist image in Britain' (MIPC, 2001, p. 25).

Many cities, including those in the United Kingdom, have initiated strategies to firstly bid for, and secondly stage major sport events (Smith, 2001). The previous two sections have shown two critical reasons as to why this process is followed, however, perhaps an immediate and potentially longer-term benefit is concerned with re-imaging a city through sport events and promoting associated tourism. Loftman and Spirou (1996) state that rather than concentrating on the detailed financial implications of sport stadia, civic leaders tend to focus on the city's image and the future direction of the city. Reiss (1981) identifies Los Angeles as a city that has followed exactly this type of sport-based image enhancement strategy in the early part of the 20th Century. It is shown that after World War One, Los Angeles planned the construction of huge outdoor sport facilities where sport spectacles and festivals would be staged.

However, the idea of re-imaging a city is merely the first part of the process. Smith (2001) believes that once the city is re-imaged through new facilities and by staging major sport events, sport tourists will arrive en-masse bringing with them associated additional expenditure. This concept of sport tourism has been developed over the last decade by some notable authors including De Knop (1990), Roche (1994), Standeven and De Knop (1999) and Weed (2002, 2003). However, work undertaken by Gibson (1998) encapsulates many of the ideas presented by such authors. In her work three types of sport tourist are identified, namely; Active sport tourists who travel to a destination to participate in physical activity, Event sport tourists whereby tourists travel to spectate at a sporting event and thirdly Nostalgia sport tourists who travel to places where events have taken place in order to see the sporting legacy.

The sport tourism revolution is partly down to the re-imaging of cities as it makes destinations more attractive and appealing to those people wanting to travel (Ritchie, 1984). Furthermore, host cities use major sport events to attract those sport tourists and their associated revenues (DCMS, 2003). More importantly however, these events are good for national and international recognition indicating that sport tourists will continue to flock to the city years after the event has taken place (Gibson, 1998).

The theory behind tourism and image benefits is illustrated by the Scottish and Irish Football Associations (FA's) when they entered the bidding to host the 2008 European Football Championships. The two FA's had hoped to raise the profile of their respective countries as both a tourist destination and a place for business opportunity through visitor numbers and television coverage. Audiences for such an event were thought to be;

- 1.7 million match attendances
- 7 billion people in 200 countries watching the event on television
- 400,000 overseas visitors, and
- 3,000 media representatives
  (DCMS, 2002)

This obviously presented a global platform on which the two countries could market themselves. However, the host city would be under great pressure to offer not only a successful event but also a cost effective one (DCMS, 2002).

So far the evidence explains the advantages to hosting a major sport event. However, there are a number of negative impacts, which must also be considered. For example, an improved international image may be good for tourism in a specific area but there can also be displacement effects. This was the case at the 1984 Los Angeles Olympic Games where although the local hotels showed near full occupancy, the Disney resort, Universal Studios and the Six Flags Magic Mountain all showed a reduction in attendances during the event (Haynes, 2001). Moreover, more recently the 2000 Olympic Games staged in Sydney resulted in high hotel occupancy in Sydney and Adelaide but other hotel markets in the country showed much lower numbers (Haynes, 2001).

In summary, there are now three clear reasons for cities to host major sport events. The tourism and image benefits offer perhaps the longer-term incentives but this can only occur if the regeneration has taken place and the sporting legacy is in place. The net result of which will be for sport tourists to attend not only the event but also visit the city and bring with them associated expenditure in the future (Gibson, 1998).

2.2.4 Celebration, social and cultural benefits

Alongside the quantified benefits of urban regeneration, sporting legacy and tourism and image, there are also some largely un-quantified and un-researched benefits arising from staging major sport events. In keeping with the 'balanced scorecard approach' adopted within this section the wider social benefits will be examined in two defined parts. Firstly the notion of celebration will be examined followed by the social and cultural benefits.

Celebration Benefits

According to Crompton (2001) celebration benefits or psychic income concern the collective morale of residents in a city where, in this case, a major sporting event is taking place. Those who are involved in successfully organising an event are likely to grow in self-confidence and feel a sense of pride in their achievement. More generically however, the psychic benefits refer to those in the wider community who are often not involved with organising the event. Lipski (1981, p. 5) observed;

> 'Sport is the magic elixir that feeds personal identity while it nourishes the bonds of communal solidarity'.

In other words when your town or city hosts a major sport event you are likely to feel pride and intrinsic wealth. Furthermore, if your local team performs well you are likely to have a joyous reaction (Crompton, 2001). The value of this feeling is illustrated by the following statement; 'I'm a Lakers fan and pay nothing for it. If someone said, "Give me $100 or the Lakers will fold," I'd pay it' (Korman, 1989, p. 2, cited in Crompton, 2001). Crompton (2001) continues to suggest that building offices, factories and distribution outlets can generate economic development but they do not have sport's capacity for creating personal joy and 'community pride and solidarity'. Perhaps, psychic income may be the major justification, in the eyes of some, for public sector subsidy in major sport events.

These points can be illustrated once again when examining the 2002 Commonwealth Games staged in Manchester where 20,000 people volunteered to help out at the games when there was only the opportunity for 10,000. Moreover, there was a huge ongoing programme of community involvement and the entire country, not to mention the city of Manchester felt a great sense of pride and responsibility (DCMS, 2002), although this claim is not supported by empirical data. Szymanski (2002) builds on this concept when discussing the celebration effects at the 2000 Sydney Olympics. The games were hugely successful, from an Australian point of view, as they showed that simply staging the event could have a positive effect on performance as the home country was given the chance to train at the facilities and was able to field a larger number of competitors (Szymanski, 2002). Such an idea has been further reinforced by the success of the teams from Japan and South Korea at the 2002 FIFA World Cup (Szymanski, 2002).

Social and Cultural Benefits

Many of the social and cultural benefits can simply be identified for the purposes of this study and many are self-explanatory. Long and Sanderson (2001) suggest that 'many of you will be familiar with the notion; sport is good for us'; furthermore Long and Sanderson (2001) identify that such a belief underlies not only some of our personal decision making but also public policy. From a wider perspective Long and Sanderson (2001) suggest that the most commonly claimed community benefits arising from sport, and in this case staging a major sport event, are;

- Enhanced confidence and self esteem;
- Empowering disadvantaged groups;
- Improving the capacity of the community to take initiatives;
- Reduction in crime, vandalism and 'delinquency';
- Increased social integration and cooperation, promoting a collective identity and increasing cohesion;
- Encouraging pride in the community;
- Improving employment prospects;
- Generating employment and income;
- Increasing productivity with a fit and healthy workforce;
- Improving health; and
- Environmental improvements (Long and Sanderson, 2001, p 189)

Sport England (1999) reinforce these claims, when showing that sport can make a difference in people's lives and to the communities in which people live. Moreover, there is evidence to suggest that sport has the ability to overcome social barriers and empower individuals. To local communities the use of sport and in particular major sport events is self-evident. They can see the joy on a young child's face when they complete a length of a local swimming pool, and they see the renewed self esteem shown by the disabled person whose ability to achieve in sport really does add to the quality of their life (Sport England, 1999).

If such benefits can be brought to a city through the staging of a major sport event, there is a possibility that the host community may see the event in a positive light. However, these benefits simply add to the jigsaw, which is being constructed, and alongside the other benefits a complete picture as to why a city would want to host a major sport event is being built. For this jigsaw to be complete at this level it is now essential that the wider economic consequences are explored.

2.2.5 Wider Economic Benefits

Until the 1980's the hosting of major sport events such as the Olympic Games were viewed as both a financial and administrative burden on the organising city or country. This view is highlighted with evidence provided at the 1976 Summer Olympic Games staged in Montreal, where it was confirmed that the event made a loss of £692 million. Moreover, the previous Olympics held in Munich (1972) recorded a loss of £178 million (Gratton *et al*, 2000).

Following these confirmed and escalating losses, it seemed that any city wishing to host a major sport event would have to shoulder any financial burden associated with it. The 1984 Los Angeles Olympics changed the economic climate in relation to major sport events, when the Games made a surplus of £215 million. This resulted in a change of opinion for those bidding to stage such events, and developed an understanding of the broader economic benefits to a city or country that could result from the staging of a major sport event. Furthermore, the net effect of this was for the competition to stage a major sport event to intensify (Gratton *et al*, 2000).

The remainder of this sub-section will suggest some of the wider economic benefits that can result from staging a major sport event, and will serve as a platform for the rest of this chapter. The DCMS (2002) suggest that investment in major sport events is often, if not always, tied to the potential economic benefits, which may be seen. Examples of these are illustrated in Table 2;

Table 2: Potential economic benefits as a result of staging a major sport event

Event Date	Event	Pre-event assessment	Source
1994	World Cup (US)	$4 billion net benefit	Multiple
1996	Olympics (Atlanta)	$5 billion to Atlanta Region	University of Alabama
2000	Olympics (Sydney)	A$6.5 billion net benefit, 90,000 jobs	Arthur Andersen
2002	Winter Olympics (Salt Lake City)	$4.5 billion	Utah Governor's Office of Planning and Budget
2002	World Cup (Japan & South Korea)	$25 billion for Japan, $9 billion for South Korea	Dentsu Institute for Human Studies
2006	World Cup (South Africa Bid)	$6 billion net benefit, 129,000 new jobs	South Africa FA
2012	Olympics (Dallas Bid)	$4 billion net benefit	Dallas 2012 bid committee

Source (DCMS, 2002, p 70).

The study of major sport events has become an important focus of research in the area of leisure and tourism throughout the 1990's and the economic benefits of such events has been the specific point in much of the literature by authors of this period including; Crompton (1995), Mules and Faulkner (1996) and Gratton *et al* (2000). The bulk of such data will be examined during the latter part of this chapter. However, it is necessary to point out where and how this literature began and perhaps more importantly why it is significant.

One of the first major studies was the study of the impact of the 1985 Adelaide Grand Prix (Burns, Hatch and Mules, 1986). This was followed by a detailed review of the Calgary Winter Olympics (Ritchie, 1984; Ritchie and Aitken, 1985; Ritchie and Lyons, 1987, 1990; and Ritchie and Smith, 1991), which suggested that the economic impacts of major events could be significant and far reaching. These studies supported the findings from the 1984 Los Angeles Olympics and supported the idea that the staging of major sport events could generate significant economic activity.

Mules and Faulkner (1996) point out however, that sport events can still result in local authorities making a substantial loss, while the city itself may benefit from significant additional expenditure. This opinion is supported with information gathered at the 1994 Brisbane World Masters Games, where the local authority invested A$2.8 million to stage the event and the region benefited from additional expenditure of A$50.6 million although the initial investment was never repaid.

This said it is necessary to construct a richer picture of the situation. The DCMS (2002) for example, suggest that results may often be misinterpreted in order to support policy beliefs and that there may be some degree of data manipulation in order to appease investor's and/ or sponsors. Mules and Faulkner (1996) build on this when indicating that the public sector needs to be involved in the staging of major sport events as the private sector would not take on the loss of running an event.

In addition to the economic impacts there is also a case for the relevance of invisible exports. LIRC (1998) define invisible exports as additional expenditure attributable to non-UK residents attending a sport event. The nature of this expenditure is such that a contribution is made to the host country's Gross Domestic Product (GDP), whereas domestic spending tends to divert expenditure from one area to another with the resultant effect being no change in GDP. These invisible exports have been illustrated at the 1998 European Short Course Swimming Championships where 66% of the total additional expenditure was in the form of invisible exports. Consequently, the research suggested that the argument for prioritising international events was well founded as such events lead to an influx of visitors to the UK (LIRC, 1998).

Much of this section has defined the economic benefits of staging a major sport event and has suggested that such economic benefits and / or burdens can be far reaching. Additional expenditure can be measured with confidence and events have shown that they can generate significant impacts. These suggestions will be explored in even greater depth in the following sections.

In conclusion it is clear that one single strand of thought runs through the process that cities go through when considering whether or not to stage a major sport event and that is

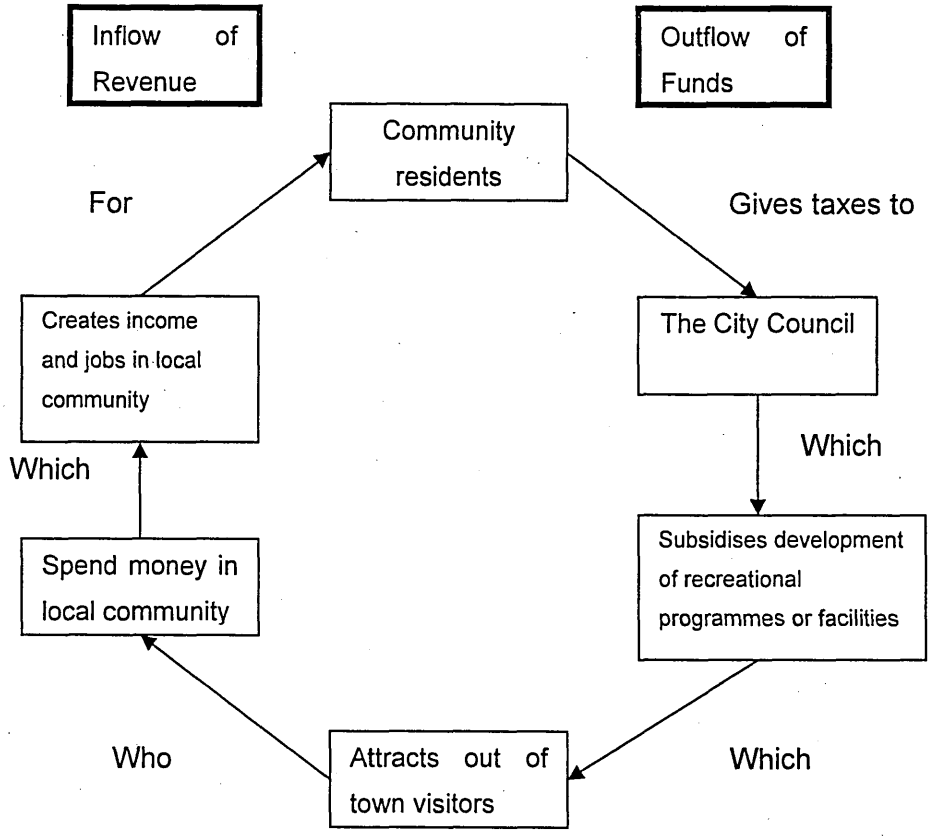
the economic argument. The DCMS (2002) suggest that the economic potential is largely the catalyst for funding and that the other benefits, which have been discussed, are only seen as a potential spin off from the initial investment. The economic benefits are not easily but are confidently measurable. They may often be exaggerated but are also the most meaningful to those holding the purse strings. Furthermore, it is difficult to control how the host community receives the event and there is a general lack of certainty behind staging such events. Such associated benefits may be positive but may also be incidental.

2.3 What is Economic Impact?

Sport events, and in some cases sport teams, are investments for both the organisations that sponsor them and for the communities, which subsidise them (Crompton, 2001). The potential economic benefits can be wide reaching. However, communities generally invest in sport events with the belief that out of town visitors will be attracted to the town / city bringing with them additional expenditure, essentially injecting new wealth into the local economy (Crompton, 2001).

In section 1.1 it was noted that the term economic impact could simply be defined as 'the net change in the local economy resulting from spending attributed to a sport event or facility' (Turco and Kelsey, 1992 p 9). Furthermore, UK Sport (2000, p 12) show that this so called 'net economic change' can be expressed as 'the total amount of additional expenditure in the local economy generated by visitors to the event from outside the local economy'. Liber and Alton (1983) suggest that this change is caused by activity involving the acquisition, operation, development and use of sport facilities and services. These changes in turn generate the visitor spending, public spending, employment opportunity and tax revenue (Crompton, 2001). This complex process can be seen in a model developed by Crompton (2001), overleaf;

Figure 1: Conceptualisation of the economic investment and returns made by residents in communities that subsidise sport events or facilities.



As Crompton (2001) describes, this process illustrates the conceptual thinking that underlines the rationale behind economic impact. This model is now widely used when commissioning economic impact studies as it has the ability to demonstrate the economic returns that a community could obtain (Crompton, 2001). Specifically the total economic impact is made up of three components; direct, indirect and induced impacts (Howard and Crompton, 1995; UK Sport, 2000). These terms are defined in Table 3;

Table 3: Components of economic impact

Direct Impact	Incorporates the initial visitor spending within the local economy on locally produced goods and services including expenditure on accommodation, food, drink, entertainment, travel etc.
Indirect Impact	Represents the re-circulation of initial visitor expenditure to other businesses and industries within the local economy.
Induced Impact	Refers to the increases in employment and household income that result from the economic activity fuelled by the direct and indirect impacts.

(Adapted from; Howard and Crompton, 1995; UK Sport, 2000)

However, as was suggested in section 2.2.5 external consultants are often used to carry out these studies and may manipulate the data in an attempt to appease their clients (DCMS, 2002). Discrepancies occur largely because economic impact evaluation can be conducted by utilising several different assumptions and procedures, which may lead to dramatically different results. It is not uncommon for errors to occur due to a general lack of understanding; however, economic impact studies are frequently undertaken 'mischievously' in an attempt to mislead people and to generate large numbers (Howard and Crompton, 1995; Crompton, 2001). Many of these problems are inherent within the scope of economic impact studies and as a result Crompton (1995) attempted to review the procedures. As such four key errors were suggested (Crompton, 2001), these being;

- The use of sales rather than income multipliers
- The misrepresentation of employment multipliers
- The inclusion of local participants/ spectators; and
- The failure to exclude 'time-switchers' and 'casuals'.

These potential 'misuses' shall be explored in order that the methodology (Chapter 3) is supported. However, before the four areas are considered it is necessary to understand what is meant by the term 'multiplier'. This will ensure that the measurements used in this thesis are both prudent and definable.

UK Sport (2000, p. 17) indicates that multiplier analysis 'converts the total amount of additional expenditure in the host city to a net amount of income retained within the city'. As an example, the total amount of money spent at a hotel will not necessarily be re-

circulated in a city. Some of the money is required to pay wages, food suppliers, beverage suppliers and so on, the recipients of which may well reside outside the city. Thus a multiplier is a device that converts the total additional expenditure figure into the amount of local income retained within the economy (UK Sport, 2000). There are many different multipliers; however, the one most commonly used for economic impact studies is the proportional income multiplier. This is expressed with the equation below;

$$\frac{\text{Direct + Indirect + Induced Income}}{\text{Initial Visitor Expenditure}}$$

Once the initial visitor expenditure has been calculated, the economic impact can be estimated by multiplying this initial expenditure by a local multiplier, which, in practice, is borrowed from other studies conducted in related cities. For example, in Sheffield the local multiplier is 0.2 (meaning that only 20 per cent of the additional visitor expenditure is retained within the city) (UK Sport, 2000). The four main errors shall now be discussed.

Use of sales rather than income multipliers

Crompton (1995, 2001) suggests that the 'transactions' or 'sales multiplier' measures the direct, indirect and induced effect of an extra unit of visitor spending on economic activity within a host city. It relates visitor expenditures to the increase in business turnover, which it creates. On the other hand an income multiplier measures the direct, indirect and induced effect of an extra unit of visitor spending on the changes, which result in levels of household incomes in the host city (Crompton, 2001). This clearly demonstrates the economic impact on the residents of a host city.

In an economic impact study sales multipliers are likely to be of little interest to most local residents. The point of most interest is most likely going to be the impact of those sales on household income. In other words most residents will want to know how much money they will receive from the generation of funds by visitors (Crompton, 1995, 2001). The high sales multipliers may give a false impression of the real impacts of visitors' expenditure due to the fact that the highest income effects are not always generated from the highest increases in sales. Nonetheless, as sales multipliers are substantially larger than income multipliers they are often seen as an attractive political tool to advocate further use of events or facilities (Crompton, 2001).

Misrepresentation of employment multipliers

Crompton (2001) suggests that an employment multiplier measures the direct, indirect and induced effect of an extra unit of visitor expenditure on employment in the host city. It shows how many full-time equivalent job opportunities would be supported in the community as a result of visitor spending. However, the employment multiplier makes the assumption that all current employees are fully occupied, so an increase in external visitor spending will require an increased level of employment in the community.

The use of this type of multiplier can be misleading when considering a sport event or facility as local businesses are likely to respond by utilising their current resources to a greater degree due to the relatively short duration of the events. New employees may not be hired and existing ones redeployed or asked to work overtime. At best only short-term appointments will be made (Crompton, 1995, 2001). This theory has been supported with empirical evidence from research conducted by Arnold (1986), where at the Adelaide Grand Prix (1992) there were virtually no new permanent jobs and several companies had organised the increased workload in such a way that they did not even have to pay overtime.

Inclusion of local spectators

Economic impact attributable to a sport event relates solely to new money generated by external visitors (LIRC, 1997). Only visitors who reside outside the host city, and whose primary motivation is to attend the event, or who stay longer and spend more because of the event should be included (Crompton, 1995, 2001; UK Sport, 2000). Any expenditure by those who reside in the host community does not represent the circulation of new money, simply a re-circulation of what was already there. This is based on the assumption that, for example, if a local resident had not spent money at the event, that money would have been used to purchase other items in the host community. Many publications by LIRC (1997-2003) term these city residents as 'deadweight'. The inclusion of local residents offers substantially different economic impacts although event organisers frequently ignore this concept in an attempt to advocate the use of public funds and to boost political reputations (Crompton, 1995, 2001).

Failure to exclude 'time-switchers' and 'casuals'

It is essential to understand that some non-local spectators at a sport event may have been planning to visit the community for some time, but changed the timing of their visit to coincide with the event. Therefore, it is necessary that this type of visitor is excluded from the study as the associated expenditure would have occurred, albeit at a different time of year. In addition to this other visitors may already be in the community, attracted by other features, and decide to go to the event instead of sticking to their original plan. These two groups of people are called time-switchers and casuals respectively (Crompton, 1995, 2001).

Crompton (2001) suggests that all too often these four critical errors are made and unrealistic economic figures are produced. Multipliers can be unreliable and respondents falling into the deadweight, time-switcher and casual categories provide inaccurate samples. In an attempt to quell this awkward trend and to standardise the way economic impact studies are carried out LIRC (1997) and UK Sport (2000) have developed a methodology designed to calculate economic impact accurately and confidently. Furthermore, this methodology can be utilised in order that cross-study comparisons can be made. Unlike studies carried out in the past, where different techniques have been used the LIRC methodology allows a comparison across all areas (UK Sport, 2000).

2.4 What is known about economic impact in the public domain?

In section 2.2.5 it was shown that until the 1980's the staging of major sport events was seen as a financial and administrative burden on the host community due to the multi-million pound losses recorded at the Olympic Games staged in Munich (1972, £178 million) and Montreal (1976, £692 million) (Gratton *et al*, 2000). This downward trend effectively stopped in 1984 after the Los Angeles Olympics made a highly publicised surplus of £215 million (UK Sport, 2000; Gratton and Henry, 2001). This dramatic change of fortune led to increased competition for bidding for the rights to stage major events, and as Preuss (2000) suggested it becomes 'obvious' that the number of bid cities increased post 1984. Furthermore, the number of bids increased after 1992 after the wider urban regeneration benefits were witnessed at the Barcelona games (Preuss, 2000).

Mules and Faulkner (1996) point out that even mega-events, such as Grand Prix athletics and the Olympics, do not always result in unequivocal benefit. This was shown in section 2.2.5 where local authorities often have to carry a financial loss while local business see rich rewards. Table 4, illustrates this point, sharing results recorded at four major sport events in Australia from 1985 – 1994;

Table 4: Financial costs and economic impact of various events in Australia 1985 – 1994

Event	Financial Loss A$ million	Impact on GSP A$ million
1985 Adelaide Grand Prix	2.6	23.6
1991 Eastern Creek Motor Cycle Grand Prix	4.8	13.6
1992 Adelaide Grand Prix	4.0	37.4
1994 Brisbane World Masters Games	2.8	50.6

(Mules and Faulkner, 1996 cited in UK Sport, 2000)

In the UK there has been a recent acknowledgement of the economic and social benefits that major events can generate in a host community (UK Sport, 2000). In 1994 the Major Events Support Group, now the Major Events Steering Group (MESG), was established in an attempt to not only assist local authorities and / or governing bodies to bid to stage major events but also to assist in staging them. However, a report by the Department of National Heritage (1995) suggested that the UK had started to fall behind other countries in its approach to stage major sport events, the outcome being an adopted approach of 'Policy and Strategy for Major Events' being set-up and National Lottery funding becoming available to support major events (UK Sport, 2000).

The economic importance of major sport events was established following the economic success of the 1996 European Football Championships (Euro '96), the full benefits of which will be discussed in section 2.5. The event emphasised that major sport events can be big business and this led to an increased demand for more major sport events to be staged in Britain (UK Sport, 2000). As a result of this growing activity LIRC (1997-2003) was commissioned by various organisations to estimate the economic impact of sport events in the UK. These events are shown in Table 5, and will be comprehensively examined in section 2.5.

Table 5: The economic impact of major sport events in the UK

Event	Year	Additional Expenditure (£)	Type
World Masters Swimming Championships	1997	3,021,366	B
World Badminton Championships & Sudirman Cup	1997	2,212,366	C
European Junior Boxing Championships	1997	508,920	C
1st Cornhill Test Match, England vs. Australia	1997	4,571,225	B
IAAF Grand Prix	1997	176,937	C
European Junior Swimming Championships	1997	257,802	C
Weetabix Women's Open Golf Championship	1997	1,645,244	B
European Short Course Swimming Championships	1998	314,513	C
World Judo Championships	1999	1,943,175	C
World Indoor Climbing Championships	1999	397,921	C
Flora London Marathon	2000	25,449,910	B
World Half Marathon & BUPA Bristol Half Marathon	2001	583,942	C

(Adapted from UK Sport 1999, 2000; Gratton and Taylor, 2000; Gratton and Henry, 2001; Coleman, 2002).

In addition to the research conducted by LIRC, other economic impact studies have been undertaken to establish the importance of smaller events. These studies will be discussed in the penultimate section of this chapter; however, they can be identified as the City of Sheffield Designated Open Meet (COSDOM) and an assessment of the economic impact of the North Sea Cup on Sheffield.

Table 5 shows the type of event that has been studied alongside the name and additional expenditure of the event. This 'type' relates directly to the Typology of events established by LIRC (1997; UK Sport, 2000) and that is outlined in section 1.2. It would therefore be useful to understand the Typology a little further in order that the events used in this study can be placed into context. As such UK Sport (2000) point out that the word 'major' in each of the categories is used to signify the importance of sporting outcomes of such events (e.g. National, European or World Championships) rather than the economic significance. Furthermore, the Typology points out that not all events that are major in sporting terms may be important relative to their economic significance. Just because an event is a World or European Championship does not guarantee that it will be economically important (UK Sport, 2000). This point is illustrated in Table 5 where it is clear to see that the European Short Course Swimming Championships and IAAF Grand Prix Athletics Championships reveal modest economic impacts (£314,513 and £176,937 respectively) compared with the World Judo Championships £1,943,175.

It can be claimed, therefore, that the ability of an event to generate significant economic activity is related to the type of visitor that it attracts. Essentially, this implies that an event can be either spectator-driven and potentially generate significant economic impact or competitor-driven, like the events used in this study, and generate potentially more limited economic activity (UK Sport, 2000). Gratton *et al* (2000) suggest that the more competitor-driven the event is then the easier it is to forecast economic impact, but also the less impact there is likely to be. Furthermore, there has been a focus on the requirement of more economic impact studies to be carried out, using the standardised methodology, in order that the parameters set are more certain.

This Chapter has summarised the significant amount of information currently available on the economic impact of sport events. When coupled with the information from previous sections a standardised methodology, such as the one used by LIRC (1997-2003), can be used to calculate the economic impact of sport events and these calculations can be used to compare similar events with one another. This section has alluded to the economic impacts or additional expenditure figures for a number of events and these will now be quantified in order of Type, furthermore, this information has been summarised in Table 6, which can be used as a guide when considering the characteristics of events in the Typology. Therefore the following section will be divided into four key parts as follows:

- Type A Events
- Type B Events
- Type C Events
- Type D Events

Table 6: Summary of event characteristics

Type	Regularity	Level of potential economic impact	Driver
A	Irregular	High	Spectators
B	Part of an annual cycle	High	Spectators
C	Irregular	Limited	Competitors
D	Regular, annual	Low	Competitors

2.5 Economic impact case studies.

Although this study is directly concerned with the economic impact of a Type D event, it is necessary to discuss the other types with the aim of quantifying why Type D events are as they are defined. Type A and B events should generate the most significant economic impacts, hence the fierce competition to stage them (Gratton *et al*, 2000). Furthermore, Type B events offer low-risk investment for any host city as they have been staged previously and are likely to possess accurate spectator numbers. However, for cities trying to follow an event-led tourism strategy such events cannot usually be bid for. This results in cities bidding for Type C events, which are competitor driven and not dissimilar to Type D despite the fact that they are irregular which poses organisational problems (Gratton *et al*, 2000). The more competitor-driven the event then the easier it is to forecast the economic impact, but also the less impact there is likely to be (Gratton, *et al*, 2000), suggesting once more that Type D events will offer negligible economic impact.

Type A Events

Type A events are typically 'Irregular, one-off, major international spectator events generating significant economic activity and media interest' (e.g. Olympics, Football World Cup, and European Football Championship) (Gratton *et al*, 2000). The benefits shall be illustrated using two studies, namely Euro '96 and the Sydney Summer Olympic Games (2000).

Euro '96

Dobson *et al* (1997) suggest that in the broadest sense Euro '96 was considered as a huge football success in the UK. The economy was given a boost through ticket sales totalling 1.2 million and actual attendances at the 31 matches was 1.18 million. Furthermore, estimates prior to the tournament indicated that the UK would host 250,000 overseas visitors, spending approximately £125 million (Dobson *et al*, 1997). A report by HSBC markets (1996) estimated an injection of an additional 3 per cent on Britain's net earnings from travel and tourism and an extra 0.25 per cent on UK exports of goods and services as a result of Euro '96. Moreover, Deloitte and Touché highlighted the probable gain of £64 million to the government as a result of England hosting the tournament. Greene Belfield-Smith (1996, cited in Dobson *et al,* 1997) estimated that Euro '96 had a significant effect on the UK hotel industry. The report estimated that outside London

average room occupancies were up by 14%. In Manchester there was a 57 per cent increase in room yield.

Television audiences were huge with an estimated 445 million people in 192 countries catching some part of the competition. The gross cumulative audience was estimated at 6.7 billion, an average of 216 million for each of the 31 matches. In addition television advertising was perceived to have grown by £10 million of which ITV can point to an additional £7 million in June revenue.

However, following an extensive research programme that included surveys of visiting supporters in every host city, except London i.e. Sheffield, Leeds, Birmingham, Liverpool, Manchester, Nottingham and Newcastle, to establish the expenditure amounts and patterns of each group of supporter, LIRC established that there were in fact 280,000 visiting spectators and media representatives, spending approximately £120 million. These visitors generated over 900,000 bed nights in local hotels, guesthouses and campsites, and created over 4,000 full-time equivalent job-years. The average spectator attended 1.24 matches, staying in each respective host city for 1.05 nights and had an average daily expenditure figure of £77. Of the total visitor expenditure, 35% was attributable to food and drink, 21% on accommodation, 14% on travel within the cities and 12% on shopping and souvenirs (Dobson *et al*, 1997). Table 7 illustrates the overall economic impact amassed from the 8 host cities.

Table 7: Overall economic impact, Euro '96.

Additional Expenditure	£120 million
Average Expenditure per Game	£3.88 million
Average Expenditure per Visitor	£57.00
Total Bed Nights	919,000
FTE Job Years	4,131

(Source; Dobson *et al*, 1997)

These figures relate only to expenditure by visiting spectators and visiting media representatives. Spectators on average spent more per day than media representatives, so that the average spend per day of £57.00 was substantially below the £77.00 per day average of visiting spectators (Dobson *et al*, 1997). Moreover, Dobson *et al* (1997) indicated that in addition to the expenditure of the overseas visitors there was also

additional expenditure accountable to domestic supporters. Although these were UK residents, they were not residents of the host city they were visiting. This represents a 'domestic visitor' and technically a redistribution of expenditure from one part of Britain to another; however, the effect on host cities was important and measured at £75 million. This expenditure would not have taken place in the host cities had the event not taken place (Dobson *et al*, 1997) and therefore the total economic impact for the tournament stands at £195 million (i.e. £120 million plus £75 million).

In conclusion Dobson *et al* (1997) suggest that the effect on the UK economy as a direct result of staging the European Football Championships in 1996 was considerable. In addition to the measurable £195 million there was also additional expenditure related to those watching the games on television (beer and take-away food).

Sydney Summer Olympic Games (2000)

Haynes (2001) suggests that the Sydney Olympic Games do not appear to have been the money-maker that the 1984 Los Angeles Olympics were; however, perhaps more importantly they were not a financial burden on the New South Wales (NSW) Government. In fact the games saw record ticket sales with 91% of all available spectating opportunities sold. Anderson (1999) (cited in Haynes, 2001) found that over the entire period i.e. pre and post games (1994-95 – 2005-06) the Sydney 2000 Olympics would generate a total of AUS$6.5 billion in extra economic activity in Australia. AUS$5.1 billion of which will occur in NSW, the principal host community. This overall impact is seen to increase Australian economic activity by 0.12 per cent over a twelve-year period.

Actual figures from the Australian Bureau of Statistics show that Australia benefited from $1.4 billion from Olympic-based income during the September quarter. This money includes $450 million in export revenue and broadcast fees of $973 million. Furthermore the trade balance moved from a $1.3 billion deficit in August to a September surplus of $677 million. Ironically this was Australia's first trade surplus since November 1997 (Haynes, 2001) suggesting that a significant economic impact was generated as a direct result of the Games.

A report by the Tourism Forecasting Council (1998, cited in Haynes, 2001) states that the Sydney Olympics was expected to bring long-term promotional benefits for the whole of Australia and a significant increase in tourism. Between 1997 and 2004 the council expected an additional 1.6 million international visitors coupled with a potential additional expenditure figure of something in the region of A$6.1 billion in addition to an expected 150,000 new jobs (Haynes, 2001).

Type B Events

Type B events according to Gratton *et al* (2000) will be major spectator events, generating significant economic activity, media interest and part of an annual domestic cycle of sport events (e.g. FA Cup Final, Six Nations Rugby Union Internationals, Test Match Cricket, Open Golf, Wimbledon). To examine this claim the following events will be discussed; First Cornhill Test Match (England vs. Australia) and the Weetabix Women's Open Golf Championship.

First Cornhill Test Match: England vs. Australia (1997)

A Test Match held at Edgbaston, Birmingham is a regular annual event in the UK and although the opponents will change each year the Warwickshire County Cricket Club (WCCC) has considerable experience in the organisation of such an event (UK Sport, 2000). Spectators at the cricket were responsible for additional expenditure totalling £4.2 million over four days. The vast majority of which came from general public spectators and members of the WCCC (£3.4 million). Hospitality guests were also associated with a large proportion of additional expenditure equating to around £0.8 million (UK Sport, 2000). Furthermore, a significant economic boost was given to the local economy by the England and Wales Cricket Board (ECB) who created expenditure in relation to team expenses, hotel rooms and a pre-match evening dinner. Table 8 shows a summary of the expenditure attributable to the various groups.

Table 8: 1st Test Match; Summary of expenditures

Category	£
Spectators	3,352,990
Hospitality	818,024
Media	95,479
Officials	277,552
Teams	27,180
Net Expenditure	**4,571,225**

(Source; UK Sport, 2000)

The average daily amount spent per day in Birmingham by all visitors was £37.49, with 37% of this attributable to food and drink. These findings were broken down to represent average expenditure by day visitors (£31.90) and overnight staying visitors (£60.03) (UK Sport, 2000). UK Sport (2000) also found that in general the highest budgets were attributable to the hospitality and media contingent at the match. Hospitality guests averaged £112.00 per day, while media representatives spent an average of £106.80 per day. In addition, the lowest average daily expenditure was attributable to the official's category (£27.97) and day visiting spectators (£29.36).

There were a total of 48,394 additional bed nights generated in Birmingham as a direct result of the event and the city's commercial accommodation stock saw a direct benefit from the Test Match, as 64% of the additional bed nights were generated in hotels and guest houses (UK Sport, 2000). In addition to this UK Sport (2000) estimate that the match generated 73 additional full-time equivalent job years in the local economy. In total 600-800 staff worked at the ground each day performing a variety of roles, the largest number being in catering and hospitality.

In conclusion the 1st Cornhill Test Match was an economic success. This success materialised despite the fact that the match was completed in four days rather than the scheduled five. Furthermore, UK Sport (2000) claim that the additional expenditure generated in the local economy was unusually large given that the majority of spectators did not stay overnight and were therefore day visitors, spending an average of £37.00 per day, the majority of which was inside the ground.

Weetabix Women's British Open Golf Championship.

UK Sport (2000) report that the 1997 Weetabix Women's British Open Golf Championship held at Sunningdale attracted a high quality field and a worldwide television audience. Following the success of previous championships the expectation for the successful staging of this event was high. The event attracted spectators from all across the UK with research indicating that the visitors were from 270 different locations, furthermore 52.8% were within an hour's drive time of Sunningdale.

In terms of economics, UK Sport (2000) calculated that the majority of the additional expenditure was attributable to the spectators at the event. This expenditure amounted to £1.48 million. Total overall economic impact equates to just over £1.6 million. The various respondent groups and their associated additional expenditure are shown in Table 9.

Table 9: Women's Open Golf; Summary of additional expenditure

Category	£
Spectators	1,479,331
Officials	56,669
Players	55,168
Media	35,491
Others	18,585
Total	**1,645,244**

(Source; UK Sport, 2000)

It is suggested by UK Sport (2000) that given the nature of the event the visitors to the golf spent relatively little. The average amount spent per day by all visitors in the local area was £15.49 per person. Notably the players had the largest budgets averaging a daily spend per person of £56.39. Spectators averaged a little over £14 (£14.62). A small number of bed nights were generated (2,039) the majority of which were accounted for by the players themselves as a large majority of the spectators were within one to two hours drive time of the course (UK Sport, 2000). 17 additional full time equivalent job years were generated and approximately 200 staff performed a variety of roles at Sunningdale each day.

In conclusion, the 1997 Weetabix Women's British Open Golf Championship made a significant economic impact on the local economy of Sunningdale. When the organisational expenditure is coupled with the measured additional expenditure, UK Sport (2000) found that the event generated £2.1 million. Significantly 70% of this expenditure was associated with the spectators at the event (50,000) the majority of who were day visitors. Moreover, UK Sport (2000) indicate that even though only 13% of visiting spectators stayed overnight, with an average stay of 3 nights, accommodation expenditure dominated the overall expenditure of spectators, accounting for 53% of total additional expenditure.

Type C Events

Gratton *et al* (2000) indicate that Type C events are irregular, one-off, major competitor events generating limited economic activity (e.g. European Junior Boxing Championships, European Junior Swimming Championships, World Badminton Championships, and IAAF Grand Prix), for this reason the 1998 European Short Course Swimming Championships, the 1997 European Junior Swimming and Diving Championships and the North Sea Cup will be discussed.

The European Junior Swimming and Diving Championships 1997

The 24th European Swimming and Diving Championships were held in Glasgow and Edinburgh between 31st July and 3rd August 1997. Managed by the Scottish Amateur Swimming Association the championships were presented in conjunction with the cities of Glasgow and Edinburgh. The primary research for the event focused on the economic impact of the European Junior Swimming Championships, which was staged solely in Glasgow (UK Sport, 2000).

UK Sport (2000) report that 39 out of the 50 nations affiliated to the European governing body attended the 1997 championship. The 39 nations sent a total of 479 competitors who were accompanied by an additional 243 management, coaching and medical personnel. The championship was secured by the Amateur Swimming Federation of Great Britain (ASFGB) in the face of fierce competition from other European countries mainly due to the

quality of the facilities on offer coupled with the financial arrangements that were in place supported by the National Lottery funding programme (UK Sport, 2000). The key finding from the study was that the European Junior Swimming and Diving Championships generated an economic impact of just over £0.25 million (UK Sport, 2000).

Due to the nature of the event the Scottish ASA arranged the accommodation used by the overseas' visitors. As such, UK Sport (2000) accurately reconstructed the expenditure on accommodation to indicate that there were 582 competitors and team officials from 23 countries spending a total of 3,830 bed nights, which in turn generated revenue of £185,938. In addition to this there were a number of spectators, media and officials staying in commercial accommodation generating an additional £24,432, representing a total commercial spend of £210,370. The significance of this expenditure is that it accounts for the majority of the economic impact, more than 80%. In addition to this there was significant additional expenditure in six other categories, as shown in Table 10.

Table 10: Summary of findings, European Junior Swimming and Diving Championships

Category	**£**
Food and Drink	18,452
Entertainment	4,380
Programmes and Merchandise	2,963
Shopping and Souvenirs	16,563
Travel	2,480
Other	2,594
Total	**47,432**
+ Accommodation	210,370
Total	**257,802**

(Source; adapted from UK Sport, 2000)

In conclusion, UK Sport (2000) suggest that the 1997 European Junior Swimming and Diving Championships is a good example of a major event where the majority of the economic impact is generated by competitors and associated officials, indicating that this was a competitor-driven event. Furthermore, the event generated a significant amount of additional expenditure, which justifies its classification as a Type C event.

1998 European Short Course Swimming Championships

The European Short Course Swimming Championships were held in Sheffield between 11th-13th December 1998. The event was the second major short course championship held in Europe following the first sprint championships held in Rostock, 1996. However, the 1996 championships only achieved modest success and as such the competition to stage the 1998 championship was relatively weak (LIRC, 1999). During the event LIRC was commissioned by the UK Sports Council (now UK Sport) to conduct a programme of research designed to address three main aims, for the purposes of this thesis only the first aim will be examined;

1. Estimate the additional expenditure generated in Sheffield by the event
2. Examine the event in context of 'Economic Considerations' of the World Class Events Programme application form
3. Analyse the television coverage achieved by the event.

LIRC (1999) report that in total the additional expenditure attributable to the event in the host city (Sheffield) was £314,513. This figure exceeded the pre-event estimate by the Amateur Swimming Federation of Great Britain (ASFGB) of £180,000 and the original LIRC estimate of £250,000. This difference was due to the larger than expected number of spectators and media who attended the event.

Commercial accommodation was responsible for the majority of this impact (65%) relating to the generation of 3,930 additional bed nights in Sheffield and its surrounding towns of Rotherham and Barnsley. The value of these bed nights was £204,901 indicating an average yield per bed night of £52.14. In addition, a further £109,612 was spent in six other categories. This information is illustrated in Table 11.

Table 11: Summary of findings; European Short Course Swimming Championships

Category	£
Food and Drink	30,083
Entertainment	3,711
Programmes and Merchandise	2,298
Shopping and Souvenirs	45,578
Travel	24,375
Other Categories	3,567
Total	**109,612**
+ Accommodation	204,901
Total	**314,513**

(Source; LIRC, 1998)

LIRC (1998) indicate that this expenditure can largely be associated with non-UK residents (66%) and can be considered to be invisible exports i.e. money coming into the UK from overseas. However, the remaining 33% is attributable to those respondents who reside in the UK but outside the Sheffield area and is therefore additional expenditure on the host city.

In conclusion the second European Short Course Swimming Championships proved to be a larger event in economic terms than the 1997 European Junior Swimming and Diving Championships held in Glasgow (LIRC, 1999). In terms of additional expenditure the event generated £56,711 more than the 1997 event (£314,513 - £257,802). However, both of the events represent the characteristics of a Type C event in that they are irregular, one-off events generating limited economic activity in comparison with larger events i.e. Type A's and B's. In addition to this both events were largely competitor-driven.

North Sea Cup

The 2002 North Sea Cup was an International Water Polo Competition, staged at Ponds Forge International Sports Centre, Sheffield from the 15th – 17th March 2002. The senior competition was attended by four nations, England, Denmark, Sweden and Belgium. Parallel to this a junior competition also ran which included teams from England, Belgium, Ireland and Rotherham (Tipton, 2002). In total there were 138 competitors and 24 team officials in attendance in addition to the 120 spectators, 30 officials and 4 media representatives. The 'competitors' stayed locally for 3 nights and each had a provision of £20 per person per day to cover expenses. The research programme included a sample of 162 respondents (55%) of those in attendance at the event (Tipton, 2002).

Tipton (2002) revealed that the event generated additional expenditure totalling £32,176 on Sheffield. Furthermore, Tipton (2002) indicated that the event was largely competitor-driven and that this profile resulted in the competitors generating the majority (56%) of total economic impact. In addition to this it was also reported that the expenditure on commercial accommodation was the largest single category of expenditure, generating £14,109. The summarised findings from the event can be seen in the tables (adapted from Tipton, 2002) below.

Table 12: North Sea Cup; Summary of findings by group

Group	£	% of Total Impact
Spectators	7,913	24
Volunteers/ Officials	5,394	17
Competitors	18,004	56
Media	865	3
Total	**32,176**	**100**

(Source; Tipton, 2002)

Table 13: North Sea Cup; Summary of findings by category

Category	£	% of Total Impact
Accommodation	14,109	44
Food and Drink	11,019	34
Entertainment	1,488	5
Programmes and Merchandise	434	1
Shopping and Souvenirs	3,655	11
Travel	560	2
Other	911	3
Total	**32,176**	**100**

(Source; Tipton, 2002)

In conclusion, despite the Typology categorisation of the three events being Type C, the research conducted offered varying degrees of economic impact. The size of the event has an impact on the final results and goes some way to explaining the large differences between the two European Swimming Championships and the North Sea Cup. These points should be taken into consideration when considering the economic impacts of Type D events as they are also staged on a regular basis in the UK.

Type D Events

Gratton *et al* (2000) indicate that the final element of the Typology is concerned with smaller scale, perhaps more local events. By definition these events are major competitor events generating limited economic activity and part of an annual cycle of events (e.g. National Championships in most sports, City of Sheffield Designated Open Meet). This part of the Typology is related to the events studied for this thesis and as such the City of Sheffield Designated Open Meet will be examined here.

City of Sheffield Designated Open Meet, 2001 (COSDOM).

The 2001 City of Sheffield Designated Open Meet was held at Ponds Forge International Sports Centre on Friday 30th March, Saturday 31st March and Sunday 1st April 2001. During the event Wilson (2001) conducted an extensive programme of research to estimate the economic impact attributable to the event on Sheffield. In total 455 questionnaires were administered to various respondent groups i.e. competitors, spectators and volunteers / officials, offering a total sample of size of 89.

The study examined for the first time, empirically, the economic impact of a Type D sport event on Sheffield. Wilson (2001) reports that the economic impact attributable to the event was £59,273. Spectators at the event were associated with the largest amount of expenditure (£33,676) and the largest category for expenditure was located within food and drink (£15,004). The summary tables (adapted by Wilson, 2001) below illustrate the key findings.

Table 14: COSDOM Summary of findings by group.

Group	£	% of Total Impact
Spectators	33,676	57
Volunteers/ Officials	1,199	2
Competitors	24,398	41
Total	**59,273**	**100**

(Source; Wilson, 2001)

Wilson (2001) suggests that although the event fits into the Type D category and is strongly competitor-driven there were a large number of spectators at the event

accompanying children under the age of 16, hence the higher expenditure figure associated with the spectator group.

Table 15: COSDOM Summary of findings by category

Category	£	% of Total Impact
Accommodation	14,858	25
Food and Drink	15,004	25
Programmes and Merchandise	6,122	10
Entertainment	1,872	3
Shopping and Souvenirs	7,623	13
Travel	5,744	10
Other	8,049	14
Total	**59,273**	**100**

(Source; Wilson, 2001)

The overall impact of the event was predominantly (50%) made up of two key components of expenditure, these being; accommodation (£14,858, 25%) and food and drink (£15,004, 25%). Wilson (2001) reports that this highlights considerable differences to the European Short Course Swimming Championships where accommodation accounted for nearly two thirds (65%) of the total impact. Furthermore, the reason for this is explained as a difference in the profile of competitor. The competitors at the European Championships had to reside in commercial accommodation whereas the competitors at COSDOM were attracted from more local areas so there was a reduced need for commercial accommodation.

In conclusion the empirical research presented in the COSDOM report suggests that Type D events can generate significant impacts at a local level relating to their size and profile. Furthermore, in some cases these events can generate more additional expenditure than Type C events when the COSDOM and North Sea Cup events are compared with one another (£59,273 compared to £37,176). Both Types (C and D) have a number of events each year and form part of an annual events calendar for community's (Gratton *et al*, 2000). In this light it would be foolish not to establish the economic impacts attributable to such events as they are staged on a regular basis throughout the UK and can form part of a community's tourism and events strategy, as is the case in Sheffield (Kronos, 1997).

2.6 Overview

This chapter has established a number of key points to rationalise the reasons behind conducting an economic impact study. It has been shown that there are 5 key benefits to a community of staging a major sport event such as the urban regeneration, sporting legacy, tourism and image and the celebration, social and cultural benefits. However, as the DCMS (2002) indicate it is the wider economic benefit, namely the economic impact, which drives a community to host an event and presses the financiers to release the funding which can allow the event to be staged.

Moreover, while showing that economic impact has been established as the net change in a host city resulting from the staging of a major sport event (Turco and Kelsey, 1992), appropriate methods of quantifying this data have been discussed. The potential drawbacks of using multiplier analysis (Crompton, 1995) have been identified and this suggests that such methods should be treated with caution. However, it has also been shown that UK Sport (2000) and LIRC (1997-2003) have formulated a methodology that can accurately calculate the economic impact of a sport event and provide data which can be used for cross event comparisons. Such data has been discussed within the parameters of an industry specific typology of events, which has shown that although Type A and B events dominate in terms of economic impact, it is the smaller events, the Type C and D's, which are staged on a more frequent basis. As a result it might be reasonable to assume that Type C and D events could generate significant levels of additional expenditure when considered as a group of events in a specific town or city. When considered across a region or country it may also be reasonable to assume that these events (combined) could generate more additional expenditure than Type A and B events when it is known that the staging of such events is infrequent (Gratton *et al*, 2000).

The chapter has illustrated the economic impacts of a number of events in order to show that it is an important phenomenon to study. Furthermore, the three Type C events have shown that significant economic activity occurs at aquatic events in relation to other events (see Table 5). Armed with this information, Wilson (2001) conducted an economic impact study into a Type D event, namely COSDOM, and illustrated that such events can also be responsible for the generation of significant economic activity at a local level.

Therefore, this research will use the research presented by Wilson (2001) and build on it using three further studies. The combined research will quadruple the empirical data available concerning such events and quantify the amounts of additional expenditure that could be generated by staging such events. Furthermore, this research will follow the pattern and trends of UK Sport (2000) and LIRC (1997-2003) and utilise the methodology approved for this type of study. For this purpose a detailed and reflective methodology will now be discussed in order that this research demonstrates a transparent audit trail.

Chapter 3

Methodology

3.1 Introduction

This chapter will reflectively discuss and evaluate the analytical framework employed throughout this piece of research. Chapter 2 indicated that there are a number of potential problems which need to be addressed when considering the mechanics of an economic impact study and these problems can be somewhat overcome by employing a standardised methodology such as the one utilised by UK Sport (2000) and LIRC (1997-2003). Therefore, the research conducted in this study built on the methods used in earlier research by LIRC (1997-2003) and UK Sport (2000). UK Sport (2000) suggests that any research into the effects of events must be customised to suit the objectives of those who need particular information. Consequently, this research needed only to address the parameters of an economic impact study, as it had no interest in pleasing any particular group of people.

The research used an existing set of research data, namely the COSDOM report as well as a further three new empirical studies. It was therefore reasonably quick to conduct the research and calculate the additional expenditure accurately as it was based on a tried and tested methodology. The nature of this chapter will therefore cover the steps employed within such a methodology and highlight any alterations, which were made for the different events.

Essentially the framework for carrying out this research involved three key stages (Pre-planning, operationalisation and data analysis), aimed at establishing the economic impact generated at each sport event in a specific host community (UK Sport, 1999). The four studies were based on primary research, namely self-completion questionnaires and the same questions were used at each of the events. These questions included; how many visitors (competitors, spectators, officials, media and VIP) will come to the event from outside the local area? How long will they stay in the local area? How much will they spend? And what will this expenditure be on? (UK Sport, 1999). Such questions were used

as the patterns of behaviour needed to be modelled, and the reasons why these questions were asked are discussed in section 3.3.1.

Veal (1997) and UK Sport (1999) suggest that events where the majority of visitors are competitors are the easiest to forecast as population surveys can be carried out. Although this was partly true, due to the number of competitors under 16 it was necessary to question a large number of spectators as well. This provided a potential problem from a theoretical perspective as UK Sport (1999) suggest that for events where the major source of economic activity is from spectators it is more difficult to measure the additional expenditure as there are uncertainties as to the number of spectators and their visiting patterns (overnight stays / day visits). However, this problem was alleviated by the cooperation of the event organisers who provided accurate numbers of spectators.

3.2 Aims and Objectives

The primary aim for this research was to evaluate the economic impact of each event on its host city. Therefore the following objectives were set in order to meet this aim and the study objectives outlined in section 1.3.

1. To administer questionnaire surveys for competitors, spectators and volunteers / officials.
2. To create a database of responses received using the Statistical Package for the Social Sciences.
3. To calculate the number of non-residents visiting the city specifically to attend the swimming events.
4. To calculate the number of commercial bed-nights generated in the host community in order to assess the impact made by non-residents on local hotels.
5. To calculate the secondary expenditure such as food and drink, shopping, travel etc by non-residents.
6. To calculate the number of invisible exports generated in the host community.

These objectives were the same for each individual study and were achieved by carrying out a number of explicit phases. These phases follow the economic impact studies carried out by LIRC (1997-2003) and UK Sport (2000). As such these phases will be explored in

depth in order that any follow up study could be completed accurately and in much the same way as this.

3.3 Conducting the research

There are a number of fundamental factors, which need to be in place before an economic impact study of this nature can be undertaken. Although the study was conducted by following a three-phase model it is essential that anyone attempting to replicate this study should be aware of the following;

1. The author has a background in swimming and therefore has a network of contacts, which have been used throughout the study and were required to achieve a number of objectives.
2. The contacts allowed communication with the event organisers in order that permission was gained to conduct the study in the first instance.
3. The author has been involved with several commercial contracts evaluating the economic impact of sport events and therefore has an inherent knowledge of the subject.
4. Following the successful completion of these projects a tried and tested methodology has been formulated and understood in order that informed decisions can be made without compromising the validity of the study.
5. The author and the research assistants employed to carry out the research were efficient in data collection methods.

3.3.1 Phase 1 – Pre-planning

It was paramount for the success of this research project that the researchers were provided with comprehensive information in order that an effective strategy could be put into place for optimum data collection. The likely respondent groups were therefore defined as; spectators, competitors, officials, media and VIP. Furthermore, it was necessary to identify and model their patterns of behaviour, for example;

- How many of each respondent group would there be?
- When would they be arriving?
- Where would they be staying?
- How would it be possible to gain access to them?

- Were there any specific aspects of the groups, which would have an effect on the research? For example, if competitors were under the age of 16 it would be unethical to survey them and it is reasonable to assume that they do not have significant amounts of money.
  (UK Sport, 1999)

However, even within each specific respondent group there may well be particular segments, which exhibit different characteristics compared with other segments. By conducting this exercise for each respondent group it became possible to put a plan in place, which gave an overview of the event (UK Sport, 1999). This enabled the researchers to target their research and collect meaningful data from a large number of respondents.

The pre-planning stage was completed for each event in order that a new plan was constructed enabling the above considerations to be met. Liaison with the event organisers allowed access to the key areas and provided accurate estimations regarding the behavioural list (above) so that reliable data was collected.

3.3.2 Phase 2 – Primary data collection (operational phase)

UK Sport (2000) suggested that each event is unique in its own right, therefore the data collection instrument (questionnaire) could not be assumed as a template for all occasions with the only requirement being to change the name and date of the event. As such a number of educated decisions were made in relation to each study where necessary to alter specific questionnaires. These alterations will be discussed during the final part of this chapter.

The most important concern during this phase of the methodology was to achieve sufficient and accurately completed questionnaires from each respondent group in order to make reliable estimates about the whole event (UK Sport, 1999). The underlying principle was an appreciation of sampling theory so that the data, upon which the estimates were made, would be well grounded (Veal; 1997, UK Sport, 1999). With such appreciation it was necessary to define the population. In the case of the swimming events the population could be easily defined as all competitors over the age of 16, all of the spectators and all of the volunteers / officials (the actual population sizes are illustrated in Table 16) (Gratton

and Jones, 2004). Furthermore the sampling method had to be established. For this study random sampling was used as it allowed every member of the population an equal probability of being selected (Gratton and Jones, 2004). By definition this method is considered the best technique to obtain a representative sample, and produce findings that would be generalisable to the overall population (Gratton and Jones, 2004). Having defined the population size the researchers had to ensure that each person at the event had an equal chance of being selected; therefore the protocol (see Appendix 1) was issued to researchers and suggests that they 'stagger the people to ask'. It must also be noted that due to the size of some of the respondent groups it was possible to obtain population samples so everyone was asked for assistance.

The main survey instrument

As inferred previously, the primary data collection instrument used was a short 4-5 minute questionnaire. The administration of this questionnaire was the key task of the research team. Surveyors helped to address interpretation issues and other problems experienced by respondents in order that data collection ran smoothly. As indicated above surveyors simply selected respondents at random and simply asked them if they would complete a questionnaire.

Different versions of the generic questionnaire were required for different respondent groups and for different information requirements in order to satisfy the objectives of the study. In practice, this meant colour-coding questionnaires relating to different respondent groups and collecting more detailed information from spectators so that 'deadweight' responses could be completed quickly without collecting meaningless data.

Competitors

The competitor questionnaire was used through a direct approach as suggested by LIRC (1997-2003). Furthermore, this technique is supported by Veal (1997) as it is usually related to a higher response rate in comparison to postal or telephone surveys. The competitor questionnaire also incorporated team managers and other team officials (such as physiotherapists) in order that a representative sample was achieved (see above).

Competitors were asked to provide demographic data so that the data could be split according to whether someone resided in the host community or lived elsewhere in the

UK. Both Crompton (1995) and Veal (1997) support this idea and suggest that it produces reliable results, as the local residents (i.e. those classified as deadweight) would be removed from the study.

Spectators

The spectator interviews were conducted in much the same way and adopted the direct approach. Again they were asked for demographic data, however, if they resided in the host community the questionnaire was cut short and simply recorded the fact that they represented 'deadweight' expenditure. Detailed questioning followed for visitors on their various categories of additional expenditure.

Researchers were assigned to specific areas in the spectator gallery as suggested by Veal (1997) and were instructed to employ a simple system to ensure that respondents were selected randomly. Refusal rates were low which allowed large samples to be collected. Many of the surveys were completed in the breaks between the heats and the finals, as it was clear that people were more inclined to answer during this time. Furthermore, Veal (1997) suggests that using the break is easier and quicker for both the respondent and the interviewer.

Volunteers / Officials

Following contact with the event organisers at two out of the three events permission was granted to interview volunteers during the lunch breaks at the venue. This enabled population surveys to be carried out as all of the volunteers and officials had requested their free lunch.

Questioning

Specific questions were asked regarding additional expenditure (the nature of the study) and whether the respondent had stayed in commercial accommodation i.e. in a hotel, and how much the room cost per night. This was incorporated as the LIRC studies into the European Swimming Championships in 1997 and 1998 had discovered that expenditure on accommodation contributed significant amounts to the overall impact of the events.

Data collection

During the data collection it was possible to achieve near population surveys of all the respondent groups with the exception of spectators in some cases as the groups were relatively low in number. However, for the larger spectator groups a random sampling frame had to be introduced so that all the possible respondent types were represented (Veal, 1997). In other words every member of a particular respondent group had to be offered an equal chance of being interviewed (Veal, 1997; UK Sport, 1999). Adopting this style of data collection ensured that the research could be considered reliable (UK Sport, 1999). Table 16 illustrates the nature of the samples and the sample sizes.

Table 16: Nature of the samples.

Event	Group	Population Size	Sample Size	Percentage of Population
COSDOM	Competitors	139	108	78%
	Spectators	300	149	50%
	Vols / Officials	69	69	100%
	Media	0	0	N/A
	Total	**508**	**326**	**64%**
WCSC	Competitors	133	88	66%
	Spectators	223	107	48%
	Vols / Officials	40	40	100%
	Media	0	0	N/A
	Total	**396**	**235**	**60%**
MOM	Competitors	36	36	100%
	Spectators	119	67	56%
	Vols / Officials	30	30	100%
	Media	0	0	N/A
	Total	**185**	**133**	**72%**
SOM	Competitors	60	42	70%
	Spectators	133	84	63%
	Vols / Officials	40	37	93%
	Media	0	0	N/A
	Total	**233**	**163**	**70%**

These large sample sizes were achieved through thorough pre-planning for each event, therefore the results presented in this piece of research can be strongly interpreted as reliable as a result of the high number of completed questionnaires (Veal, 1997). The questionnaires were easy to complete and took an average of 4-5 minutes each for a full response and less than one minute for a local response (i.e. a response by an individual residing in the local community). Researchers were generally able to operate 3-4

clipboards each and were able to respond to questions from respondents while carrying out their duties.

UK Sport (2000) had suggested that once usable samples had been collected from each respondent group meaningful data analysis could take place, from which credible inferences could be aggregated to reflect the various populations' data. However, it is important to point out here that researchers simply collected as much data as was possible in the time frames available hence the significant sample sizes.

3.3.3 Phase 3 - Data analysis

The completed questionnaires were collated and analysed using the Statistical Package for the Social Sciences (SPSS). During the first stage of the data analysis the questionnaires were analysed by three filters:

1. Whether respondents were local residents or visitors;
2. By respondent group type e.g. spectators, competitors;
3. Within each respondent group, by day visitors and overnight visitors.

This information then generated frequency and descriptive tables, which were used to trim the data. In other words the top one per cent and bottom one per cent of responses were removed from the sample to offer a more concise data set, as it removes exceptional responses, which may have skewed the results (LIRC, 2002). Using the output from this analysis enabled the economic impact of those who had been interviewed to be aggregated.

The statistical analysis gave the average expenditure per day by each respondent group. This data then became the input to the spreadsheet analysis. The spreadsheet analysis calculated the aggregated totals of additional spend by each group, which then generated the total additional expenditure figure, which could then be classified as the economic impact attributable to the event.

Although the quantitative data was at the core of this research it also had to be contextualised using other methods where necessary (UK Sport, 1999). In other words interviews had to be conducted with the event organisers where applicable to establish the

levels of organisational expenditure. This however, is the only limitation to this methodology, as the event organisers would not divulge the organisational spend figures. As such the economic impact figures do not include the organisational expenditure such as that spent on providing lunches or transport for officials, which can impact on the final economic impact calculation. It can be assumed however, that the costs of staging these types of events are relatively small as the facilities, which were used, are owned by the public sector and the number of volunteers / officials was relatively low. Therefore the figures generated in this report are accurate measures. In addition, UK Sport (1999) suggests that the final ingredient for successful data analysis and interpretation is judgement based on knowledge of the event. This knowledge is included as the author has a wealth of experience both competing in and researching swimming events.

3.4 Event specific methodologies

The three new events used in this report were unique in nature and as such UK Sport (1999) suggested that each be treated separately. As a result changes were made to some of the questionnaires for each event and these will now be shown. Notably the event titles and dates were changed to represent the specific event and different coloured paper was used for the questionnaires for each event in order that they were all easily identifiable. Furthermore, the questionnaires all reverted back to the original LIRC (1997-2003) template as the follow up questionnaire used by Wilson (2001) was problematic, in that people were reluctant to be surveyed a second time. Examples of the event specific questionnaires can be found in Appendix 1.

3.4.1 Western Counties Swimming Championships – Millfield.

The event staged at Millfield created a problem from the local area perspective. Most host communities are predominantly easy to define. However, in the case of the Western Counties Swimming Championships the local area was not immediately apparent. Millfield itself is essentially a private boarding school located on the outskirts of Street in Somerset. Therefore, the host community was the school. The school does not offer commercial accommodation, entertainment, food and drink so in terms of additional expenditure the author assumed it would be zero. As a result it was decided that the local area i.e. Street, would be used as a location for additional expenditure. Respondents were therefore asked about additional expenditure relating to the Millfield area as shown in question 11 below.

11. If you are **staying overnight** in the **MILLFIELD** area: How much are you spending on **accommodation per night**?

The research team consisted of two interviewers as the size of the event was significantly smaller than the COSDOM. This effectively streamlined the research team and ensured that people were not approached on a series of occasions.

3.4.2 Middlesborough Open Meet & Satellite Open Meet – Macclesfield.

Essentially the Middlesborough and Macclesfield methodologies were the same with the exception of the title and area references on the questionnaires. However, the Macclesfield event was problematic in that the researchers were not allowed access to the officials during breaks. During the other studies the breaks were important as population surveys could be carried out while volunteers and officials were having their lunch. It also ensured that maximum time was available to interview spectators and competitors while the officials were carrying out their duties. As access was denied researchers had to wait until a volunteer or official was free from duty, normally at the end of the session, to conduct the interview. Consequently the Macclesfield study is the only one where a population survey has not been conducted on the Volunteer / Official group. Furthermore, wet side (pool side) access was restricted at Macclesfield due to health and safety regulations at the leisure centre staging the event. Despite this 63% of the competitors were surveyed.

3.5 Advantages and disadvantages of the survey

3.5.1 Advantages

- The survey supplied empirical data straight from the horses mouth (Denscombe, 1998), which was purposeful and structured. This allowed the research to be focussed on data rather than speculation.
- Wide and inclusive coverage was obtained due to the relatively small scale but broad depth of study (Veal, 1997). This type of coverage enabled results to be obtained which hold credibility (Denscombe, 1998).
- The survey lent itself to quantitative data so that an economic impact figure could be calculated for all three studies.

3.5.2 Disadvantages

- Veal (1997) and Denscombe (1998) warn about a tendency to rely on figures suggesting that the focus can become obsessed with data that speaks for itself. However, the remainder of this report will discuss and critically evaluate the findings.
- The accuracy and honesty of the responses can be questionable (Veal, 1997). However, due to the nature of the self-completed questionnaires adopted for this study respondents were personally interviewed.
- The category expenditure question left a space for 'other' expenditure. However, this question did not leave room for quantification. As a result the research could not suggest what 'other' items had money spent on them, however this does not reduce the credibility of the results.

3.6 Post Research Evaluation

Following the procedures outlined by UK Sport (2000) and the methods of good practice outlined by Veal (1997) and Gratton and Jones (2004), the methodology outlined in this Chapter has enabled the study to meet its objectives (see section 3.2). The questionnaires used, had been utilised in previous studies, indicating that only slight question changes were required to an already reliable and successful research tool (UK Sport, 1999). It is essential however, that issues surrounding the reliability and validity of the research are discussed with due regard for the theoretical underpinning which supports this research.

Indeed, much research in the social sciences, such as this, is fraught with reliability and validity issues to the extent that research in this area is unlikely to be entirely reliable and valid (Veal, 1997). Therefore it would be pertinent to demonstrate what was done to minimise and limit any issues or errors, in the study, relating to reliability and validity. Such issues include; inter-observer reliability, internal cosistency reliability, subject error, researcher error, subject bias, face validity, content validity and construct validity. Consequently the following paragraphs will tackle these issues in turn.

When considering reliability it is necessary to firstly establish what it actually means. By definition, reliability is the degree to which the research findings would be the same if research were to be repeated at a later date (Veal, 1997). However, the only way to assess this would be to use a measuring tool incorporating a test-retest method, where a respondent is asked the same question at different intervals. Correlation techniques can

then be used to assess the answers given (David and Sutton, 2004). This method was not used for any of the studies in this thesis. Notwithstanding such comments the reliability of the studies was improved by carefully constructing the research instrument. Furthermore, the research builds on a number of existing economic impact studies which utilise the same methodology. The research also demonstrates consistent findings with those at the European Short Course Swimming Championships and the City of Sheffield Designated Open Meet. Chapter 4 will compare these findings highlighting the similarities between the expenditure patterns for key respondent groups.

In addition a number of steps were taken to minimise reliability errors. For example, inter-observer reliability was tackled by issuing researchers with a detailed protocol (see Appendix 1) so that each researcher followed the same procedures. This was further supported by the fact that the researchers had experience in completing economic impact studies. Moreover, the author was the project manager for each event and conducted all of the data analysis ensuring that each event was approached in the same way.

The second step which was taken made sure that each question on the questionnaire measured the same phenomenon (internal consistency reliability, Gratton and Jones, 2004). The questionnaire was used to measure the additional expenditure generated at each event in line with the questionnaires used by LIRC in previous economic impact studies. This was essential as it allowed comparisons to be made with published studies such as the ESCSC. Each question was therefore used to build up a visitor profile, to remove 'deadweight' expenditure and to ascertain the amount of additional expenditure at the events.

Finally in relation to reliability; subject error, researcher error and subject bias also presented issues and as such a number of steps were taken to minimise these;

- Questioning competitors, spectators and volunteers / officials at appropriate points in the competition i.e. during breaks in between sessions, so that they were questioned at a 'neutral time' (Gratton and Jones, 2004, p. 86).
- The protocol (see Appendix 1) was detailed and the researchers chosen were experienced so that each researcher did not operate a different approach to another.

- Anonymity was stressed, no names were asked for and the first part of the postcode required alleviating any subject bias. Furthermore the data analysis trimmed the scores so that the highest and lowest values were removed in case particular subjects over or under estimated their expenditure which would potentially limit the accuracy of the economic impact estimate.

The validity of the study presents another issue which requires consideration when carrying out any research in the social sciences, as it refers to the extent to which the measuring instrument actually measured the concept that it was designed to (Gratton and Jones, 2004; David and Sutton, 2004). This presents an immediate issue with this research as when the content is examined holistically it may be suggested that what is measured is not economic impact but additional expenditure. This can be explained when utilising the definition of economic impact offered by Turco and Kelsey in section 2.3 and it can therefore be demonstrated that the overall 'net change' in the host communities' economy has not been measured. To do this would require more in depth analysis including that on multipliers and job creation. These concepts however are littered with potential errors (see section 2.3 for further details). Consequently the additional expenditure generated at each event was measured, firstly because the research wanted to establish what the impact at the event was and not the host economy and secondly, in order to fit in with previous studies which had been undertaken by LIRC. The decision to do this has been based on a number of vilidity issues.

Firstly, on face value (i.e. face validity) the research instrument measured the additional expenditure generated at each event as outlined by UK Sport (1999). A similar questionnaire has been used in the past by LIRC producing some notable results for comparative analysis. Furthermore, the research focussed on additional expenditure and not the displacement effects as a result of staging the events such as the cost of facility closure.

Secondly, content validity problems were alleviated by the supervisory team. The research instrument was carefully compared to those used in previous studies by the supervisory team and permission was given to undertake the operational phase of the research. Moreover the research instrument conforms to the theoretical model outlined by UK Sport (1999) enabling it to pass the assessment from any construct validity issues (David and

Sutton, 2004). This third validity issue relates to the strength of the original theory and given that 16 or so studies have been completed using this theory the supervisory team indicated that this research should be conducted.

In summary although the reliability and validity of the methodology will inevitably come under close scrutiny a number of steps were taken to minimise any potential problems. The literature review identified some crucial considerations and concepts which were used to inform the rigour of this methodology, most notably issues relating to multiplier analysis and the UK Sport / LIRC methodology. Due to the nature of the study it was deemed appropriate by both the supervisory team and the author to utilise the existing survey model and as a result the thesis can report comparable results to other studies while not answering the economic impact questions holistically. Due care and attention was given to the construction and operational phases of the research alongside the analysis in an attempt to minimise the reliability and validity issues which appear apparent in this type and any other type of social science research. While measures were taken to ensure a degree of generalisability, the research findings relate only to the respondents involved, at the time and place where the research was carried out (Veal, 1997).

3.6.1 Recommendations for future research

Inevitably there are certain elements from this research which could be changed if the research were to be conducted in the future. In terms of the sample sizes, although the average sample size of 67% represents a large proportion of the visitors to the events this could be improved, especially when it is considered that the events studied were relatively small. Moreover, as was suggested in the previous section, the research does not measure economic impact holistically and offers no insight into any displacement effects resulting from staging the events. Conducting research into the local economy and the supply side of the event market, rather than just the event itself, could lead to a greater understanding of the net change in the local economy. Furthermore, it would enable an assessment to be made about whether the event should be staged in the future as a result of lost revenues for the facility through long periods of closure.

3.6 Overview

This chapter has outlined the process used to carry out a study to establish the amount of additional expenditure attributable to an event, which can now be replicated by those who understand the phenomenon of economic impact and are professional in the way they conduct questionnaire based research. The three-phase model, which has been used and modified, has been discussed in order that its usage is considered both reliable and valid. There is a considerable amount of planning and operational research, which needs to be undertaken when constructing a study such as this. Pre-planning breaks down the events into manageable segments and identifies the optimum opportunities for collecting data such as the access to officials during lunch. The primary tool for collecting this type of data can then be applied. Once the questionnaires have been collected, data input, interpretation and statistical and spreadsheet analysis conducted, an estimation of the economic impacts of the events can be established.

Chapter 4

Results in Isolation

4.1 Introduction

The following two chapters present and discuss the findings of the empirical research, conducted on the four Type D events' host communities. This chapter will discuss the individual results of the three new studies conducted in 2002, following this, the body of knowledge, i.e. the four Type D events, will be compared with each other in order that the similarities and differences can be seen explicitly. For the purpose of this study, economic impact is defined as the 'net change in a host community that results from spending attributed to a sports event or facility' (Turco and Kelsey, p. 9).

4.2 Western Counties Swimming Championships

Prior to presenting and discussing the results, it is necessary to clarify the parameters, which have been used to generate the final economic impact figure. Furthermore, the nature of each sample type, the numbers in each sample type and whether the event was the main reason for respondents being in the Millfield area need to be understood.

1. Spectators – refers to the people watching the event who were not part of any other group. A total of 107 interviews were conducted with spectators meeting this definition. Of the 223 spectators present, 221 were considered to be eligible for inclusion in the economic impact calculations.
2. Volunteers / Officials – refers to the professional staff from the Western Counties Swimming Association who officiated at the event. In total 40 interviews were conducted. Having spoken to the event organisers, 40 is considered to be a population survey, therefore no scaling up is required.
3. Competitors – refers to the official party from any swimming club attending the event. Members of the competitors group included swimmers, coaches and any additional team members. A total of 88 competitors were interviewed from an eligible sample size of 128, indicating a need to scale up the figures.
4. In total all those interviewed stated that their main reason for being at the event was 'attending the event to watch (or participate in) the swimming'. This indicates

that all of the expenditure made in the Millfield area, by non-Millfield residents can legitimately be attributed to the event.

4.2.1 Economic impact of the WCSC

Table 17 summarises the economic impact on the Millfield area directly attributable to the staging of the Western Counties Swimming Championships. The table indicates that the event generated a total of £15,124 in varying proportions according to each respondent group.

Table 17: Summary of the economic impact attributable to the WCSC

Group	Amount (£)	% Of Total Impact
Spectators	8,736	58
Volunteers / Officials	394	2
Competitors	5,993	40
Total	**15,124**	**100**

Table 17 indicates that spectators were responsible for more than 50% of the additional expenditure of the WCSC, which does not support the notion that Type D events are competitor driven. However, this can be explained by the fact that there was a total of approximately 500 competitors compared with 223 spectators. The majority of the competitors were under the age of 16 and it was assumed that parents or guardians would be spending on behalf of them. Consequently there appears to be an inter-relationship between the competitors and spectators making it difficult to confirm whether the event was competitor or spectator driven, contradicting the Typology outlined in section 1.2.

Competitors (40%) accounted for the majority of the remaining expenditure, with volunteers / officials responsible for only 2%. Each individual group will now present the summary in more detail to offer an increased understanding of the spending habits.

4.2.1.1 Spectators

The results illustrated above show that the spectator group contributed £8,736 toward the total economic impact of the WCSC. To satisfy the aims and objectives for this research it is essential that this figure be broken down into totals representing the six categories used throughout the study.

Of the 223 spectator respondents, 1% (2) was from the Millfield area and therefore not eligible, leaving an eligible balance of 221. Of these 221 respondents, 183 (83%) were day visitors; whilst the remaining 38 (17%) were overnight visitors making use of local commercial accommodation, for example hotels and guesthouses. The additional expenditure attributable to both spectator groups is shown in Tables 18 and 19.

Table 18: Additional expenditure by non-commercial and day visiting spectators

183 Spectators	**x 1.78 days**	**= 325 visitor days**
Category	**Amount per Day (£)**	**Total Expenditure (£)**
Accommodation	0	0.0
Food and Drink	5.65	1,845
Programmes and Merchandise	2.19	715
Entertainment	0.11	36
Shopping and Souvenirs	3.68	1,202
Travel	0.11	36
Other	0.91	297
Total	12.65	4,130

The average dwell time (i.e. length of stay) of day visitors was 1.78 days giving a total of 325 visitor days (i.e. 183 x 1.78). The remaining spectators who were staying overnight in commercial accommodation accounted for the additional expenditure shown in Table 19.

Table 19: Additional expenditure by commercial spectators

38 Spectators	**x 1.41 nights**	**= 53 bed-nights**
Category	**Amount per Day (£)**	**Total Expenditure (£)**
Accommodation	39.88	2,112
Food and Drink	25.00	1,672
Programmes and Merchandise	3.76	251
Entertainment	0	0.0
Shopping and Souvenirs	4.71	315
Travel	0	0
Other	3.82	255
Total	77.17	4,606

On average, spectators making use of commercial accommodation did so for 1.41 nights giving an aggregate number of bed-nights of 53 (i.e. 38 x 1.41). From the spectator survey, 100% of the spectators stated that they were supporting friends or family, which confirms the notion that the event is competitor driven (Shibli, 1998). The total additional expenditure attributable to all types of spectators is shown in Table 20.

Table 20: Total expenditure by spectators

Category	Total Expenditure (£)	% Of Total Expenditure
Accommodation	2,112	24
Food and Drink	3,516	40
Programmes and Merchandise	966	11
Entertainment	36	0.4
Shopping and Souvenirs	1,516	18
Travel	36	0.4
Other	552	6
Total	**8,736**	**100**

The overall contribution of spectators to the additional expenditure in the Millfield area was £8,736 of which accommodation (24%), food and drink (40%) and shopping and souvenirs (17%) accounted for 81% of the total.

4.2.1.2 Volunteers and Officials

Due to the location of the event, 100% (40) of the volunteers and officials were from outside the local area indicating that all of the additional expenditure associated with this group is eligible expenditure. Interestingly there were no commercial staying visitors indicating that 100% of the group was made up of day visitors. However, the 40 volunteers and officials can all be classified as day visitors, visiting for an average of 1.98 days, generating 79.2-day visits. Table 21 illustrates the total additional expenditure attributable to this group.

Table 21: Total expenditure by volunteers / officials

40 Volunteers	x 1.98 days		= 79 visitor days
Category	Amount per day (£)	Total Expenditure (£)	% Of Total Expenditure
Accommodation	0	0	0
Food and Drink	1.83	145	37
Programmes and Merchandise	0.55	44	11
Entertainment	0.00	0	0
Shopping and Souvenirs	2.43	192	49
Travel	0.13	10	3.0
Other	0.03	0	1.0
Total	**4.97**	**394**	**100**

The value of the additional expenditure by the volunteers and officials at the event was £394, which represents 3% of the total impact of the event. Due to the nature of this group and the support given by the event organisers relating to the provision of free lunches and t-shirts, it is not surprising that there is a negligible level of additional expenditure. Food and drink (37%) and shopping and souvenirs (49%) account for the vast majority (86%) of additional expenditure attributable to this group. Moreover, as suggested by LIRC (1999) there is a lack of time between heats and finals and this limits the spending opportunities available to volunteers and officials.

4.2.1.3 Competitors

Of the 133 competitors in attendance at the event, 128 (96%) of the respondents were eligible for inclusion in the study. Of these 128 competitors 30 (23%) were staying locally in commercial accommodation, 4 (3%) staying in non-commercial accommodation, for example with friends or relatives, and the remaining 94 (74%) competitors were classified as day visitors. The additional expenditure attributable to both groups of competitors is shown in Tables 22 and 23.

Table 22: Additional expenditure by non-commercial and day visiting competitors

99 Competitors	**x 2.0 days**	**= 198 visitor days**
Category	**Amount per Day (£)**	**Total Expenditure (£)**
Accommodation	0	0
Food and Drink	4.45	880
Programmes and Merchandise	1.25	248
Entertainment	0.27	53
Shopping and Souvenirs	3.45	683
Travel	0	0
Other	3.48	6.89
Total	12.90	2,552

The average dwell time of day visitors and competitors staying in non-commercial accommodation was 2.00 days giving a total of 198 visitor days (i.e. 99 x 2.00). The remaining competitors who were staying overnight in commercial accommodation accounted for the additional expenditure shown in Table 23.

Table 23: Additional expenditure by commercial staying competitors

30 competitors	x 1.80 nights	= 53 bed-nights
Category	**Amount per Day (£)**	**Total Expenditure (£)**
Accommodation	46.85	2,492
Food and Drink	6.45	381
Programmes and Merchandise	1.18	70
Entertainment	0.05	3
Shopping and Souvenirs	5.65	334
Travel	0.75	44
Other	1.98	117
Total	62.91	3,441

On average, competitors utilising commercial accommodation stayed for 1.8 nights giving an aggregate number of bed-nights of 53. In addition this group generated exactly the same number of additional bed-nights as the spectator group indicating a total of 106 additional bed-nights for the event. The total additional expenditure attributable to all types of competitor is illustrated in Table 24.

Table 24: Total expenditure by competitors

Category	Total Expenditure (£)	% Of Total Expenditure
Accommodation	2,492	42
Food and Drink	1,262	21
Programmes and Merchandise	317	5
Entertainment	56	1
Shopping and Souvenirs	1,017	17
Travel	44	1
Other	806	13
Total	**5,993**	**100**

Typically the competitors had heats in the morning and finals in the afternoon giving them time to spend during the lunch interval. However, given that the competitors were all under 25, it is unlikely that they had significant amounts to spend which is consistent with findings by LIRC (1999). Furthermore, the time gap between the sessions is limited as are the spending opportunities, thus restricting the additional expenditure. In total competitors were responsible for £5,993 of additional expenditure; equivalent to 40% of the economic impact attributable to the WCSC. Accommodation is the largest single category representing over 40% of the total impact for the group. Furthermore, food and drink (21%), shopping and souvenirs (17%) and other expenditure (14%) accounted for an additional 52%.

4.2.1.4 Summary of additional expenditure on the Millfield area

Having examined each of the three respondent groups in isolation, the data can now be aggregated in order to gauge the overall impact of the WCSC. Table 25 shows that in total the Western Counties Swimming Championships contributed £15,124 to the Millfield area during the event. However, this information can be defined further as the proportion of expenditure by category: Table 26.

Table 25: Total additional expenditure in the Millfield area attributable to the event

Category	Spectators	Vols / Officials	Competitors	Total
Accommodation	2,112	0	2,492	4,604
Food and Drink	3,516	145	1,262	4,923
Programmes and Merchandise	966	44	317	1,327
Entertainment	36	0	56	92
Shopping and Souvenirs	1,516	192	1,017	2,725
Travel	36	10	44	91
Other	552	0	806	1,361
Total	**8,736**	**394**	**5,993**	**15,124**

Table 26: Total economic impact by category

Category	Total Impact (£)	% Of Total Impact
Accommodation	4,604	30
Food and Drink	4,923	33
Programmes and Merchandise	1,327	9
Entertainment	92	0.6
Shopping and Souvenirs	2,725	18
Travel	91	0.6
Other	1,361	9
Total	**15,124**	**100**

Table 26 shows that nearly one third of the expenditure can be attributed to accommodation. Furthermore, another third can be attributed to food and drink. This highlights the domination of two specific types of expenditure, which can be related to the event. In order to compete at the event it is essential that you have somewhere to stay and food to give energy to compete, the other categories are inconsequential. This information represents similar patterns, in percentage terms; to the European Short Course Swimming Championships (LIRC, 1998) where it was found that 42% of expenditure was on accommodation, 20% on food and drink and 22% on shopping and souvenirs. Collectively this means that 82% of expenditure was on three categories in comparison to 81% by spectators at Millfield. Having established these findings it is now necessary to review the

results of the other two events before any meaningful comparisons can be drawn. This will represent a richer picture of information for which to draw discussion and conclusion in subsequent Chapters.

4.3 Middlesborough Open Meet

The unique nature of each event means that the parameters for each study will differ to a certain degree. In the case of the Middlesborough event the following factors were used.

1. Spectators – A total of 67 interviews were conducted with spectators. Of the 119 spectators present, 87 were eligible for inclusion in the economic impact analysis.
2. Volunteers / Officials – In total 30 interviews were conducted. Having spoken to the event organisers, 30 can be considered as a population survey, therefore no scaling up is required. However, only 7 respondents resided outside the host city and were eligible for the study.
3. Competitors – A total of 36 competitors were interviewed from an eligible sample size of 36, indicating there is no requirement to scale up the figures. Ten of these respondents were classified as 'deadweight' and as a result 26 were eligible for the study.
4. In total all those interviewed stated that their main reason for being at the event was to 'watch (or participate in) the swimming'. This indicates that all of the expenditure created in Middlesborough, by non-Middlesborough residents can legitimately be attributed to the event.

4.3.1 Economic Impact of the MOM

The economic impact of the Middlesborough Open Meet is summarised in Table 27, indicating that the event contributed £6,585 to the local community. The spectators' group accounted for 65% of the total expenditure, followed by the competitors' contribution of 30%. Volunteers and officials again represent low additional expenditure characteristics with a 5% contribution to the total economic impact. Once again the spectators' impact outweighs that of the competitors; as they were friends and family of the majority of the competitors who are under 16.

Table 27: Summary of the economic impact attributable to the MOM

Group	Amount (£)	% Of Total Impact
Spectators	4,313	66
Volunteers / Officials	326	5
Competitors	1,946	29
Total	**6,585**	**100**

4.3.1.1 Spectators

Table 27 illustrated that the spectator group contributed £4,313 to the Middlesborough economy. Of the 119 spectators, 27% (32) were from the local area, i.e. Middlesborough. This left 87 spectators eligible for inclusion in the economic impact analysis. Of these 87, 75% (65) were day visitors and the remaining 21 stayed in commercial accommodation in the city. The additional expenditure attributable to these groups of spectator is summarised in Tables 28 and 29.

Table 28: Additional expenditure by non-commercial and day visiting spectators

65 Spectators	x 2.0 days	= 130 visitor days
Category	**Amount per Day (£)**	**Total Expenditure (£)**
Accommodation	0	0.0
Food and Drink	7.27	945
Programmes and Merchandise	1.68	218
Entertainment	0.14	18
Shopping and Souvenirs	1.54	200
Travel	0	0.0
Other	0	0.0
Total	**10.63**	**1,382**

The average dwell time for day visitors was 2 days, generating a total of 130 visitor days (65 x 2). The additional expenditure of non-commercial visitors was made up principally by food and drink (68%) and then equally by programmes and merchandise, shopping and souvenirs and entertainment (15%,14% and 0.1% respectively). There was no expenditure on any of the other three categories. The figures representing the spectators staying in commercial accommodation can be found in Table 29.

Table 29: Additional expenditure by commercial staying spectators

21 spectators	x 1.67 nights	= 35 bed-nights
Category	**Amount per Day (£)**	**Total Expenditure (£)**
Accommodation	40.17	1,401
Food and Drink	23.33	974
Programmes and Merchandise	3.75	157
Entertainment	0	0.0
Shopping and Souvenirs	9.58	400
Travel	0	0.0
Other	0	0.0
Total	**76.83**	**2,931**

The 21 spectators staying in commercial accommodation did so for an average of 1.67 nights and generated 35 additional bed-nights (1.67 x 21). From the spectator survey, all of the spectators interviewed stated that they were supporting friends or family, which confirms the notion that this is a competitor driven event (Shibli, 1998). The total additional expenditure attributable to all types of spectators is shown in Table 30.

Table 30: Additional expenditure attributable to spectators

Category	Total Expenditure (£)	% Of Total Expenditure
Accommodation	1,401	32
Food and Drink	1,919	45
Programmes and Merchandise	375	9
Entertainment	18	0.4
Shopping and Souvenirs	600	13
Travel	0	0.0
Other	0	0.0
Total	**4,313**	**100**

The overall contribution of spectators to the additional expenditure in Middlesborough was £4,313 of which accommodation (32%), food and drink (45%) and shopping and souvenirs (13%) account for 90% of the total.

4.3.2.2 Volunteers and Officials

From a total number of 30 officials, 23 (76%) were from the local area, leaving an eligible group of 7 officials. Of these 7 officials, 5 (71%) were classified as day visitors with the remaining 2 (29%) utilising commercial accommodation. The spending habits of each group of volunteers/ officials are illustrated in Tables 31 and 32.

Table 31: Additional expenditure by non-commercial and day visiting vols / officials

5 Volunteers / Officials	x 2.0 days	= 10 visitor days
Category	**Amount per Day (£)**	**Total Expenditure (£)**
Accommodation	0	0.0
Food and Drink	0.80	8
Programmes and Merchandise	0	0.0
Entertainment	0	0.0
Shopping and Souvenirs	0	0.0
Travel	0	0.0
Other	1.80	18
Total	**2.60**	**26**

The average dwell time for day visiting volunteers / officials was 2 days, generating 10-day visits (5 x 2.0). Spending levels were low due to the support from the event organisers relating to the provision of food and drink during the event. In total commercially staying volunteers / officials stayed for an average of 2 nights, generating 4 additional bed-nights.

Table 32: Additional expenditure by commercial volunteers / officials

2 Volunteers / Officials	x 2.0 nights	= 4 bed-nights
Category	**Amount per Day (£)**	**Total Expenditure (£)**
Accommodation	45.00	180
Food and Drink	25.00	100
Programmes and Merchandise	2.50	10
Entertainment	0	0.0
Shopping and Souvenirs	2.50	10
Travel	0	0.0
Other	0	0.0
Total	**75.00**	**300**

The value of the additional expenditure by the volunteers and officials at the event is shown in Table 33. This expenditure is a negligible amount, totalling £326, which represents 6% of the total impact of the event. Accommodation (55%) and food and drink (33%) account for the vast majority (88%) of additional expenditure attributable to this group.

Table 33: Total expenditure by volunteers / officials

Category	Total Expenditure (£)	% Of Total Expenditure
Accommodation	180	55
Food and Drink	108	33
Programmes and Merchandise	10	3
Entertainment	0	0
Shopping and Souvenirs	10	3
Travel	0	0
Other	18	6
Total	**326**	**100**

4.3.2.3 Competitors

In total there were 36 competitors over the age of 16 at the event. Of these, 10 (27%) were from the host city, leaving 26 eligible for inclusion in the analysis. Of these 26, 11 (43%) stayed in commercial accommodation, 1 (3%) stayed in non-commercial accommodation and the remaining 14 (54%) were classified as day visitors. The expenditure patterns of these groups are illustrated in Tables 34 and 35.

Table 34: Additional expenditure by non-commercial and day visiting competitors

15 Spectators	x 1.83 days	= 27 visitor days
Category	**Amount per Day (£)**	**Total Expenditure (£)**
Accommodation	0	0
Food and Drink	7.13	190
Programmes and Merchandise	0	0
Entertainment	0	0
Shopping and Souvenirs	1.67	45
Travel	0	0
Other	0	0
Total	**8.80**	**234**

The average dwell time of day visitors was 1.83 days, generating 26 additional day visits. Furthermore, the solitary non-commercial respondent stayed for 1 bed-night. The remaining competitors who were staying overnight in commercial accommodation accounted for the additional expenditure shown in Table 35.

Table 35: Additional expenditure by competitors using commercial accommodation

11 Spectators	x 1.82 nights	= 20 bed-nights
Category	**Amount per Day (£)**	**Total Expenditure (£)**
Accommodation	42.64	854
Food and Drink	32.73	655
Programmes and Merchandise	0	0
Entertainment	0	0
Shopping and Souvenirs	9.55	191
Travel	0	0
Other	0	0
Total	**84.92**	**1,700**

On average, competitors utilising commercial accommodation did so for 1.82 nights, which equates to 20 commercial bed nights (i.e. 11 x 1.82). The number of bed-nights was indeed lower (by 15) than the number of spectators who attended the event. The total additional expenditure attributable to all types of competitor is illustrated in Table 36.

Table 36: Total additional expenditure attributable to competitors

Category	Total Expenditure (£)	% Of Total Expenditure
Accommodation	854	44
Food and Drink	855	44
Programmes and Merchandise	0	0
Entertainment	0	0
Shopping and Souvenirs	238	12
Travel	0	0
Other	0	0
Total	**1,946**	**100**

In total, competitors were responsible for £1,946 of the additional expenditure at the event; equivalent to 31% of the overall economic impact of the MOM. Accommodation and food and drink represent almost 88% of the total impact for the group. Shopping and souvenirs (12%) contributed the remaining 12%.

4.3.2.4 Summary of additional expenditure on Middlesborough

Table 37 represents the combined totals for each respondent group and category.

Table 37: Total additional expenditure in Middlesborough attributable to the event

Category	Spectators	Vols / Officials	Competitors	Total
Accommodation	1,401	180	854	2,434
Food and Drink	1,919	108	855	2,385
Programmes and Merchandise	375	10	0	385
Entertainment	18	0	0	18
Shopping and Souvenirs	600	10	236	848
Travel	0	0	0	0
Other	0	18	0	18
Total	**4,313**	**326**	**1,934**	**6,585**

From Table 37, it can be seen that the Middlesborough Open Meet contributed £6,585 to the local area as a direct result of staging the event. This data can be manipulated further and represented as the proportion of expenditure by category: see Table 38.

Table 38: Total economic impact by category

Category	Total Impact (£)	% Of Total Impact
Accommodation	2,434	37
Food and Drink	2,385	44
Programmes and Merchandise	385	6
Entertainment	18	0.3
Shopping and Souvenirs	848	12
Travel	0	0.0
Other	18	0.3
Total	**6,586**	**100**

When reported in this format the majority of additional expenditure is attributable to the food and drink (44%), accommodation (37%) and shopping and souvenirs (12%) categories. However, the remaining four categories do not illustrate any significant additional expenditure activity.

4.4 Satellite Open Meet (Macclesfield)

The parameters for the SOM were as follows;

1. Spectators - A total of 84 interviews were conducted during the 2-day duration of the event. Out of the 133 spectators, 112 were eligible for the study. Therefore the figures have been scaled up accordingly.
2. Volunteers / Officials - In total 37 officials were questioned from a possible sample size of 40. Of these 11 were eligible for the study.
3. Competitors - 60 competitors attended the event, of these, 42 were interviewed. 49 competitors were classified as eligible; therefore the figures have been scaled up.
4. All respondents stated that the main reason for attending was for the 'swimming' which suggests that the total amount of additional expenditure generated was made as a direct result of the event.

4.4.1 Economic Impact of the SOM

Table 39 summarises the amount of economic activity attributable to Macclesfield as a result of the swimming event. It indicates that the event generated additional expenditure of £3,644 across the three respondent groups.

Table 39: Summary of the economic impact attributable to the SOM

Group	Amount (£)	% of Total Impact
Spectators	2,706	74
Volunteers/ Officials	128	4
Competitors	811	22
Total	**3,644**	**100**

Spectators were responsible for almost 75% of the economic impact attributable to the event, significantly more than the competitors. However, there were a larger number of competitors than spectators at the event, albeit they were under 16. This suggests that the spectators were parent's spending money on behalf of the competitors (their children).

4.4.1.1 Spectators

Table 39 illustrated the contribution of the spectator group to the overall impact of the SOM. As section 4.1 suggested, of the 133 spectators, 16% (21) were from Macclesfield, leaving an eligible balance of 112. Of these 112 respondents, 100% (112) were classified as day visitors with zero making use of any commercial or non-commercial accommodation. The total expenditure of the group can therefore be represented in one table, Table 40.

Table 40: Total expenditure by spectators

112 Spectators	X 1.86 days		= 206 visitor days
Category	**Amount per day (£)**	**Total Expenditure (£)**	**% Of Total Expenditure**
Accommodation	0.00	0	0
Food and Drink	6.22	1,300	48
Programmes and Merchandise	0.83	173	6
Entertainment	0.00	0	0
Shopping and Souvenirs	2.80	585	22
Travel	0.00	0	0
Other	3.10	648	24
Total	**12.95**	**2,706**	**100**

The average dwell time of these day visitors was 1.86 days, generating 206 additional day visits in Macclesfield. The overall contribution shows that one single category dominates the findings; expenditure for food and drink being 48% of the economic impact attributable to the event, supported by two other key categories; other (24%) and shopping and souvenirs (22%) representing a further 46% of the total expenditure.

4.4.1.2 Volunteers / Officials

Of the 40 officials, 73% (29) were residents of the local area leaving an eligible balance of 11. Following the trend of the spectators all 11 officials were classified as day visitors, staying for an average of 1.91 days. This represents an additional 21 day visits in Macclesfield. Table 41 illustrates the total expenditure attributable to the officials at the event in Macclesfield.

Table 41: Total expenditure by volunteers / officials

11 Volunteers / Officials	x 1.91 days		= 21 visitor days
Category	**Amount per day (£)**	**Total Expenditure (£)**	**% of Total Expenditure**
Accommodation	0.00	0	0
Food and Drink	0.82	17	13
Programmes and Merchandise	0.00	0	0
Entertainment	0.00	0	0
Shopping and Souvenirs	5.27	111	87
Travel	0.00	0	0
Other	0.00	0	0
Total	**6.09**	**128**	**100**

The expenditure by this group represents a small proportion of the overall impact of the event on Macclesfield. The large number of local volunteers contributes significantly to this trend; however, it is compounded by the provision of food and drinks by the event organisers. A small amount is spent on shopping and souvenirs (£111, 87%), which can be explained by the data showing officials who have children competing in the event.

4.4.1.3 Competitors

In total 82% (49) of competitors were eligible for inclusion in the analysis. In comparison with the other respondent groups attending this event, 100% of the competitors were classified as day visitors. These respondents generated 98 additional day visits having stayed for an average of 2 days each (49 x 2). Table 42 illustrates the expenditure patterns for the whole group.

Table 42: Total expenditure by competitors

49 Competitors	x 2.0 days =		198 visitor days
Category	**Amount per day (£)**	**Total Expenditure (£)**	**% Of Total Expenditure**
Accommodation	0.00	0	0
Food and Drink	2.41	234	29
Programmes and Merchandise	0.29	28	4
Entertainment	0.00	0	0
Shopping and Souvenirs	4.85	471	58
Travel	0.00	0	0
Other	0.79	77	10
Total	**8.34**	**811**	**100**

Competitors made only a small contribution to the overall economic impact attributable to the event. Expenditure on shopping and souvenirs represented 58% of the impact attributable to competitors with food and drink responsible for a further 29%. The remaining five categories have little or no additional expenditure attributable to them.

4.4.1.4 Summary of additional expenditure on Macclesfield

The three respondent groups contributed a total of £3,644 to the local area. This information has been aggregated in Table 43.

Table 43: Total additional expenditure in Macclesfield attributable to the event

Category	Spectators	Vols/ Officials	Competitors	Total
Accommodation	0	0	0	0
Food and Drink	1,300	17	234	1,551
Programmes and Merchandise	173	0	28	202
Entertainment	0	0	0	0
Shopping and Souvenirs	585	111	471	1,167
Travel	0	0	0	0
Other	648	0	77	724
Total	**2,706**	**128**	**811**	**3,644**

Spectators generate the most additional expenditure at the event contributing almost 75% of the overall expenditure. Interestingly there was no expenditure on commercial accommodation. One explanation for this could be the timing of the event, it was one of the final competitions in the swimming event calendar, following a long, competitive season. This would indicate that the market for competitors was reduced, hence the lower competitor numbers and in turn expenditure. Table 44 illustrates this point.

Table 44: Economic impact by category

Category	Total Impact (£)	% Of Total Impact
Accommodation	0	0
Food and Drink	1,551	43
Programmes and Merchandise	202	6
Entertainment	0	0
Shopping and Souvenirs	1,167	32
Travel	0	0
Other	724	20
Total	**3,644**	**100**

In conclusion, it is evident that the SOM created little economic activity in Macclesfield for a number of reasons, not least the lack of commercial visitors. Chapter 5 will now consider the events compared with each other. Furthermore, it will introduce the results of the City of Sheffield Designated Open Meet, studied by Wilson in 2001. This will provide a comparison of all of the empirical results of Type D swimming events in the United Kingdom and will discuss the reasons behind the impacts associated with such events.

Chapter 5

Intra-event Comparison

5.1 Introduction

Chapter 4 reported the results of three new Type D swimming event studies on their respective host communities. The analysis of these results will now move a step further and compare the results of the three studies in addition to the available data from the City of Sheffield Designated Open Meet, researched by Wilson (2001). It is essential to discuss the similarities and differences between the four events before any meaningful comparisons can be made regarding the wider field, i.e. the literature discussed in Chapter 2. This chapter will begin with an overview of the economic impacts associated with the four Type D studies, which have been researched before analysing each group of respondents and consequently the six categories, which have been established.

5.2 Type D Events: An economic impact overview

The four swimming events clearly have different levels of additional expenditure associated with them and it is therefore worth clarifying why this is / was the case. Table 45 summarises the economic impacts of the four events studied, indicating some differences between the events. The COSDOM event generated the most additional expenditure followed by the WCSC, the MOM and finally the SOM.

Table 45: Summary of economic impacts for Type D swimming events

Event	Economic Impact (£)
City of Sheffield Designated Open Meet	**58,875**
Western Counties Swimming Championships	**15,124**
Middlesborough Open Meet	**6,585**
Satellite Open Meet	**3,644**
Total	**84,626**

Interestingly there is an immediate pattern relating to the total economic impacts of each event. The COSDOM has a higher economic impact than the other three events, £44,000 more, than the Millfield event and more than £50,000 more than the events at Middlesborough and Macclesfield. A number of reasons might explain this.

1. The dates when the competitions were staged had an immediate bearing on the economic impact of each event. The COSDOM event was staged at the end of March, the WCSC at the end of April and the MOM and SOM events in June. As the swimming calendar stands National competition is staged during April, therefore only the COSDOM meet allowed qualification to National competition (British Swimming, 2004) and therefore might be expected to have more competitors.
2. Following on from the first point, attendances at the other events were affected by the timing of the National Championships. The COSDOM was responsible for a total of 508 attendees. The WCSC offered the opportunity to compete for district titles (WCSC, 2002) enhancing the overall numbers (396). However, both the MOM (185) and SOM (233) had notably lower numbers of spectators. These numbers can give an explanation to the differing impacts of the events as it is reasonable to assume that the more attendees there are the greater the economic benefit can be (UK Sport, 2000).
3. The size of the facilities can also be pointed to as a possible reason for the impacts. Ponds Forge International Sports Centre, host of the COSDOM, is the largest venue of those studied followed by the Millfield facility (WCSC). These two facilities are not only 50 metre pools but also have large spectator galleries, room for 2,600 and 620 spectators respectively. This is compared to approximately 200 and 300 for Middlesborough and Macclesfield.
4. The secondary spending opportunities also vary for the events. In other words the potential for respondents to generate additional expenditure through the purchasing of items or services in the six categories. The locations of the facilities are the major contributor to this. The COSDOM was staged in the city centre, whereas the other three events were staged outside what could be considered as the central business district. This point does however require further qualification; therefore the following sections will examine each respondent group and their spending habits.

5.3 Spectators

It has been suggested that the total number of spectators has a significant impact on the levels of additional expenditure attributable to an event (UK Sport, 2000). Table 46 shows how important spectator expenditure was to the overall impacts of each event.

Table 46: Summary of spectator impacts

Event	Expenditure (£)	% Of Total Expenditure for Event
COSDOM	31,161	54
WCSC	8,736	58
MOM	4,313	66
SOM	2,706	74

When first, examined in isolation it is clear to see that the COSDOM's spectators generated significantly more than any of the other events. However, it has been suggested that there are a number of reasons for this, notably, the larger numbers in attendance at the event. However, it is interesting to note that the percentage figures illustrate a clear relationship; each of the events studied is reliant on the spectator group to contribute at least 50% to the overall economic impact figure. These results also compare positively to those recorded at both the European Junior Swimming and Diving Championships (LIRC, 1997) and the European Short Course Swimming Championships (LIRC, 1998) as each of the events studied here were competitor driven. However, a number of those competitors were aged under-16 and claimed to have a friend or relative watching them. It is therefore reasonable to assume that these spectators spent money on behalf of the competitors during the competition i.e. the spectators bought food and drink and generated expenditure on shopping for their children / relatives / friends (Wilson, 2001). The MOM and SOM had only 36 and 60 competitors aged 16 and over respectively.

Before the characteristics of the spectator respondents are distinguished it is worth discussing the profile and average length of stay for each of the events to show how the additional expenditure was generated. Table 47 indicates these findings and suggests that at each of the events a large proportion of the spectators were day visitors.

Table 47: Profile and duration of visit – spectators

Event	Commercial Visitors		Non-Commercial Visitors	
	%	Duration (nights)	%	Duration (days)
COSDOM	39	1.6	61	2.2
WCSC	17	1.4	83	1.8
MOM	25	1.7	75	2.0
SOM	0	0.0	100	1.9

Table 47 indicates that the duration of stay for both commercial and non-commercial visitors is similar i.e. they will stay for the duration of the event; therefore no additional advantage is created through the length of stay. However, the number of commercial visitors will clearly increase or decrease any potential economic benefit (LIRC, 2002). Clearly the SOM will have a smaller impact than the other events due to the notable lack of commercial visitors. Table 47 offers a basic summary of the additional expenditure information, followed by detailed breakdowns by category in Tables 48 and 49.

Table 48: Summary of spectators' expenditure by non-commercial and commercial stayers

Event	Commercial		Non-Commercial	
	Amount (£)	%	Amount (£)	%
COSDOM	23,106	74	8,055	26
WCSC	2,899	41	4,130	59
MOM	1,604	54	1,382	46
SOM	0	0	2,706	100

With the exception of the SOM where no spectators stayed in commercial accommodation, the COSDOM, WCSC and MOM events all displayed characteristics, which illustrated the importance of commercial stayers to a sports event. It suggests that around 50% of all spectators at swimming events will stay overnight in the host community. To be more explicit, around 50% of visitors stayed in the host cities with the other 50% travelling from home each day. This will potentially generate significant levels of additional expenditure in local hotels and guesthouses. LIRC (1997, 1998) and Wilson (2001) support this notion by claiming that the profiles of swimming spectators will be similar. However, each type of spectator at the events had their own distinct spending habits, which are considered in Table 49 and 50. These show that although the total amounts vary, the daily expenditure is similar throughout the groups, with the exception of the COSDOM.

Table 49: Additional expenditure by non-commercial and day visiting spectators

Category	COSDOM		WCSC		MOM		SOM	
	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total
Accommodation	**0**	0	**0**	0	**0**	0	**0**	0
Food and Drink	**10.99**	2,247	**5.65**	1,845	**7.27**	945	**6.22**	1,300
Programmes and Merchandise	**7.72**	1,587	**2.19**	715	**1.68**	218	**0.83**	173
Entertainment	**0.55**	119	**0.11**	36	**0.14**	18	**0**	0
Shopping and Souvenirs	**5.84**	1,341	**3.68**	1,202	**1.54**	200	**2.80**	585
Travel	**4.02**	872	**0.11**	36	**0**	0	**0**	0
Other	**6.17**	1,889	**0.91**	297	**0**	0	**3.10**	648
Total	**35.29**	8,055	**12.65**	4,130	**10.63**	1,382	**12.95**	2,706

Table 49 indicates a number of potential similarities. Most notably expenditure on food and drink, programmes and merchandise and shopping and souvenirs are the most significant contributors to the overall economic impact. Interestingly, the levels of expenditure are lower than those of the commercially staying spectators. Possible reasons for this could be that spectators who were day visitors brought their own food and drink. Any additional expenditure is unnecessary, as they will be returning home at the end of the day, therefore they do not require evening meals or breakfasts and packed lunches will be brought to the events (Wilson, 2001). The expenditure at the COSDOM was generally higher in each of the six categories and this might be explained by the increased variety of shops and other opportunities in which to generate secondary expenditure. Ponds Forge is located in the City Centre whereas the other venues are situated outside of the central business district.

Table 50: Additional expenditure by spectators using commercial accommodation

Category	COSDOM		WCSC		MOM		SOM	
	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total
Accommodation	**48.37**	8,352	**39.88**	1,498	**40.17**	839	**0.00**	0
Food and Drink	**32.11**	7,672	**25.00**	939	**23.33**	487	**0.00**	0
Programmes and Merchandise	**8.67**	2,071	**3.76**	141	**3.75**	78	**0.00**	0
Entertainment	**2.46**	588	**0.00**	0	**0.00**	0	**0.00**	0
Shopping and Souvenirs	**7.24**	1,730	**4.71**	177	**9.58**	200	**0.00**	0
Travel	**3.78**	903	**0.00**	0	**0.00**	0	**0.00**	0
Other	**7.49**	1,790	**3.82**	144	**0.00**	0	**0.00**	0
Total	**110.12**	23,106	**77.17**	2,899	**76.83**	1,604	**0.00**	0

Unlike spectators who stayed in non-commercial accommodation, the expenditure on food and drink by commercially staying spectators was high as meals would be required throughout their stay in the host community. LIRC (1999) suggest that this is obvious, as everyone needs to refuel during the day. Furthermore, the expenditure on accommodation per night is very similar across the range of events. Roughly £40.00 per night would suggest that the accommodation is of a similar type, most probably Travel Lodges and Ibis Hotels as these are common throughout the country and charge this rate per room per night (Travel Lodge, 2004). The information recorded at the COSDOM is slightly higher than the average, however, Sheffield is a major city and this can account for slightly higher prices as the prices do vary by region. Furthermore, there are more shops and hotels to choose from offering an increased opportunity to develop secondary expenditure. Table 51 aggregates the spectator information to offer an overall picture for each event.

Table 51: Spectators expenditure by category

Category	COSDOM		WCSC		MOM		SOM	
	£ (Per day)	% Of Total	£ (Per day)	% Of Total	£ (Per day)	% Of Total	£ (Per day)	% Of Total
Accommodation	**8,352**	26.8	**1,498**	21.3	**839**	28.1	**0**	0
Food and Drink	**9,918**	31.8	**2,784**	39.6	**1,432**	48.0	**1,300**	48.0
Programmes and Merchandise	**3,659**	11.7	**856**	12.2	**297**	9.9	**173**	6.4
Entertainment	**707**	2.3	**36**	0.5	**18**	0.6	**0**	0.0
Shopping and Souvenirs	**3,071**	9.9	**1,378**	19.6	**400**	13.4	**585**	21.6
Travel	**1,776**	5.7	**36**	0.5	**0**	0.0	**0**	0.0
Other	**3,678**	11.8	**441**	6.3	**0**	0.0	**648**	23.9
Total	**31,161**	**100**	**7,029**	**100**	**2,986**	**100**	**2,706**	**100**

Table 51 indicates that food and drink is the most important single category of additional expenditure for each event, responsible for 30-48% of total expenditure for the group. This would indicate that there was an opportunity to buy food and drink at or around the event facility for each event. Each venue had its own cafeteria and a number of vending machines. Moreover, with the exception of the WCSC each facility was within walking distance of local shops and restaurants providing an opportunity to generate secondary expenditure.

In addition to expenditure on food and drink, accommodation is responsible for 20-30% of expenditure, with the obvious exclusion of the SOM where nothing was spent on

commercial accommodation. Each of the other three venues had a number of hotel and guesthouses in close proximity providing a good base for the duration of the competition (Event Programmes, 2001/2002). With the exception of the SOM the events involved numerous competitors from clubs situated significant distances from the host facility. The SOM has a distinct lack of hotels and guesthouses in the local area (Ultimate Directory, 2004) providing a possible reason for lower attendances in addition to those already mentioned.

At each of the events there was a 'swim shop' i.e. an area set up inside the venue for the sale of swimming merchandise. This gave spectators an opportunity to spend money on costumes and other swimming related goods at the venue, from a recognised supplier. Expenditure on shopping and souvenirs accounted for 10-20% of total expenditure for the events and serves as the third most important category alongside programmes and merchandise.

Negligible levels of expenditure were associated with entertainment, travel and other categories for a number of reasons. Notably, when competing in swimming, heats are generally staged in the morning with finals staged in the afternoon/ evening sessions. LIRC (1999) suggest that this limits the opportunity to take in any entertainment as time in between heats and finals will be spent resting for the next swim. Any expenditure for this category can therefore be attributed to competitors failing to make finals or those who have finished competing at the event. Travel expenditure was also low. This is due to the fact that people will fuel their cars before setting off to the venue (Wilson, 2001).

The results show that all of the events are closely linked in terms of how additional expenditure is made, in other words similar proportions are spent on each of the categories. The SOM event was the anomaly to this trend due to the lack of expenditure on accommodation, as illustrated in Figure 2.

Figure 2: Comparison of spectator expenditure by %

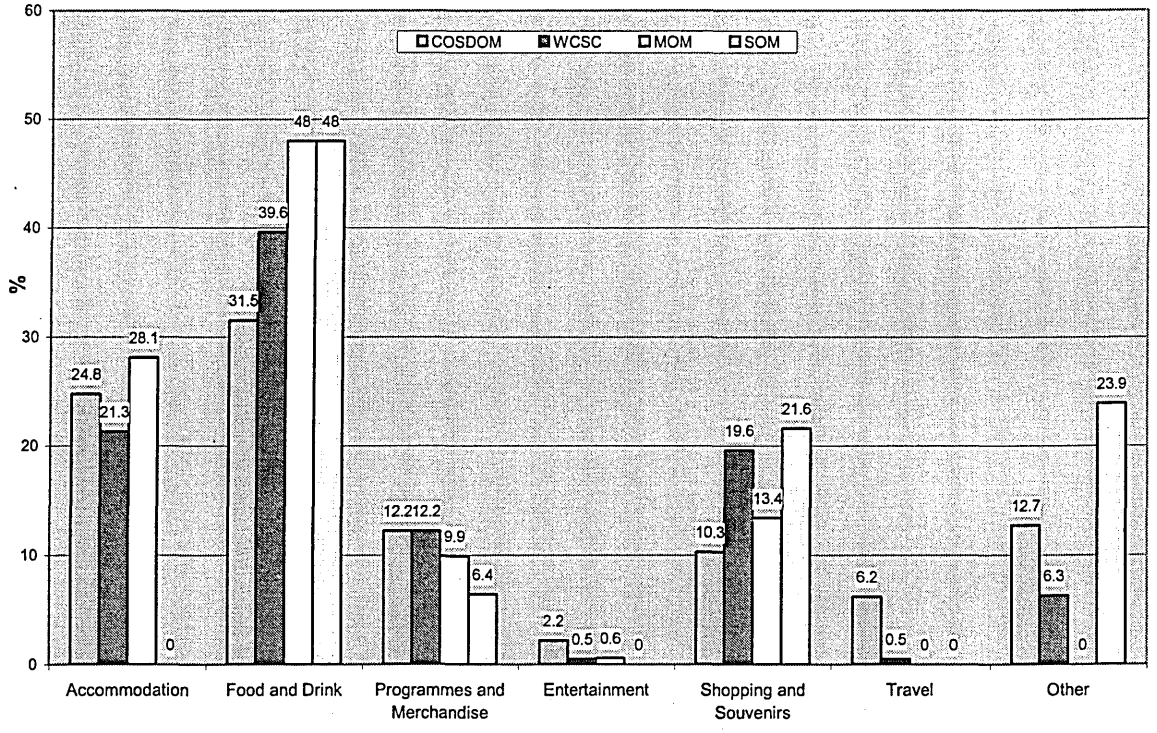


Figure 2 indicates that food and drink was the most important element of the additional expenditure, with accommodation the next most important. Shopping and souvenirs also represents a significant area for expenditure due to the nature of the sport and lack of opportunity to purchase swimming equipment on the local high street. In addition to these findings it is essential that it be pointed out that all of the spectators surveyed were residents of the United Kingdom, therefore generating zero invisible exports. These findings are closely linked to those established by LIRC (1997, 1998), Wilson (2001) and Tipton (2002) as presented in Chapter 2.

From the results summarised in the previous paragraph it is possible to claim that with the exception of the SOM, all of the events are relatively similar to each other. The reasons, which have been given, explain why the total expenditure figures differ, however, the important finding is that the spectators at Type D swimming events follow a distinct profile. That profile is summarised overleaf.

- 50% stay in commercial accommodation
- 50% are day visitors
- 25% of expenditure is related to accommodation
- One third of expenditure is related to food and drink
- A combined 20% of expenditure is related to shopping and souvenirs and programmes and merchandise
- There are no invisible exports.

5.4 Volunteers and Officials

In 2001 Wilson found that the volunteers / officials who were employed at the COSDOM generated a marginal amount of additional expenditure on the host city. These findings are presented in Table 52 alongside the expenditure made by this specific group at the events studied.

Table 52: Comparison of additional expenditure by volunteers / officials

Event	Expenditure (£)	% Of Total Expenditure for Event
COSDOM	1,199	2
WCSC	394	2
MOM	326	5
SOM	128	4

Table 52 indicates that the COSDOM generated a significantly higher level of expenditure through the volunteer / official group, with a contribution of nearly £1,200. Notably this is an expenditure of at least three times more than at any of the other events, which have been studied. However, a more meaningful conclusion can be drawn from the percentage relationships, which have been recorded. It is clear that in addition to the small additional expenditure figures i.e. at each event the volunteer / official influence on the total expenditure is less than 5%, all of the events illustrate similar values. This indicates that the significance of this group is limited at all the events.

A possible explanation for this can again be that all the events were competitor driven (Shibli, 1998). No matter how many competitors compete at an event, the number of volunteers will be fairly stable at around 40 per event. Allied to this finding is that many of the volunteers / officials at all of the events resided in the host community. As was found in

2001 most of the expenditure made by this group is classified as 'deadweight' (Wilson, 2001).

Once again, before the expenditure patterns are analysed, it is worth discussing the profile and average length of stay for the volunteers / officials at each of the events in order to show how the additional expenditure was generated. Table 53 indicates these findings and suggests that volunteers / officials are far less likely to stay in commercially accommodation than non-commercial accommodation.

Table 53: Profile and duration of visit – volunteers / officials

Event	Commercial Visitors		Non-Commercial Visitors	
	%	Duration (nights)	%	Duration (days)
COSDOM	0	0.0	100	2.4
WCSC	0	0.0	100	2.0
MOM	29	2.0	71	2.0
SOM	0	0.0	100	1.9

Table 53 indicates that the profile of a volunteer / official at the four events is similar. Each volunteer/ official appears to stay at an event for its total duration i.e. two days for the three new studies and two and a half days for the COSDOM. The ASA suggest that there is a limited supply of qualified officials so those who are involved at an event are likely to stay for its duration (British Swimming, 2004). Nearly all, that is to say, all minus the two commercial respondents at Middlesborough, travelled to their respective event each day. As was considered in the spectators' section it is necessary to examine a basic summary of the additional expenditure information for the commercial and non-commercial volunteers/ officials. Following this a detailed breakdown is shown.

Table 54: Comparison of volunteers / officials expenditure by non-commercial and commercial visitors

Event	Commercial		Non-Commercial	
	Amount (£)	%	Amount (£)	%
COSDOM	0	0	1,199	100
WCSC	0	0	394	100
MOM	300	92	26	8
SOM	0	0	128	100

Table 54 indicates that with the exception of the MOM where the volunteers / officials who stayed commercially contributed the majority of the expenditure, all of the additional

expenditure at the other events was generated by those who made use of non-commercial accommodation. There is a marginal level of expenditure by this group of people although Tables 55 and 56 illustrate where the expenditure was made for each type of volunteer/ official.

Table 55: Additional expenditure by non-commercial and day visiting volunteers / officials

Category	COSDOM		WCSC		MOM		SOM	
	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total
Accommodation	**0**	0	**0**	0	**0**	0	**0**	0
Food and Drink	**3.94**	331	**1.83**	145	**0.80**	8	**0.82**	17
Programmes and Merchandise	**0**	0	**0.55**	44	**0**	0	**0**	0
Entertainment	**0.88**	74	**0**	0	**0**	0	**0**	0
Shopping and Souvenirs	**2.29**	192	**2.43**	192	**0**	0	**5.27**	111
Travel	**0.52**	44	**0.13**	10	**0**	0	**0**	0
Other	**6.64**	558	**0.03**	2	**1.80**	18	**0**	0
Total	**14.27**	1,199	**4.97**	394	**2.60**	26	**6.09**	128

As was shown in Table 54 nearly all of the expenditure from this group was from non-commercial respondents, therefore it is not surprising to see the low total expenditure for the group in Table 55, a combined total of £1,747 (£1,199 + £394 + £26 + £128). The exception is the MOM due to the fact that 92% of the expenditure was made by the 2 people who stayed commercially. It can therefore be concluded that not only do a majority of volunteers / officials reside in the host community, but those who travel to the event, do so on a daily basis, therefore being categorised as day visitors as supported by Wilson (2001). Furthermore, this particular group will generate only marginal levels of additional expenditure.

Across all of the events it can be seen that money was spent on food and drink, most likely in the form of snacks due to the low levels of expenditure. This gives substance to the conclusion of Wilson (2001) and the organisers of the events that volunteers / officials have meals provided and do not have the opportunity to spend money as they carry out their duties throughout the duration of the event in question. Expenditure, once again at the COSDOM was significantly higher than the other events due to the greater variety of shops and other spending opportunities in the city. The only interesting finding relates to

the expenditure on shopping and souvenirs at the SOM. This figure is unusually high relative to the levels of expenditure at the event and the reasons behind it are not known.

Table 56: Additional expenditure by volunteers / officials who stayed in commercial accommodation

Category	COSDOM		WCSC		MOM		SOM	
	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total
Accommodation	**0**	0	**0**	0	**45.00**	180	**0**	0
Food and Drink	**0**	0	**0**	0	**25.00**	100	**0**	0
Programmes and Merchandise	**0**	0	**0**	0	**2.50**	10	**0**	0
Entertainment	**0**	0	**0**	0	**0**	0	**0**	0
Shopping and Souvenirs	**0**	0	**0**	0	**2.50**	10	**0**	0
Travel	**0**	0	**0**	0	**0**	0	**0**	0
Other	**0**	0	**0**	0	**0**	0	**0**	0
Total	**0**	0	**0**	0	**75.00**	300	**0**	0

There were only 2 volunteers / officials who stayed in commercial accommodation in total at the four events. As has been stated these volunteers / officials stayed in a hotel in Middlesborough for two nights. They generated a total of £300 between them; however, their expenditure can be classified as marginal relative to the event as a whole. All of the events exhibit similar characteristics in terms of additional expenditure for this respondent group. A summary of the expenditure (by category) attributable to volunteers / officials is presented in Table 57.

Table 57: Volunteers / officials expenditure by category

Category	COSDOM		WCSC		MOM		SOM	
	£	% Of Total	£	% Of Total	£	% Of Total	£	% Of Total
Accommodation	**0**	0	**0**	0	**180**	55	**0**	0
Food and Drink	**331**	28	**145**	37	**108**	34	**17**	13
Programmes and Merchandise	**0**	0	**44**	11	**10**	3	**0**	0
Entertainment	**74**	6	**0**	0	**0**	0	**0**	0
Shopping and Souvenirs	**192**	16	**192**	49	**10**	3	**111**	87
Travel	**44**	3	**10**	2	**0**	0	**0**	0
Other	**558**	47	**2**	1	**18**	5	**0**	0
Total	**1,199**	100	**394**	100	**326**	100	**128**	100

Table 57 indicates that expenditure on food and drink, shopping and souvenirs and other items dominate the categorised expenditure, as suggested by LIRC (1997, 1998), Wilson (2001) and Tipton (2002). The expenditure on accommodation is significant for the MOM study as it generates the majority of the expenditure at the event. As stated previously (in this section), the additional expenditure by volunteers / officials is very limited relative to the overall economic impacts of the events.

Volunteers / officials have a limited amount of time to spend money due to their commitments at the competition. Moreover, as part of the volunteering experience, meals are provided by the event organisers alongside refreshments throughout the competition further limiting the opportunity to generate additional expenditure. All of the results show similar characteristics in terms of both whole values and percentages. The group provides no significant expenditure patterns when considering economic impact at Type D swimming events. Figure 3 illustrates the overall findings.

Figure 3: Comparison of volunteers / officials expenditure by %

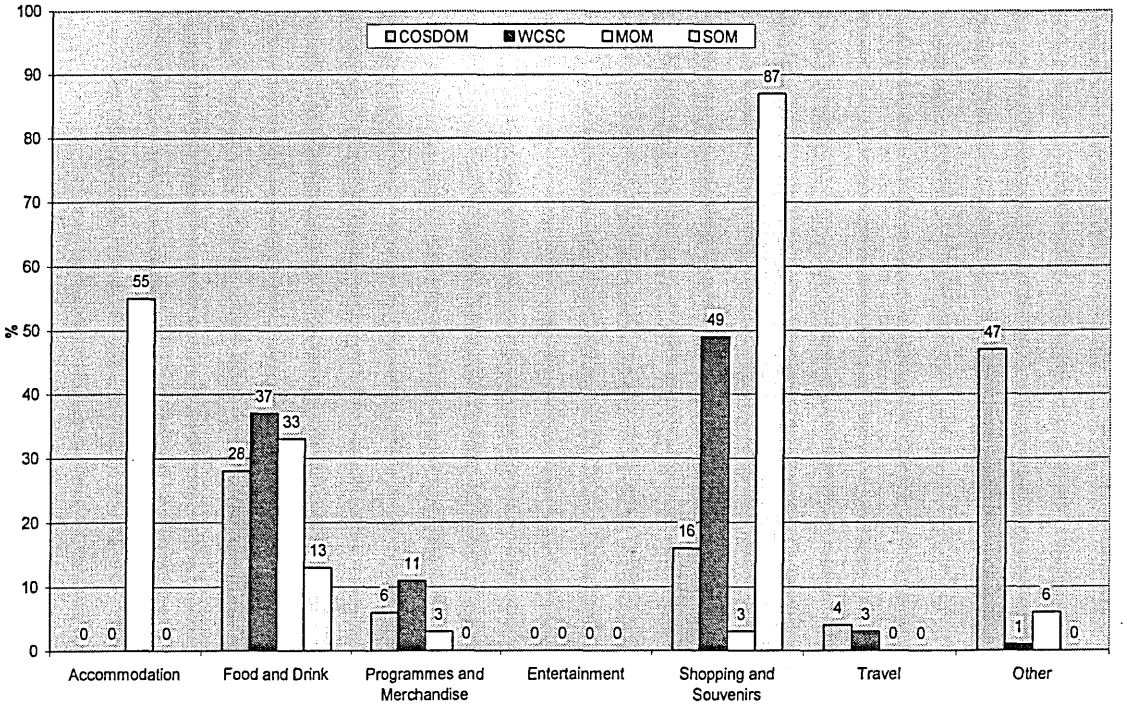


Figure 3 indicates that expenditure on most of the categories was similar across the four events with some notable exceptions. However, the expenditure levels were marginal and it has been shown that the group contributes very little to the overall impact. In summary,

volunteers / officials appear to exhibit similar characteristics across the four events, and their profile might be summarised as follows;

- The overall levels of additional expenditure are limited.
- 90% of all volunteers / officials reside in the host community.
- Little or no additional bed nights will be generated.
- The majority of any additional expenditure will be on food and drink and shopping and souvenirs.
- There are no invisible exports.

5.5 Competitors

The events studied in this thesis demonstrate that there is an inter-relationship between the competitors and spectators at each event. This indicates that it is difficult to apportion the majority of additional expenditure to one particular group of people i.e. identify the driver of the event. However, it is important to point out that although the competitors make up the majority of the numbers they will not necessarily make up the majority of the economic impact. Wilson (2001) has shown that despite a considerably larger number of competitors than spectators at the COSDOM, it was the spectators who generated the majority of additional expenditure. This is largely explained by the fact that most of the competitors at the events in question were aged under 16. Their parents / relatives / guardians attend the event and generate additional expenditure on their behalf. Table 58 illustrates the importance of the competitors' expenditure at each of the events, which have been studied.

Table 58: Summary of competitor impacts

Event	Expenditure (£)	% Of Total Expenditure for Event
COSDOM	24,398	41
WCSC	5,993	40
MOM	1,946	30
SOM	811	22

In line with the other sections the additional expenditure generated at the COSDOM is significantly greater than at any of the other events. However, as has been shown, the number of competitors was also considerably greater. As a result, the relative percentage relationships between the groups must be examined. This indicates that at all of the events

the competitor group has an important part to play in the overall economic impacts. It is notable that as the numbers of competitors reduce so does the level of additional expenditure. That is to say the COSDOM had more competitors than the WCSC, the WCSC had more competitors than the MOM and the MOM had more competitors than the SOM. It follows therefore that as the number of competitors reduces so does the amount of expenditure.

Unlike the previous two groups of respondents (spectators and volunteers / officials) there is not a similarity between the groups in terms of the percentage of total expenditure. The expenditure levels of the competitors' vary over the four events. This is the first major difference between the studies, which has been found, therefore it is again essential that the profiles and average length of stay be analysed. This can be seen in Tables 59 and 60.

Table 59: Profile and duration of visit – competitors

Event	Commercial Visitors		Non-Commercial Visitors	
	%	Duration (nights)	%	Duration (days)
COSDOM	44	1.8	56	2.0
WCSC	23	1.8	67	1.9
MOM	42	1.8	58	1.8
SOM	0	0.0	100	2.0

Table 59 shows that there is no relationship between the percentage of competitors who stay overnight in commercial accommodation across the events. That is to say the numbers of commercial respondents varies considerably at each event. In the case of the four studies, it can be concluded that the number of respondents who are classed as commercial visitors is related to both the timing of the competition and the availability of hotel accommodation. In section 5.3 it was suggested that there was not a good choice of hotels and guest houses in the Millfield and Macclesfield areas, hence one might expect to see smaller numbers of competitors using commercial accommodation. In contrast hotels were more widely available in Sheffield and Middlesborough and as such there were more competitors using commercial accommodation. Moreover, the timing of the event can loosely be tied to the number of commercial visitors. As the swimming calendar draws to a close swimmers will be focussing on specific events. The events will usually be staged on the same day, thus reducing the necessity for staying overnight in the host community.

Although the percentage relationships are not closely matched, there is a clear similarity when considering the duration of stay. The figures in Table 59 suggest that competitors will stay for the duration of the event i.e. two days or nights. This suggests that economic impact related to accommodation could be maximised if the event was staged over a number of days.

Table 60: Comparison of expenditure by competitors using commercial and non-commercial accommodation

Event	Commercial		Non-Commercial	
	Amount (£)	%	Amount (£)	%
COSDOM	17,617	66	8,897	34
WCSC	3,441	57	2,552	43
MOM	1,705	88	241	12
SOM	0	0	811	100

The COSDOM dominates the amount of expenditure and once again there is no clear pattern or relationship between the events. However, the expenditure from commercially staying competitors is vital to the overall impact for the group. In three of the four events the additional expenditure generated by the competitor group makes up more than 50% of the overall economic impact. As was suggested with the spectators it can be reasonably assumed that about 50% of all competitors attending a two-day competition will stay in commercial accommodation unless the event is at the end of the swimming calendar.

Table 61: Additional expenditure by non-commercial and day visiting competitors

Category	COSDOM		WCSC		MOM		SOM	
	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total
Accommodation	**0**	0	**0**	0	**0**	0	**0**	0
Food and Drink	**33.02**	1,618	**4.45**	880	**7.13**	196	**2.41**	234
Programmes and Merchandise	**14.19**	695	**1.25**	248	**0**	0	**0.29**	28
Entertainment	**0**	0	**0.27**	53	**0**	0	**0**	0
Shopping and Souvenirs	**18.76**	919	**3.45**	683	**1.67**	46	**4.85**	471
Travel	**3.10**	152	**0**	0	**0**	0	**0**	0
Other	**14.44**	708	**3.48**	689	**0**	0	**0.79**	77
Total	**83.51**	4,092	**12.90**	2,552	**8.80**	241	**8.34**	811

All of the studies show similar characteristics relative to how the additional expenditure was generated, i.e. at all of the events money spent on food and drink and shopping and

souvenirs was integral in generating large amounts of additional expenditure. The other categories are represented in some way although these categories do not appear to be essential in the overall impact for the group. The COSDOM dominates overall expenditure, however, it must also be noted that the expenditure patterns are similar for the three new studies i.e. the majority of the additional expenditure came from expenditure attributable to food and drink and shopping and souvenirs. It can reasonably be assumed therefore that a non-commercially staying or day visiting competitor will spend around £10 at a swimming event.

Table 62: Additional expenditure by competitors who used commercial accommodation

Category	COSDOM		WCSC		MOM		SOM	
	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total	£ (Per day)	Total
Accommodation	**46.62**	6,064	**46.85**	2,492	**42.64**	854	**0**	0
Food and Drink	**15.68**	2,215	**6.45**	381	**32.73**	659	**0**	0
Programmes and Merchandise	**7.34**	979	**1.18**	70	**0**	0	**0**	0
Entertainment	**6.67**	793	**0.05**	3	**0**	0	**0**	0
Shopping and Souvenirs	**12.11**	1,895	**5.65**	334	**9.55**	192	**0**	0
Travel	**24.78**	3,143	**0.75**	44	**0**	0	**0**	0
Other	**18.84**	2,527	**1.98**	117	**0**	0	**0**	0
Total	**132.04**	17,617	**62.91**	3,441	**84.92**	1,705	**0**	0

The expenditure patterns on accommodation are once more similar at all of the events, ranging from £42.64 and £46.85 with the exception of the SOM where there were no commercial competitors. The expenditure on hotels per night is in the region of £40, which is the national average for Travel Lodges (see section 5.4 for further details). Furthermore, expenditure on food and drink and shopping and souvenirs dominates the categories, similar to the trend shown by non-commercial and day visiting competitors. A possible explanation for this might be that if you were to stay overnight in a foreign community you would have to purchase food and drink, to refuel during the day, therefore generating additional expenditure (LIRC, 1999). Although the overall expenditure generated at the COSDOM was higher than at the other events, it can be concluded that an event can expect to benefit from additional expenditure of around £70 per day from its commercial competitors. Table 63 summarises this information to offer an overall picture of the contribution made by competitors to each of the events in question.

Table 63: Competitors' expenditure by category

Category	COSDOM		WCSC		MOM		SOM	
	£	% Of Total	£	% Of Total	£	% Of Total	£	% Of Total
Accommodation	**6,064**	**22.9**	**2,492**	**41.6**	**854**	**43.9**	**0**	**0.0**
Food and Drink	**7,356**	**27.7**	**1,262**	**21.1**	**855**	**43.9**	**234**	**42.6**
Programmes and Merchandise	2,743	10.3	317	5.3	0	0.0	28	5.5
Entertainment	1,242	4.7	56	0.9	0	0.0	0	0.0
Shopping and Souvenirs	**4,981**	**18.8**	**1,017**	**17.0**	**238**	**12.2**	**471**	**32.0**
Travel	2,284	8.6	44	0.7	0	0.0	0	0.0
Other	1,844	7.0	806	13.4	0	0.0	77	19.9
Total	26,514	100	5,993	100	1,946	100	811	100

Table 63 illustrates the point that accommodation, food and drink and shopping and souvenirs dominate the overall expenditure by competitors at swimming events. At least 50% of all expenditure is generated in these categories, reinforcing the point that in order to be successful in economic terms you need to present competitors with the opportunity to spend money. The COSDOM generates a greater level of additional expenditure than the three new events; however, the other events exhibit similar characteristics.

As was stated in section 5.3 there were very few hotels in Macclesfield thus making expenditure on commercial accommodation difficult for competitors had they wanted to stay overnight in the host community. In addition to this the competition was one of the last in the swimming calendar and this goes some way to explaining the low levels of economic impact.

The nature of a swimming event is such that there is little time to take in any additional entertainment. For example, the inter session breaks lasted about an hour at all of the events in question, thus limiting the time for competitors to take in some sort of entertainment (Event Programmes, 2001, 2002). In summary the additional expenditure characteristics by the competitors at each of the events is similar in percentage terms. This is illustrated in Figure 4 overleaf.

Figure 4: Comparison of competitor's expenditure by %

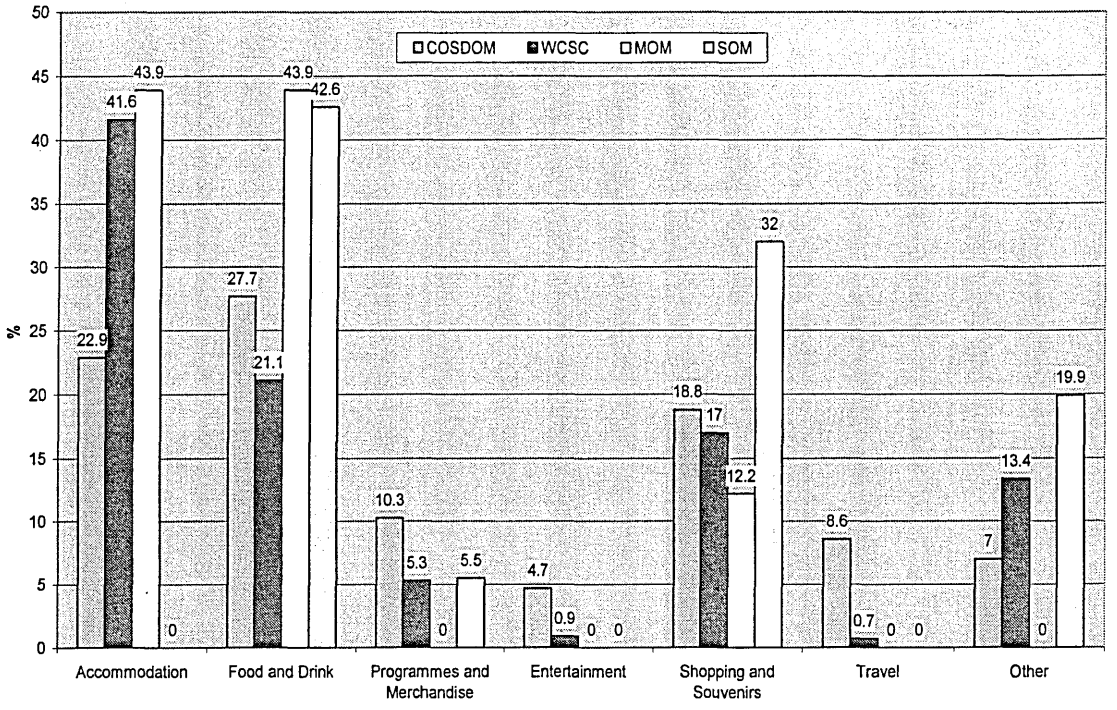


Figure 4 illustrates a close link for the expenditure patterns of competitors, especially in the three main areas of accommodation, food and drink and shopping and souvenirs. In addition to these findings all of the competitors questioned were residents in the United Kingdom, therefore, no invisible exports can be attributed to the events. A profile for competitors attending Type D swimming events can now be constructed:

- 60% of the total impact will be made by commercial competitors.
- Competitors will generate 40% of the total economic impact at an event
- 50% of all expenditure will be made on accommodation and food and drink
- Around 15% will be spent on shopping and souvenirs.
- There will be no invisible exports.

5.6 Event Summary

The events referred to in this thesis all exhibit similar characteristics. The timing of the event has a major influence on the overall economic impact as does the type of facility in which the event is staged. The size of the facility in Sheffield allowed the COSDOM to reach its economic impact potential, as there was a plethora of opportunities to generate additional expenditure. This allied to the timing of the event drew a large pool of competitors from across the country, therefore maximising the potential for commercial visitors.

The remaining three events however, had significantly lower economic impacts. This was due to the size and location of the facilities used and the timing of the competitions. The WCSC was staged in a similar facility to the one in Sheffield; however, the opportunity for additional expenditure was greatly reduced due to the location. As a direct result the event produced a marginal economic impact.

The events staged in Middlesborough and Macclesfield demonstrate the spectrum of opportunity. The events were staged towards both the end of June and the swimming events' calendar. Moreover, they were staged in smaller facilities and communities, therefore reducing the availability of secondary spending opportunities. The net result of this was to generate very low economic impacts. It would appear that these two events were staged purely for the sports / competitors' benefit, with little, if any consideration for maximising the economic potential. Figure 5, illustrates these points:

Figure 5: Economic impact by event

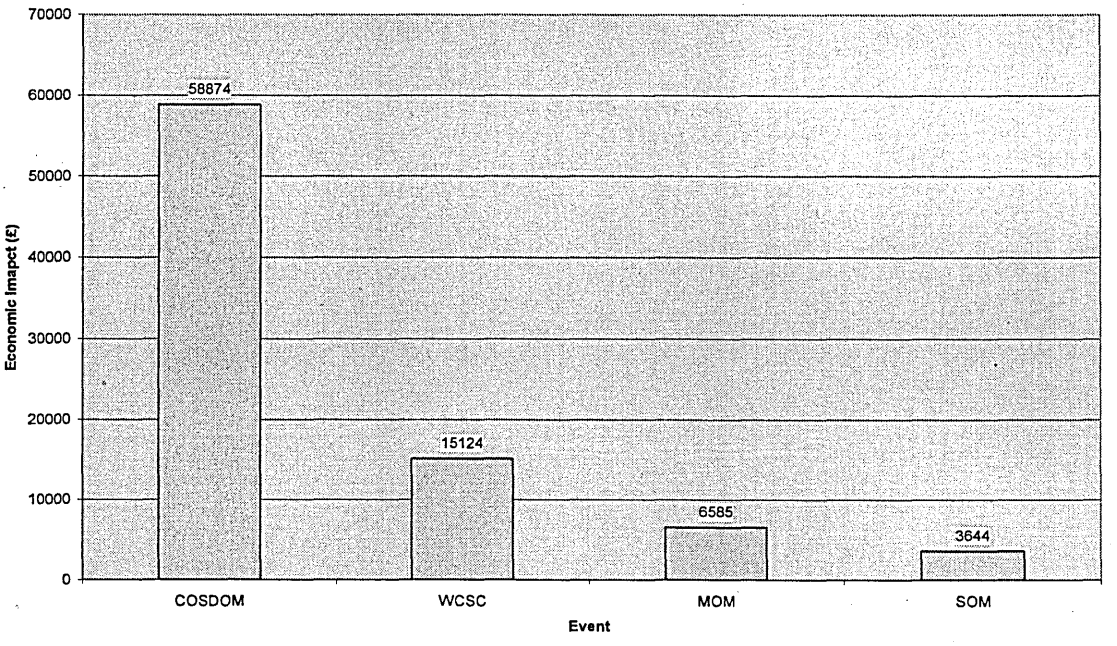


Figure 5 illustrates the point that the overall economic impact is less at each event. The reasons for this are discussed in section 5.7. However, it is also worth considering the importance of each group of respondent and their influence on the overall economic impact of an event.

Figure 6: Importance of each respondent group

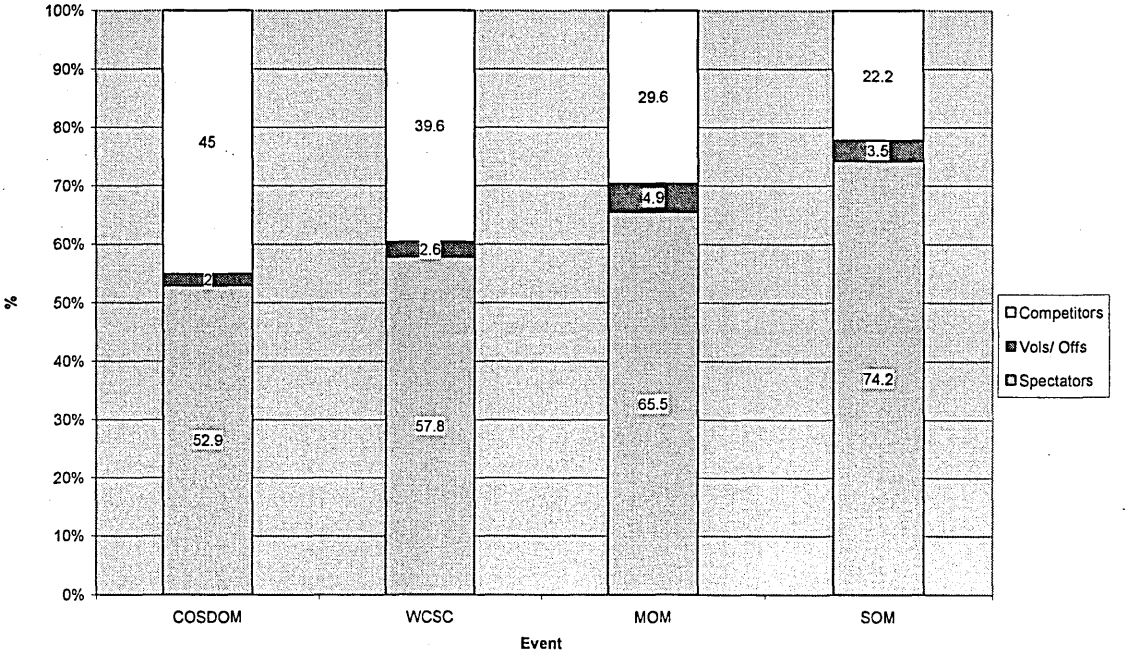


Figure 6 highlights the importance in economic impact terms, of both spectators and competitors at an event. The volunteer / official group will only generate a very small amount of additional expenditure, and the events rely on the other two groups in order to obtain some economic impact, a finding also discussed by Tipton (2002, see section 2.5). Although the events were all competitor driven, Figure 6 also illustrates the point that spectators spend more than competitors. This has been explained by the fact that there is an inter-relationship between the spectators and competitors as most of the competitors are aged under 16 and their parents/ relatives / guardians spend money on their behalf.

Figure 7: Importance of categories at each event

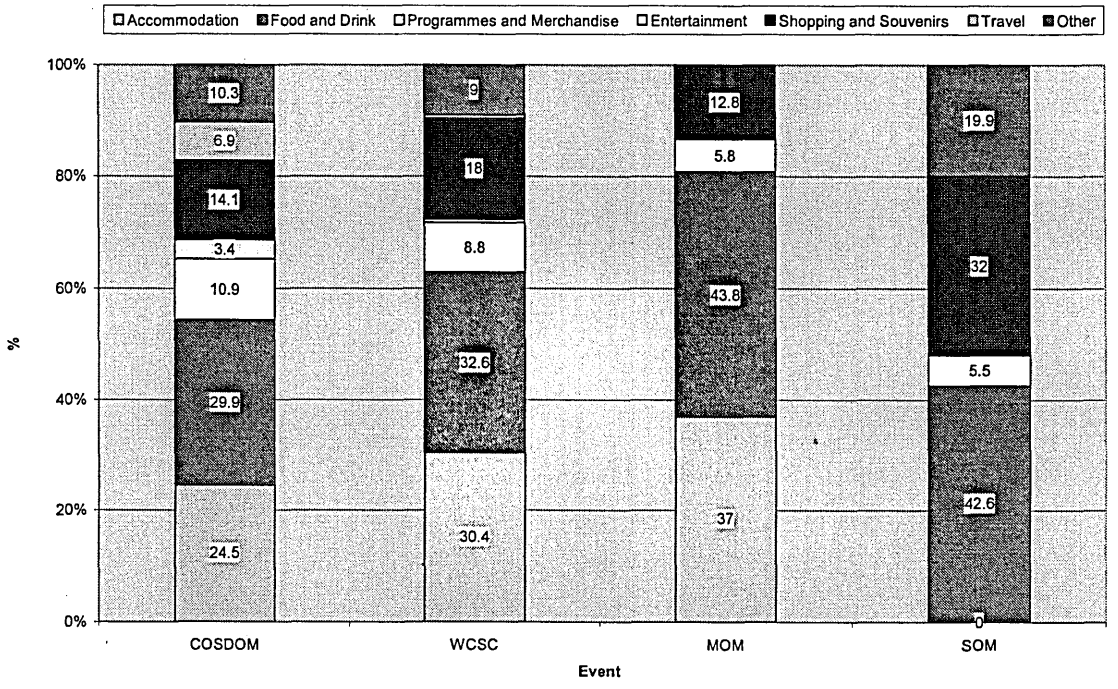


Figure 7 illustrates the importance of each specific category at the events. It shows that each event is dependant on the three specific categories mentioned previously i.e. accommodation, food and drink and shopping and souvenirs. The combined total of these three categories, contributes at least 70% of the overall economic impact attributable to each of the Type D swimming events studied. Expenditure on the remaining three categories is limited, although each event indicated that programmes and merchandise did generate some economic activity. This is a direct result of entry fees to spectate at an event. The 'other' category is recognised, however, the exact nature of the expenditure is not known and the additional expenditure attributable to the category is limited. Moreover,

additional expenditure on travel and entertainment is almost non-existent due to the nature of the events, which have been studied.

Having collected and aggregated the data, it is now possible to rank the four events relative to their economic impact. Not surprisingly this shows that the COSDOM if by far the most important event in economic terms of those studied, followed by the WCSC, the MOM and finally the SOM.

Table 64: Economic impact study rankings

Rank (£ order)	Event
1	COSDOM
2	WCSC
3	MOM
4	SOM

Although it is possible to differentiate the events in terms of their overall impact, it has been demonstrated that all four swimming events exhibit similar characteristics and it is therefore essential that the key findings be investigated in more detail. Throughout the preceding chapters it has been shown that there are effectively three main findings relating to the study, these being:

- The relationship between competitors and spectators
- The scale of the event; and
- The timing, location and availability of secondary expenditure at an event

In addition to these findings it is possible to ascertain the relative similarities between the events. As a result the following four sections will discuss these issues and the study shall be concluded with an informed economic model from which a Type D swimming event's economic impact can be estimated.

5.7 The relationship between competitors and spectators

Shibli and Gratton (1998) contend that it has long been recognised that major events tend to be either 'spectator driven', or 'competitor driven' in terms of generating an economic impact in a host community. Furthermore, the Typology developed by LIRC (1997), outlined in section 1.2, suggests that each Type of event, be it A, B, C or D has a specific 'driver' behind it. For example, a Type A event such as the Olympic Games is spectator driven, indicating that spectators are the main group of people generating any additional expenditure. However, in contrast a Type D event is said to be a major competitor event (LIRC, 1997). This presents somewhat of a contradiction regarding the findings of this thesis.

When examining the economic impact figures, from this study, it is apparent in each instance that they are dominated by spectator expenditure. However, this is not to say that the events were spectator driven. If the total numbers from each group are analysed it is clear that the Type D events examined had a larger number of competitors compared with spectators. This presents an interesting finding whereby the number of competitors outweighs the number of spectators, while the additional expenditure attributable to the spectators outweighs that attributable to competitors. Some of the possible explanations for the magnitude of the variances are explained below.

5.7.1 Junior Swimmers

At each of the events in question there were a large number of competitors. However, as was suggested in the methodology (Chapter 3) only those competitors over the age of 16 were interviewed due to practical and ethical issues. Junior swimmers, i.e. a swimmer under the age of 16, are almost certainly economically inactive and live at home with their parents (Shibli and Gratton, 1998). This suggests that the friend and or relative that was in attendance at the event would generate additional expenditure on behalf of the junior. As a direct result of this finding it is not surprising that the levels of additional expenditure attributed to spectators were greater than those of competitors. All of the spectators interviewed were at the event to watch a friend or relative (under the age of 16) so it is reasonable to assume that they would also buy food and drinks for the competitors or pay for their commercial accommodation.

5.7.2 Competition Day

In addition to the low economic status of junior competitors rationalised by Shibli and Gratton (1998) another key finding relating to the relatively low impact by competitors compared to spectators is the regime of elite athletes at competitive events. Both Shibli and Gratton (1998) and Wilson (2001) suggested that a typical day for competitors at a competition involves early morning warm ups, resting, taking part in heats, resting and competing in finals. Consequently, outside of competition there may be little time for any other activity other than eating and sleeping, therefore reducing the opportunity to generate any additional expenditure through the median of shopping or entertainment. In reality the only other items for secondary expenditure would come at the on site swim shop or prize draw.

5.8 The scale and duration of the events

The scale of an event will be a major factor behind the resulting economic impact of any event. As suggested by LIRC (1997) Type A events often generate significant amounts of economic activity due to their scale and ability to attract large numbers of visitors to the host community. These visitors will in turn generate additional expenditure and it follows that the more visitors there are, then the more expenditure occurs. Similarly as we move down the Typology (B to C, C to D) it is evident that as the events get smaller in size so does the economic impact. It is therefore not surprising that the four Type D events researched in this thesis generated relatively limited economic activity, supporting their place in the typology. However, it is also evident from the study that the scale and duration of the Type D events themselves also have an effect on the economic impact levels, in addition to a slight difference to the event Typology. These issues will now be explored.

5.8.1 Scale of Type D events

Table 45 and Figure 5 illustrated the disparity between the four events, in addition to the conclusion that the economic impact generated at each event was directly linked to the number of visitors to the host community. The COSDOM benefited from more than 500 visitors and generated a significant level of economic activity (Wilson, 2001); this can be compared to the other events (WCSC, MOM and SOM) where there were less visitors and therefore less economic activity. Clearly each event must have a certain level of attraction to competitors, if this attraction is high then the number of visitors at the event will be

significant, as was the case in the Sheffield example. The attraction levels at the other events appear to have been significantly lower, thus the economic activity attributable to them is also lower. The reasons behind this phenomenon can be explained primarily by the location and timing of the events. This will be explored in section 5.9.

5.8.2 Duration of Type D events

Overall the four events generated approximately 400 commercial bed-nights. However, this figure is dominated by those generated at the Sheffield event (251). In comparison the WCSC generated 106, the MOM 55 and the SOM 0. This finding emphasises the differences in terms of commercial visitors at each of the events but also the levels of economic activity, when it is considered that expenditure on accommodation is an important component of economic impacts on host communities, as they tend to spend more on other categories in addition to the standard bed-night tariffs (Shibli and Gratton, 1998).

Unlike the studies conducted by Shibli and Gratton (1998) there is no disparity between the duration of the events as they all took place over a two-day period. The disparity in the actual number of bed-nights generated can once again be explained by not only the scale of the events, but also the location and timing of the events. However, it is important to point out here that if an event were to last for more than two days the number of commercial visitors may well increase. As a direct result it would be consistent to expect an increase in the level of economic activity, highlighting a potential avenue for further research.

5.9 The timing, location and opportunity for secondary expenditure

This thesis has presented some interesting findings regarding the economic activity at Type D swimming events. However, the findings relate to the specific events; and the timing, location and opportunities for secondary expenditure variables require further analysis. It is a widely held view that the location of an event is crucial to its success, as is the time when the event is staged (Gratton and Henry, 2001). In addition, one might suggest that there needs to be the provision of secondary expenditure opportunities to generate some sort of economic activity.

5.9.1 Timing of Type D events

Although each of the events lasted for approximately two days and was staged over a weekend the actual timing of the events impacted on the economic activity attributable to that event. Table 65 illustrates when each of the four events took place.

Table 65: Event dates

Event	Dates
COSDOM	30/03/01 – 01/04/01
WCSC	04/05/02 – 05/05/02
MOM	01/06/02 – 02/06/02
SOM	07/06/02 – 08/06/02

The first two events i.e. the COSDOM and WCSC fall within the time boundaries for entry qualification for National Championships, which runs from 1st October through to the last day of district championships e.g. the WCSC (British Swimming, 2004). This will increase the number of competitors at the events as the National Championships present the highest level of club swimming in the country. Consequently, as each of the events studied are 'competitor driven' it follows that those with the largest number of competitors also have the largest number of spectators and therefore generates more economic activity. Conversely, the other events i.e. the MOM and SOM fall outside of the entry dates and will therefore suffer from a reduced level of competitors and economic activity. As a direct result it is clear that in order to maximise the potential economic activity attributable to a Type D event organisers must plan for them to be staged during this entry window.

In addition to the aforementioned timing issue, it should be noted that the COSDOM was staged during the Easter break. This presents the opportunity for competitors to travel to the event the day before and leave the day after, thus maximising the potential time to generate additional expenditure. As Shibli and Gratton (1998) suggested, if an event clashes with children attending school or adults going to work it is unlikely that people will be inclined to stop overnight in the host community.

5.9.2 Location of Type D events

Kotler (1997) suggests that in order to present a successful business you need to consider the following; location, location, location. This theory holds firm when considering the events examined in this study. The location of the swimming facilities is important so that

visitors can a) get to the facility, b) park at the facility and c) stay close to the facility if necessary. When considering the events in this study the location of the four leisure centres in question has an effect on the economic activity generated in the host community as those in poor locations generate much lower economic impacts.

The City of Sheffield Designated Open Meet

The event was staged at Ponds Forge International Sports Centre in Sheffield City Centre. As Sheffield International Venues (2004), the management company of the centre, indicate; the centre is close to the heart of Sheffield and its amenities. Furthermore, it has excellent transport links as it is close to the M1 motorway and major urban highways making it relatively accessible with good parking facilities. It is located in close proximity to a variety of hotels offering commercial accommodation and other facilities such as restaurants and shops providing a significant opportunity to generate economic activity.

Western Counties Swimming Championships

The event was staged at Millfield School outside the rural town of Street in Somerset. The school pool is located 40 minutes drive from the M5 motorway in the South West of England and is accessible via a country road leading through several villages (Millfield School, 2004). Parking at the facility is limited and most is placed on surrounding fields. Street has a limited amount of hotels and guesthouses alongside restaurants. This presents a limited opportunity to generate secondary expenditure and the town proves to be a difficult place to travel to for swimming competition.

Middlesborough Open Meet

The Neptune Leisure Centre is situated on the outskirts of Middlesborough, with relatively good transport links alongside limited parking facilities due to its sharing agreement with some out of town shopping centres and supermarkets (Middlesborough Borough Council, 2004). There are a number of hotels in the City although the swimmers tended to indicate that they stayed in hotels just outside the City, close to the motorway.

Satellite Open Meet (Macclesfield)

The Macclesfield Leisure Centre is an old swimming facility located in a residential area of the town. It is relatively accessible from the local highways and offers a good parking facility, with overspill allowance (Macclesfield Tourist Board, 2004). There are a limited

amount of hotels in the town although there are a number of family-run guesthouses. The town is served well by fast food chains and shops.

The brief description of these locations presents a clear picture as to well the facilities are located in comparison to one another. The Sheffield facility is located close to the City Centre and offers a solid infrastructure for visitors to the City. The other three facilities however, offer less in terms of amenities and access. This presents a clear issue when regarding the potential for economic activity at a sport event like a swimming competition. If the facility is located in easy reach of major roads, hotels and restaurants then economic activity can be maximised, as in the case of the COSDOM. However, if the infrastructure is weak, as it was at Millfield, Middlesborough and Macclesfield, the economic impacts are likely to be reduced due to a lower number of visitors, commercial bed-nights and overall additional expenditure.

5.9.3 Secondary spending opportunities at Type D events

Section 5.9.2 focused on the location of the facilities used to stage the events researched in this study and suggested that the infrastructure in both the host community and at the facility had to be located in a good position in order to maximise the economic activity. In addition to this it must also be noted that there needs to be a provision of secondary expenditure opportunities in order to help maximise the economic impact. Clearly if someone is hungry and they have not brought food to an event with them they need to buy something to eat (LIRC, 1998). If that something is not available then the potential economic gain may well be lost. It is therefore essential that due to the time constraints faced by competitors, facilities must provide these opportunities for additional expenditure. This provision can be in the form of vending machines, cafes, special catering facilities and swim-shops. Moreover, the local area must also present this provision to cater for the session breaks and after competition i.e. there must be eateries and shops located in close proximity to the facility.

An observational analysis was conducted at each of the facilities and a rough matrix was compiled to illustrate a rough idea of the opportunities to spend money on secondary services. A summary of the findings is shown in Table 66.

Table 66: Summary and scale of secondary spending opportunities

Event	Vending Machines	Cafe	Seating	Swim-shop	Distance to local shops
COSDOM	10	Yes	Yes	Yes	1 minute
WCSC	2	Yes	Yes	Yes	15 minutes
MOM	5	Yes	Yes	Yes	2 minutes
SOM	2	Yes	Yes	Yes	10 minutes

Table 66 indicates that the COSDOM is well served by secondary spending opportunities and this is reflected in the overall economic activity at the event. Similarly the remaining three events are also relatively well served by the facility itself and local amenities. However, it must be stated that the services were smaller and there was less seating available. This suggests that in order to maximise secondary expenditure a facility must provide visitors with the opportunity to spend money in order to potentially generate additional expenditure. In addition, although the Sheffield event is served marginally better it has by no means maximised its potential and needs to become more strategic in its approach whether this is by bringing in external services such as additional catering or by simply making sure that vending machines are all fully stocked and in full working order.

5.10 Relative similarities

The previous section suggested that all four of the events illustrated similar characteristics. These characteristics can now be confirmed using correlations to investigate what the relationship is between the total impacts and numbers of commercial and non-commercial visitors. Gratton and Jones (2004) indicate that this type of analysis will illustrate the magnitude of a relationship between two variables, in this case the number of visitors and the economic impacts generated. Moreover, it creates a 'best fit line' (Gratton and Jones, 2004, p. 210), which will subsequently predict the effect of one variable upon the other. Utilising this type of analysis will enable the author to formulate a model which can potentially predict the economic impact of Type D swimming events, and although the regression analysis is only based on four points it will serve as a benchmark for future studies.

Figure 8: Relative similarities for commercial visitors and total economic impact

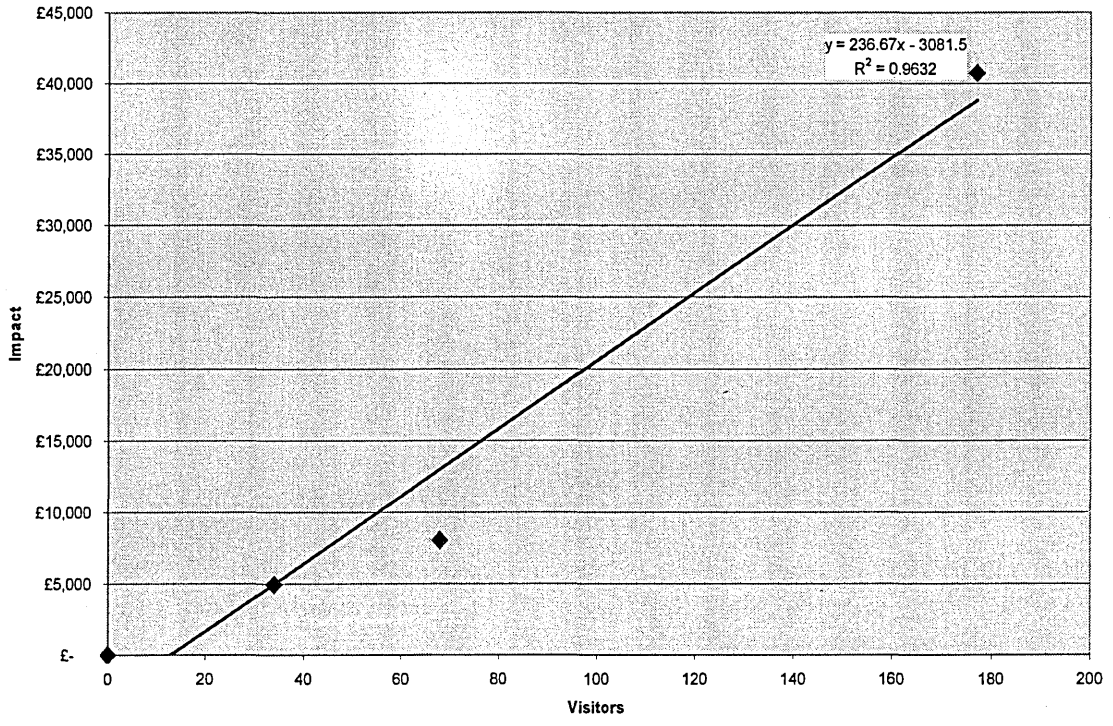
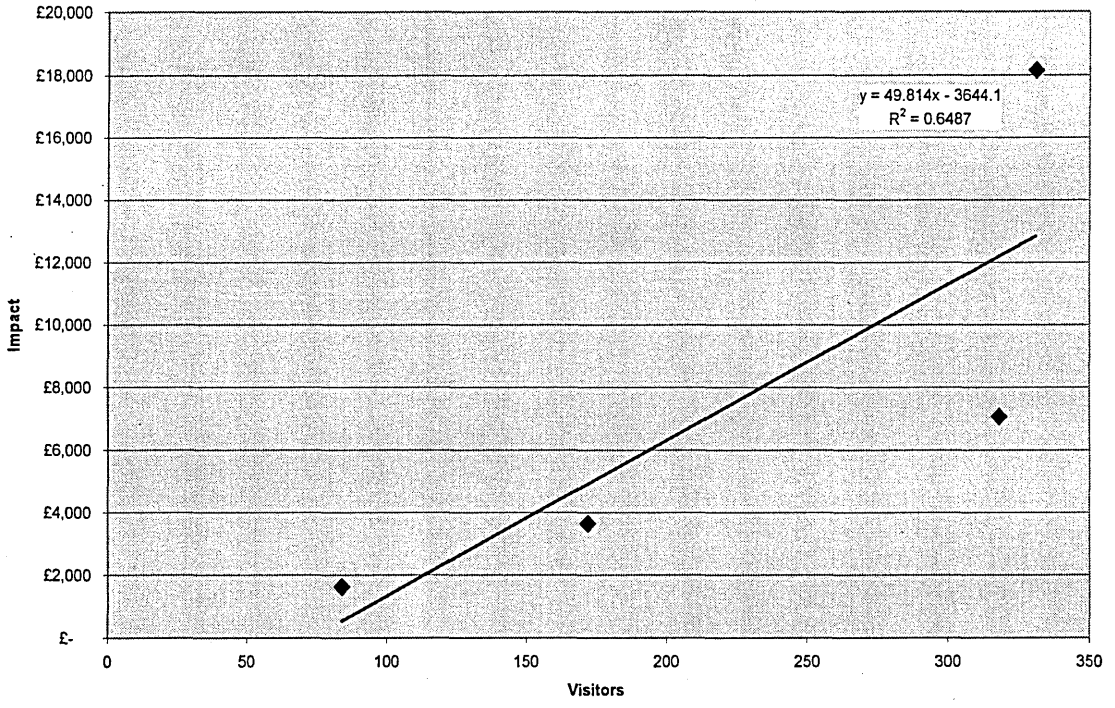


Figure 8 confirms that there is a positive correlation between the number of commercial visitors attending the events and the total economic impacts. Furthermore, the R^2 score of 0.96 represents a strong correlation in social science terms, which, is emphasised by the

line of best fit (Gratton and Jones, 2004). In addition to this finding, Figure 9 illustrates the correlation for non-commercial visitors.

Figure 9: Relative similarities for non-commercial visitors and total economic impact



Once more there is a positive relationship between the non-commercial visitors at each of the events and the total economic impact. The R^2 score of 0.64 is not as strong as that relating to commercial visitors; however, it does represent a positive relationship between the visitor numbers and the events, suggesting that the characteristics of non-commercial visitors at swimming events of this nature are similar (Gratton and Jones, 2004).

The spending habits of both commercial and non-commercial visitors at Type D swimming events are relatively similar and the differences in the economic impact levels can be explained by the scale of the event, the timing of the event, the location of the event and the availability of secondary expenditure opportunities at an event. This data presents some new findings in the field of economic impact and can now be utilised to create an economic model, which has the ability to predict the potential economic impact of Type D swimming events.

5.11 The economic model

The regression analysis can now be coupled with the economic impact and event data, which has been gathered, and an economic model can be designed to predict the economic impacts of Type D swimming events. This is an important breakthrough in the field of economic impact research due to the fact that for the first time a model can be used to predict the economic impact of Type D swimming events. Moreover, this is especially important when it is considered that a large number of these events are staged each year. Are they really worth it financially? Furthermore, the model provides a benchmark for the field of economic impact research, which the author can build upon, in order to refine it and make the predictions more accurate.

The model is essentially based on three sets of data, namely; attendance figures, the total economic impact attributable to the events and the results from the regression analysis (highlighted in section 5.10). The following two sections will dissect the construction of the model from its basic format to a more refined and accurate tool.

5.11.1 The basic models

Initially it is necessary to establish the basic models for both commercial and non-commercial visitors. The regression models indicate the R^2 scores, which can be used in conjunction with the event specific visitor numbers, reported in this thesis. Armed with this information the two models can be defined. The results of the application of these models are illustrated in Table 67.

Commercial Visitors Model - Basic

(236.67 x Total commercial visitors) - 3081.5

Non-commercial Visitors Model - Basic

(49.814 x Total non-commercial visitors) - 3644.1

Table 67: Basic model accuracy commercial visitors

	COSDOM	WCSC	MOM	SOM
Total Visitors	177	68	34	0
Economic Impact	£40,723	£8,047	£4,936	£0
Model Answer	£38,809	£13,012	£4,965	(£3,082)
Variance	£1,914	£4,965	(£29)	(£3,082)
Accuracy	**95%**	**162%**	**101%**	**-**

Table 68: Basic model accuracy non-commercial visitors

	COSDOM	WCSC	MOM	SOM
Total Visitors	331	318	84	172
Economic Impact	£18,151	£7,076	£1,633	£3,644
Model Answer	£12,844	£12,197	£540	£4,924
Variance	£5,307	(£5,121)	£1,093	(£1,279)
Accuracy	**71%**	**172%**	**33%**	**135%**

The basic findings of the model suggest that there are varying degrees of accuracy for each event, ranging from 33% to 172%. It is therefore necessary to obtain an overall picture of the accuracy of the model by combining the totals Tables 67 and 68. The results of which are highlighted in Table 69 and illustrated in Figure 10.

Table 69: Basic model accuracy

	COSDOM	WCSC	MOM	SOM
Economic Impact	£58,875	£15,124	£6,585	£3,644
Model Answer	£51,653	£25,209	£5,506	£1,842
Variance	£7,221	(£10,086)	£1,063	(£1,803)
Accuracy	**88%**	**167%**	**84%**	**51%**

Figure 10: Actual versus Model Impact

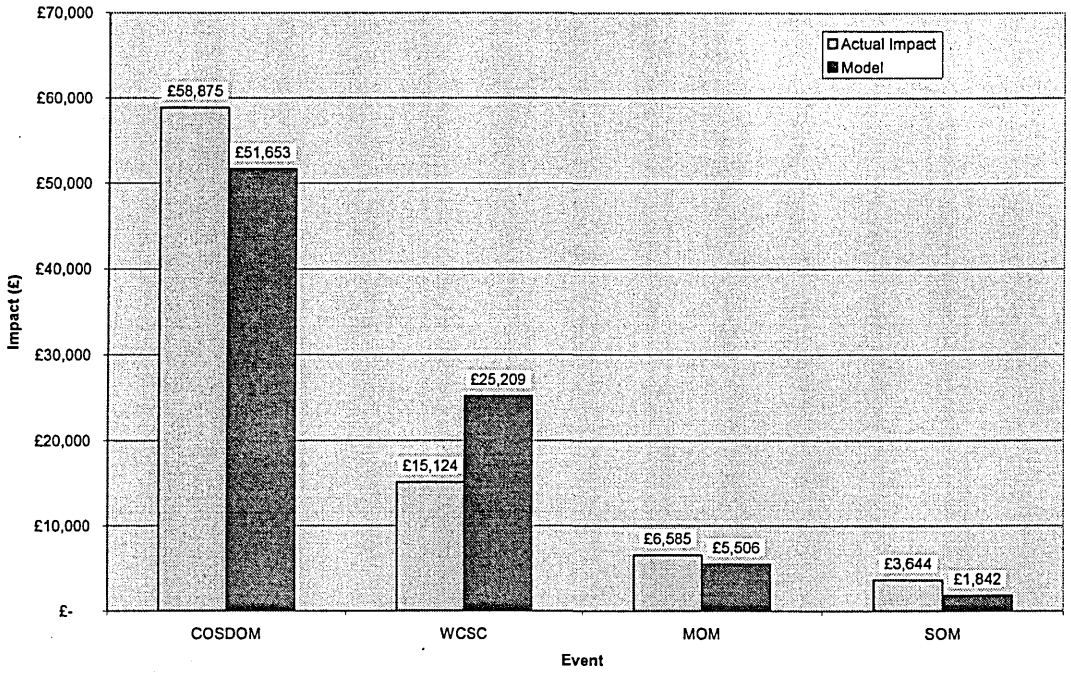


Table 68 and Figure 10 suggest that overall the accuracy would be acceptable for two out of the four events. However, the results for the WCSC and SOM events are considerably different from the actual impacts recorded at the events. As such it is necessary to adapt the model and improve its overall accuracy.

5.11.2 Establishing a more accurate model

Having established that a generic model based on three variables offers mixed results in terms of absolute accuracy, the model was refined to include two additional factors. These factors consider the differences encountered at each event (highlighted in sections 5.7, 5.8 and 5.9). These differences suggest that an urban and rural factor should be considered at certain events. These terms are explained below.

Urban Factor - If the swimming facility is located in an urban area, for example a City Centre, with a vast variety of hotels, shops and car parking, then an urban factor of 1.1 should be included in the calculation in order to scale up the estimate in response to the increased secondary expenditure opportunities in the host community.

Rural Factor - If the swimming facility is located in a rural area, for example a town or village in the country away from a variety of hotels, shops and car parking, then a rural

factor of 0.6 should be included in the calculation in order to scale down the estimate in response to reduced opportunities for secondary expenditure in the host community.

The factors were initially ascertained by taking the location of the facilities and the secondary expenditure opportunities at the facilities and making judgements on whether they were greater than or less than 1, to improve the accuracy in predicting the economic impacts at each of the four events. The new factors can be easily included in the models or excluded as appropriate. As a result the refined models can be defined as illustrated in Tables 70, 71 and 72.

Commercial Visitors Model - Urban

((236.67 x Total commercial visitors) - 3081.5) x 1.1

Non-commercial Visitors Model - Urban

((49.814 x Total non-commercial visitors) - 3644.1) x 1.1

Commercial Visitors Model - Rural

((236.67 x Total commercial visitors) - 3081.5) x 0.6

Non-commercial Visitors Model - Rural

((49.814 x Total non-commercial visitors) - 3644.1) x 0.6

Table 70: Refined model accuracy commercial visitors

	COSDOM (Urban Adj.)	WCSC (Rural Adj.)	MOM	SOM
Total Visitors	177	68	34	0
Economic Impact	£40,723	£8,047	£4,936	£0
Model Answer	£42,690	£6,506	£4,965	(£3,082)
Variance	(£1,967)	£1,541	(£29)	(£3,082)
Accuracy	**105%**	**81%**	**101%**	**-**

Table 71: Refined model accuracy non-commercial visitors

	COSDOM (Urban Adj.)	WCSC (Rural Adj.)	MOM	SOM
Total Visitors	331	318	84	172
Economic Impact	£18,151	£7,076	£1,633	£3,645
Model Answer	£14,129	£6,098	£540	£4,924
Variance	£4,022	£978	£1,093	(£1,279)
Accuracy	**78%**	**86%**	**33%**	**135%**

The refined model results in a greater degree of accuracy for the two events, which have utilised it, highlighting, improved percentage scores of 78% to 135% with the exception of a 33% accuracy for the non-commercial visitors at the MOM. However, the MOM and SOM results were not adjusted as they present findings closely related to the secondary spending opportunities within their respective host communities. Furthermore, the significant differences in results for the SOM can be explained primarily by the fact that there were no commercial visitors. The combined totals for the model findings are shown in Table 72 and Figure 11.

Table 72: Refined model accuracy

	COSDOM	WCSC	MOM	SOM
Economic Impact	£58,875	£15,124	£6,585	£3,644
Model Answer	£56,819	£12,604	£5,506	£1,842
Variance	£2,055	£2,519	£1,063	(£1,803)
Accuracy	97%	83%	84%	51%

Figure 11: Actual versus Model impacts with factor adjustment

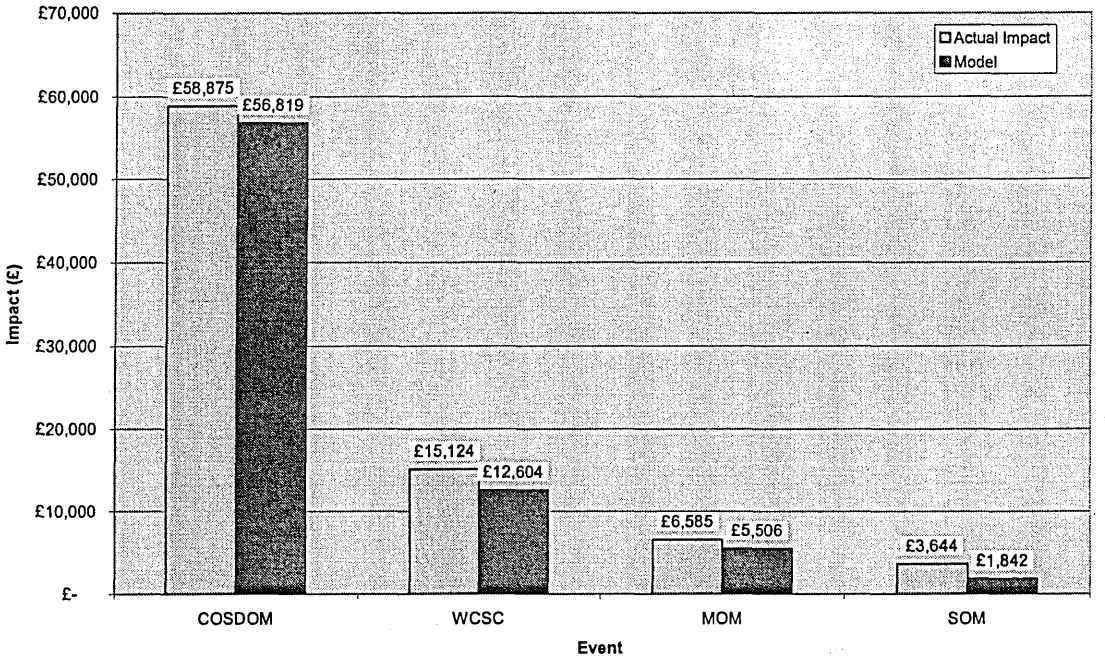


Figure 11 illustrates that the refined model presents findings, which are more accurate than the basic model outlined in section 5.11.1, the actual, and model impact values are now much more closely matched. The SOM offers reduced accuracy due to the lack of commercial visitors, although, on consideration of the urban and rural factors the COSDOM is 97% accurate the WCSC 83%, and the MOM 84%. On this basis the model can be adopted to help estimate the potential economic impacts, which can be generated in a host community as a direct result of staging a Type D swimming event.

5.11.3 Testing the Model

The model has been tested on the four events used in this study and the findings suggest a high degree of accuracy. However, a study on the economic impact of the British Swimming Championships incorporating the Olympic Trials was conducted by McLaughlin (2004), which presents a perfect opportunity to test the robustness of the model designed in this research, and analyse in relative and absolute terms its accuracy.

McLaughlin's study (2004) assessed the economic impact of the event, stated above, which was staged at Ponds Forge International Sports Centre from 7th - 11th April, 2004. McLaughlin (2004) agrees that the event fits into the Type D category as outlined by UK

Sport (2000) and that the event was staged for the purpose of swimming. Therefore, this research can be directly assessed by this study. The research was based on primary data collection, in accordance with the UK Sport methodology and utilised a refined version of the questionnaires used in this study. The research found that the event generated £486,224 in the host community through a variety of secondary expenditure in line with Wilson's (2001) findings.

Due to the nature of the event it is clear that the urban factor will have to be included in the model. Additionally it must be noted that the event had a duration of 5 days, indicating that a time factor must also be included in the final analysis. Therefore, the Urban factor of 1.1 and a time factor of 2.22 has been used to calculate the economic impact of the event, as the British Championships lasted 2.22 times longer than the average event used in this thesis (Total number of days for events studied = 9, divided by total number of events = 4, therefore 9 divided by 4 = 2.25 multiplied by 2.22 = 5). The findings from the application of the model are illustrated in summary form in Table 73 (a full breakdown of the workings is contained in Appendix 3).

Table 73: Testing McLaughlin's results with the model

	British Swimming Championships
Total Visitors	1,675
Economic Impact	£486,224
Model Answer	£647,286
Variance	+£161,062
Accuracy (rounded)	**133%**

Table 73 demonstrates that the model provides an over estimate of 33% for the overall economic impact attributed to the British Swimming Championships. McLaughlin supplied accurate visitor numbers due to the significant involvement of the sports governing body, British Swimming. Furthermore, the research was underpinned by 604 questionnaires being completed (McLaughlin, 2004). Despite the over estimate, previous predictions by LIRC (1998) have proven to be 60%-70% accurate so this model should be seen as an indicative tool which needs to evolve to improve its accuracy, as it is only based on 4 studies.

Chapter 6

Conclusion

6.1 Introduction

The purpose of this study has been to assess the economic impact of four Type D swimming events on their respective host communities. Each of the events have contributed to the economic development of the host communities by attracting out of town visitors (tourists) to the city to either participate, watch or help at the events. These tourists generated additional expenditure in the host communities throughout the duration of the events and have shown that these small scale, regular events can have a positive economic impact. UK Sport (2000) confirm that major events would act to generate additional expenditure in the local economy, however, this research has proved, without doubt, that small swimming events can also have an effect be it significant, in the case of the COSDOM (£58,875) and the WCSC (£15,124) or otherwise, in the case of the MOM (£6,585) and the SOM (£3,644).

Through the use of an economic impact methodology suggested by UK Sport (2000), the study of 4 swimming events staged across the UK has estimated that an additional £84,000 has been generated in local economies over a period of 9 days. This roughly translates to a daily expenditure of £10,000. Coupled with the knowledge that hundreds, if not thousands of these events are staged throughout the UK every year the potential generation of economic benefit to host communities is phenomenal. The evidence presents a tangible demonstration of the ability of a Type D swimming event to generate a certain level of economic impact. This chapter will summarise the outcome of this research thesis, examining the findings of the primary and secondary research against the aims and objectives established in Chapter One.

Following this assessment, the thesis will consider two key questions. Firstly, whether these so called economic impacts are simply a re-distribution of money throughout the UK? Secondly, whether these small-scale swimming events really fit into the Type D category. Finally, the considerations for further research will be discussed.

6.2 The Objectives of the Research

A summary and analysis of the six main research objectives is outlined below. Each of the six objectives have been achieved during the operation and analysis of the study. This foundation produced through the design of the objectives has enabled the thesis to engineer a reliable and accurate piece of empirical research.

6.2.1 The achievement of the objectives

UK Sport (2000) suggested that the research should be conducted by collecting primary data from the key visitor groups in attendance at the event. These key visitor groups were quantified as competitors, spectators and volunteer / officials. Each of the events had different numbers, however at each of the events studied a good sample of people were interviewed, presenting the study with reliable and valid results (Veal, 1997; Gratton and Jones, 2004). The absolute sample size was 67% (as highlighted in Table 16) illustrating that the research was comprehensive. The questionnaires provided results, which could easily be analysed using SPSS and Microsoft Excel.

The analysis provided accurate calculations of the number of non-local residents visiting the host community specifically to attend the swimming events, the number of commercial bed-nights generated in the host communities in order to assess the impact made by non-local residents on local hotels, the secondary expenditure such as food and drink, shopping, travel and so on, by non-residents and the number of invisible exports generated in the host community. Indeed, the results established at each of the events were different, however, all of the events exhibited similar characteristics and as a result an economic model could be designed. Table 73 summarises the achievement of the objectives.

Table 73: The achievement of the objectives

Objective	Result
1	Questionnaires administered to key visitor groups. Sample sizes of 64%, 60%, 72% and 70% were achieved.
2	Databases were constructed in SPSS, providing frequency and descriptive statistics for advanced data analysis in the economic impact spreadsheet.
3	The number of non-residents visiting the host communities specifically to watch the swimming was established. WCSC - 389, MOM - 120 and SOM - 173.
4	The number of commercial visitors and the duration of stay was clarified. WCSC - 106 bed-nights, MOM - 59 bed-nights and SOM - 0 bed-nights.
5	The amount of secondary expenditure was established. WCSC - £15,124, MOM - £6,585 and SOM - £3,644
6	There were no invisible exports at any of the events.

6.2.2 Are these economic impacts simply a re-distribution of money?

Due to the fact that there were no invisible exports generated at the events it must be pertinent to ask whether these economic impacts, which have now been measured, are simply a re-distribution of money from one place to another? This re-distribution factor dictates that such findings are vaguely acknowledged within the industry, and deemed inconsequential, as the proclaimed economic impact is considered merely relocated finance (Gratton *et al*, 2000). Such a viewpoint sees the economic impacts delivered by visitors to Sheffield, Millfield, Middlesborough and Macclesfield as irrelevant as it sees the expenditure being returned when other events are staged. However, this cannot be proved as a number of competitors, spectators and officials may be accredited to clubs who do not stage a competition. In this case the money will not be substituted elsewhere. Furthermore, this thesis has shown that events have distinctly different levels of attendance so only certain amounts of money could be relocated.

6.2.3 Do small scale swimming events fit into the Type D category?

Wilson (2001) suggested that it was important if not essential that the Typology of events is continually updated and refined. UK Sport (2000) illustrate that the Typology is founded on six economic impact studies. Therefore, as the body of knowledge continues to grow it would be sensible to highlight any potential changes or discrepancies. To reiterate, a Type D event is 'a major competitor event generating limited economic activity and is part of an annual cycle of events' (Gratton *et al*, 2000, p. 26).

Firstly, it is clear that each of the events had a larger number of competitors than spectators, although the majority of the economic benefit was generated by spectators. Secondly, in comparison to other swimming events such as the European Junior Swimming and Diving Championships (LIRC, 1997) and the European Short Course Swimming Championships (LIRC, 1998) the events did generate limited economic activity, albeit in differing amounts. Finally, each of the events is part of the annual cycle of events.

At first this seems conclusive evidence that the Typology remains robust, however due to the nature of the impacts established in this thesis it would be pertinent to refine the Type D category a little more. The results published in this thesis suggest that as the number of competitors increases so does the economic impact (Wilson, 2001; McLaughlin, 2004). Therefore the Type D category should be refined to recognise this point.

Type D (i) - Major competitor events, *hosting anything over 500 competitors*, generating limited economic activity and as part of an annual cycle of events.

Type D (ii) - Major competitor events, *hosting 500 competitors or less*, *generating little economic activity* and as part of an annual cycle of events.

In addition, the terms 'limited' and 'little' can be defined in the context of this thesis as anything over £20,000 and £20,000 or less. Establishing this category will help local authorities and sport clubs estimate the economic impact of Type D events.

6.2.4 The way forward for future research - Developing the model

The economic model designed in this thesis has been tested on McLaughlin's (2004) economic impact study of the 2004 British Swimming Championships. It has been proved that the model over estimates the economic impact of Type D swimming events by 33%. However, it must be noted that the model is simple in design and only incorporates the four studies that have been carried out on Type D events to date. As a result of this the model should be refined and developed at every opportunity.

The model is centred on swimming events; consequently it should be these types of events that are researched in the first instance to further inform the findings presented in this thesis. In addition, other Type D events should be examined so that the model can be applied to a wider field of research and other sports. It can be used to pre-judge economic impacts, however, the number of studies used to inform the model should be increased, with the same methodology, to test and improve its accuracy.

6.2.5 Summary

Research into the area of Type D events remains limited and this thesis has been the second meaningful insight into such events, building on original work conducted by Wilson in 2001. The events researched have informed the event Typology and in particular the Type D category in greater depth. Moreover, the thesis offers quantifiable data and economic impact estimates relating to Type D swimming events. It is apparent that the gap between Type C and Type D swimming events is significant as the results recorded at the European Junior Swimming and Diving Championships and the European Short Course Swimming Championships recorded higher amounts of additional expenditure, however, the chance of staging Type C events is limited for many towns and cities, whereas staging Type D events will be a more established working practice. As Wilson (2001) suggests, the evidence highlighted in this thesis can only act as a catalyst for towns and cities to stage Type D (i) events, as they can be responsible for a considerable level of additional expenditure, which can be absorbed into the local economy.

Each of the events studied should be maintained in the annual calendar of events, although a greater emphasis needs to be placed on the provision of secondary expenditure opportunities so that host communities can benefit from the potentially significant amounts of additional expenditure. The model needs to be informed by a

greater variety of economic impact studies, which focus on Type D swimming events in the first instance and Type D events in other sports in the second. This should not only indicate that the model provides an accurate estimate of the economic impacts associated with Type D events but also that these so called small scale events, generating limited economic benefit can, in fact, produce some worthwhile financial gain to host communities despite the fact that there maybe a displacement effect when closing down facilities to host swimming competitions.

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Appendix 1

Event Specific Questionnaires and Research Protocol

Ponds Forge International Sports Centre, Sheffield
30th-31st March, 1st April 2001

Building on recent research by UK Sport I am undertaking a study to assess the Economic Impact of the City of Sheffield Designated Open Meet on Sheffield. The purpose of this study is to fulfil criteria set for my undergraduate dissertation so I would be grateful if you could spare a couple of minutes to take part in this survey.

NON-COMPETITORS

1. How many days of the **City of Sheffield Designated Open Meet** are you attending? (Please tick all that are applicable)

   Friday 30th Mar ☐ Saturday 31st Mar ☐ Sunday 1st April ☐

2. Are you a friend or relative of a competitor taking part in the City of Sheffield Designated Open Meet ?

   Yes ☐ 1 No ☐ 2

3. Are you a member of a swimming club?

   Yes ☐ 1 No ☐ 2

4. How old are you? ☐☐ yrs

5. Are you? Male ☐ 1 Female ☐ 2

6. In which town or city do you live? ☐☐☐☐☐☐☐☐☐☐

7. Can you provide us with the first half of your postcode? e.g. If you live in S14 8RW, just write **S14** ☐☐☐☐

8. Which of the following are you?

   Spectator ☐ 1 Volunteer ☐ 2 Official ☐ 3

   Other ☐ 4 (please specify) _____

If you live in SHEFFIELD, thank you very much for your co-operation so far, however your assistance is no longer required. Please return this form to a research steward.
If you DO NOT live in SHEFFIELD, please continue to the end of the questionnaire.

9. Are you attending the **SWIMMING** alone?

   Yes ☐ 1 If **YES**: please turn over, go to **QUESTION 11a.**

   No ☐ 2 If **NO**: please continue with the following questions

10a. **INCLUDING YOURSELF**, how many **ADULTS** (Over 16) are there in your party today? ☐☐

   Male ☐☐ Female ☐☐

0b. How many **CHILDREN** (Under 16) are there in your party today? ☐☐

   Male ☐☐ Female ☐☐

Please Turn Over

SHEFFIELD SWIM SQUAD

Ponds Forge International Sports Centre, Sheffield
30th-31st March, 1st April 2001

11a. In which **TOWN/CITY** are you staying tonight? ☐

11b. Is this?

At Home	☐ 1	With Friends/ Relatives	☐ 2
A Guest House/ B&B	☐ 3	A Hotel/ Motel	☐ 4
Camp site/ Caravan Park	☐ 5	Other, please specify _____	☐ 6

12. For how many nights are you staying in **SHEFFIELD**? ☐

If you are **NOT STAYING OVERNIGHT** in **SHEFFIELD**, please go to **QUESTION 14.**

13. If you are **STAYING OVERNIGHT** in **SHEFFIELD:**
How much are you spending on **ACCOMMODATION PER NIGHT?** £ ☐

14. How much do you expect to spend in **SHEFFIELD** on the following **TODAY?** *Do not include money spent on hotels unless extra to your room and board charge.*

Food & Drink	£ ☐	Programmes/ Merchandise	£ ☐
Entertainment	£ ☐	Shopping/ Souvenirs	£ ☐
Travel	£ ☐	Other (Petrol, Parking etc.)	£ ☐

15a. Excluding accommodation, how much have you budgeted to spend in **TOTAL** during your stay in **SHEFFIELD?**

Total Expenditure £ ☐

15b. Does this include expenditure on other people? Yes ☐ 1 No ☐ 2

If **YES: INCLUDING YOURSELF**, how many people is this expenditure on? ☐

16. Which of the following best describes the **MAIN REASON** for you being in **SHEFFIELD?** (Please tick one only)

I am in SHEFFIELD specifically to attend/watch the SWIMMING. ☐ 1

Other, please specify _____ ☐ 2

Thank You: Your Assistance is Much Appreciated

Ponds Forge International Sports Centre, Sheffield
30th-31st March, 1st April 2001

Building on recent research by UK Sport I am undertaking a study to assess the Economic Impact of the City of Sheffield Designated Open Meet on Sheffield. The purpose of this study is to fulfil criteria set for my undergraduate dissertation so would be grateful if you could spare a couple of minutes to take part in this survey.

COMPETITORS 1

1. Which of the following are you?

   Competitor ☑ 1

   Other team member ☐ 2

2 Which swimming club are you representing? [ ]

3a. In which **TOWN / CITY** are you staying during the 2001 City of Sheffield Designated Open Meet? [ ]

3b. Is this?

At Home	☐ 1	With Friends / Relatives	☐ 2
A Guest House / B&B	☐ 3	A Hotel / Motel	☑ 4
Camp site / Caravan Park	☐ 5	Other, please specify _____	☐ 6

4. For how many nights are you staying in **THIS ACCOMMODATION?** [ ]

5. If you are staying in commercial accommodation how much is the cost of this **ACCOMMODATION PER NIGHT?** £ [ ]

6. **Excluding accommodation** how much money did you spend yesterday in **SHEFFIELD?**

   Total Expenditure £ [ ]

7. How much of this expenditure did you spend in the following categories?

   Only include the expenditure of your own money - do not include money spent on hotels unless extra to your room and board charge.

Food & Drink	£ [ ]	Programmes/ Merchandise	£ [ ]
Entertainment	£ [ ]	Shopping/ Souvenirs	£ [ ]
Travel	£ [ ]	Other (Petrol, Parking etc.)	£ [ ]

. Your Age? [ ] yrs

. Are you? Male ☐ 1 Female ☐ 2

0. Does your expenditure in **SHEFFIELD** include money spent on other people? Yes ☑ 1 No ☐ 2

If **YES** (including yourself) how many? [ ]

Thank You for Your Help

Millfield School, Somerset
4th and 5th May 2002

Building on recent research by UK Sport I am undertaking a study to assess the Economic Impact of the Western Counties swimming championships on Millfield. The purpose of this study is to fulfil criteria set for my postgraduate thesis so I would be grateful if you could spare a couple of minutes to take part in this survey.

NON-COMPETITORS

1. How many days of the **Western Counties Swimming Championships** are you attending? (Please tick all that are applicable)

   Saturday 4th May ☐ Sunday 5th May ☐

2. Are you a friend or relative of a competitor taking part in the **Western Counties Swimming Championships**?

   Yes ☐ 1 No ☐ 2

3. Are you a member of a swimming club?

   Yes ☐ 1 No ☐ 2

4. How old are you? ☐ yrs

5. Are you? Male ☐ 1 Female ☐ 2

6. In which town or city do you live? ☐

7. Can you provide us with the first half of your postcode?
   e.g. If you live in S14 8RW, just write **S14** ☐☐☐☐

8. Which of the following are you?

   Spectator ☐ 1 Volunteer ☐ 2 Official ☐ 3

   Other ☐ 4 (please specify) _____

If you live in the MILLFIELD area, thank you very much for your co-operation so far, however your assistance is no longer required. Please return this form to a research steward.
If you DO NOT live in the MILLFIELD area, please continue to the end of the questionnaire.

9a. In which **TOWN/CITY** are you staying tonight? ☐

9b. Is this?

At Home	☐ 1	With Friends/ Relatives	☐ 2
A Guest House/ B&B	☐ 3	A Hotel/ Motel	☐ 4
Camp site/ Caravan Park	☐ 5	Other, please specify _____	☐ 6

If you are **NOT STAYING OVERNIGHT** in the **MILLFIELD** area, please go to **QUESTION 12.**

Please Turn Over

10. For how many nights are you staying in the **MILLFIELD** area? ☐

11. If you are **STAYING OVERNIGHT** in the **MILLFIELD** area:
How much are you spending on **ACCOMMODATION PER NIGHT**? £ ☐

12. How much do you expect to spend in the **MILLFIELD** area on the following **TODAY**?

Food & Drink	£ ☐	Programmes/ Merchandise	£ ☐
Entertainment	£ ☐	Shopping/ Souvenirs	£ ☐
Travel	£ ☐	Other (Petrol, Parking etc.)	£ ☐

13a. Excluding accommodation, how much have you budgeted to spend in **TOTAL** during your stay in the **MILLFIELD** area?

Total Expenditure £ ☐

13b. Does this include expenditure on other people? Yes ☐ 1 No ☐ 2

If **YES: INCLUDING YOURSELF**, how many people is this expenditure on? ☐

14. Which of the following best describes the **MAIN REASON** for you being in the **MILLFIELD** area?
(Please tick one only)

I am in MILLFIELD specifically to attend/watch the SWIMMING. ☐ 1

Other, please specify _____ ☐ 2

Thank You: Your Assistance is Much Appreciated

4th and 5th May 2002

Building on recent research by UK Sport I am undertaking a study to assess the Economic Impact of the Western Counties swimming championships on Millfield. The purpose of this study is to fulfil criteria set for my postgraduate thesis so I would be grateful if you could spare a couple of minutes to take part in this survey.

1. Which of the following are you?

   Competitor ☐ 1

   Other team member ☐ 2

2 Which swimming club are you representing? _____

3a. In which **TOWN / CITY** are you staying during the 2002 Western Counties Swimming Championships? _____

3b. Is this?

At Home	☐ 1	With Friends / Relatives	☐ 2
A Guest House / B&B	☐ 3	A Hotel / Motel	☐ 4
Camp site / Caravan Park	☐ 5	Other, please specify _____	☐ 6

4. For how many nights are you staying in **THIS ACCOMMODATION**? _____

5. If you are staying in commercial accommodation how much is the cost of this **ACCOMMODATION PER NIGHT**? £ _____

6. **Excluding accommodation** how much do you expect to spend in the **MILLFIELD** area during the championship?

   Total Expenditure £ _____

7. How much do you expect to spend in the **MILLFIELD** area on the following today?

Food & Drink	£ _____	Programmes/ Merchandise	£ _____
Entertainment	£ _____	Shopping/ Souvenirs	£ _____
Travel	£ _____	Other (Petrol, Parking etc.)	£ _____

8. Your Age? _____ yrs

9. Are you? Male ☐ 1 Female ☐ 2

10. Does your expenditure in the **MILLFIELD** area include money spent on other people? Yes ☐ 1 No ☐ 2

    If **YES** (including yourself) how many? _____

11. Have any friends or relatives come to watch you during the championship? Yes ☐ 1 No ☐ 2

    If **YES** how many? _____

Thank You for Your Help

Neptune Centre, Middlesbrough

1st and 2nd June 2002

Building on recent research by UK Sport I am undertaking a study to assess the Economic Impact of the Western Counties swimming championships on Middlesbrough. The purpose of this study is to fulfil criteria set for my postgraduate thesis so I would be grateful if you could spare a couple of minutes to take part in this survey.

NON-COMPETITORS

1. How many days of the **Middlesbrough Open Meet** are you attending? (Please tick all that are applicable)

   Saturday 4th May ☐ Sunday 5th May ☐

2. Are you a friend or relative of a competitor taking part in the **Middlesbrough Open Meet?**

   Yes ☐ 1 No ☐ 2

3. Are you a member of a swimming club?

   Yes ☐ 1 No ☐ 2

4. How old are you? ☐ yrs

5. Are you? Male ☐ 1 Female ☐ 2

6. In which town or city do you live? ☐

7. Can you provide us with the first half of your postcode?
   e.g. If you live in S14 8RW, just write **S14** ☐☐☐☐

8. Which of the following are you?

   Spectator ☐ 1 Volunteer ☐ 2 Official ☐ 3

   Other ☐ 4 (please specify) _____

If you live in MIDDLESBROUGH, thank you very much for your co-operation so far, however your assistance is no longer required. Please return this form to a research steward.
If you DO NOT live in MIDDLESBROUGH, please continue to the end of the questionnaire.

9a. In which **TOWN/CITY** are you staying tonight? ☐

9b. Is this?

At Home	☐ 1	With Friends/ Relatives	☐ 2
A Guest House/ B&B	☐ 3	A Hotel/ Motel	☐ 4
Camp site/ Caravan Park	☐ 5	Other, please specify _____	☐ 6

f you are **NOT STAYING OVERNIGHT** in **MIDDLESBROUGH**, please go to **QUESTION 12.**

Please Turn Over

NEPTUNE CENTRE, MIDDLESBROUGH
1st and 2nd June 2002

10. For how many nights are you staying in **MIDDLESBROUGH**? ☐

11. If you are **STAYING OVERNIGHT** in **MIDDLESBROUGH**:
How much are you spending on **ACCOMMODATION PER NIGHT**? £ ☐

12. How much do you expect to spend in **MIDDLESBROUGH** on the following **TODAY**?

Food & Drink	£ ☐	Programmes/ Merchandise	£ ☐
Entertainment	£ ☐	Shopping/ Souvenirs	£ ☐
Travel	£ ☐	Other (Petrol, Parking etc.)	£ ☐

13a. Excluding accommodation, how much have you budgeted to spend in **TOTAL** during your stay in **MIDDLESBROUGH**?

Total Expenditure £ ☐

13b. Does this include expenditure on other people? Yes ☐ 1 No ☐ 2

If **YES: INCLUDING YOURSELF**, how many people is this expenditure on? ☐

14. Which of the following best describes the **MAIN REASON** for you being in **MIDDLESBROUGH**?
(Please tick one only)

I am in MIDDLESBROUGH specifically to attend/watch the SWIMMING. ☐ 1

Other, please specify _____ ☐ 2

Thank You: Your Assistance is Much Appreciated

Neptune Centre, Middlesbrough

1st and 2nd June 2002

Building on recent research by UK Sport I am undertaking a study to assess the Economic Impact of the Western Counties swimming championships on Middlesbrough. The purpose of this study is to fulfil criteria set for my postgraduate thesis so I would be grateful if you could take part in this survey.

1. Which of the following are you?

   Competitor ☐ 1

   Other team member ☐ 2

2 Which swimming club are you representing? _____

3a. In which **TOWN / CITY** are you staying during the 2002 Middlesbrough Open Meet? _____

3b. Is this?

At Home	☐ 1	With Friends / Relatives	☐ 2
A Guest House / B&B	☐ 3	A Hotel / Motel	☐ 4
Camp site / Caravan Park	☐ 5	Other, please specify _____	☐ 6

4. For how many nights are you staying in **THIS ACCOMMODATION**? _____

5. If you are staying in commercial accommodation how much is the cost of this **ACCOMMODATION PER NIGHT**? £ _____

6. **Excluding accommodation** how much do you expect to spend in **MIDDLESBROUGH** during the championship?

   Total Expenditure £ _____

7. How much do you expect to spend in the **MIDDLESBROUGH** on the following today?

Food & Drink	£ _____	Programmes/ Merchandise	£ _____
Entertainment	£ _____	Shopping/ Souvenirs	£ _____
Travel	£ _____	Other (Petrol, Parking etc.)	£ _____

. Your Age? _____ yrs

. Are you? Male ☐ 1 Female ☐ 2

0. Does your expenditure in **MIDDLESBROUGH** include money spent on other people? Yes ☐ 1 No ☐ 2

   If **YES** (including yourself) how many? _____

1. Have any friends or relatives come to watch you during the championship? Yes ☐ 1 No ☐ 2

   If **YES** how many? _____

Thank You for Your Help

8th and 9th June 2002

Building on recent research by UK Sport I am undertaking a study to assess the Economic Impact of the Satellite Open Meet on Macclesfield. The purpose of this study is to fulfil criteria set for my postgraduate thesis so I would be grateful if you could spare a couple of minutes to take part in this survey. **NON-COMPETITORS**

1. How many days of the **Satellite Open Meet** are you attending? (Please tick all that are applicable)
   Saturday 4th May ☐ Sunday 5th May ☐

2. Are you a friend or relative of a competitor taking part in the **Satellite Open Meet?**
   Yes ☐ 1 No ☐ 2

3. Are you a member of a swimming club?
   Yes ☐ 1 No ☐ 2

4. How old are you? ☐ yrs

5. Are you? Male ☐ 1 Female ☐ 2

6. In which town or city do you live? ☐

7. Can you provide us with the first half of your postcode?
   e.g. If you live in S14 8RW, just write **S14** ☐☐☐☐

8. Which of the following are you?
   Spectator ☐ 1 Volunteer ☐ 2 Official ☐ 3
   Other ☐ 4 (please specify) _____

f you live in MACCLESFIELD, thank you very much for your co-operation so far, however your assistance is no onger required. Please return this form to a research steward.
f you DO NOT live in MACCLESFIELD, please continue to the end of the questionnaire.

a. In which **TOWN/CITY** are you staying tonight? ☐

b. Is this?

At Home	☐ 1	With Friends/ Relatives	☐ 2
A Guest House/ B&B	☐ 3	A Hotel/ Motel	☐ 4
Camp site/ Caravan Park	☐ 5	Other, please specify _____	☐ 6

you are **NOT STAYING OVERNIGHT** in **MACCLESFIELD**, please go to **QUESTION 12.**

Please Turn Over

10. For how many nights are you staying in **MACCLESFIELD?** ☐

11. If you are **STAYING OVERNIGHT** in **MACCLESFIELD:**
How much are you spending on **ACCOMMODATION PER NIGHT?** £☐

12. How much do you expect to spend in **MACCLESFIELD** on the following **TODAY?**

Food & Drink	£☐	Programmes/ Merchandise	£☐
Entertainment	£☐	Shopping/ Souvenirs	£☐
Travel	£☐	Other (Petrol, Parking etc.)	£☐

13a. Excluding accommodation, how much have you budgeted to spend in **TOTAL** during your stay in **MACCLESFIELD?**

Total Expenditure £☐

13b. Does this include expenditure on other people? Yes ☐ 1 No ☐ 2

If **YES: INCLUDING YOURSELF,** how many people is this expenditure on? ☐

14. Which of the following best describes the **MAIN REASON** for you being in **MACCLESFIELD?**
(Please tick one only)

I am in **MACCLESFIELD** specifically to attend/watch the SWIMMING. ☐ 1

Other, please specify _____ ☐ 2

Thank You: Your Assistance is Much Appreciated

Macclesfield

8th and 9th June 2002

Building on recent research by UK Sport I am undertaking a study to assess the Economic Impact of the Satellite Open Meet on Macclesfield. The purpose of this study is to fulfil criteria set for my postgraduate thesis so I would be grateful if you could take part in this survey.

1. Which of the following are you?

   Competitor ☐ 1

   Other team member ☐ 2

2 Which swimming club are you representing? _____

3a. In which **TOWN / CITY** are you staying during the 2002 Satellite Open Meet? _____

3b. Is this?

At Home	☐ 1	With Friends / Relatives	☐ 2
A Guest House / B&B	☐ 3	A Hotel / Motel	☐ 4
Camp site / Caravan Park	☐ 5	Other, please specify _____	☐ 6

4. For how many nights are you staying in **THIS ACCOMMODATION**? _____

5. If you are staying in commercial accommodation how much is the cost of this **ACCOMMODATION PER NIGHT**? £ _____

6. **Excluding accommodation** how much do you expect to spend in **MACCLESFIELD** during the championship?

   Total Expenditure £ _____

7. How much do you expect to spend in the **MACCLESFIELD** on the following today?

Food & Drink	£	Programmes/ Merchandise	£
Entertainment	£	Shopping/ Souvenirs	£
Travel	£	Other (Petrol, Parking etc.)	£

8. Your Age? _____ yrs

9. Are you? Male ☐ 1 Female ☐ 2

10. Does your expenditure in **MACCLESFIELD** include money spent on other people? Yes ☐ 1 No ☐ 2

    If **YES** (including yourself) how many? _____

11. Have any friends or relatives come to watch you during the championship? Yes ☐ 1 No ☐ 2

    If **YES** how many? _____

Thank You for Your Help

City of Sheffield Designated Open Meet - INFORMATION FOR 31st March, 1st April 2001

Dear Researcher,

Thank you for agreeing to help collect data for my under graduate dissertation on the 2001 City of Sheffield Designated Open Meet.

The Research

You will be surveying spectators, competitors, volunteers and officials at the pool.

You will be provided with clipboards and pens, and will be allocated a particular section of the pool.

A suggested approach to asking people to take part in the research follows...

'Good morning/afternoon...

I am from Sheffield Hallam University and we have been commissioned by the event organisers to assess the economic impact of the 2001 City of Sheffield Designated Open Meet. Please could you spare a few minutes to take part in this survey, which relates to your spending while at the meet?

No...
Move on.

Yes...
Thank them and give the person a clipboard and pen and tell them there are questions both front and back, and the questionnaire should only take about 5 minutes.

When they have finished make sure all questions have been answered and if they have, thank the respondent for their time.

You can hand out the clipboards in order that you have more than one person responding at any given time. But please remember who you left them with. Occasionally, people will want you to fill the questionnaire in as they tell you their responses. This is OK, but try not to put words in to peoples' mouths. When you have a completed questionnaire either put it to the back of the pile on a clipboard or alternatively put it in your bag.

I expect it to be a relatively straightforward task in administering the questionnaires given the size of the crowds, competitors, volunteers and officials expected.

Please only approach people who look to be over 16 years.

Try to stagger where and when you approach people in order to allow people to spend some money, and remember we are after what people have spent or expect to spend during their visit to the Meet.

Important Information

Questions relating to actual expenditure are worded to establish what the subject spent on the previous day of competition. If the subject did not attend the event on the previous day then we must establish a realistic figure as to what they expect to spend. Please note this on the questionnaire if this is the case.

Try to meet me at regular intervals to hand in completed questionnaire and keep a note of how many you have completed so that you get paid.

Contact numbers you may wish to make a note of and store in your mobile should you need to get in touch are as follows:
Robert Wilson 07946 540270.

Once again thanks for your support. If there is anything you are unclear about please get in touch.

Robert Wilson
April 2001.

Appendix 2

Economic Impact Summaries

City Of Sheffield Designated Open Meet
Friday 30th March - Sunday 1st April

Economic Impact on Sheffield

	Spectators		Volunteers		Competitors		Totals	Total
Commercial Bed-Nights	173		0		78		251	%
Number of	300		74		147			
		% spectator		% vols		% Swimmers		
Accommodation	£ 8,352	26.8%	£ -	0%	£ 6,064	22.9%	£ 14,416	24.9%
Food & Drink	£ 9,918	31.8%	£ 331	28%	£ 7,356	27.7%	£ 17,605	30.4%
Programmes/Merchandise	£ 3,659	11.7%	£ -	0%	£ 2,743	10.3%	£ 6,402	11.1%
Entertainment	£ 707	2.3%	£ 74	6%	£ 1,242	4.7%	£ 2,023	3.5%
Shopping/Souvenirs	£ 3,071	9.9%	£ 192	16%	£ 4,981	18.8%	£ 8,244	14.3%
Travel	£ 1,776	5.7%	£ 44	4%	£ 2,284	8.6%	£ 4,103	7.1%
Other	£ 3,678	11.8%	£ 558	47%	£ 1,844	7.0%	£ 6,080	10.5%
Preparation Spend								
		% impact		% impact		% impact		
Total	£ 31,161	53.9%	£ 1,199	2.07%	£ 26,514	45.8%	£ 58,875	101.8%

Spectators	£ 31,161	52.9%
Volunteers	£ 1,199	2.0%
Competitors	£ 26,514	45.0%
Organisational Spend	£ -	0.0%
	£ 58,874	100.0%

Western Counties Swimming Championships

Millfield - June 2002

Economic Impact on Millfield

	Spectators		Volunteers		Competitors		Totals	Total
Commercial Bed-Nights	53		0		53		106	%
Number of Respondents Eligible	221		40		128			
		% spectator		% vols		% Swimmers		
Accommodation	£ 2,113	24.2%	£ -	0%	£ 2,492	42.2%	£ 4,604	30.6%
Food & Drink	£ 3,517	40.3%	£ 145	37%	£ 1,224	20.7%	£ 4,885	32.5%
Programmes/Merchandise	£ 966	11.1%	£ 44	11%	£ 310	5.3%	£ 1,320	8.8%
Entertainment	£ 36	0.4%	£ -	0%	£ 56	1.0%	£ 92	0.6%
Shopping/Souvenirs	£ 1,517	17.4%	£ 192	49%	£ 983	16.7%	£ 2,692	17.9%
Travel	£ 36	0.4%	£ 10	3%	£ 40	0.7%	£ 86	0.6%
Other	£ 553	6.3%	£ 2	1%	£ 794	13.5%	£ 1,349	9.0%
Preparation Spend								
		% impact		% impact		% impact		
Total	£ 8,736	15.1%	£ 394	0.68%	£ 5,899	10.2%	£ 15,029	100.0%

Spectators	£ 8,736	58.1%
Volunteers	£ 394	2.6%
Competitors	£ 5,899	39.2%
Organisational Spend	£ -	0.0%
	£ 15,029	100.0%

Middlesbrough Open Meet
June-02

Economic Impact on Middlesbrough

	Spectators		Volunteers		Competitors		Totals	Total
Commercial Bed-Nights	35		4		20		39	%
Number of Respondents Eligible	87		7		26			
		% spectator		% vols		% Swimmers		
Accommodation	£ 1,401	32.5%	£ 180	55%	£ 854	43.9%	£ 2,434	37.0%
Food & Drink	£ 1,919	44.5%	£ 108	33%	£ 855	43.9%	£ 2,882	43.8%
Programmes/Merchandise	£ 375	8.7%	£ 10	3%	£ -	0.0%	£ 385	5.8%
Entertainment	£ 18	0.4%	£ -	0%	£ -	0.0%	£ 18	0.3%
Shopping/Souvenirs	£ 600	13.9%	£ 10	3%	£ 238	12.2%	£ 848	12.9%
Travel	£ -	0.0%	£ -	0%	£ -	0.0%	£ -	0.0%
Other	£ -	0.0%	£ 18	6%	£ -	0.0%	£ 18	0.0%
Preparation Spend								
		% impact		% impact		% impact		
Total	£ 4,313	7.5%	£ 326	0.56%	£ 1,946	3.4%	£ 6,586	99.8%

Spectators	£ 4,313	65.5%
Volunteers	£ 326	5.0%
Competitors	£ 1,946	29.6%
Organisational Spend	£ -	0.0%
	£ 6,585	100.0%

Satelitte Open Meet

Macclesfield - June 2002

Economic Impact on Macclesfield

	Spectators		Volunteers		Competitors		Totals	Total
Commercial Bed-Nights	0		0		0		0	%
Number of Respondents Eligible	112		12		49			
		% spectator		% vols		% Swimmers		
Accommodation	£ -	0.0%	£ -	0%	£ -	0.0%	£ -	0.0%
Food & Drink	£ 1,300	48.0%	£ 17	13%	£ 234	28.9%	£ 1,551	42.6%
Programmes/Merchandise	£ 173	6.4%	£ -	0%	£ 28	3.5%	£ 202	5.5%
Entertainment	£ -	0.0%	£ -	0%	£ -	0.0%	£ -	0.0%
Shopping/Souvenirs	£ 585	21.6%	£ 111	87%	£ 471	58.2%	£ 1,167	32.0%
Travel	£ -	0.0%	£ -	0%	£ -	0.0%	£ -	0.0%
Other	£ 648	23.9%	£ -	0%	£ 77	9.5%	£ 724	19.9%
Preparation Spend								
		% impact		% impact		% impact		
Total	£ 2,706	4.7%	£ 128	0.22%	£ 811	1.4%	£ 3,644	100.0%

Spectators	£	2,706	74.2%
Volunteers	£	128	3.5%
Competitors	£	811	22.2%
Organisational Spend	£	-	0.0%
	£	3,644	100.0%

Andy Mac Commercial		**Andy Mac Non-Commercial**		**Andy Mac Combined**	**Actual Impact British Swimming Championships**	
Competitors	403	Competitors	94	Competitors	497	
Spectators	515	Spectators	517	Spectators	1032	
Total	918	Total	611	Total	1529	
Offcials	41	Offcials	27	Offcials	68	
Media	49	Media	29	Media	78	
Total-2	1008	Total-2	667	Total-2	1675	
Economic Impact	441378	Economic Impact	44846	Economic Impact	£ 486,224	
Model	£235,482	Model	£ 29,582	Model	£ 265,064	
Variance	£205,896	Variance	£ 15,264	Variance	£ 221,160	Model Impact
Accuracy	53%	Accuracy	66%	Accuracy	55%	**Agg to 5 Day**
	£259,030		£ 32,540		£ 291,570	**£ 647,286**
	£182,348		£ 12,306		£ 194,654	**-£ 161,062**
	59%		73%		60%	**133%**