



London 2017  
World Para Athletics Championships and IAAF World Championships  
Event Impact Report



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# 1. Introduction

## 1.1. London 2017: The Summer of World Athletics

Over four weeks in July and August 2017, London, and the Queen Elizabeth Olympic Park, hosted the ‘Summer of World Athletics’: for the first time in the history of both the IAAF World Championships and the World Para Athletics Championships, they were hosted consecutively, in the same venue, creating a celebration of disability and able-bodied athletics on an unprecedented scale.

The Summer of World Athletics set new benchmarks in a range of areas. Ticket sales for both events were the highest ever. The World Para Athletics Championships included 213 events, the most since the event’s inception in 1994 and saw athletes from 92 countries competing, the second highest figure ever.



**10 DAYS**

The 2017 World Para Athletics Championships were held between 14<sup>th</sup> and 23<sup>rd</sup> July 2017

**10 DAYS**

The 2017 IAAF World Championships were held between 4<sup>th</sup> August – 13<sup>th</sup> August 2017



**213 EVENTS**

The most held at the Championships since its inception

**163 EVENTS**

Across 24 disciplines over the course of the Championships



**305,000 TICKETS**

The highest attendance in the history of the event

**705,000 TICKETS**

A world record for the Championships



**1,074 ATHLETES**

Participated in the Championships

**2,038 ATHLETES**

Participated in the Championships



**92 COUNTRIES**

Represented – the 2<sup>nd</sup> largest number in the event’s history

**205 COUNTRIES**

Represented at the event



**999 MEDIA**

Covered the event

**3,485 MEDIA**

Covered the event

## 1.2. Event Partners

London was awarded the right to host the 2017 IAAF World Athletics Championships in late 2011 after a successful bid made jointly by UK Athletics (UKA) and the Greater London Authority (GLA), supported by National Lottery funding provided by UK Sport and underwritten by the government through the Department of Culture, Media and Sport (DCMS). The decision to co-schedule and co-host the World Para Athletics Championships in London was made by the GLA and UKA, and was announced in December 2012.

The event partners for the London 2017 Summer of World Athletics were:



Department  
for Culture  
Media & Sport

**MAYOR OF LONDON**



## 1.3. Event Impact Study

To record and assess the impact of the two Championships, the event partners listed above and London & Partners issued a tender in March 2017 for a research consultant to undertake a comprehensive analysis of the events, and their impact on Greater London, adhering, where possible, to the eventIMPACTS methodology.

The key objectives identified by the event partners for evaluation were:

- Economic impact: the direct and indirect/induced economic impact of the events on the host economy;
- Reputational impact: the impact of the event on London's reputation as a host of major sporting events, a tourist destination and a place to live and work;
- Media exposure: the domestic and global media exposure of the events;
- Home advantage: the performance of the British teams at both events;
- Community engagement: the extent to which local communities were engaged with events, including schools, volunteers and people participating in the Inspiration Programme; and
- Environmental sustainability: the extent to which the events were delivered to an environmentally sustainable model.



## 1.4. Study Authors

A consortium of The Sports Consultancy, Nielsen Sports, Gracenote and PCSG was selected as the research partner to deliver the event impact study.



The Sports Consultancy

Established in 2006, The Sports Consultancy has a unique blend of consulting, commercial, legal and rights marketing capabilities focused solely on the sports and major events markets. Through our London-based team, we provide evidence based insight and analysis to inform the strategies of our international rights holder and host city clients.

We are recognised as market-leading impact analysis specialists and regularly use the eventIMPACTS methodology to inform pre- and post-event assessments, including evaluations for the IAAF, European Professional Club Rugby, EventScotland, UK Sport, British Swimming and EventFlanders.

**Sections authored: Economic impact; Reputational impact; Community engagement.**

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Nielsen Sports is the global leader in delivering tailored commercial solutions for teams, leagues, federations, brands, broadcasters and agencies.

Combining solutions from sponsorship effectiveness to fan data capabilities with Nielsen's understanding of consumer behaviour and media consumption means it is uniquely positioned to help grow businesses through sport. Nielsen Sports equips decision-makers with smart data and advice, allowing them to better understand and connect with audiences and customers through media, sponsorship, communication and experiential platforms.

Nielsen Sports' brand exposure data and metrics are considered currency in the global sports marketplace. Coupled with its sponsorship data and Nielsen's buyer intent and purchase data, it provides more than 1,700 clients with uniquely powerful and integrated solutions to help them make smarter business decisions.

**Sections authored: Media coverage and exposure; Social media.**

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NIELSEN SPORTS



Gracenote, a Nielsen (NYSE: NLSN) company, provides music, video and sports content and technologies to the world's hottest entertainment products and brands. Gracenote is the standard for music and video recognition and is supported by the largest source of entertainment data, featuring descriptions of more than 200 million tracks, TV listings for 85+ countries and statistics from 4,500 sport leagues and competitions. Gracenote is headquartered in Emeryville, Calif. and supports customers around the globe.

**Section authored: Home performance.**



PCSG specialises in developing strategies and practical plans that deliver positive change across the economic, social and environmental aspects of organisations and projects. We are committed to enabling organisations to achieve their own sustainability best practice in a manner that prioritises credibility, ethics and transparency. A major focus area is creating innovative solutions for major sporting programmes, delivering confidence to our high-profile clients through our application of robust, credible, certifiable environmental and sustainability management systems (ISO20121, ISO14001, ISO9001, ISO45001). We also have a strong training capability building our client's own internal capacity delivering basic introductions on sustainability to internal auditing.

PCSG underpins its technical capability with a vast breadth of knowledge and experience gained through establishing, delivering, monitoring and reporting on the impact of sustainability strategies across major events and high-profile sports teams. We are uniquely placed having worked across sport: with major events (London 2012, Ryder Cup), high-profile sports teams (Sir Ben Ainslie's America's Cup team), international federations (World Sailing), national governing bodies (UK's RYA), working closely with sponsors, suppliers, manufacturers and media, as well as supporting grassroots clubs, local events and teams.

**Section authored: Environmental assessment.**

## 2. Economic Impact

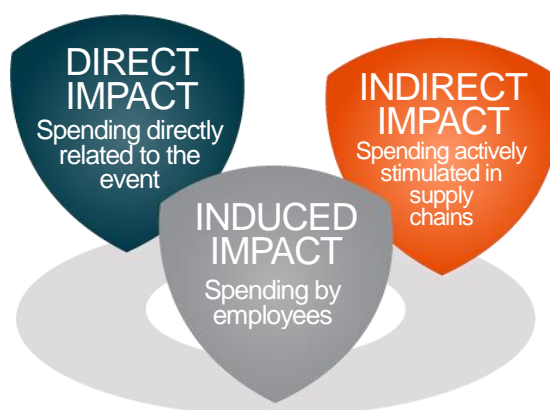
### 2.1. Measuring economic impact

#### 2.1.1. Measurement and approach

The Sports Consultancy was commissioned to analyse the direct and indirect economic impact on London of the IAAF World Athletics Championships and the World Para Athletics Championships.

Economic impact is defined as the total amount of additional expenditure – together with other intangible economic benefits – generated by the hosting of an event (or events).

The total figure is made up of three elements:



Our economic impact analysis was carried out using the **eventIMPACTS methodology**. This is a standard approach that has been developed in the UK by the Department for Culture, Media and Sport, UK Sport, Tourism Northern Ireland, Event Scotland, London & Partners and the Welsh Government. The stages for estimating the economic impact are set out below. As can be seen, it covers spectator spending, other attendees' spending, leakages and organiser spending.

- Stage 1: calculate eligible spectator numbers (i.e. those from outside the host economy);
- Stage 2: apply spectator spending patterns (for accommodation);
- Stage 3: calculate other spectator spend (non-accommodation);
- Stage 4: calculate other attendee numbers (athletes, coaches, IAAF partners, VIPs, etc.);
- Stage 5: apply attendee spending patterns (for accommodation);
- Stage 6: calculate other attendees' spend (non-accommodation);
- Stage 7: estimate leakages; and
- Stage 8: calculate organiser spending in the host economy.

Through completing these stages, the **direct economic impact** can be identified. Following this, consideration was given to multipliers that could be applied to derive a total economic impact.



### 2.1.2. Definition of host economy

At the start of the project, we worked with the London stakeholders to define the host economy, i.e. the area of focus for the impact. For this project, Greater London was selected as the host economy, as the two events were contained within the city.

### 2.1.3. Indirect economic impact – establishing a multiplier

Our study focuses on the direct economic impact of the two events. However, an assessment of economic impact can also give consideration to secondary effects, i.e. indirect, or “ripple”, and induced. These can be described as follows:

**Indirect impact:** the direct effect from the initial event-related spending creates additional activity in the economy. Indirect effects are the result of additional demand throughout supply chains in the host economy. Businesses that benefit from the direct impacts will subsequently increase spending at other local businesses. The indirect impact is a measure of this increase in business-to-business activity, rather than the initial spending which is covered by the assessment of direct impact.

**Induced impact:** the induced impact is the result of increased personal income caused by the direct and indirect effects. Businesses experiencing increased revenue from the direct and indirect effects will subsequently increase payroll expenditures (by hiring more employees, increasing payroll hours, raising salaries, etc.). Consequently, households increase spending at local businesses. The induced impact is a measure of this increase in household-to-business activity.

Estimating multipliers is complex and dependent on the size and nature of the economy being considered. In simple terms, the larger the host economy, the lower the chance of leakage and the higher the value of the multiplier. To provide an indicative illustration of the potential indirect impact, an estimate has been provided based on our industry benchmark data for the multipliers applied to major sporting events held in London in recent years. Based on the principle of employing prudence, and in consultation with the London 2017 event stakeholder group, we have agreed a multiplier range of between 1.38 and 2.02.

## 2.2. Our findings

### 2.2.1. Economic impact of the World Para Athletics Championships

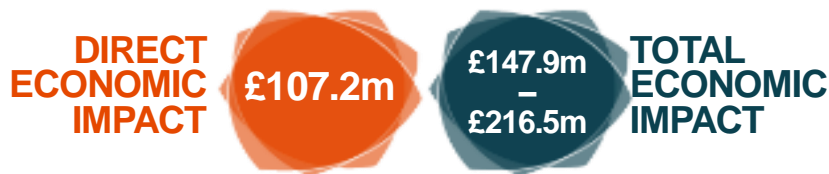
The World Para Athletics Championships generated a direct economic impact of **£28,162,638** and, when considering the indirect economic impact, a potential total economic impact of **between £38,864,441 and £56,888,529** in London, England, resulting in a total contribution to GDP of **between £16,167,607 and £23,665,628**.

### 2.2.2. Economic impact of the IAAF World Championships

The IAAF World Championships generated a direct economic impact of **£79,009,739** and, when considering the indirect economic impact, a potential total economic impact of **between £109,033,440 and £159,599,673** in London, England, resulting in a total contribution to GDP of **between £45,357,911 and £66,393,464**.

### 2.2.3. Combined Economic Impact

The World Para Athletics Championships and IAAF World Championships generated a direct economic impact of **£107,172,377** and, when considering the indirect economic impact, a potential total economic impact of **between £147,897,881 and £216,488,202** in London, England, resulting in a combined total contribution to GDP of **between £61,525,518 and £90,059,092**. This impact was generated by various groups, including spectators, athletes and officials, media and the organisers themselves.



## 3.Reputational Impact

### 3.1. Customer Satisfaction and Visitor Perception

#### In-Event

The Sports Consultancy deployed a team of surveyors across four days at both the World Para Athletics Championships and IAAF World Athletics Championships. This survey captured economic impact data from non-local attendees, i.e. those coming from outside London, and the impact that attending the event had on spectators' attitudes towards London, their likelihood of returning to London and of recommending the city as a destination to others.

At the World Para Athletics Championships, a total of 856 people were surveyed on Sunday 16<sup>th</sup> and Saturday 22<sup>nd</sup> July, of whom 481 were non-local. At the IAAF Championships, a total of 702 people were surveyed, outside the Queen Elizabeth Olympic Park during the Marathon on Sunday 6<sup>th</sup>, and during in-stadium sessions on Saturday 12<sup>th</sup> August, of whom 450 were non-local. A summary of the results is provided below.

**Fig. 1 – In-Event Survey Results**

	World Para Athletics Championships Attendees (n=481)	IAAF World Athletics Championships Attendees (n=450)
Strengthened London's image as a tourist and business destination	83.8% agreed	81.3% agreed
Increased likelihood of recommending London as a tourist destination	90.6% agreed	91.1% agreed
Increased likelihood of returning within 2 years	73.4% agreed	69.3% agreed

With marginal differences between attendees at the two events, the live survey received overall positive responses from non-local attendees regarding how their visit had affected their view of London, with the clear majority at both events agreeing they were likely to recommend London as a tourist destination. A smaller, but still significant, proportion of those surveyed agreed they were likely to return to London within the next two years.

#### Post-Event

In addition, Goodform, the sport and leisure CRM agency, conducted a separate post-event online survey of event attendees, using the ticketing database. The survey was distributed to ticket-holders after the last session for which they had tickets. The survey received 24,317 responses for the IAAF event, out of a total of 152,887 ticket-holders and 7,388 responses for the World Para Athletics event, out of a total of 42,613 buyers. A summary of the results is provided below.

**Fig. 2 – Goodform Post-Event Survey Results**

	World Para Athletics Championships Attendees (n=7,388)	IAAF World Championships Attendees (n=24,317)
Event satisfaction score	+76 net satisfaction score	+70 net satisfaction score
Event promotion score	+85 net promoter score	+77 net promoter score

Likelihood of attending future athletics events at the London Stadium	97%	95%
Likelihood of attending future events at the London Stadium	83%	75%
Likelihood of attending future athletics events in the UK	66%	73%
Likelihood of attending future sporting events in the UK	72%	79%

As with the in-event survey, Goodform found that the event scored highly across a range of customer satisfaction and visitor perception metrics. In particular, both events scored highly in terms of event promotion – the likelihood of attendees recommending visiting a similar event to others in the future – and in terms of attendees attending further athletics events at the London Stadium.

### 3.2. Civic Pride

#### In-Event

In addition to questions relating to their view of London, the surveys conducted during the World Para Athletics and IAAF events asked London residents about how London's hosting of the two Championships had affected their view of the city.

Of the 856 people interviewed at the World Para Athletics Championships, 375 were London residents. Of the 702 interviewed at the IAAF Championships, 252 were London residents. A summary of the results of this survey is provided below. Across both events, positive feeling about London and about its hosting of the Summer of Athletics was very high.

**Fig. 3 – In-Event Survey Results**

	World Para Athletics Championships Attendees (n=375)	IAAF World Championships Attendees (n=252)
The event has showcased London as a positive, vibrant city	97% agreed	96.8% agreed
Feeling of pride in London hosting the event	99.2% agreed	96.4%
Hosting the event has had a positive impact on London's communities	95% agreed	91.3%

#### YouGov Polling

YouGov, on behalf of the GLA, conducted two separate polls of its panel of 40,000 Londoners to understand the level to which Londoners have followed the both events and how each event has impacted community cohesion in the city. Respondents to the IAAF survey were also asked how the event had affected their sense of pride in London.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,000 and 1,051 adults for respective fieldwork undertaken between 24th – 27th July 2017 and 21st – 24th August 2017. The survey was carried out online. The figures have been weighted and are representative of all London adults (aged 18+). The full results are available via the London Datastore.

The survey asked respondents whether they had been following the World Para Athletics or IAAF event respectively. 45% of all Londoners said they had been following the IAAF event, a similar level to the following for Wimbledon 2017. 19% of all Londoners said they had been

following the World Para Athletics event, slightly below the proportion following the Tour de France (24%).

**Fig. 4 – YouGov/GLA Intelligence Survey Results**

	World Para Athletics Championships (n=1,000)	IAAF World Championships (n=1,051)
Hosting the event has had a positive impact on community cohesion – event followers*	56% agreed	47% agreed
Hosting the event has had a positive impact on community cohesion – all Londoners	33% agreed	31% agreed
Hosting the event has increased my sense of pride in London – event followers*	N/A	25% agreed
Hosting the event has increased my sense of pride in London – all Londoners	N/A	15% agreed

(\*World Para Athletics Championships followers, n=190, IAAF World Championships followers, n=492)

For both events, all respondents were asked whether the event had a positive impact on community cohesion. In both cases, a more positive view on the impact of the events on community cohesion was reported among those following the events than those who had not.

The difference in the view of the events' impact on London's communities is understandably lower among event followers than event attendees given that the live survey will have captured responses at a moment of high enthusiasm for the event compared to a post-event survey. It is interesting to note that, as with the in-event survey, the World Para Athletics Championships is viewed as having been more beneficial for London's communities, again demonstrating the value of staging disability sport alongside able-bodied events.

For the IAAF survey, respondents were asked a specific question relating to civic pride that was not asked as part of the World Para Athletics Championships. The impact of the event was higher among those following the event. It is important to note, however, that 57% of all Londoners said that they were already proud of London and remained so during the event.

## Volunteers

The volunteering programme for London 2017 was delivered by Team London, the Mayor of London's volunteering organisation. As part of Team London's post-event reporting, a survey was also distributed to all volunteers ("Runners") for both Championships. This survey received 1,514 responses, of which 1,330 were complete. Included in this survey were questions relating to community integration and civic pride. The key civic pride highlights of this survey are below.

The motivations for volunteering, illustrated in fig. 5, covered a broad range. The most popular reason for volunteering was to be a part of the Championships (30.4%). However, it is interesting to note that more civic motivations, such as 'giving back to the community' and 'helping others' were the next two most popular, accounting for almost a quarter of responses.

**Fig. 5 – Volunteer Programme Survey: Why did you apply to be a Runner?**

	% (n=1,495)
To be a part of the Athletics Championships	30.4%
To give back to the community	12.5%



To help others	11.6%
To relive the Games Maker experience from 2012	11.4%
To use the knowledge and skills I have already developed	8.6%
I am a keen athletics/sports fan	7.2%
To be a part of Team London	5.6%
To help me develop my knowledge and skills	4.3%
Other	3.9%
To inspire others to volunteer	2.3%
To meet new people/make new friends	1.3%
To improve London	1.0%

**Fig. 6 – Volunteer Programme Survey: Do you agree or disagree with the following statements?**

	Agree	Neither Agree Nor Disagree	Disagree
I have met people from different communities and made new friends (n=1,431)	82.2%	13.5%	4.3%
Being a Runner has increased my sense of civic pride / pride at being a Londoner (n=1,432)	57.5%	30.2%	12.4%

From the results above, it is clear that the Volunteer Programme had a positive effect in bringing together people from different communities, which may lead to greater community cohesion as a legacy of the event.

It is important to note that 59% of respondents to the Volunteer Programme survey came from outside the London area. In that context, an uplift in civic pride / pride at being a Londoner of over 50% is significant, and appears in line with the results obtained via the post-event survey conducted by YouGov.

## 4. Media Coverage and Exposure

Nielsen Sports conducted a full global audit around the World Para Athletics Championships, covering all dedicated TV programmes between 13<sup>th</sup> July – 2<sup>nd</sup> August.

Nielsen Sports have detailed programme details, coverage duration and average audiences within this document.

For the IAAF World Championships, the global audit was conducted by a 3<sup>rd</sup> party and sent to Nielsen Sports for verification. Nielsen Sports have used this audit to conduct media value analysis and to display key broadcast numbers within this document.

The IPC also commissioned analysis of the World Para Athletics Championships, via Nielsen Sports, albeit with different requirements and parameters. Therefore results may contrast in terms of coverage and audience statistics.

This analysis, conducted directly for the IPC also delivered additional secondary coverage in order to take the high importance of non-dedicated coverage, e.g. in general News programmes into account. Besides, a shorter monitoring period has been chosen for this particular analysis (13<sup>th</sup> July – 26<sup>th</sup> July). The additional coverage hours and audiences from this investigation are not included within the graphs of this document for the sake of consistency amongst the reports about the IAAF World Championships as well as the World Para Athletics Championships. Nevertheless, in some places in the text, reference is made to the results.

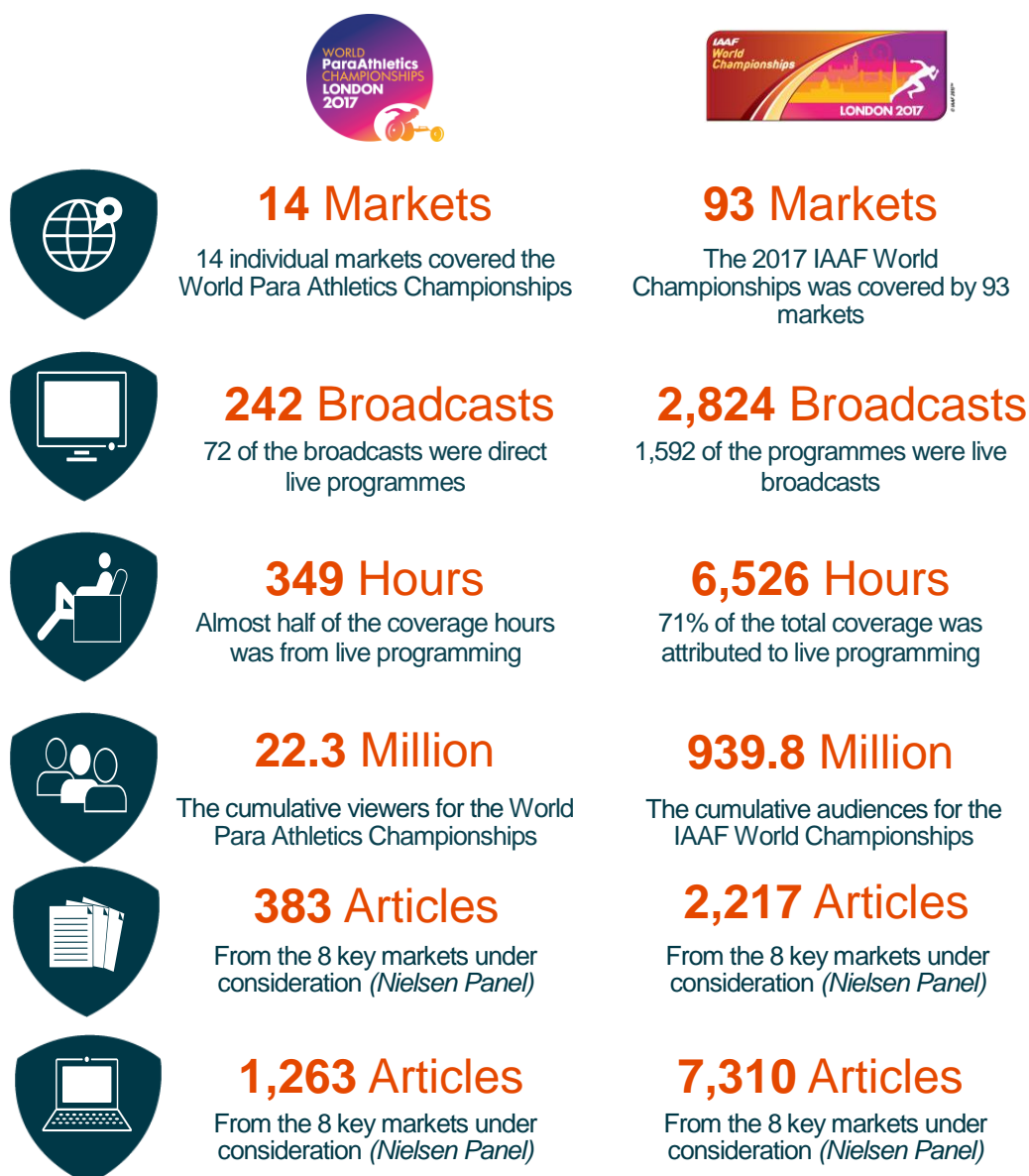
## 4.1. Media Coverage and Exposure

### 4.1.1. Global Coverage Overview

The Summer of World Athletics, featuring both the IAAF World Championships and the World Para Athletics Championships, was a highlight of the sporting calendar and the level of media coverage was suitably vast.

Taking into account both the IAAF World Championships and the World Para Athletics Championships, the dedicated TV coverage reached almost 1 Billion cumulative viewers across 99 markets.

The aforementioned extended analysis directly for the IPC has shown the high importance of non-dedicated coverage for the World Para Athletics Championships. Including these figures, the cumulative audience increases significantly to 262 million and reaches over 16 different markets.



#### 4.1.2. Global Cumulative Audience (Average Audiences unless stated)

##### **TV Coverage and Cumulative Average Audience by Event**

The global cumulative TV audience amounted to 962.2 million, from a total of 3,064 broadcasts and 6,875 hours of dedicated TV coverage.

The IAAF World Championships accounts for 95% of the total programme coverage and 98% of the global cumulative TV audience.

##### **Cumulative Average TV Audience by Programme Type**

69% of the global cumulative audience is directly attributed to live coverage. Delayed broadcasts (14%) and highlights (10%) also provide a notable level of viewership.

The importance of secondary coverage can only be shown for the World Para Athletics Championships. For instance, news coverage can be held responsible for a cumulative audience of 188 million, accounting for 72% of the total.

##### **Cumulative Average TV Audience by Market**

Of the cumulative audience (963 million) covering both the IAAF World Championships and the World Para Athletics Championships, Japan (222 million), China (94 million) and the UK (79 million) were the key markets in terms of audience contribution.

##### **Key Broadcasters (Cumulative Average Audience)**

TBS was the key broadcaster within Japan, delivering 217 million. China's CCTV5 contributed 93 million cumulative audience from a total of 72 individual dedicated TV programmes.

BBC's extensive coverage of the IAAF World Championships ensured that the home market maintained a strong presence (78.7 million).

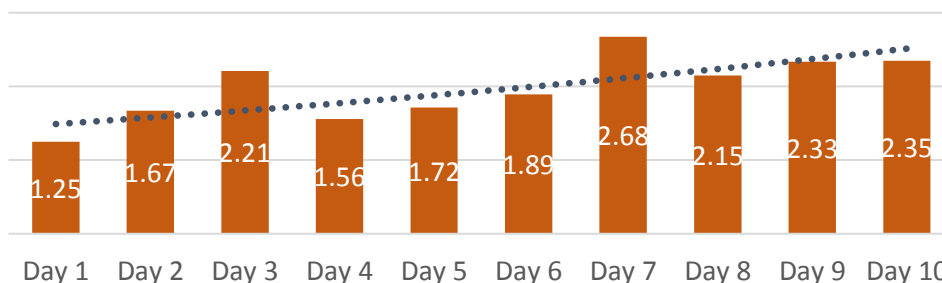
Although not reaching the extent of global coverage and audience, there were also great successes within the World Para Athletics Championships. When benchmarking London 2017 with Doha 2015, the number of programmes (+105%) and coverage hours (+125%) more than doubled.

More importantly, when reviewing live and highlights viewership, the audience increased tenfold compared to 2015 (899%).

Taking into account the dedicated and non-dedicated coverage it shows that Channel 4 was also a key broadcaster for the World Para Athletics Championships. Here the most coverage was registered. 17% of the global broadcast hours have been aired on Channel 4, thus accounting for 51% of all global event impressions.

## Day by Day (Cumulative Average Audience)

Cumulative Audience by event day for the World Para Athletics Championships was relatively consistent, ranging from 1.25 million to 2.68 million. The positive factor was that TV audiences generally increased throughout the event, as seen by the trendline below;



The IAAF World Championships witnessed more volatile audience by day, as would be expected with such a scale of viewership. Four individual event days delivered cumulative

audience of over 100 million. Day 9 (136 million) and day 3 (131 million) deliver the greatest audience.

## IAAF World Championships – Session by Session (Live Programme Average Audience)

The evening sessions deliver 57% of the cumulative TV audience. This is to be expected, with a higher percentage of the population present in-home. The Morning and afternoon sessions provide comparable shares of 20% and 22% respectively.

Japan accounted for the top-5 individual programme audiences. The highest audience was on Day 9 (Live; morning session) with a programme audience of 9.73 million.

The UK delivered the 6th and 8th top programme audiences. The top UK programme was the evening session on Day 9 (6.66 million).

**The peak audience, during the evening session on Day 9, reached 10.4 million.**

China was the next most prominent market, providing the 9th and 10th top-performing programmes.

## TV News – UK Market

The IAAF World Championships (249 broadcasts) and the World Para Athletics Championships (69 broadcasts) were prominent features within flagship TV news programmes.



## 4.2. Overall Findings – QI Media Value

Nielsen Sports was commissioned to analyse the media value (£) generated for event stakeholders (i.e. venue and city) across:

- TV
- Print
- Online
- Social media

The media values provided (see below) highlight the values generated by event –World Para Athletics Championships and IAAF World Championships - along with the total value generated from across both events.

A detailed breakout has also been provided for each media type, along with a full overview of the project scope specific to each area can be found in the appendices.

### QI Media Value



#### 4.2.1. London: Exposure and Value Attributed to the city of London

Traditional media coverage the IAAF World Championships and the World Para Athletics Championships deliver a total QI Media Value of £143 million.

The vast global TV distribution is key to the value, with 95% of the value directly attributed to TV coverage. The visibility of London was high throughout the 'Summer of World Athletics'.

As a % share of the total UK coverage, the city of London via various inventory, was on-screen for 24% of the total TV coverage.



#### 4.2.2. London: Exposure and Media Value - TV

##### Market by Market analysis – top-3 Markets



The above 3 markets, combined, account for 44% of the global QI Media Value.

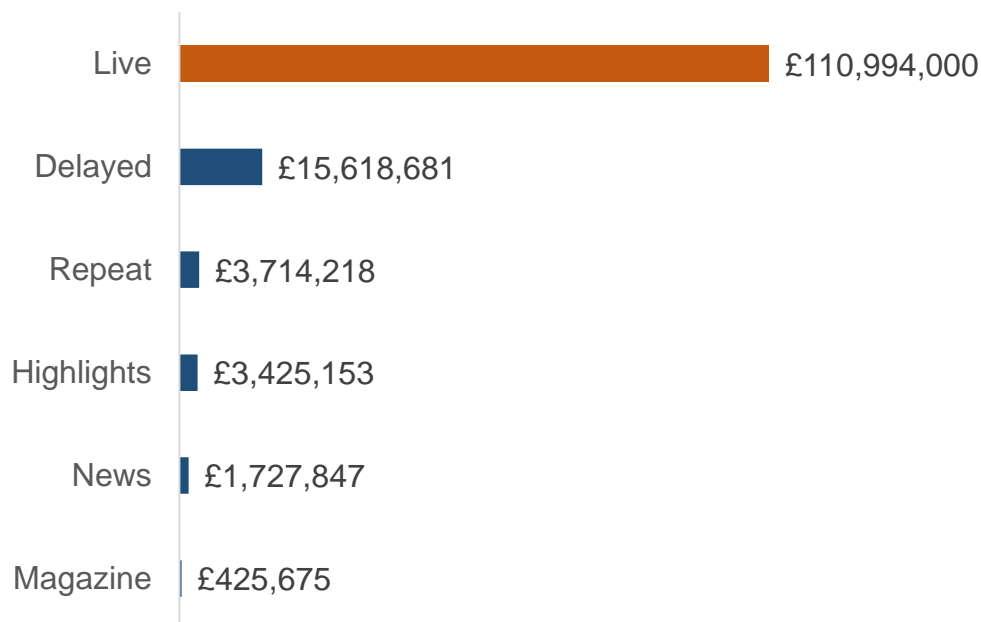
## 4.2.2 TV - Exposure and Value Attributed to the city of London

### By Programme Type

Live TV coverage contributes £111.0 million of London's total QI Media Value.

Delayed coverage also provides a high level of media returns (£15.6 million). Repeats, highlights and magazine coverage combines to add a further £7.6 million.

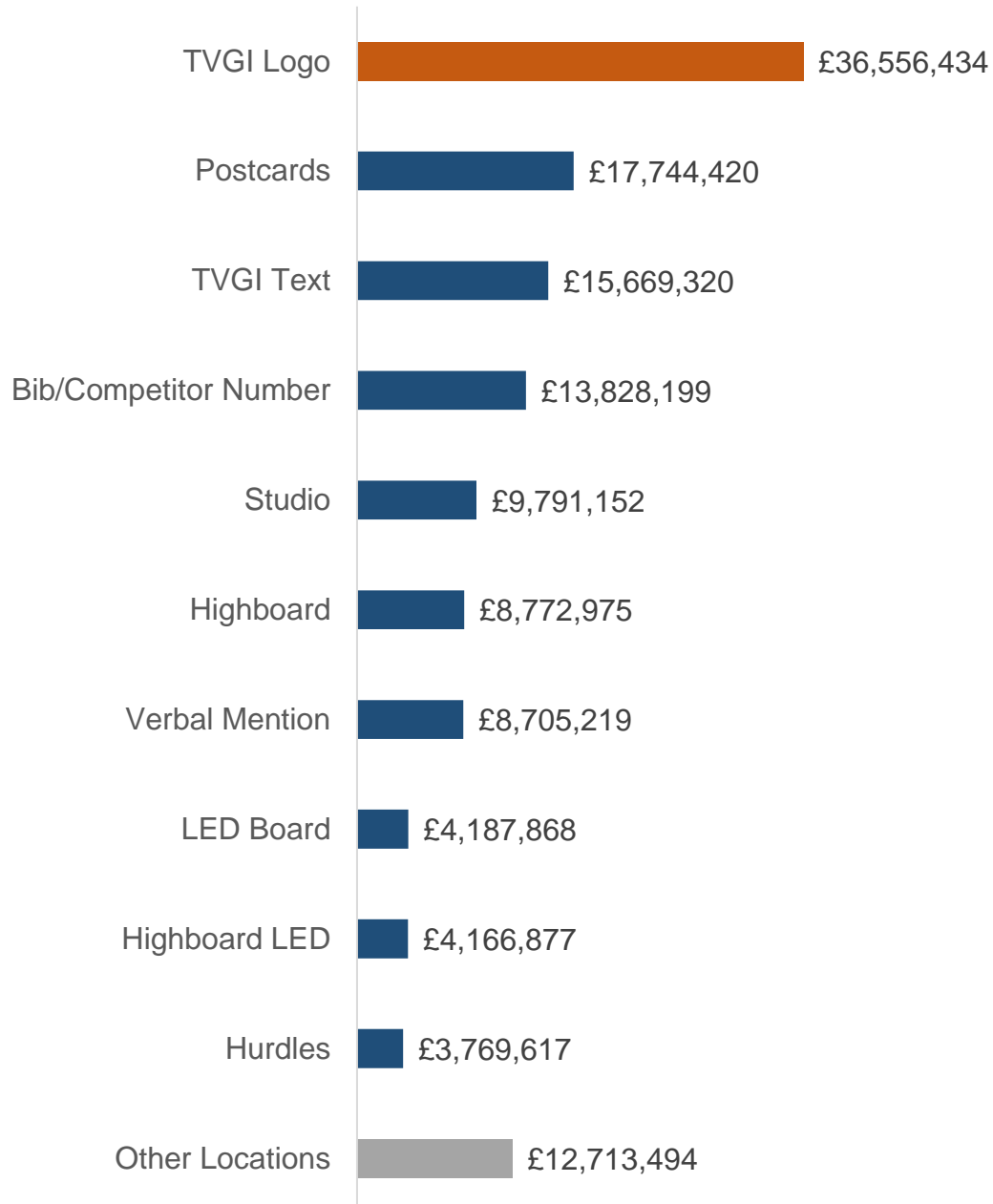
TV News was monitored within the UK only, but a high level of event reporting led to a total QI Media Value of £1.7 million.



## By Inventory Location, including audio references

TV graphics provide £52.2 million of the total QI Media Value attributed to London. London maintains excellent presence within many aspects of the coverage, primarily race and results lists which drive high levels of visibility.

London visibility on the Competitors delivers a total of £16.2 million QI Media Value. Verbal mentions of London provide £8.7 million value.



## Postcard Focus

Various ‘postcard’ images throughout the events, promoting the city of London, added an additional £17.7 million QI Media Value. A multitude of images highlighting London as a destination occurred, the most of common of which was a panoramic view of the Queen Elizabeth Olympic Park featuring London in the background.





#### 4.2.3. London Exposure and Media Value – TV News (UK only)

The IAAF World Championships and the World Para Athletics Championships featured within 318 TV News programmes.

TV News delivered over 3 hours of exposure for London, equating to £1.73 million QI Media Value.

Most important was that 43% of this visibility was during flagship BBC programmes. BBC1 delivered £1.51 million QI Media Value from TV News coverage – 87% share of value.

#### 4.2.4. London Exposure and Media Value – Print and Online Results

Nielsen Sports utilised their standard Print and Online panels for articles featuring the IAAF World Championships and the World Para Athletics Championships featured. The following key markets are included;

UK, United States, Japan, France, Germany, Italy, Spain & China

London recorded a total of £9.1 million QI Media Value from Print and Online coverage of the IAAF World Championships and the World Para Athletics Championships.

The UK in isolation accounted for £4.2 million (46% share).

##### **Print Monitoring and Analysis**

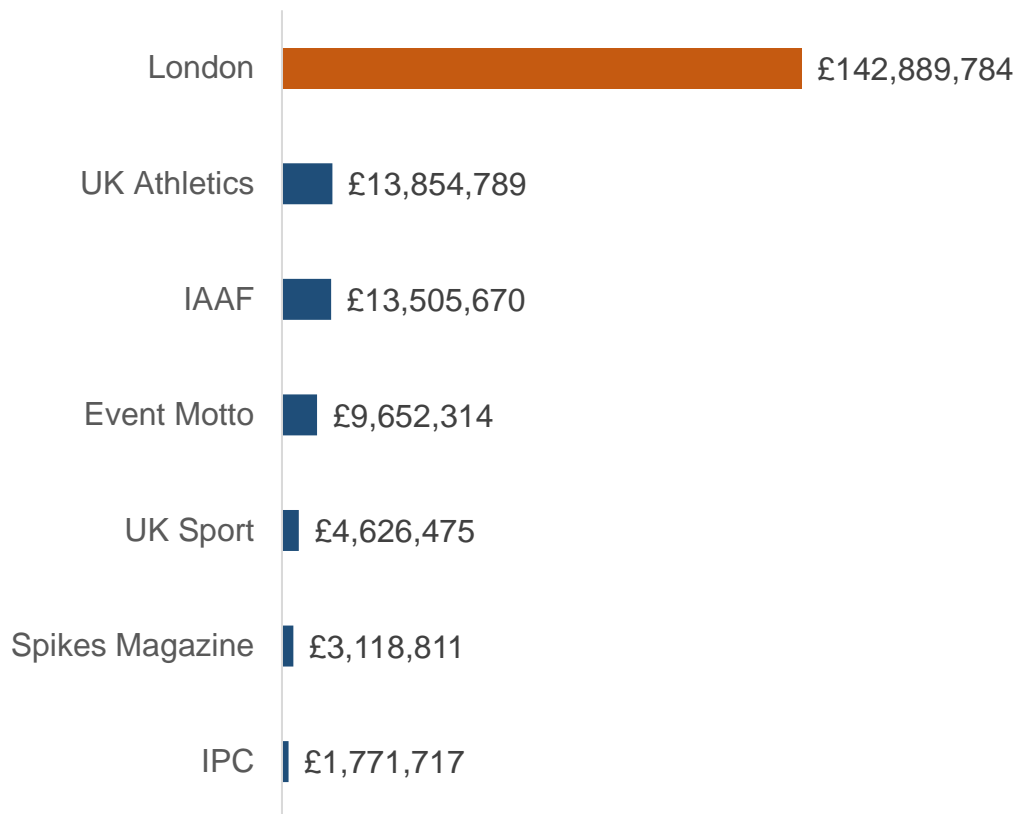
Print coverage delivers a total of £1.7 million QI Media Value for London. The UK directly accounts for 46% of the total value for London, followed by the United States (21%).

##### **Online Monitoring and Analysis**

Online coverage delivers a total of £7.0 million QI Media Value for London.

The UK accounts for £2.1 million of the total value for London, with the Daily Mail Online a key driver due to extensive event reporting and photograph galleries (£1.3 million).

#### 4.2.5. Summary of all Stakeholders



Of all Stakeholders, outside the London properties, it was UK Athletics which recorded the strongest QI Media Value

The performance of UK Athletics was largely due to the British Athletics crest on the Team GB apparel, which was a prominent feature throughout the coverage.

IAAF logos, in isolation, deliver a total of £13.5 million QI Media Value, with the striking LED Boards accounting for 76% of the total returns.

The event motto, of *See The Best* and *#Be The Next*, were prominent messages during the events. Key to the visibility was branding on the Highboards within The London Stadium.

UK Sport (Lottery Funded) recorded exposure from LED Boards (£3.4 million) and traditional Static Boards (£1.2 million).

## 5. Social media

### 5.1. Social media - monitoring

- **139 million impressions** were received on social media content published to the IAAF and IAAF World Championship Facebook, Instagram and Twitter accounts between 4<sup>th</sup> and 13<sup>th</sup> August 2017 during the event
- Almost **1.7 million social media interactions** were generated from across these posts
- There were **over 12.5 million video views** across the IAAF and IAAF World Championship Facebook, Instagram and YouTube accounts between 26<sup>th</sup> June and 20<sup>th</sup> August
- Hero the Hedgehog not only entertained fans in the stadium, but also audiences following across social media, with **almost 4 million Facebook cumulative video views received across his two main highlight videos**, with over 34,000 shares on the IAAFWorld Championships page of his main highlights post
- There were 1.6 billion total potential impressions, according to social listening tool Crimson Hexagon, for #IAAFWorlds and #ParaAthletics between 1<sup>st</sup> July-20<sup>th</sup> August 2017
- Peak social media buzz over the two summer championships came around Usain Bolt's farewell appearance at a major event, with the men's 100m final attracting the greatest peak of social media buzz during the summer of athletics in London
- BP's Energy Within Campaign video featuring Richard Whitehead, released around the World Paralympic Athletics Championship, attracted over 10 million Facebook views

## Glossary

**Impressions** – the sum of the views of any social media post published to Facebook, Twitter, Instagram and YouTube. Please note that impressions include repeat views per viewer and do represent ‘unique views’

**Total potential impressions** - calculated based on the sum of the followers of the accounts who posted about either event (definition as provided by the social media monitoring tool *Crimson Hexagon*)

**Interactions** – the sum of the likes / reactions, comments / replies and shares / retweets monitored across Facebook, Twitter, Instagram and YouTube

**Video views** – the sum of the number of views of video content posted to each of Facebook, Twitter, Instagram and YouTube

**Buzz** – the number of mentions of keyword(s) aligned to a specific topic from across the below platforms:

- Facebook (comments and wall posts only)
- Twitter
- Instagram
- YouTube (comments only)
- Forums
- Blogs

## 5.2. Media value

### Approach and scope

All social media posts have been considered for analysis during the period of **10<sup>th</sup> July 2017 – 20<sup>th</sup> August 2017** across the following social media platforms and accounts:

- Valuation of four social media platforms – **Facebook, Twitter, Instagram and YouTube**
- Properties included within this analysis include the **IAAF's own social media profiles** (including event profiles) along with the social media output from across **a panel of 10 media outlets**
- 10 media outlets considered for analysis: **BBC Sport, CCTV, ESPN, Eurosport, Eurosport Australia, FOX Sports, Fox Sports Asia, NBC Sports, Star Sports, SuperSport**
- **All partners have been considered** for this analysis

### Measurement – methodology

Nielsen Sports measures social media using its standard approach and takes into account logo exposure and also fan engagement with sponsored activations.

Developed as brands and rights holders seek to understand how much their social media assets are worth in order to optimise sponsorships.





## Social media value (from monitored Stakeholders)

The IAAF World Championships and World Para Athletics Championships generated a media value of £402,433 across the monitored properties and channels on social media.

82% (£328,171) of this social media value was generated around the IAAF World Championships, while 18% (£74,262) was generated around the World Para Athletics Championships.

Of the monitored stakeholders, London partners accounted for 78% of the total media value, generated across the monitored period.

### Platform

Twitter was the platform that generated the highest social media value both overall and for each individual event, and this was largely due to it being the platform to receive the highest number of posts.

It was Facebook, however, that generated the highest average social media value per post.

### Property

Overall, media / broadcaster accounts generated a higher total social media value than either the IAAF and World Para Athletics Championships.

BBC Sport generated a significantly higher social media value than any other media / broadcaster, and this was due to various factors including:

- BBC Sport was the home market broadcaster
- BBC Sport received 1,352 brand exposures through its social media content output; significantly more frequently than any other media / broadcaster account (SuperSport received the second highest volume of exposures with 151)

## 5.3. Media value – social media

The IAAF World Championships and World Para Athletics Championships generated a social media value of **£402,433** across the monitored properties and channels on social media.

**82% (£328,171)** of this social media value was **generated around the IAAF World Championships**, while **18% (£74,262)** was generated around the **World Para Athletics Championships**.

### Q1 social media value by event (all monitored partners)

Total
<b>£402,433</b>

The proportion of London partner value was greater during the IAAF World Championships (82%) than for the World Para Athletics Championships (44%).

### Q1 social media value by event (London partners only)

Total
<b>£314,902</b>

### 5.3.1. Social media value – by platform

Twitter was the platform that generated the highest social media value both overall and for each individual event.

#### Q1 social media value by event and social media platform

Platform	Total
Facebook	£157,612
Twitter	£201,709
Instagram	£23,273
YouTube	£19,849
<b>Total</b>	<b>£402,433</b>

This was directly linked to the volume of posts published to the platform - **Twitter received a higher volume of posts compared to any other platform.**

The IAAF World Championships Twitter account posted 277 times, more than on Facebook (127) and Instagram (79), while similarly, the World Paralympic Athletics

Championships Twitter account posted 314 times, more than on Facebook (247) and Instagram (142).

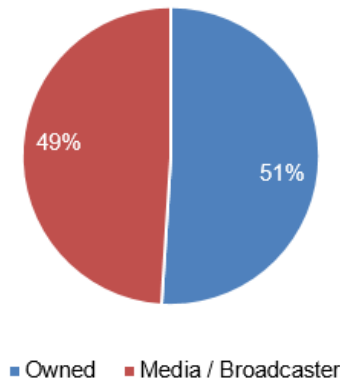
While total value was highest on Twitter for both events, when we consider the average Q1 media value per post, Facebook performed best for both events.

#### Average Q1 media value by post and social media platform

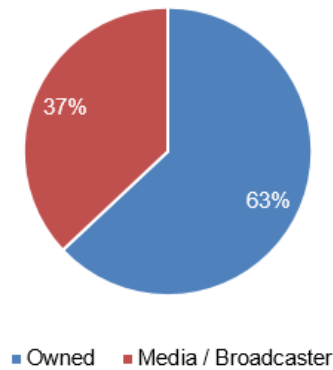
Platform	World Para Athletics Championships	IAAF World Championships
<b>Facebook</b>	£186.68	£1,064.66
<b>Twitter</b>	£85.25	£630.63
<b>Instagram</b>	£147.52	£176.94
<b>YouTube</b>	N/A	£10.56

### 5.3.2. Social media value – by property

#### IAAF World Championships



#### World Para Athletics Championships



Overall, media / broadcaster accounts generated a higher total social media value than either the IAAF and World Para Athletics Championships social media channels

#### Q1 social media value by media / broadcaster



**BBC Sport generated a significantly higher social media value than any other media / broadcaster**, and this was due to various factors including:

- BBC Sport was the home market broadcaster
- BBC Sport received 1,352 brand exposures through its social media content output; significantly more frequently than any other media / broadcaster account (SuperSport received the second highest volume of exposures with 151)

## Most valuable posts published by BBC Sport

**Sponsor – IAAF**

**Media value - £3,926**



**Sponsor – British Athletics**

**Media value - £1,235**



## Most valuable posts published by media / broadcasters (exc. BBC Sport)

**Name – FOX SPORTS Asia**

**Sponsor – London 2017**

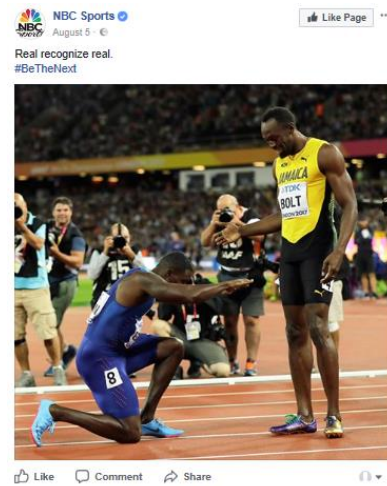
**Media value - £965**



**Name – NBC Sports**

**Sponsor – London 2017**

**Media value - £656**



**Media value - £519**



### 5.3.3. Media value – by partner

London 2017 generated a higher social media value than any other partner, while **London partners accounted for £314,902 in media value.**

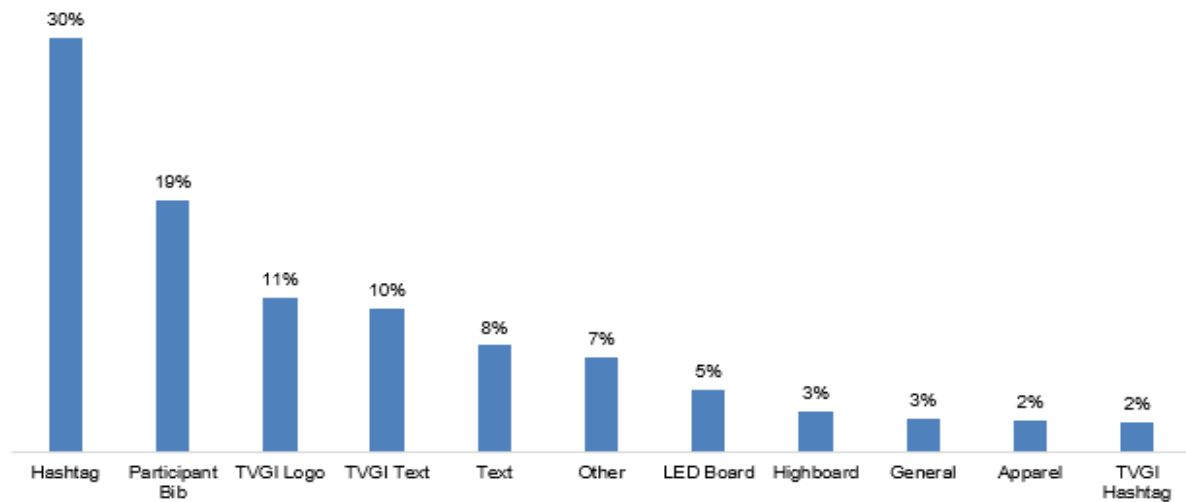
#### Q1 social media value by partner





## Q1 Social media value by asset location

**Hashtag references of #London2017 generated the highest social media value overall - £115,781 in media value generated for this asset in total.**



*Please note that the location 'other' includes mascot, podium, microphone, general merchandise and presentation backdrop.*

## Participant / athlete bib



**TVGI logo**



**TVGI text**



## 6.Home Performance

### 6.1. 2017 IAAF World Athletics Championships Results Summary

Great Britain won two gold medals, three silver medals and one bronze medal at the 2017 IAAF World Athletics Championships. There were 86 total entries in the competition by Great Britain with 30 achieving a top-10 rank and 50 a place in the top-20 of their event. One British entrant did not finish and two were disqualified. The full results summary, including the age of the athlete on the day of the performance and the performance itself, is shown below in date order:

Date	Gender	Event	Rank	Person/Team	Age (y-d)	Result
04 Aug	Men	10000m	1	Mo Farah	34-134	26:49.51
05 Aug	Men	100m	7	Reece Prescod	21-158	10.17
05 Aug	Men	100m	9	Chijindu Ujah	23-153	10.12
05 Aug	Men	100m	15	James Dasaolu	29-334	10.22
05 Aug	Women	10000m	21	Beth Potter	25-221	32:15.88
05 Aug	Women	10000m	27	Charlotte Taylor	23-200	32:51.33
05 Aug	Men	Discus Throw	29	Nicholas Percy	22-243	56.93
05 Aug	Women	10000m	DNF	Jess Martin	24-308	
06 Aug	Men	Marathon	4	Callum Hawkins	25-045	2:10:17
06 Aug	Women	Heptathlon	5	Katarina Johnson-Thompson	24-209	6558.00
06 Aug	Women	Pole Vault	6	Holly Bradshaw	25-277	4.65
06 Aug	Women	Marathon	13	Charlotte Purdue	26-057	2:29:48
06 Aug	Women	100m	13	Daryll Neita	20-342	11.16
06 Aug	Women	100m	16	Asha Philip	26-285	11.19
06 Aug	Women	100m	18	Desiree Henry	21-345	11.24
06 Aug	Women	Marathon	18	Aly Dixon	38-316	2:31:36
06 Aug	Men	Marathon	31	Andrew Davies	37-280	2:17:59
06 Aug	Men	Marathon	39	Josh Griffiths	23-276	2:20:06
06 Aug	Women	Marathon	43	Tracy Barlow	32-049	2:41:03
07 Aug	Women	1500m	4	Laura Muir	24-090	4:02.97
07 Aug	Women	1500m	6	Laura Weightman	26-037	4:04.11

07 Aug	Women	Hammer Throw	7	Sophie Hitchon	26-027	72.32
07 Aug	Men	110m Hurdles	10	Andrew Pozzi	25-084	13.28
07 Aug	Women	1500m	17	Sarah McDonald	24-005	4:06.73
07 Aug	Women	1500m	22	Jessica Judd	22-212	4:10.14
07 Aug	Men	110m Hurdles	26	David Omoregie	21-279	13.59
07 Aug	Men	110m Hurdles	33	David King	23-055	13.67
08 Aug	Men	800m	4	Kyle Langford	21-187	1:45.25
08 Aug	Men	400m	9	Matthew Hudson-Smith	22-286	44.74
08 Aug	Men	800m	19	Guy Learmonth	25-110	1:46.75
08 Aug	Men	800m	20	Elliot Giles	23-074	1:46.95
08 Aug	Men	3000m Steeplechase	22	Zak Seddon	23-041	8:32.84
08 Aug	Men	400m	24	Dwayne Cowan	32-219	45.96
08 Aug	Men	400m	27	Martyn Rooney	30-127	45.75
08 Aug	Men	3000m Steeplechase	41	Rob Mullett	30-008	8:47.99
08 Aug	Men	3000m Steeplechase	43	Ieuan Thomas	28-022	8:52.96
09 Aug	Men	400m Hurdles	13	Jack Green	25-307	49.93
09 Aug	Women	400m	16	Zoey Clark	22-288	51.81
09 Aug	Women	Shot Put	23	Rachel Wallader	27-342	16.81
09 Aug	Women	400m	27	Emily Diamond	26-059	52.20
09 Aug	Women	400m	35	Anyika Onuora	32-285	52.58
10 Aug	Men	200m	4	Nethaneel Mitchell-Blake	23-130	20.24
10 Aug	Women	400m Hurdles	8	Eilidh Doyle	30-171	55.71
10 Aug	Men	200m	10	Daniel Talbot	26-101	20.38
10 Aug	Men	Triple Jump	19	Nathan Fox	26-293	16.49
10 Aug	Women	400m Hurdles	20	Meghan Beesley	27-268	56.61
10 Aug	Men	200m	24	Zharnel Hughes	22-028	20.85
10 Aug	Women	400m Hurdles	30	Jessica Turner	22-002	56.98
11 Aug	Women	200m	4	Dina Asher-Smith	21-250	22.22
11 Aug	Women	Long Jump	5	Lorraine Ugen	25-354	6.72
11 Aug	Men	Hammer Throw	6	Nick Miller	24-102	77.31
11 Aug	Women	Long Jump	13	Sara Proctor	28-329	6.45

11 Aug	Women	Long Jump	20	Jazmin Sawyers	23-082	6.34
11 Aug	Women	200m	21	Bianca Williams	23-236	23.40
11 Aug	Men	Hammer Throw	21	Chris Bennett	27-237	72.05
11 Aug	Women	200m	25	Shannon Hylton	20-235	23.39
11 Aug	Women	3000m Steeplechase	25	Rosie Clarke	25-267	9:49.36
11 Aug	Women	3000m Steeplechase	30	Lennie Waite	31-188	9:54.97
12 Aug	Men	4 x 100m Relay	1	Great Britain	24-086	37.47
12 Aug	Men	4 x 100m Relay	1	Chijindu Ujah	23-160	37.47
12 Aug	Men	4 x 100m Relay	1	Adam Gemili	23-310	37.47
12 Aug	Men	4 x 100m Relay	1	Daniel Talbot	26-103	37.47
12 Aug	Men	4 x 100m Relay	1	Nethaneel Mitchell-Blake	23-132	37.47
12 Aug	Women	4 x 100m Relay	2	Great Britain	22-311	42.12
12 Aug	Women	4 x 100m Relay	2	Asha Philip	26-291	42.12
12 Aug	Women	4 x 100m Relay	2	Desiree Henry	21-351	42.12
12 Aug	Women	4 x 100m Relay	2	Dina Asher-Smith	21-251	42.12
12 Aug	Women	4 x 100m Relay	2	Daryll Neita	20-348	42.12
12 Aug	Men	5000m	2	Mo Farah	34-142	13:33.22
12 Aug	Women	High Jump	5	Katarina Johnson-Thompson	24-215	1.95
12 Aug	Women	High Jump	6	Morgan Lake	20-092	1.95
12 Aug	Men	5000m	8	Andrew Butchart	25-302	13:38.73
12 Aug	Men	Decathlon	11	Ashley Bryant	26-087	8049.00
12 Aug	Women	100m Hurdles	29	Tiffany Porter	29-272	13.18
12 Aug	Men	5000m	34	Marc Scott	23-234	13:58.11
12 Aug	Women	100m Hurdles	37	Alicia Barrett	19-140	13.42
13 Aug	Women	4 x 400m Relay	2	Great Britain	25-329	3:25.00
13 Aug	Women	4 x 400m Relay	2	Zoey Clark	22-292	3:25.00
13 Aug	Women	4 x 400m Relay	2	Laviai Nielsen	21-153	3:25.00
13 Aug	Women	4 x 400m Relay	2	Eilidh Doyle	30-174	3:25.00
13 Aug	Women	4 x 400m Relay	2	Emily Diamond	26-063	3:25.00
13 Aug	Women	4 x 400m Relay	2	Perri Shakes-Drayton	28-235	
13 Aug	Men	4 x 400m Relay	3	Great Britain	28-168	2:59.00

13 Aug	Men	4 x 400m Relay	3	Matthew Hudson-Smith	22-291	2:59.00
13 Aug	Men	4 x 400m Relay	3	Dwayne Cowan	32-224	2:59.00
13 Aug	Men	4 x 400m Relay	3	Rabah Yousif	30-245	2:59.00
13 Aug	Men	4 x 400m Relay	3	Martyn Rooney	30-132	2:59.00
13 Aug	Men	4 x 400m Relay	3	Jack Green	25-311	
13 Aug	Women	5000m	6	Laura Muir	24-096	14:52.07
13 Aug	Men	High Jump	6	Robbie Grabarz	29-314	2.25
13 Aug	Women	800m	8	Lynsey Sharp	27-033	1:58.98
13 Aug	Women	5000m	10	Eilish McColgan	26-261	15:00.43
13 Aug	Men	1500m	12	Chris O'Hare	26-263	3:38.28
13 Aug	Women	800m	13	Adelle Tracey	24-078	2:00.26
13 Aug	Women	Discus Throw	19	Jade Lally	30-136	57.71
13 Aug	Men	1500m	20	Jake Wightman	23-033	3:41.79
13 Aug	Women	800m	22	Shelayna Oskan-Clarke	27-205	2:02.26
13 Aug	Women	20km Walk	29	Bethan Davies	26-279	1:33:10
13 Aug	Women	5000m	31	Stephanie Twell	27-361	15:41.29
13 Aug	Men	1500m	35	Josh Kerr	19-309	3:47.30
13 Aug	Women	20km Walk	40	Gemma Bridge	24-088	1:36:04
13 Aug	Men	20km Walk	41	Callum Wilkinson	20-152	1:23:54
13 Aug	Men	50km Walk	DSQ	Dominic King	34-075	
13 Aug	Men	20km Walk	DSQ	Tom Bosworth	27-208	

## 6.2. 2017 World Para Athletics Championships Results Summary

Great Britain won 18 gold medals, eight silver medals and 13 bronze medals at the 2017 World Para Athletics Championships. There were 85 performances in the competition by Great Britain with one entrant failing to start. The full results summary, including the age of the athlete on the day of the performance and the performance itself, is shown below in date order:

Date	Gender	Discipline	Rank	Person/Team	Age (y-d)	Result
14 Jul	Women	100m T34	1	Hannah Cockroft	24-349	17.18
14 Jul	Women	100m T34	2	Kare Adenegan	16-197	18.01
14 Jul	Women	100m T34	5	Carly Tait	31-193	19.58
14 Jul	Women	Club Throw F32	3	Gemma Prescott	33-292	19.97
14 Jul	Women	Club Throw F32	8	Abbie Hunnisett	21-259	15.02
14 Jul	Women	Club Throw F51	4	Joanna Butterfield	38-117	22.54
14 Jul	Women	Club Throw F51	5	Kylie Grimes	29-219	18.62
15 Jul	Men	100m T12	7	Zachary Shaw	21-294	11.35
15 Jul	Men	100m T33	2	Toby Gold	22-291	17.62
15 Jul	Men	100m T33	3	Andrew Small	24-190	17.78
15 Jul	Men	100m T33	4	Daniel Bramall	32-167	17.79
15 Jul	Women	200m T38	1	Sophie Hahn	20-173	26.11
15 Jul	Women	200m T38	3	Kadeena Cox	26-127	27.15
15 Jul	Men	200m T42	1	Richard Whitehead	40-361	23.26
15 Jul	Men	200m T42	3	David Henson	32-303	24.73
15 Jul	Women	200m T53	1	Samantha Kinghorn	21-190	28.61
15 Jul	Women	Discus Throw F52	DNS	Joanna Butterfield	38-118	
15 Jul	Women	Javelin Throw F46	1	Hollie Arnold	23-019	43.02
15 Jul	Women	Long Jump T44	1	Stefanie Reid	32-262	5.40
16 Jul	Men	100m T13	9	Zak Skinner	18-273	11.15
16 Jul	Women	100m T42	6	Julie Ming-Jue Rogers	18-256	17.03
16 Jul	Men	100m T44	1	Jonathan Peacock	24-049	10.75
16 Jul	Women	200m T35	3	Maria Lyle	17-152	29.87
16 Jul	Men	1500m T54	8	Richard Chiassaro	35-247	3:06.24



16 Jul	Men	Discus Throw F42	1	Aled Davies	26-053	51.54
16 Jul	Men	Discus Throw F44	4	Daniel Greaves	34-285	57.01
16 Jul	Men	Shot Put F33	5	Kieran Tscherniawsky	25-179	9.28
16 Jul	Men	Shot Put F35	7	Sam Ruddock	27-147	12.84
17 Jul	Men	100m T42	3	Richard Whitehead	40-363	12.39
17 Jul	Men	100m T42	9	David Henson	32-305	13.27
17 Jul	Women	100m T44	1	Sophie Kamlisch	20-331	12.92
17 Jul	Women	100m T44	5	Laura Sugar	26-160	13.49
17 Jul	Men	200m T36	6	Graeme Ballard	38-028	25.51
17 Jul	Men	200m T36	8	Paul Blake	27-183	25.65
17 Jul	Men	400m T34	5	Ben Rowlings	21-076	54.34
17 Jul	Men	400m T34	7	Isaac Towers	18-289	54.66
17 Jul	Women	800m T34	1	Hannah Cockroft	24-352	2:01.77
17 Jul	Women	800m T34	3	Kare Adenegan	16-200	2:05.76
17 Jul	Women	800m T34	4	Carly Tait	31-196	2:21.61
17 Jul	Men	1500m T20	4	Stephen Morris	28-307	3:58.79
17 Jul	Men	1500m T20	6	James Hamilton	24-250	4:01.78
17 Jul	Women	Long Jump T20	4	Martina Barber	22-066	5.17
17 Jul	Women	Long Jump T38	1	Olivia Breen	20-356	4.81
17 Jul	Women	Shot Put F34	5	Vanessa Wallace	40-027	7.64
18 Jul	Women	100m T47	5	Polly Maton	17-268	13.04
18 Jul	Men	200m T54	4	Richard Chiassaro	35-249	25.12
18 Jul	Men	200m T54	6	Nathan Maguire	19-356	25.86
18 Jul	Men	Long Jump T42	4	Luke Sinnott	36-312	6.15
18 Jul	Women	Shot Put F20	6	Sabrina Fortune	20-054	12.29
19 Jul	Women	100m T35	3	Maria Lyle	17-155	14.45
19 Jul	Women	400m T53	3	Samantha Kinghorn	21-194	55.71
20 Jul	Men	100m T37	5	Rhys Jones	23-020	11.88
20 Jul	Women	400m T34	1	Hannah Cockroft	24-355	58.29
20 Jul	Women	400m T34	3	Kare Adenegan	16-203	1:02.94
20 Jul	Women	400m T34	4	Carly Tait	31-199	1:07.89

20 Jul	Women	400m T37	1	Georgina Hermitage	28-114	1:00.29
20 Jul	Men	400m T54	3	Richard Chiassaro	35-251	46.56
20 Jul	Men	400m T54	10	Nathan Maguire	19-358	48.27
20 Jul	Men	800m T34	3	Isaac Towers	18-292	1:46.46
20 Jul	Men	800m T34	6	Ben Rowlings	21-079	1:47.47
20 Jul	Men	Club Throw F32	3	Stephen Miller	37-054	29.32
20 Jul	Men	Shot Put F41	2	Kyron Duke	24-281	12.28
21 Jul	Men	200m T12	7	Zachary Shaw	21-300	22.93
21 Jul	Men	400m T36	4	Paul Blake	27-187	55.79
21 Jul	Women	400m T38	1	Kadeena Cox	26-133	1:02.87
21 Jul	Men	800m T54	8	Richard Chiassaro	35-252	1:36.49
21 Jul	Men	800m T54	19	Nathan Maguire	19-359	1:39.61
22 Jul	Men	100m T36	4	Graeme Ballard	38-033	12.55
22 Jul	Men	100m T36	6	Paul Blake	27-188	12.59
22 Jul	Women	100m T37	1	Georgina Hermitage	28-116	13.36
22 Jul	Women	100m T38	1	Sophie Hahn	20-180	12.44
22 Jul	Women	100m T38	2	Kadeena Cox	26-134	13.07
22 Jul	Women	100m T38	4	Olivia Breen	20-361	13.33
22 Jul	Men	800m T20	5	Stephen Morris	28-312	1:59.65
22 Jul	Men	800m T20	6	James Hamilton	24-255	2:00.24
22 Jul	Men	1500m T38	9	Jack Gladman	20-089	4:32.73
22 Jul	Men	High Jump T44	2	Jonathan Broom-Edwards	29-056	2.08
22 Jul	Men	Long Jump T13	4	Zak Skinner	18-279	6.64
22 Jul	Men	Shot Put F42	1	Aled Davies	26-059	17.52
23 Jul	Men	100m T35	2	Jordan Howe	21-284	12.52
23 Jul	Men	100m T53	2	Mickey Bushell	27-045	14.85
23 Jul	Women	100m T53	1	Samantha Kinghorn	21-198	16.65
23 Jul	Women	200m T44	8	Laura Sugar	26-166	27.91
23 Jul	Women	800m T53	5	Samantha Kinghorn	21-198	1:57.04
23 Jul	Men	5000m T20	5	Stephen Morris	28-313	15:14.04
23 Jul	Women	Long Jump T47	2	Polly Maton	17-273	5.23

## 7. Community Engagement

Hosting the World Para Athletics Championships and IAAF World Athletics Championships presented London with an opportunity to engage local communities through a range of projects and programmes. These included programmes targeted at increasing participation in physical activity and athletics around the events; inspiring people to be more active, either through attendance at the events or through following the coverage; exposing community groups that may not otherwise have been able to attend to top level sport through targeted ticketing initiatives; and developing a volunteering programme to support the delivery of the events.

### 7.1. Sports Participation

The Summer of World Athletics was used as a platform to engage community groups in physical activity and athletics in particular. This was achieved through three key strands described below: the Inspiration Programme, the GLA Community Athletics Fund, and two international programmes.

#### 7.1.1. Inspiration Programme

The Inspiration Programme is a series of 11 projects being delivered to harness the impact on grassroots athletics with all 11 linked by a campaign to get the general public involved in athletics and running.

#### Governance

The programme was overseen by the Inspiration Programme Steering Group chaired by Baroness Tessa Jowell and Vice Chaired by Steve Grainger from the Board of England Athletics. Members included representatives from Sport England, UK Sport, BBC Get Inspired, Athletics Home Countries, London Legacy Development Corporation, Greater London Authority, DCMS, London 2017, UK Athletics. A second tier “Coordination Group” met every two months to look at operations and delivery. The membership of this group was each project lead and delivery partners. These two groups were merged in early 2017 as the projects moved into operational phases.

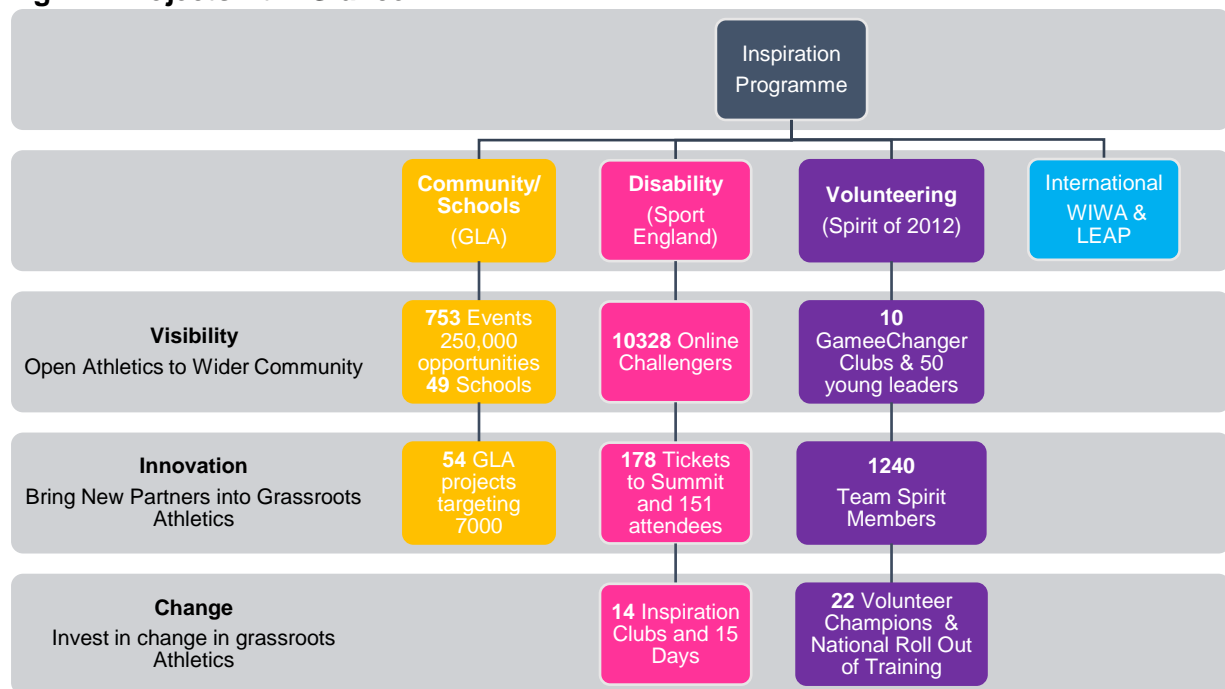
#### Funding and Sources

Domestic projects totalled £1.9m in project value. Several of these projects are still in progress, indeed some continue until late 2019. The amounts identified include where funding is committed but yet to be drawn down and activated as per the project plans. The largest commitment was from Spirit of 2012 who have committed over £950,000 towards the volunteering projects delivered by England Athletics. Other large commitments included GLA committing £400,000 to London community projects and Sport England’s funding of the disability strand with just over £140,000.

**Fig. 1 – Funding Partners**

Strand	Delivery Partner	Funding Partner (s)
Disability	England Athletics	Sport England
Volunteers	England Athletics	Spirit of 2012
Community & Schools	England Athletics	Sport England GLA London 2017 & England Athletics
Community – London Grants	Various London Organisations	GLA

**Fig. 2 – Projects At A Glance**



## Inspiration Programme: Project Case Study

### Disability – Summit

Outline - A summit focusing on disability inclusion on the eve of the World Para-Athletics Championships to volunteers and coaches from Inspiration Clubs and the England Athletics family.

Outcome – 178 tickets distributed with 151 attendees from across the sector. Tickets were distributed based on demand and each attendee gave their primary role as follows:

- 33 coaches
- 6 Officials
- 57 Sports Organisations
- 5 Multiple
- 17 Athletics Volunteers
- 8 Teachers/education
- 47 Other and Staff
- 5 Committee Members

## Feedback

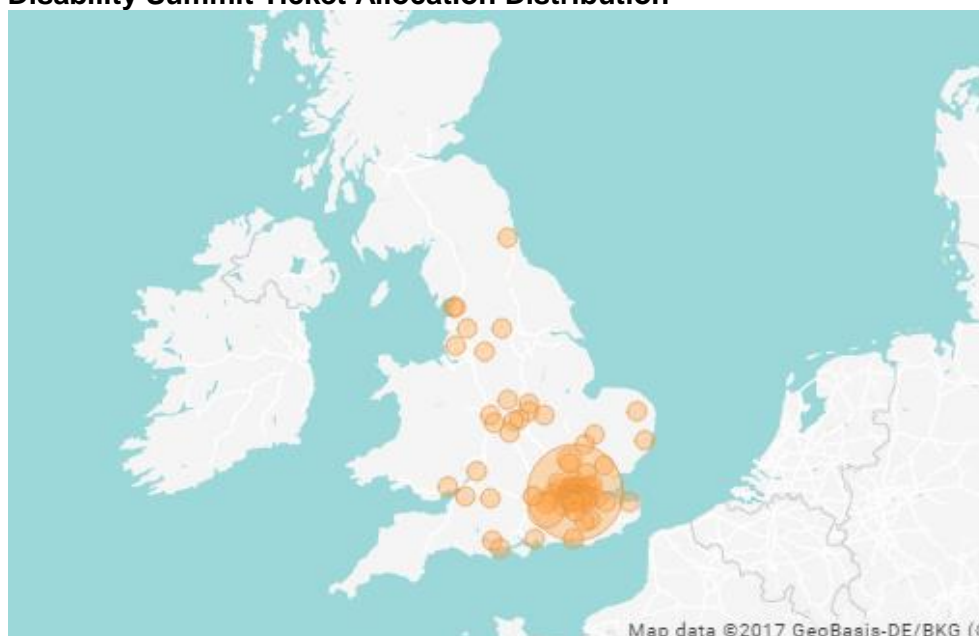
80% rated the event very good or excellent with survey respondents enjoying the variety of speakers and disabilities represented. A recurring comment suggested the event provided a good platform to interact with speakers, athletes and delegates to share ideas.

95% of attendees who completed the survey commented that they would take the ideas and information back to their communities, specifically:

- Focus on an athlete's ability rather than their disability;
- Talk to athletes to understand their disability and not fear coaching them;
- Help teach others how to approach disabled athletes without being patronising; and
- Include disabled athletes in sessions rather than do separate sessions.

Over 60% of attendees claimed their ticket for the Opening Session of the World Para Athletics Championships.

**Fig. 3 – Disability Summit Ticket Allocation Distribution**



## Speakers & Programme

The theme of the disability summit was: “Innovative approaches to improving experiences of disabled people in athletics and running in the UK”

This was presented to the audience as “Inspire, Be Inspired, Challenge, Be Challenged”. This helped set the tone on the day and encourage delegates to challenge view points and take ideas back to their communities.

The aim of the programme was to celebrate creativity and what is already happening in the sport by sharing experiences of coaches, athletes and officials and by providing an opportunity for the audience to engage with these groups through Q&A sessions. There was also an ambition to use non-athletics examples of innovation that could be transferred to athletics communities.

Speakers with varied backgrounds shared their personal experiences of disability in sport and disability innovation. These included: Scope, Channel 4, Nimbus Disability, Tim Hollingsworth OBE, Libby Clegg MBE, Mind, as well athlete and coach panels.

The backdrop of the World Para Athletics Championships played a part in recruiting such speakers who were chosen especially for the innovative roles they have played in their sport or non-sport. This contributed to the Summit being very different from anything England Athletics has done before in disability sport.

## Example Session: Supporting Athlete Panel

This panel Question and Answer session inspired the most positive feedback and engagement from attendees on the day. This was supported by feedback after the event.

There was a lot of audience engagement in this panel with many people asking questions, challenging ideas and sharing their views of disability athletics.

There had been questions throughout the day but the supporting athletes panel generated much debate which confirmed that there is a big appetite for disability discussion in athletics and running.

## Figs. 4 & 5 – Summit Programme

### Welcome to Team Personal Best Summit

Today is a historic day for London and the UK as we host the World Para-Athletics Championships and IAAF World Athletics Championships for the first time. I am sure that all of us can recount the fantastic feats of our athletes during 2012, and "Thriller Thursday" and "Super Saturday" are well and truly etched in the analogues of time as being two of the most memorable and celebrated days in British sporting history. I am sure that such moments will inspire the athletes to achieve great things in these World Championships during the coming days and weeks.

Our sport is incredibly inclusive at both an elite and grassroots level and it is something that we are extremely proud of at England Athletics. Indeed one of our core values as an organisation is inclusivity and this reflects the diversity of our great sport and the importance that it plays in contributing, not only to sporting achievement, but wider social, health, education and inclusion outcomes. We continue to realise great strides in making our sport more inclusive with clubs, schools, road race organisers and other partner organisations continuing to diversify their activities to welcome people of all abilities and aspirations into athletics and running. That said, there is always more we can do and we must continue to learn, develop and enhance our provision at all levels to build on such progress.

We are delighted that you have taken time out of your busy schedules to come and join us to learn, to share and to make our sport more inclusive. We hope you enjoy the day and go back with lots of useful information and ideas that make a real difference to more people.

Chris Jones, Chief Executive - England Athletics

### Running Order

TIME	SESSION	SPEAKER
10.00am	Arrivals	All
10.30am	Welcome	Donna Fraser - Olympian, UK Athletics Vice Chair, Equality, Diversity & Engagement Lead (UKA)
10.35am	End the Awkward	Scope, Danielle Wootton, Head of Marketing, Natasha Coates, British Disability Gymnast
11.20am	Inclusion & Disability - Channel 4	Don Brooks, Chief Marketing & Communications Officer and Board Champion for Diversity, Channel 4
11.40am	Break	
12.00pm	An Athlete's Story	Libby Clagg, Athlete
12.25pm	Athlete Panel	Libby Clagg, Dan Powell, Ryan Raghoob, Claire Buckle
1pm	Lunch	
1.50pm	Enabled Not Disabled	Ryan Raghoob, Para Athlete: Long Jump, Harry King, UKA & Brunel University Performance Coach
2.20pm	Mental Health and Grassroots Athletics	Mind
3.05pm	Break	
3.25pm	Nimbus Disability	Martin Austin, Managing Director of Nimbus Disability
3.45pm	Coach Panel	Michelle Welmans, London Marathon Wheelchair Race Coordinator & Swim Coach, Harry King, UKA & Brunel University Performance Coach, Alison O'Riordan, Para-athletics Performance Coach
4.35pm	Closing Address	Tim Hollingsworth OBE, Chief Executive British Paralympic Association

### TEAM PERSONAL BEST

### Biographies



**1. Donna Fraser**  
4x Olympian, UK Athletics Vice Chair, UK Athletics Equality, Diversity, Engagement Lead.  
Donna Fraser is a former sprinter, who competed at four consecutive Olympic Games for Great Britain, has developed a wealth of experience within the field of equality and diversity communications since her retirement from competitive athletics in 2009.



Between 2011-2015, Fraser held the position of president of the South of England Athletics Association, while from 2013-2015, she also undertook the role of chair of the Black, Asian and Minority Ethnic Network at EDF Energy. In December of 2015, Fraser became Vice President of UK Athletics Members Council.



After 19 years at EDF Energy, Donna returned to her passions in 2017, taking on a new role with UK Athletics and London 2017, as their Equality, Diversity & Engagement Lead.



An expansive profile filled with medals, podium positions and significant accomplishments, that tell the story of a European Junior Champion from Craydon who rose to become one of our most fearless world class Olympians. But the disorientated accident only scratched the surface of Donna's journey. To characterise by her sporting achievements alone, is to do a great disservice to the inspiring woman that she is today. The woman that battled her way through Breast Cancer to then go on to achieve a qualifying time to compete for trials at the 2012 Games.



**2. Scope**  
Speakers Danielle Wootton Head of Marketing, Natasha Coates, British Disability Gymnast  
Danielle Wootton is head of marketing at Scope. Scope exists to make this country a place where disabled people have the same opportunities as everyone else. They provide support, information and advice to disabled people and their families. End the Awkward is Scope's campaign aimed at getting people talking about disability, dispelling stereotypes and challenging negative attitudes.



**3. Dan Brooks**  
Chief Marketing & Communications Officer and Board Champion for Diversity, Channel 4  
Dan leads up Marketing, Press and Publicity, Creative and Corporate Relations across the Channel 4 group. He is also the Board champion for diversity.



He joined from documentary producer, Race Day, where he was Managing Director. Previously, he was Managing Director of Discovery Networks UK. He also worked at Channel 4 from 1998 to 2005, joining as the Head of Marketing & Development for Film4, rising to be Managing Director of Digital Channels.



He was elected Young Marketer of the Year by the Marketing Society for his role in the birth of EA. Under Brooks, Channel 4 has been awarded the Marketing Society's Brand of the Year 2016, Best Diverse Company at the National Diversity Awards 2016, Campaign's 2015 Advertiser of the Year. He is on the Boards of Channel 4 and the Mass Extinction Monitoring Observatory.



**4. Libby Clagg**  
Para-Athlete 100m & 200m T11  
Libby Clagg is one of Great Britain and Scotland's most successful track and field athletes. With two Paralympic Gold medals, two Silvers, World, European & Commonwealth Gold, the sprinter is a proven performer at elite level.



Libby suffers from a debilitating eye condition known as Stargardt's Macular Dystrophy disease, which means she only has slight peripheral vision in her left eye, and is registered as blind. She burst on to the scene aged just 16, winning 200m Silver at the 2006 IPC Athletics World Championships and at the age of 18 she took home a Silver medal in the 100m T12 category at the Beijing Paralympics in 2008. Libby has since gained Gold in the 100m T12 and Silver in the 200m T12 at the 2009 Paralympic World Cup and in 2010 became Paralympic World Cup Champion in the 100m T12. In 2012, Libby became European Champion in 100 & 200m T12 and Silver in the 100m T12 at the Paralympic games in London. The highlight of Libby's career to date is winning the Paralympic Gold medals in the 111 100m in Rio 2016 Paralympics, setting a new World Record of 11.01s in the process, as well as the T11 200m where she set a new Paralympic Record of 24.51s (having earlier smashed the World Record with a time of 24.44s).



**5. Ryan Raghoob**  
Para-Athlete T36 Long Jump  
Born with Cerebral Palsy and told he would never walk, his school life was tarnished by bullying and years of exclusion from sport.



In 2014, Ryan found athletics and his coach Harry, within months he broke the 60m British record, a few months later he debuted for GB over only 7 months in the sport. Classification changes forced a shift in events and in 2015 he made his maiden appearance in the long jump at the CPISRA World Games, where he left a World Champion. Since then he has broken the T36 British Long Jump Record and has achieved qualifying standards for European, World Championships and the Rio Paralympics. In his sporting career he has never been outside the top 15 in the world, he is the first British man to qualify for a Paralympics in the T36 Long Jump.



Passionate about disability and utilising his experiences from school and sport, Ryan set up "Enabled Not Disabled" to challenge society in how we look at, interact with and understand disability. Ryan has spoken to over 30,000 young people across the country and his time is split between training and travelling the country, talking and working with a host of organisations to promote his message of "Enabled Not Disabled".



**6. Harry King**  
Dis Vets GB Elite Coach  
A former GB International sprinter and British record holder, Harry has been coaching at performance level for over 15 years, with experience gained also from a period coaching in professional football.



Harry has also competed for his native Antigua & Barbuda and held a Management/Advisor role within the National Athletics Association and the Olympic Committee. He has worked full time for UK Athletics as a performance coach and headed up the National Relay Programme both coaching and as Relays Manager. Harry has coached on numerous National Teams for GB and England Athletics and having graduated from the prestigious UK Sport Elite Coach Programme in 2009, he is a multi-faceted approach to human performance. Interestingly, he is also a registered hypnotherapist giving him a deeper insight into emotional intelligence, motivation and human behaviour in a sporting context.



Currently he is a Senior Performance Coach at Brunel University and a GB/England Athletics Team Coach alongside his role as EA National Coach Mentor.

Continues on next page



**7. Martin Austin**  
Martin is Managing Director and Founder of Nimbus Disability, a consultancy service working across a range of industries providing practical and tangible support in meeting and exceeding legal obligations toward disabled people. Nimbus offers a range of services including the development of two, new and unique services, Disability and The Access Card. The Access Card is the first scheme of its type in the UK offering a universal and consistent way of disabled people evidencing their needs to providers quickly and discreetly. A keen sportsman, Martin is Chair and player for Wheelchair Basketball Club, Derby Wheelchairers and has also represented Great Britain in Sledge Hockey – the Paralympic version of Ice Hockey.

**8. We're Mind.**  
We provide advice and support to anyone experiencing a mental health problem. We campaign to improve services, raise awareness and promote understanding. Being physically active is key to supporting your mental health. Research shows that being active can reduce your risk of depression by up to 30%. It can also reduce anxiety and stress, combat low mood and increase self-esteem. Through our Get Set to Go programme, the Mental Health

Charter for Sport and Recreation and our partnership with England Athletics we are supporting people to become physically active in their local communities. For more information visit [www.mind.org.uk/sport](http://www.mind.org.uk/sport)

**9. Tim Hollingsworth OBE**  
Tim Hollingsworth is the Chief Executive of the British Paralympic Association, the National Paralympic Committee for the United Kingdom. He has also served as Secretary General for ParalympicsGB at the Rio, 2016, Sochi 2014 and London 2012 Paralympic Games. Tim joined the BPA in July 2011. Prior to that he was the first Director of Policy & Communications and then Chief Operating Officer at UK Sport. Before that, Tim worked for four years as a Director of a strategic communications consultancy, HBI Media, for two years as Head of Corporate Media and Internal Communications at Granada Media plc and spent five years as Head of Media Relations at the Confederation of British Industry. Tim is a Board Director of the Youth Sport Trust and the National Paralympic Heritage Trust. He holds Honorary Degrees from both Bath and Exeter Universities as well as a Masters Degree in Drama from Exeter. He received an OBE in the 2017 Queen's New Year Honours List.

**Athlete Panel**

**Claire Buckle**  
Claire started in athletics in 1997, having been asked to come along to a new session starting up at her local track on the Wirral. As a massive sports fan from a very early age, Claire got the bug straight away and found that running (and a bit of short put) was her forte. At the end of 1997, Claire was national champion in both Discus and Shot with national records, and also followed quickly by being selected for the England and Wales Central Poly National Team. Claire finished in the top 2 at every GB National Championships 1998-2007 and competed in both IPC European and World Championships.

**Para-Athlete Sprinter T11**  
Dan won silver at the 2009 Judo World Championships. Despite a shoulder injury and reconstructive surgery at the age of 19, Dan qualified for London 2012 and came 5th. However, all the rest he wasn't enjoying. Judo and he it was time for a change, so in 2014 Dan started training as a T11 athlete. Dan had success over all 3 sprint distances winning national titles and setting British records, and over the next two years, during a difficult time battling with losing his sight, he had success over all 3 sprint distances.

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**Supporting Athletes Panel**

**Michelle Welham**  
London Marathon Wheelchair Race Coordinator & Swims Coach  
Michelle has worked in Disability/Para Sports for over 30 years having started as Disability Officer in Sports Development at Hackney Council. Nowadays, Michelle works for London Marathon events in Disability/Para Athlete Level. She has also advised and supported a number of organisations and events on how to be more inclusive to disabled people and has written a number of CPD courses about making sports more inclusive. In her spare time, Michelle has coached Paralympic swimmers to four Paralympic games and was a coach at two games. Michelle is currently Head Coach to London Disability Swims squad and Out To Swim (IGBT team).

**Alison O'Riordan**  
PhD Scholar, MPhil (Biomechanics), PGCE (Phys Ed), BA (Hons) UKCA Level 3 Coach  
Alison is a Para Athletics specialist with 30 years experience in varying positions within the public and private sectors in Australia and the UK. She has a biomechanics and education background, is a British Athletics Level 3 and an Athletics Australia Level 5 (Master) coach and has successfully coached many Para athletes from grass roots to Championship glory. Alison has held a number of professional positions, including:  
• Paralympic Throws Coach – Australian Institute of Sport (AIS)  
• Para Athletics National Performance Manager (ITimed) and Coach Education Co-ordinator – Athletics Australia  
• Disability Athletics Support Officer – England Athletics  
She has written many of the inclusive resources for England Athletics including the Inclusive Coaching Guidance for Ambulant and Wheelchair athletes.

**Rex Allmonen**  
Special Olympics Reference  
I qualified as a British Athletics official back in 1983 and became involved with disability athletics in 1986 when I first went to have a look round Stoke Mandeville. I have been involved with the wheelchair London Marathon for about 15 years. Over the years, I have been involved with just about every disability within athletics officiating. I was a Chief Judge at three World Championships and at London 2012. I have become involved in Special Olympics some 20+ years ago and have acted as referee at the GB National events, as well as Regions for many years. I was an ITO at Athens in 2011 and ITO/Field Referee in Los Angeles in 2015.

**Team Personal Best Summit:**  
Improving the experiences of disabled people in athletics and running

**TEAM PERSONAL BEST**

[TeamPersonalBest.org](http://TeamPersonalBest.org)

The panel consisted of an athletics throws coach, the London Marathon wheelchair race organiser and disability swimming coach, an athletics sprints coach and a para-athletics throws athlete (Nessa Wallace). The presence of a London 2017 competing athlete added another dimension to the panel and enabled the audience to understand experiences of a grassroots athlete and the journey to representing Great Britain as well as how her coach (also on the panel) brought her into the sport and supported her on that journey.

## Internal and Partner Comments: Lessons Learned

**Date of Summit** – having the Summit on the eve of the Championships did bring some issues and restrictions in terms of venue, speakers and as a result, content. The positive impact was engaging a wider than usual set of participants from the sport but the downside was that a large number of the athletics workforce were involved in the Championships themselves and couldn't attend the event.

**Including Organisations Outside Sport** – using outside organisations like Scope refreshed content for audience who were experienced but kept it entry level.

**Event Presentation** – using simple non-EA branded look and feel allowed cost-effective design achieving strong impact on resources and slides/event dressing.

**Deliver Again Only When Conditions Are Right** - the Summit was a special event that benefitted from the backdrop of the World Para Athletics Championships. This provided an opportunity to experiment with the content and programme. The recommendation would therefore be that the Summit works well when there is a big event to support promotion and engagement.



**Future Audience** – after engagement with the audience it became clear that whilst many speakers were disabled there is still a strong ambition in the community to see more disabled people being involved and represented in these type of learning events both in the speakers and the audience. Any future event should have a disability partner organisation and/or targets around engagement of disabled people.

### Comments from the audience

#### What did you like about the event?

*“Everything especially the wide diversity of disabilities that was explored and represented during the event.”*

*“the spirit to achieve”*

*“Great speakers. Good atmosphere. Great to watch the Athletics afterwards.”*

#### Please tell us one thing that you will take from the event and apply in your own communities/environment?

*“Not fearing to coach a disabled athlete. It's a partnership and both coach and athlete will learn from the experience.”*

*“Don't differentiate - everyone is an athlete!”*

*“To see the many great things that are resulting / have resulted from the ongoing hard work in para sport. Gives food for thought for what I can do to help promote / increase more realistic understanding of para sport in the community.”*

### Inspiration Programme: Other Projects Summary

#### Disability – Inspiration Clubs & Days

Outline – The Inspiration Club project supported 14 athletics and running clubs across England (5 in London) with tailored support packages of training, mentoring and equipment to develop disability athletics. These Inspiration Clubs delivered a series of Para-Athletics Inspiration Days to identify, engage and support disabled participants in athletics and running and identify talent.

Outcome – six Ambassador Clubs, five Kick Start Clubs, three Logo Clubs all delivered activity and support in the summer of 2017. 15 Para-Athletics Inspiration Days were delivered across communities in England with four in London.

#### Disability - Online Challenge - Executive Summary

Outline – An eight-week email and social media campaign aiming to increase awareness of the impact of physical activity on mental health and support participants to create a habit of physical activity. Aiming to specifically engage disabled people.

Outcome – Raising awareness – 10,328 people signed up including with 15% self-declaring a disability and 21% inactive. 1,501 participants completed exit questionnaire. Forming a habit - 96% would engage again and there were 3,552 requests for partner project information.

#### Volunteer – GameChangers – Executive Summary

Outline – A three-year programme to create Youth Volunteering Partnerships in athletics and running clubs across England, supporting 800 young people to get involved as volunteers. For this first phase the volunteers were called ‘Game Changers’. Spirit project runs from October 2016 – November 2019.

Outcome – Year One completed in November 2019 with 10 clubs creating partnerships for 50 young leaders.

### **Volunteer – Volunteer Champions**

Outline – A three-year programme to create a network of volunteer Workforce Champions in athletics clubs and providers around the country.

Outcome – In Year One, 22 Champions were recruited and trained with training rolling out across the country in early 2018.

### **Volunteer – Conferences & Campaigns**

Outline – A series of campaigns, conferences and forums to bring volunteers within the community together to feel valued, celebrated and an opportunity to learn from one another.

Outcome – Improving experience of volunteers: Making long-serving volunteers feel both valued and upskilled by delivering great engagement and training events. Deliver Annual and Regional Volunteer Awards with new categories such as New Volunteer and Young Volunteer of the Year. 623 Nominations (increase 100% year on year). 1,240 Team Spirit Volunteer Community Members to date.

### **Community/Schools – Team Personal Best**

Outline – A national campaign to encourage organisations to deliver athletics and running themed activity in 2017 supported by an activity listings website, TeamPersonalBest.org

Outcome – 753 activities listed on TeamPersonalBest.org offering 250,000 opportunities across the UK to get involved.

### **Community/Schools – Resources**

Outline – A campaign to promote free London 2017 themed primary teaching resources to teachers and give them free access to the England Athletics schools smartphone or tablet app.

Outcome – 49 schools accessing resources in first 3 months of the nine-month programme.

### **Community/Schools – Local Grants (London)**

Outline: A £400,000 small grants programme funded by the Mayor of London to support community organisations, clubs and schools to deliver community athletics sessions and festivals during the Summer of World Athletics 2017.

Outcome: 53 grants accepted from applications totalling £1,000,000. £314,074 granted with around £63,000 to EA affiliated clubs and organisations. Over 6,7000 participants benefitted.

#### **7.1.2. GLA Community Athletics Fund**

The GLA Community Athletics Fund has been set up by the Mayor of London to leverage the impact of hosting, for the first time in the same city, the World Para Athletics Championships and IAAF World Championships.

The fund is designed to provide the opportunity for local sports clubs, community groups and others to provide sport in the community to get people active, bring together different communities, engage inactive and disabled people and inspire people as part of a longer legacy of hosting both Championships.

The Fund was included as part of the London 2017 Inspiration Programme, described above. The Mayor of London committed up to £400,000 in funding for community athletics projects across three tiers, spreading the impact between small, large and disability-focused projects.

All funded projects were required to deliver athletics-based activity for community participants. They were also required to host a community event to bring people from the community together to celebrate London's hosting of the Championships. The event could also be used to attract participants to 'taster' sessions, or to celebrate the achievements of athletics participants in the project.

To receive funding, each project application needed to meet the minimum criteria set out below.

**Fig. 6 – Funding Criteria**

	Tier 1 – Small Grants	Tier 2 – Large Grants	Tier 3 – Disability Focused
Funding amount	£4,000	£5,000 – £20,000	Up to £10,000
Athletics-based sessions	Minimum 12 hours	Minimum 80 hours	Minimum 12 hours
Duration	Minimum 6 weeks	Minimum 10 weeks	Minimum 6 weeks
Venues	No minimum	Minimum 2 locations	No minimum
% inactive people	Minimum 20%	Minimum 20%	Minimum 20%
% disabled people	Minimum 10%	Minimum 10%	Minimum 50%
Target social issue	No	Yes	No
Match funding	10% cash or 'in-kind'	20% cash	10% cash

Rocket Science, the grants management company responsible for the management and allocation of the community athletics fund, has provided data for this report regarding the applications for funding across the three tiers and the target participant numbers per tier. A summary is set out below.

**Fig. 7 – Funded Projects Summary (completed and ongoing projects)**

	Tier 1	Tier 2	Tier 3	Total
Total grant values	£78,946.20	£58,322.00	£176,805.38	£314,073.58
Programmes funded	23	4	26	53
Athletics participants	3,786	1,071	1,894	6,751
Community participants	4,243	1,053	3,023	8,319

In total, the 53 programmes funded engaged over 6,700 participants in athletic activities and over 8,300 people in community events. A breakdown of the demographics and activity profiles of athletics participants in each tier is provided below.

**Fig. 8 – Athletics Participants Breakdown (for completed and ongoing projects)**

	Tier 1	Tier 2	Tier 3
Female	50.3%	56.5%	41.6%
BAME	61.8%	68.1%	56.1%
Inactive	44.0%	68.3%	42.8%
Disabled	14.0%	17.7%	84.5%
Regular	66.6%	31.0%	51.8%

The breakdown above indicates the effectiveness of the projects across all Tiers in engaging diverse community groups. Particular highlights are the high representation of BAME

participants across all tiers, and the proportion of disabled participants in projects in all Tiers, not just the disability focused Tier 3. The target levels for disabled participants (10% in Tiers 1 and 2, 50% in Tier 3) were all exceeded.

The projects were also highly successful in exposing previously inactive people to athletics activities and in retaining a high number of regular participants.

Inactive participants were defined as those who had participated in no 30-minute sessions of physical activity in the four weeks prior to the event. The inactivity rate in all three Tiers is high, significantly above the minimum target set for each Tier and above the results obtained both in the in-event and Goodform post-event surveys discussed below. Their participation in athletics activity is an encouraging sign of the impact of leveraging the Championships for community engagement.

A regular participant was someone who attended 8 or more hours of athletics activity. Particularly in Tiers 1 and 3, where a regular participant would have attended 75% of the minimum required number of sessions, the retention rate achieved is very high and is another positive indicator of the effectiveness of providing athletics activity specifically tailored to community groups.

#### 7.1.3. International Programmes

Two international programmes were included as part of the 11 streams of the Inspiration Programme: WIWA and LEAP.

##### **WIWA Seminar**

The WIWA (Women in World Athletics) Seminar is a five-year initiative developing women's leadership and officiating in athletics and encouraging greater involvement in all sport at all levels by women. The programme has grown steadily over the past 5 years from 55 delegates in year 1 to more than 140 women from over 50 countries that have attended at least one of the seminars.

The programme was split into three phases: Part 1, covering years 1 and 2, Part 2, covering years 3 and 4, with London 2017 IAAF World Athletics Championships representing the final phase. A summary of each is set out below:

**Years 1&2 (Part 1)** of the programme were designed to raise participants' awareness of leadership skills, stimulate reflection upon personal ambitions, introducing concepts regarding career planning and to identify and recognise the barriers to progression.

**Years 3 & 4 (Part 2)** sought to move participants from reflection to action in pursuing their goals and developing personal action plans. Delegates looked at setting personal goals and ambitions, identifying barriers to progression, how to overcome barriers and at both identifying social and support networks and establishing and maintaining social and support networks. Delegates also looked at developing personal action plans with short, medium and long term objectives.

**The 2017 seminar** was about celebrating success and sharing journeys, and it focused on vision, inspiring others, how to effect change and to become an agent for change, and moving forwards. A number of delegates shared their journeys with the other delegates outlining the impact that WIWA has had on their personal development.

Selected quotes from participants in the Women in World Athletics Seminar Programme are below:

*“The seminar provided an excellent opportunity to learn from each other about the development and different approaches in several different areas. The sessions encouraged us to reflect upon our personal journeys and perceived barriers and gave opportunities for us to take time over these considerations – something which many of us don’t naturally do”*

*“The personal stories of guest speakers have been awe inspiring. Their handling of barriers as opportunities towards success have made me realise that there is much hope for me in the future”*

*“The sharing in groups was most interesting as I was able to learn more, my perceptions changed in certain instances for the better. My confidence level has been greatly boosted and I am ready to take on a more demanding role in my Association. I can and will use the positive strategies of career planning and branding to make myself a better leader and role model and I will be the change that helps other change and move Athletics forward. Thank you for this wonderful opportunity”*

*“WIWA has made me look at myself and self-critique. It allows you time to reflect and really look at your strengths and weaknesses. It is great to hear the stories from the other women”*

*“It was helpful to reflect on my career in sport and I became much more self-confident. My motivation to develop and support the challenges of change to equity in gender leadership is high. Networking and meeting people is very important in moving forwards”*

*“WIWA gave me a new perspective on my own expectations for my career”*

## LEAP

The inception of LEAP (Leadership and Excellence in Athletics Programme) dates back to 2011, when it was included as a legacy commitment as part of London’s bid for the IAAF World Championships. The project was designed to build on the success of International Inspiration (II), a London 2012 legacy programme.

LEAP began in May 2014, starting in Uganda and expanding to include Mozambique, Ethiopia, Senegal, Azerbaijan, Kosovo, India, Chile, Argentina and St Lucia, working to inspire children to participate in athletics.

The objectives of the LEAP project were:

- To increase the number of young children accessing appropriate, high quality, inclusive athletics activities;
- To add value to the existing programme of athletics development and delivery, including IAAF Kids Athletics, within the country;
- To develop a highly skilled workforce of Athletics Leaders, Tutors and Trainers within the ten countries; and
- To support the set-up of school and/or community athletics teams or groups within the ten countries.

The programme is scheduled to finish in December 2018, but the key headlines available to date are:

- Six UKA trainers have trained 159 tutors across 10 countries;
- 10 International Lead Tutors have been trained by UKA to deliver Tutor training in their own country to support the sustainability of the project;
- 3,647 Young Athletics Leaders have been trained by Tutors; and
- 15,037 children have participated in activities led by Young Athletics Leaders.

A formal evaluation of LEAP has been conducted by Regeneris Consulting. Highlights from their draft report are below.

The report found that the delivery of the project was largely effective: the selection process for participants was robust, although resources may have been put to better use working with fewer countries; scoping visits helped to ensure existing programmes were not duplicated; training courses were flexible enough to be refined and adapted to the needs of each country; and recipients of training were positive in their feedback.

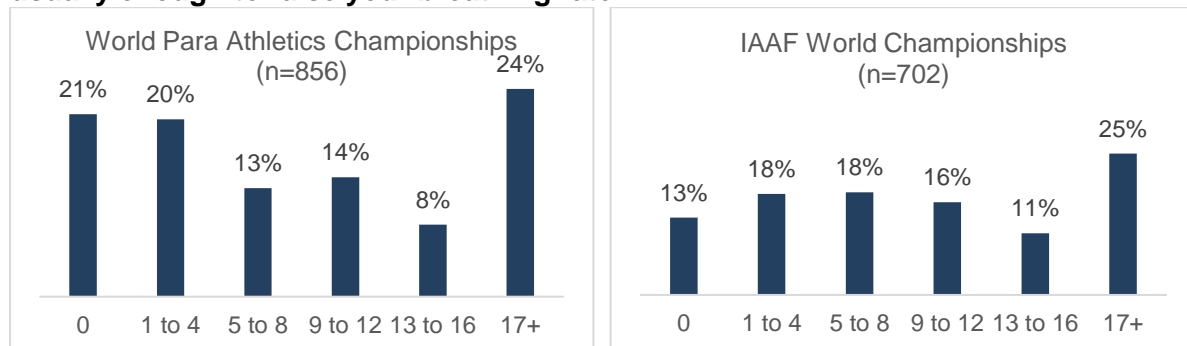
In terms of the project's impact, the report found that tutors had all gained new knowledge in approaches to teaching that they would continue to apply in the future. While it is too early to see a demonstrable rise in participation as a result of LEAP, 75% of consultees gave the LEAP model top marks as a model for growing participation. The programme has also inspired achievement in sport more generally, as can be seen in the case of Azerbaijan, where LEAP participants have competed in the finals of domestic athletics and basketball competitions.

## 7.2. Inspiration to Participate

### In-Event

As part of the in-event survey, described in 3.1, all event attendees were asked a number of questions to understand their current levels of physical activity and how their attendance at the event affected their likelihood to be more active and the types of activity they are likely to get involved in.

**Figs. 9 & 10 – In-Event Survey: In the 4 weeks prior to this event, on how many days did you take part in at least 30 minutes of sport or active recreation when the effort was usually enough to raise your breathing rate?**

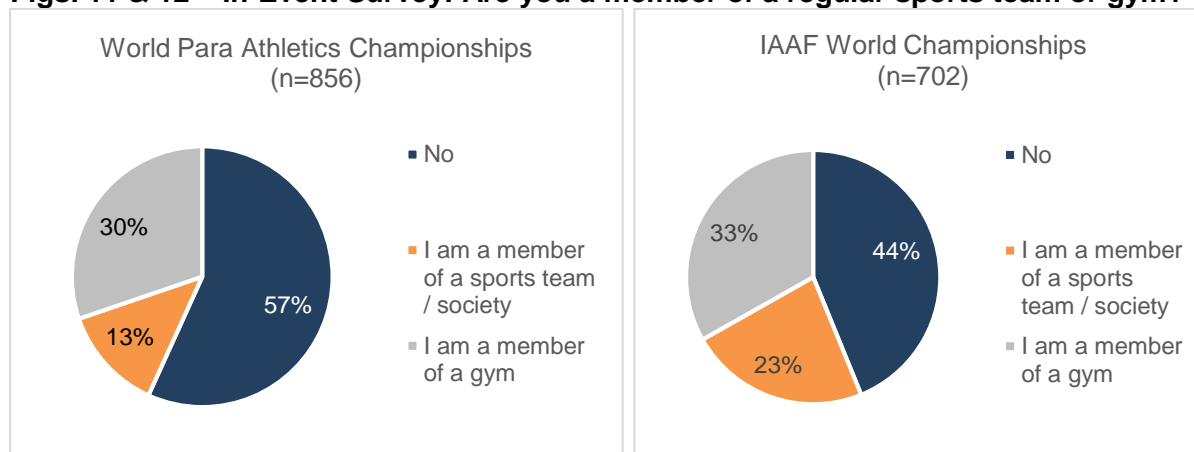


Attendees of the World Para Athletics event were generally less active than those attending the IAAF event, with 21% of the total World Para Athletics attendee group entirely inactive, and a further 20% exercising at most once a week in the four weeks prior to the event. Over half of the attendees of the IAAF event, by contrast, exercised up to three times per week or more for the four weeks prior to the event, with exactly a quarter exercising more than four times per week.

These results may reflect the specific audiences targeted to attend the events. The IAAF event was initially marketed towards athletics fans through athletics mailing lists and databases, while the World Para Athletics event was marketed as an accessible major event, attracting a broader and potentially less active audience.

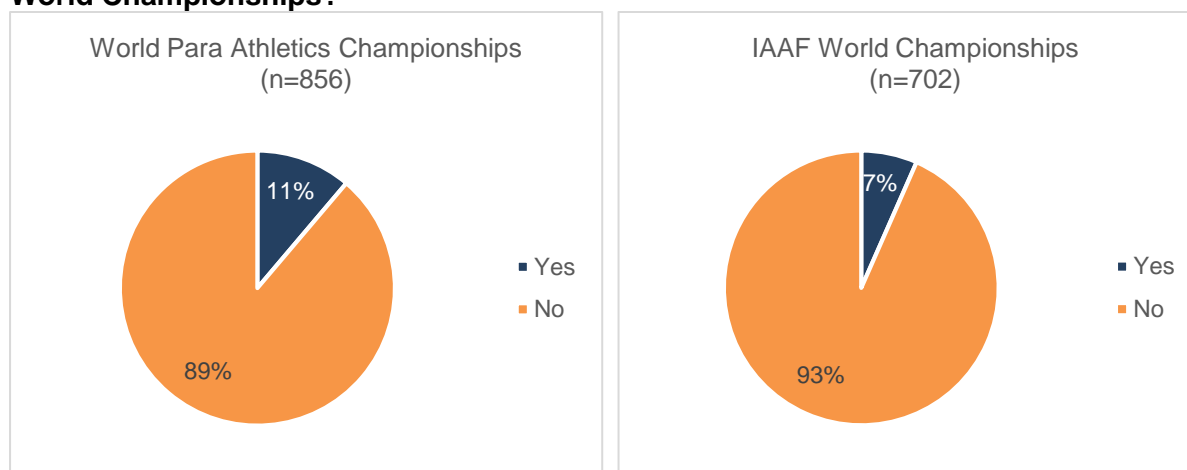


**Figs. 11 & 12 – In-Event Survey: Are you a member of a regular sports team or gym?**



The results of the physical activity questions are borne out in attendees' responses regarding membership of gyms and sports teams, with IAAF attendees more likely already to be a member of a gym/sports club and less likely to join a new gym/sports club as a result of their attendance at the event.

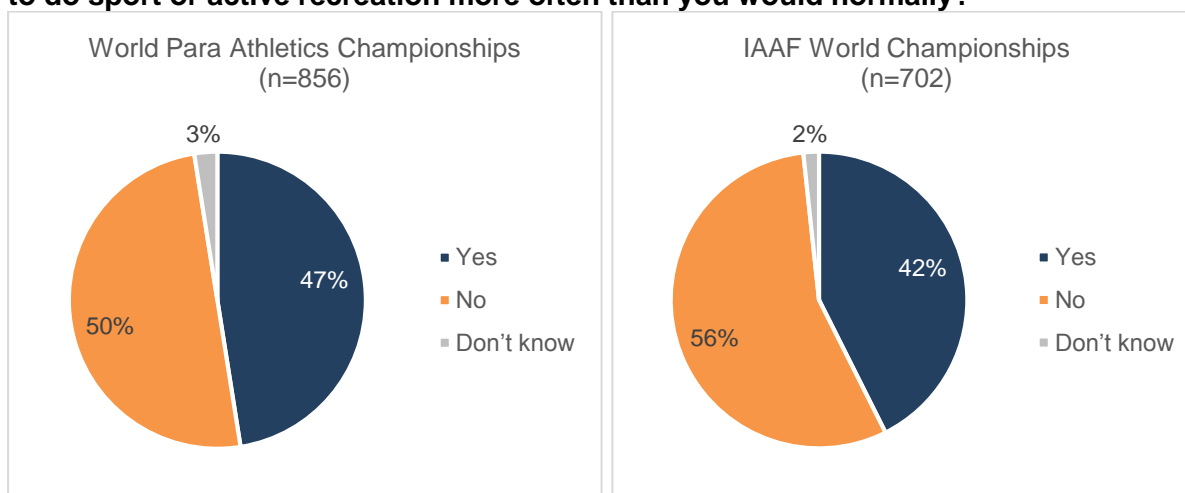
**Figs. 13 & 14 - In-Event Survey: Are you more likely to join a new gym or other sports club/society as a result of your visit to the World Para Athletics Championships/IAAF World Championships?**



All survey respondents at both events were asked whether the event had inspired them to be more active. The World Para Athletics event was the more inspirational, with 47% of respondents saying they felt inspired to be more active, compared to 42% of IAAF attendees. This may in part be a result of the lower levels of base-level reported activity among World Para Athletics attendees, but remains a positive indication of the effect of the World Para Athletics Championships in engaging a broader audience and exposing them to sport and activity.

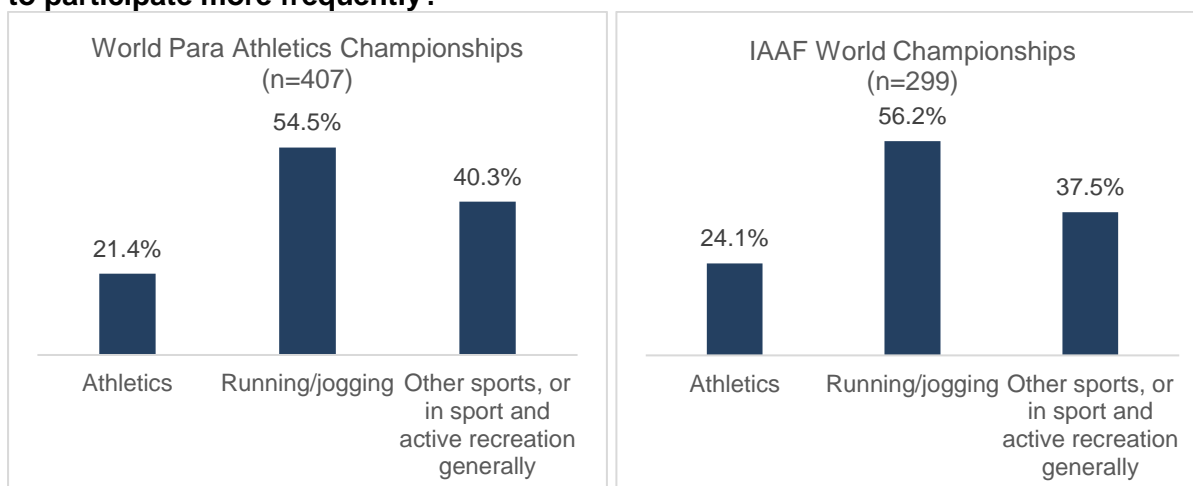


**Figs. 15 & 16 – In-Event Survey: As a result of attending this event, do you feel inspired to do sport or active recreation more often than you would normally?**



Respondents who reported feeling inspired to be more active were then asked what activities they felt inspired to participate in. Across both sets of attendees, running/jogging was the most popular, but athletics was the least popular.

**Figs. 17 & 18 – In-Event Survey: In which of the following respects do you feel inspired to participate more frequently?**



## Post-Event

In addition to the in-event survey, Goodform, the sport and leisure CRM agency, conducted a separate post-event online survey of event attendees to understand their physical activity and inspiration to be more active. The methodology of this survey is discussed in 3.1. A summary of the results is provided below.

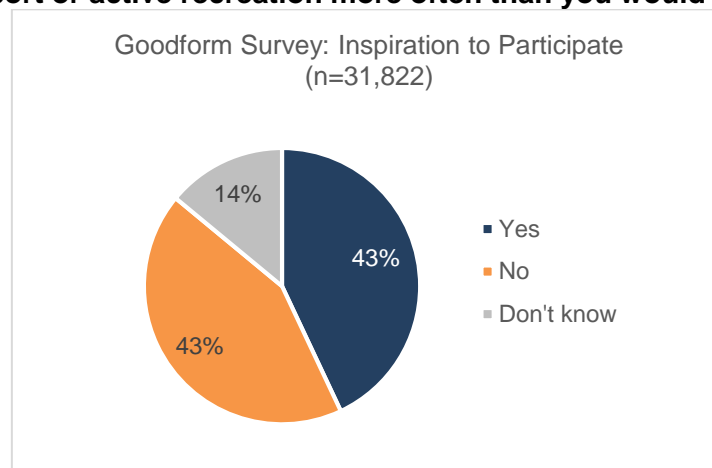
Attendees at both events reported higher levels of physical activity than respondents to the live survey, with only 14% of World Para Athletics attendees and 10% of IAAF attendees reporting no physical activity in the four weeks prior to their visit to the event.

**Fig. 19 – Goodform Post-Event Survey: In the 4 weeks prior to this event, on how many days did you take part in at least 30 minutes of sport or active recreation when the effort was usually enough to raise your breathing rate?**

	World Para Athletics Championships Attendees (n=7,388)	IAAF World Championships Attendees (n=24,317)
0 times	14%	10%
1 to 4 times	21%	19%
5 to 8 times	19%	18%
9 to 12 times	17%	19%
13 to 16 times	10%	11%
17 or more times	20%	22%

Inspiration to participate was broadly in line with the results gathered from the in-event survey: 43% of respondents said they felt inspired to do sport or exercise more frequently as a result of their visit to the event, equal to the proportion of respondents who said that they had not felt inspired to be more active.

**Fig. 20 – Goodform Post-Event Survey: As a result of attending this event, do you feel inspired to do sport or active recreation more often than you would normally?**



Goodform also found no significant difference between attendees of the World Para Athletics or IAAF event, or between men and women, in terms of inspiration levels. By age group, the most inspired group of respondents were those aged between 18 and 24, of whom 67% reported feeling inspired to be more active.

Unlike the in-event survey, other sports and active recreation were the most popular choice among those inspired to be more active (62%), with running/jogging second most popular (55%). As with the in-event survey, athletics was the least popular option, with only 16% of respondents saying they had been inspired to do more athletics.

## 7.3. Ticketing Programmes

### 7.3.1. Schools Programme

The London 2017 LOC engaged every school in Newham, Greater London and nationwide, inviting them to attend the World Para Athletics Championships, helping to meet the goal of making the event the most accessible ever, engaging a young audience in top-level sport and ensuring that the London Stadium was filled with atmosphere for both athletes and fans.

Every school pupil was offered a £3 ticket, with adult chaperones/teachers attending for free. The GLA supported the accessibility to the programme for schools by offering free travel on TfL transport via the School Party Travel Scheme, and free tickets for accompanying adults. A summary of the data from the project is provided below.

**Fig. 21 – Schools Programme Headline Data**

	Totals for the World Para Athletics Championships
Schools participating	878
Child (age 5-16) attendees	41,725
Chaperone/teacher attendees	8,106
Total attendees	49,831

### 7.3.2. Community Ticketing

Alongside the Schools Programme, a range of sports and community groups were engaged through a preferential ticketing scheme to broaden engagement in the World Para Athletics Championships, and in disability sport, among groups that might not otherwise have attended the event, while also ensuring that the London Stadium was as full as possible for as many sessions as possible.

In total, 123 sports and community groups were targeted. Other groups targeted were:

- Newham residents;
- Volunteer programme applicants;
- London 2017 Runners;
- Met Police staff;
- TfL staff;
- West Ham United Season Ticket holders;
- LOCOG and RWC2015 staff;
- Tickets for Troops; and
- London borough residents.

Ticket prices ranged from between £1 - £3 for children and £3 - £9.99 for adults attending the event, with military service personnel receiving free tickets. A summary of the ticket sales and attendee data is below.

**Fig. 22 – Community Ticketing Headline Data**

	Totals for the World Para Athletics Championships
Sports and community group attendees	7,707
Other target group attendees	7,871
Total attendees	15,578

## 7.4. Volunteer Programme

The volunteering programme for London 2017 was delivered by Team London, the Mayor of London's volunteering organisation. The programme was tasked with recruiting, training and deploying 4,000 volunteers to support the World Para Athletics Championships and the IAAF World Championships. Team London was responsible for all aspects of the programme, managing 15,433 applications, inviting 11,600 candidates to interview and allocating 3,903 volunteers to roles across the programme, of whom 1,049 were London residents.

Extensive data around volunteer numbers, demographics and motivations have been captured as part of the post-event volunteer survey. Highlights of this survey and the social impact of the programme are set out below.

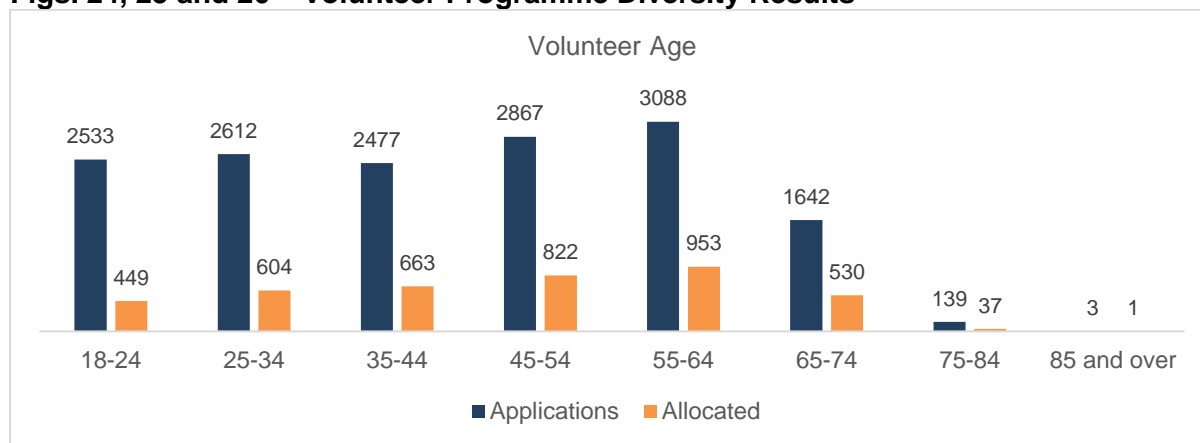
**Fig. 23 – Volunteer Programme Headline Statistics**

	World Para Athletics Championships Attendees	IAAF World Championships Attendees
Volunteers	2,465	2,913
Venues	21	21
Shifts	16,000	19,000
Volunteer hours	107,963	141,300
Average attendance	90%	80%

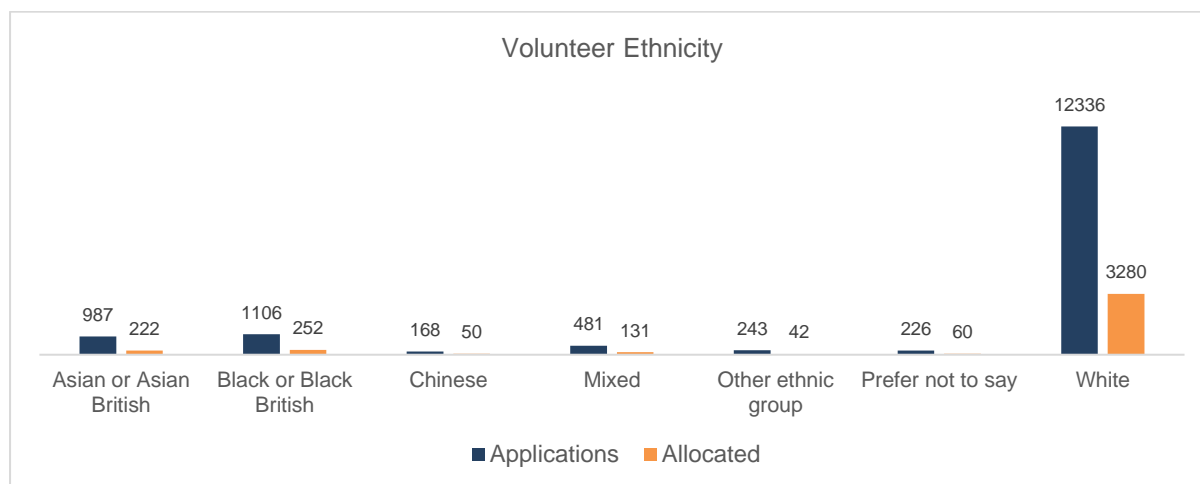
The volunteer programme was one of the largest delivered since the Games Maker operation delivered for London 2012. As with London 2012, the volunteer programme was an integral part in making the event a success, ensuring the smooth running of operations and making sure all event attendees were looked after from their arrival at the venue to their departure.

In addition to improving the experience of the event for those participating and attending, the volunteer programme engaged a relatively diverse range of individuals.

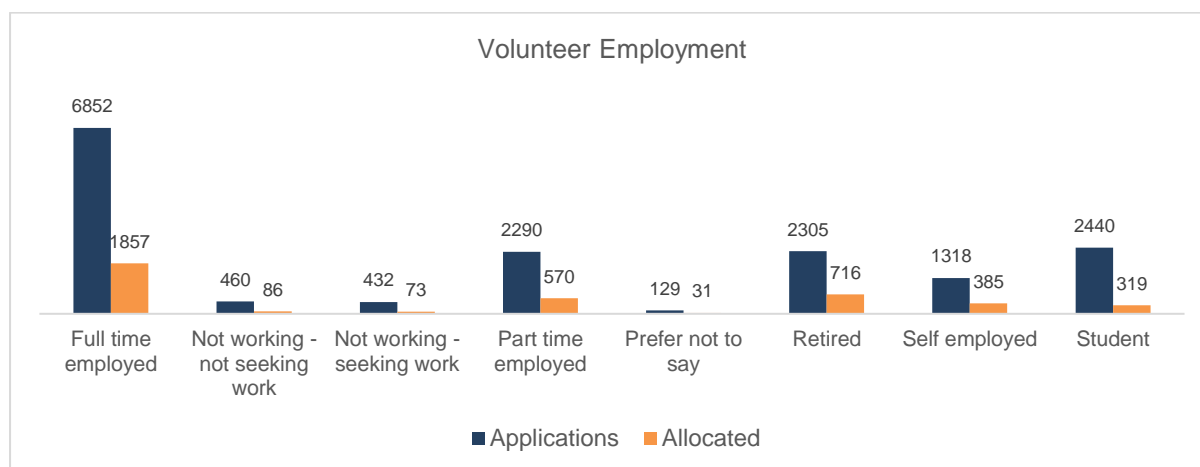
**Figs. 24, 25 and 26 – Volunteer Programme Diversity Results**



(Applications n=15,361, Allocated n=4,059)



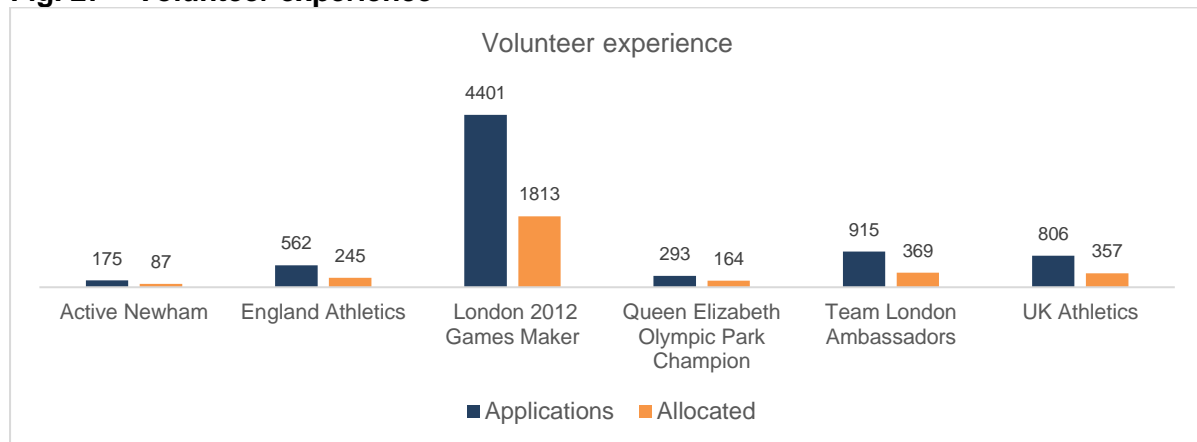
(Applications n=15,547, Allocated n=4,037)



(Applications n=16,226, Allocated n=4,037)

The legacy of London 2012 was also evident in the Runners programme, with the majority of applicants and volunteers allocated to roles having experienced the Games Maker programme.

**Fig. 27 – Volunteer experience**



(Applications n=7,152, Allocated n=3,035)

Critically, for future sporting events hosted in London or elsewhere in the UK, the legacy of volunteering appears set to continue. 72.3% of survey respondents agreed that, as a result of volunteering for London 2017, they were more likely to volunteer again in the future and 65.7% were more likely to recommend volunteering through Team London to friends or family.

Motivations for volunteering varied across the survey respondent group. The most common reason (30% of respondents) was to be a part of the Championships. However, 25% of respondents applied to be a runner to help others, or to give back to the community, demonstrating an encouraging level of community spirit and social engagement among Runners. 87.7% of respondents agreed that they had achieved their goal to some degree in becoming a Runner.

A further social impact of the volunteering programme is demonstrated in the level of skills gained by volunteers. Across a range of skills, volunteers reported in the survey an improvement in their transferable skills, and potentially improved employment prospects (understandably limited given the employment status of the majority of volunteers).

**Fig. 28 – Volunteer Survey: Do you agree or disagree with the following statements?**

	Agree	Neither agree nor disagree	Disagree
I have learnt a new skill or developed my skills and knowledge (n=1,434)	49.3%	30.2%	20.5%
Being a Runner has improved my team-working skills (n=1,434)	43.4%	41.8%	14.9%
Being a Runner has improved my communication skills (n=1,433)	37.8%	46.0%	16.2%
Being a Runner has/will help me to gain employment, training, apprenticeship etc. (n=1,432)	16.6%	56.8%	26.6%

## 8. Environmental Assessment

### 8.1. Introduction

This summary report is an assessment of the environmental impacts of both the London 2017 World Para Athletics and IAAF World Championships. The assessment reviewed the impacts of these events against the industry best practice framework: ISO 20121 Event Sustainability Management System and UK's 'Event Impacts' framework. In addition, the IAAF recently adopted the Council for Responsible Sport (CRS) accreditation for future events and as a basic benchmark the London 2017 events underwent the primary evaluation against this framework. It should be noted that this assessment was undertaken once implementation of the event plans was well underway and few changes were possible. It therefore provides a sound baseline for the delivery organisation to build on.

The scope of the environmental assessment was:

- Onsite Events: Stadium events and activities
- Offsite Events: Marathon and Festival of Walks

All auxiliary events including: IAAF Congress, GLA Guildhall Reception, Tate Modern Reception were excluded from the assessment.

The assessment undertook 17 interviews and follow up discussions with key individuals across the LOC staff, suppliers and partners, a thorough review of the plans and strategies in place and analysis of performance data and questionnaire survey responses. This was additionally supported by two site visits during the World Para Athletics and IAAF events.

This assessment was carried out by Dr Susie Tomson, Sustainability Director and Alexandra Rickham, Sport and Environmental Specialist at PCSG.

### 8.2. Summary of key findings and recommendations

London 2017 delivered a number of significant achievements from the environmental perspective, delivering event time recycling rates on a par with the London 2012 Olympic Games and double the current recycling rate seen across London. Event partners brought their own corporate strategies to the Championships showcasing the future of hybrid and hydrogen transport technology, delivering the lead vehicle in the marathon that produced water as its exhaust; clean air for the athletes running behind the vehicle.

Overall it was felt that whilst significant achievements were made, there were some missed opportunities that could have delivered value to the event, the sport, the host city and the partners. An event, particularly of the magnitude of London 2017, able to embrace and implement environmental and sustainability values provides a platform for both the host city and the event partners to achieve their corporate goals as well as enabling the event and the sport to benefit widely from the reputational advantages this brings in the future.

The intention is that this assessment highlights the challenges faced as well as providing a stepping stone for future improvements and realisation of the opportunity a comprehensive environmental or sustainability programme can bring. The summary maturity matrix provides a visual overview, summarised by:



- Lack of environmental performance criteria, objectives or targets set by the organisers for the London 2017 World Para Athletics and IAAF Championships and limited available data create challenges for delivering environmental performance
- Environmental achievements and outcomes were a result of London 2012 legacy embedded activities and commitments, or pre-existing sponsor/supplier corporate commitments
- Evidence suggests that, providing a management framework, objectives and targets, suppliers, sponsors and spectators are ready, willing and able to engage on environmental issues.

Moving forward, our recommendations highlight a number of opportunities:

- A simple framework is required in order for events, organisers and venues to baseline and benchmark their activities and enable comparative assessments to be made
- Suppliers and sponsor engagement is then possible, with performance benefits and outcomes able to be measured, managed, reported and communicated
- Spectator and fan activation by events, organisers, venues, suppliers and sponsors will lead to genuine environmental, social and economic legacy from all sporting events.

### 8.3. Summary of the key achievements

Our assessment followed the delivery areas that form the Event Impacts assessment framework. The key achievements are highlighted below.

#### 8.3.1. Sustainability planning and management

- 'Business as Usual' delivered significant environmental and sustainability benefits and was largely due to legacy impact from staff who were involved in London 2012
- Key suppliers and sponsors had operational environmental management systems and environmental policies
- Sustainability best practice was communicated to the 4500 volunteers called *Runners*

#### 8.3.2. Waste

- 63% recycling by weight was achieved and 100% diversion from landfill
- 59% spectators brought a refillable water bottle and used the refill stations
- Waste reuse schemes included branding donated to local schools, food donation scheme with FareShare and overlay stored for reuse at future IAAF events
- Waste reduction included reduced packaging and single use giveaways and LOC paperless operations where possible

#### 8.3.3. Energy

- Aggreko, provider of temporary power, operates under their certified, ISO14001, environmental management system
- Standard practice for Aggreko under its environmental management system ensured the most efficient generator configuration was designed.

#### 8.3.4. Transport

- London 2017's Toyota car fleet included hybrid and hydrogen fuel cell vehicles
- An estimated 1 million spectators attended the events using public transport

- Less than 10 % of the spectators used a car, motorcycle, taxi or plane
- 43% Toyota hybrid championship mileage was made in electric mode

#### 8.3.5. Food and drink

- Co-op partnership activation around 100% British
- MSC fish, Red Tractor meats, free range eggs were all part of the food offering
- Stadium Island kiosks promoted their eco-label accreditation

#### 8.3.6. Partners and sponsors

- Toyota provision of electric vehicle fleet
- Co-op showcased British Foods promoting 100% British

**Figs. 1, 2, 3 and 4 – illustrations from the event**



Toyota's hydrogen fuel cell powered car showcased in the Hero Village



Clearly signed recycling station at the 'Runners' feeding station



The Co-op activation around 100% British in the Hero Village



Public messaging for water conservation at the Queen Elizabeth Olympic Park

## 8.4. Sustainability maturity matrix

As part of the assessment, a maturity matrix was developed using the UK's Event Impacts categories as the framework. The summary can be seen in the figure below, with the detailed version in the full report. The matrix shows that whilst there was significant delivery in the action areas, the event lacked high level policy, goal setting and planning across the environmental arena. Much of the delivery was due to suppliers who had their own environmental management systems and provided these benefits as standard operational

procedures to the event. The lack of monitoring and data recording limited effective management in this area and hindered any potential continual improvement that is core to all management systems based on the Plan-Do-Check-Act cycle.

**Fig. 5 – sustainability maturity matrix**

Event environmental assessment maturity framework									
Level of maturity	BASIC			INTERMEDIATE			ADVANCED		
Description	Evaluate	Commitment	Plan	Delivery	Monitoring	Review	Engage	Assessment	Certification
<b>SUSTAINABILITY PLANNING AND MANAGEMENT</b>									
Leadership (high level objectives, targets, commitment, resourcing)									
Stakeholder communications and engagement									
Procurement									
<b>ACTION AREAS</b>									
Waste									
Water									
Energy - permanent									
Energy - temporary									
Transport									
Food									

## 8.5. Council for Responsible Sport Evaluation

IAAF have established a relationship with the Council for Responsible Sport utilising their framework for improving the delivery of IAAF events. As part of this assessment we benchmarked the IAAF event delivery against the



CRS evaluation framework. In total, 19 credits were achieved and with additional planning, a further 18 could have been achieved resulting in the potential to achieve Silver certification. It should be noted that several mandatory credits were not achieved and were marked as 'maybe' in this initial assessment which would have to be addressed.

## 8.6. Future events

It is hoped that the event partners through future events will be able to utilise this initial assessment as a baseline starting point and build on the achievements working to deliver, engage and inspire future generations towards a clean, healthy and sustainable environment.