

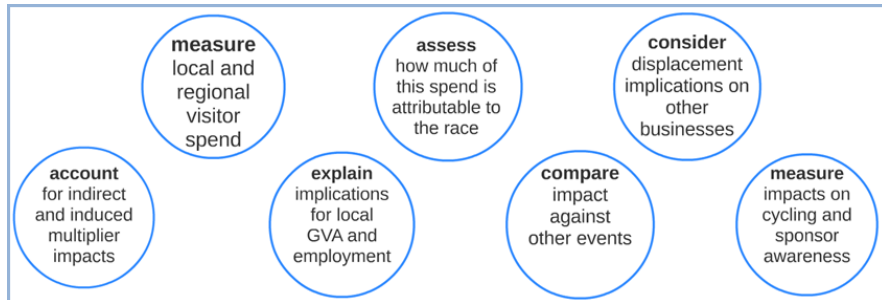
2018 OVO Energy Women's Tour Economic Impact Report



Round 3: Atherstone to Leamington Spa

1 Introduction

Welcome to Frontline's economic impact assessment of the 2018 OVO Energy Women's Tour. This economic impact assessment is based upon the findings from a web-based survey of 402 Women's Tour spectators and follows the principles set out in HM Treasury's 'Green Book' Appraisal and Evaluation Guidance and the EventIMPACT guidance. This paper explains the impacts resulting from stage one of the Women's Tour, between Atherstone and Royal Leamington Spa on 15th June 2018. The objectives of the research are to:



The remainder of the paper is structured as follows:

Section 2: The event and the visitors

Section 3: Economic impact assessment

Appendix 1: Method

Appendix 2: Regional economic impact

Appendix 3: Visitors by area of origin, age and gender

Appendix 4: Breakdown of gross visitor spend impacts by day and overnight visitors



2 The Event and The Visitors

Here are some of the headline statistics for the Atherstone to Royal Leamington Spa race:

100,000
visitors attended
the race

63%
came from
outside of
Warwickshire

31% of visitors
stayed overnight

average spend
per day by day
only visitors:
£77.37 per group

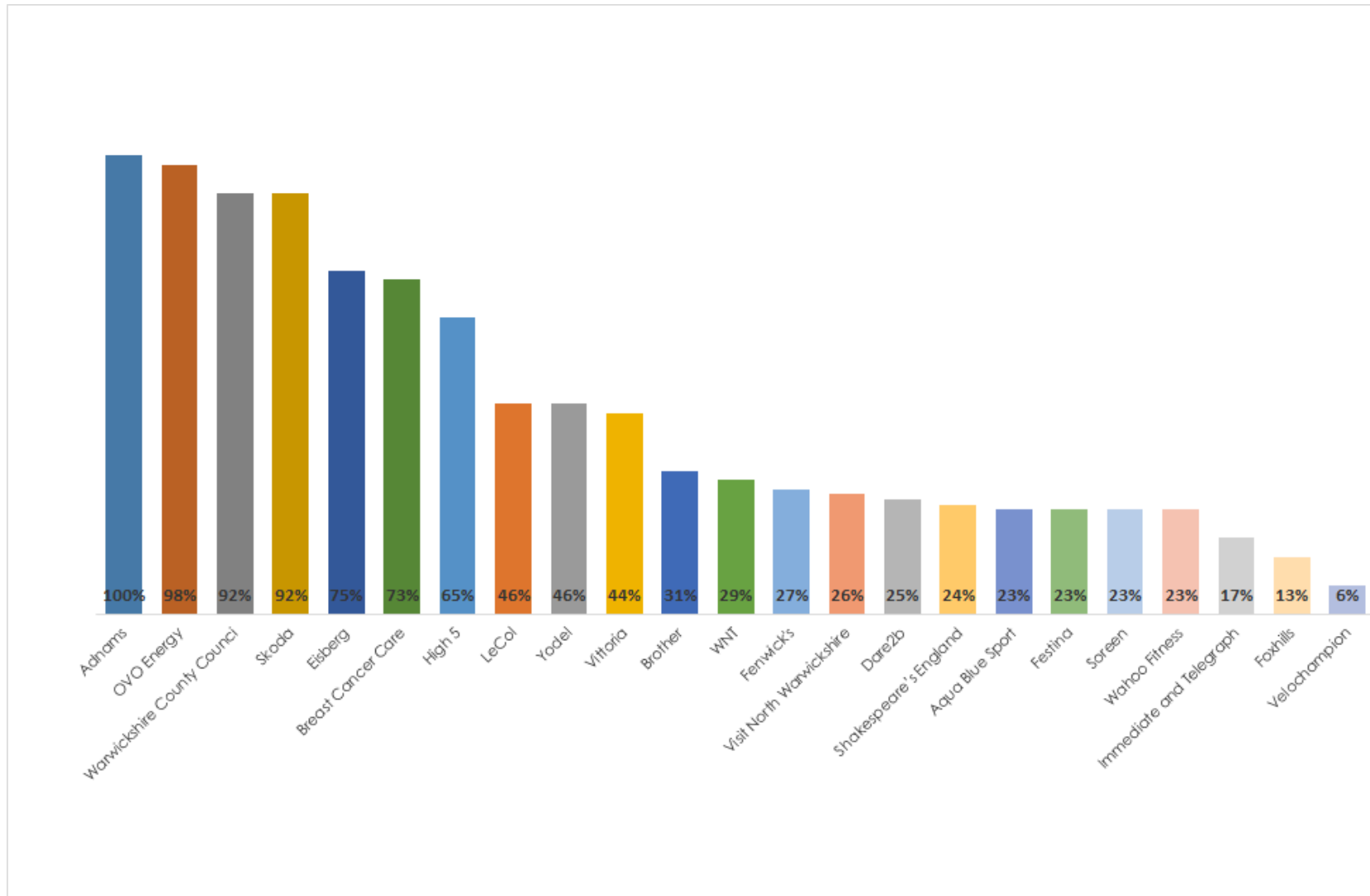
33%
came with their
families

87%
described race
as "very
enjoyable"

Average spend
per 24 hours by
overnight visitors:
£129.51 per group

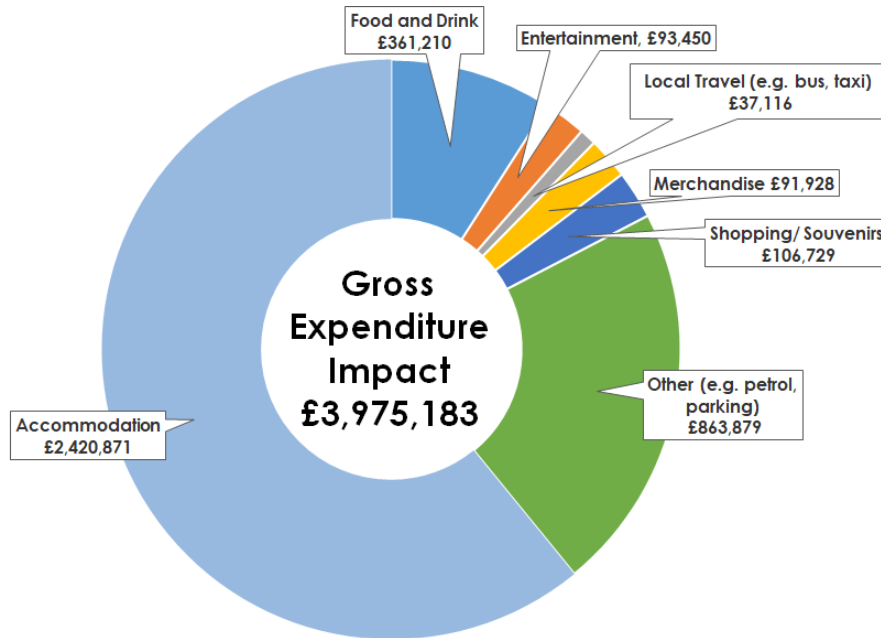
67%
inspired to cycle
more often

The following chart shows the percentage of visitors who associate each of the following sponsors with the race:



3 Economic Impacts

The total gross expenditure at the event was £3,975,183. This is broken down as follows:



To calculate the net visitor expenditure, GVA and employment impacts, the following adjustments were applied to this figure:

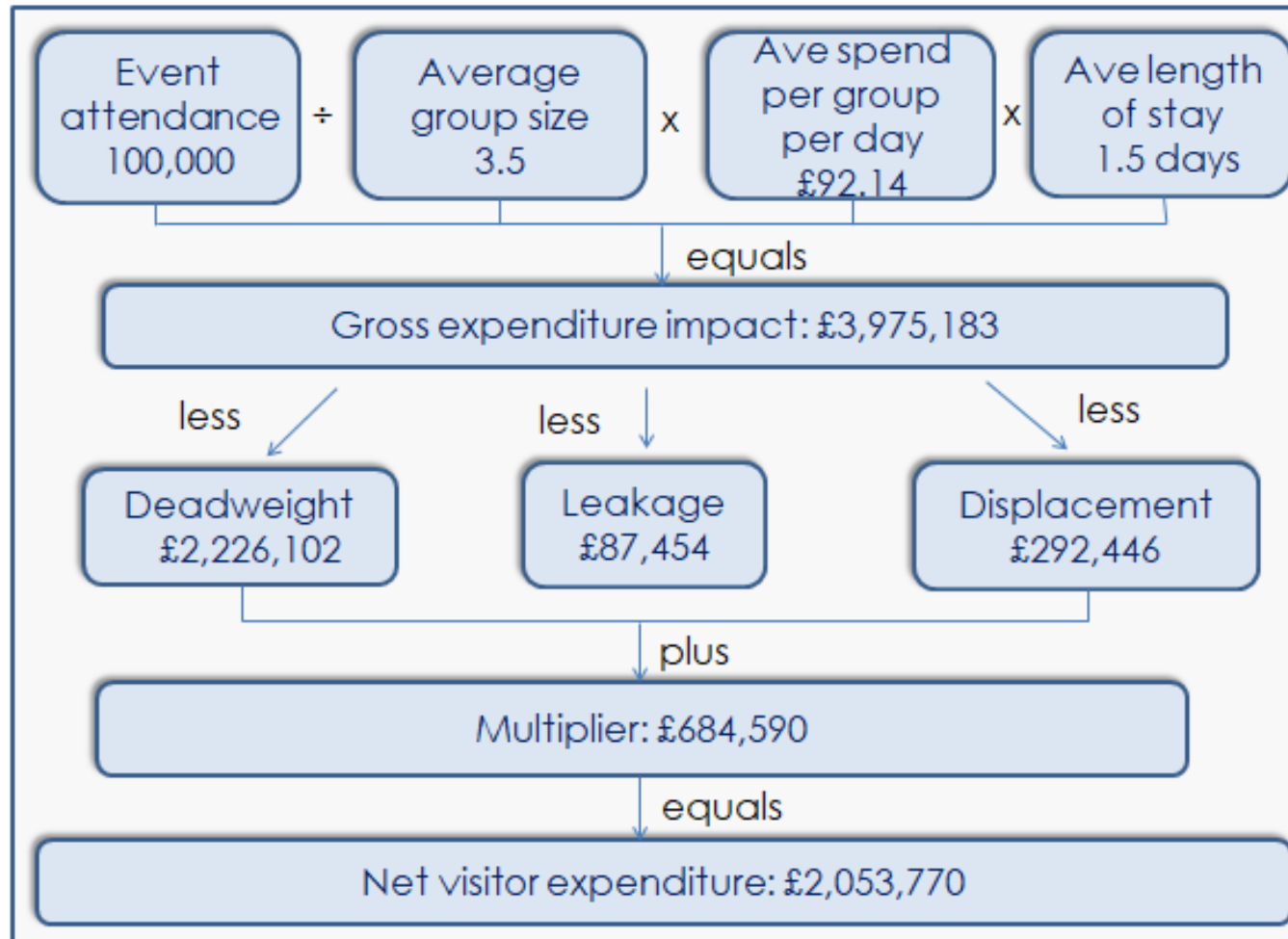
Deadweight	Money that would have been spent in the area anyway, even if the race hadn't taken place. E.g. spend by spectators for whom the event was not the sole reason for their attendance.
Displacement	Money that would otherwise have gone to another business in the local area. E.g. spend by visitors who would have otherwise visited another local attraction.
Leakage	Expenditure that took place outside of the local area. E.g. purchases of travel tickets or petrol at the start of the journey.
Multiplier Effects	Knock-on benefits resulting from further local supply chain purchases by the businesses that receive the visitor spend (indirect multipliers), or the personal expenditure of their staff (induced multipliers)

Full details of the method are presented in Appendix 1.



Summary of economic impacts – UK

The figure below shows the net visitor expenditure of the event on the **UK** economy. The findings for other areas are presented in Appendix 2.



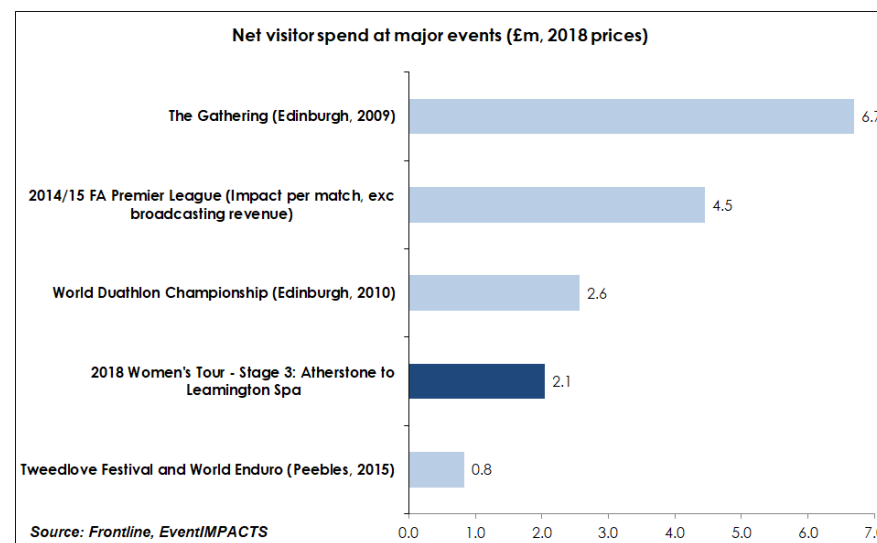
Total organiser expenditure on the stage was £89,000. We have also assumed a 54% GVA to business turnover ratio, and a GVA per employee of £19,187¹.

We have also assumed a 54% GVA to business turnover ratio, and a GVA per employee of £19,187².

Visitor Characteristic	Atherstone	Royal Leamington Spa	Warwickshire	UK
Net visitor spend	£425,794	£434,058	£2,669,567	£2,053,770
Procurement spend	£15,000	£15,000	£30,000	£89,000
Total net spend	£440,794	£449,058	£2,699,567	£2,142,770
Gross Value Added (GVA)	£238,029	£242,491	£1,457,766	£1,157,096
Employment	12.4	12.6	76.0	60.3

¹ Based on figures from a Scottish Government analysis of productivity and profitability in the tourism sector (<http://www.gov.scot/Topics/Statistics/Browse/Business/SABS/Sectors/GrowthSectors>) Such an analysis has not been conducted in England.

These impacts compare favourably with the net total expenditure impacts of other, similar sized events, which have taken place in the UK over the past few years; as shown in the following figure:



² Based on figures from a Scottish Government analysis of productivity and profitability in the tourism sector (<http://www.gov.scot/Topics/Statistics/Browse/Business/SABS/Sectors/GrowthSectors>) Such an analysis has not been conducted in England.

Appendix 1: Tour Series, Tour of Britain and Women's Tour of Britain economic impact assessment methodology

The gross visitor spend figures have been calculated based on the aggregate visitor expenditure of the visitor survey respondents, scaled up to the total number of visitors. This was then converted to a net economic impact figure based on the following approach:

Deadweight

Deadweight was accounted for by asking the question "why did you come here today". Options included:

- watching the race/stage was my sole reason for visiting
- watching the race/stage was part of my reason for visiting
- watching the race/stage was not part of my reason for visiting
- I live locally
- I work locally

It was assumed that any spectator that comes to the location solely to watch the race should be classified as 0% deadweight; that any spectator for whom watching the Tour was part of their reason for attending should be classed as 50% deadweight, and that all other spectators should be classed as 100% deadweight.

Leakage

Based on experience from previous research studies, leakage of 20% at a town level, 10% at a county/local authority level and 5% at a UK level was assumed.

Displacement

Displacement was measured by asking the question "if the Tour of Britain/Tour Series had not been on, what would you have done instead of your visit?".

Options included:

- visited another event or place in the host local authority areas
- visited another event or place elsewhere in the host region
- visited another event or place elsewhere in the UK
- visited another event or place outside of the UK
- stayed at home or gone to work

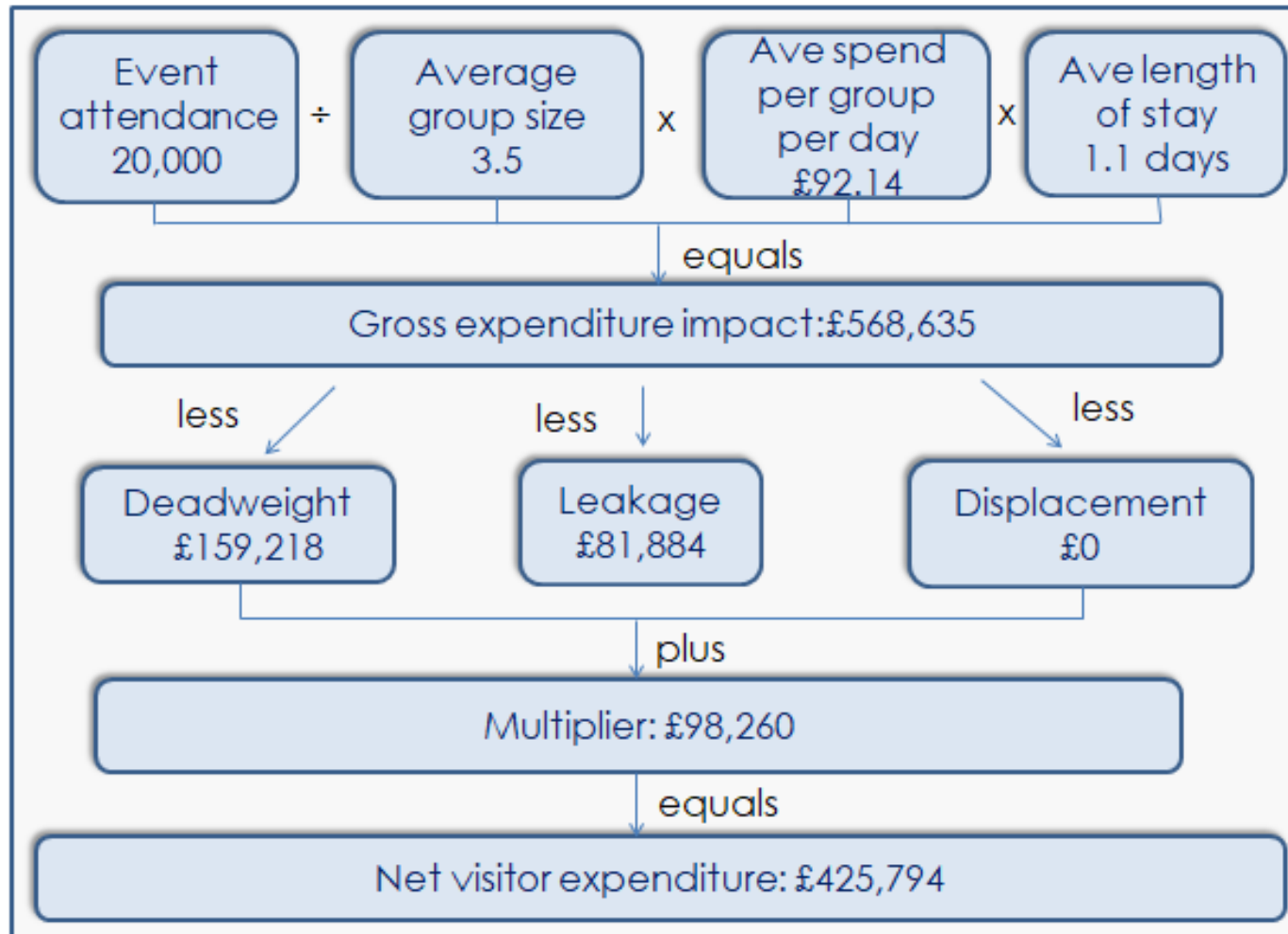
Expenditure by visitors who would otherwise have visited somewhere else in the study geography was classified as displaced expenditure.

The multiplier effect

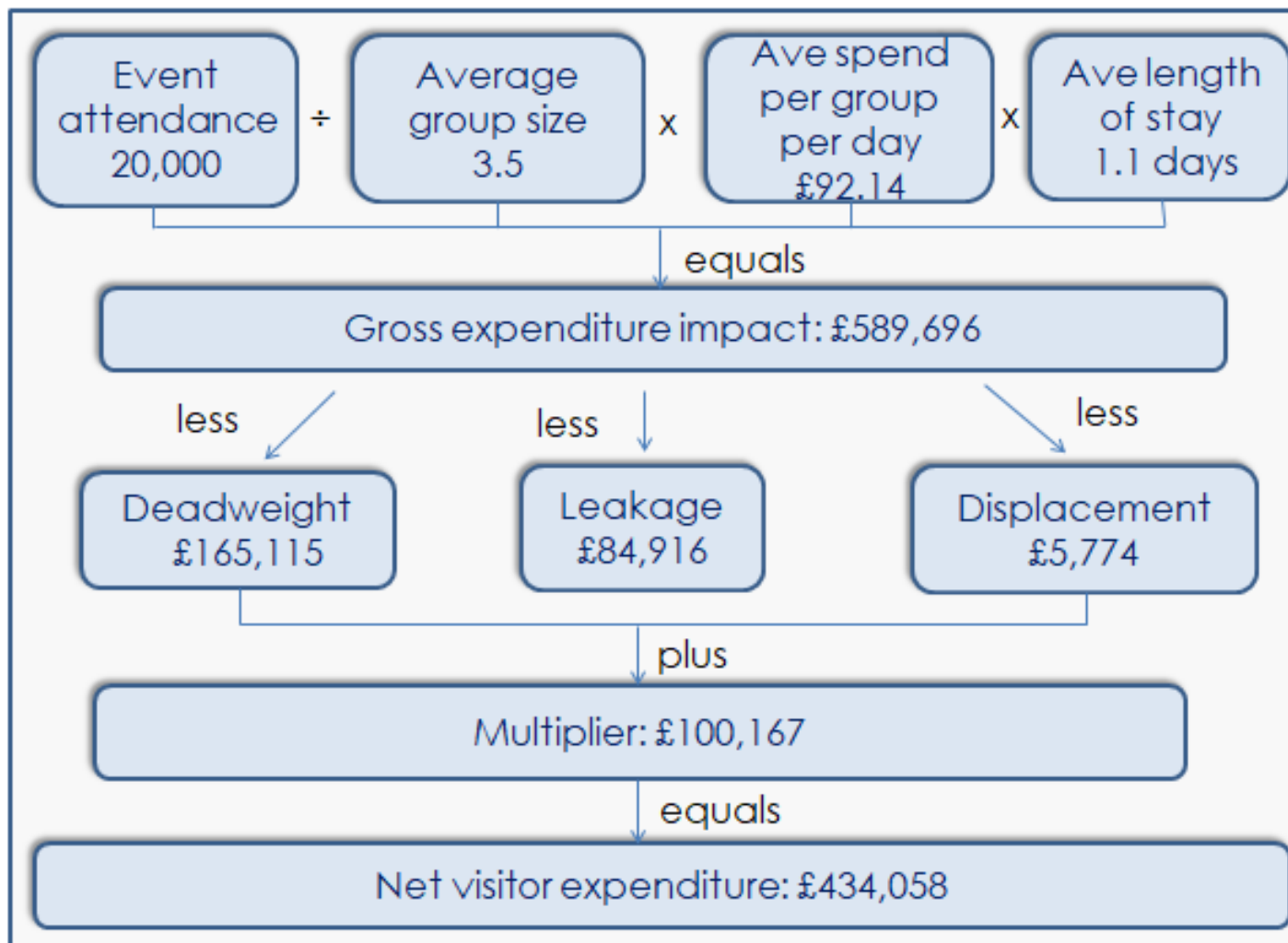
The impact of the multiplier effect was estimated based on evidence from previous published research, including reports published on the UK Sport Impact research database. In previous years an average was taken from other sporting events, including the World Half Marathon Championships and the Rugby Super League Grand Final.

Appendix 2: Regional economic impacts

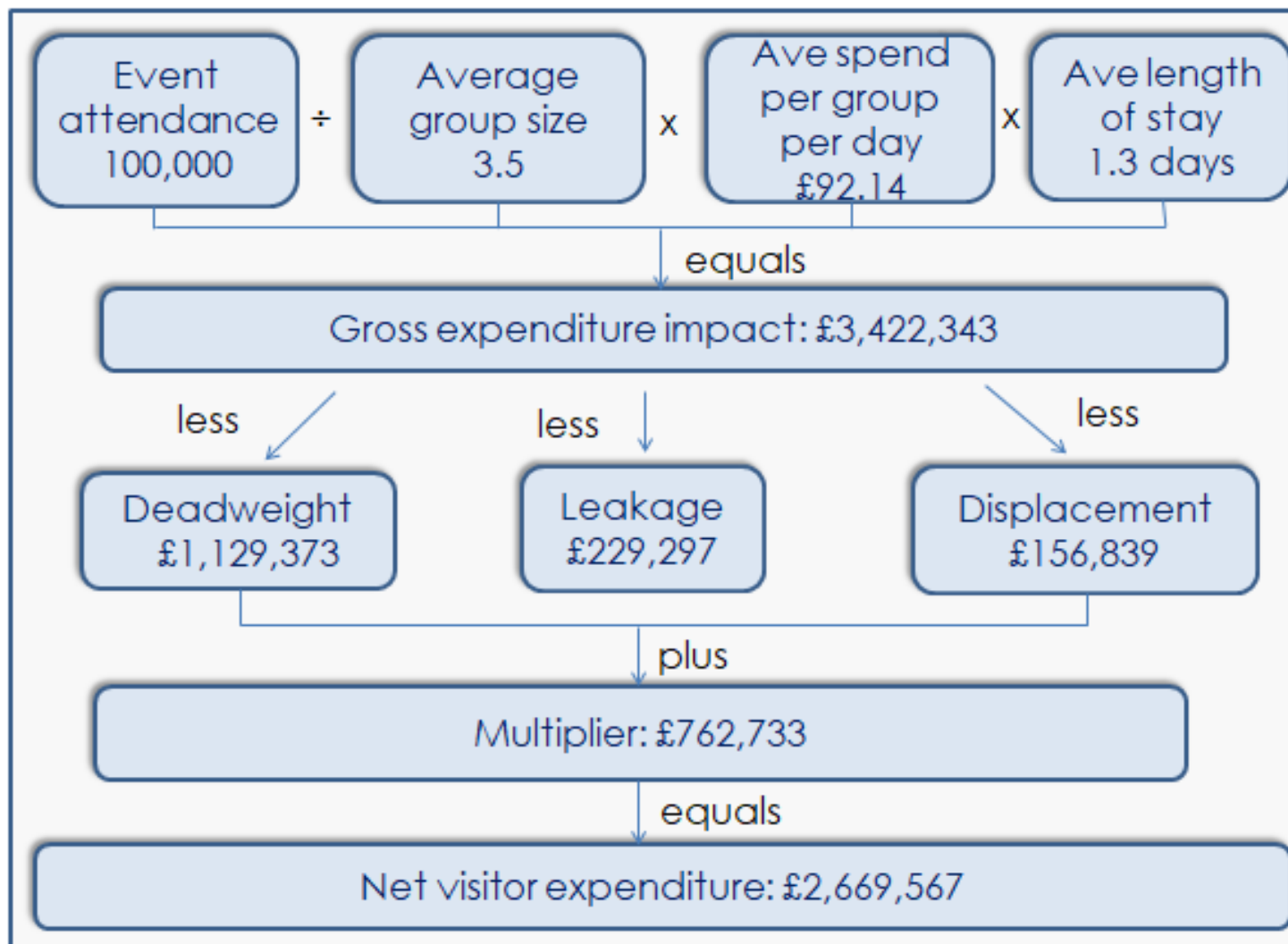
The figure below shows the net visitor expenditure of the event on the **Atherstone** economy.



The figure below shows the net visitor expenditure of the event on the **Royal Leamington Spa** economy.



The figure below shows the net visitor expenditure of the event on the **Warwickshire** economy.



Appendix 3: Breakdown of visitors by area of origin, age and gender

Area of origin	% of survey sample	Age	% of survey sample
Atherstone	5%	16-24	8%
Royal Leamington Spa	12%	25-34	10%
Warwickshire	20%	35-44	16%
West Midlands	16%	45-54	33%
South East England	14%	55-64	25%
East Midlands	11%	65+	9%
South West England	5%		
East of England	4%	Gender	% of survey sample
Wales	4%	Male	65%
North West England	3%	Female	35%
Yorkshire and Humber	2%		
London	2%		
Outside the UK	2%		
North East England	1%		
Scotland	1%		

Appendix 4: Breakdown of net visitor spend impacts by day and overnight visitors

	Day	Overnight	Total
UK	£1,554,312	£2,420,871	£3,975,183