

nova

inspiring events

Social Economy of Sport: Sport's impact on the economy

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Our History

- The Great North Run, the original Great Run, reaches a defining moment in its history in 2014 when it becomes the first event in the world to celebrate one million finishes.
- Today the Bupa Great North Run sits as the centrepiece of the Great Run programme, the world's biggest running initiative with over 1.3m participants.

Great Run
The world's favourite run

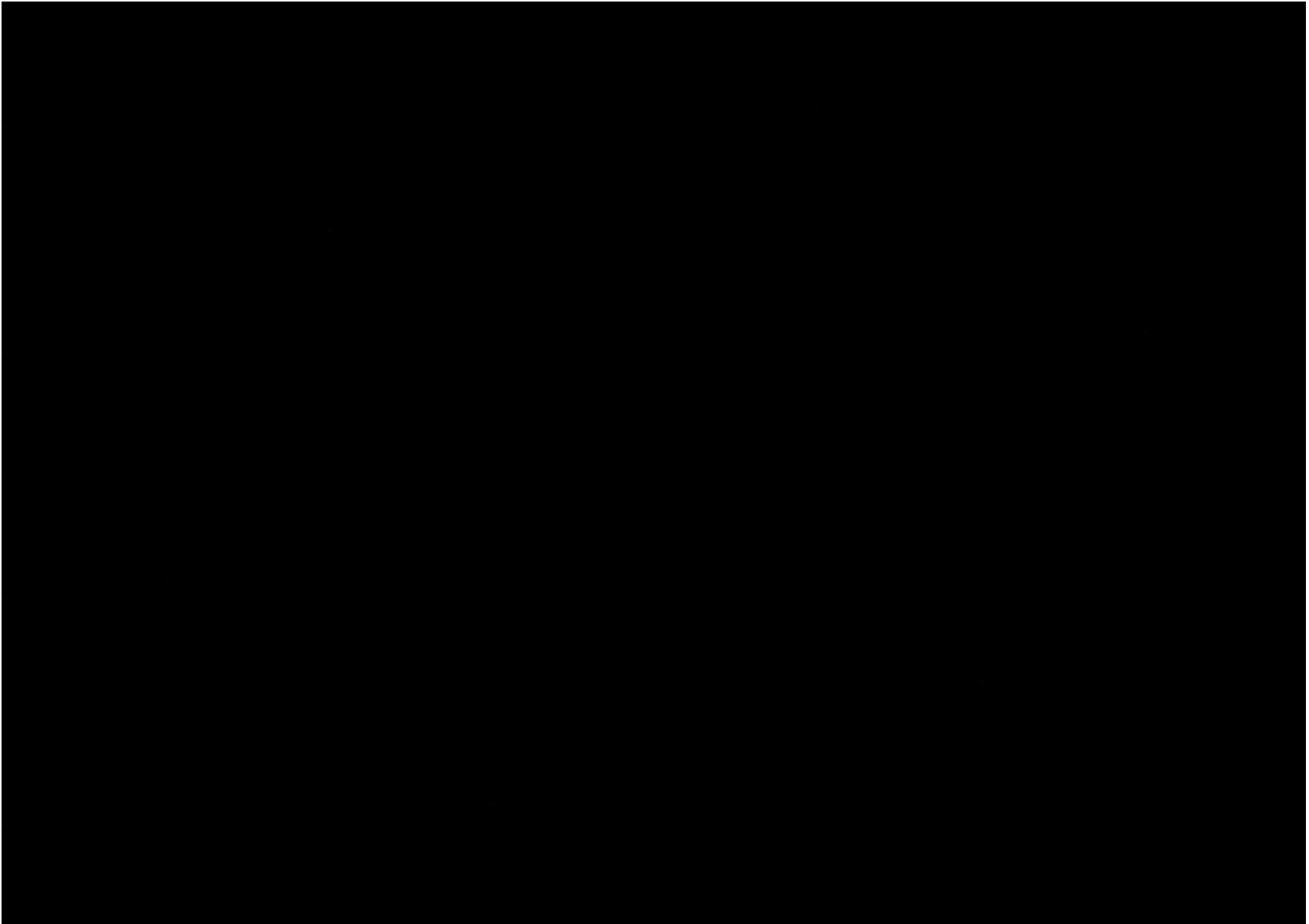


Great Events

National Year Round Programme of Events

- 273,767 runners
 - 680,000+ supporters
 - 1,600,000+ database
 - 11 major running events
 - 11 mini & junior events
 - 8 cities, 4 distances
-
- 18,385 swimmers
 - 5 swim events, 4 distances
-
- 2,250 trail runners
 - 1 trail event, 2 distances
-
- 7,920 cyclists
 - 1 cycle event, 3 distances





Economic Impact

- The direct economic impact of the Great North Run alone is £15.7million, rising to a total impact of over £22m when the wider subsequent economic benefits are factored in.
- This impact is driven by the scale of visitors – Runners and Spectators – which the event attracts and their rates of expenditure while they are here.
- Charity fundraising £8m
- Media Exposure (Live BBC coverage) drives it to over £30m

Social Impact

In social terms, there is strong evidence that participating in the Great North Run or similar events changes people's habits and attitudes towards exercise, with many increasing their levels of exercise as a result of the Run and many motivated to take part to get fit and healthy.

Belief/Ambition

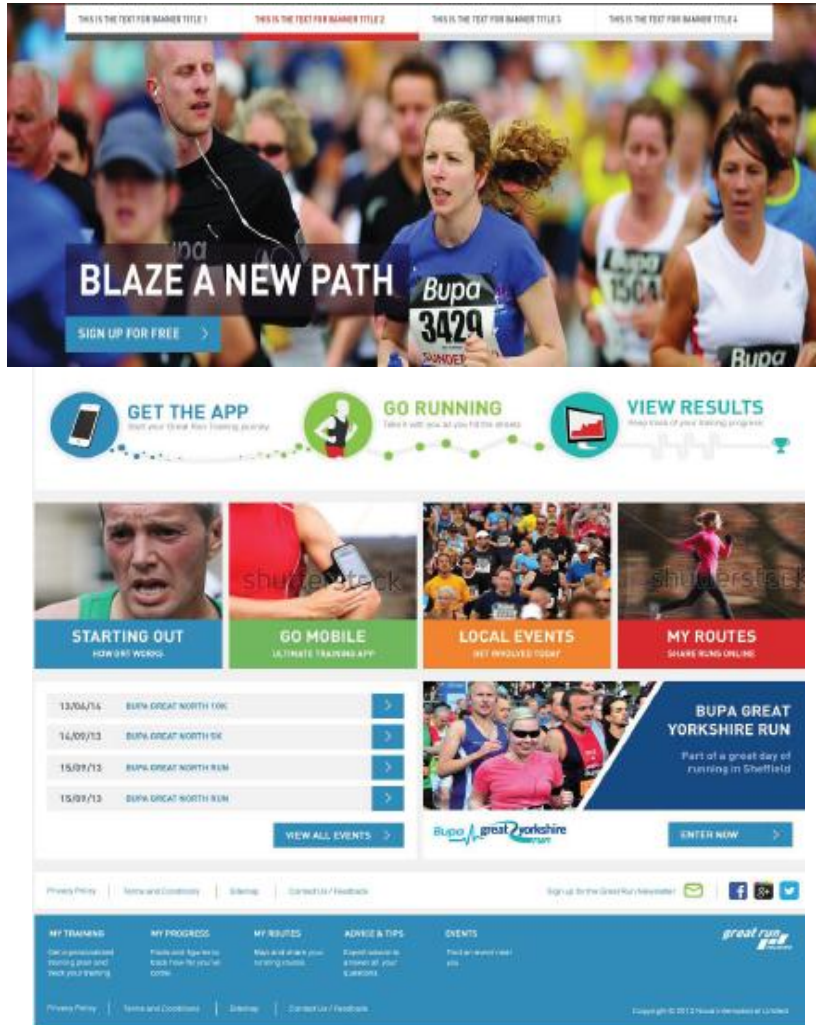
- Our belief is that running/activity is good for you and should be encouraged (Supported by data)
- Our ambition is to work with our partners and runners to build Great Run to its next million finishes by 2020
- We will do this by promoting running/activity in an attractive manner, endorsed by athletes and celebrities and visible through media

Customer Journey



Year Round Engagement

- More opportunities to participate – formally and informally:
- **Great Run Training** - Your great run training partner.
Anytime/ Anywhere/ **free** at point of entry
- **Great Run Local** - Your local **free** weekly running event
- **Great Run Events** - Your challenge of the timed and measure event over a variety of distances from 5k to Half Marathon **(Paid For)**



Free on-line training to support you every step of the way

- Personalised and interactive
- Timely expert advice
- Personal data or shareable
- 76,332 Users
- 37,067 Users with a training plan
- 184,808 unique visitors to the website
- 2,270,737 page views



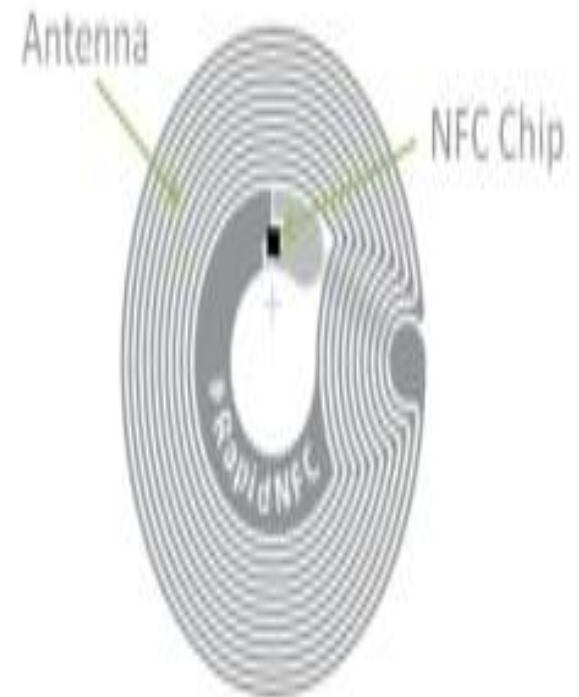
Concept



- Free local running events targeting new and hard to reach groups
- Timed, measured courses (2k and 5k) take place weekly on Wednesday and Sunday
- Events managed and promoted via Great Run and delivered by volunteers with medical supervisors

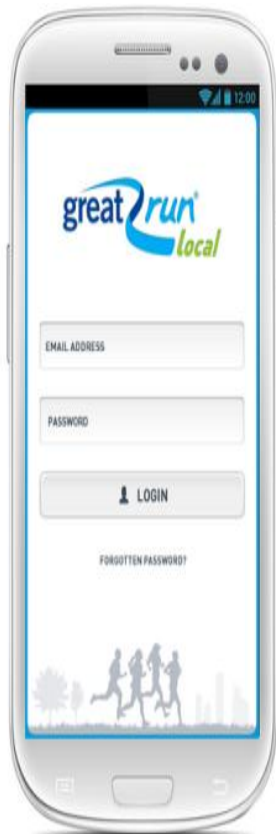


Runner





Organiser



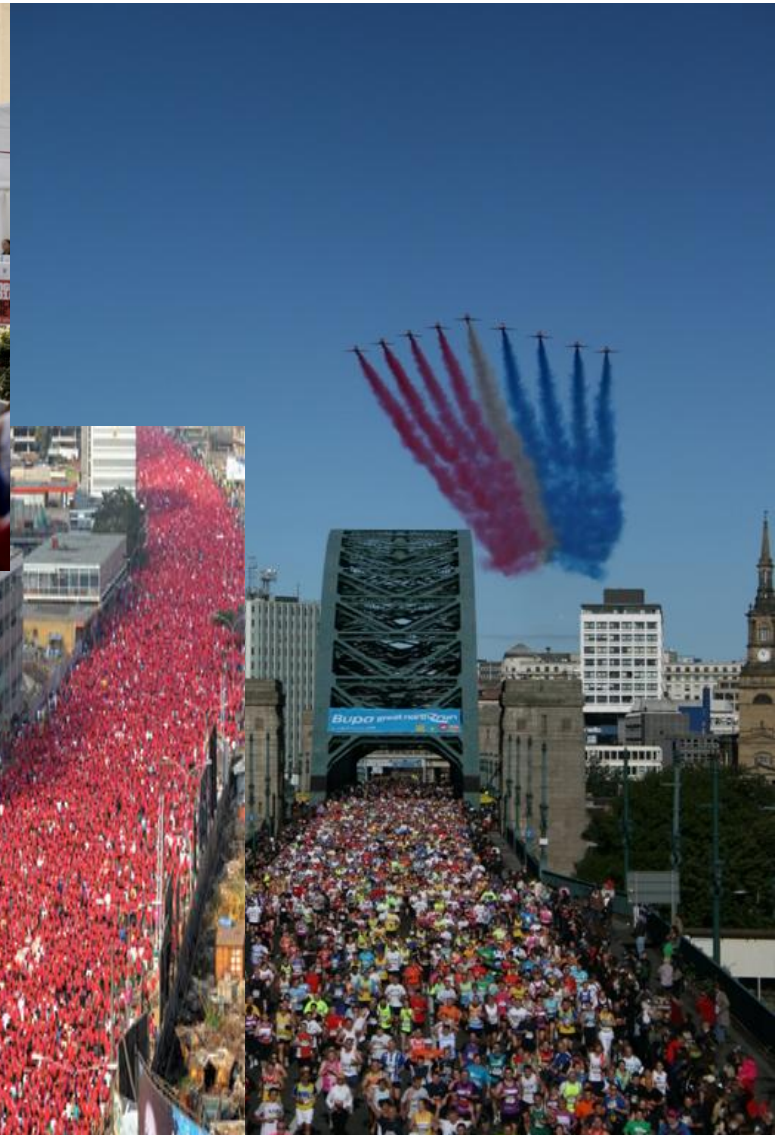


Data

- Timing data automatically uploaded to Great Run Local event site
- Motivational result email sent same day
- Motivational result text within seconds of completing your run
- See historical results and progression on GRL website in your personal space
- Receive weekly/monthly newsletter



Major Events



Integrated Community Model

A 365 day a year activity framework linked directly into the local community generating:

- Targeted social impact (measurable via a large behavioural database)
- Economic Impact through TV, Tourism, Charity fundraising generated by the big event
- Promoting activity and active lifestyles as a positive, attractive message rather than a health warning!