

Sporting events building local communities

**Report by the Commonwealth Local Government Forum
launched at the pre Commonwealth Games reception hosted by
the Lord Provost of Glasgow City Council**

16 July 2014

Compiled and edited by
Susan Rhodes, Director of Communications, CLGF
Shraddha Kaul, Communications Officer, CLGF

Sporting events building local communities

Foreword



CLGF has a long-standing partnership with its members in Scotland, including Glasgow City Council, and we are delighted that Glasgow is hosting the 2014 Commonwealth Games and look forward to a very successful event. We are very grateful to the Lord Provost, Rt Hon Cllr Sadie Docherty, for hosting a CLGF pre-Games event to celebrate the Games and the benefits that such sporting events can bring to cities and the community as part of the 2014 Year of Developmental Local Government.

Local economic development is a key issue identified by our members for communities to thrive and develop. Local government has a key role in infrastructure provision, basic service provision, support for business and enterprise, training to ensure that local people have the right skills to fit the jobs available and providing the leadership to bring together all the stakeholders that can meet local needs and challenges as well as take advantage of local opportunities and resources.

As the cases outlined in this paper demonstrate, sporting and other events can help regions, towns and cities to take a leap forward in boosting their local economies – improving infrastructure and facilities, bringing inward investment and training, and in leaving a legacy that benefits the whole community. Such events include major international local government conferences such as CLGF's own biennial conference which was successfully held in Aberdeen in 2005.

This paper and the event at which it is being launched is one of CLGF's activities as part of the activities for the 2014 Year of Developmental Local Government. The designation of 2014 as the Year of Developmental Local Government was agreed in the outcomes of the CLGF Kampala Commonwealth Local Government Conference which have been endorsed by the Commonwealth Heads of Governments at their meeting in Colombo in November 2013 and in which we are encouraging all our members and partners to take part.



Carl Wright
Secretary-General, CLGF

I Introduction

This paper and the CLGF pre-Games reception hosted by the Rt Hon The Lord Provost Cllr Sadie Docherty and Glasgow City Council on 16 July 2014 is part of the various activities being organised by CLGF and its members to celebrate *2014 Year of Developmental Local Government*, as agreed in the CLGF *Kampala declaration on developmental local government* which was endorsed by the Commonwealth Heads of Governments Meeting in Colombo in November 2013.

Local government is at its best and most effective in delivering developmental objectives and services when it abides by the principles of good governance as set out in the Commonwealth Aberdeen Principles agreed at the 2005 CLGF Conference in Aberdeen, which now form an integral part of the new Commonwealth Charter. Over the years, local governments across the Commonwealth have used tourism, sports and

major events to boost local economy and attract inward investment. Sporting events have proved beneficial in delivering positive economic as well as social impact at the local level. The public and private investment in infrastructure catalysed by the Games helps in leaving a significant legacy to the local communities.

In the run-up to the Glasgow Games, this event based on the theme *Sporting events building local communities* will highlight ways in which big sporting events promote local economic development and community building. This paper highlights examples from Commonwealth countries to illustrate ways in which sporting events have been helping to boost growth in cities, towns and communities.

2 Case studies of Commonwealth cities

■ Glasgow Commonwealth Games 2014

The Glasgow Games are set to leave a long term legacy in the local community. Major investment has gone into developing stadiums as well as the city with a special focus on the east of the city. One such project includes development of the Emirates arena, which holds the Sir Chris Hoy Velodrome.

- The Games have helped Scotland to secure 37 high-profile events, with an estimated economic impact of £14m.
- The Games have helped generate 30,000 new employment and training opportunities.
- Over 250,000 school pupils are benefiting from *Game on Scotland*, the official education programme for the Games.
- It is estimated that for each £100 million of visitor spending in 2014, around

1300 FTE jobs will be supported, contributing £45 million to the Scottish gross value added (GVA).

- £5.5m has been awarded by the Big Lottery Fund to help communities become more active.

Read more: *Pre games report - an evaluation of the Commonwealth games 2014 legacy*

<http://www.scotland.gov.uk/Publications/2014/04/4572>

■ London Olympics 2012

The UK economy has seen a £9.9billion boost in trade and investment from hosting the 2012 London Olympic and Paralympic Games. 1.4 million more people are playing sports once a week since London won the bid in 2005, and £1 billion has been invested over four years into

youth and community sport. £6.5 billion of transport investment has supported development across London. Stratford is now one of the best-connected transport hubs in the country, supporting the local population to access more employment and training opportunities.

- 80,000 host borough residents reported that they had benefited personally, or through an immediate family member, from employment related to the Games preparations.
- The Westfield Stratford development has provided more than 10,000 new permanent jobs in East London.
- London via the new *Team London* website is enabling more Londoners to volunteer in their local community.
- *Community First* is a new £80 million government-funded programme that is helping communities to come together through new and existing community groups.

Read more: *The legacy from the London 2012 Olympic Games report*

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/224148/2901179_OlympicLegacy_acc.pdf

■ New Zealand Rugby World Cup 2011

The 2011 Rugby World Cup was hosted by New Zealand having won the rights to host in 2005. The World Cup brought around 133,200 international visitors to its major cities including Auckland and Wellington. Nearly 2000 people were employed as part of the opening of the event and nearly 96% of volunteers in Auckland said that they were likely to volunteer in future events.

- Visitor expenditure generated nearly US\$ 654 million, with a direct economic impact of US\$ 491 million.
- The tournament contributed US\$ 1.67 billion towards the global sports economy.

- Nearly \$150 million of new deals were won by Auckland city after the World Cup.

Read more: *Economic impact report – Rugby World Cup 2011*

<http://www.rugbyworldcup.com/mm/Document/Tournament/Mediazone/02/05/05/75/RWC-ec-report.pdf>

■ South Africa World Cup 2010

The 2010 FIFA World Cup provided a unique opportunity for the Republic of South Africa to build its economic potential and establish itself as a key international player. Investments in transportation and housing helped alleviate various infrastructural deficiencies. The 2010 FIFA World Cup Legacy Trust was founded in South Africa which has been working to ensure sustainable promotion of football, education and health. FIFA has contributed US\$ 100 million to this trust of which will be invested directly in social community projects.

- More than 20,000 jobs were created for the construction of the World Cup stadia.
- Nearly 130,000 jobs were created in the construction, roads and transport and hospitality industry in the period leading up to the World Cup.
- 15,000 volunteers gained experience of working on a major event.
- By working with the grassroots, soccer helped to promote a major programme which enabled 270,000 young people in 16 countries to receive comprehensive HIV education.

Read more: 2010 World Cup country report

<http://www.srsa.gov.za/MediaLib/Home/DocumentLibrary/SRSACountryReport2013-withcover.pdf>

■ Delhi Commonwealth Games 2010

The 2010 Delhi Commonwealth games focused on furthering the development of an already vibrant capital city. One of the key achievements of the Delhi Games was promoting infrastructure development including special focus on the

improved metro system and introducing eco-friendly buses on the streets.

- Thyagaraj Stadium is India's first green stadium.
- 500 Pollution Control Centres have been set up to improve monitoring and data collection
- The Games enabled job creation for nearly 4000 new workers and 14,000 volunteers

Read more: *Delhi 2010: Post Games Report*

<https://www.thecgf.com/games/2010/D2010-Post-Games-Report.pdf>

■ Melbourne Commonwealth Games 2006

At the 2006 Melbourne Games, the Department of Planning and Community Development played a major role in helping successfully deliver Victoria's largest event and generating around \$26 million worth of savings that were invested back into Victorian sport through the Games dividend initiatives. An independent study in October 2006 showed that direct Games expenditure, tourism and other commercial activity generated by the Games positively impacted the Gross State Product by \$1.6 billion.

- More than 100,000 tourists visited Victoria for the Games, and spent an estimated \$270 million.
- Almost 13,600 full time equivalent jobs were created from the Games.
- Over \$1.5 billion capital expenditure was injected into the Victorian economy.

- 41% of the general public commissioned in this study said they would be more interested to participate in a community event.

Read more: *Triple Bottom Line Assessment of the Melbourne 2006 Commonwealth Games*

http://www.dpcd.vic.gov.au/_data/assets/pdf_file/003/51582/Final_Report_Executive_Summary.pdf

■ Manchester Commonwealth Games 2002

Manchester in 1995 won the rights to host the games. One of the key aspects of the bid for the Games was the economic and social development plan for the North West. Most of the development projects were coordinated by the Manchester City Council.

- The Games helped create nearly 6000 new jobs (the equivalent to 10 jobs for each £1 million of public investment).
- A number of new developments took place in East Manchester as a result of the Games including a regional retail centre and various housing projects.
- The Games generated around £22 million turnover for local companies.
- Manchester saw an increase of 300,000 new visitors over the year, injecting £18 million into local economy.

Read more: *An evaluation of the Commonwealth Games legacy programme*

www.manchester.gov.uk/download/downloads/id/2810/evaluation_of_the_commonwealth_games_legacy_programme

3 Conclusion: Sporting events can help boost local economy and strengthen community

Hosting major sporting events, such as the Commonwealth Games, Olympics or World Cup, can help boost a city's economy and global image. International events not only foster collaboration among the public and private sector but also boost tourism and visitor numbers. In addition to leaving a significant legacy to the local

communities, these events ensure various direct economic benefits including increased local capacity, better infrastructure, enhanced economic relations, export sales and foreign awareness of local business opportunities, in addition to promoting the host city as a 'can do' place.



About CLGF

The Commonwealth Local Government Forum (CLGF) works to promote and strengthen democratic local government across the Commonwealth and to encourage the exchange of best practice. As an associated organisation, CLGF is the official voice of local government in the Commonwealth and works with national and local government to support the development of democratic values and good local governance. CLGF has 53 Commonwealth member countries, including local government associations, individual local authorities and municipalities, ministries with responsibility for local government and relevant academic institutions.

Coming up

The next CLGF European members meeting will be held in Edinburgh on 28-29 October. This will not only be an important time for Scottish local government, following the outcome of the Scottish referendum on independence, but also for other countries undergoing major local government reform and change. This meeting will bring together local government leaders and mayors from Cyprus, Malta, Gibraltar, the countries of the UK, and the Irish Republic to share knowledge and discuss challenges and innovation in Europe and beyond. For more information visit www.clgf.org.uk or follow CLGF on Twitter