

The Impact of Major Sports Events Launch Transcript

0:06

good morning ladies and gentlemen let's get started um good morning thank you very much for joining us i'm naomi hicks

0:12

i'm one of the directors at uk sport and i'm delighted to welcome you to this event today welcome to livery hall at

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the guild hall a big thank you to the city of london for bringing us together today and for hosting us in this

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beautiful building great to see so many faces old and new joining us for the

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report launch today the major sporting events and soft power report it's a really uh really important piece

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of research in our view it reiterates the power and potential of major events and the vital contribution they make not

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just to the to society but to our economy as well we're going to hear all about that today

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delighted to have such a breadth of sectors and organizations in the audience with us and i know many of you

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gave up your time to participate in the research as part of the consultation so thank you for sharing your views and

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your insight which we'll hear much more of today we're going to hear first from three

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guest speakers this morning so we're going to hear from our lord mayor vincent kivney we're also going to hear

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from the minister of sport nigel hudson and then peter arnold from ey will share

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the report findings and highlights with us after that i'm going to invite a selection of panel members onto the

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stage for a sort of facilitated discussion and then we will open up the floor for your questions as well before

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making sure we've got plenty of time for teas and coffees and catch-ups afterwards at the end so thank you very

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much for joining us i'm going to hand straight over to the lord mayor thank you very much

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[Applause] minister chief commoner

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ladies and gentlemen good morning and a very warm actually quite literally a very warm welcome to guildhall but it's

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better to be warm this morning than chile thank you so much naomi for your introduction and thank you to uk sport

2:04

who have worked very closely on with us on this project now i would

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also like to at this point thank ey for producing this excellent report i am so

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glad that the city of london alongside our partners at uk sport is able to support this important piece

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of work there is a long history of sport in london

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in fact we are almost directly above here in the here in the delivery hall almost

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directly above the remains of one of london's oldest sports facilities if not

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perhaps its oldest indeed a roman amphitheater where gladiators used to

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compete well i'm glad to say i'm sure we're all glad to say sport has moved on in london since then

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many of you are will be aware that the city of london corporation provides sports facilities across the many open

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spaces we manage perhaps less well known is that in recent years we've also sought to take a

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lead in supporting major sports events coming to london and the uk

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by doing what we do best offering up our venues bringing people together we hope to contribute to the

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success of bids and celebrations for high-profile sporting occasions

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as an organization that seeks to support a thriving and diverse economy

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we increasingly value the important role played by sport and the sports event industry in the

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long term success of the uk economy we see sport as integral to our national

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success and global reach and we are determined that london should be a world centre

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and a venue of choice for sports events from around the world

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since the experience of the london 2012 games and i have to say just looking at that wonderful

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photograph on the front of the report doesn't it bring back some magnificent memories we have turned our focus to the

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positive outcomes which major sports events have for london and indeed the

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whole world which this report spells out for us very clearly its findings are striking

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people understand that there are soft power trade and investment benefits to major sports events but this report

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shows us in stark detail what can be achieved when we get our strategy right

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we will hear more on this from ey shortly during their presentation of the findings

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the report acknowledges that while there is much to be excited about we just can't sit back and assume this

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will all happen naturally because we are london or the uk we need to work together strategically

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and deliver on a clear set of targets while also learning from each event that

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we host in the uk i'm certain this will not only improve the understanding of the positive

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impacts but actually over time enhance those positive impacts

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and increase their relevance and their and their reach in our society

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this is what the city of london and uk sport will be getting set for

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in the months ahead but we recognize we cannot do this alone

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the city corporation stands ready we're on our marks ready to

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go to work with our partners from across the sports sector business and government to build a more targeted and

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more impactful approach to future sports events sport can capture the imagine of

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imagination of the world we we see that we know that we know from experience that major sports events can bring the

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attention of the world to the uk and to this great city

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so with the global reach which the uk sports sector has and with our ability to host the best

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sporting events in the world and we've no doubt that is the case let us ensure we make the most of these opportunities

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to grow trade attract investment and enhance our global influence

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the city of london is committed to supporting major sports events

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to helping the uk get even greater returns in future and to make sure that everyone benefits from the uk's status

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as a global sporting superpower we welcome this report

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and look forward to taking the next steps alongside uk sport to

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realize and to maximize those benefits now i'm very pleased to be able to hand

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over to the minister for sport nigel harrison mp we are really grateful to you for

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attending this event today and we appreciate the government's support in driving these aims these

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shared aims i'm sure together in the years to come thank you all very much

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[Applause] good morning uh everybody and uh thank

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you lord mayor for that introduction and indeed very warm welcome which i think we all appreciate after the last few days i did actually get sledding over

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the weekend so i'm i'm very happy um and it's of course a pleasure to be here in these beautiful surroundings actually

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it's been a while since i was here to launch the soft power trade and investment benefits of major sporting

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events research and very interesting and powerful research it is too

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i'd like to thank uk sport and the city of london e and y and all the consultees

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on this project including colleagues at the rugby league world cup and of course the birmingham 2022 commonwealth games

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for their contributions as well now the government has long championed uh wind rate the wind ranging benefits

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of hosting major sports events uh as you just mentioned lord mayor they build

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stronger communities improve mental and physical health and inspire the next

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generation and the uk has a world-class reputation there's no doubt about that in hosting

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major sporting events and this is a credit to the sector including so many here this morning and of course a credit

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to the to the many cities that are pivotal in hosting them and during the pandemic and of course we

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all know we're not over this yet major sporting events of course played a

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really important role in boosting morale when we really needed it and bringing excitement to homes right across the

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country when we desperately needed it and after a tough two years the government knows that we can't rest on

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our laurels and we must continue to build on our recovery and our reputation of being

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amongst the best in the world at hosting major sporting events in 2022 alone we will host a prolific

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programme of sporting events the birmingham commonwealth games which will be the biggest multi-sport event in the

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uk since london 2012 the world gymnastics championships the uefa women's euros the rugby league

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world cup and many others and alongside the jubilee and the unboxed festival 2022 will be an

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incredible year to showcase the country and deliver on our key objectives

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and has set out in this report that will mean maximizing all these so-called soft power trade and investment opportunities

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and we should never underestimate that whilst we call some of these things soft power it leads to massive significant

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job creation and economic contribution to the economy

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the 2022 birmingham commonwealth games where we've got a business and tourism program is just one example of targeted

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government investment specifically aimed at converting the excitement and the

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enthusiasm of a major sporting event into trade and tourism benefits and we

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must ensure there are many other similar initiatives as we move forward

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as you may know the chancellor recently announced funding to support bids for the 2025 women's rugby world cup the

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2026 tour de france grand depart and the ongoing feasibility work into the

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potential uk and island biz to host the 20 30 50 fifa world cup

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and in order to secure this funding my department worked with uk sport and key partners to ensure that we demonstrated

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the breadth and socio economic benefits that hosting events of this magnitude

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entails now the report launched today underlines the significant benefits and

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demonstrates then to the rest of government the sporting sector industry and importantly to the public

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and this report expertly highlights how soft power trade and investment benefits directly help achieve the government's

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policy goals such as promoting global Britain leveling up job creation and

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economic growth not to mention providing opportunities for the UK to bring its influence to bear internationally

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and of course the report concludes that major sporting events in the coming decade have the potential to deliver

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over 4 billion pounds in soft power trade and investment impacts to the UK

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and these findings will help support partnerships between the business and the sports sectors to achieve all of

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these outcomes and more they will also support the development of our future approach to sport

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diplomacy and how we can use sport to strengthen the UK's influence as a global power and force for good

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we must continue to work together to ensure we apply the findings of this report and capitalize on the pipeline of

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events over the next 10 years and beyond and I know that you are all as committed

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as I am to doing just that so thank you again for the invitation this morning and to all those involved

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in producing this crucial piece of work it's a timely intervention and will serve to bolster our arguments regarding

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why it is so crucial that we make the next decade a golden one for sport in

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the uk and i'd now like to welcome peter arnold from eny who will tell us a

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little bit more about what they found in the report [Applause]

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so thank you all and good morning and i'd just like to say what an honor it is to be presenting the findings of our

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report and it's actually fantastic be doing it in person i've done so many zoom calls i'm sure we all have where

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you're staring at a screen to be able to see people's reactions i think is fantastic so i'm a partner at ey i'm also ey's uk

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chief economist i spend a lot of my time answering questions about inflation or interest rates or gdp and so again it's

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also a pleasure to be here to talk about something that's far more interesting which is about major sporting events and the contribution that sport can make to

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our economy um it's been a bit of a journey for us with with uk sport in the city of london

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we actually started the work over 12 months ago but as with many things over the last

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couple of years the timing of it's been heavily disrupted by covert so again it's a real

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real relief to finally issue our findings so let me jump straight in so what was the

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exam question well our exam question was really help uk sport city of london and

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i guess all the stakeholders really understand and attempt to quantify the links between major sporting events how

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they can drive soft power and how in turn those can drive investment and trade benefits not just

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to the uk but to any host nation that seeks to focus on sporting events and building on that analysis think

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around the recommendations that we can make around how those can be maximized and

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optimized through event delivery so the work involved an extensive review of pretty

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much every evaluation of every sporting event that happened in the last 10 years but it certainly felt like it but also

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we engage with a huge number of stakeholders across all the key areas so local and pub central government

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sports organizers sporting bodies and indeed businesses that are involved in business of sport and we were able

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assisted by dr simon roth who um works for the university of london unfortunately can't be here because he's

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driving sports diplomacy in antarctica at the moment i think i'm assuming not just a penguins there may be some other

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people there as well so firstly what do we mean by soft power well if hard power is that kind of

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traditional military strength or sets of embassies or hard investments soft power is that

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softer cultural influence the kind of the the more nebulous support and and

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links that can be brought up by engagement and by sort of softer interactions

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and we know that uk holds significant soft power the portland group ranks uk's number two globally for soft power and

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that's been built up through history through cultural links through the creative sector but also sport and sport

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has been a really key element of uk soft power over the last 10 to 15 years we only have to think about the olympics

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the success of team gb you know the profile of the premier league and other major sporting events

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it's a key part of the uk's soft power and we think there's then a virtuous circle where a major sporting event can

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drive that soft power build perceptions which in turn can then drive trade and investment

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and then what do we mean by a major sporting event well we were defined in our research as anything that had to be the pinnacle of

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that particular sport it was itinerant so it wasn't a regular event it's something that happened every few years

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it had global appeal and domestic appeal so mass spectator appeal and required

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significant funding to deliver often government funding to support in its delivery now what it isn't and what we

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haven't included are those kind of regular sporting events no less important the kind of the wimbledon's the formula ones of this world but it

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was those those regular sporting events now the obvious two mega events are the

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olympic games um and the men's fifa world cup but it's quite a broad range and we've also mentioned next year

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there's quite a good pipeline we've got the rugby league world cup commonwealth games the women's euros all of those

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were categorized within our research and what were our key findings well

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based on our research and our stakeholder engagement it was pretty clear that we can we can demonstrate that

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sporting events drive soft power trade and investment through bringing people together showcasing capability

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and and building that engagement and growing the perception of the country as a consequence of that sporting event and

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all the people we spoke to all the contributors the stakeholders recognized it they acknowledged it they knew it was

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there they knew it was available however the key finding is it's not normally formally captured it's not built into

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those evaluation frameworks with a noticeable exception of london 2012 and the 2018 gold coast commonwealth games

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so it's not been captured so our other key finding was um in order

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then to build on this it is really important that it is built into the strategic objectives of sporting events

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in order to identify um capture plan monitor and evaluate as

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you go on to deliver the event and it's not routinely built into that and therefore there's a clear

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opportunity to capitalize on sporting events and maximize those sporting benefits and the uk as i mentioned with

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its strong pipeline of sporting events is in a really strong position to build on what is already very strong global

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perception about uk sporting capability and how that relates to the wider

economy so what were our findings well based on that extensive pipeline

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we found and we estimated that if soft power investment and trade benefits are

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concentrated on they could deliver an extra 4 billion in economic benefit to the country over the next 10 years and

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that's a 60 uplift on the more traditional economic benefits that we record through our normal evaluations

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the sort of the visitor benefits the spend the employment that sits around those major sporting events so that's a

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significant uplift and in some respects it's a challenge because that money potentially is on the table that

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contribution is on the table and we need to think collectively how we best take advantage of that opportunity

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and therefore what were our key recommendations but we categorize them broadly into three pillars so firstly

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around strategic planning and this is really critical so building in objectives about soft power right when

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you're doing game design when you're thinking about the design of the games your structure of the game is what you want to achieve by it putting in place

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accountability and ownership of delivery of those benefits and thinking about how you then monitor and evaluate those

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benefits post games to ensure the legacy of those games is part of that legacy

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building the second pillar was around collaboration and here this is collaboration around all stakeholders

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involved in the delivery of events i've said local and central government the events organizers businesses and the

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sports bodies thinking around collaboration and coordination across the delivery of events in order to

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maximize the opportunity make sure everybody is talking to each other and then finally it's around purposeful

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engagement is what is you want to what is it you want to achieve with the events yes make it a great sporting

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spectacle but have we seen with more recent sporting events thinking about wider social economic contributions that

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the events can deliver to answer some of the government objectives around leveling up or other key priorities for

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society so bringing all of that together and activating that through host cities and regions there is a significant

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opportunity so i guess therefore to conclude i think we can demonstrate via this

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research that soft power can be driven by major sporting events and that in turn can deliver investment and trade

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benefits it is critical that it's built into the planning and delivery of those events in order that we maximize the

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opportunity that this country has from the pipeline events over the next 10 years

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so thank you very much [Applause]

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fantastic great results to see and lots to discuss i'm sure i'd like now to invite our panel members up onto the

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stage to join me so delighted to welcome edward lord senior elected member of the city of london rupert daniels director

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of creative lifestyle and learning the department for international trade john dutton ceo of the rugby league

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world cup 2021 anna marie phelps chair of the british horse riding authority and vice chair of

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the british paralympics association and finally sally monday ceo of uk sport so thanks very much for joining us i'll

21:00

come and join you in the end as well

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all right thank you so much for for joining and what we're going to do i'm just going to ask a few questions just to get us going and then we're going to

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go out to the audience as well so edward wanted to start with you this morning if if i can we'd like to hear a little bit

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more about um why the city corporation is involved in this area of work why does it matter for you well and as the

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lord mayor has said you know we we are passionately committed to promoting london and the uk as a place to do

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international trade and we recognize that actually sport

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with its amazing convening power gives us the opportunity uh to to meet people

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to promote um and to to do so in a in an informal in a soft power way and this

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was brought home to me back in 2012 when i was involved in supporting the the

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corporation's engagement with the london 2012 olympic and paralympic games

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i yeah was at the olympic park i was sitting down having a quick bite for lunch

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and michelle barnier the then commissioner for financial professional services

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came and sat next to me that gave me the opportunity to land

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some amazing key messages with a major international stakeholder

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and yeah it is opportunities like that that only come

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with the informal setting of things like major international sporting events

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and that's why um you know post 2012 yeah we've set up a sport engagement

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strategy it's why we are delighted to work with uk sport and with many stakeholders in this room in promoting

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uh major international sporting events um here in the uk thank you and given what you've heard

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this morning where next where where do you see the city corporation can play a vital role here um well i i think

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the report that he wife produced for us um demonstrates really clearly

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that what we i think instinctively knew is absolutely tangibly deliverable

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so i know that i my elected colleagues our current lord mayor and successive

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lord mayors after that we will continue to engage we have a very clear

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strategy sam hutchins our sport engagement manager who worked with me on 2012 has come back

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to work for the corporation um and he is available we are available to work with

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all colleagues in this room and with the sector beyond uh to engage promote um if

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you've got a bid coming through and you want to wow um some of the the stakeholders who are

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going to come in judge that bid then let us work with you perhaps put an event on here that we will do our best to to

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support uk sport and stakeholders to um get wins for the uk

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that's fantastic to hear i'm sure lots of conversations to be had on that thank you rupert i'd like to come to you if that's

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all right um would really like to hear from you what you think the uk can offer in terms of expertise um on the major

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sporting event side and particularly thinking about that from a trade perspective how does that help

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well i mean the uk's got a fantastic reputation all over the world for excellence in sport and generally across

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culture and creative industries and we see that whether it's designers architects security experts wayfinders

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companies in immersive entertainment film television they're in they're in high demand for sporting events all over

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the world so what we do at dit is we work closely with dcms from a domestic perspective and with all the partners in

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the room from a local regional government perspective but we're looking to make sure that the

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expertise which we have here in the uk is exported you would have seen in the last few weeks we've just announced the

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export strategy got a new campaign to sort of get people motivated and involved in how you can

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actually get out into these markets so if you take a place like the dubai expo it's about 1.2 billion pounds worth of

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uk companies have helped to build the architecture the entertainment that's going on the

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wayfinding it's amazing and i think if another good example could be the lima

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games in peru so the peruvian government worked with the uk on a government to government contract which has gone way beyond sport

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so it's not just the sporting architecture the overlay the event itself it's infrastructures it's road

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it's communications it's telecommunication so sport is actually just a conduit to much

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much greater activity and international trade and investment absolutely and thinking about the future

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sporting events that we we hope to bring to to home soul and and beyond and what role do you think the department can

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play in helping to really maximize the trade opportunities from those well whenever whenever we do an event i mean

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whether it's here or overseas so in fifa world cups for example and at olympics in in tokyo there was

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supposed to be a uk house and this kind of business along the side and we saw

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the report you know it's not often quantified and measured how you know you can use sport and the example you gave

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just then about michelle barnier coming and sitting next to you it brings people together people from all over the world are going to be

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coming to the uk for the rugby world cup they're going to be coming for the euros they're going to be coming for the commonwealth games

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it's up to us to really put on a good a good show with our uk house invite people understand who's coming do the

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networking in advance and make sure actually what we're doing is we're getting great foreign direct investment

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but also propelling exports far and wide great thank you once again just the power of sport to

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bring people together absolutely great john can i ask you to talk a little bit about your lived experience

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obviously um as a ceo of one of our big events um be great to hear how the event has helped to um leverage trade and

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investment opportunities particularly in the host communities that that event has been based in yeah good morning um i

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guess for us the sport of rubling is 126 years old and we knew at the start of this

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journey that we had an opportunity like never before so i think from a mindset perspective um having the opportunity of

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rupert's words using it as a conduit a reason to have a conversation we're very lucky we have 18 host towns and cities

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predominantly based in the north but with a big footprint here in london and

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many of them are big exporters so pre the pandemic it was the opportunity with our business advisory group with

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our partners to try and engage in that conversation we've run a very successful international development program in

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partnership with uk sport we've been halted in our tracks by the pandemic but we've visited brazil nigeria

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to talk to nations in west africa papua new guinea jamaica netherlands and germany to really use this opportunity

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uh to stimulate that conversation and hopefully form some of those links to our local communities

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brilliant and thinking about the kind of characteristics of major events in the uk um what what contributes to that soft power

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do you think what what are the ingredients for that we've learned a lot naomi um our journey from ideation to

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the trophies being lifted will be seven years uh one year more than we hope for but that's a completely different story

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but we're going to use this opportunity uh now i think the four ps uh people we

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have some amazing talent here in the uk i think the uk is synonymous with staging major global sporting events but

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we've also got an opportunity to inspire people we certainly want to do that we have a very strong purpose about driving

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societal change from a place perspective the minister mentioned four major events next year

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that are not london-centric we have that big footprint here in london we start a

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wheelchair tournament to the copper box the women's euros finals at wembley but four major events that have an opportunity to

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celebrate place and i point to warrington and saint helens two of our host homes and cities i don't think

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there will ever stage a world cup in any other sport in the rubble league this is a chance to shine on a global stage um i

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think civic pride um solves that pride of um showcasing um the place and then

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finally planet uh not just from a sustainability perspective and we've all got an opportunity now to contribute to the climate change agenda but also with

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our international federation and making sure that the sport of rublig is more sustainable in the future

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i think really pertinent topic that we know sport is going to be sort of seizing and grappling looking at how it can play a really active role and play

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its part in that sustainability agenda thank you john and marie be great to um hear from you from your variety of roles how is the uk

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perceived internationally as of hosting territory for major events what's been your experience

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gosh well i think people love the uk for events i mean we do probably do

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pageantry royal patronage you know all of that sort of thing better than almost any other anywhere else in the world

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certainly better than anybody else in the western world um and so that sort of pomp and circumstance and

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everything else that that we bring to it but i think that there is also a much more

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it's no less serious but there is also a real serious sort of side to it that other countries perceive that we will

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deliver that we can deliver things logistically brilliantly that we will do them really well they trust us and i

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think um they see us as a nation that's very forward-looking um and i mean if i

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look across my various various roles that i do i would not underestimate the fact that

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i've been through two election campaigns recently both on a european basis for the european olympic committees and for

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chair of european rowing and both of them i've spoken to people from across europe at different levels what they

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want to do is they it's not because they want me there it's because they want to know a little bit about the uk they want

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to know how we work how we work in a sporting environment and how we're able to deliver

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and engage people on sustainability on gender equality and all those sorts of things so i think

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you know there is a real longing for people to want to have a bit of what we've got and understand

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how it works understand how our sporting system works and understand how we engage better

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across that that sort of area and and i i really wouldn't underestimate the

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the ability of people in our sports system to be fantastic ambassadors for

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the uk across all sorts of sectors um and and i think people out there recognize that you know we we do this in

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a way that that um is to some extent independent of government but working very closely and in partnership so they

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want to understand how those partnerships work a lot of other nations their sports

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sectors are much more closely tied in with their governments and they're often funded directly to their national

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olympic committees for example whereas we have a very different system that enables us to focus on core bits of of

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what we're delivering very well so i i think people the people that you know they love the fact we do things

32:09

well we we you know horse racing terms and i know that's not a mega event but we have annual events

32:16

that draw millions of people into the uk every year we we are the the pri

32:21

premier nation for for training and racing in olympic sport we've delivered what's still really to some extent been

32:27

the most amazing games in 2012 people still look to us for that legacy and i think looking forward there are lots of

32:33

opportunities out there for us to host other mega events and um and i put a bid in for the european games with my

32:39

european hat on but you know i i've been asked to sit on that working group because they see us as somebody that's

32:45

capable of doing that and we have an amazing opportunity over the next four years with the it's

32:50

not directly a sporting event but thanks to the city of london for supporting the secretariat four years opportunity for

32:58

us to influence the way women in sport are viewed and are um are brought into decision making through the

33:04

international working group on women in sport which we'll be hosting here from 2022 to 26 and really will be using

33:10

these fantastic facilities thank you city of london for that so again a sporting system that is

33:16

ultimately all about great people isn't it absolutely and we've heard about some of the benefits today from from hosting

33:22

major events what do you think are the most useful steps for us to take in really harnessing those and making the most of them well i think i think the

33:28

report sets those out and and it's really quite straightforward we really need to work in partnership

33:34

across the sporting sector but particularly with businesses we need to work with the business sectors in within

33:40

government but also the city of london and with the major corporates um and we need to develop a proper

33:48

integrated strategic plan for how we are going to you know use these opportunities and not waste them because

33:54

it's as much of a risk to to ignore them and walk away from them so we just need to get together we need to be much much

34:00

more thoughtful about it um and to realize that if we don't do this we're going to be left behind we know about

34:05

france i know that even in tokyo when there were no spectators and it was really difficult to get across the

34:12

italian national olympic committee casa italia their equivalent of uk house they spent 7.5 million euros on setting that

34:19

up in tokyo just to showcase italian businesses and italian industry and to do that and to entertain people from

34:25

tokyo so you know we've missed that opportunity to some extent we have that opportunity in paris and we did it

34:31

really well in london but we we need to continue to to do that sort of investment and have those sorts

34:36

of events and opportunities um with sport so being really purposeful about this and building great partnership and

34:43

collaborations around and a real strategic plan so that we know where to go to and we know how to link in great

34:48

thank you and then finally sally as the ceo of uk sport um what opportunities do you see as a result of the findings and

34:55

recommendations today where do you see the big sort of challenges and opportunities for us for the future well i think the report's

35:01

really helpful for us because of uh the sort of independence of ey doing it and

35:06

um good good research is something that then is a it enables us to make good decisions i think there's opportunities

35:13

um for us internationally and the minister talked about uh the role that we can play in promoting the government

35:20

agenda in global britain but domestically i think there's some some really good opportunities i mean anna marie talked

35:27

about how we work more closely with the city to unlock more business partnerships and

35:32

the connections that are hugely huge potential in terms of connecting sport more closely with

35:38

business but i also think domestically the opportunity with working with other departments which potentially sport

35:44

hasn't always traditionally worked with to really expand um what

35:49

people really see that sport can do for the whole of the uk not just in

35:55

sporting terms and i think it's it's brilliant that we've got the the the other department here because i think

36:02

them being part of this demonstrates that actually sport is much bigger than simply sport and i think the soft power

36:10

that is illustrated through the report that the opportunities there are huge

36:16

i was also really interested in the comments that that john was making around the role that they want to play

36:22

in their event around the impact socially from a uk sport perspective we're just embarking as you know on our

36:29

on our new strategy which is about creating the the greatest decade of extraordinary sporting moments and

36:35

why are we doing that a big part of why we're doing that is because we want to have societal impact we want to have a

36:41

positive impact on society and major events play a huge role in that

36:46

the other opportunity i think we've got is that there's been references talked about sort of the mega events and the minister talked about the mega events

36:53

but i also don't think we should lose sight and there's a number of people in this room who'll be involved not necessarily in a mega event but but a

37:00

major event for what might be deemed as sort of not such high profile sport and i think one of the things that we

37:06

have the opportunity to do is to not look at those sports through the lens of what's um of interest to the british

37:13

public but what is of interest to other nations so there's some of the the sports events that we're hosting over

37:19

the next day decade which might be perceived in this country to be sports that are not as popular as some of the

37:25

bigger sports but are hugely popular in some of the countries that we want to trade with and actually we can use those

37:32

opportunities of sports that are popular in in other nations so i mean i could keep going the opportunities are huge

37:37

the brilliant thing is having really good research to fall back on so as as was said at the beginning it's not just

37:44

what we instinctively thought as edward said it's actually now from research got some really good

37:50

evidence behind it so this actually gives us a real foundation doesn't it to build this into our plans and think really purposefully about how we harness

37:56

these benefits going forward fantastic thank you i'm good to turn now to the audience we

38:01

had a number of you sent in some questions beforehand and i'm hoping you're going to be in the audience so we'll give it a try and then we'll open

38:07

it up to the floor as well i believe we have some roving microphones as well and so i wanted to see if we have roland

38:13

jack in the audience had a question about ensuring events are attractive to hosts and if you wouldn't mind just standing up sharing who you are where

38:19

you're from and your question with us please that'd be great hello uh ron and jack a company called i trust support

38:24

focus on sports governance there are major sports events in some traditional sports which perhaps are not

38:30

very successful commercially or necessarily in delivering other impacts do you have a message to rights

38:36

holders about how they can make their events more attractive for potential hosts thank you and john can we come to you

38:42

from your sort of experience events yeah absolutely uh great question um what happens off the field for us is as

38:50

important as what happens on the field uh we have a strong social purpose uh we set us up a social impact program we

38:56

don't talk about legacy we talked about the social impact that we're going to deliver before the trophies are lifted and that's across many areas mental

39:02

fitness culture education and we have seen the commercial benefit

39:08

because we are a values-led organisation we have a number of commercial partners

39:13

that have come to have that conversation with us and it goes back to what i said earlier about civic pride people and

39:19

place delivering this in local communities i'm a huge advocate for the sport of

39:24

ruby league but none of that's important in the work we're doing in local communities so whether that's through

39:30

a program we're doing with dementia whether that's a program about bringing memories to local people we

39:36

opened a heritage project last week we're just using the event as a vehicle to do that and we have engaged

39:43

in many more conversations than a traditional approach of simply delivering the event and looking after the athletes we'll do that and we'll do

39:49

that very well across 61 vendors 61 games and 21 venues but what happens off the field from a social impact

39:55

perspective i think can help drive different conversations and ultimately commercial success so it sounds actually

40:01

that putting that sort of social impact piece at the heart of events is really important actually in terms of thinking about the long term and how it can

40:06

impact on society on communities on the environment on the economy as part of that i think having a purpose and i

40:12

think every event can have a authentic purpose we've chosen social impact to

40:17

make a difference in um the north of england 85 of our tournament will be delivered in the north of england and as

40:22

part of the government's leveling up agenda we will make a contribution to that but i firmly believe every event going forward can play a part in

40:29

societal benefits and from your experience with that event how did you define your purpose how did you define

40:34

where to focus there's so much impact you could have where do you choose you know how do you choose where to play

40:39

yeah we've had the privilege of time we've had the privilege of government investments and not everyone has that

40:45

but we took some time to understand how we can make the greatest contribution in local communities and this event uh

40:52

warrington helens leeds hull we started our tournament in newcastle we finished with all three finals in manchester what

40:58

a wonderful opportunity to showcase um place and for those local communities to

41:03

stand tall so that helped us define the benefit and a lot of our programmes are way beyond rubling 8000 young people

41:11

will have mental fitness education and that was determined before the pandemic

41:17

of course when the pandemics come around that's probably been never more relevant than ever before so we will play a small

41:23

part and we're really keen like the fantastic report is to capture some of that and to pass it on to other people

41:28

who will do bigger and better things than we have done so define your purpose and be really clear about where you can make a unique contribution great thank

41:35

you john also had a question from randy haynes if he's in the audience give us a wave if so hi randy do you want to stand up and

41:42

share your question with the panel hello um yeah randy haynes i'm a consultant with my omni which is a

41:49

technology company that also goes into sports betting which is where

41:55

my question is aimed so we've long been

42:00

a powerhouse in sports betting especially when you look across the world what's happening in the states for

42:06

instance where they're taking a lot of our expertise um

42:11

previous to this in philippines et cetera 150 000 jobs has been uh

42:17

born in the gray market through sports betting i just wondered how sports betting played into

42:23

if at all in the panel's agenda uh with regards to this soft power

42:36

i think we've got some excellent examples in the last sort of two decades of where we've done bidding extremely

42:43

successfully and examples where we've perhaps not got it quite right

42:48

and there are um various reasons for for when we've got it right and when we

42:53

haven't i think one of the things thinking about what anna marie was

42:58

saying about how highly regarded this nation is around event hosting

43:03

is that i think there is a really fine line isn't there between being good at what you do and being confident and

43:09

willing to share and where that line slips over into arrogance and thinking you have a right to host things

43:15

and i think that the the what uk sport has been able to do long before i've

43:20
been here and i've only been in the role a couple of years but over the last decade or so um led by

43:27

simon simon morton in our team i think what we've developed is a huge amount of

43:32

understanding and learning about how to use bidding

43:38

for the bid itself but also actually to to make sure that it's also part of our

43:43

longer term relationship building and so that when you're not successful in a bid because you're not always going to be

43:48

successful through sometimes no fault of your own um you don't leave yourself with a a

43:54

very difficult place to return to um so i think the the the bidding part

44:01

is hugely important to this because it sets the tone for how we want to do

44:07

business and it tells the world how we want to go about our business so i think it's hugely hugely important in what we

44:13

do and really interesting i think also when we're thinking about hosting some of the

44:19

really big mega events whether that be the football world cup or you know should we decide at some point in the future to

44:26

consider another bid for another olympic and paralympic games i think we need to

44:31

go back to one of the things that's in this report which is about collaboration and how do we collaborate domestically

44:38

to put in good bids and build good relationships internationally but also
44:43

how do we collaborate internationally with allies and partners that would
want to

44:49

see those events come back to this country so for me it's it's hugely
important i'm sure others may have have

44:56

additional additional views i'm happy to have the sport mega sports
45:03

events are expensive to stage we're a special purpose vehicle we have a
start we have a middle and we have an end and

45:08

it i guess comes back to my previous answer that they've got to deliver
more the the whole is greater than some of the parts and when we talk
about

45:14

economic benefit it will our event will deliver that and other events will
but it's got to be greater than that and i

45:21

think from a bidding perspective we've seen less and less bids across
the world it comes back to why we're here today

45:27

that events can deliver against other different agendas if we look
through a different lens very helpful thank you

45:33

i'm going to open the floor to other questions so if you have something
you'd like to ask the panel um raise your hand

45:39

thank you can we get a mic to the gentleman if you wouldn't mind
introducing yourself and your organization and who your questions for

45:44

please thanks naomi um is that working yes morning panel um andy rice
from

45:49

major sporting events major events international um just like to ask uh
edward more than

45:57

anyone else first firstly i'd like to congratulate the city of london and uk
sport on an

46:02

excellent report well done ey i think it's about time this area of soft power is highlighted um edward what are you

46:09

doing as a city to encourage international rights holders to come to london there's a kind of irony that as

46:17

an organization with offices half a mile from here that we're representing cities around the world to do exactly that but

46:24

we haven't really had a conversation with you so what what is london doing at the moment to proactively go out and

46:31

promote everything that london has to offer um

46:36

well um our lord mayor who remains with us um spends uh round about 100 days of his

46:44

365 days in office traveling around the world promoting the uk as a place to do

46:50

business one of the key messages and particularly this year because vincent is a lawyer is

46:55

the fact that this is a safe place to do business and so in terms of uh sports

47:02

rights and intellectual property rights generally yet this is a great place to

47:07

to do business it's a great place to have your contracts based you know the laws of england and wales the uk courts

47:14

uh are probably the best place in the world to to have these things judged we probably need to be saying more about

47:21

that from a sports rights perspective and i'm sure that the lord mayor is

47:27

sitting here uh will make sure that those messages actually are crafted uh into the things that he talks about um

47:35

when promoting uk plc around the world

47:40

and certainly we would be happy to have a conversation with you and please do talk to sam

47:46

about what more we can do to to ensure we are promoting those rights

big part of today is going to be all about a conversation and future partnership for sure thank you edward

47:56

other questions please raise your hand yes gentlemen on the left thank you i am sean cotchal ceo of law in sport

48:04

um fantastic power yeah there you go team me up thank you very much um so one of the um things that we are sort of

48:10

pioneers in is say for british horse racing our best kept secret is our integrity and you know we have dealt with a lot of

48:16

issues in sport in this country over the recent years but we've addressed those issues and i would argue that we're

48:22

pioneers in many of those areas what what does the panel think about how we could utilize the opportunities to

48:29

engage with the legal community and other lawyers around the world and part of this soft power around major events

48:35

to actually um explain our expertise not only from hosting but also in terms of the

48:41

operation of sport in its various different roles thank you approach

48:46

yeah i can take some of that and i think that's generally the work that um we do in the department for international

48:52

trade we've got we've got a sports advisory group uh which on that group you've got people like premier league and wimbledon

48:58

you've also got a number of event companies designers architects software engineers formula e from a

49:05

sustainability perspective as well so what we do so we're planning missions

49:10

out for example to la28 in advance you know you've got a seven year cycle there so we're looking just as you've been

49:16

working on this for seven years john we're looking to say okay so here's it's almost like a beauty

49:23

parade really so we're taking and kind of matchmaking companies we've just done the same in the creative industries

49:28

in dubai we took 27 companies out and match made them with a mix of real

49:34

estate developers more uh developers government institutions and i think that's really what but we

49:40

can't do that on our own you know what we actually need we need to work with everybody across the sports uh

49:45

ecology and just make sure whether it's the legal the legal profession designers architects and

49:51

what's really interesting at the moment and you know we're all getting a new lexicon with things like the metaverse

49:57

and nfts you know these are things which you need to address in legal contracts whether you're doing a small scale event

50:04

or a large scale event so the legal profession is of course very interesting but we all

50:10

are learning it and everything's coming together so the experience i had out in dubai i mentioned it earlier

50:15

uh and the lord mayor was there as well a few weeks ago 1.2 billion pounds at

50:20

that you can call that a major event you know it's an expo so british companies and uk companies are

50:26

the most successful in the expo site across the whole site and that's because it's all coming

50:32

together and the kind of technologies that you see there are fan engagement technologies they're

50:37

way finding they can be applied to any environment and you see this in film production in television production it's all come from

50:44

the games industry so what we're seeing is you know traditional companies who perhaps have been specialized in one area actually

50:50

have an opportunity much much greater than just in sports so you could say the same for for the legal profession you

50:56

know these kind of contracts are actually entertainment contracts their creative contracts their

51:02

metaverse and nft contracts edwards well yeah because actually this

51:07

is an area that where we've been working with the department so um only two weeks ago we

51:14

were delighted to welcome the lieutenant governor of the state of maryland in the united states um because

51:21

baltimore is bidding to be a host city um for the um the fifa world cup um and

51:29

they wanted to come and meet um yeah a range of

51:35

businesses that could potentially work with them and you know so we were pleased to bring them together

51:42

working with the department of international trade um and that that again is the kind of thing that that we

51:48

can do uh at a micro level as well as as a macro level

51:53

anna marie do you have a view today yeah i mean i i think i think it's a really good point sean so thank you um and

51:59

brishaw's racing is certainly viewed as one of the best uh

52:04

sort of governing bodies and worldwide i think there's there's a couple of things we can do and one is this report i hope

52:11

will help us to develop the strategy we need that will help people to link in and will make it much easier people to

52:16

know what to do with the information they've got and where to find and to link in with things like that but i

52:21

think we need to be better at selling the good news ourselves about the amazing systems and processes and and

52:28

the great culture that we have in the uk and we tend to focus on the negatives all the time when you look in the media

52:34

about sport and you know you see the negatives that are that are out there the things that are going wrong but

52:39

actually they're in the paper because we're putting them right and in very many other countries they're being swept

52:44

under the carpet so so we are doing a fantastic job in sport i think on the integrity level on the

52:50

partnership level on the building relationships and you know as the uk we are enormously well respected we mustn't

52:57

forget that and we need to build on it and use it and i think this this report will really help us to do that in a more

53:03

constructive sort of sort of framework type of way it's a responsibility for all of us to

53:09

acknowledge the progress and the leadership that we're that we're showing across the sporting system thank you anna marie any other questions from the

53:15

room yes gentlemen on the right there thank you

53:22

good morning wynn fanshawe from capture the event fascinating presentations and discussions thank you very much um i

53:30

haven't had a chance to read the report yet um as i'm only going on the headlines that came across this morning

53:35

and i hope i'm missing something that the panel um can can address but until um sally

53:42

mentioned it social impacts hasn't really had a mention i i worked on

53:47

scotland's major event strategy before um uk and london got its act together and it was about social environmental

53:54

and economic impacts we're coming out of a pandemic we hope um but it's going to be around

54:01

and what that's done is amongst other things is force consumers and fans to

54:06

expect organizations to balance profits with um social responsibility and surely this is

54:13

a great opportunity to bring in commercial partners who are looking to

54:19

really address society challenges and looking ten years ahead there was a

54:27

was a very good piece in the um the lancet published in the last 21st of uh

54:32

july which was about how major sporting events should and could be linking with the

54:37

health care services and the life science and i don't see any of that representation

54:43

yet but i may be wrong i haven't read the report how how how influential do you think

54:48

those social impacts are going to become over the next five to ten years

54:54

who would like to start with that one sally's want to start so i mentioned earlier uh about our new

55:01

strategy at uk sport and our intention to create the greatest decade

55:07

and we're very focused on three ambitions and one of those ambitions is about uh impact and social impact

55:13

specifically and we've had quite a lot of discussion uh and we've reached agreement because

55:19

if i ask the room about where should we have social impact we'd probably end up with lots of different answers would end

55:24

up with some commonality but but there'd be lots of different answers and we've landed on three really important areas

55:30

where we feel sport both performance sport but also events can play a key role

55:36

one of them is about an impact on physical and mental well-being it's an obvious space that that we can we can play in

55:42

one is around diversity and inclusion and we think there's a really important role for for sport to play in that space

55:48

and the third is around the impact that we can have around sustainability and major events is really important to

55:54

that and obviously what we do at uk sport in terms of investing

55:59

in many of the major events that come to this country and support the bidding for hosting those events is we're looking

56:06

really carefully about how events can to john's point from the outset demonstrate

56:12

how they're going to contribute to those things so it isn't simply about the economic impact it isn't simply about

56:18

the desire to bring the event here just to um make people happy for seeing that sport and we're very clear at uk sport

56:26

about our um both the opportunity that we have moving forward but also the

56:32

responsibility that we have as a leadership body in this space to make sure that everything

56:38

that we do we are thinking through the lens of what can the impact be um you know we love the we love major events we

56:45

love hosting them we love winning medals but we want major events and winning medals to have a

56:53

great social impact we don't want it just for doing it we want to have an impact on society and we believe there's

56:59

a huge opportunity to do so and i think i think most of the um partners that

57:04

we're already in the events we're already investing in they're on that journey with us and i think there's to go back to the to the earlier question

57:10

that was asked about a commercial investment i think increasingly um

57:15

commercial investors and partners are seeking this that's what they're looking for and so it feels like a huge

57:22

opportunity for me over the next decade and just to build on what sally said i

57:27

think that social impact is not just the social impact we deliver in this country it is the change that can be seen that's

57:32

built on so each time we do a major event that breaks barriers and you know has increased either equality or

57:39

sustainability it raises the it raises the goals and the barriers for the next time that that

57:44

event is somewhere else in the world so actually our influence globally is increased as well as a nation and that's

57:50

why people do want to employ british industry people it's why they want to bring in consultants from

57:56

the uk it's why they want to give events or or vote people onto to committees and because they see us as

58:03

having those ambitions and being able to deliver against them and really making a change and those things internationally

58:09

are also ways of engaging more people domestically so a lot of the events that

58:14

we invest in are also looking at how they can have an impact internationally if i just

58:19

give an example of an event that i was involved in before i started this job with the hockey world cup a big part of

58:25

that bid in the first place was around us doing a huge project out in africa

58:32

and working with a number of the west african nations where hockey is relatively small to try and use hockey as a way for

58:38

building social change and we focused a lot of energy in ghana and we went to

58:44

places in ghana where you know we sport was really really limited

58:50

and we were able to engage the you know um 800 000 people that play hockey in this

58:56

country to donate old sticks and we shipped thousands and thousands and thousands of sticks out to ghana so that

59:04

kids who hadn't previously ever had exposure to playing sport it didn't matter that it was hockey it just happened to be um were given the

59:11

opportunity and given equipment to be able to play and engaged people over here with the event and feeling like

59:16

they were doing something really positive but it enabled us to have a really positive impact in ghana and west africa and actually change some of the

59:23

conversations that we were having about hosting but also then from a international trade point of view

59:29

changes conversations that we're having at political level gave us the opportunity to meet with ministers in in

59:34

in ghana so there are a lot of the events that we invest in will have that international thread as as anna marie

59:41

said rupert from a departmental perspective how important is the social impact

59:46

agenda when you're thinking about building those trade relationships well it's it's hugely important and you know

59:51

as you were speaking i was just thinking about um one of the biggest drivers of soft power is education

59:58

and if you look at the reputation the uk's education sector has that you know that's you know arguably that's big if

1:00:04

not bigger than sport so the fusion i think of sport and education and as we're talking about

1:00:09

ghana i recall you know something i didn't in the past life working with with chelsea

1:00:14

football club and with michael essien who was the captain of the time and captain of ghana as well so we worked on

1:00:21

a partnership for literacy uh in the village that michael was from nearly all the children didn't even go

1:00:28

to school so we created a literacy program with a foundation and we we rolled that out and

1:00:33

like ten thousand we worked with pearson on on an education program but i think that's the beauty of this you know across government you know we work with

1:00:40

fcdo with dfe and any bid for example the feasibility was talked about for the 2013 world cup

1:00:47

it should not only have a great legacy for for the uk but actually that should transcend the

1:00:53

uk and reach out and i think education is one of the best ways that we can do that and then that taps in very nicely to the

1:00:59

un's sustainability goals and so how do we how do we drive that agenda whether it's sustainability whether it's

1:01:05

education whether it's women's rights getting girls into education is another

1:01:10

massive thing so sport can do all those things if you channel it in the right way and i think any bid we make for any

1:01:17

major events uh you know has to factor that in as well thank you

1:01:22

okay great thank you probably got time for one or two more questions if you want to raise your hands yeah gentlemen

1:01:27

here on the left if we could have a mic please hear some thank you thank you

1:01:33

hi my name is julian kelly from clean event services um we obviously as the

1:01:38

name suggests we provide cleaning at major events across the uk predominantly

1:01:44

um i think we could all probably recognize if we pick up any newspaper that there are weaknesses in the hospitality and

1:01:50

services sectors in the uk at the moment when previously these were strong selling points for our country does the

1:01:57

panel recognize that a dilution of our prominence in these sectors does that dilute what we're

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trying to sell as a as a country in the global market

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john could you share a perspective yeah absolutely um i think there's some astonishing challenges in the

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hospitality sector and obviously that's been felt by venues across the uk we have 21 venues we've

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reached out to them and we uh absolutely appreciate uh challenges are also talking to some unions um at the moment

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um is that a barrier um to the uk securing more major events i don't think it's a

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barrier i think it's a challenge and i think it's about a partnership approach going back to what i said

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earlier major mega sports events are incredibly expensive to stage and there

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has to be a better solution found a better cocktail or funding that delivers greater benefits

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oh i certainly recognize uh the challenge no simple answers to address them and certainly something that i

1:02:55

think collaboration is needed lots of partnership and collaboration messaging coming through today thank you

1:03:02

time for final question anybody have one they'd like to share with the room uh yeah gentlemen

1:03:07

thank you hi there jamie from the boa a question

1:03:13

about the divide between soft power and kind of the immediate trade impacts rupert you mentioned two examples of

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lima and dubai about how the uk were able to ship internationally and work internationally do you see it as a

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responsibility of uk hosted events to attract international trade rather than just work to

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provide our own local services as well and do you see especially with commonwealth games coming up and our

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historical links in the commonwealth that being a greater priority

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um well absolutely i think it's it's a bit of a balance in a mix um what what you

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want is for and we we wouldn't like it for example if uh if the olympic games in paris was

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only exclusively open to you know french companies a lot of companies here would be pretty annoyed so um i i think you

1:04:02

know we have to take the same approach you know it's it's an open market but where we're great is that you know we

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very often have some of the best companies who've got the leading solutions for the particular problem that you know the organizers are facing

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so it's a balance but i think uh what we have an opportunity to do when we're hosting an event

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in our backyard is i know there's sometimes some legal issues around what you can and can't say around the companies that are providing

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the the solutions but you can showcase and we can talk uh you know particularly after the event about you know the huge

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range of different services uh that the company's provided to those events so you always want to get you know a good

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balance of foreign direct investment uh and also making sure that the local community and indeed the uk as a whole

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is benefiting so so i don't think there's a clear-cut answer but uh i think a balance is is

1:04:51

the best i can give thank you i'm conscious of time and i want to make sure there's plenty of time for

1:04:57

conversations afterwards so i'm going to bring us a formally to a close now and i think what we've heard today is you know

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many of us have known for a long time there was just such a huge variety of benefits and impacts that sport can have

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and it really does touch lives and change lives and today gives us yet more ammunition and evidence to show the

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impact that sport can have not just on society but on our economy and our global position and reputation as well

1:05:19

so a big thank you to all those who have been involved in that research and giving us that platform to take forward

1:05:26

dana marie's point i think we all have a real responsibility to champion that and to share that and to talk more about the positive

1:05:32

impacts that we're having we've heard very much today around the need to be purposeful and really focused on the

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impact that we can have and to really build that into our plans for major events and beyond as we we build as a

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sporting system together in the the decades ahead as sally's alluded to
we're uk sport have a mission to create

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the greatest decade of extraordinary sporting moments the greatest yet
we can't do that alone partnership and

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collaboration are going to be absolutely essential we look forward to
working with many of you in the weeks and years

1:06:01

ahead so thank you very much to our speakers for joining us this
morning thank you very much for our panel and

1:06:06

the city of london for hosting us today do please stay behind for a drink
and a chance to have a conversation with

1:06:12

colleagues here and we hope to see you soon thank you [Applause]

1:06:23

you