

2023 UCI Cycling World Championships socio-economic impact evaluation

Executive Summary

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In 2023, the inaugural UCI Cycling World Championships were staged in Glasgow and across Scotland (United Kingdom). It was the first time that 13 individual UCI World Championships were brought together in a single event.

The 2023 UCI Cycling Worlds were hosted collaboratively by the UCI, Scottish Government, Glasgow Life and Glasgow City Council, UK Sport, and British Cycling.

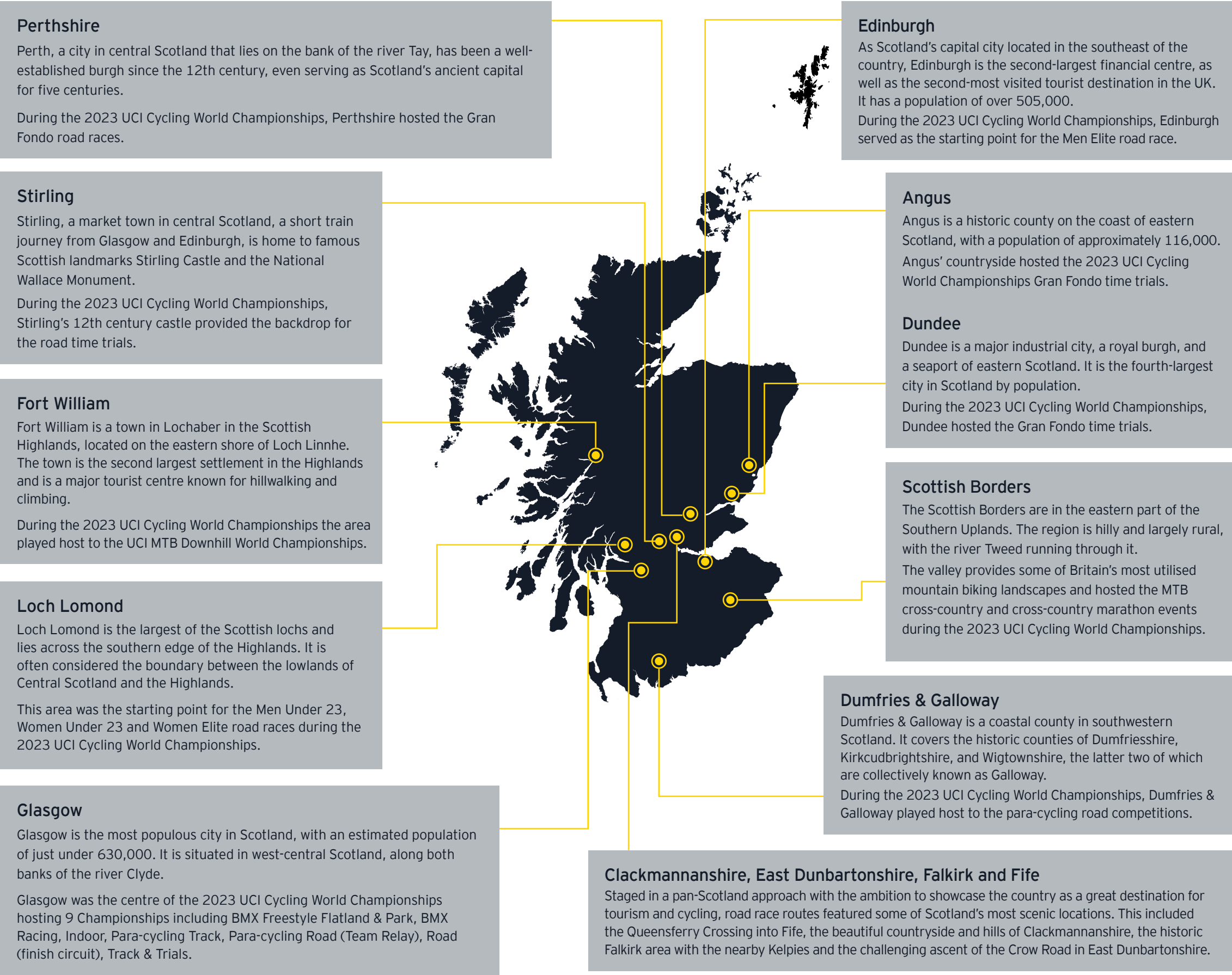
The 13 UCI Cycling World Championships were for:

BMX Freestyle Flatland	MTB Cross-country Marathon
BMX Freestyle Park	MTB Downhill
BMX Racing	Para-cycling Road
Gran Fondo	Para-cycling Track
Indoor Cycling	Road
Mountain Bike (“MTB”) Cross-country	Track
	Trials

Understanding the impact

2023 Cycling World Championships Limited and UK Sport have partnered with EY to deliver an evaluation of the overall benefits delivered from hosting this event through its economic, social and environmental impact. The study focuses on the socio-economic benefits of the Championships to Scotland, but also includes a presentation of the benefits at the UK and Glasgow City levels.

The 2023 UCI Cycling World Championships took place in 10 venues and across 14 Local Authorities



The biggest cycling event ever held



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13 UCI World Championships hosted across

14 Local Authorities

131 competing nations



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45 nations won medals from

5 continents



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Attendance of 1,000,000 including international attendance of 89k



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220 UCI World Championships titles awarded



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245 million impressions on UCI social media channels



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Broadcast in 130 countries, totalling 14,000 hours of programming

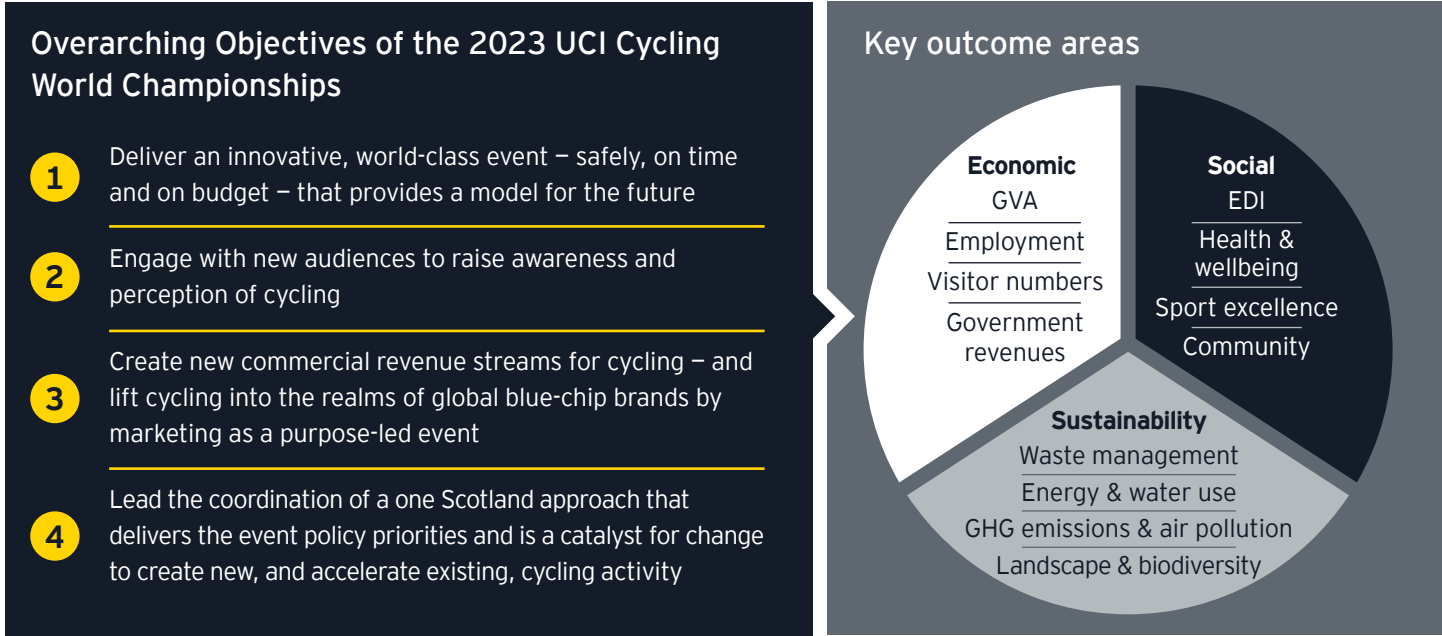


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The inaugural UCI Cycling World Championships generated social, economic and environmental benefits for Scotland, the UK, and raised the profile of cycling globally

The study

There were four overarching objectives of the 2023 UCI Cycling World Championships underpinned by a joint approach to create the most value for local businesses, engage new audiences and champion the power of the bike. In achieving these objectives impacts have been driven across multiple channels, which we have broadly categorised into economic, social and sustainability.



The methodology

The economic and social contribution as well as the sustainability impact was measured by data gathered through primary and secondary research.

Primary research

Extensive primary research was conducted to build up an understanding of the activity supported by each Championship event, including the spending patterns of visitors and the activities undertaken during their stay. This involved conducting survey interviews of five groups of people during the course of the Championships:

- ▶ Visitors
- ▶ Teams
- ▶ Individual entrants
- ▶ Media
- ▶ Stakeholders

Secondary research

The output reports of several other delivery partners have also formed inputs into this evaluation report. These are listed below:

- ▶ Commercial Highlights Report, Host
- ▶ EDI Report, Mòr Diversity
- ▶ Sustainability Report, Host
- ▶ Volunteer Report, Glasgow Life
- ▶ Ride the Worlds Report, Scottish Cycling
- ▶ Procurement Report, Host
- ▶ Digital Report, Host and UCI
- ▶ Broadcast Report, Nielsen

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Certainly the 2023 Cycling World Championships have further fuelled the momentum around cycling as a catalyst for change.

Christof Backhaus, Professor of Marketing and Head of Research, Napier University

Social contribution

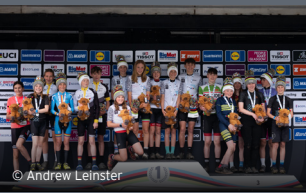
The 2023 UCI Cycling World Championships aimed to engage new audiences for the sport, as well as be a catalyst for change to deliver long-lasting impacts for society. These goals were achieved by, among others, promoting inclusiveness and accessibility among audiences, encouraging the use of active travel, establishing itself as a world-class sporting event, inspiring a sense of civic pride among Scottish residents, and facilitating investment across all local authorities.

The benefits to wider society can be categorised in five outcome areas:

- ▶ Equality, Diversity and Inclusion (“EDI”);
- ▶ Health and wellbeing;
- ▶ Sport excellence;
- ▶ Community; and
- ▶ Lasting impacts.

2023 UCI Cycling Worlds provided an opportunity for delivery partners to enable activations that directly contributed to the local community. Across the 11 days of the competition, official Activation and Legacy partner, Scottish Cycling, worked in conjunction with all 6 event delivery partners to deliver 24 activations on site as well as an additional 16 activations in the local areas.

Case study: Scottish Cycling Ride The Worlds



Scottish Cycling’s Ride the Worlds programme provided young people with the opportunity to connect to the Championships and have a taste of racing themselves

with the aim of inspiring and empowering them to make cycling a sport for life. It delivered a total of 110 events across Scotland to 4,963 participants against a target of 78 events to 4,000 participants across the four areas of the programme. It engaged new clubs and partners and showcased multiple disciplines, ensuring participants had easily accessible opportunities to experience different types of cycling and fully realise the power of the bike.



1. Individual entrants are participants of solo events such as the Gran Fondo and BMX challenge.



Drivers of economic impact

A goal of the 2023 UCI Cycling World Championships was to promote Scotland as a tourism destination and engage a global audience. 1,000,000 visitors attended the Championships, over a third of whom came from outside Scotland; people travelled from five continents. Spending by visitors, teams and media provided a significant boost to local businesses.

The highest attendance was on Sunday 6 August, which coincided with the BMX Freestyle (Glasgow Green), BMX Racing (BMX Centre, Glasgow), Mountain Bike Cross-country (Glentress), Track and Para-cycling Track (both at Sir Chris Hoy

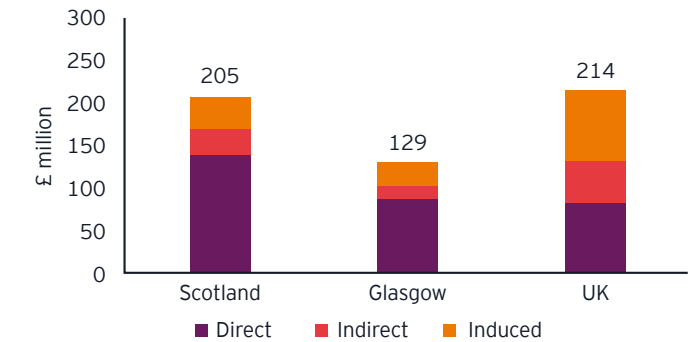
Velodrome, Glasgow) and Road events (Edinburgh start and Glasgow finish), with over 356,000 attendees that day.

Over the course of their stay, international visitors contributed £115m in direct spending into Scotland, particularly through spend on accommodation and transport, while non-local attendees contributed over £105m to the region.

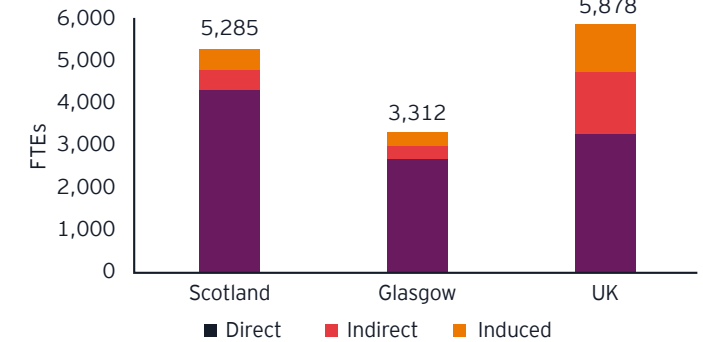
In total, there was £344m of incremental spend across direct, indirect and induced impacts, which resulted in £205m of additional value added to Scotland-based businesses and supported the equivalent of 5,285 full-time jobs.



GVA³ impact on Scotland, Glasgow, UK



Employment impact on Scotland, Glasgow, UK



2. This includes the spending of all participants and their supporting teams
3. Gross Value Added (GVA) reflects the additional value to the economy that is created from hosting the 2023 UCI Cycling World Championships.

Sustainability

Delivering an event of the scale of the 2023 UCI Cycling World Championships will inevitably impact the environment. Sustainability was a core objective in delivering an innovative, world-class event providing a model for the future, with several Key Performance Indicators focussed on helping to support Scotland's climate ambitions. These included:

- ▶ Making a public commitment to environmental policies by signing the UN Sport for Climate Action Framework
- ▶ Measuring the carbon footprint of the Championships
- ▶ The use of renewable energy sources wherever possible
- ▶ Sustainability standards considered as part of the procurement process
- ▶ Considering impacts on local environments and biodiversity

A separate Sustainability Report produced by the host will include further information.



“ Sustainability was a big part of the planning. Food surplus was redistributed, donated to local foodbanks; netting was used for the course markings and all of that was recycled, some of it was used for a school community garden project. Emma Guy, ESO

In conclusion, considering the three focus areas of this evaluation of socioeconomic benefits of the 2023 UCI Cycling World Championships – social contribution, economic impact and sustainability – the event can be deemed to be very successful in delivering against each of these impact areas. Testament to this success is that 95% of Scottish spectators felt proud to host the Championships, as well as the Championships contributing £344m incremental spend and £205m to the GVA of the Scottish economy.

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