



Bidding for and Hosting Major Events A Strategic Overview

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UK Sport

- The UK's high performance sports agency
- Vision - Working in partnership to lead sport in the UK to World Class Success – Mission 2012
- Responsible for managing and distributing public investment and is a statutory distributor of funds raised by the National Lottery
- Accountable to Parliament through DCMS



Goals

- World Class Performance
Supported by
- World Class Standards
- World Wide Impact – Our international programme enables us to bring best practice in other sporting nations to the UK. We also provide clear strategic support to enable sports to bid for and stage major events in the UK



Context - The 'Major Events Plan' to 2012

- **2012 Decision – Strategy Update**
- **120 Events**
- **29 World Champs and 28 European Champs**
- **8 Olympic Sports new to WCEP**
- **9 Paralympic Sports**
- **£20m UK Sport investment through to 2012**
- **£50m Cities, Regions and Partners/Commercial**
- **2016 Olympiad – initial scoping work started**



Implementing the revised strategy with a focus on developing co-ordinated 2012 Major Event pathways based around performance and capacity building, and in support of UK Sports performance goals



Coordinated research leading to better intelligence and improved decision making



Improving standards of event delivery through effective knowledge transfer and sharing of best practice





Understanding the Process & Timescales when bidding for World Class Events





UK Companies Event Expertise & Opportunity





**Post 2012
Strategy**

&

**A Decade of
Sport to 2018**



Tour de France Le Grand Depart 2007



- **3 extra Go-Ride coaches**
- **21 Teams**
- **189 Riders; 5 British**
- **5,000 Volunteers**
- **4,000,000 spectators**
- **2 billion TV viewers**



Summary

- **Olympic & Paralympic Sport focus to 2012**
- **Increased opportunities to engage with WCEP**
- **Coordination of research – the wider measurement of impacts**
- **Ongoing knowledge transfer and development initiatives**
- **Understanding the process**
- **UK Companies Expertise & Opportunity**
- **Post 2012 Strategy**

