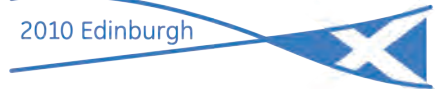


2010 GE Edinburgh ITU  
World Duathlon Championships  
3 - 5 September 2010



ITU duathlon  
world championships

2010 Edinburgh



# eventIMPACTS



## Event Partners



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# 1. Introduction to report and eventIMPACTS.com

Measuring the benefits of hosting major events is a difficult task and one which often throws up debate in the events industry. Back in 2008 EventScotland, working with a group of partners led by UK Sport including the London Development Agency, Yorkshire Forward, VisitBritain and Glasgow City Marketing Bureau, developed eventIMPACTS.com to assess and measure the impact and benefits of hosting major events.

The purpose of eventIMPACTS.com is to enable the events industry to better understand and harness the benefits created by major sporting and cultural events and assess their long term benefits. The model reports on five different areas of event impact namely attendance, economic impact, environmental, social and media. In the planning stages of the GE 2010 Edinburgh ITU World Duathlon Championships (referred to as the World Duathlon Championships for the purpose of this report), it was agreed by the partners that they would report back on the event in line with eventIMPACTS.com across the five different event impacts.



## 2. Event Introduction



In June 2007 the British Triathlon Federation (BTF), triathlonscotland, City of Edinburgh Council (CEC) and EventScotland (ES) staged the European Duathlon Championships in Edinburgh. Following the successful delivery of the European Championships the partners commissioned an independent consultant to undertake a feasibility study around staging a World Championships in Edinburgh. Following on from this positive feasibility study the partners submitted a bid to the International Triathlon Union (ITU) to host the World Championships and in February 2008, Edinburgh was awarded the World Duathlon Championships for September 2010.

A steering group was set up to oversee the event and to ensure that it was delivered according to the agreed deliverables, within budget and timescales. The steering group was chaired by British Triathlon (Ian Braid) and included the chair of the Local Organising Committee (Tom Chambers, BTF) and the partners; EventScotland (Julie Pearson and Rhona Corscadden), City of Edinburgh Council (David Wardrop and Stuart Mullen), triathlonscotland (Jane Moncrieff and Fiona McNeilly) and Sport Scotland (Gemma Fay).

### 3. Event Budget

Final accounts as of 15 March 2011:

<b>Expenditure</b>	<b>£</b>
Event Management Costs	24,952
Competition Costs	13,493
Road Management Costs	4,467
Course Infrastructure	63,458
Security & Stewarding	8,114
Telecommunications	377
On Course Catering	4,240
Hospitality & Ceremonies	27,073
Marketing & Publicity	38,269
Broadcasting	21,500
Event Fees	77,999
Accommodation	93,069
Medical	9,281
Insurance	6,667
<b>TOTAL EXPENDITURE</b>	<b>392,959</b>

<b>Income</b>	
Admission Fees (Pasta & Closing Party)	3,281
Athletes Resistration Fees	101,970
Accommodation Recovery - Nirvana	85,783
Title Sponsor	23,000
Event Scotland Contribution	85,000
City of Edinburgh Council Contribution	100,000
British Triathlon	5,000
Triathlon Scotland	2,000
<b>TOTAL INCOME</b>	<b>406,034</b>

**NET SURPLUS**

**13,075**

The budget was underwritten by BTF and CEC and generated a surplus of £13,075. It has been agreed that this surplus will be invested back into the sport around building competencies in Scotland ahead of the Commonwealth Games in 2014, a full proposal is currently being worked up and will be added as an appendix to this report at a later stage.

This cash budget does not reflect the significant contribution by the various partners. Most significantly from triathlonscotland and BTF in terms of the staffing resource in the planning and actual delivery of the event, without which the event would not have been possible within this budget. There was also considerable support from CEC in terms of budget management and H&S liaison with the emergency services and various council services required to deliver an event on this scale. Support from EventScotland and SportScotland should also be acknowledged.



## 4. eventIMPACTS Attendance and Economic Impact

Measuring the economic impact of the event independently was critical, in particular to funding partners EventScotland and City of Edinburgh Council, and so an independent study was commissioned. This was put out to tender to three organisations (EKOS, Ashbrook Consultancy and SQW Limited) and EKOS were successful on the basis of costs and their robust methodology. The report produced the following information:

### Attendance

A total of 991 competitors took part in the event. It has been estimated from the survey analysis that 1,005 friends and relatives of competitors came to see them take part.

Further to this it was estimated that there were a total of 10,000 spectators across the three days of the event. We need to allow for the fact that some people attended on more than one day (based on results from the survey) and that spectators attending with friends and relatives account for a proportion of these visitors. This therefore gives a total number of unique spectators of 5,510.

• Competitor	991
• Spectators (friend or relative)	1,005
• Spectator (other)	5,510
<b>Total Unique Visitors</b>	<b>7,506</b>

### Economic Impact

Using the total of 7,506 unique visitors that the event attracted the key factors in relation to the economic impact analysis are:

- 51% stayed overnight with  
99% of competitors and those spectators attending with competitors staying overnight  
34% of other spectators staying overnight
- 47% were from outside Scotland with  
96-98% for competitors and those attending with them  
29% for other spectators
- Very low levels of displacement for the competitors and those attending with them i.e. the vast majority would not have been in the Edinburgh or Scotland if the event had not been taking place;

- Average length of stay:  
1.7 - 2.2 nights, Scottish visitors  
3.1 - 3.8 nights, for those from elsewhere in the UK  
4.4 - 7.7 nights, for those from overseas

The net additional economic impact from the event at a Scottish level was calculated at **£2,196,098** which exceeded the initial projections of the event partners. The impact at an Edinburgh level was also calculated, note from an EventScotland perspective it is always the impact at the Scotland level that is reported upon.

- Scottish level - **£2,196,098** of expenditure from visitors (includes competitors and spectators)
- Edinburgh level - **£1,580,544** of expenditure from visitors (includes competitors and spectators).

(Note according to the eventIMPACTS model the amounts quoted are the "total Economic Impact" figures)





## 5. eventIMPACTS Environmental

BTF has an established objective to become a leader in environmental awareness in sport. The World Duathlon Championships gave them an opportunity to demonstrate their environmental commitment, working in partnership with key stakeholders who all also have concern for the environment within their organisational agendas.

BTF acknowledges that including environmental impact into the planning process for the World Duathlon Championships in relation to the eventIMPACTS model could only be assessed at a “Basic” level. However for British Triathlon this was one of a number of initial steps to introducing environmental management into their event planning with the hope that this process will become more ingrained in the event delivery process throughout the sport in the UK, will be completed in more detail and become second nature.

One of the reasons that Catriona Morrison was chosen as Event Ambassador (as well as her obvious sporting prowess) was around her concern for the environment and she offered advice and support to the steering group around the environmental management of the event.

The main work around the environmental impacts for this event can be divided into two areas, waste management and transport management.

### **Waste Management**

Reduction in paper based published materials:

- Athlete and volunteer communications kept to a minimum
- Goody bag inserts were kept to a minimum
- Event programmes were produced on environmentally friendly paper
- All steering group documents made available online with no hard copies

Waste disposal:

- Cleaning of site during and after the event
- Numerous high visibility waste bins
- Waste taken for recycling
- Various communications asking people to respect the environment

## Transport Management

For those going to the event,

- A shuttle service for athletes to/from airport on coaches
- Volunteers were recruited locally where possible
- Car sharing and public transport was promoted and a cycle park was available on site

For those at the event one of the key areas where the carbon footprint was minimised was the footprint of the athlete village, event arena, location for all event functions and the city centre which were all within walking distance. Additionally the event secured some funding from EventScotland for the “Year of Food and Drink” a national initiative to promote the use of local suppliers at events. This enabled the LOC to work with a number of local food suppliers for catering in hospitality, catering on site and at the closing function for all the athletes and officials. This also further enhanced the event experience in terms of athletes and spectators getting a true taste of Scottish hospitality.

For an event taking place in Holyrood Park, working with Historic Scotland (and adhering to their stringent environmental regulations to protect the park) was of paramount importance not just in terms of meeting environmental targets but also in terms of budget and longer term working partnerships. And so the fact that the event met all the required standards for Historic Scotland in terms of the rig, running the event and de-rig over a period of seven days with no ground re-instatement was testament to the environmental concern of the LOC.



## 6. EventIMPACTS Social

The event delivered meaningful impacts across a range of social criteria:

### Volunteering

In 2010, triathlonscotland started work on a Legacy Project which set out to understand more about their volunteer workforce. As major events form part of triathlonscotland's sports development strategy, this project was also designed to harness the benefits associated with hosting major multisports events on home soil, while galvanizing and providing a workforce to deliver the World Duathlon Championships.

In line with the project expectation, triathlonscotland, has now appointed a part-time Events and Volunteer Officer to drive the work of the Legacy Project going forward into a second phase, using 2014 Glasgow Commonwealth Games as the next major event focus, but maintaining the long term legacy goal of a volunteer and official workforce in tune with the wider needs of triathlon and multisport in Scotland beyond 2014.

triathlonscotland set themselves the following Key Performance Indicators (KPIs) to measure the success of the project and achieved the following results against these KPIs:

- Attract 200 registered volunteers with known skills profiles
  - Between the Willing Helpers survey and Duathlon registration, contact details of more than 200 individuals were collected who agreed to be contacted again for future triathlonscotland activity, this information will continue to be used in a targeted manner across a range of projects.
- Progress 4 Individuals on the International Officials' Pathway
  - Five individuals attended the ITU National Technical Officials Course and three have succeeded in taking significant steps to enhance their international experience through shadowing at events. triathlonscotland will continue to work with BTF to ensure the International Officials' Pathway provides the correct platform to support the development of future generation of officials.
- Deliver a series of Roadshows at Duathlon Events across the country
  - Eight road shows were set up at events over the summer to promote the role of volunteering. At five of the events there was a presence and volunteer training and at three of the events there was a presence only. These proved to be very successful in terms of promoting the role of the volunteer and

data capture for future triathlonscotland activity. It is planned that the scope of these road shows be broadened in the future to become a general triathlonscotland presence whilst incorporating information on volunteering.

Events included: KK Briggs Sprint; Strathclyde Park Triathlon; Stirling Sprint; Knockburn Standard; Edinburgh Aquathlon; Gullane Standard; Durty Tri; World Duathlon Championships).

- Fulfillment of 400 volunteer shifts at the World Duathlon Championships weekend

The event secured 150 unique volunteers to cover the 400+ shifts over the weekend, **around 30% of the volunteers had no previous triathlon volunteer experience which demonstrates the success of the various strategies undertaken to promote volunteering for the sport.** Their role was critical to the success of the event and their hard work is greatly appreciated by all partners.

At the time of producing this report BTF and triathlonscotland are working up the detail of a proposal to utilise the £13k surplus generated from the event, to add to this legacy work in terms of building competencies for the Commonwealth Games in 2014.

### Satisfaction Levels

Competitors' views on the event tended to be positive with:

- Overall experience - 99% rating the event as very good or good
- Quality of the courses - 96% rating the event as very good or good
- Event organisation - 86% rating the event as very good or good very good/good

Spectators' views on the event mirrored those of the competitors with satisfaction levels equally high.

The most popular suggested improvements to the event from competitors were:

- Clarification of the rules in advance (13%) - this was mainly around a late rule change which caused problems for some competitors who didn't have the correct type of equipment.
- Improvements to aspects of the course (7%) - comments including making the course wider and running the course in the opposite direction.

- Allowing access to the course before the race (6%) - access to the course was limited to the day before as it is a public park and main road (one-way) and the course ran in the opposite direction to the flow of traffic.

Feedback from Brian Hinton, ITU team leader for the event, praised the delivery team and commented that this was one of the best World Duathlon Championships ever run.

### Image and Identity

Edinburgh, as host city, with the route around Holyrood Park was an integral aspect of the competitor (and spectator) experience. The elite course saw athletes complete a 10km run, a 40km cycle and finish with a 5km run with the junior, age group and parathletes competing variations on these distances. The route which took athletes right round Arthur's Seat included a significantly long climb, with a steep technical descent and was one of the most challenging ever used for an ITU Duathlon World Championships making it particularly memorable for all the athletes.

The research illustrated how popular Edinburgh was as a host city with a total of 89% of competitors stating they would be very likely or likely to visit the event if it was held in Scotland again. A total of 95% of competitors rated their visit to Edinburgh as very good or good and 98% their visit to Scotland. A total of 66% are very likely or likely to visit Edinburgh again in the next three years.

As the event was located in Holyrood Park, the Scottish Parliament building more or less sat within the event arena and they were engaged in the planning and delivery of the event. The Presiding Officer, Rt. Hon. Alex Fergusson MSP gave a welcome speech at the opening ceremony which took place in the landscaped gardens in front of the Parliament building. Additionally Deputy Presiding Officer Trish Godman MSP hosted a VIP reception on the opening night in the Parliament. This level of engagement with the ministers undoubtedly increased the profile of the sport and



event at a political level. See appendix 1 for list of attendees at the VIP reception.

### Participation

The event provided a range of opportunities for athletes to participate in. As well as the elite competition there were junior events, age group events and parathlons events. The following numbers competed in each of the different categories:

- Elite and Under 23 Competitors 99 athletes
- Junior Competitors 32 athletes
- Age Group Competitors 836 athletes
- Parathlons Competitors 24 athletes
- Total Number of Competitors 991 athletes

In the Age Group categories, there were 14 different categories from 18 - 19 years right through to over 80 years. Most impressively 17 athletes aged 70 and over competed and of these two athletes came from the over 80 category, a staggering achievement given the challenge of the course on a relatively hot day.

The elite women's race was won by local favourite, Catriona Morrison, her 4th World Championship and a special moment in her career to win on home soil. This home win also opens up greater merchandise and earning opportunities for an athlete and for the sport a home win validated BTF and triathlonscotland's rationale to deliver the World Championships in terms of athlete development.



## 7. EventIMPACTS Media

The event was televised and broadcast on Channel 4 as part of the British Triathlon Super Series. A 30 minute programme was created and distributed internationally to the following channels and countries:

Broadcaster	Country	Statistics
Channel 4	UK	400,000 peak viewing figures
Channel 4 + 1	UK	300,000 viewer average
British Eurospot	UK	40,000 viewers
Setanta Ireland	Ireland	23,300 home reach
Setanta Australia	Australia	3 million people reached
America ONE	North America	40 million households
Setanta Canada	Canada	95% of all homes reached
Setanta Africa	Africa	5-10 million viewers
Setanta Asia	Asia	Wait for stats
Total Sports Asia	Asia	6,300+ subscribers
ESPN Star Sprots	Asia	143 million homes in 24 countries
The active channel	World wide	Reaches 37 million people
Dream Team Television	World wide web	5954 hits per week
Showtime Arabia	Middle East	401,000 subscribers
Starhub Cable Vision	Singapore	540,000 petential viewers
Kabel Teve Hungary	Hungary, Poland, Romania Yugoslavia	20 million households

The programme on Channel 4 achieved peak viewing figures of 400,000, the television pictures that were distributed round the world really showed Edinburgh and Scotland at its best with hundreds of athletes competing and thousands spectating all in the beautiful setting of Holyrood park in the glorious sunshine.

The media strategy involved a dual approach, with the two major targets being the Triathlon / wider sporting press and the Scottish media. The aim was to engage the triathlon and duathlon community to take part and support the event, and the local community to attend the event. The overall output was around £150,000 of printed and online coverage (based on equivalent advertising values).

Publications 220Triathlon and Tri247 both attended the event with the other three printed magazines (Triathlon plus, Triathlete Europe and Triathlete World) taking content and images. Web coverage around the world was supportive and widespread.

Local newspapers and broadcasters were also very supportive and covered the event generously. Having Catriona Morrison as a local hero and genuine gold medal hope (and subsequent winner) helped increase coverage enormously. Without Cat Morrison there would undoubtedly have been less coverage and she was also hugely supportive as an ambassador throughout the entire lead up to the event.

Other local athletes such as Craig Dale and James Harrison put in a huge amount of time to support the event through quotes of support, meeting media and attending photo shoots. Dale then finished in silver medal position and attracted a large amount of coverage.

The major UK media did not cover the event. The feedback was that Duathlon was not an Olympic sport and therefore they would not cover it, despite a British win. This was unfortunate but underlined the fact that Scotland was by far the best place in Britain to host this event in terms of gaining media support.

The following titles all covered the event:

- International publications: 220 Triathlon, Triathlon Plus, Triathlete Europe, Triathletes World, Sport Sister
- National publications: Edinburgh Evening News, The Herald, The Scotsman, Newcastle Evening Chronicles, Daily Mail, The Northern Echo, Sunday Mail, Scotland on Sunday, Daily Express, The Sun

During the media campaign, the following resources were created:

- World Duathlon Twitter account - 424 followers
- Facebook account - 400 fans
- Database of National Federations from around the world - developed specially for this project, will need to be reviewed and updated for any future projects
- Database of global triathlon magazines and websites - developed for this project and available for the future
- Dedicated event website ([www.edinburghduathlon.com](http://www.edinburghduathlon.com))



## 8. EventIMPACTS In Summary

The 2010 GE Edinburgh ITU Edinburgh World Duathlon Championships was undoubtedly a very successful event that achieved significant impacts across the 5 different areas;

- Attendance:** Attracted 7,506 unique visitors
- Economic Impact:** Generated £2.1million net additional expenditure to Scotland
- Environmental:** Delivered the event at a basic level of environmental management planning
- Media:** Event broadcast on channel 4 with peak viewing figures of 400,000 and distributed internationally
- Social:** The sport now has a database of over 200 registered volunteers after 150 volunteers worked on the event, 30% of these were new to the sport

What this report highlights is that the event delivered a range of impacts around the planning and delivery of the event but what must be acknowledged is the fact that these impacts do not happen automatically. They happen because of the hard work and planning between the various event partners and it is important to understand that for an event to deliver across the eventIMPACTS.com agenda that this is identified in the initial planning stages, and within the budget, to ensure such a range of impacts can be achieved.



## APPENDIX 1 VIP Reception Attendees

### Attendees at the VIP Reception, Friday 3 September 2010, Scottish Parliament

Trish Godman	Scottish Parliament	Deputy Presiding Officer (Host)
Roy Evans	Scottish Parliament	Head of Events and Exhibitions
Christine Grahame	Scottish Parliament	MSP
Ian Braid	BTF	Chair Steering Committee
Tom Chambers	BTF	Chair LOC
Zara Hyde Peters	BTF	Chief Executive
Chris Kitchen	BTF	Board Member <i>Also on ITU Chair Multisport Committee</i>
Sarah Springman	BTF	President <i>Also Vice President for ITU</i>
David Wardrop	CEC	Sport Manager
Rob Munn	CEC	Deputy Lord Provost
Steve Cardownie	CEC	Events & Festivals Champion
Deirdre Brock	CEC	Convenor of Culture & Leisure Committee
Stephanie-Anne Harris	CEC	Head of Sport and Physical Activity
Catriona Morrison	Elite Athlete	Elite athlete
Jem Lawson	ETU	Secretary General
Paul Bush	Event Scotland	Chief Operating Officer
Stuart Turner	Event Scotland	International Event Director
Mark Elborne	GE	National Executive for Europe
Simon Langford	GE	Communications
Greg Warnecke	Glasgow 2014	Head of Sport
Ruth Parsons	Historic Scotland	Chief Executive
Brian Hinton	ITU	Team Leader
John Petridis	ITU	Assistant Technical Delegate
Jorge Garcia	ITU	Assistant Technical Delegate
Lorand Kalotai	ITU	Technical Delegate
Louise Martin	Sport Scotland	Chair
Stewart Harris	Sport Scotland	Chief Executive
Gemma Fay	Sport Scotland	Partnership Manager
Geoff Earl	triathlonscotland	President
Jane Moncreiff	triathlonscotland	Chief Operating Officer
Shona Robison	Scottish Government	Minister for Public Health and Sport

## APPENDIX 2 Distribution List

British Triathlon Federation, Ian Braid  
City of Edinburgh Council, David Wardrop  
EventScotland, Rhona Corscadden  
GE, Mark Elborne  
Glasgow 2014, Greg Warnecke  
Scottish Parliament, Trish Godman  
SportScotland, Gemma Fay  
Triathlonscotland, Jane Moncrieff  
ITU, Chris Kitchen  
UKSport, Simon Morton  
Event Ambassador, Catriona Morrison

**Further distribution and dissemination of the report within each organisation and across stakeholders as appropriate.**



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