

Economic Impact Summary of the *UK Corporate Games* Stoke- on-Trent and Staffordshire 2015

Introduction

The *UK Corporate Games* Stoke-on-Trent and Staffordshire 2015 was staged between the 25th – 28th June and it was a resounding success for everyone involved. An infographic on satisfaction, health and morale levels is attached and a full transcript of the data facilitating the infographic has been forwarded to the respective Council representatives. A sample beneficiary list is also included.

Though an Ekos report or similar was not commissioned in relation to this Games it is possible to extrapolate figures and make comparisons between the previous Ekos Visitor Research and Economic Impact report covering the *UK Corporate Games* Liverpool 2010.

Media and International promotion statistics and values were not part of the original Study of 2010 so they have not been incorporated into this report to make the comparison more accurate. It should be noted though, that the International and National promotion was significant and extremely valuable for the Games destinations which led to visitors from across the UK and Europe attending the Games.

Direct Comparison's in Entry Numbers

Liverpool 2010		Stoke and Staffs 2015	
Entrants	4460	Entrants	4582
Non Participants attending	420	Non Participants attending	475
Total	4880	Total	5057

A small increase of 2.5% of entrants and non-participants was recorded between 2010 -2015. However, had large local employers entered teams like JCB, Keele, Wedgewood, Decra, Goodwin and Michelin (as anticipated) there could have been a sizeable uplift in entry numbers.

Origin of Entrants

Liverpool 2010		Stoke and Staffs 2015	
From Liverpool & NW	28.2%	From Stoke and Staffordshire	12.4%
Elsewhere in the UK	71.7%	Elsewhere in the UK	79.0%
Overseas	0.1%	Overseas	8.6%

Significant increases were seen in 2015 for: A) International participants- who usually stay longer.
B) Visitors from elsewhere across the UK, boosting accommodation occupancy & direct spend.

Entrants byAge

Liverpool 2010		Stoke and Staffs 2015	
8-15	NA	8-15	0.2%
16-24	19%	16-24	17.4%
25-34	51%	25-34	41.0%

35-44	21%	35-44	21.3%
45-54	8%	45-54	14.4%
55-64	1%	55-64	5.3%
65+	0%	65+	0.5%

Age ranges were similar albeit 2015 featured a greater percentage of entrants aged 35+.

Direct Economic Comparison

Liverpool 2010		Stoke and Staffs 2015	
Accommodation Food & Drinks	£2,490,911	Accommodation Food & Drinks	£3,089,827
Shopping and Attractions	£390,663	Shopping and Attractions	£390,663
Travel and Other	£136,578	Travel and Other	£185,286
Total	£3,018,152	Total	£3,665,776

The increase in entrants and the recommended inflationary rates* have been incorporated. Shopping and attractions were kept consistent as a recognition that entrants were driven into Liverpool 1 (a major newly refurbished shopping district) for the Grand Parade of athletes in Liverpool in 2010. However, Trentham Gardens outlet village was a significant draw for many entrants over the Games weekend due to the presence of the Games Run and the Dragonboat Racing as well as the appeal of the destination generally. There was an increase in travel expenditure due to the increase in International visitors, visitors from elsewhere in the UK and the need to get coach travel to the Parade site from many of the accommodation destinations e.g. Keele and Yarnfield.

Length of Stay

The average length of stay for those in accommodation was 2.1 days in Liverpool but 2.3 days in Stoke-On-Trent and Staffordshire.

Satisfaction Ratings

Though the wording was slightly different between the years, the outcomes were very similar. In 2010, **90%** rated their overall Games experience as either Very Good or Good. In 2015, **91%** considered themselves to be either Extremely Satisfied or Satisfied.

Additional Benefits - (See Sample Beneficiaries Document for a further exploration)

The Games has given considerable exposure to the region and well as helping with attempts to enhance the pride of residents in the area. Thousands of individuals and hundreds of organisations received a direct financial boost as a result of the staging of the Games. Hundreds of Helpers and sport coordinators were integrated into the project and trained which has given them valuable experience and the opportunity to enhance their employability prospects. Local suppliers like SportsJam Kits gained valuable contracts with major organisations like Asda, Axa, Accenture.

A host of venues had the opportunity to showcase their facilities to businesses from the locality and further afield and there is no doubt that the perception of the region has been enhanced in the minds of the visitors in attendance. This will undoubtedly improve business prospects for the future.

Conclusion

It is clear that the **UK Corporate Games** Stoke on Trent and Staffordshire 2016 was a resounding success for everyone involved and all partners should be proud of their involvement.

Notes *An inflationary rate of 19.77% has been incorporate between 2010 and 2015 using the historic tracker calculation tool on www.thisismoney.co.uk . No changes have been made to the Displacement, Additionality and Multipliers used in the 2010 study to enable direct comparison. No economic data was incorporated in relation to the direct spend/bed nights of the Games staff in client, coordination and venue visits in preparing for the Games in either the 2010 or 2015 study.