



acw



Active Citizens Worldwide - Major Events

Capturing the social legacy for host cities

November 2018



Major events have the opportunity to drive significant legacy impact



Host cities can play a transformative role in their citizens' health and wellness through enabling physical activity

Physically active citizens are healthier, happier and generate economic value and social capital

...however...

Host cities are missing the **comprehensive data, analysis and insights** required to inform decision making and drive legacy impact

In London...

Physical activity prevents...

6% of heart disease

7% of type 2 diabetes

10% breast cancer cases

While driving...

£8.1Bn economic value

£539M healthcare savings

£41M social benefits

Without insight into legacy impact (especially social legacy), the business case to invest in a major event is unclear

Without a clear understanding of the social legacy impact of an event, it is becoming increasingly harder to justify bidding

Olympics

A new Olympics reality: Fewer cities want to host the Games

The List Of Cities That Still Want The 2024 Olympics Is Down To Two

Hosting the Olympics: the competition no one wants to win



If cities could fully understand social legacy impact, they could:

- **Choose the best tournaments to bid for** – to focus resources on events with the greatest return on investment given city’s physical activity profile
- **Quantify anticipated benefits** – to justify the investment and build support
- **Design tailored interventions** – to maximise their impact
- **Track legacy outputs during and after the event** – to fine-tune interventions and identify improvements for future competitions



There are three fundamental questions that underpin the potential social legacy impact for host cities

What physical activity is currently taking place?

What physical activity is happening where, when and how?

- e.g. Type of activity / sport, intensity, duration, location

What is driving physical activity?

How do socio-demographics influence physical activity?

- e.g. Demographics, socio-economics, geography, mindsets

What interventions drive physical activity?

- e.g. Facilities, infrastructure, policy, campaigns

What is the value of physical activity?

What is the health contribution of physical activity?

- e.g. healthcare savings, quality of life improvement, productivity

What is the positive social impact of physical activity?

- e.g. reduced crime, improved educational attainment

What is the economic contribution of physical activity?

- e.g. consumption, job creation

If host cities can answer these questions, they will be able to better harness major events to transform physical activity in their cities

In order to answer these questions, host cities require a comprehensive, comparative and longitudinal dataset



Comprehensive metric set

Data and insight into the impact of events on participation, or its subsequent value in terms of economic, health and social outcomes



Comparative insight

Consistency across major events in data collection metrics, methods and specificities of analysed sample(s) to allow for comparison and learning



Longitudinal measurement

Long-term systematic collection of data that demonstrates impact over time and ensures learning for future events

However, currently host cities do not have a systematic dataset and approach that enables them to generate the required insights

ACW is built on a proven, data-driven system that delivers unique insights on drivers and outcomes of physical activity



DRIVERS

We collect, analyse and model the exact impact different socio-demographics and interventions have on physical activity – **we learn what works and what doesn't**

We create a comprehensive and sophisticated physical activity profile for the city – **we learn which parts of the city are performing well and why**

OUTCOMES

We model the impact, and value, of physical activity to the city across multiple dimensions based on the best global research – **we provide the city with the business case for change**

By analysing the individual drivers, ACW can model the social impact of major events across economic, social and health components



HOW ACW APPLIES TO EVENTS:

- Social legacy of major events is largely driven by being able to increase participation
- ACW provides the baseline for physical activity, its drivers and outcomes in the host city
- Hosting a major event is, in itself, a series of interventions (pre, during and post event) which can then be accurately modelled e.g. the 'delta' of new volunteer workforce; event-related facilities and stadia, campaigns, etc.
- By using ACW, a host city will be able to understand exactly how much participation increased as a result of a major event and its impact in terms of health, social and economic outcomes

ACW will provide the host city with annual data and insights required to understand the overall social legacy impact of major events

ACW provides host cities with...

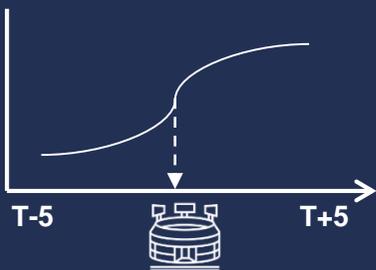


Comprehensive dataset (both input and output) for every event to understand the full range of impact and an understanding of the link between the event and participation



Standardised metrics for every event that enable host cities to learn from each other (critical for Major Event Federations) and improve legacies in the future

Data collection before, during and after the event to provide a complete picture of each event across time and legacy impacts in the long-term



1. Deep, analytical insight into:

- Current state of physical activity
- Key drivers of physical activity by geography and demography
- Social value of physical activity
- Scenario-based projections over time

2. An accurate overall picture of the social legacy impact (financial and non-financial) of a given major event

ACW can help cities at each stage of, and across, their major events journey

1

Pre-bid

- Select which tournaments to bid for – to focus resources on events with the greatest return on investment
- Quantify anticipated benefits – to justify the event



3

Post-event

- Track legacy during and after the event – to fine-tune interventions and identify improvements for future competitions



2

Pre-event

- Design tailored interventions (such as new facilities or workforce development) – to maximise their impact
- Track real-time impact of event-related interventions against baseline

Participation in ACW provides cities with three immediate benefits



Develop Insight and Understanding

E.g.

- Generate detailed understanding of population's physical activity and trends
- Knowledge of the most impactful set of interventions for any demographic group
- Data-driven analysis of participation variations across the city
- Identification of target groups for future investment
- Optimal facility distribution recommendations based on value impact analysis



Generate more Funding

E.g.

- Develop a compelling evidence base of current health, social and economic impact of physical activity participation
- Build a data-driven return on investments / interventions model
- Develop a comprehensive business case and narrative for (additional) funding



Learn from others

E.g.

- Establish a set of internationally comparable benchmarks
- Access to network of which enables:
 - Collaboration on topical issues (e.g. similar target groups)
 - Understanding of interventions that were successful in other countries
 - Best practices and case studies

The first year of ACW has already delivered tangible benefits for participating cities



Develop Insight and Understanding

- Evidenced of the dynamic link between deprivation and low activity – combined with analysis identifying most effective interventions in high deprivation populations
- An accurate picture of relative performance on physical activity across London Boroughs (demographically adjusted)
- Detailed insight on the value of physical activity in London, e.g.
 - ~£540M in annual savings
 - 41k additional years of healthy life



Generate more Funding

- An **additional NZ\$120M** has been allocated to sport and recreation in Auckland Council's 10-year budget

..."[ACW] research shows the sport and recreation sector contributes at least \$1.9 billion to the Auckland economy per annum..."

Active, 2018

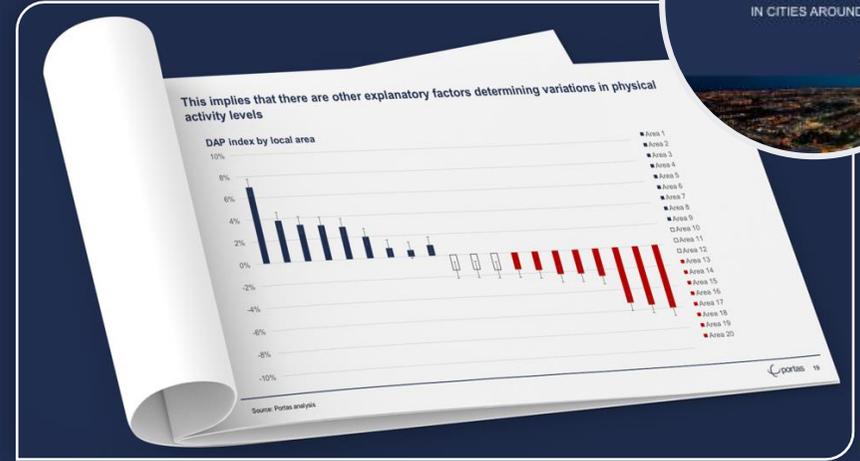
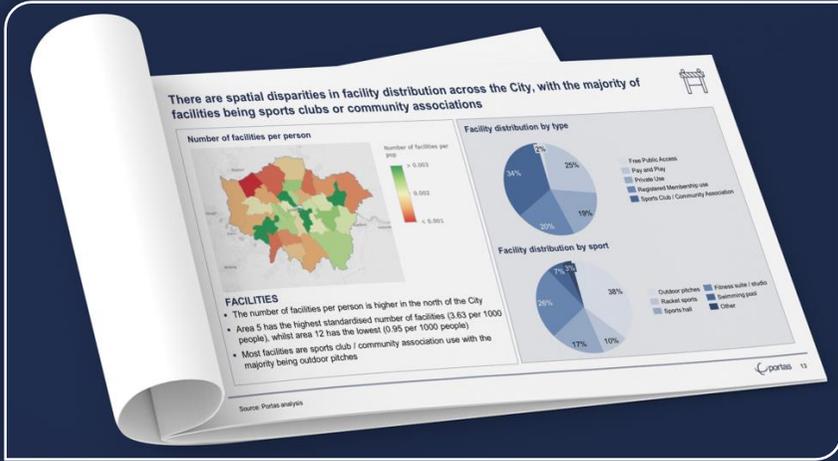


Learn from others

- ACW internalised as a core part of Sport Singapore's strategy and decision-making process
- National Sports Participation Survey revamped and extended to examine intensity of physical activity based on learning from ACW
- ACW based data analytics incorporated into multiple areas:
 - Statistical approach to facility planning
 - Psychological barriers / motivations behind participation
 - Impact of participation on social cohesion



The annual city report and interactive dashboard provides detailed analysis of city-specific drivers and outcomes



A. CITY SNAPSHOT

Overview of the current situation in the city and its local areas

B. DRIVERS OF PHYSICAL ACTIVITY

Impact of demographic trends and interventions on levels of physical activity



C. VALUE OF PHYSICAL ACTIVITY

Overview of the value generated by physical activity across three outcome areas

D. INTERACTIVE DASHBOARD

Enables local teams to undertake own analysis and customize additional data / insights

ACW cities also form a global network of learning, benchmarking and best practice sharing



ACW is a **global network** of like-minded cities, meeting each year to learn and share knowledge

Analysis, insights and benchmarks are updated on an annual basis, providing cities with longitudinal insights

“With the right knowledge, major events can get millions of people more active in cities around the world”



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