

# HOW DO GLOBAL EVENTS INFLUENCE GLOBAL DEVELOPMENT ?



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**PRCA COUNCIL MEMBER**



# WHAT DOES LONDON 2012 LEGACY LOOK LIKE ?

# LONDON 2012 LEGACY



**£4bn/€4.8bn of construction related GDP generated by legacy projects, including new housing and infrastructure-related developments**

# LONDON 2012 LEGACY



**£1bn/€1.21bn of tourism GDP from visitors who wouldn't have visited London and the UK in the absence of the Olympic Games**

# LONDON 2012 LEGACY



**Long-standing improvements in health, well-being and short term boost in consumer confidence...**

# LONDON 2012 LEGACY



**and reduction in crime**

# LONDON 2012 LEGACY

A black silhouette of the London skyline is positioned across the middle of the slide. It includes various building shapes, including a prominent spire on the left and a large, multi-towered structure on the right, resembling a cathedral or castle. The skyline is set against a blue gradient background.

Six new  
neighbourhoods  
and 3,850  
affordable homes  
created in  
East London,  
worth as much as  
£130m/€160m pa  
in new economic  
development

# LONDON 2012 LEGACY



**78,000 workers  
involved in  
Olympic  
construction  
generating a 7.5%  
increase in these  
workers' lifetime  
earnings, worth an  
aggregate  
£504m/€623m**



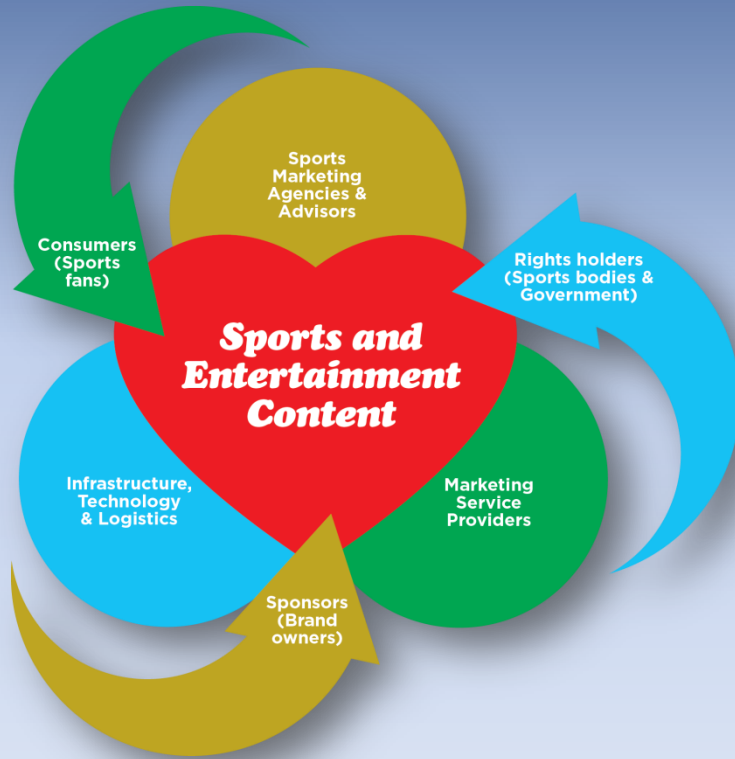
# ADVICE FOR BRITISH GOVERNMENT

**BIS**

Department for  
Business Innovation  
& Skills



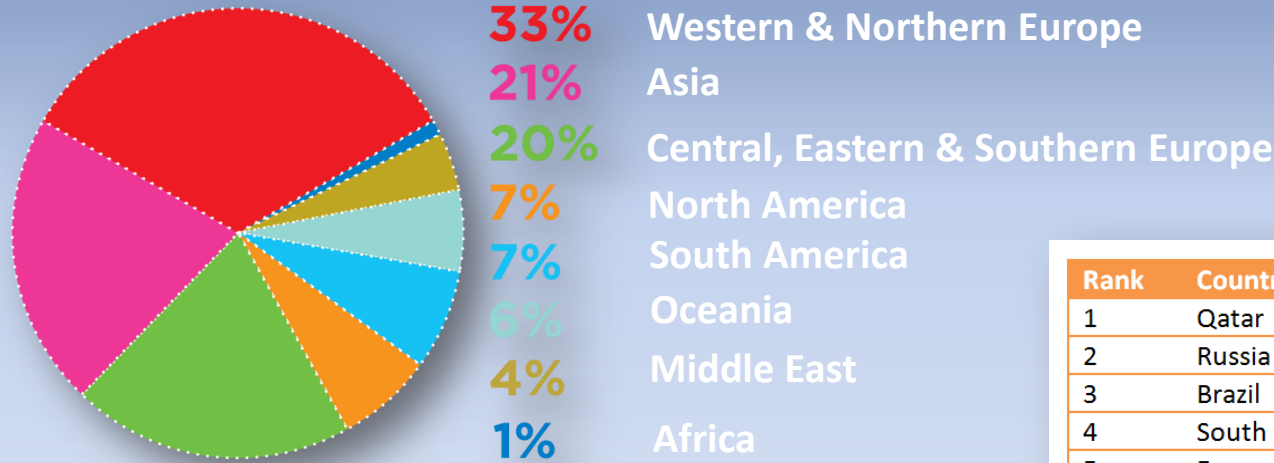
# SPORT AND ENTERTAINMENT CONTENT



ONE OF THE  
MAJOR  
GROWTH  
DRIVERS FOR  
ECONOMIC  
IMPACT IN  
COUNTRIES  
AROUND THE  
WORLD



# €6.9BN INCREMENTAL NEW BUSINESS OVER NEXT DECADE



Rank	Country	Total (£)
1	Qatar	1,676,623,570
2	Russia	1,375,993,214
3	Brazil	1,276,149,320
4	South Korea	481,716,789
5	France	276,244,071
Total	All top 5 countries	5,086,726,964

Source: Kolah, A (2013), *Global opportunities for sports marketing, infrastructure & consultancy services to 2022*, IMR



# Potential Economic Impact of FIA Formula-e® 2014-15 Championship Los Angeles, USA



February 2014



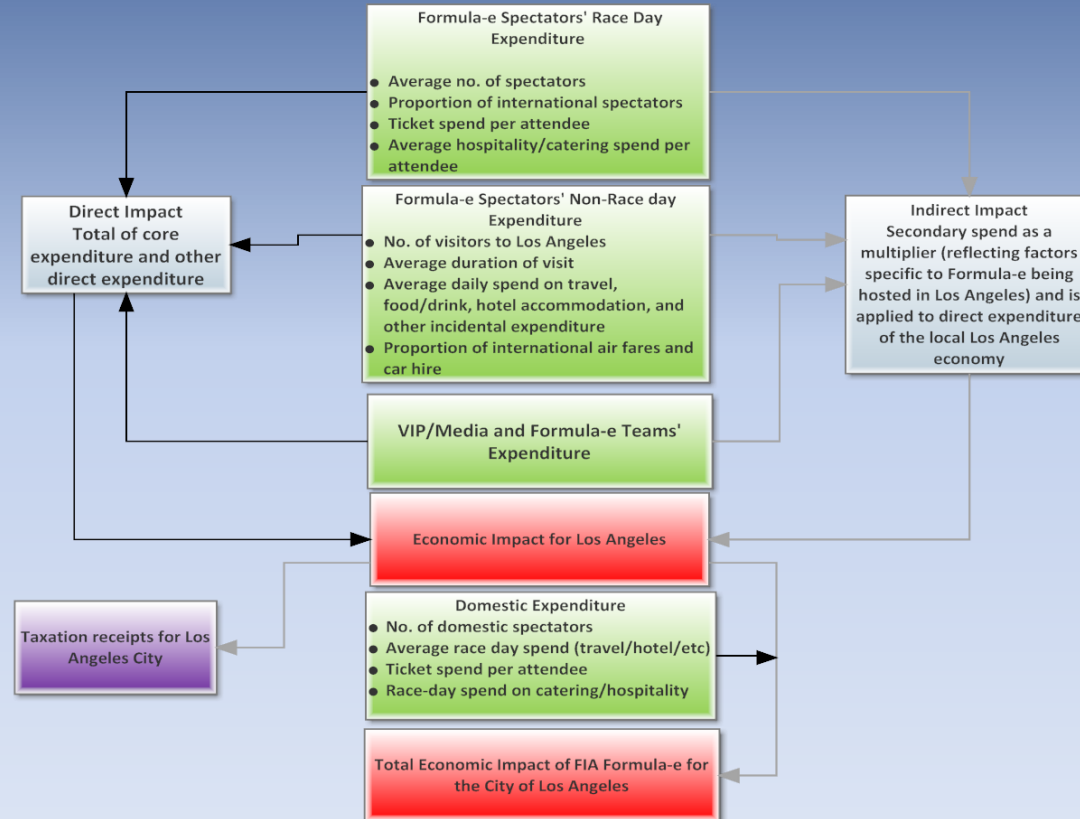
# FORMULA E

2014/15 SEASON





# HOW WE CALCULATED THE TOTAL ECONOMIC IMPACT OF FORMULA E FOR LOS ANGELES



**SORRY, IT'S STRICTLY CONFIDENTIAL BUT IT'S A  
BIG NUMBER**

**READ THE  
REPORT**



**WATCH THE  
VIDEO**



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