

**Glasgow 2018**  
**European Championships**  
Evaluation Report



**EUROPEAN  
CHAMPIONSHIPS  
GLASGOW 2018**

## **Summary**

This summary presents the key findings of the evaluation of Glasgow 2018 European Championships. The main outcomes have been presented in themes that reflect the objectives of the event.

### **A successful event**

Glasgow 2018 was a well organised, well attended event. The live sites and Festival 2018 venues attracted large audiences and further supported a multi-event atmosphere and experience. Teams, athletes, spectators and audiences expressed high levels of satisfaction, with Team 2018 volunteers making a real difference. Spectators reported good quality experiences across all the events, with sporting competition, performances and atmosphere particularly highly rated at BMX, Track Cycling, Road Cycling (Glasgow Green), Swimming and Synchronised Swimming.

- Total attendance across ticketed sporting competitions, free sport, live sites and main Festival 2018 venues was 565,000
- The ticketed sporting events were attended by 137,300, with 53 of 73 sessions at more than 85% capacity
- Ticket sales account for 62% of total saleable capacity for sporting competitions and Festival 2018 events
- 97% of spectators and audience members plan to attend more events like this in future

### **Promoting Glasgow and Scotland**

There was substantial national and international exposure for this new event, in broadcast, online and social media, with audiences in excess of comparator (single event) Championships. In the UK the broadcast programming reached a younger, more female profile than other sporting events and was rated as high in quality by viewers. While there may have been less local awareness of the sporting competition than there was for the Glasgow 2014 Commonwealth Games, greater numbers of Glasgow residents were planning to visit the city centre and take part.

- TV audience of 1.4 billion reached by the 2018 European Championships across Glasgow and Berlin
- PR value of £256m for Glasgow and Scotland from broadcast, online and social media
- £197m brand exposure value gained in total for the Glasgow 2018 event branding along with city and national brands, People Make Glasgow and Scotland Is Now

### **Leaving a sporting and cultural legacy**

Glasgow 2018 has supported further improvements in local infrastructure and capacity and provided a platform for sport, culture and healthy lifestyles, including targeted sport development programmes. GO LIVE! at the Green showed how live sites can be used to reach larger and broader audiences, provide fun experiences and opportunities to engage in different ways, while Festival 2018 as a whole covered a wide area and



provided lots of opportunities to engage in different artforms and activities. At the same time, many cultural and sporting partners benefitted from funding, opportunities and exposure, with cultural and creative sectors reporting new ideas, contacts and increased exposure for their work.

- At least 20,000 people took the opportunity to try one of the Championships sports across all Glasgow 2018 venues and linked activities
- Families accounted for over half of all parties at Glasgow Green, alongside greater numbers of people with a disability and people reporting lower levels of physical activity
- 26% of audience members at Glasgow Green (approx. 30,000 people) learned more about healthy lifestyles
- 2,400 artists and performers contributed to Festival 2018, alongside more than 5,600 active participants (voluntary and non-professional performers)

### **Creating economic impacts**

An independent economic assessment showed that the Glasgow 2018 European Championships drove significant amounts of expenditure from visitors and participants with additional investments and revenue collected by the organisers adding to the economic impacts. Investments in infrastructure, capacity and the favourable media exposure of the Championships will create additional indirect benefits for Glasgow and Scotland, though they will take longer to materialise.

- Total expenditure on commodities and services of £51.2m. £34.3m of this represented additional (new) spending which in turn created an estimated £17.8m in Gross Value Added (GVA)
- Of the total expenditure generated by the event, Glasgow benefited from £34.3m, the rest of Scotland £11.2m, with £2.1m accruing to the rest of the UK<sup>1</sup>
- The total public investment in Glasgow 2018 European Championships was £90m, with 70% from the Scottish Government and 30% from Glasgow City Council
- An estimated £8.5m in contracts was awarded to Glasgow-based suppliers, and £24m to Scottish suppliers (including those based in Glasgow and the Glasgow City Region<sup>2</sup>)

### **Creating social and community benefits**

Glasgow 2018 put significant efforts into facilitating access and tackling obstacles, attracting different profiles of visitor thanks to the variety of events and activities available. Team 2018 included a diverse volunteer workforce, exceeding targets for numbers of Scottish and Glasgow residents and new volunteers, as well as including significant numbers of men and people aged under 26. Most volunteers felt the

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<sup>1</sup> Presented cumulatively, this equates to £34.6m for Glasgow, £45.9m for Scotland and £48.1m for the UK as a whole

<sup>2</sup> East Dunbartonshire, East Renfrewshire, Glasgow City, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire and West Dunbartonshire

experience was beneficial, with greatest impact around development of useful skills, future involvement in volunteering and making new contacts and friendships. In general, Glasgow residents were very positive about the event and people attending felt pride in Glasgow and Scotland hosting major events.

- Most of the those attending ticketed sporting events were from the rest of Scotland (54%) and the UK (24%)
- Glasgow residents made up 40% of the total Glasgow 2018 audience, but over half of the audience for the free sporting events, GO LIVE! and Festival 2018 sites
- Families with children under 16 constituted a third of all parties, with highest share at Glasgow Green (56%)
- 39,000 complimentary and discounted tickets were provided to community groups and partners
- 50% of volunteers stated they planned to do more volunteering and 91% met new people through the experience
- 97% of spectators from Glasgow and 96% from Scotland were proud that Glasgow and Scotland were hosting these events

### **Developing capacity and expertise**

Glasgow 2018 has built on the significant investments made for Glasgow 2014 with further improvements to infrastructure and capacity, while the experience has helped many to develop skills and capabilities which will be available for future events in Glasgow and Scotland. There were some concerns from staff about not having enough skilled people at critical points, but the vast majority reported that it has been a valuable and rewarding experience. Glasgow 2018 has also helped to develop knowledge and improve practice in a number of specific technical and policy related areas.

- 93% of Glasgow 2018 staff agreed that they developed skills or gained useful experience from working on the event
- 57% of Glasgow 2018 staff are planning to continue working in the events sector and 48% are planning to continue working in Glasgow or Scotland