

1.0 ECONOMIC IMPACT

1.1 Average visitor spend

The following report is based on the economic impact of both the Bowls and Para Bowls and Men and Women’s Cycling Road Race events that took place during the Birmingham 2022 Commonwealth Games. Interviewing took place across from the 29th of July – 6th August for the Bowls and on Sunday 7th August for the cycle Races. Tables 1 to 5 show the individual breakdown of expenditure by type of visitor, whilst tables 6 to 15 show the combined total impact of both events.

Visitors were asked to estimate how much they and their party were likely to spend on the day of interview at the CWG Bowls and Para Bowls and the Men and Women’s Cycling Road Race event. Given that visitors were being asked to recollect their expenditures and to forecast future spending the following figures should be treated as estimates. Studies using the diary method of keeping account of spending have shown that visitors’ own estimates, as used in this case, are usually on the conservative side.

The following results are based on the expenditure of visitors to both events. All other associated spend such as event organisation and business expenditure is not included in these results.

550 groups of people were interviewed during one day of the event totalling 1,341 individuals.

All bases=550. Accommodation base=105 includes those staying with friends and relatives

Table 1: Expenditure by all Visitors			
CWG Bowls & Para Bowls		CWG Men & Women’s Cycle Race	
Base 400 (Accommodation =89)		Base 150 (Accommodation =16)	
Accommodation	£395.05	Accommodation	£156.40
Food and drink	£57.68	Food and drink	£34.87
Entertainment	£2.32	Entertainment	£3.85
Travel and transport	£11.01	Travel and transport	£11.30
Shopping	£21.83	Shopping	£4.11
Anything else	£0.25	Anything else	£0.00
Total	£488.13	Total	£210.53
<i>Spend per head (mean group size 2.63)</i>	£205.12	<i>Spend per head (mean group size 2.38)</i>	£80.15
<i>Spend per head per night (ave no of nights 4.8)</i>	£40.62	<i>Spend per head per night (ave no of nights 5.0)</i>	£16.61

Table 2: Expenditure by Day Visitors			
CWG Bowls & Para Bowls		CWG Men & Women's Cycle Race	
Base 311		Base 134	
Food and drink	£37.09	Food and drink	£32.37
Entertainment	£1.03	Entertainment	£3.13
Travel and transport	£10.42	Travel and transport	£12.13
Shopping	£17.96	Shopping	£4.16
Anything else	£0.26	Anything else	£0.00
Total	£66.76	Total	£51.78
<i>Spend per head (mean group size 2.32)</i>	£28.79	<i>Spend per head (mean group size 2.62)</i>	£19.77

Table 3: Expenditure by Overnight Visitors (commercial accommodation)			
CWG Bowls & Para Bowls		CWG Men & Women's Cycle Race	
Base 56		Base 12	
Accommodation	£439.16	Accommodation	£173.78
Food and drink	£165.68	Food and drink	£48.67
Entertainment	£8.07	Entertainment	£11.00
Travel and transport	£17.79	Travel and transport	£5.83
Shopping	£33.55	Shopping	£5.00
Anything else	£0.36	Anything else	£0.00
Total	£664.61	Total	£244.28
<i>Spend per head (mean group size 2.59)</i>	£256.68	<i>Spend per head (mean group size 2.5)</i>	£97.71
<i>Spend per head per night (ave no of nights 5.03)</i>	£50.96	<i>Spend per head per night (ave no of nights 4.0)</i>	£24.43

Based on those respondents staying overnight in commercial accommodation

Table 4: Expenditure by Overnight Visitors (private accommodation)			
CWG Bowls & Para Bowls		CWG Men & Women's Cycle Race	
Base 33		Base 4	
Food and drink	£68.52	Food and drink	£77.50
Entertainment	£4.67	Entertainment	£6.25
Travel and transport	£5.00	Travel and transport	£0.00
Shopping	£38.33	Shopping	£0.00
Anything else	£0.00	Anything else	£0.00
Total	£116.52	Total	£83.75
<i>Spend per head (mean group size 2.59)</i>	£44.92	<i>Spend per head (mean group size 2.25)</i>	£25.77
<i>Spend per head per night (ave no of nights 5.21)</i>	£8.62	<i>Spend per head per night (ave no of nights 4.0)</i>	£6.44

Based on those respondents staying overnight in private accommodation

1.2 Average spend by visitors – Main reason for attending event

Table 5: All Expenditure by Main Reason for attending both events			
CWG Bowls & Para Bowls		CWG Men & Women's Cycle Race	
Base 224– accommodation - 50		Base 124– accommodation - 9	
Accommodation	£421.82	Accommodation	£144.89
Food and drink	£78.92	Food and drink	£34.81
Entertainment	£3.27	Entertainment	£3.15
Travel and transport	£16.52	Travel and transport	£12.50
Shopping	£18.46	Shopping	£4.81
Anything else	£0.45	Anything else	£0.00
Total	£539.43	Total	£200.16
<i>Spend per head (mean group size 2.55)</i>	£211.20	<i>Spend per head (mean group size 2.73)</i>	£73.21
<i>Spend per head per night (ave no of nights 5.07)</i>	£41.60	<i>Spend per head per night (ave no of nights 4.4)</i>	£16.64

Figures supplied by Warwick District Council and their partners, estimated the number of visitors to the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event at c104,000. This figure has been used to form the basis of the following economic impact of the event.

- The total visitor spend generated by the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event is estimated as £3,845,759, of which £768,479 was on accommodation and £3,077,280 on all other items. These estimates include all expenditure on accommodation for staying visitors over the duration of their visit.
- The survey responses indicated that 99% of this amount was spent in Warwick itself and 1% elsewhere outside of the district.
- It is estimated that 57% of the expenditure was additional expenditure related to the event—generating £2,763,129 for the district and a further £37,693 elsewhere outside the district.
- Total expenditure generated by the event, including multiplier effects, was £5,570,309 of which 57%, or £3,242,486 was additional.
- The CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event spend is estimated to have supported 113 jobs – 101 directly and 12 indirectly on the basis of an average turnover required per job of £50,000 in the accommodation, catering and retail sectors, and £35,650 in the attractions sector. It should be noted that these are job years since they only occur in the year that the Event takes place. Conventionally, full time permanent jobs are taken as 10 job years.

1.4 Gross visitor spend

In calculating the gross visitor spend, a number of factors need to be taken into account. Firstly, there is the coarse total visitor spend, which is calculated by multiplying the mean spend per person per day with the estimated number of visitors to the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event. Typically, to take into account the accommodation spend, this figure is divided between staying and non-staying visitors (as displayed in table 6 below).

The estimated total gross visitor spend for the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event is £3,845,759. This is based on allocating all of the staying visitors' expenditure on accommodation to the event. The estimated geographic allocation of this expenditure, based on survey returns, is shown in Table 6 below.

	Expenditure		Of which: spent in	
	<i>£</i>	<i>%</i>	Warwick District	Elsewhere in Warwickshire
Accommodation	£768,479	19.98%	£758,014	£10,465
Food & Drink	£1,922,380	49.99%	£1,896,539	£25,841
Entertainment/Attractions	£123,360	3.21%	£121,389	£1,971
Travel & Transport	£462,791	12.03%	£456,001	£6,790
Shopping	£563,127	14.64%	£556,706	£6,421
Other	£5,622	0.00%	£5,566	£56
Total	£3,845,759		£3,794,215	£51,544
% of Total		100%	99%	1%

Food and drink accounted for the single largest item of expenditure and half of all the total expenditure (50%) followed by accommodation (20%) and shopping (15%).

1.5 Step 2 – Multiplied expenditure

The sum of **£3,845,759** represents the immediate impact of visitor expenditure on the economy. Some of this expenditure was recycled within Warwick’s economy, in additional expenditure on bought-in services and supplies. We have used the estimates of local linkages derived from previous economic research across the country to arrive at estimates for the amount of multiplied expenditure generated by the CWG Bowls and Para Bowls and the Men and Women’s Cycling Road Race event, as set out in Table 7.

Table 7: Multiplier effects of the expenditure of visitors to the CWG Bowls and Para Bowls and the men and women’s road race cycle event					
	Round 1 Expenditure	Of which:		% Multiplier	Multiplied Expenditure
	<i>£</i>	<i>Staying Visitors</i>	<i>Day Visitors</i>	<i>To nearest %</i>	<i>£</i>
Accommodation	£768,479	£768,479	£0	75%	£576,359
Food & Drink	£1,922,380	£705,387	£1,216,993	19%	£961,190
Entertainment/Attractions	£123,360	£51,464	£71,897	50%	£45,643
Travel & Transport	£462,791	£69,276	£393,514	37%	£32,395
Shopping	£563,127	£170,254	£392,873	35%	£106,994
Other	£5,622	£1,048	£4,574		£1,968
Total	£3,845,759	£1,765,908	£2,079,851		£1,724,549
% of Total	100%	46%	54%		

The total economic impact including the multiplier is shown in Table 8 below

Table 8: Total economic impact including the multiplier			
	Round 1 Expenditure	Multiplied Expenditure	Total
Accommodation	£768,479	£576,359	£1,344,838
Food & Drink	£1,922,380	£961,190	£2,883,570
Entertainment/Attractions	£123,360	£45,643	£169,003
Travel & Transport	£462,791	£32,395	£495,186
Shopping	£563,127	£106,994	£670,121
Other	£5,622	£1,968	£7,590
Total	£3,845,759	£1,724,549	£5,570,308

The geographic allocation of this expenditure is shown in Table 9.

Table 9: Geographic allocation of Round 1 and Multiplied Expenditure			
	Total	Of which:	
	£	Warwick District	Elsewhere in Warwickshire
Accommodation	£1,344,838	£1,326,524	£18,314
Food & Drink	£2,883,570	£2,844,808	£38,762
Entertainment/Attractions	£169,003	£166,302	£2,701
Travel & Transport	£495,186	£487,921	£7,264
Shopping	£670,121	£662,479	£7,642
Other	£7,590	£7,514	£76
Total	£5,570,308	£5,495,548	£74,759

To estimate the employment effects of this expenditure, we applied estimates of turnover required per job derived from earlier economic research across the country to calculate the number of jobs – full-time employee (FTE) equivalent – supported by the CWG Bowls and Para Bowls and the Men and Women’s Cycling Road Race event. The turnover per job estimates by sector are as follows:

- Accommodation: £50,000;
- Shopping: £50,000;
- Food & drink: £50,000;
- Attractions: £35,650;
- Travel: £50,650.

Based on these estimates, the employment effects of the CWG Bowls and Para Bowls and the Men and Women’s Cycling Road Race event expenditure are as shown in Table 10 below.

Table 10: Employment effects of Round 1 and multiplied expenditure			
	Round 1 Expenditure	Multiplied Expenditure	Total
Accommodation	16	11	27
Shopping	12	2	14
Food & Drink	38	20	58
Attractions	3	2	5
Travel	9	0	9
Other	0	0	0
Total	78	35	113

NB: Number may not add up due to rounding of figures

The geographical allocation of these jobs is shown in Table 11 below.

Table 11: Geographical location of jobs supported by Round 1 and multiplied expenditure			
	Round 1 Expenditure	Multiplied Expenditure	Total
Warwick District	35	111	35
Elsewhere in Warwickshire	0	2	0
Total	35	113	35

1.6 Step 3 – Additional expenditure related to the event

The next issue to be addressed is how much of the expenditure was new or additional, as opposed to having been displaced from expenditure which would have occurred anyway. In total, 57% of respondents stated that they would otherwise have stayed home or gone to work or gone somewhere outside of Warwick District, while 43% stated that they would have done something else in Warwick town or the rest of Warwick District.

Based on these survey responses, we can estimate that 57% of total expenditure – or approximately £2,236,969 of Round 1 expenditure and £1,005,517 of multiplied expenditure – **was additional spend related to the CWG Bowls and Para Bowls and the Men and Women’s Cycling Road Race event** by people who would not otherwise have been spending *on the day of the event*, whilst a further 43% of total expenditure would have been spent doing “something else” in Warwick town, or the rest of Warwick District and so would have occurred anyway within the town and district, and was displaced from other activities. In summary, additional expenditure related to the CWG Bowls and Para Bowls and the Men and Women’s Cycling Road Race event is as set out in Table 12.

Table 12: Additional expenditure related to the CWG Bowls and Para Bowls and the men and women's road race cycle event	
Gross Visitor Spend	£3,845,759
Multiplied Expenditure by Sector	£1,724,550
Total Expenditure generated by the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event	£5,570,308
Additional visitor expenditure related to the event	£2,236,969
Additional multiplied expenditure	£1,005,517
	£3,242,486
Geographic allocation:	
Warwick District	£3,195,960
Elsewhere outside District	£46,526
	£3,242,486

The allocation of additional visitor expenditure related to the event by sector, and the total jobs supported by this expenditure by sector, is shown in Table 13.

Table 13: Additional jobs related to the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event		
	Additional Expenditure	Additional Jobs
Accommodation	£789,196	16
Shopping	£357,629	7
Food & Drink	£1,680,019	34
Attractions	£108,754	3
Travel	£303,094	6
Other	£3,795	0
Total	£3,242,486	66

The geographic location of the additional expenditure and jobs related to the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event is shown in Table 14 below.

Table 14: Geographic location of additional expenditure and jobs related to the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event		
	Additional Expenditure	Additional Jobs
Warwick District	£3,195,960	65
Elsewhere outside District	£46,526	1
Total	£3,242,486	66

Table 15 summarises the total economic impact of the CWG Bowls and Para Bowls and the men and women's road race cycle event at the two levels.

Table 15: Total Economic Impact of the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event			
	Total	Warwick District	Elsewhere outside Warwick District
Gross Visitor Spend	£3,845,759	£3,794,213	£51,545
Multiplied Expenditure	£1,724,550	£1,701,336	£23,214
Subtotal:	£5,570,309	£5,495,550	£74,759
Total jobs	113	112	1
Additional Expenditure	£3,242,486	£3,195,960	£46,526
Additional Jobs	66	65	1

As shown in Table 15:

- The total Round 1 (Gross Visitor Spend) economic impact of the event was £3,845,759 of which £3,794,213 was generated for Warwick District and £51,545 elsewhere outside of the district.
- Round 2 or multiplied economic impact of the event by sector was £1,724,550;
- In total, Round 1 and multiplied expenditure amounted to £5,570,309 of which £3,242,486 represented additional expenditure generated by the event (57%), while a further £2,327,823 (43%) would have been spent in Warwick District whether or not the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event had taken place. Of the additional expenditure, the total amount of £3,195,960 was spent in Warwick District itself, with £46,526 elsewhere outside of Warwick District.
- based on the Cambridge Econometrics' estimates of average turnover per full-time equivalent (FTE) job in each sector, the expenditure generated by the CWG Bowls and Para Bowls and the Men and Women's Cycling Road Race event was sufficient to support 113 – 112 directly and 1 indirectly – of which 66 FTE jobs were additional, with 65 located within Warwick District and 1 outside of Warwick District.