

Positive Impact of Events

Well organised events are recognised nationally for their ability to deliver significant economic and social benefits.

There is clear evidence from around the world that events are seen as image-makers, creating profile for destinations, positioning them in the market and providing competitive marketing advantage.

UK events industry is a world leader and as a sector, it was worth £39.1 billion to the UK economy in 2013

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Recent Major Events

Funchal 500 Tall Ships
Regatta 2008

Olympic Torch Relay 2012

Falmouth Tall Ships Regatta 2014

The Man Engine 2016

Cornwall Tour of Britain 2021

G7 Summit 2021

Spaceport Cornwall Launch
Event 2022

Armed Forces Day National
Event 2023

Falmouth Tall Ships Race
Magellan-Elcano 2023



Economic Growth

Increased visitor spend

Job creation

Business growth opportunities

Attraction of inward investment



Reputation and Profile

National and international visibility

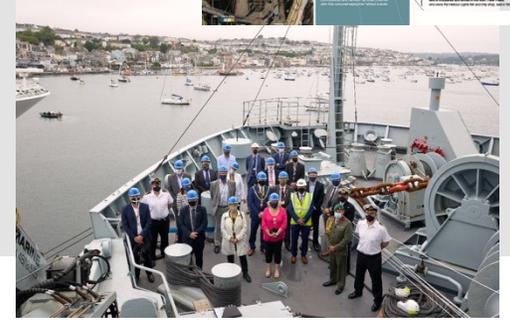
Positive media coverage

Positioning as a capable host

Strengthening of place identity

Day 1 – Torch Relay
180,000 spectators
240 media representatives
Billion viewers worldwide
PR Value £16m

THE TIMES
Monday 1 September 2014
What it feels like to be British Pakistani now
Putin demands statehood for breakaway Ukraine region
Reclaim our borders, PM warned
Penzance to Bodmin
Sunday 5 September 2021



Community and Social Value

Community pride and cohesion

Volunteer engagement and skills development

Increased participation in culture, sport or learning

Social inclusion opportunities



Cultural Impacts

Celebration of local culture and heritage

Support for artists, performers and creatives

Cultural exchange

Legacy for cultural infrastructure or programming



Environmental & Sustainability

Platform to showcase low-carbon and regenerative practices

Improved environmental awareness and behaviour change

Investment in green infrastructure or nature-based solutions

Legacy improvements in event sustainability standards

Creating the Conditions for Growth
Bodmin Cornwall's cycling town

Accelerating growth in the local economy by building upon a unique cycle offer and encouraging new housing and employment to maximise the benefits of an extensive walking and cycle network to create more sustainable travel patterns.

Key Features:

- Local Enterprise Zone (LEZ):** A 100% business rate relief zone covering the town and surrounding areas.
- Strategic Road Network:** A network of roads designed to support the local economy and encourage new housing and employment.
- Key Locations:** Bodmin, St Austell, and other local towns.

Key Statistics:

- 100% business rate relief
- 100% of roads designed to support the local economy
- 100% of roads designed to encourage new housing and employment

Key Dates:

- 2015: LEZ established
- 2016: Strategic Road Network established
- 2017: Key Locations identified

Key Figures:

- 100% business rate relief
- 100% of roads designed to support the local economy
- 100% of roads designed to encourage new housing and employment



1 PENZANCE TO BODMIN
SUNDAY 5 SEPTEMBER 2021

TOUR OF BRITAIN

STAGE START
STAGE FINISH
SCENIC KING OF THE MOUNTAINS

STAGE PARTNERS:

Sector & Skills Development

Strengthening key growth sectors

Policy learning and improved event governance

Workforce upskilling and knowledge transfer

Innovation through partnerships and pilots

Stronger networks between public, private and third sectors



EVENT OVERVIEW

FALMOUTH
Friday 23 – Sunday 25 June 2023
armedforcesday.cornwall.gov.uk



Long-Term Legacy Impacts

Repeat visitation and extended tourism seasons

Sustained community programmes or annual events

Lasting economic, social and environmental benefits beyond the event itself



Next

A system to evaluate strategic fit of potential events using event target criteria

Explore opportunities to use Cornwall's assets to host national and global events

Produce major event planning and management protocol

Short list of potential major events

Any Questions?

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