THE ECONOMIC IMPACT OF OLYMPIC AND PARALYMPIC SPORT IN THE UK

A TSC IMPACT STUDY
FOR UK SPORT

MAY 2024

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uk sport

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FOR

UK SPORT

BY

THE SPORTS CONSULTANCY

TSC THE SPORTS CONSULTANCY

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TOTAL ECONOMIC IMPACT

ECONOMIC IMPACT OF SUMMER OLYMPIC AND PARALYMPIC SPORT

GVA (2.9% OF UK ECONOMY)

£58.2B

£25.5B DIRECT IMPACT

£13.3B INDIRECT IMPACT

£19.5B INDUCED IMPACT

Note: Gross Value Added (GVA) contributions represent the direct 'value-added' to the economy. This is value of an industry's outputs less the value of the intermediate inputs used in the production process.

EMPLOYMENT
(FTES, 3.4% OF UK FTE WORKFORCE)

889K

498K DIRECT IMPACT

183K INDIRECT IMPACT

208K INDUCED IMPACT

The Sports Consultancy (TSC) is pleased to present this report to UK Sport. The primary aim of this report is to quantify the contribution of the entire Summer Olympic and Paralympic sport sector to the UK economy in 2021. **We achieved this by estimating the headline £58.2 billion aggregate economic footprint.**

We first found that the UK's wider sport sector – per the broad Vilnius definition – directly generated £48.4 billion in GVA contributions. **Our analysis then found that Summer Olympic and Paralympic sport represents approximately 52.7% of the national sport economy** (e.g., directly contributing £25.5 billion in GVA).

Further, Summer Olympic and Paralympic sport represented approximately 54.2% of the total FTE employment directly associated with the broad sport sector (497,521 out of 917,525 FTE jobs).

At the national level, the direct £25.5 billion GVA contribution puts **the scale of the Summer Olympic and Paralympic sport sector in line with the 'Water Supply; sewerage and waste management' sector** (£26.2 billion).

Ultimately, regarding the total economic footprint of the sector, we find that Summer Olympic and Paralympic sports generated £58.2 billion in GVA and 888,639 in FTE jobs across the UK.

This represents 2.9% and 3.4% of the total UK economy for GVA and FTE employment, respectively. Equivalently, £1 in every £35 of GVA and one in every 29 FTE jobs across the UK was supported by Summer Olympic and Paralympic sport activity in 2021.

DISTRIBUTION ACROSS REGIONS AND OLYMPIC AND PARALYMPIC SPORTS

ECONOMIC IMPACT OF SUMMER OLYMPIC AND PARALYMPIC SPORT

OLYMPIC SPORTS

GVA
£55.2B

EMPLOYMENT
842K

PARALYMPIC SPORTS

GVA
£3.1B

EMPLOYMENT
46K

Again, we estimated that the contribution of the Summer Olympic and Paralympic sport sector was **£58.2 billion in GVA contributions across** the UK economy.

However, within this total, we produced indicative estimates for the relative scale and economic contribution of Olympic versus Paralympic sport.

Olympic sport accounted for £55.2 billion of the combined Olympic and Paralympic total. This is driven by the greater number of amateur participants in Olympic sports, relative to Paralympic sports.

Beyond this, we produce **estimates for the direct regional economic contribution of the sector.**

We find that the highest concentrations of GVA directly generated in 2021 were in London (£4.8 billion, 19%), the South East (£3.6 billion, 14%) and the North West (£2.8 billion, 11%). Combined, the top three regions contributed to 44% of total UK Olympic and Paralympic sport sector GVA.

The direct regional GVA contributions of the Olympic and Paralympic sport sector are graphically presented on the right-hand side.

***Heatmap**: Relative direct GVA contributions across UK ITL1 regions, Olympic and Paralympic sport, 2021*

2. INTRODUCTION

INTRODUCTION

BACKGROUND, SCOPE AND AIMS OF THE RESEARCH

The Sports Consultancy (TSC) is pleased to present this report to UK Sport, quantifying how the Summer Olympic and Paralympic sport sector impacted and contributed to the UK economy in 2021.

In terms of the scope of analysis, direct contributions to three key performance indicators are assessed: gross value added (GVA), employment and business turnover.

Beyond this, the report also extends the analysis to capture the indirect and induced multiplier impacts that can be associated with the Summer Olympic and Paralympic sport industry. This is done through its supply chain linkages and through the activities stimulated when employees spend their earnings in the wider economy.

The aims of this research are the following:

- To quantify the cumulative economic contribution of the Summer Olympic and Paralympic sport sector to the UK economy in terms of GVA and jobs for the calendar year 2021.
- To provide context to the numbers by comparing between the economic contribution of Summer Olympic and Paralympic sport to other prominent industries.
- To assess the regional economic impact of Summer Olympic and Paralympic sport.
- To discuss importance of Summer Olympic and Paralympic sport to the economic viability of National Governing Bodies in the UK sporting system.

Sam Barnes via Getty Images

3. METHODOLOGY

METHODOLOGY

GENERAL APPROACH

The graphic on the right-hand side presents the key steps of the general methodological approach to our analysis.

Firstly, we define the scope 'the sport economy' by 148 four-digit SIC codes*, per the Vilnius definition of sport (discussed in further detail in the Appendix). Then, we estimate the sport-related GVA share of each in-scope SIC. This provides us with a GVA estimate for the total size of the broad sport sector in the UK.

Then, to identify the specific contribution of Summer Olympic and Paralympic sport, we use the Active Lives Survey to isolate Olympic and Paralympic sport from all other sports. At the end of Step 3, we have an estimate for the GVA of the direct Summer Olympic and Paralympic sport sector in the UK per the Vilnius definition.

Next, we estimate the scale of economic activity in terms of two further metrics: FTE employment and business turnover. To do this, we apply GVA-to-turnover and GVA-to-employment ratios on an industry-by-industry basis to produce the final direct impact estimates.

Following that, we extend the direct analysis using Type I and Type II Leontief multipliers for GVA, employment and turnover. This allows us to quantify the total economic footprint of the Summer Olympic and Paralympic sport sector.

Finally, we then use BRES employment data to apportion the economic activity associated with each four-digit SIC on a regional basis. This allows us to provide a high-level assessment of the regional direct economic impact of Summer Olympic and Paralympic sport.

This report follows two previous iterations of the research conducted for the years 2014 and 2017. Our approach is broadly in line with the same fundamental principles as previous reports; however, we extend the analysis in two crucial areas.

Firstly, we provide a full assessment of the total footprint of the sector through Type I and Type II Leontief multipliers. Secondly, we present an assessment of the regional impact of Olympic and Paralympic sport from an economic perspective.

Further details for each stage of analysis are presented in the Appendix.

***Methodological approach**: Key stages of analysis for this research report*

1. Define the scope of 'the sport economy' by four-digit SIC codes

↓

2. Estimate the sport-related share of each in-scope SIC

↓

3. Isolate and distribute Summer Olympic and Paralympic sport activity

↓

4. Extend GVA figures to include estimates for employment and business turnover

↓

5. Synthesise Leontief multipliers to model the total economic footprint of the sector

↓

6. Assess the regional economic impact of Olympic and Paralympic sport

*Note: SIC code stands for standard industrial classification (SIC) code. These are used for classifying businesses or employees by the type of economic activity in which they are engaged.

4. DIRECT ECONOMIC IMPACT

Tim Clayton – Corbis via Getty Images

DIRECT ECONOMIC IMPACT

KEY PERFORMANCE INDICATORS

The starting point of our analysis is to identify the contributions directly made by the Summer Olympic and Paralympic sport sector to the UK economy.

We consider this impact across three key performance indicators:

GROSS VALUE ADDED (GVA)

This is the key measure for the contribution of the sector to the UK economy.

GVA* is the value of an industry's outputs less the value of intermediate inputs used in the production process.

Where turnover captures the entire value of firm-level sales and provides an indication of the size of the sector, as the name suggests, GVA contributions represent the direct 'value-added' to the economy.

EMPLOYMENT

This is the number of jobs that are supported across the Summer Olympic and Paralympic sport sector and is measured on a full-time equivalent (FTE) basis.

The FTE approach is taken (as opposed to 'headcount' jobs) to standardise the hours worked by several part-time workers relative to a single full-time worker. This is important when making comparisons between specific businesses, industries or the national economy, where the proportion of employees who work full-time varies.

BUSINESS TURNOVER

This represents firm-level revenues generated across the businesses associated with the Olympic and Paralympic sport sector.

*Note: For completeness, the link between GVA and GDP is: GVA at basic prices + taxes on products – subsidies on products = GDP at market prices (or headline GDP). Basic prices represent the amount that producers receive for a unit of a good or service that is produced.

DIRECT ECONOMIC IMPACT
SPORT SECTORS' CONTRIBUTION TO GVA

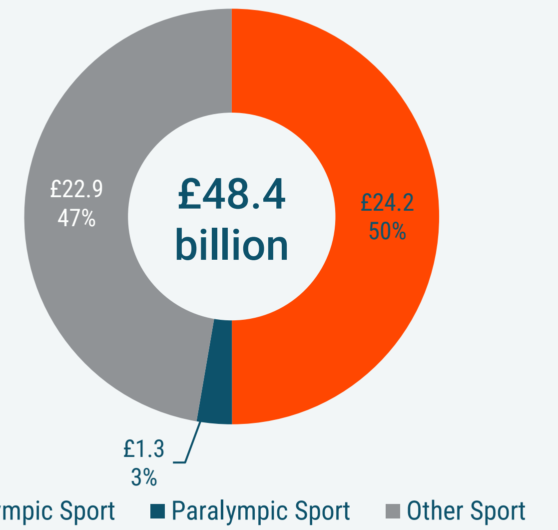
GROSS VALUE ADDED (GVA)

Following the process outlined in the Methodology section, we first calculated the economic contribution of the broad sport sector to the UK economy in 2021. **Ultimately, we found this to be £48.4 billion in GVA under the broad Vilnius definition.**

Of this total, we estimate that **the Summer Olympic and Paralympic sport sector generated £25.5 billion of GVA** contributions in the same year, equivalent to **52.7% of the broad sport sector's total direct GVA.**

Breaking the figure down further, we estimate that **£24.2 billion was attributable to Olympic sport, £1.3 billion to Paralympic sport**. This distribution (with the associated shares) is represented graphically by the chart below.

Direct economic impact: *GVA distribution across the broad sports sector, £ billions, 2021*



Source: TSC analysis

To more appropriately frame the analysis, we have omitted certain sports from the full list of Olympic and Paralympic events, including football*, tennis, golf and rugby.

This approach is in line with previous iterations of this research (SIRC, 2021). The rationale for this is that the significant commercial presence of these sports (combined with the fact that the Olympics does not represent the pinnacle of achievement within the sports), means that it would not be appropriate to attribute their respective economic activity to the Olympic and Paralympic sport sector.

To accurately strip these sports out of the broad sport sector, we leveraged public research on the GVA contribution of these specific sports (e.g., EY (2024), Deloitte (2023), The R&A (2023)).

There are also some key differences to previous iterations of this research that should be mentioned. Primarily, we have omitted the Winter Games from the scope of analysis because we did not have sufficient participation data to split disciplines at the Winter Games into their individual sports.

As a result of this, direct comparability between this report and previous versions is limited.

*Note: We do consider blind football to be in scope for this analysis.

SIRC. (2021). "The Economic Importance of Olympic and Paralympic Sports, an update (2017)."
EY *for the Premier League*. (2024). "Economic and social impact of Premier League highlighted by report."
Deloitte. (2023). "Annual Review of Football Finance 2023."
The R&A. (2023). "Consumer spending by UK golfers increases to £5.1 billion."

DIRECT ECONOMIC IMPACT

SPORT SECTORS' CONTRIBUTION TO EMPLOYMENT

FULL-TIME EQUIVALENT EMPLOYMENT

We estimate that the size of the total direct workforce resulting from all sport-related activity (broad Vilnius definition) was 917,525 full-time equivalent (FTE) jobs in 2021.

Within this, we estimate that **the Olympic and Paralympic sport sector directly supported 497,521 FTE jobs** across the UK economy. **Olympic and Paralympic sport, therefore, contributed to 54.2% of the broad sport-related FTE jobs in the UK in 2021.**

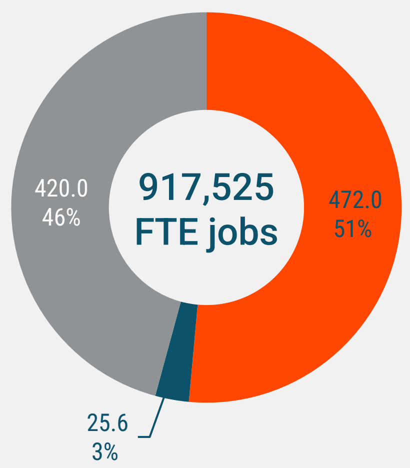
To put this employment figure into context, in 2021, the entire UK workforce was approximately 26.1 million FTE workers (ONS). Hence, the Summer Olympic and Paralympic sport sector directly contributed to 1.9% of the national workforce.

Assessing the relative distribution between sports, the **Olympic sport sector was responsible for 471,957** of the total FTE roles (497,521), while the **Paralympic sport sector supported 25,564 of the FTE jobs**. This distribution is represented graphically on the right-hand side of the page.

It is important to note that the direct number of FTE employees excludes voluntary workers who would make up a sizeable share of the sport-sector workforce. In 2022-23, approximately 11.5 million adults volunteered to support sport and physical activity in England and Scotland (Sport England, 2024 and Sport Scotland, 2023).

The societal value that is generated by this volunteering is significant and is a prime example of how sport generates positive spillover benefits, beyond its direct economic footprint.

Direct economic impact: *Employment distribution across the broad sports sector, '000 FTEs, 2021*



Source: TSC analysis

Rob Pinney via Getty Images

Sport England. (2024). "Active Lives Adult Survey November 2022-23 Report."
Sport Scotland. (2033). "The Potential of Sport."

DIRECT ECONOMIC IMPACT

SPORT SECTORS' CONTRIBUTION TO BUSINESS TURNOVER

BUSINESS TURNOVER

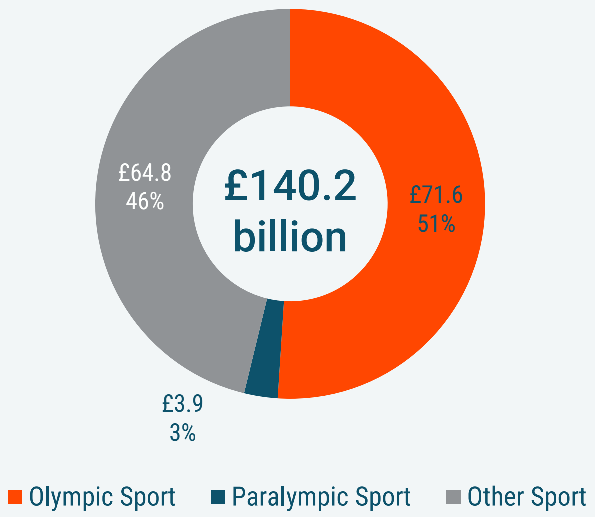
Whether it is specific goods directly required for sport to take place (e.g., the use of strings for tennis rackets), or the services demanded because of a sporting event (e.g., accommodation and transport), sport in the UK interlinks with businesses across the domestic economy, creating a significant direct firm-level impact.

In 2021, we estimate that **the direct business turnover resulting from the Olympic and Paralympic sport sector was £75.5 billion.**

This is a combination of **£71.6 billion and £3.9 billion from Olympic and Paralympic sport, respectively.** This distribution (with the associated shares) is represented graphically by the chart below.

Finally, we estimate that the broad sport sector turnover was **£140.2 billion in 2021, of which, Olympic and Paralympic sport contributed to 53.8%,** further evidencing the sector's importance to the UK economy.

Direct economic impact: *Business turnover distribution across the broad sports sector, £ billions, 2021*



Source: TSC analysis

Ryan Pierse via Getty Images

DIRECT ECONOMIC IMPACT

COMPARISON TO OTHER INDUSTRIES

HIGHLIGHTING THE RELATIVE DIRECT CONTRIBUTION OF THE SECTOR TO THE UK ECONOMY

To appropriately contextualise the economic contribution of the Olympic and Paralympic sport sector to the UK economy, it is valuable to compare it to the size of other key industries.

From the graph below, we can see that the direct GVA contribution of £25.5 billion puts the scale of the Olympic and Paralympic sport sector just below the 'Water supply; Sewerage and Waste Management' sector (£26.2 billion).

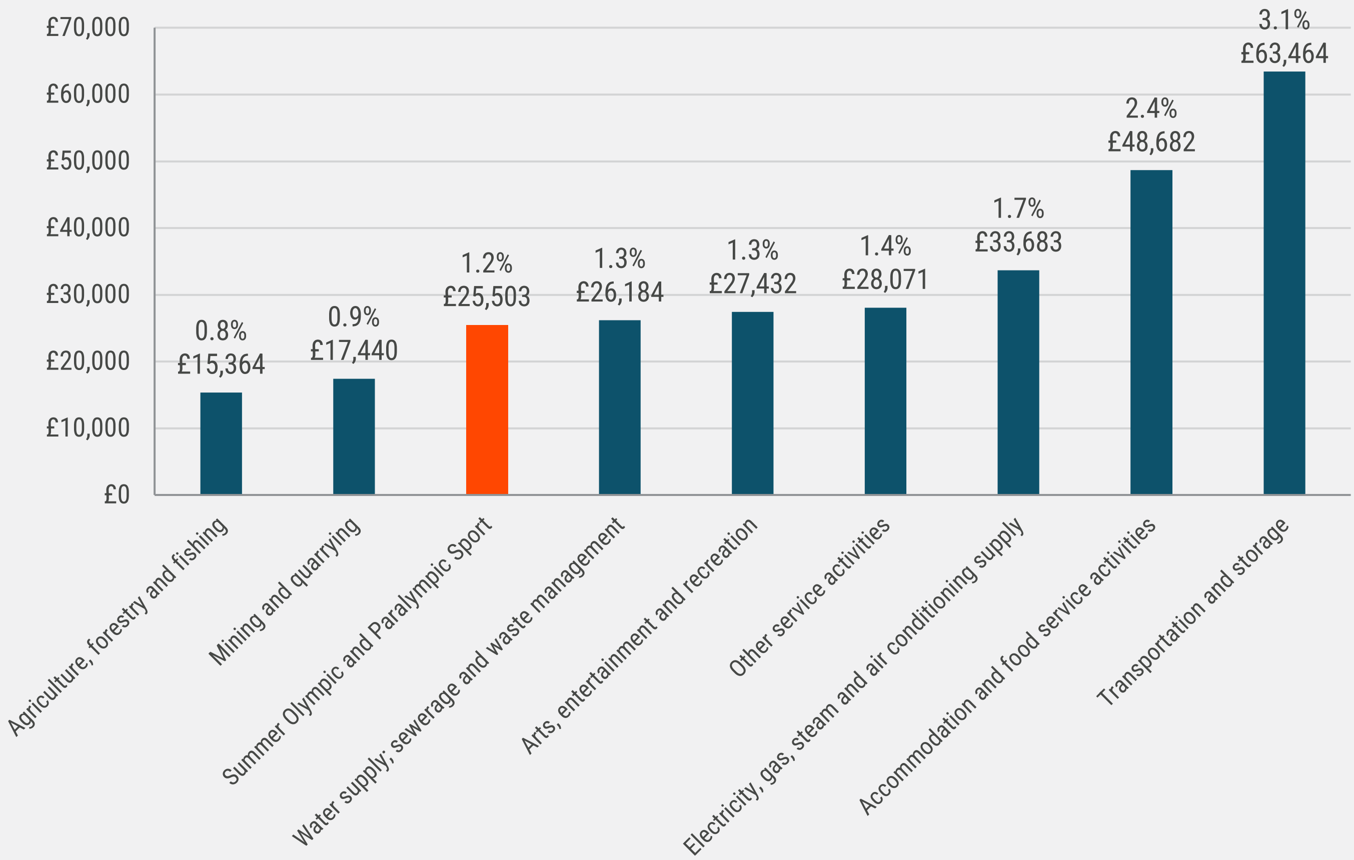
In fact, we estimate the Olympic and Paralympic sport sector to be greater than two broad sectors of the economy, namely: 'Agriculture, forestry and fishing' and 'Mining and quarrying'.

It should also be noted that the Olympic and Paralympic sport sector is not mutually exclusive with the other industries listed below.

This is because the Olympic and Paralympic sport sector includes activity that is typically classified elsewhere within the national accounting framework.

Therefore, across the other listed industries, there is a portion of double-counting of the sport-related GVA, and so the comparison below should only be considered as indicative of scale.

***Relative impact**: Direct sector GVA compared to selected other industries, £ millions and % of UK economy, 2021*



Source: ONS and TSC analysis

DIRECT ECONOMIC IMPACT

REGIONAL IMPACT OF OLYMPIC AND PARALYMPIC SPORT

HIGHLIGHTING THE REGIONAL DIRECT CONTRIBUTION OF THE SECTOR ACROSS THE UK ECONOMY

Lastly, we analyse the regional economic impact of the Summer Olympic and Paralympic sport sector.

This analysis is an extension of the national direct GVA contribution of the sector. As outlined in the methodology, we use BRES employment data to apportion the economic activity associated with each four-digit Vilnius SIC code, on a regional basis.

Full methodological details are discussed within the Appendix.

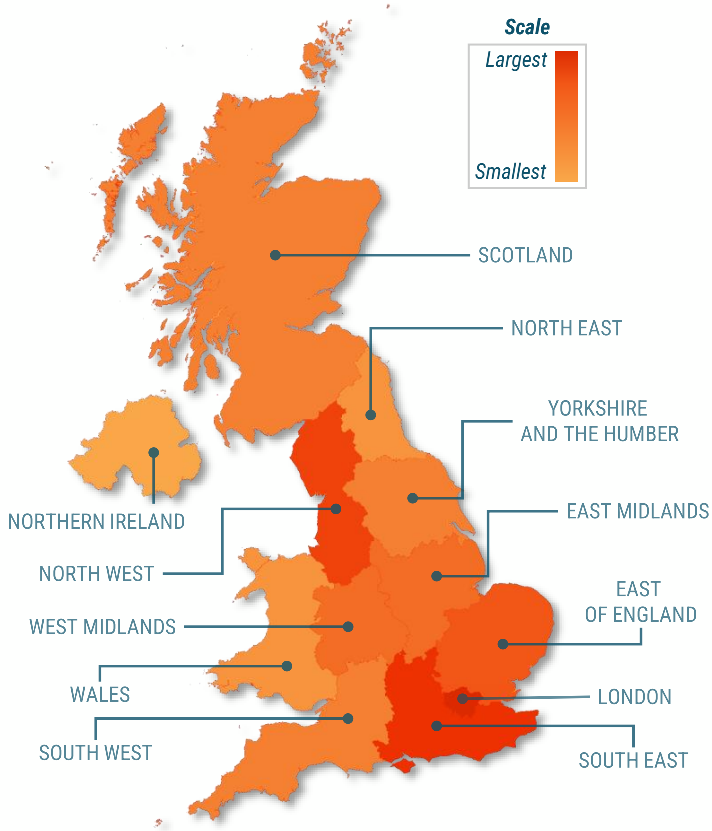
The graphic on this page highlights the distribution of the direct GVA contributions across the Olympic and Paralympic sport sector, for each of the 12 ITL1 nations and regions of the UK.

The largest GVA impact is generated in London (£4.8 billion). This is primarily because London has the largest sub-regional economy and accounted for approximately a quarter of the UK's total GVA contributions in the same year.

Beyond this, the highest concentrations of GVA directly generated in 2021 were in the South East (£3.6 billion, 14.1%), the North West (£2.8 billion, 10.9%) and the East of England (£2.5 billion, 9.6%). **Combined, the top four regions contributed to 53.3% of national Olympic and Paralympic sport sector GVA.**

The full GVA contribution and regional share breakdown is presented in the table on the right-hand side.

***Regional impact**: Direct GVA contributions across the 12 ITL1 nations and regions of the UK, £m, 2021*



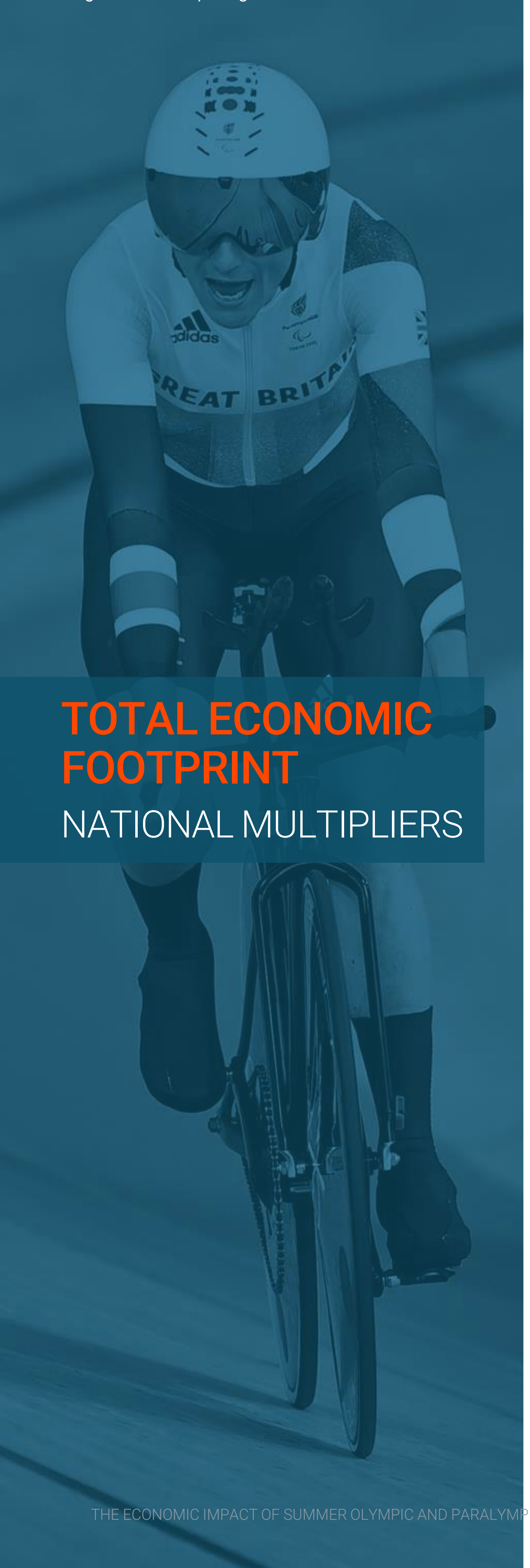
***Tabulated results**: Direct GVA contributions across the 12 ITL1 nations and regions of the UK, £m and %, 2021*

REGION	DIRECT GVA (£M)	SHARE (%)
NORTH EAST	£806	3.2%
NORTH WEST	£2,770	10.9%
YORKSHIRE AND THE HUMBER	£1,846	7.2%
EAST MIDLANDS	£2,039	8.0%
WEST MIDLANDS	£2,056	8.1%
EAST OF ENGLAND	£2,457	9.6%
LONDON	£4,758	18.7%
SOUTH EAST	£3,604	14.1%
SOUTH WEST	£1,868	7.3%
WALES	£964	3.8%
SCOTLAND	£1,786	7.0%
NORTHERN IRELAND	£548	2.1%

Source: ONS and TSC analysis

5. TOTAL ECONOMIC FOOTPRINT

David Fitzgerald via Getty Images



TOTAL ECONOMIC FOOTPRINT

NATIONAL MULTIPLIERS

The total economic footprint supported by the Olympic and Paralympic sport sector is not constrained to the direct impacts alone. As introduced in the methodology section, **our approach also incorporates two further impact layers: indirect impacts and induced impacts.**

In this section, we outline the ways in which the Olympic and Paralympic sport sector interacts with the rest of the UK economy through the supply chain and the re-spending of the supported employees' income.

This impact is discussed in terms of the 'multiplier' effects associated with productive activity in the Olympic and Paralympic sport sector and its linkages to the rest of the UK economy.

We first highlight the national multipliers associated with GVA, employment, and business turnover before presenting the results for the total economic footprint of the sector across the UK economy for the key analysis year, 2021.

***Leontief Multipliers**: National multipliers associated with GVA, employment and business turnover*

GROSS VALUE ADDED	MULTIPLIERS
TYPE I (INDIRECT IMPACTS)	1.52
TYPE II (INDIRECT + INDUCED IMPACTS)	2.28

EMPLOYMENT	MULTIPLIERS
TYPE I (INDIRECT IMPACTS)	1.37
TYPE II (INDIRECT + INDUCED IMPACTS)	1.79

TURNOVER	MULTIPLIERS
TYPE I (INDIRECT IMPACTS)	1.56
TYPE II (INDIRECT + INDUCED IMPACTS)	2.32

Source: TSC in-house Input-Output models

Note: Only UK-level impacts are presented in this section. Producing sub-national multipliers is a complex and resource intensive process which was not conduced as part of this report. This may be revisited in future research.

TOTAL ECONOMIC FOOTPRINT

AGGREGATE GROSS VALUE ADDED (GVA) IMPACT

In 2021, we estimate that the Olympic and Paralympic sport sector directly generated £25.5 billion in GVA contributions. Then, via the indirect effect, we estimate that a further £13.3 billion worth of GVA contributions was supported along the sector's supply-chains. Finally, a further £19.5 billion was supported when the Olympic and Paralympic sport sector's employees (and employees along the supply-chains) spent their earnings in the wider economy.

In total, we estimate an **aggregate impact of £58.2 billion in GVA** contributions by the sector. To put this figure into context, this represents **2.9% of the total UK economy**.

By considering the ratios between the three impact layers, we can generalise this result to show that **for every £1 in GVA directly generated by the Olympic and Paralympic sport sector, a further £1.28 was supported through the indirect and induced impact channels across the UK economy.**

***National economic footprint:** GVA multiplier results, £bn, 2021*

Source: TSC analysis

James Squire via Getty Images

TOTAL ECONOMIC FOOTPRINT

AGGREGATE EMPLOYMENT IMPACT

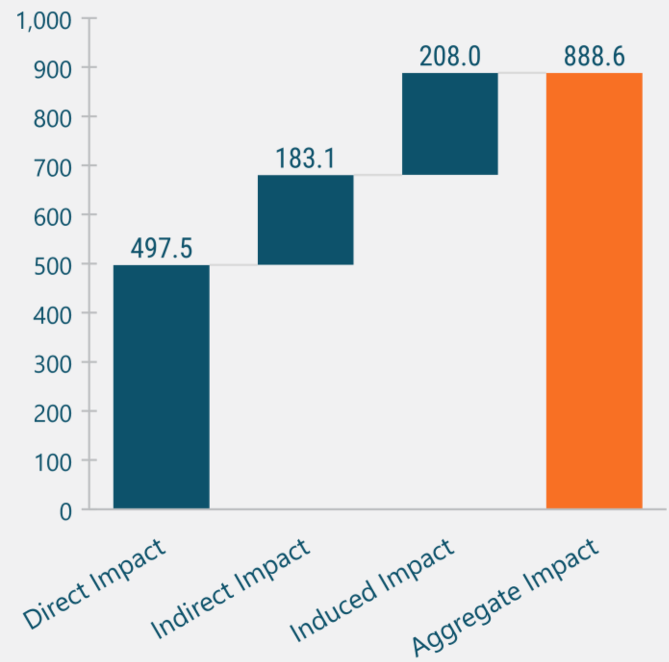
Behrouz Mehri via Getty Images

We estimate that the Olympic and Paralympic sport sector directly generated 497,521 FTE jobs in 2021. Then, we estimate that a further 183,094 FTE jobs were supported along the sector's supply-chains (indirect effect). Lastly, a further 208,024 FTE jobs were supported when the Olympic and Paralympic sport sector's employees – and the employees along the supply-chains – spent their earnings in the wider economy (induced effect).

In total, we estimate an aggregate impact of **888,639** in FTE employment supported by the sector in 2021. Again, for scale, the combined effects of these additional indirect and induced impacts put this employment figure at **3.4% of the total UK workforce**.

For every FTE job directly generated by the Olympic and Paralympic sport sector, a further 0.79 FTE jobs were supported across the UK economy through the indirect and induced impact channels.

National economic footprint: *Employment multiplier results, FTEs ('000), 2021*



Source: TSC analysis

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TOTAL ECONOMIC FOOTPRINT

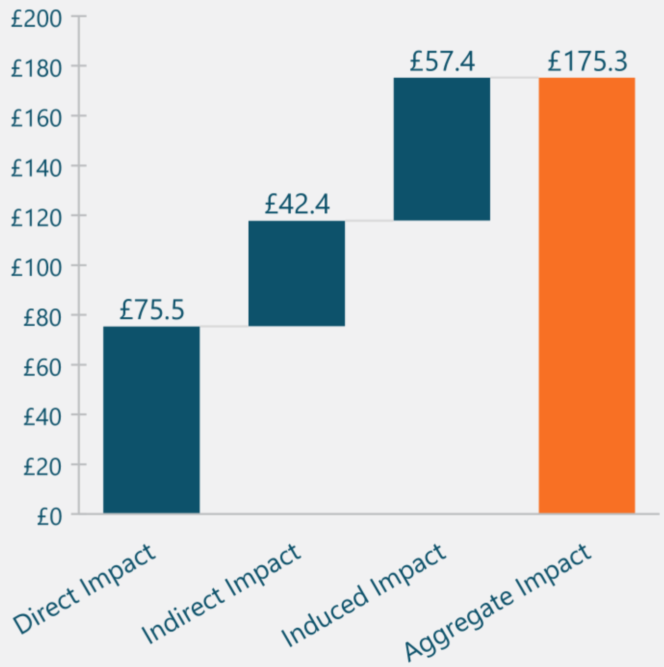
AGGREGATE BUSINESS TURNOVER IMPACT

Finally, we estimate that the Olympic and Paralympic sport sector directly generated £75.5 billion of business turnover in the calendar year 2021. Beyond this, a further £42.4 billion worth of turnover was supported along the sector's supply-chains. An additional £57.4 billion of turnover was supported when the Olympic and Paralympic sport sector's employees (and employees along the supply-chains) spent their earnings in the wider economy.

In total, we estimate an aggregate footprint of **£175.3 billion** in business turnover generated across the UK economy by the sector. The combined effects of these additional impact layer are set out below.

By considering the ratios between the three impact layers, we show that **for every £1 in business turnover directly generated by the Olympic and Paralympic sport sector in the UK economy, a further £1.32 was supported through the indirect and induced impact channels.**

National economic footprint: *Turnover multiplier results, £bn, 2021*



Source: TSC analysis

Rob Pinney via Getty Images

TOTAL ECONOMIC FOOTPRINT

RELATIVE IMPACT ACROSS THE SUMMER GAMES

The primary aim of this report is to quantify the contribution of the entire Summer Olympic and Paralympic sport sector to the UK economy.

We achieved this by estimating the following headline metrics for the sector's total economic footprint.

- £58.2 billion of GVA contributions;
- 888,639 FTE employees; and
- £175.3 billion of business turnover.

Within these totals, we have also been able to produce indicative estimates for the relative scale and economic contribution of each individual Olympic and Paralympic discipline.

We find that Olympic sport accounts for 95% of the total Olympic and Paralympic economic footprint. This is driven by the greater number of amateur participants in Olympic sports relative to Paralympic sports. The following table sets out the relative total impacts across the two groups:

Relative impact: *Total economic footprint across the key performance indicators, £ billion and FTEs ('000), 2021*

PERFORMANCE INDICATOR	OLYMPIC SPORT	PARALYMPIC SPORT
GVA (£ BILLIONS)	£55.2B	£3.1B
EMPLOYMENT (FTE, '000S)	842.2K	46.4K
TURNOVER (£ BILLIONS)	£166.2B	£9.1B

Source: TSC analysis

Phil Walter via Getty Images

6. RELEVANCE FOR UK NATIONAL GOVERNING BODIES

RELEVANCE FOR UK NATIONAL GOVERNING BODIES

SUPPORTING NGB NON-GRANT INCOME

SUPPORTING THE ECONOMIC VIABILITY OF THE UK's NATIONAL GOVERNING BODIES (NGBs) OF SPORT

The Olympics and Paralympics are considered the pinnacle of elite sporting achievement for many sports and their athletes.

Inspirational moments from Team GB leave lasting memories and instil a sense of national pride across the UK. This report has demonstrated the economic importance of the sector for the wider UK economy. However, this elite sporting success can have important implications for the UK's National Governing Bodies (NGBs) of sport, including from a financial sustainability perspective.

For example, Olympic and Paralympic success has the potential to provide a financial boost to an NGB by attracting funding, sponsorship, and commercial opportunities, as well as increasing participation and membership, and enhancing the overall profile and development of a sport.

Non-grant income is important for the economic viability of the UK's NGBs of sport. Key sources include membership income, sponsorship or rights fees, income from events and income from coaching being important components of their annual revenue.

We discuss membership income and sponsorship or rights fees in more detail across the following pages.

Sam Barnes via Getty Images

RELEVANCE FOR UK NATIONAL GOVERNING BODIES

SUPPORTING NGB NON-GRANT INCOME

Fred Lee via Getty Images

IMPACT ON MEMBERSHIP REVENUE

The combination of inspirational stories, media coverage and diverse public appeal help to make the Olympic and Paralympic Games incredibly captivating for the entire British population. For example, peaking at London 2012, the BBC's Olympics coverage was watched by 90% of the UK population – 51.9 million people (Guardian, 2012).

A recent TSC survey conducted for UK Sport's Value of Events 2022 report found that 64% of respondents who categorised themselves as 'regular participators in sport', 'agreed' or 'strongly agreed' that they have been inspired to be more physically active as a result of watching or attending sporting events (TSC, 2023).

This is an important result because this inspiration to be physically active has the potential to drive NGB membership growth for Olympic and Paralympic sports. If this inspiration is converted into active memberships, this can subsequently have a positive impact on revenue, and ultimately support the future financial health of NGBs.

Historically, there has been mixed evidence for such a participation uplift.

For example, in 2012, Sport England's Active People survey reported an increase in sports participation following the London Summer Games held that year. However, more recently, a 2021 study published in The Lancet argued that over the last 20 years, "the Olympic Games have not improved population-wide physical activity" (Bauman et al., 2021).

Therefore, to maximise the impact of major sporting events, policies to support the long-term increase in sport and physical activity participation are important.

The Guardian. (2012). "BBC Olympics coverage watched by 90% of UK population."
TSC. (2023). "Value Of Events 2022 - The value to the UK of hosting major sporting events."
Bauman, A. et al. (2021). "An evidence-based assessment of the impact of the Olympic Games on population levels of physical activity."

RELEVANCE FOR UK NATIONAL GOVERNING BODIES

SUPPORTING NGB NON-GRANT INCOME

CREATING POSITIVE, LASTING BEHAVIOURAL CHANGES

When looking at how to create positive new habits that last – such as encouraging physical activity and sports participation – there is a generally accepted view that success is achieved through a process of small, simple changes that are easy and convenient to make. When these are consistently applied over a sustained period, and people surround themselves with others that support and partake in the beneficial changes as well, positive new habits can be created and maintained.

This suggests that one-off major sporting events, such as the Olympics Games, are unlikely to drive long-term sustained participation increases on their own. Rather, a portfolio of both large-scale and local-level events that drive inspirational sporting moments for the UK public, combined with effective policies to support participation in physical activity, are required on a consistent, year-round basis.

Therefore, while the motivation to participate in sport and physical activity may rise following success of Team GB at a major event, unless this is supported by community-led, accessible, grassroots policies, then the long-term effect and growth in sport and physical activity participation is likely to be transitory.

Overall, this may be a missed opportunity to capitalise on potential financial benefits catalysed by elite sporting successes. New research and policies designed to increase participation may be of value to both national health outcomes, as well as NGB financial viability.

Naomi Baker via Getty Images

RELEVANCE FOR UK NATIONAL GOVERNING BODIES

SUPPORTING NGB NON-GRANT INCOME

IMPACT ON SPONSORSHIP AND RIGHTS FEES

Another key revenue source for NGBs is through sponsorships and rights fees.

In 2021, TSC's Sport & Entertainment, Evaluation & Research (SEER) department released a report titled 'Press Reset, Sponsorship now and next'. In it, one survey found that 50% of organisations that responded believed that sponsorship can be used as a tool to reach and engage both mass audiences *as well as* individual market segments.

Given the widespread engagement with the Summer Olympic and Paralympic Games, **NGBs can use this to enhance their position from a sponsorship perspective**: they are one of the few, unique properties that can allow brands to connect to customers at an emotional level.

This is especially true when elite performance is strong. Given the sense of national pride that is generated when Team GB athletes perform well at major events such as the Olympic and Paralympic games, NGBs can benefit through sponsorship revenue as brands look to be associated with successful elite athletes and sports that capture the attention of the British public.

An example of a successful long-term brand partnership with an NGB is Müller and UK Athletics. Since 2016, this partnership delivered a significant increase across a range of brand metrics such as awareness, positive perception, consideration etc., but also showed an increase in monthly purchasers.

Research found that individuals aware of the sponsorship were 38% more likely to have purchased a Müller product in the last month in comparison to those unaware of the partnership (SEER, 2021). This supports the view that brands stand to gain from associating themselves with national governing bodies of sport.

Other examples of global brands partnering with NGBs include Investec's long-term partnership with Great Britain Hockey across its gold-medal winning era, and Samsung and Skateboard GB. The latter deal was signed in 2023 and could be seen as a direct result of Skateboarding being included in the Summer Olympic Games in Tokyo, which raised the awareness and commerciality of the sport.

Overall, the Summer Olympic and Paralympic Games therefore represent an opportunity to support the economic viability of NGBs, as these organisations can help brands to connect with engaged customers.

Alexander Hassenstein via Getty Images

7. CONCLUSION

CONCLUSION

ECONOMIC IMPACT OF OLYMPIC AND PARALYMPIC SPORT

GROSS VALUE ADDED (GVA)

£58.2B

2.9% OF THE UK ECONOMY
£1 IN EVERY £35 OF UK GVA

FULL-TIME EQUIVALENT (FTE) EMPLOYMENT

889K

3.4% OF THE UK FTE WORKFORCE
ONE IN EVERY 29 UK FTE JOBS

In summary, we have demonstrated the significant economic contribution of the Summer Olympic and Paralympic sport sector to both the wider sport sector, as well as the national economy.

OLYMPIC AND PARALYMPIC SPORT AS A SHARE OF THE BROAD SPORT SECTOR

We estimate that in 2021, the UK's wider sport sector – per the broad Vilnius definition – **directly generated £48.4 billion in GVA contributions to the national economy**. Our analysis finds that Olympic and Paralympic sport represented approximately 52.7% of this total (e.g., **directly contributing £25.5 billion in GVA**).

In terms of employment, Olympic and Paralympic sport represented approximately 54.2% of the total FTE employment directly associated with the broad sport sector (497,521 out of 917,525 FTE jobs).

OLYMPIC AND PARALYMPIC SPORT AS A SHARE OF THE NATIONAL UK ECONOMY

When assessing the economic importance of Olympic and Paralympic sport to the national economy, the figures are equally as impressive.

This direct £25.5 billion GVA contribution put the scale of the Olympic and Paralympic sport sector in line with the 'Water Supply, Sewerage, and Waste Management' sector (£26.2 billion), as well as larger than the 'Mining and quarrying' and 'Agriculture, forestry and fishing' sectors (£17.4 billion and £15.4 billion, respectively).

On an aggregate basis, the Olympic and Paralympic sport sector generated £58.2 billion in GVA and 888,639 in FTE jobs across the UK. This represented 2.9% and 3.4% of the total UK economy for GVA and FTE employment, respectively.

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APPENDIX

APPENDIX

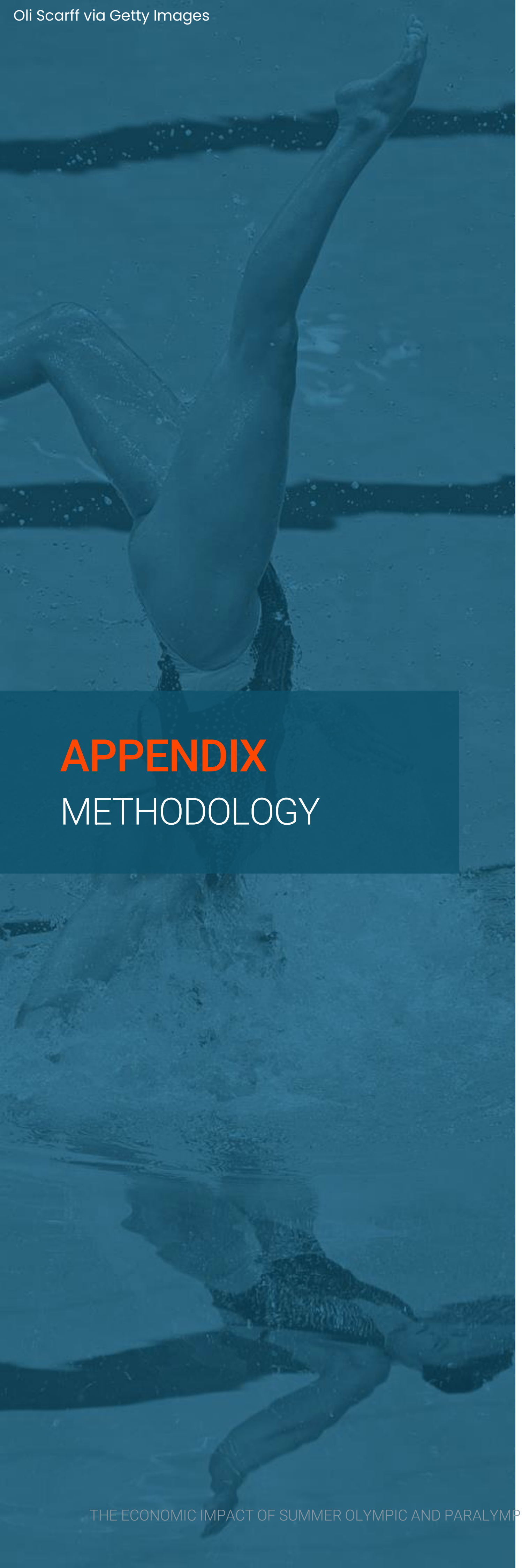
DATA TABLES: PARTICIPATION BY SPORT

***Table A1:** Estimated participation levels by Olympic and Paralympic sport, England, whole population, 2021*

Olympic Sports	Participation Level
Archery	13,102
Athletics	3,487,609
Badminton	594,503
Basketball	887,529
BMX	38,433
Boxing	648,733
Canoeing	130,288
Cycling Track	51,380
Diving	13,897
Dressage	30,140
Eventing	34,783
Fencing	34,125
Gymnastics	691,233
Handball	106,533
Hockey	300,983
Judo	124,922
Marathon Swimming	441,133
Mountain Bike	773,533
Road Cycling	1,178,422
Rowing	458,161
Rugby 7s	36,700
Sailing	103,857
Shooting	41,626
Show Jumping	32,783
Skateboarding	224,478
Sport Climbing	270,561
Surfing	192,933
Swimming	2,349,428
Table Tennis	397,874
Taekwondo	254,166
Trampoline	142,061
Triathlon	14,978
Volleyball	73,217
Water Polo	49,050
Weightlifting	319,114
Wrestling	60,250

Paralympic Sports	Participation Level
Blind Football	69,366
Boccia	13,300
Goalball	-
Para Archery	1,165
Para Athletics	235,958
Para Badminton	39,597
Para Canoe	8,612
Para Cycling Road	55,878
Para Cycling Track	2,436
Para Dressage	12,344
Para Judo	6,378
Para Powerlifting	19,469
Para Rowing	36,639
Para Swimming	201,389
Para Table Tennis	19,843
Para Taekwondo	15,384
Para Triathlon	805
Shooting Para Sport	10,740
Sitting Volleyball	-
Wheelchair Basketball	16,978
Wheelchair Fencing	6,708
Wheelchair Rugby	-

Source: Sport England and TSC analysis


Oli Scarff via Getty Images

APPENDIX
METHODOLOGY

***General approach**: Further detail on the key stages of analysis for this research*

1. Define the scope of 'the sport economy' by four-digit SIC codes

↓

2. Estimate the sport-related share of each in-scope SIC

↓

3. Isolate and distribute Summer Olympic and Paralympic sport activity

↓

4. Extend GVA figures to include estimates for employment and business turnover

↓

5. Synthesise Leontief multipliers to model the total economic footprint of the sector

↓

6. Assess the regional economic impact of Olympic and Paralympic sport

APPENDIX: METHODOLOGY

DEFINING THE SCOPE OF THE SPORT ECONOMY

STEP 1: DEFINE THE SCOPE 'THE SPORT ECONOMY' BY FOUR-DIGIT SIC CODES

For this report, we use the Vilnius definition of sport as our baseline definition of sport-related economic activity.

The Vilnius definition of sport was developed by the European Union and is the widely accepted framework used to define the various economic dimensions of sport.

The key benefit of using this definition is that it provides a standardised framework for categorising and analysing sports-related activities. This standardisation facilitates comparability across different studies and jurisdictions, enabling benchmarking of the economic contributions of sport (including Olympic and Paralympic sport) in the UK against those in other countries or regions (if available).

Furthermore, given its endorsement by the Department for Digital, Culture, Media & Sport (DCMS), the European Union and widespread adoption by researchers, the Vilnius definition carries significant policy relevance and robustness. Therefore, we believe that this is the most appropriate analytical scope for this report.

We present the full list of 148 in-scope SIC codes within the Appendix.

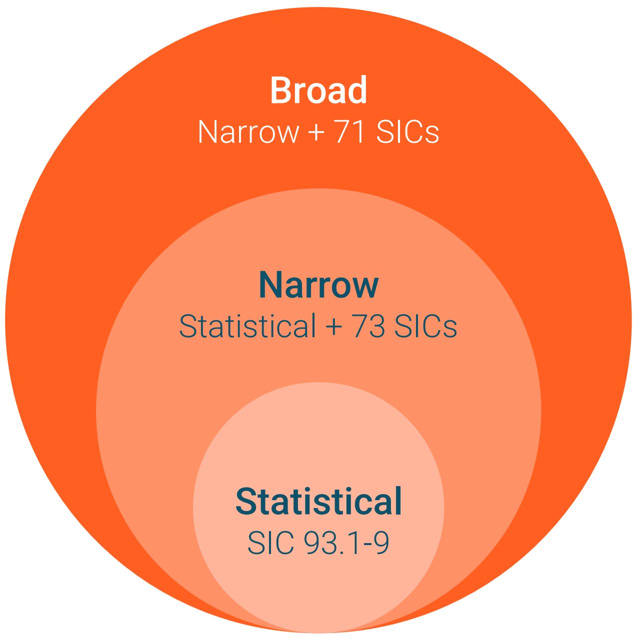
***Three components:** The Vilnius definition of sport is comprised of three increasing scopes*

Statistical – Directly corresponds with the sports-related component of SIC 93, 'Sports activities and amusement and recreation activities' (e.g., output of sport federations, sports facilities and clubs, sport academies, instructors and sport events etc.).

Narrow – The above plus all products and services which are necessary as inputs for doing sport (e.g., manufacturing of sports equipment).

Broad – The above plus all products and services which have a direct or indirect relation to any sport activity, but without being necessary to do sport (e.g., publishing of newspapers, treatment of sport-related injuries, or transportation services to a sport event).

***The Vilnius definition of sport**: Graphical representation of the statistical, narrow and broad scopes of sport*



Note: SIC code stands for standard industrial classification (SIC) code. These are used for classifying businesses or employees by the type of economic activity in which they are engaged.

APPENDIX: METHODOLOGY

QUANTIFYING THE SCALE OF THE SPORT ECONOMY

STEP 2: ESTIMATE THE SPORT-RELATED SHARE OF EACH IN-SCOPE SIC

It should be noted that the in-scope SICs contain both sport and non-sport activity.

A core part of the analysis is to produce estimates for the sport-related component of each Vilnius SIC code. However, it is beyond the scope of this research to calculate these estimates on a comprehensive bottom-up basis.

Therefore, a combination of top-down and bottom-up methodologies were used to produce the final estimate for the size of the UK sport sector (per the broad Vilnius definition).

These included:

1. The most recent publicly available sport satellite accounts (SSAs);
2. Office for National Statistics (ONS) figures for the contribution of DCMS Sectors (including sport) to the UK economy;
3. Product-specific trade data from the World Bank's World Integrated Trade Solutions (WITS) application; and
4. Product-specific production data from ONS PRODCOM tables.

The date range for these quantitative inputs spanned from 2004 at the earliest up to 2022 as the most recent.

Overall, through a combination of these approaches, we were able to triangulate an estimate for the sport-related share of the 148 industries that make up the broad sports economy in 2021.


Tasos Katopodis via Getty Images

Note: A comprehensive update of the sport satellite account for the UK was being undertaken in late 2023/early 2024. However, the publication of that report falls after the publication of this report, therefore those figures could not be included within this analysis.

APPENDIX: METHODOLOGY

DISTRIBUTING ECONOMIC IMPACT BY SPORT

STEP 3: ISOLATE OLYMPIC AND PARALYMPIC SPORT ACTIVITY FROM OTHER SPORT

To distribute the economic contribution of the Olympic and Paralympic sport sector across individual sports, we utilised the **Active Lives Survey** as our principal data input combined with a **matrix of sport-specific activity by SIC code**.

We used four Active Lives Survey waves to estimate the participation distribution, considering both the Adult Survey as well as the Children and Young People Survey. To estimate participation figures for calendar year 2021, we distributed the 'November 2020-21' and 'November 2021-22' Adult Surveys and the 'Academic year 2020-21' and 'Academic year 2021-22' Children and Young People Surveys.

Next, we individually considered the relevance of each of the 148 Vilnius four-digit SIC codes in relation to each of the 58 analysed Olympic and Paralympic sports. The aim of this exercise was to produce a comprehensive matrix to highlight the specific areas of the Vilnius definition that each sport generates economic activity. This varied by SIC and by sport:

- There are some economic activities that all Olympic and Paralympic sports support (e.g., 'printing of newspapers' or 'activities of sport clubs' relate to all sports).
- There are others that only certain Olympic and Paralympic sports are associated with (e.g., 'raising of horses' directly relates to equestrian events only).
- And finally, there are certain sport-related SIC codes that are not associated with any Olympic or Paralympic sports (e.g., 'manufacture of motor vehicles' is directly associated with the motorsport industry, which is not part of the Summer Games).

In other words, we produced an estimate for the value chain of the 58 in-scope Olympic and Paralympic sports. A graphical representation of this matrix is presented below.

***Sport-by-SIC matrix**: An allocation of each Olympic and Paralympic sport to the 148 Vilnius SIC codes*

Sport / SIC Code	Athletics	Equestrian	Track Cycling
01.43 Raising of horses	✗	✓	✗
18.11 Printing of newspapers	✓	✓	✓
30.92 Manufacture of bicycles	✗	✗	✓

Dean Mouhtaropoulos via Getty Images

APPENDIX: METHODOLOGY

DISTRIBUTING ECONOMIC IMPACT BY SPORT

STEP 3: ISOLATE OLYMPIC AND PARALYMPIC SPORT ACTIVITY FROM OTHER SPORT

We then splice participation by sport data from the Active Lives Survey (ALS) onto this matrix. The ALS is run by Sport England and is a comprehensive dataset measuring the activity levels of people across England. Two surveys are published, Active Lives Adult and Active Lives Children and Young People. In total, the results from over 280,000 respondents (177,551 adults plus 104,404 children and young people) are included in this analysis for the calendar year 2021.

Taking our economy-wide estimate for sport-related activity by SIC, we then distribute the total Olympic and Paralympic-related activity across the relevant sports.

The distribution of economic impact is based upon the relative participation numbers for all sports that are associated with each given SIC. We present the full table of participation by sport in the Appendix.

By applying the relative participation share to the total GVA of each SIC, we produce an estimate for the scale of economic activity supported by each Olympic and Paralympic sport.

STEP 4: ESTIMATE IMPACT ON EMPLOYMENT AND BUSINESS TURNOVER

As discussed previously, we estimate the scale of economic activity in terms of two further metrics: **FTE employment** and **business turnover**.

To do this, we utilise data tables from the Annual Business Survey (ABS) and employment figures from the Business Register and Employment Survey (BRES) (both published by the Office for National Statistics (ONS)).

From this, we apply GVA-to-turnover and GVA-to-employment ratios at the four-digit industry level to produce the final modelled estimates.

Sam Barnes via Getty Images

APPENDIX: METHODOLOGY

LEONTIEF MULTIPLIERS

STEP 5: MODEL THE TOTAL ECONOMIC FOOTPRINT OF THE SECTOR

To fully capture the extent of the Olympic and Paralympic sport sector's economic impact, we also model the ways in which these sports interact with the rest of the UK economy. This impact is discussed in terms of the 'multiplier' effects associated with the productive activity in the Olympic and Paralympic sport sector.

This requires the process of synthesising Type I and Type II Leontief multipliers using an Input-Output model. These multipliers show, in the form of ratios, the scale of the indirect and induced changes in national income relative to a direct change in the level of final demand.

Within this analysis, we capture the three layers of impact:

1. The **direct impact** relates to economic activity and employment generated by the Olympic and Paralympic sport sector itself, across the 148 SICs covered by the Vilnius definition of sport.
2. The **indirect impact** refers to the economic activity stimulated along the sector's supply chain by its procurement of inputs (goods and services) from domestic suppliers.
3. The **induced impact** comprises the economic activity that arises when the workers across the sector (and the firms in the supply chain) spend their earnings in the wider economy.

Summing the direct, indirect, and induced impact layers allows us to estimate the total – or aggregate – economic footprint supported by Olympic and Paralympic sport in the UK.

***Application of the GVA multiplier**: This worked example applies the TI GVA multiplier of 1.52 and TII GVA multiplier of 2.28.*

DIRECT ECONOMIC IMPACT | **£25.5B** | **The firms and organisations directly associated with Olympic and Paralympic sport sector generate economic activity and employment.**

\+

INDIRECT ECONOMIC IMPACT | **£13.3B** | **These firms place demand on their suppliers, who in turn place demand on their suppliers and so on. The indirect impact captures the relative supply chain activity supported per £1 of direct economic impact.**

\+

INDUCED ECONOMIC IMPACT | **£19.5B** | **The combined indirect and induced layers have an impact on household income throughout the economy. A share of this income will be re-spent in the economy, inducing another round of direct and supply chain activity.**

=

TOTAL ECONOMIC IMPACT | **£58.2B** | **Together, these three levels make up the total economic impact associated with the Olympic and Paralympic sport sector.**

Source: TSC analysis

APPENDIX: METHODOLOGY

REGIONAL IMPACT OF OLYMPIC AND PARALYMPIC SPORT

STEP 6: ASSESS THE REGIONAL ECONOMIC IMPACT OF OLYMPIC AND PARALYMPIC SPORT

Lastly, we analyse the regional economic impact of the Olympic and Paralympic sport sector. To model this, we utilise BRES employment data to apportion the economic activity associated with each of the 148 four-digit Vilnius SIC codes on a regional basis. This allows us to provide a high-level assessment for the relative regional economic contribution of the sector.

This economic activity is allocated using FTE employment figures rather than GVA figures because the BRES database includes regional employment estimates at the five-digit SIC level. This necessary granularity is not available through other metrics.

Only the direct GVA impact is presented in this analysis. Estimating the total economic impact on a regional basis would require the construction of sub-national multipliers, a complex and resource intensive process which was not conduced as part of this report.

RELATIVE ECONOMIC INTENSITY OF OLYMPIC AND PARALYMPIC SPORT

In the main body of the report, we highlight the direct GVA contributions across the 12 ITL1 nations and regions of the UK. However, we extend this analysis a stage further to consider **the relative economic intensity of Olympic and Paralympic sport by region**.

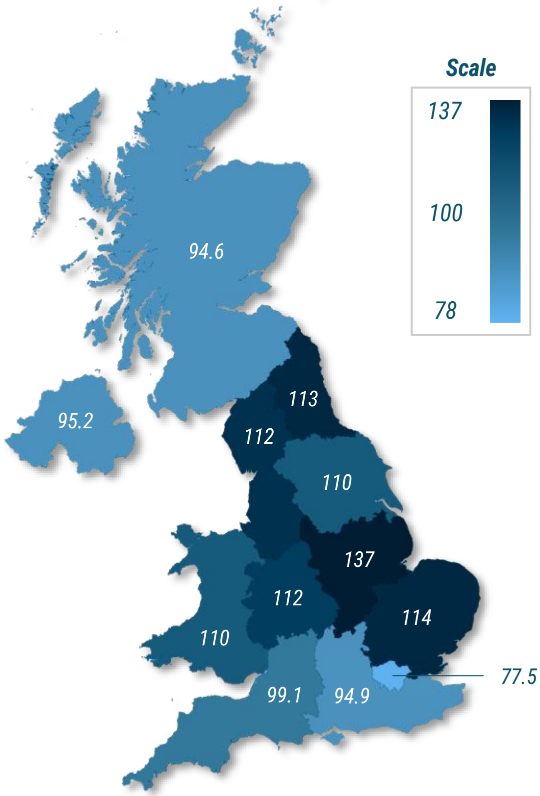
Consider the graphic presented on this page. Index values greater than 100 imply that a region's share of the Olympic and Paralympic sport sector is greater than the region's share of the total UK economy (i.e., Olympic and Paralympic sport is relatively intense in that region). In contrast, index values less than 100 imply that the Olympic and Paralympic sport sector is less intense in that region.

For example, London accounted for 24.1% of total UK GVA generated in 2021, and 18.7% of the GVA generated by the UK's Olympic and Paralympic sport sector (the largest single region). Therefore, in the capital, this sector is relatively the least intensive.

On the other hand, the East Midlands accounted for 5.8% of UK GVA, compared to 8.0% of Olympic and Paralympic sport GVA, making it the most relatively intense region for the sector.

The graphic visually demonstrates that across the East of England, the East Midlands and up to the North East, the Olympic and Paralympic sport sector supports a disproportionately large share of the total within-region economic activity.

***Relative regional impact**: Relative economic intensity of Olympic and Paralympic sport, GVA Index, 2021*



Source: ONS and TSC analysis


Dean Mouhtaropoulos via Getty Images

APPENDIX

VILNIUS SIC CODES: STATISTICAL/NARROW DEFINITIONS

Table A2: *SIC codes included within the statistical definition of sport (Vilnius)*

Tables A3.1–3: *SIC codes included within the narrow definition of sport (Vilnius)*

APPENDIX

VILNIUS SIC CODES: STATISTICAL/NARROW DEFINITION

Table A2: *SIC codes included within the statistical definition of sport (Vilnius)*

SIC	Description
93.11	Operation of sports facilities
93.12	Activities of sport clubs
93.13	Fitness facilities
93.19	Other sports activities

Table A3.1: *SIC codes included within the narrow definition of sport (Vilnius)*

SIC	Description
1.19	Growing of other non-perennial crops
1.43	Raising of horses and other equines
1.62	Support activities for animal production
10.91	Manufacture of prepared feeds for farm animals
13.92	Manufacture of made-up textile articles, except apparel
13.94	Manufacture of cordage, rope, twine and netting
14.11	Manufacture of leather clothes
14.12	Manufacture of work wear
14.13	Manufacture of other outerwear
14.14	Manufacture of underwear
14.19	Manufacture of other wearing apparel and accessories
15.12	Manufacture of luggage, handbags and the like, saddlery and harness
15.20	Manufacture of footwear
22.11	Manufacture of rubber tyres and tubes; retreading and rebuilding of rubber tyres
25.40	Manufacture of weapons and ammunition
25.71	Manufacture of cutlery
26.52	Manufacture of watches and clocks
29.10	Manufacture of motor vehicles
29.20	Manufacture of bodies (coachwork) for motor vehicles; manufacture of trailers and semi-trailers
30.12	Building of pleasure and sporting boats
30.30	Manufacture of air and spacecraft and related machinery
30.91	Manufacture of motorcycles

APPENDIX

VILNIUS SIC CODES: NARROW DEFINITION

***Table A3.2:** SIC codes included within the narrow definition of sport (Vilnius)*

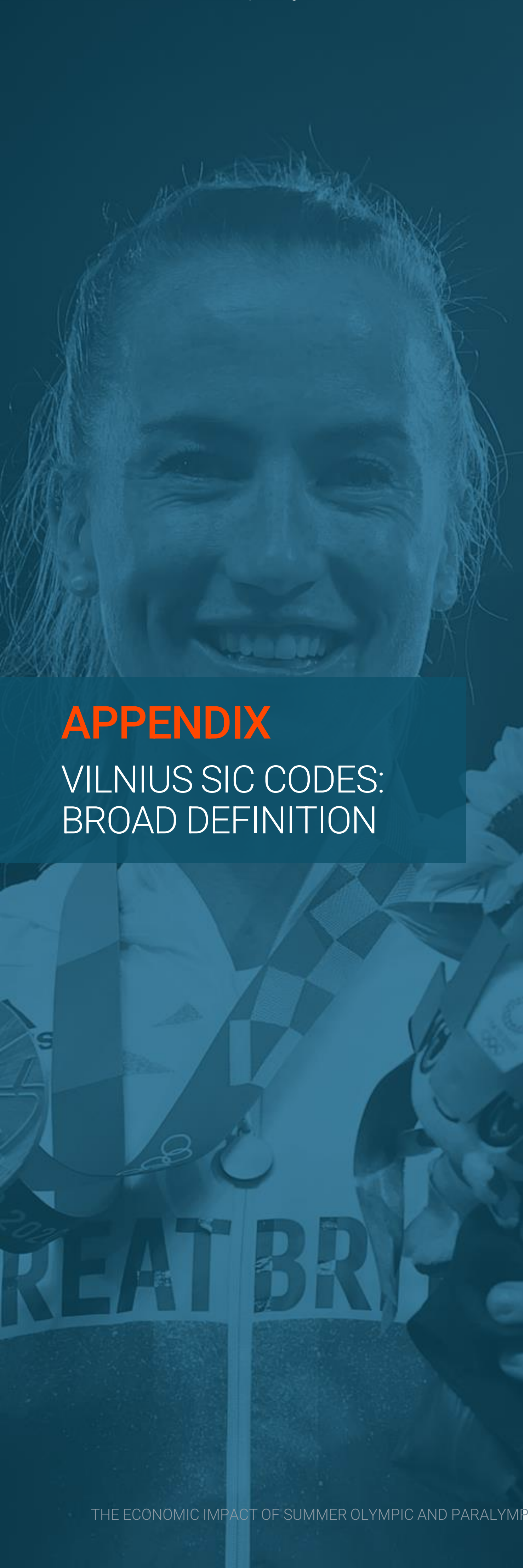
SIC	Description
30.92	Manufacture of bicycles and invalid carriages
30.99	Manufacture of other transport equipment not elsewhere classified.
32.30	Manufacture of sports goods
32.40	Manufacture of games and toys
32.99	Other manufacturing not elsewhere classified.
33.11	Repair of fabricated metal products
33.12	Repair of machinery
33.13	Repair of electronic and optical equipment
33.15	Repair and maintenance of ships and boats
33.16	Repair and maintenance of aircraft and spacecraft
33.17	Repair and maintenance of transport equipment not elsewhere classified.
33.19	Repair of other equipment
33.20	Installation of industrial machinery and equipment
41	Construction of buildings
42.91	Construction of water projects
42.99	Construction of other civil engineering projects not elsewhere classified.
43.99	Other specialised construction activities not elsewhere classified.
45.11	Sale of cars and light motor vehicles
45.19	Sale of other motor vehicles
45.20	Maintenance and repair of motor vehicles
45.40	Sale, maintenance and repair of motorcycles and related parts and accessories
46.16	Agents involved in the sale of textiles, clothing, fur, footwear and leather goods
46.18	Agents specialised in the sale of other particular products
46.41	Wholesale of textiles
46.42	Wholesale of clothing and footwear
46.46	Wholesale of pharmaceutical goods

APPENDIX

VILNIUS SIC CODES: NARROW DEFINITION

Table A3.3: *SIC codes included within the narrow definition of sport (Vilnius)*

SIC	Description
46.71	Wholesale of solid, liquid, and gaseous fuels and related products
47.29	Other retail sale of food in specialised stores
47.30	Retail sale of automotive fuel in specialised stores
47.41	Retail sale of computers, peripheral units and software in specialised stores
47.51	Retail sale of textiles in specialised stores
47.64	Retail sale of sporting equipment in specialised stores
47.71	Retail sale of clothing in specialised stores
47.72	Retail sale of footwear and leather goods in specialised stores
47.81	Retail sale via stalls and markets of food, beverages and tobacco products
75	Veterinary activities
77.21	Renting and leasing of recreational and sports goods
81.30	Landscape service activities
84	Public administration and defence; compulsory social security
85.10	Pre-primary education
85.20	Primary education
85.31	General secondary education
85.32	Technical and vocational secondary education
85.42	Tertiary education
85.51	Sports and recreation education
85.52	Cultural education
85.53	Driving school activities
85.60	Educational support activities
93.29	Other amusement and recreation activities
95.23	Repair of footwear and leather goods
95.29	Repair of other personal and household goods



Alexander Hassenstein via Getty Images

APPENDIX

VILNIUS SIC CODES: BROAD DEFINITION

***Tables A10.1–3:** SIC codes included within the broad definition of sport (Vilnius)*

APPENDIX

VILNIUS SIC CODES: BROAD DEFINITION

Table A10.1: *SIC codes included within the broad definition of sport (Vilnius)*

SIC	Description
10.86	Manufacture of homogenised food preparations and dietetic food preparations and dietetic food
11.07	Manufacture of soft drinks; production of mineral waters and other bottled waters
18.11	Printing of newspapers
18.12	Other printing
18.13	Pre-press and pre-media services
19.20	Manufacture of refined petroleum products
21.20	Manufacture of pharmaceutical preparations
46.38	Wholesale of other food, including fish, crustaceans and molluscs
46.43	Wholesale of electrical household appliances
46.49	Wholesale of other household goods
46.52	Wholesale of electronic and telecommunications equipment and parts
47.11	Retail sale in non-specialised stores with food, beverages or tobacco predominating
47.25	Retail sale of beverages in specialised stores
47.61	Retail sale of books in specialised stores
47.62	Retail sale of newspapers and stationery in specialised stores
47.63	Retail sale of music and video recordings in specialised stores
47.73	Dispensing chemist in specialised stores
47.74	Retail sale of medical orthopaedic goods in specialised stores
47.77	Retail sale of watches and jewellery in specialised stores
47.78	Other retail sale of new goods in specialised stores
49.10	Passenger rail transport, interurban
49.31	Urban and suburban passenger land transport
49.32	Taxi Operation
49.39	Other Passenger land transport not elsewhere classified.
50.10	Sea and coastal passenger water transport

APPENDIX

VILNIUS SIC CODES: BROAD DEFINITION

Table A10.2: *SIC codes included within the broad definition of sport (Vilnius)*

SIC	Description
51.10	Passenger air transport
52.21	Service activities incidental to land transportation
55.10	Hotels and similar accommodation
55.20	Holiday and other short stay accommodation
55.30	Camping grounds, recreational vehicle parks and trailer parks
55.90	Other accommodation
56.10	Restaurants and mobile food service activities
56.20	Event catering and other food service activities
56.30	Beverage serving activities
58.11	Book publishing
58.13	Publishing of newspapers
58.14	Publishing of journals and periodicals
58.19	Other publishing activities
58.29	Other software publishing
59.11	Motion picture, video and television programme production activities
59.12	Motion picture, video and television programme post-production activities
59.13	Motion picture, video and television programme distribution activities
59.20	Sound recording and music publishing activities
60.10	Radio broadcasting
60.20	Television programming and broadcasting activities
63.91	News agency activities
64.91	Financial leasing
65.11	Life insurance
65.12	Non-life insurance
65.20	Reinsurance

APPENDIX

VILNIUS SIC CODES: BROAD DEFINITION

Table A10.3: *SIC codes included within the broad definition of sport (Vilnius)*

SIC	Description
69.10	Legal activities
69.20	Accounting, bookkeeping and auditing activities; tax consultancy
70.10	Activities of head offices
70.21	Public relations and communications activities
70.22	Business and other management consultancy activities
71.11	Architectural activities
72.11	Research and experimental development on biotechnology
72.19	Other research and experimental development on natural sciences and engineering
72.20	Research and experimental development on social sciences and humanities
74.20	Photographic activities
77.22	Renting of video tapes and disks
78.10	Activities of employment placement agencies
78.20	Temporary employment agency activities
79.11	Travel agency activities
79.12	Tour operator activities
79.90	Other reservation service and related activities
86	Human health activities
87	Residential care activities
92	Gambling and betting activities

SIAN JENKINS

DIRECTOR, CONSULTING

sian@thesportsconsultancy.com

PETER HARBER

SENIOR CONSULTANT, CONSULTING

peter.harber@thesportsconsultancy.com

ALEX JOSEPH

FINANCE MANAGER | CONSULTANT, CONSULTING

alex.joseph@thesportsconsultancy.com

THE SPORTS CONSULTANCY

Newlands House, 4th Floor
40 Berners Street,
London W1T 3NA
+44 (0) 20 7323 0007
info@thesportsconsultancy.com