

ADD2643 – Appendix 1 - Summary of MSE Evaluation

	Economic impact		Reach		Sustainability		Social integration	
Purpose	To demonstrate the value of major sports events to London to support further investment and provide a framework to target specific events in the future.							
Outcome	A digestible annual report that is used internally and shared with event partners to outline the value of major sports events to London							
2023 events	Ride London, World Test Championship Final, Major League Baseball, Diamond League Athletics, London ePrix, NFL							
Measurables	Measure	Data source	Measure	Data source	Measure	Data source	Measure	Data source
	GVA	Event owner	Broadcast reach	Event owner	<ul style="list-style-type: none"> • Transport • Responsible consumption • Infrastructure 	Venue owner	<ul style="list-style-type: none"> • Relationships • Equality • Social outcomes 	External research partner plus various GLA teams
	ROI	GLA	Digital reach	GLA Digital team event owner	<ul style="list-style-type: none"> • Innovation • Advocacy 	Event owner	<ul style="list-style-type: none"> • Participation 	Event owner
Processing the data	L&P GVA Model		External research partner		External research partner		External research partner	