

Economic Flow Analysis
for the
2008 Bupa Great South Run
in
Portsmouth & Southsea

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EXECUTIVE SUMMARY

Socio-economic Profiles and Running Behaviours

- The overall profile of those who participated in the event is that of a relatively young, white, middle class, family orientated group.
- While 28% of runners had been participating in running events for only a year, over half the sample had been participating for over 3 years and 17% had been doing so for 10 years or more.
- While 33% of runners are 'serious runners', the majority (54%) describe themselves as 'fun runners'.
- No matter how they describe their running, the vast majority of runners consider participating in running events as important.
- The reasons given for participating in running events are numerous but the two most important include personal achievement (cited by 91%) and health and fitness (85%).
- The most popular events in which runners participate are either 10 miles (cited by 37%) or 10 kilometres (35%).
- Most runners do not mind whether the events are held in urban or rural environments.
- The most frequent reason offered as to why runners might have an overnight stay was the 'opportunity for a short break' (54%).
- 83% of runners were accompanied to the event by spouses/partners, children, other family members and/or friends, many of whom were also runners. For many runners the event is clearly an important family and social occasion.

Economic Flows

- The total net economic flow into Portsmouth and Southsea as a result of hosting the Bupa Great South Run was **£678,675**.
- The total net economic flow into Hampshire (including Portsmouth and Southsea) was **£735,826**.
- Food and drink constituted the single most important item of expenditure (£224,662) followed by accommodation (£211,216) for Hampshire as a whole, the respective figures for Portsmouth and Southsea being £191,349 and £166,431.
- Runners travelled to Portsmouth and Southsea from a wide catchment area, especially those served by good motorway connections. Although most expenditure is derived from areas most accessible to Portsmouth and Southsea, counties further afield also produced significant economic flows; Midlands counties, for example, accounted for 15% of the total economic flows and counties north of the Midlands accounted for a further 12%.
- 29% of runners stayed for one or more nights with 40% of these staying for more than one night.

- 23% of runners visited tourist attractions while visiting the area with 21% visiting the Gunwharf Shopping Outlet and very few visiting other attractions.
- Over half the runners (55%) were running to raise money for charity, 27% having an official charity place and 28% with an independent entry.

Race Evaluation

- The overwhelming majority of the runners (99%) had an enjoyable experience with 64% listing their overall experience as 'very enjoyable'.
- The runners' evaluations of individual aspects of the event and its organisation were all rated as good, with most regarded as very good.

Economic Flow Analysis

Economic Flow Analysis is a more sophisticated form of Economic Impact Study that, in addition to calculating economic impact, calculates the geographic origin of economic flows generated by runners, spectators and organisations at an event. Economic Flow Analysis also analyses the travel behaviours and activities, demographic and socio-economic characteristics, and tastes and preferences of runners and spectators by geographic origin