



# **Economic and Employment Benefits of Short Events in Sussex and Beyond**

**A Comparator Report by:**

***Marshall Regen Ltd***

**For**

**The Church of Scientology**

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## About the Authors

**Marshall Regen Ltd** is a well-established economic development, cultural and regeneration consultancy based in Hove. It is owned and managed by Scott Marshall, formerly Director of Regeneration, Housing & Culture at Brighton & Hove City Council; and Director of Economy at Adur & Worthing Councils. Scott has a degree in economic development and planning and has over 30 years' experience of working in the public and private sectors.

Scott also works closely with private sector developers, commercial agents and other private sector partners, supporting them to navigate through planning and political processes.

He has worked closely with Bruce Nairne from **Nairne Consultancy Services** for over a decade, undertaking social and economic impact assessments, developing business cases to secure millions of pounds of public funding to support local economic development, and developing economic plans and strategies to prioritise local authority investment decisions. Bruce has postgraduate qualifications in research and consultancy, is a Member of the Institute of Economic Development and is an APMG Better Business Case qualified practitioner.

Scott and Bruce have authored similar Socio-Economic Impact reports for:

- On the Beach Festival, Brighton 2025;
- International Association of Scientologists Annual Anniversary Event, 2025;
- Royal Pavilion and Brighton Theatres & Museums and Brighton Dome & Festival in 2025;
- Economic & Employment Impacts of Brighton & Hove Albion's 2022/23 Football Season on Brighton & Hove and Sussex economies in 2023
- Albion in the Community Social Value Report in 2019;
- Sussex County Cricket Club and the Sussex Foundation in 2019; and
- British Airways i360 in 2019.

For this Comparator Study, they also worked with Andrew Mosley, Managing Director Andrew Mosley Hospitality and Chair of the Meetings Industry Association (MIA). Andrew is a leading figure in the UK events and hospitality industry and has extensive experience of bringing major and smaller events and conferences to hotels and local areas. Andrew is very well connected to the UK Events Market, particularly conference booking agents; and he has a strong background in sales, business development public speaking and executive coaching.

**Marshall Regen Ltd** and **Nairne Consultancy Services** have successfully delivered projects for Mid Sussex District Council including:

- Sustainable Economy Strategy and Action Plan in 2022;
- Levelling Up Fund application for the Martlet's Shopping Centre in 2021; and
- Subsidy control advice for the Martlets Shopping Centre funding package in 2025.

In addition, they worked with West Sussex County Council's Digital Infrastructure Team to develop the business case to secure Local Growth Funding for the Converged Digital Fibre Connectivity Project, which provided digital links between Crawley, Horsham, Haywards Heath and Burgess Hill.

They have also authored other local economic development strategies for public sector clients including:

- West Sussex Economic Strategy (2025);
- Eastbourne Economic Strategy (2025);
- Rother Economic Strategy (2024);
- Coastal West Sussex Economic Plan (2022);
- East Hants District Council Place-Making Strategy (2019); and
- Chichester District Council's Inward Investment and Growth Strategy (2019).

They have developed business cases (based on the Five Case Model) to secure millions of pounds worth of Government investment for economic development projects in Sussex, including:

- Future High Streets Fund, Towns Deal and Levelling Up Fund in Newhaven;
- Levelling Up Fund in Bexhill (De La Warr Pavilion);
- Levelling Up Fund in Littlehampton (The Green) and Bognor Regis (Alexandra Theatre); and
- Levelling Up Fund in Eastbourne (Towner Gallery and Black Robin Farm).

They also developed the evidence base that underpins the Get Sussex Working Plan (2025); provided strategic support to West Sussex County Council to manage the transfer of Local Enterprise Partnership functions to local authorities (including establishing the West Sussex Economic Growth Board); and developed a detailed economic assessment of Coastal West Sussex on behalf of the Coastal West Sussex Partnership in 2022.

#### Disclaimer

*Calculations that are made within this report are based on information that was available and in the public domain at the time. This includes the uprated metrics from previous studies, for which deflators have been applied. These are derived from HM Treasury's 'GDP Deflators at market prices, and money GDP December 2025'. The uprated figures are, therefore, [Marshall Regen Ltd](#) calculations, not those of the authors of the original reports.*

## 1. Introduction

This report provides evidence of the economic and employment impacts of short-term events held in the United Kingdom. It will be used by the Church of Scientology (CoS) to compare with the economic and employment impacts of the 2025 International Association of Scientologists (IAS) Annual Anniversary Event that was held in East Grinstead in October 2025.

The 2025 IAS Annual Anniversary Event attracted around 7,000 people, some 6,485 were visitors to the Friday and Sunday events and nearly half (47%) of these were international visitors. The event contributed gross benefits of £6.9 million to the East Grinstead economy, £11.3 million to the Sussex economy (including East Grinstead) and £21.7 million to the UK economy. Assuming the event is delivered on the same scale each year, it supports 92 local jobs, 149 jobs in Sussex and 287 jobs in the UK. These benefits are the result of spending in the wider economy by visitors who attended the event, and spending by the CoS in preparing for and hosting the event.

The overall aim of this study is to enable the CoS to demonstrate the importance of the IAS Annual Anniversary Event against other events in the UK.

No two events are the same. Where and when they take place and who they attract varies significantly. Arguably, a higher proportion of people who attend events in large urban areas or major visitor destinations, may have visited and spent in those locations anyway, especially during peak holiday seasons. Key issues about the IAS Annual Anniversary Event are that:

- It is held in October each year – outside the main tourist season;
- It is held in East Grinstead, which is not a well-recognised visitor destination. This means that the CoS event is **the main driver** of visits, which results in longer stays in other parts of Sussex and the UK. If there is no IAS Annual Event, very few of the visitors attending are likely to visit East Grinstead for other reasons;
- It is an annual event. This means that, assuming it is able to continue, the jobs that it creates in the wider economy are sustainable jobs. This is not the case for ‘one-off’ events; and
- It attracts a much higher proportion of international visitors than most other events of a similar scale in the UK. This means that the IAS Annual Anniversary Event benefits the whole of the UK, not just East Grinstead, Mid Sussex and Sussex. It also provides the opportunity for Destination Management Organisations (DMOs) to promote local areas and visitor attractions to a wide international audience.

Annex A sets out research, conducted by the CoS team at Saint Hill, on the incidents reported at the UK events identified in this comparator study against those that were reported at the 2025 IAS Annual Anniversary Event.

## 2. The Approach

Whilst there are some commonalities in approaches to assessing the economic and employment impacts of events, there are also significant variations. Some studies, like the IAS Annual Anniversary Event study, involve considerable primary research, whilst others are more desk-based and rely on applying reasonable assumptions.

The spatial dimensions are also important, particularly when assessing additionality and multipliers: supply chains are likely to be more extensive over larger areas, strengthening multipliers; displacement of expenditure is likely to be higher in larger urban areas, particularly where large numbers of event attendees are drawn from those cities and urban areas.

The IAS Anniversary Annual Event is unique to East Grinstead and unusual in Sussex terms, too, so direct comparisons are not easy to find. Furthermore, economic and employment impact studies have not been undertaken on all events that could be considered equivalent.

Whilst we considered location, scale and timing of events in our identification of suitable comparators, it was necessary to be flexible in the approach for the reasons set out above. The initial approach involved making connections with a wide range of organisations involved in the events industry in order to establish 4 to 5 appropriate comparator studies that are in the public domain. The following organisations were approached:

- ACC Liverpool
- Booking Agent obo TUC, Unison, Unite and Labour Party
- Visit England / Visit Britain
- Visit Brighton / Brighton and Hove City Council
- London and Partners
- The Belfry Resort, Sutton Coldfield
- Meet and Potato Booking Agent
- Tourism South East
- The Excel Centre and associated event bookers
- BEAM (association)
- Meetings Industry Association

From the information that was received from these organisations, the following events were selected as comparators:

- The Boat Race, West London (2017);
- The Open Golf Championship, Royal St. George's Golf Club, Sandwich, Kent (2011 & 2021);
- Eurovision Song Contest, Liverpool (2023);
- On the Beach Music Festival, Brighton & Hove (2025); and
- World Boxing Championship, Liverpool (2025).

None of these are religious festivals. However, they are short-term events, several of which have an international profile. The Boat Race in London and the On the Beach Festival in Brighton & Hove are both annual events that are held in the same locations. This is not the case for the Open Golf Championship, the Eurovision Song Contest or the World Boxing Championship.

The remainder of this report provides an overview of the events industry in the UK, followed by a summary of each of the comparator events. This includes a short summary of the event itself, the number and profile of event attendees, the assessed economic and employment benefits; where available; a short discussion on the methodologies and assumptions that were used to inform the calculations; and an assessment of how each event compares with the 2025 IAS Annual Anniversary Event.

Where events were held in previous years, values have been updated to 2025 prices and where possible, we have provided estimates of value per event attendee, in order to provide clearer comparisons.

### **3. Spending Associated with the UK Events Industry**

The Events Industry is a key pillar of the UK visitor economy. The UK is seen as a stable and safe destination for international events, most of which are held at venues in the UK's major cities, including the ExCel in London; the NEC in Birmingham, ACC Liverpool and Manchester Central. In 2025, the UK Events industry was valued at £68.7 billion, with conferences and meetings (£19.3 billion) contributing the greatest value. The industry supports 775,000 jobs across the UK<sup>1</sup>.

Around two-thirds (67%) of people who attend UK events are domestic delegates and around one-third (33%) are from overseas<sup>2</sup>. This differs from the profile of delegates at the IAS 2025 Annual Anniversary Event, 53% of whom were domestic visitors and 47% of whom were from overseas.

The table overleaf shows the average spend by delegates per trip and per night and the average number of nights per event at all UK events, compared with the spend by delegates at the IAS 2025 Annual Anniversary Event.

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<sup>1</sup> Source: Visit Britain Business Event Delegate Survey Report, 2025

<sup>2</sup> *ibid*

**Table 1: Average Spend Per Trip Per Night and Average Number of Nights**

All UK Events <sup>3</sup>			
	Spend per Trip	Spend per Night	Average Nights <sup>4</sup>
<b>All Delegates</b>	<b>£629</b>	<b>£183</b>	<b>3.44</b>
UK Delegates	£328	£152	2.16
Overseas Delegates	£1,251	£209	5.99
CoS 2025 Annual Anniversary Event			
	Spend per Trip	Spend per Night	Average Nights
<b>All Delegates</b>	<b>£1,434</b>	<b>£332</b>	<b>4.33</b>
UK Delegates	£692	£229	3.02
Overseas Delegates	£2,205	£369	5.97

Source: Source: Visit Britain Business Event Delegate Survey Report, 2025; & Data from the Economic & Employment Impacts of the IAS 2025 Annual Anniversary Event

According to the Visit Britain Business Event Delegate Survey Report 2025, event delegates spent an average of £629 per trip and £183 per night. Based on this, delegates stayed for an average of 3.44 nights per trip. UK event delegates spent an average of £328 per trip and £152 per night; they stayed for an average 2.16 nights per trip. Overseas delegates spent an average of £1,251 per visit and £209 per night; they stayed for an average of 5.99 nights per trip.

The IAS 2025 Annual Anniversary Event economic impact study found that across the UK, delegates spent an average of £1,434 per trip and £332 per night as a result of their visit. They spent an average of 4.33 nights on their trips. Domestic visitors spent an average of £692 per trip and £229 per night. They spent an average of 3.02 nights during their visit. Overseas visitors spent an average of £2,205 per trip and £369 per night. They spent an average of 5.97 nights per trip.

Visitors who attended the IAS 2025 Annual Anniversary Event spent, on average, £149 more per night than the average for delegates at all UK events. They also spent an average of 0.89 more nights on their trips and they spent an average of £805 more per trip than the national average.

UK visitors to the IAS 2025 Annual Anniversary Event spent, on average, £77 more per night than the average for delegates at all UK events. They spent an average of 0.02 fewer nights on their trips and they spent an average of £364 more per trip than the national average.

Overseas visitors to the IAS 2025 Annual Anniversary Event spent, on average, £160 more per night than the average for delegates at all UK events. They also spent an average of 0.86 more nights on their trips and they spent an average of £954 more per trip than the national average.

The Visit Britain Business Event Delegate Survey Report (2025) found that delegates at UK events who extended their trips either before or after the event, spent considerably more than delegates who only attended the event itself. This is a similar finding to the IAS 2025 Annual Anniversary Event

<sup>3</sup> The values for all UK events are shown in 2024 prices. If they were updated to 2025 prices, they would be 3.9% higher than shown

<sup>4</sup> The average number of nights has been calculated by dividing the average spend per trip by the average spend per night. The Visit Britain Business Event Delegate Survey Report, 2025 suggests that the average number of nights per visit has increased from 3.0 nights in 2017 to 4.3 nights in 2024. By this measure, the average length of stay associated with the CoS Annual Anniversary Event would be the same as the average for all UK events.

– many visitors, particularly from overseas, used the event as an opportunity for an extended stay in the UK.

The table below compares spending per night by delegates at all UK events by theme, compared with visitors to the IAS 2025 Annual Anniversary Event.

**Table 2: Spending per Night by Delegates**

	All UK Events	CoS 2025 Annual Event	IAS Event Difference
Accommodation	£116	£123	+£7
Transport	£6	£49	+£43
Food & Drink	£39	£84	+£45
Leisure	£9	£23	+£14
Shopping	£12	£44	+£32
Other	£1	£8	+£7
<b>Total</b>	<b>£183</b>	<b>£332</b>	<b>+£149</b>

Spending on accommodation by IAS Annual Anniversary Event (£123 per night) was similar to the average for all UK events (£116 per night). However, spending was greater on all other areas by visitors to the IAS 2025 Annual Anniversary Event than the average for all UK events. Proportionately, the greatest difference was in spending on transport (+£43 per night).

Methodological differences may account for some of this. However, the lack of on-site accommodation, the limited public transport in more rural parts of Sussex, the longer average stay by people who attended the IAS 2025 Annual Anniversary Event are also likely to be a significant factor. The higher proportion of overseas visitors to the IAS Annual Anniversary Event and associated extended stays are also likely to account for higher spending across different themes.

## 4. Comparator Events

### 4.1 The Boat Race, London, 2017

**Report: The Boat Race - Impact of a Single Day Major Event on a City; Arup & the Boat Race Company, 2017**

#### *The Event*

The Boat Race is an annual sporting event that takes place on the River Thames in west London in late March or early April each year. It is a single day event that features the Men’s Boat Race, the Women’s Boat Race and reserve team races for both men and women. All the races are between the rowing teams of Oxford and Cambridge Universities and the race itself covers a distance of 4.25 miles starting in Putney and finishing in Mortlake.

It is one of the most historic events in the UK sporting calendar, with the first Men’s race taking place in 1829 and the first Women’s race taking place in 1927. For most of the past century, the

Boat Race has been broadcast live on the BBC. From 2026 to 2030, Channel 4 holds the rights to televise the event. It, therefore, has significant exposure across the UK and beyond.

### *Event Attendees*

The event takes place in the public sphere over a large area and lasts for four hours. It, therefore, attracts a significant number of spectators. According to the report, around 250,000 people watched the event live. It is considered to be a half-day experience, rather than a full day outing. The economic impact report estimates that 80% of spectators come from within London and 20% from outside the city, so it is a highly local event from a spectator perspective. This means that 50,000-60,000 spectators contribute additional spend to the London economy. There are no entry fees to watch the event, so there is no direct ticketing income.

### *Economic Impacts*

Visitor spending associated with the event was between £7.0 million and £8.5 million, according to the study. If this is updated to 2025 prices, the spending ranges from £9.3 million and £11.3 million. In 2017, average spend per spectator was between £28 and £34 in 2017 prices; and between £37 and £45 in 2025 prices. These are the gross impacts.

The Arup assessment calculates the net direct spending benefits as between £2.1 million and £2.9 million in 2017 prices. This increases to between £2.8 million and £3.9 million in 2025 prices. The net calculations include the spending by 50,000 spectators from outside London and an uplift in the spending by visitors from London against their usual spending.

There are also indirect impacts associated with the event. The report suggests that when these are taken into account, the total impact is between £2.8 million and £3.7 million in 2017 prices. This equates to between £3.7 million and £4.9 million in 2025 prices. The difference between the overall and direct spending benefits in 2017 prices in 2017 was £700,000 at the lower end and £800,000 at the higher end. This reflects a local multiplier of 1.30.

If the total economic benefit is divided by the total number of event spectators, the Boat Race delivers an average gross economic benefit of £45 per spectator. The report provides no estimates of the number of jobs that the Boat Race supports.

### *Methodology*

The calculations are based on a survey of Boat Race spectators. This included questions relating to people's residence, their dwell time at the event and their expected spend. Other questions, less relevant to the economic impact of the event, were also included in the survey. No details of the number of survey respondents is provided in the report.

For the net direct spend, the assessment assumed that all spectators who lived outside London would not have spent in the local area had the Boat Race not taken place. It was, therefore, assumed that 70-80% of their spending was additional. Most of the spectators from London lived in the

boroughs where or next to where the Boat Race took place, so much of their local spending would have occurred anyway – 20-30% of their spending was, therefore, assumed to be additional.

### **Comparison with the 2025 IAS Annual Anniversary Event**

The table below compares The Boat Race (2017) benefits with those of the IAS Annual Anniversary Event. Data have been updated to 2025 prices and are shown in gross terms. Direct comparisons are not straightforward because of different assumptions, calculations and methodologies, so some caution should be applied when interpreting the data. The data for the IAS 2025 Annual Anniversary Event is shown for Sussex. This is the most suitable comparison because the impacts of the Boat Race is shown in terms of the benefits to London.

**Table 3: Comparison with the 2025 IAS Annual Anniversary Event**

	Duration	Annual Event	Jobs	Attendees	International Visitors (%)	Economic Benefit	Benefit per attendee
The Boat Race	0.5 days	Yes	Not Known	250,000	Not known	£11,300,000	£45
IAS Annual Anniversary Event	3.0 days	Yes	149	7,000	47%	£11,303,000	£1,615

The IAS Annual Anniversary Event lasted for three days, whereas The Boat Race was a half day event. Both are annual events, so it is reasonable to consider the economic and employment benefits to be sustainable, rather than temporary. There were 250,000 spectators at The Boat Race, compared with 7,000 attendees at the IAS 2025 Annual Anniversary Event. The IAS Event attracted a large proportion (47%) of international visitors. The proportion of Boat Race spectators who were from overseas is unknown.

The Boat Race is a public event, whereas the IAS Annual Anniversary Event is not. This is likely to be what accounts for the difference. It also means that many people who attended the event are likely to have spent in the local economy anyway, regardless of whether the event took place or not. This will account for a large difference between the gross and net benefits of the Boat Race, compared with the IAS 2025 Annual Anniversary Event. The Boat Race’s gross economic benefit to London was £11.3 million, virtually the same as the gross economic benefit of the IAS 2025 Annual Anniversary Event was to Sussex. However, the net benefit of the Boat Race to London was between £2.8 million and £3.9 million. This is around 34% of gross benefit. The net benefit of the IAS 2025 Annual Anniversary Event to Sussex was £9.45 million, or 84% of the gross impacts. This reflects a higher proportion of non-local visitors to the IAS Annual Anniversary Event, compared with the Boat Race and the much lower levels of displaced spending.

The economic benefit of the Boat Race was £45.00 per spectator (based on all 250,000 spectators), compared with an overall economic benefit of £1,615 per attendee at the IAS 2025 Annual Anniversary Event. The IAS Event supported 149 gross jobs in Sussex (287 in the UK). There is no information on the number of gross jobs that were supported by The Boat Race.

## 4.2 Eurovision Song Contest, Liverpool, 2023

### Report: Economic Impact of Eurovision Song Contest in Liverpool – Final Report; Amion; 2023

#### *The Event*

The Eurovision Song Contest was held in Liverpool between 5<sup>th</sup> and 13<sup>th</sup> May 2023. It was a high-profile, one-off event in the city, which attracted international visitors, as well as television audiences of around 27 million people.

The opening ceremony took place on 7<sup>th</sup> May, and the Grand Final Show was held on 13<sup>th</sup> May. The main locations for the event were the M&S Bank Arena, where the live events were held; the Eurovision Village at the Pier Head, which has a 10,000 capacity; St George's Hall in the city centre, which hosted the Welcome Event; and Camp & Furnace, a nightclub located in the Baltic Triangle, which hosted the official Euro Fan Club.

There were also several other exhibitions, parties and other education and community engagement events held across the city during Eurovision week. A multi-agency team of local and regional stakeholders oversaw the preparations and delivery of the event.

#### *Event Attendees*

Amion's report estimated that 473,000 people attended Eurovision events in Liverpool in 2023. This included 306,000 individual visitors who visited the city centre specifically due to Eurovision. Around half (151,000) of the visitors attended the Eurovision Village or attended events in the city centre outside of the village. Around 56,000 visitors attended Eurovision Live Shows.

The analysis found that 87% of visitors were from the UK, 10% were international visitors and a further 3% were from unknown locations. By comparison, 53% of visitors to the IAS 2025 Annual Anniversary Event in East Grinstead were from the UK and 47% were from overseas. Just under two-thirds (62%) of Eurovision audiences were aged under 45 years and a high proportion (25%) of visitors were from the lesbian, gay, bisexual, queer or asexual (LGBTQIA+) community.

#### *Economic Impacts*

The Amion analysis found that the gross benefit to Liverpool from direct visitor spending associated with the Eurovision Song Contest £54.9 million. This is the equivalent of £59.0 million in 2025 prices. The net direct benefit was calculated at £42.3 million in 2023, uprated to £45.4 million in 2025 prices. At the regional level (North West), the gross direct benefit was £63.2 million and the direct benefit was £45.3 million in 2023. This equates to £67.9 million of gross direct benefit and £48.7 million of net direct benefit in 2025 prices. No UK analysis was undertaken.

There is no information in the report on the duration of stays or the differences in spending by UK and overseas visitors to the city. However, based on gross spending of £59.0 million and the number of people attending Eurovision Events (305,000), direct spend, in 2025 prices, was £193 per visitor.

Gross spending per visitor to the IAS 2025 Annual Anniversary Event was £629. The much higher spend by visitor at the IAS 2025 Annual Anniversary Event is likely to be due to the longer average length of stay, the much higher proportion of overseas and non-local domestic visitors.

Amion used a 1.3 multiplier to calculate the indirect and induced benefits to Liverpool and a 1.4 multiplier was used to calculate the indirect and induced benefits to the North West. Once these have been applied, the gross spending benefit to Liverpool in 2025 prices is £76.6 million and the net spending benefit is £59.1 million. At the North West regional level, the gross benefit in 2025 prices is £95.0 million and the net spending benefit is £68.1 million. Around two-thirds (66%) of all visitor spending was on food & drink (35%) and accommodation (31%). For the IAS 2025 Annual Anniversary Event, these two themes accounted for around 60% of all expenditure, including Accommodation (35%) and Food & Drink (25%).

In addition to visitor spend, a further £15.9 million was spent in the North West region, including £10.9 million in Liverpool by organisers. This equates to £17.1 million and £11.7 million respectively in 2025 prices. The total benefit to the Liverpool economy, in 2025 prices, was, therefore, £88.3 million and the total benefit to the North West regional economy was £102.1 million.

If the overall economic impact (£88.3 million) in 2025 prices is divided by the number of visitors, the benefit per visitor to Liverpool was £289.

The study suggests that a total of 889 net one-year full-time equivalent (FTE) jobs were created in the North West region by the Eurovision Song Contest, 717 of which were in Liverpool. This includes jobs that were created by both visitor and organiser spending.

### *Methodology*

Amion employed a very detailed methodology to calculate the impacts of the Eurovision Song Contest on Liverpool and the North West of England. The approach involved over 3,500 surveys, use of mobile phone data, local footfall data, hotel occupancy, and information on ticketing sales and organisational costs. The study only considered the impacts on Liverpool, Liverpool City Region and the North West of England. It did not assess the impact on the UK as a whole.

Double counting, where individuals attended more than one event, was addressed using postcode data; and the survey was used to assess the extent to which Eurovision was the driver of visits to Liverpool. Spending data came from the survey, with additional spending assessed against usual spending on leisure trips to account for displacement. The net benefits included an assessment of 'leakage', which included removing transport, accommodation and other expenditure that occurred outside the local area; 'displacement'. Local multipliers were based on local tourism impact multiplier calculations; and 'deadweight' was calculated to remove the impact of the usual number of visitors to Liverpool, which was tested against mobile phone data.

Organiser data was provided to Amion by local partner organisations, but it excluded additional policing, transport costs associated with the event.

### Comparison with the 2025 IAS Annual Anniversary Event

The table below compares the gross benefits of Eurovision Song Contest to Liverpool with the gross benefits of the IAS 2025 Annual Anniversary Event to Sussex. As with the Boat Race, direct comparisons are not straightforward, due to different methodologies and assumptions that are applied to the studies. Economic metrics are shown in 2025 prices.

**Table 4: Comparison with the 2025 IAS Annual Anniversary Event**

	Duration	Annual Event	Attendees	International Visitors (%)	Economic Benefit	Jobs	Benefit per attendee
Eurovision Song Contest	9.0 days	No	306,000	10%	£88,300,000	717	£289
IAS Annual Anniversary Event	3.0 days	Yes	7,000	47%	£11,303,000	149	£1,615

The Eurovision Song Contest took place over a nine-day period, prior to the peak holiday season in May. The IAS 2025 Annual Anniversary Event was a three-day event, also held outside the peak tourist season.

Although the Eurovision Song Contest is an annual event, it is held in different locations, so the 2023 event was a one-off event to Liverpool. This means that the jobs and the economic impacts are mainly ‘one off’ benefits, although there are likely to be some legacy benefits to the city. The IAS Annual Anniversary event is held annually, so it is reasonable to assume that the economic and the employment benefits are sustainable.

Significantly more people attended the Eurovision Song Contest (306,000) than attended the IAS 2025 Annual Anniversary Event (7,000). As with The Boat Race, some of the events associated with the Eurovision Song Contest were open to the public and took place in the public sphere. Furthermore, the Eurovision Song Contest was held in a large city, Liverpool, so the proportion of local people who attended the event was much higher than was the case for the IAS 2025 Annual Anniversary Event. Around one in ten (10%) of visitors to the Eurovision Song Contest were international visitors. This is a much smaller proportion of overseas visitors who attended the IAS 2025 Annual Anniversary Event (47%).

The overall gross economic impact of the Eurovision Song Contest to Liverpool was £88.3 million. This includes visitor spend and spend by organisers, but it does not include any monetised media and advertising benefit. This compares with £11.3 million of gross benefits that accrued to Sussex from the IAS 2025 Annual Anniversary event. The overall benefit per visitor of the Eurovision Song Contest was £289. This compares with £1,615 of economic benefit per visitor to Sussex, as a result of the IAS 2025 Annual Anniversary event.

The main reason for the large difference is likely to be the difference in the profiles of visitors to each event. Whilst the Eurovision Song Contest was an international event, the majority of people attending events during the week were local people, so hotel and transport costs, in particular, would have been much lower.

The Eurovision Song Contest supported 717 full-time equivalent jobs (FTE) that are assumed to last for one year. The IAS 2025 Annual Anniversary Event supported 149 (FTE) jobs in Sussex (and 287 gross jobs in Sussex). Assuming the event continues to be held annually, these jobs could be considered to be sustainable.

### **4.3 On the Beach Festival, Brighton, Brighton & Hove, 2025**

**Report: The Economic & Social Benefits of the On The Beach, Brighton Festival, Marshall Regen Ltd, 2025**

#### ***The Event***

The On the Beach, Brighton Festival is an annual music festival that is held on Brighton beach each summer. It has been held for five years, with the 2025 event held between 18-27 July. The 2025 festival had seven events, featuring Bonobo, Eric Prydz, the Human League, DNBA, Carl Cox and the Kaiser Chiefs. Although the Festival takes place on Brighton Beach, it is not a public event. Ticketing income itself accounted for £4.0 million of direct benefit to Brighton & Hove.

#### ***Event Attendees***

56,972 people attended the Festival, although it is not clear how many of these were unique individuals – some people are likely to have attended more than one event. In this case, the actual number of people attending would be somewhat lower.

Of the 56,972 attendees, 19,054 were from Brighton & Hove itself. Of the remaining 37,918 were from outside the city, 86.3% (32,715) were day visitors and 13.7% (5,203) stayed overnight. Four-fifths (79.1%) of staying visitors were from the UK and a fifth (20.9%) were from overseas. Overall, 1,089 of the staying visitors were from overseas. It is not clear how many of the day visitors were from overseas.

Staying visitors spent an average of 3.44 nights per visit. This included 6.46 nights per overseas visit and 2.46 nights per domestic staying visitor. The festival resulted in 17,888 additional visitor nights – this works out at 0.31 nights per event attendee.

#### ***Economic Impacts***

The total economic impact of the 2025 On the Beach, Brighton Festival was £8.3 million. This included £4.6 million of direct benefit, including ticketing, onsite food & drink revenue, sponsorship and merchandise; £0.63 million of indirect and induced benefit associated with spending by event organisers and staff; and £3.05 million as a result of spending in the wider economy by event attendees. The benefits included £0.73 million of local multiplier economic benefits associated with the visitor spending.

Day visitors spent an average of £39.00 per visit, including at the event. Once spending at the event is removed, the average spend per day visitor was £21.43. Staying visitors spent an average of £350 per visit and £102 per night. Domestic staying visitors spent an average of £299 per visit and £113 per night; overseas staying visitors spent an average of £546 per visit and £84 per night.

The Festival supported 314 local jobs, including 274 direct jobs and a further 40 in the wider economy. When these are converted into full-time equivalent jobs, it results in 107 jobs. As the event is annual, it may be reasonable to assume that many of these are sustainable jobs.

### ***Methodology***

This assessment focused on the benefits of festival to the Brighton & Hove economy. The direct and indirect economic impacts were based on data provided to *Marshall Regen Ltd* by the On the Beach, Brighton Team. No primary research was undertaken to calculate the spending benefits to the economy by people who attended the Festival. In the core scenario, all attendees were assumed to be unique individuals.

Displacement was calculated by removing the spending by attendees from Brighton & Hove from total visitor spending. Visitors from outside the city were divided into day visitors and staying visitors, based on the proportions of each shown in the Economic Impact of Tourism – Brighton & Hove (2023) report – 86.3% were assumed to be day visitors and 13.7% were assumed to be staying visitors. Spend by day visitors was based on average spend of all day visitors to the city in (£36.47) uprated to 2025 prices (£39.00).

Average spend per attendee at the venue (£17.57) was deducted from the average daily spend, so that day visitors were assumed to spend an average of £21.43 in the city's wider economy, as a result of the Festival. International visitors were assumed to account for 20.9% of all staying visitors, based on the proportions set out in the Economic Impact of Tourism, Brighton & Hove (2023). International visitors were assumed to spend an average of 6.46 nights per visit (based on the same Economic Impact study) and to spend an average of £66.82 per night. This was based on average nightly spending by overseas visitors in the same study, uprated to 2025 prices and minus average spend at the venue. Domestic staying visitors were assumed to stay for an average of 2.64 nights and spend an average of £95.68 per night as a result of the festival, based on the same source and method. A multiplier of 1.32 was applied to the visitor spend. This was also based on the multiplier used in the Economic Impact of Tourism, Brighton & Hove (2023) report.

For employment, the total number of direct jobs was provided to *Marshall Regen Ltd* by the On the Beach team. These were all jobs, not FTE jobs. For the visitor spend jobs, it was assumed that it took £61,558 of spending to create one tourism job (again, based on evidence from the Economic Impact of Tourism, Brighton & Hove (2023) report and uprated to 2025 prices). The number of full-time equivalent jobs was based on £77,826 of spend per visitor, based on evidence from the same source.

### ***Comparison with the 2025 IAS Annual Anniversary Event***

The table overleaf compares the gross benefits of the 2025 On the Beach Brighton Festival with the gross benefits of the IAS 2025 Annual Anniversary Event to Sussex. As with the previous comparators, direct comparisons are not straightforward, due to different methodologies and assumptions that are applied to the studies. Economic metrics are shown in 2025 prices.

**Table 5: Comparison with the 2025 IAS Annual Anniversary Event**

	Duration	Annual Event	Attendees	International Visitors (%)	Economic Benefit	FTE Jobs	Benefit per attendee
On the Beach, Brighton	9.0 days	Yes	57,000	1%	£8,300,000	104	£146
IAS Annual Anniversary Event	3.0 days	Yes	7,000	47%	£11,303,000	149	£1,615

The On the Beach, Brighton Festival in Brighton & Hove took place on seven days over a nine day period during the peak tourism season. This compares with the three day IAS 2025 Annual Anniversary Event in East Grinstead. Both are annual events, so it is reasonable to suggest that the economic and employment benefits are sustainable.

The On the Beach, Brighton Festival attracted significantly more visitors (57,000) than the IAS 2025 Annual Anniversary Event. There were seven unique performances held on different days during the 2025 On the Beach Brighton Festival. The IAS 2025 Annual Anniversary Event attracted 7,000 visitors.

The proportion of international visitors attending the On the Beach Brighton Festival was not known from the sales data. However, the economic modelling that was applied assumed that 21% of the staying visitors were from overseas and that none of the day visitors were. Based on this calculation, only around 1% of all Festival attendees were international, compared with 47% of attendees at the IAS 2025 Annual Anniversary event.

The overall benefit of the 2025 On the Beach Brighton was £8.3 million. This is less than the impact of the IAS 2025 Annual Anniversary Event had on the Sussex economy (£11.3 million). The On the Beach Festival supported 104 FTE jobs in Sussex, whilst the IAS Annual Anniversary event supported 149 jobs in Sussex. When the total benefits are divided by the number of attendees, the 2025 On the Beach Brighton Festival delivered an average of £146 per visitor and the IAS 2025 Annual Anniversary Event delivered an average of £1,615 per visitor.

The differences between the two are mainly due to the different profiles of the visitors to the two events. Over a third of visitors to the On the Beach event were from Brighton & Hove and, based on the methodology that was applied, a high proportion of visitors from outside the city were day visitors. By contrast, a much smaller proportion of attendees at the IAS 2025 Annual Anniversary Event were local and a much higher proportion of visitors to East Grinstead were staying and international visitors.

#### **4.4 World Boxing Championships, Liverpool, 2025** **Report: Event Evaluation Report, Quantum Consultancy, 2025**

##### ***The Event***

The World Boxing Championships took place at the M&S Bank Arena in Liverpool over an 11-day period between 4-14 September 2025. The event was organised by World Boxing, with Liverpool City Council and other industry organisations working alongside the organisers on matters of

security, transport and promotion. It was the first tournament of its kind, with the 2026 Championships scheduled to be held in Foz do Iguacu, Brazil. The Championships involved 20 events with 10 weight classes, with events for both men and women.

### **Event Attendees**

According to the Event Evaluation report, the Championships attracted 540 boxers and 156 officials and boxing federation representatives from 68 different countries. The championship was attended by 7,694 people, but there is no detailed analysis of their demographic backgrounds.

### **Economic Impacts**

The Quantum Consultancy evaluation report suggests that the Championships generated £4.03 million of economic impact to Liverpool. However, there is no indication of whether this is gross or net or whether it relates to spending or Gross Value Added. There is no information about the components of these benefits, including how much of the benefit derived from direct ticket and associated sales, indirect and induced benefits and spend in the wider economy by people visiting the city, as a result of attending the Championships.

Based on the assumption of £4.03 million of benefit and 7,694 spectators attending the Championships, the total impact was £523 per attendee. If the overall economic benefit to Sussex of the IAS 2025 Annual Anniversary Event (£11.3 million) is divided by the number of attendees, the economic value to Sussex was £1,615 per attendee.

The 7,694 people spent a total of 17,040 nights during the event. This averages at 2.2 nights per visit. Based on this, the average benefit per night was £237.

### **Methodology**

There is no information about the methodologies that were used to calculate the economic impacts of the 2025 World Boxing Championships in Liverpool. Further investigations have been unable to locate a technical annex that sets out the methodologies and assumptions that were used.

### **Comparison with the 2025 IAS Annual Anniversary Event**

The table below compares the gross benefits of the Boxing World Championship in Liverpool with the gross benefits of the IAS 2025 Annual Anniversary Event to Sussex. As with the previous comparators, direct comparisons are not straightforward, due to different methodologies and assumptions that are applied to the studies. Economic metrics are shown in 2025 prices.

**Table 6: Comparison with the 2025 IAS Annual Anniversary Event**

	Duration	Annual Event	Attendees	International Visitors (%)	Economic Benefit	FTE Jobs	Benefit per attendee
World Boxing Championship	11.0 days	No	7,700	Not Known	£4,030,000	Not Known	£523
IAS Annual Anniversary Event	3.0 days	Yes	7,000	47%	£11,303,000	149	£1,615

The World Boxing Championships took place over 11 days in Liverpool, towards the end of the main tourist season. This compares with the three-day IAS 2025 Annual Anniversary Event that was held in East Grinstead. The World Boxing Championship is an annual event that is held in different locations throughout the world. For this reason, it needs to be considered as a 'one-off' event for Liverpool. The benefits are, therefore, assumed to be temporary, although there may be other legacy benefits to the city. This is in contrast to the IAS Annual Anniversary Event, which takes place every year. On this basis, the benefits can be considered to be sustainable.

The number of people attending the World Boxing Championship (7,700) was slightly larger than the number of people who attended the IAS 2025 Annual Anniversary Event (7,000). The economic impact study of the World Boxing Championships does not provide details of the number or proportion of attendees who were domestic and international, so no comparison on this measure can be made with the IAS 2025 Annual Anniversary Event in East Grinstead. The same is the case for the number of jobs that the event supported.

When the overall economic benefits are divided by the number of event attendees, the benefit per attendee of the World Boxing Championship was £523. This compares with £1,615 worth of benefit to Sussex per attendee at the IAS 2025 Annual Anniversary event. It is possible that the main difference is due to the different profiles of attendees at the two events, but in the absence of more detailed data about the World Boxing Championship, this is a speculative assumption.

#### **4.5 The Open Golf Championship, Sandwich, Kent (2011 & 2021)**

**Report: There is no economic impact report for the 2021 event in the public domain. However, there are summaries of high level impacts in various documents. The full impact report for the 2011 event was produced by the Sports Industry Research Centre in October 2011. This is in the public domain**

##### ***The Event***

The Royal Open Golf Championships (or "The Open") is an annual event in the UK that takes place at different locations around the country each year. The 149<sup>th</sup> event took place at the Royal St. George's Golf Course, near Sandwich, in Kent. The previous time it was held in Sandwich was in 2011, for which a full economic impact assessment was undertaken, with the report being in the public domain.

The event took place between 15<sup>th</sup> to 18<sup>th</sup> July 2021 (Thursday to Saturday). It is organised by the R&A, the global governing body for golf outside the United States and Mexico. Over 150 of the world's leading golfers participated in the championships. The number of staff that supported the golfers was not stated, but is thought to be in the thousands. The economic impact of the 2011 event (ten years earlier) found that 8,600 staff supported the event. This included the golfers and their entourages, event and media staff.

### *Event Attendees*

Information that is in the public domain suggests that 160,000 spectators attended the 2021 event during the course of the week. There is no publicly available data on how many of these were international visitors. However, given that the Championship took place during the Covid-19 pandemic, the number of international visitors is thought to have been modest.

The 2011 “Open” attracted 180,000 spectators, 13.3% of whom were local (from East Kent), and 25.6% of whom were from Kent. But there also is no information in this report on the number or proportion of spectators who were from overseas.

### *Economic Impacts*

Media reports suggest that the total economic impact of the 2021 “Open” to Kent was £113.4 million. This included £19.4 million of “direct” impact and £94 million of advertising value. No assessment on number of jobs that this created is in the public domain.

The 2011 event found that the total economic impact on the Kent economy was £24.14 million. This included spending £13.42 million by visitors, £6.36 million by staff and organisers and £4.35 million of indirect and induced benefits. If these metrics are uprated to 2025 prices, the total benefit to Kent was £35.23 million, including £19.59 million of spectator spend benefit, £9.28 million of spend by staff and organisers, and £6.35 million of indirect and induced benefit.

People who attended the Open in 2011 spent an average of 3.71 nights and spent an average of £52.96 per night on accommodation and a further £63.13 per night on other items. Based on this, the average spend per night was £116.09 and average spend per visit was £430.69. If these are uprated to 2025 prices, average spend per night was £166.86 and average spend per visit was £619.05.

If the total economic value of the 2021 and 2011 events are divided by the number of spectators, the benefit to Kent per spectator was £146 in 2021 and £196 in 2011 in 2025 prices.

No information was provided about the number of full-time equivalent jobs that either Open event created.

### *Methodology*

There is no economic impact report in the public domain that sets out the method used to calculate the economic benefits of the 2021 Open event to Kent. The vast majority of the headline benefits (£94 million) is based on advertising value. Direct transactional value was £19.4 million, uprated to £23.42 million in 2025 prices.

The 2011 study was based on a survey of 1,088 spectators and admissions data from the event organisers. This covered the number of days/nights that spectators stayed in the local area, the location of their normal residence, the main driver of the visit to the local area and expenditure on different items. Spending by staff and organisers was based on data collected at the Open in the

2010 year in St Andrews. The study applied a 1.22 multiplier to all benefits, based on evidence from the Economic Impact of Tourism – Kent (2011).

### **Comparison with the 2025 IAS Annual Anniversary Event**

The table below compares the gross benefits of the Open Golf Championship to Kent in 2011 and 2021 with the gross benefits of the IAS 2025 Annual Anniversary Event to Sussex. As with the previous comparators, direct comparisons are not straightforward, due to different methodologies and assumptions that are applied to the studies. Economic metrics are shown in 2025 prices.

**Table 7: Comparison with the 2025 IAS Annual Anniversary Event**

	Duration	Annual Event	Attendees	International Visitors (%)	Economic Benefit	FTE Jobs	Benefit per attendee
2021 Open Golf Championship	4.0 days	No	160,000	Unknown	£23,420,000	Not Known	£146
2011 Open Golf Championship	4.0 days	No	180,000	Unknown	£35,230,000	Not Known	£196
IAS Annual Anniversary Event	3.0 days	Yes	7,000	47%	£11,303,000	149	£1,615

The ‘Open’ is a four day event, whereas the IAS Annual Anniversary Event is a three-day event. Although the ‘Open’ is held every year, it is hosted by different golf clubs throughout the year. It is not an annual event to Sandwich, but it is held there intermittently. The economic and employment benefits of the ‘Open’ are, therefore, considered to be temporary, whilst the benefits of the IAS Annual Anniversary Event are considered to be sustainable, assuming it continues to be held every year.

There were 180,000 spectators at the 2011 Open Golf Championship and 160,000 people attended the event in 2021. The 2021 event took place during the Covid-19 pandemic. This limited the number of spectators, particularly visitors from overseas, although the specific number of international visitors is not in the public domain for either of the Open events.

The direct economic benefit of the 2021 Open was £23.4 million in 2025 prices. Press reports define this as the ‘direct’ economic impacts, but it is not clear what is and what is not included in this definition. Advertising value was calculated at £94.0 million in 2021 prices. This has been excluded from this comparison, as this was calculated for the IAS Annual Anniversary Event assessment. The overall value of the 2011 event at 2025 prices was £35.2 million. This includes spending by visitors, organisers and staff, with a multiplier applied.

This compares with a £11.3 gross benefit to Sussex of the IAS 2025 Annual Anniversary Event. When the overall economic benefits are divided by the number of attendees, the 2021 Open event delivered £146 of economic benefit per attendee to the Kent economy, the 2011 Open event delivered £196 of economic benefit per attendee to the Kent economy, and the IAS 2025 Annual Anniversary Event delivered £1,615 of economic benefit to the Sussex economy.

The differences may be due to the high number and proportion of staying visitors to Sussex (particularly international visitors), compared with the golf Open events - over a quarter of people who attended the 2011 Open event were Kent residents, for example.

## 5. Summary and Conclusions

This report has aimed to provide a comparison between the economic and employment benefits of the IAS 2025 Annual Anniversary Event in East Grinstead with a range of similar events in the UK.

There were a number of challenges in identifying similar events.

### 1) No events are the same

The IAS Annual Anniversary Event is quite different from most other events:

- It attracts a much higher proportion (47%) of international visitors than most other events. This is likely to lead to much higher spending per visitor than events that cater more for domestic and local audiences. International visitors, in particular, used their attendance at the 2025 IAS Annual Anniversary Event as an opportunity to extend their stays and to visit other parts of the UK;
- It is held outside the peak tourism season. This means that there is limited displacement compared with events that are held when there are expected to be significant numbers of visitors to places anyway;
- It is held in a small location that is not known as a strong visitor destination. This means that there is limited displaced expenditure by local residents – a high proportion of the spending in the local economy is by visitors from outside it, rather than from local residents. Furthermore, the IAS Annual Anniversary Event is **THE** reason why attendees visit East Grinstead at that time. In larger cities, events can be a driver, but some people may also attend them because they are visiting those cities for other reasons;
- It is an annual event. Some of the events that have been considered are annual events, but they not hosted by the same locations each year. Where events take place annually, it is reasonable to assume that the benefits are sustainable. Where they are 'one-off' events to the locations that host them, benefits need to be considered as temporary, although in some cases there are legacy benefits.

### 2) Methodological issues

Whilst the broad approach to assessing impacts is broadly similar across events, data collection methods and other assumptions can be quite different. This includes the spatial area to where the benefits are deemed to accrue; whether monetary values are based on primary or secondary sources; and approaches to double-counting and additionality, including the application of multipliers, for example. Furthermore, the economic impact of events that took place in previous

years cannot be directly compared without uprating the values to 2025 prices, which this assessment has sought to do.

This assessment has sought to describe the methodologies that have been used for each of the events. However, the findings need to be interpreted with due caution, because of the different approaches and assumptions that have been made to inform the impacts of each event.

### 3) Data availability

Although thousands of events are held in the UK every year, very few of them have been assessed for their economic and employment contributions and when analysis has been undertaken, full reports are often not in the public domain. Media reports are not a credible source of information for the purposes of such comparisons because they lack sufficient detail as to how the benefits have been calculated.

These factors have created challenges in identifying suitable comparisons for the IAS 2025 Annual Anniversary Event to be benchmarked against. Notwithstanding the caveats set out above, the table below provides a summary of the key metrics for each of the comparator events, against which the IAS can be benchmarked. As most of the studies are concerned with local or regional benefits (as opposed to national benefits), the benefits to Sussex have been applied to the IAS 2025 Annual Anniversary Event.

**Table 8: All Events Comparison with the 2025 IAS Annual Anniversary Event**

	Duration	Annual Event	Attendees	International Visitors (%)	Economic Benefit	FTE Jobs	Benefit per attendee
<b>IAS Annual Anniversary Event</b>	<b>3.0 days</b>	<b>Yes</b>	<b>7,000</b>	<b>47%</b>	<b>£11,303,000</b>	<b>149</b>	<b>£1,615</b>
The Boat Race	0.5 days	Yes	250,000	Not known	£11,300,000	Not Known	£45
Eurovision Song Contest	9.0 days	No	306,000	10%	£88,300,000	717	£289
On the Beach, Brighton	7.0 days	Yes	57,000	1%	£8,300,000	104	£146
World Boxing Championship	11.0 days	No	7,700	Not Known	£4,030,000	Not Known	£523
2021 Open Golf Championship	4.0 days	No	160,000	Unknown	£23,420,000	Not Known	£146
2011 Open Golf Championship	4.0 days	No	180,000	Unknown	£35,230,000	Not Known	£196

The IAS 2025 Annual Anniversary Event is towards the lower end of the comparator events in terms of duration (3.0 days), attendees (7,000) and economic benefit (£11.3 million). However, it is one of only three annual events that are held in the same location, so the benefits can be considered to be sustainable. Few of the other studies had good information about the international reach of events and this is a crucial issue for the IAS Annual Anniversary Event. It is an unusually international event, which is likely to be what accounts for the high value of the economic benefit per attendee (£1,615) at the IAS Annual Anniversary Event, compared with other events in the study.

Data on job creation was only available from two of the other case studies – the Eurovision Song Contest (717 jobs) and the On the Beach, Brighton Festival (104) jobs.

This study has also sought to compare spending by attendees at the IAS 2025 Annual Anniversary Event with spending by visitors across all UK events. This is one component of the wider economic impacts, which also include spending by event organisers, direct spending at events and indirect and induced benefits that derive from visitor and organiser spend.

Average visitor spend per trip and per night is, nevertheless, a helpful way of assessing the impact of the IAS 2025 Annual Anniversary Event, compared with national averages. The table below shows the difference between spending by visitors to the IAS 2025 Annual Anniversary Event and the UK average by visit and by night and by UK and overseas visitors

**Table 9: Difference Between IAS 2025 Annual Anniversary Event and UK Events Average**

	IAS Event Spend per Trip	IAS Event Spend per Night	IAS Event Average Nights
All Visitors	+£805	+£149	+0.89
UK Visitors	+£364	+£77	+0.86
Overseas Visitors	+£954	+£160	-0.02

Overall attendees at the IAS 2025 Annual Anniversary Event spent longer and spent more on their trips than average for all delegates to UK events. This was particularly the case for overseas visitors, who accounted for nearly half (47%) of all the event attendees. They spent, on average, +£954 more per trip than the average for Overseas delegates to all UK events.

The IAS 2025 Annual Anniversary Event, on average, attracted high spending international visitors. These are a core market for Destination Management Organisations (DMOs) throughout the country and to be able to attract such visitors outside the peak tourism season, is a significant benefit that the IAS Annual Anniversary Event brings to the local and sub-national economies.

The research conducted by the CoS, summarised in Annex A, states that across the past decade, even well-managed international events have encountered disruptions including violence, assault, theft, medical emergencies, eligibility controversies, doping enforcement actions, environmental health concerns, or operational safety interventions.

By comparison, the IAS Anniversary Event 2025 had a zero-incident record across all monitored categories. No medical, behavioural, criminal, environmental or safeguarding issues arose before, during, or after the event.

## INCIDENTS REPORTED AT THE COMPARATOR EVENTS

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### INTRODUCTION

In January 2026, the Church of Scientology commissioned an independent report into the Economic and Employment Benefits of Short Events in Sussex and Beyond in January 2026. The rationale for the commission was to compare the economic and employment benefits of similar-sized events in the UK to those delivered at the International Association of Scientologists (IAS) Annual Anniversary Event held in East Grinstead in October 2025.

This Annex paper should be read alongside:

- The Economic & Employment Impacts of the International Association of Scientologists (IAS) 2025 Annual Anniversary Event – *Marshall Regen Ltd* January 2026; and
- Economic and Employment Benefits of Short Events in Sussex and Beyond – *Marshall Regen Ltd*, February 2026.

Using publicly available data and information, this paper sets out research, conducted by the Church of Scientology team at Saint Hill, on the incidents reported at the six UK events identified in the comparator study against those that were reported at the 2025 IAS Annual Anniversary Event.

### THE UNIVERSITY BOAT RACE

Open-source reporting shows that the University Boat Race incidents / issues over the past 10-year period relate to race safety, eligibility disputes, environmental health concerns, or sporting collisions, rather than policing matters typical of stadium events. The events attract nearly 200,000 spectators along the Thames.

### INCIDENTS

The 2025 Women's Boat Race was stopped shortly after the start when Oxford's boat moved into Cambridge's line, causing oars to clash and a rower to be knocked from her seat.

The umpire issued a rare restart—the first such restart since the 2012 disruption—before Cambridge ultimately won.

In 2024-2025 testing found that **nearly 30% of water samples exceeded safe E. coli limits**, prompting warnings to competitors and discouraging contact with the river.

Three Cambridge rowers were ruled ineligible because a Post Graduate Certificate in Education (PGCE) teaching qualification was determined to not meet entry criteria, causing a major pre-race dispute.

Although slightly older (2012), this incident remains the **benchmark case used in risk planning for the modern race** and is still referenced in later reporting.

In 2012 a swimmer deliberately entered the Thames during the race, forcing officials to halt competition to avoid collision. The individual was arrested on suspicion of a public-order offence. After the restart, a clash of boats damaged an Oxford oar. An Oxford crew member collapsed at the finish and was taken to hospital. The perpetrator was later jailed for public nuisance, and security was increased for subsequent races.

## ON THE BEACH EVENT, BRIGHTON

### INCIDENTS

A **22-year-old man from Brighton** was **assaulted and robbed** by three men in front of a large crowd. Witnesses reported that two of the assailants actively **prevented bystanders from intervening**.

Per a Police report, the man sustained **facial injuries and a suspected concussion** and was taken to the **Royal Sussex County Hospital** for medical assessment.

## EUROVISION 2023 (OPERATION LIGHTYEAR INCIDENT REPORT)

During **Eurovision 2023 in Liverpool**, Merseyside Police conducted one of its largest policing operations, codenamed **Operation Lightyear**, spanning from **5th to 13th May 2023**. The event included multiple large-scale public gatherings such as the official opening ceremony, two semi-finals, and the grand finale at the M&S Bank Arena, along with supporting venues like the EuroVillage, EuroClub, and EuroCamp across the city.

### INCIDENTS

Crime increased with 40 more offences than the same period the year before. These included drug-related offences (28 cases), public order offences (7), theft (6 total), sexual offences (3), and violence without injury (2). There were 10 arrests made, including for drugs, robbery, and public order offences.

## THE OPEN GOLF CHAMPIONSHIP (INCIDENT REPORT)

Based on the available information in the provided document, there were **no publicly reported incidents** at **The Open Golf Championship** that caused injury, disruption, or property damage.

### INCIDENTS

There was a reported threat against one of the leading players. Additional police support was engaged, both uniformed and plain-cloths as well as heightened security screening employed. No incident physically occurred beyond the threat.

## WORLD BOXING CHAMPIONSHIPS (INCIDENT REPORT)

In the past ~10 years (2016–2025), incidents linked to the World Boxing Championships have shown little in the way of spectator crime (assault, theft, disorder) but much more about anti-doping enforcement, integrity, governance and eligibility disputes.

Unlike many mega-events, open-source reporting shows few conventional public-safety incidents; the dominant issues have been sport-integrity and regulatory controversies affecting athlete participation and officiating credibility.

### INCIDENTS

Some of the Anti-Doping cases that affected championship participation including athlete withdrawals / suspensions connected to world championships:

1. Norwegian boxer Hadi Srouf was removed from the 2019 World Championships after testing positive for synthetic EPO; anti-doping authorities recommended a four-year ban, later imposed.
2. Mongolian boxer Baatarsükhii Chinzorig tested positive in 2023 for a prohibited steroid metabolite under WADA rules.
3. Uzbek heavyweight Lazizbek Mullojonov, a 2023 World Championships medallist, was provisionally suspended in 2025 after testing positive for methasterone.

## COMPARISONS WITH THE 2025 IAS ANNUAL ANNIVERSARY EVENT

The preceding report provides a comparison between the IAS Anniversary Event 2025 and other events within the UK of a similar duration.

In contrast to other entertainment and sporting events of a similar duration, the IAS Anniversary Event 2025 recorded no medical incidents, no safeguarding concerns, no theft or property loss, no assault or antisocial behaviour, no disputes or interpersonal conflict, no requirement for security intervention, no complaints or behavioural escalations. The only incident was a small handful of protesters who were largely contained to a pre-assigned area and created no incident of any consequence.

The IAS event operated within a fully controlled and stable environment. Significantly, the absence of incidents was not merely the absence of serious crime; there were no minor disturbances, no verbal disagreements, and no low-level safeguarding concerns. This represents a comprehensive zero-incident outcome across behavioural, medical, operational, and reputational domains.

## CONCLUSION

Across the past decade, even well-managed international events have encountered disruptions including violence, assault, theft, medical emergencies, eligibility controversies, doping enforcement actions, environmental health concerns, or operational safety interventions.

By comparison, the IAS Anniversary Event 2025 had a zero-incident record across all monitored categories. No medical, behavioural, criminal, environmental or safeguarding issues arose before, during, or after the event.

From a governance and risk-management perspective, this outcome represents exemplary event execution and demonstrates robust safeguarding culture, effective operational planning, and positive participant conduct.