

- The benefits of hosting the commonwealth games in Birmingham 2022 justified the money invested to deliver the event
- Using a SWOT analysis discuss if the city of Swansea could be a suitable host venue for major sports events. Based on your findings identify a suitable sports event that Swansea could feasibly host and clarify the events concept and objectives
- Both parts should be underpinned with appropriate references

In this essay, I am going to be underpinning and discussing the controversy surrounding the commonwealth making a for and against argument. Even though the commonwealth games are a proven popular event shown globally to hold, did the 2022 Birmingham commonwealth games really show just how successful the event was?

According to the United kingdom's government summary to the Birmingham 2022 commonwealth games suggests that “the significant core public investment in the Games of £778 million has accelerated investment and regeneration in Birmingham.” This shows that the overall spending of £778 million was invested into making this event happen. This figure is good as statistics show that cost a total of £8.77 billion back in 2012. However, does the total of funding provided by the government positively correlate with the amount of profit made from this event? According to the Guardian the Birmingham Commonwealth Games generated a net profit of £100m – a “narrow economic margin” considering it cost £778m to pull off. This shows that the profit made from this major event in Birmingham did not generate an amazing amount of profit but generated enough to keep the event more than running. If this was compared with the London 2012 Olympics you can see that the amount invested into this global event was £8.77 billion which was three times the amount that was meant to be spent on this event made over statistically proven £2.3 billion just in profit, I'm sure any spectator can see why so much was invested into such a successful event.

Other negatives that may surround this event are minor but could play a big difference of exposure for the country, minor outcomes such as the area is not best suited to host the event to people potentially travelling thousands of miles to watch a global event in a bad area flustered with high crime rates, statistics shows that The crime rate reported by the West Midlands Police Force in 2022/23 was 125.9 crimes per 1,000 people compared with 123 in the previous reporting year. These statistics are quite up to date as this report was filed in May 2023.

On a positive, the event showed that the event was successful in holding a new record for viewers globally, statistics shows that “A record 1.5 million spectators bought tickets for the event, making it the most popular Commonwealth Games ever to be hosted in the UK. More than 5 million people (about twice the population of Mississippi) came to Birmingham city center during the two-week period of the Games - a 200% increase on the same period in 2021.” Obviously, the more viewers the event gets the better, but does this positively really apply for the general exposure of the event considering how poor the profit margin was for the entirety of the event.

This event clearly shows that comparing this to the Olympics in terms of exposure was not really. I do take understanding that the commonwealth games are statistically proven to be not on the same scale as the Olympics but however in terms of financial, future development and exposure the outcome of the event was not particularly up to standard even though the commonwealth games 2022 in Birmingham over budgeted for the event. Justifying the event in terms of financial support from the government in conclusion I don't think the commonwealth games had much of an outcome considering the general amount of funding invested into this global event

In recent times due to the profit margin that Birmingham has undergone Australia has decided to reject the holding of the 2026 Commonwealth Games. What may the future projection of the Commonwealth Games hold?

Part B

In the next part of my essay, I will be discussing whether the city of Swansea is suitable to be able to gain the opportunity to host a major sports event. I will also be exploring the different kinds of facilities required for this major event, whilst investigating the area in relation to a major uplift in tourist attraction

Strengths

As citizens in the United Kingdom know that South Wales has some of the most unique beaches in the whole of the country but not only the coast has its benefits, but Swansea also has access to a stadium for organized events in the Swansea.com Stadium (Built on the site of the former Morfa Athletics Stadium and playing fields, the 21,000 seat stadium has become one of the foremost sporting venues in the country.) and other tourist attractions such as suitable mountains for hiking and mountain biking.

Hosting a potential major event

If I was to compare Swansea to Birmingham the difference is huge in respect to what Swansea has to offer compared to Birmingham. If the same amount of funding that was invested into the Commonwealth Games that was invested into Birmingham compared to Swansea, I believe that the event could potentially produce more significant profit purely because Swansea is located to more tourist attractions such as the coast but not only that Swansea could develop more facilities to be used for the general event. The reason being that Swansea has plenty of room for improvement, quite literally. You look at the vast areas of Swansea there is so much to build around in terms of major facilities

Weaknesses

There are many strengths of holding an organized major, but there are many weaknesses I could focus on. The first weakness I can identify would be the accessibility to numerous sports due to not being able to host a venue currently, a sport such as athletics could be a potential weakness as the facility does not have a large enough seating area at the Swansea University running track which has a total capacity of 1000 people

Another weakness I could underpin would be that the population of Swansea is quite low which stating that "The latest official estimate of the population of the City and County of Swansea is 241,300 (mid-year estimate 2022, Office for National Statistics)."

opportunities

Benefits of future facilities for the economy

There are plenty of benefits in investing in supplying such facilities into the area of Swansea as more participants are more likely to be influenced into playing sport to participate in. Statistics shows that in the year since rowing secured GB's first medal of the Games, some 11,500 people have signed up for their first ever British Rowing membership. This incredible participant spike was recorded after the 2012 Olympics for rowing. Swansea can offer the same positive outcomes for watersports as Swansea has plenty of opportunities for watersports in terms of providing the beaches rivers and lakes for participants not to mention Swansea has a national pool

Threats

There are many threats to designing such project in organising an event in Swansea such threats include the competition of Swansea nearest city and is the capital city of Wales and that is Cardiff, facilities that the city has may contribute to choosing where an event would like to be held. Facilities such as the Principality stadium which has a capacity of over 70,000 may contribute to hosting such large event in the stadium but not only that the city could offer an extreme interest into other sports such as Golf which Cardiff previously hosted the Ryder cup back in 2010 attracting big stars in the golfing industry such as Tiger Woods. Other events that Cardiff may have had exposure to be the famous 2017 champions league final where a Cristiano Ronaldo masterclass was displayed for viewers over the world was brought together statistics shows that “More than 3 million viewers watched the 2017 UEFA Champions League final on FOX and FOX Sports combined, according to Show buzz Daily”

Financially, depending on the scale of the event whether that may be something as big as the Olympics or something as small as a Surfing Welsh championship, Swansea could ultimately fund these sorts of events through the government or private businesses deciding to hold these events.

References

<https://www.gov.uk/government/publications/birmingham-2022-commonwealth-games-the-highlights/birmingham-2022-commonwealth-games-the-highlights>

<https://www.london.gov.uk/who-we-are/what-london-assembly-does/london-assembly-press-releases/olympic-legacy-worth-cost>

<https://www.theguardian.com/uk-news/2023/jul/27/birmingham-could-pull-it-off-city-considers-hosting-commonwealth-games-again#:~:text=Lyons%20said%20research%20suggested%20the,%C2%A3778m%20to%20pull%20off.#>

<https://www.statista.com/statistics/1404335/birmingham-crime-rate/#:~:text=Crime%20rate%20in%20Birmingham%202015%2D2023&text=The%20crime%20rate%20reported%20by,in%20the%20previous%20reporting%20year.>

<https://www.birmingham2022.com/news/2775571/birmingham-2022-gives-nation-a-cause-for-celebration#:~:text=A%20record%201.5%20million%20spectators,the%20same%20period%20in%202021.>

<https://www.swansea.com/club/swansea.com-stadium#:~:text=Built%20on%20the%20site%20of,sporting%20venues%20in%20the%20country.>

<https://www.britishrowing.org/2013/08/london-2012-one-year-on/>

<https://www.swansea.gov.uk/population?lang=en>

<https://worldsoccertalk.com/news/real-madrid-juventus-champions-league-final-totalled-3-million-viewers-fox-fox-deportes-20170606-CMS-214080.html>