

Economic and Environmental Wellbeing Scrutiny and Policy Development Committee

Hosting the World Snooker Championships in Sheffield - 2018 - 2027

“More than a Game”

30 November 2017

Sheffield City Council

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City Council



More than a Game..... (Drivers)

The rationale behind securing a long term contract to host the World Snooker Championships in Sheffield include:

- Heritage
- Profile
- Local Economy
- World Wide Opportunity
- China



More than a Game..... (Heritage)



Sheffield (and the Crucible) is the home of World Snooker, as Wimbledon is to Tennis, Aintree is to the Grand National and Wembley is to the FA Cup Final.

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More than a Game..... (Profile)

Sheffield has no other asset or association that has such “brand value” (*No Beatles like Liverpool, No Big Ben like London, No Manchester United...*)



More than a Game..... (Profile)

- From a BBC Sports perspective, this event is second only to Wimbledon in its media coverage for an annual sports event.
- BBC coverage each year is over 100 hours, with the Final attracting 4million viewers.
- The event is broadcast in 80+ countries via 23 broadcasters to a global audience of 330million, with 13,500 hours global TV coverage.
- The annual media value is £3.2million.

More than a Game.....(Local Economy)

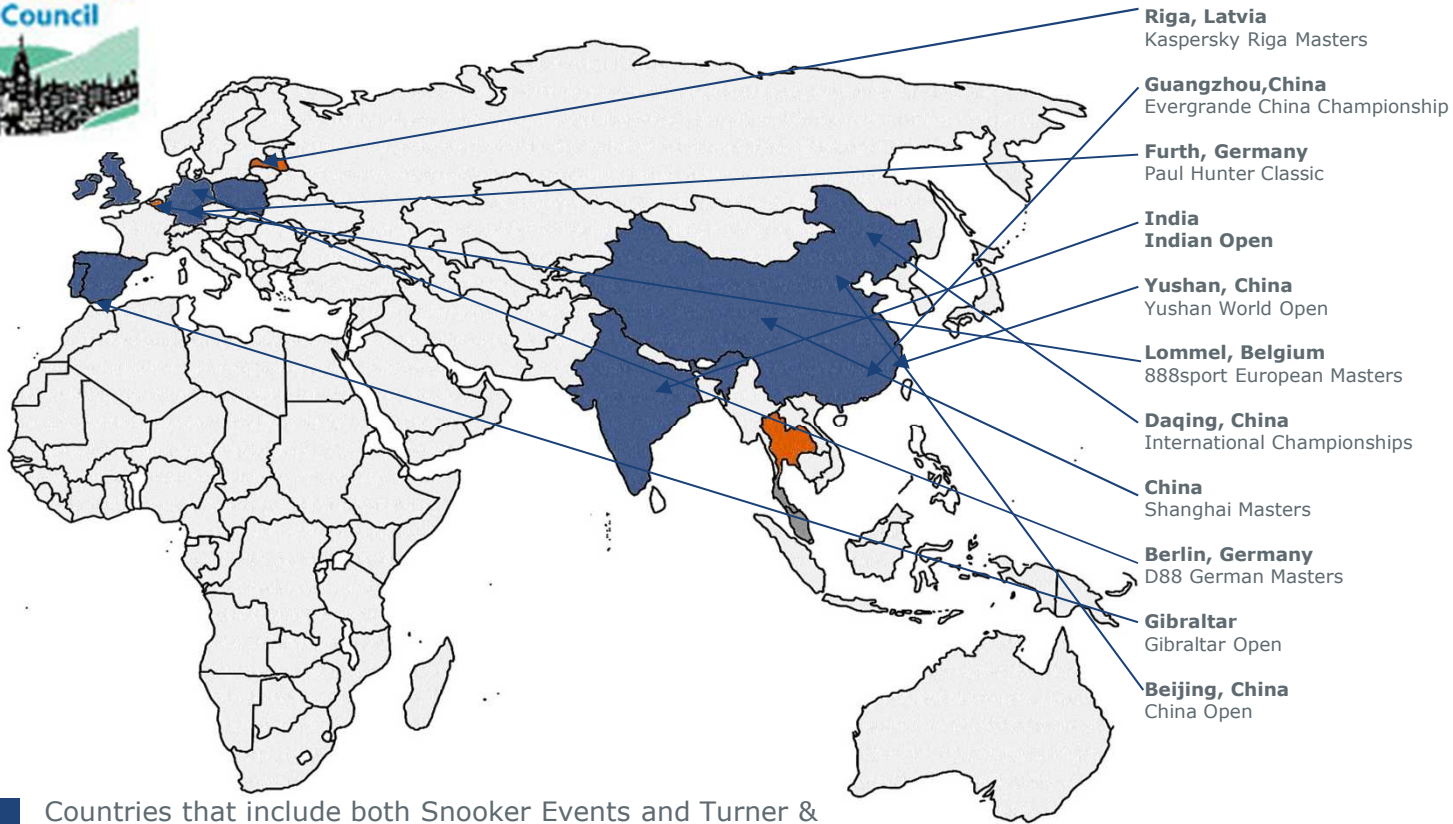
- 43,000 tickets sold with over 80% to people outside of Sheffield;
- Economic impact £2.6million (has increased year on year)
- Since 1977 the overall economic benefits has been around £70million (at todays rate nearer £100 million) with over 1.3 million visitors to the City.



World Snooker Map – Ranking Events



Events – 2017/2018

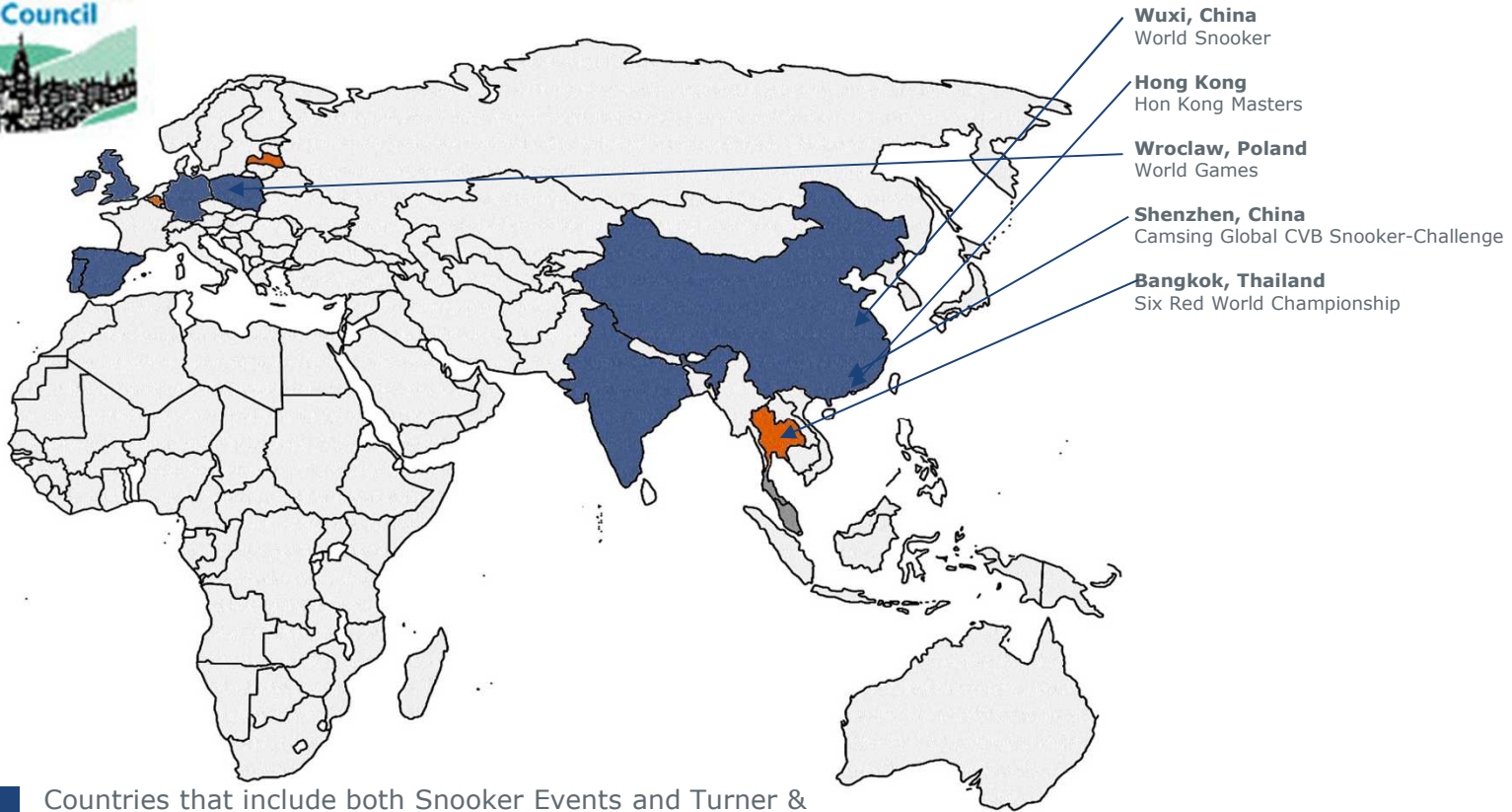


- Countries that include both Snooker Events and Turner & Townsend offices
- Countries that only include Snooker Events

World Snooker Map – Invitational Events



Events – 2017/2018



- Countries that include both Snooker Events and Turner & Townsend offices
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More than a Game..... (China)

- Snooker is one of the fastest growing sports in China (Over 60 million people watched Ding Jun Hui and Marco Fu play in the 2016 Semi-final on live TV);
- Chinese economic growth has over the last 20 years been unprecedented and China will become the world's largest economy by 2020.

More than a Game..... (China)

- China's influence and potential can only grow. To put China in context as a market, it's population is equivalent to that of North America, South America, Australia, NZ and all Western Europe combined – and is growing.



More than a Game..... (China)

- Educational partnerships with Chengdu have been established which has led to a commitment to build a “Sheffield School” in Chengdu – the first English-style school built within the Chinese state system – with design contract secured by Sheffield based firm. This relationship will enrich and support the development of the cities young people.
- Our Universities are well established, active and respected in China –For example in September 2016, UoS signed an agreement with a subsidiary of the China Aerospace Science and Technology Organisation (China’s NASA) to launch a joint research institute and are currently working on developing the China’s Tiangong 3 Space Station which is scheduled to launch in 2020.

Sheffield Cue Ball

- Annual Dinner held on the eve of the World Snooker Championship
- Now in its 15th Year – raised over £350,000 for local charities and good causes, including
 - *Cavendish Cancer Care*
 - *Weston Park Cancer Charity*
 - *Women of Steel*
 - *Children's Hospital Charity*
 - *Neuro Care Charity*
 - *St. Lukes*
 - *Help a Hallam Child*

