

**GSI Event Study**

# **London 2017 World Taekwondo Grand-Prix & World Para-Taekwondo Championships**

**London, United Kingdom**

**19 – 22 October 2017**

GSI Event Study

# London 2017 World Taekwondo Grand-Prix & World Para-Taekwondo Championships

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## *Authors*

Beth McGuire  
Tim Rollason

## *Research and editorial support*

Edward Frain  
Matt Finch  
Andrew Horsewood  
Krzysztof Kropielnicki  
Mike Laflin

## *Market research*

Sportcal, Sportcal India, Sheffield  
Hallam University, UK Sport



*GSI Event Study / London 2017 World Taekwondo Grand-Prix  
& World Para-Taekwondo Championships*

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## Executive Summary

## Executive Summary

# London 2017 World Taekwondo Grand-Prix & World Para-Taekwondo Championships

Date	City, Nation
19 October – 22 October 2017	London, United Kingdom
Venue	Organiser
Copper Box Arena	Taekwondo Events Limited
Owner	
World Taekwondo	

London, the capital city of the United Kingdom, hosted the third leg of the World Taekwondo Grand-Prix Series and the 7<sup>th</sup> edition of the Para-Taekwondo World Championships over four days in October 2017.

It was the fifth time that a Grand-Prix Series event was hosted in the UK and the first time that the country and city had hosted a Para-Taekwondo Championships.

Both events were held in the Copper Box Arena, one of the London 2012 Olympic Games Venues.

The total attendance across both events was 3,128. This comprised of a ticketed attendance of 1,844 and an accredited attendance of 1,284. The ticketed attendance for the Para-Taekwondo World Championships was 228, while the number of ticketed admissions for the Grand-Prix was 1,616. It was calculated that the Grand-Prix and Para-Taekwondo Championships together generated \$1.18 million of economic impact.

Coverage of the events was broadcast on television in 73 nations across five continents, although this was predominantly for the Grand-Prix event. A total of 65 members of accredited media covered the two events.

Across social media, Instagram was the most-used platform. During the four-day event period, all accounts measured on Instagram combined to average 28,165 likes and 263 new followers per day.

There were nine official partners of both events, including four official sponsors, two suppliers and three institutional partners.

A combined 417 athlete participated across both events, of which 185 competed in the Grand-Prix event, and 232 competed in the Para-Taekwondo event. There were 388 team officials (359 unique) and 55 technical officials present across both events.

The delivery of both events was supported by 144 volunteers.

## Key Statistics

**ECONOMIC**

Attendance	3,128
Ticketed	1,844
Accredited	1,284
Direct economic impact	\$1.18m

**TOURISM****Origin of spectators**

London	50%
United Kingdom	41%
International	9%

**MEDIA**

TV broadcasters	7
TV nations	73
TV continental reach	5
Accredited media	65

**SOCIAL MEDIA**

Posts	297
Likes / Favourites	131,344
Comments / Shares	323 / 1,353
New followers	2,423

**SPONSORSHIP**

Sponsors	4
Suppliers	2
Institutional partners	3

**SPORTING**

Athletes	417
Male	270
Female	147
Team officials	388
Technical officials	55
Competing nations	77

**SOCIAL**

Volunteers	144
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## Executive Summary

# London 2017 World Taekwondo Grand-Prix & World Para-Taekwondo Championships

## STAKEHOLDERS

The key stakeholders for the London 2017 World Taekwondo Grand-Prix & World Para-Taekwondo Championships were:

- **Governing body:** World Taekwondo (WT)
- **Host organisation:** GB Taekwondo
- **Event organiser:** Taekwondo Events Limited
- **National Governing body:** British Taekwondo
- **Government organisation:** UK Sport, Mayor of London (GLA)

## ORGANISATION

- GB Taekwondo was the host organisation for both events, which form part of its events programme that enables it to prepare and manage British athletes at major continental and international events
- GB Taekwondo's main objective for hosting the event included utilising the home advantage to the benefit of its athletes' performance
- Taekwondo Events Limited was the organiser of the two events as part of its responsibility of overseeing the operations and finances of UK-held taekwondo events
- British Taekwondo's main contribution to the event, as the national governing body for the sport, was to facilitate community engagement plans to increase participation both in taekwondo and physical activity in general
- Additional funding for the events was secured separately from each of UK Sport and the Mayor of London, with objectives of the financial support to include increasing citizens' exposure to world-class sport and inspiring greater participation in sport

## World Taekwondo key objectives

- Develop closer working relationships with host cities and nations
- Build a good relationship with the cities of London and Manchester, UK Sport and GB
- Develop a strong awareness of the event amongst UK media outlets
- Create awareness of the events in 2018 and 2019
- Ensure there is a knowledge transfer between WT and host cities
- Increase social engagement and responsibility
- Increase the frequency of para-taekwondo events
- To make it the biggest para-taekwondo event ever
- To make para-taekwondo more inclusive and accessible

## GB Taekwondo key objectives

- Recapture the spirit of London 2012
- Host taekwondo events in two locations: London and Manchester
- Utilise home advantage to perform at a higher standard
- Win as many medals as possible and get more ranking points in the run up to 2020 Olympics
- Increase GB Taekwondo's standing on the world stage.
- Increase the legacy of sport in the UK
- Create the building process for events, which can be improved each subsequent year
- Gain ticket and commercial revenue

*Executive Summary*

# London 2017 World Taekwondo Grand-Prix & World Para-Taekwondo Championships

**ECONOMIC**

- The total attendance at the two events was 3,097
- There were 1,844 ticketed admissions and 1,253 accredited admissions
- Of the 1,844 spectator attendance, the attendance of those who paid for tickets was 1,258, while there were 586 complimentary tickets
- By day, the highest number of tickets were sold on Saturday 21 October
- The direct economic impact of the event was \$1.18m

*Economic - Detail*

Venues	1
Attendance	3,097
Ticketed	1,844
Accredited	1,253
Direct economic impact	\$1.18m

**TOURISM**

- 50 per cent of spectators were from London
- 71 per cent of attendees strongly agreed that their visit had enhanced their image of London as a visitor destination
- There was a total tourism spend of \$1.11m in Greater London
- On average non-local spectators spend 2.6 nights in commercial accommodation
- A total of 6,436 bed nights were created for the host economy

*Tourism - Detail*

<b>Origin of spectators</b>	
London	50%
United Kingdom	41%
International	9%
<b>Tourism impact</b>	
Tourism Spend	\$1.11m
Accommodation	\$659,462
Non-accommodation	\$453,020
Bed nights	6,436

**MEDIA**

- A total of seven broadcasters showed live, delayed or highlights coverage of London 2017 World Taekwondo Grand-Prix on television
- 23 hours were broadcast in total
- Nine hours were broadcast live
- The domestic coverage alone generated over eight broadcast hours
- BBC Online coverage generated 16 broadcast hours of both events
- There were 65 accredited media present at both events

*Media - Detail*

TV broadcasters	7
TV nations	73
TV continental reach	5
Accredited media	65

**SOCIAL MEDIA**

- Ten official social media accounts were measured by Sportcal during the London 2017 World Taekwondo events.
- Over a period of 18 days (from seven days pre-to-post-event) these accounts combined contributed to 297 posts, 131,344 likes and favourites, 1,353 shares/retweets and 332 comments
- 2,423 new followers were gained
- Accounts linked to the events achieved a 0.25 per cent increase in followers on average

*Social media - Detail*

Posts	297
Likes / Favourites	131,344
Shares / Retweets	1,353
Comments	332
New followers	2,423
Average follower increase	0.25%



*Executive Summary*

# London 2017 World Taekwondo Grand-Prix & World Para-Taekwondo Championships

**SPONSORSHIP**

- The event was supported by a total of nine partners
- This comprised four sponsors, two suppliers and three institutional partners
- Three sponsors were official World Taekwondo sponsors, while one sponsor was obtained by GB Taekwondo
- Sport Collective was the marketing rights distributor for the events

*Sponsorship - Detail*

Partner breakdown	9
Sponsors	4
Suppliers	2
Institutional partners	3

**SPORTING**

- 185 athletes and 52 nations participated in the World Taekwondo Grand-Prix
- 232 athletes and 56 nations competed in the World Para-Taekwondo Championships
- The number of competing nations was the highest ever at a World Para-Taekwondo Championships
- There were 270 male (64.7 per cent) and 147 female (35.3 per cent) athletes in London for both events
- Great Britain was ranked first in the medal table at the London 2017 Grand-Prix
- Russia was ranked first at the World Para-Taekwondo Championships
- There were a total of 592 officials across both events including 388 team officials (359 unique) and 55 technical officials

*Sporting - Detail*

Athletes	417
Male	270
Female	147
Continental reach	6
Nations (competing)	77
Officials	592
Team	388
Technical	55
VIPs, guests, observers	87
WT delegates	34
WT staff	28



*Executive Summary*

# London 2017 World Taekwondo Grand-Prix & World Para-Taekwondo Championships

## SOCIAL

- There were 144 volunteers, of which all were from the United Kingdom
- There was a 41/59 male to female ratio
- Educational and participation initiatives were held for both adults and children
- Most of these were grassroots initiatives, supported by the event stakeholders
- World Taekwondo approached UK Anti-Doping to conduct an education programme at the 2017 World Para-Taekwondo Championships on the subject of doping
- Over 1,083 people participated in "The Capital Kicks" programme which aimed to promote physical activity and encourage young people to participate in taekwondo
- A further 41 coaches were trained under "The Capital Kicks" project in both Disability Sports Coaching and BT Level 2 Coaching Course

### *Social - Detail*

#### **Volunteers**

Volunteers	144
Male / Female	41% / 59%
Domestic / Overseas	144 / 0
Nations	1

#### **Programmes**

UK Anti-Doping education participants	315
The Capital Kicks participants	1,083
Coaches	41

## LEGACY

- A number of short- and long-term legacies were derived from the events, including; commercial revenue, building relationships and maintaining the legacy of 2012 Olympic Games in London
- Performance was a key legacy for UK Sport and GB Taekwondo, with Team GB obtaining a higher medal count than at previous World Taekwondo Grand-Prix events abroad
- The social legacy of "The Capital Kicks" project is a legacy of the event with more people in London participating in taekwondo and transferring to local clubs
- The legacy of para-taekwondo which has seen the event have the highest number of athletes yet with 232 competitors
- By hosting the London 2017 taekwondo events, GB Taekwondo can transfer the knowledge gained from the experience onto the Manchester 2018 World Taekwondo Grand-Prix and 2019 World Taekwondo Championships; enabling them to create and develop a commercially stronger product



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## Overview

## Overview

# Event History

## World Taekwondo Grand-Prix

The World Taekwondo Grand-Prix Series was created in 2013 as a means to provide athletes with a clear pathway to achieve ranking points to compete in the Olympics Games.

The World Taekwondo Grand-Prix Series is hosted every year, except for years which contain a summer Olympic Games, and culminates with the Grand-Prix Final, which occurs every year.

The United Kingdom has hosted five Grand-Prix Series events and Grand-Prix Finals, the most of all nations, followed by Russia which has hosted four events. Including all awarded Grand-Prix Series legs and Finals, Europe will have hosted 58.3% (14), followed by Asia which will have hosted five events (20.8%) by 2020.

As of publication, the bidding process for future World Taekwondo Grand-Prix and Grand-Prix Finals up to 2024 is currently open, with hosts secured for individual legs and the Grand-Prix Final up to 2020.

### World Taekwondo Grand-Prix and Grand-Prix Final Hosts (2013-2020)

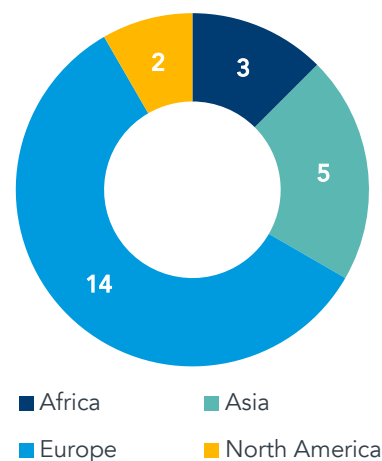
YEAR	CITY	NATION	CONTINENT
2013 (F)	Manchester	United Kingdom	Europe
2014	Suzhou	China	Asia
2014	Astana	Kazakhstan	Asia
2014	Manchester	United Kingdom	Europe
2014 (F)	Querétaro	Mexico	North America
2015	Moscow	Russia	Europe
2015	Samsun	Turkey	Europe
2015	Manchester	United Kingdom	Europe
2015 (F)	Mexico City	Mexico	North America
2016 (F)	Baku	Azerbaijan	Europe
2017	Moscow	Russia	Europe
2017	Rabat	Morocco	Africa
2017	London	United Kingdom	Europe
2017 (F)	Abidjan	Ivory Coast	Africa
2018	Rome	Italy	Europe
2018	Moscow	Russia	Europe
2018	Taoyuan	Chinese Taipei	Asia
2018	Manchester	United Kingdom	Europe
2018 (F)	Fujairah	United Arab Emirates	Asia
2019	Rome	Italy	Europe
2019	Chiba	Japan	Asia
2019	Sofia	Bulgaria	Europe
2019 (F)	Moscow	Russia	Europe
2020 (F)	Tunis	Tunisia	Africa

\*(F) indicates Grand-Prix Final

### Most editions hosted (2013-2020)

United Kingdom	5
Russia	4

### Continental hosting distribution (2013-2020)



## Overview

# Event History

## World Para-Taekwondo Championships

The World Para-Taekwondo Championships was inaugurated in 2009, where Baku played host to the now biennial championships.

The Para-Taekwondo Championships have predominantly been hosted across Europe with the only exception being in 2012 when Aruba hosted the championships. Russia is the only nation to have hosted the event more than once.

At the time of publication, the next edition has yet to be awarded, with the bidding process for future Para-Taekwondo Championship open up to and including the 2023 edition.

Para-taekwondo will make its first appearance at a Paralympic Games when Tokyo hosts the games in 2020.

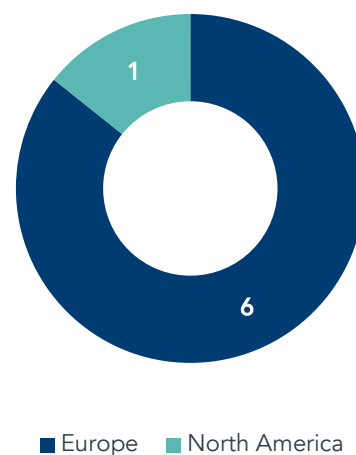
### World Para-Taekwondo Championships hosts (2009-2017)

YEAR	CITY	NATION	CONTINENT
2009	Baku	Azerbaijan	Europe
2010	St. Petersburg	Russia	Europe
2012	Santa Cruz	Aruba	North America
2013	Lausanne	Switzerland	Europe
2014	Moscow	Russia	Europe
2015	Samsun	Turkey	Europe
2017	London	United Kingdom	Europe

### Most editions hosted (2009-2017)

Russia	2
Various	1

### Continental hosting distribution (2009-2017)





## Overview

# Event Format

## WORLD TAEKWONDO GRAND-PRIX SERIES

The World Taekwondo Grand-Prix Series is an invitation-only event featuring the 32 highest ranked athletes competing across four male and four female disciplines.

The Grand-Prix Series is a single-elimination competition that is contested over three rounds of two minutes.

Each national member association is allowed a maximum of two athletes per weight division, although the host nation is permitted to invite one additional athlete to compete in each weight division.

The seeding and drawing of lots is based on the athletes World Taekwondo Olympic ranking.

## WORLD PARA-TAEKWONDO CHAMPIONSHIPS

The World Para-Taekwondo Championships are competed across Kyorugi and Poomsae.

The Kyorugi K40 Sport Class competitions is a single-elimination contest played over three rounds of two minutes. In the event of a tie, a golden point round will determine the winner.

The K40 Sport Classes is broken down across four classes of disability, with each class containing three men's and women's disciplines

The Poomsae competitions are also competed in a single-elimination tournament system and contain two sport classes: the P20 and the P30.

The P20 Sport Class contains three men's and three women's disciplines which are determined by age group.

The P30 Sport Class is broken down by four disability classifications and is competed across one men's and one women's discipline.

At the 2017 World Para-Taekwondo Championships, athletes competing in the P30 Sport Class will not accrue world ranking points as world ranking points for the P30 class will only be introduced in 2018.

## Grand-Prix – Disciplines

### MALE

Under 58kg  
Under 68kg  
Under 80kg  
Over 80kg

### FEMALE

Under 49kg  
Under 57kg  
Under 67kg  
Over 67kg

## Para-Championships – Disciplines

### KYORUGI – K40 Sport Classes

#### MALE

Under 61kg  
Under 75kg  
Over 75kg

#### FEMALE

Under 49kg  
Under 58kg  
Over 58kg

### POOMSAE – P20 Sport Class

#### MALE

Junior	12-15 Year Old
Under 30	16-29 Year Old
Over 30	30 Years +

#### FEMALE

Junior	12-15 Year Old
Under 30	16-29 Year Old
Over 30	30 Years +

### POOMSAE – P30 Sport Classes

#### MALE

#### FEMALE

## Overview

# Previous Editions

## RABAT 2017 WORLD TAEKWONDO GRAND-PRIX

Date	City, Nation
22 September-24 September 2017	Rabat, Morocco

Venues	Organiser
1 venue	The Moroccan Royal Federation for Taekwondo

Rabat, Morocco hosted the second leg of the 2017 Grand-Prix Series. The Rabat Grand-Prix was the first time the event had visited the continent of Africa.

In total, 233 athletes from 56 countries competed in Rabat, which was the highest amount of competing athletes and nations at a Grand-Prix series leg in 2017.

The Grand-Prix was supported by 50 volunteers and a total of 60 accredited media were present in Rabat.

### Key Statistics

#### ECONOMIC

Total Attendance	n/a
Venues	1

#### MEDIA

Accredited Media	60
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#### SPORTING

Athletes	233
Officials	31
Competing Nations	56

#### SOCIAL

Volunteers	50
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## 6TH WORLD PARA-TAEKWONDO CHAMPIONSHIPS

Date	City, Nation
17 September 2015	Samsun, Turkey

Venues	Organiser
1 venue	Turkish Taekwondo Federation

Samsun, Turkey hosted the sixth edition of the World Para-Taekwondo Championships.

The 2015 championships was the first time that Turkey had hosted the event. The city of Samsun had previously hosted other sporting events such as the EKF European Karate Championships and the FIBA U20 Women's European Championships.

In total, 128 athletes representing 38 nations competed during the world championships in Samsun.

60 volunteers were present during the one-day event which also attracted 23 media personnel to Turkey.

### Key Statistics

#### ECONOMIC

Total Attendance	n/a
Venues	1

#### MEDIA

Accredited Media	23
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#### SPORTING

Athletes	128
Officials	24
Competing Nations	38

#### SOCIAL

Volunteers	60
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## Overview

# Host Profile

## United Kingdom



The United Kingdom is a leading sports hosting nation, and has recently hosted sporting mega events such as the 2012 Olympic and Paralympic Games, the 2015 Rugby World Cup and the 2017 IAAF World Athletics Championships.

In the coming years the United Kingdom will host the 2019 World Taekwondo Championships, the ICC Cricket World Cup 2019 and the final of UEFA Euro 2020.

As of April 2017, the United Kingdom sits in 2<sup>nd</sup> in Sportcal's Global Sports Nations Index.

### Key Facts

Size	243,610 km <sup>2</sup>
Population	64,769,452 (2017)
GDP (PPP)	\$42,400 (2016)
Capital	London

GSI Nations Index*	2 <sup>nd</sup> (2017)
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\* GSI Nations Index is Sportcal's proprietary index which analyses the hosting and bidding of major sports events and ranks nations by the cumulative score of the events that nation has hosted.

More information on GSI Nations Index  
[www.sportcal.com/GSI](http://www.sportcal.com/GSI)

### Selected events hosted in United Kingdom (2012-2021)

YEAR	SPORT	EVENT	CITY
2012	Olympics	Olympic & Paralympic Games	London
2014	Golf	Ryder Cup	Gleneagles
2014	Games	Commonwealth Games	Glasgow
2015	Rugby union	Rugby World Cup	Various*
2016	Cycling-track	UCI Track Cycling World Championships	London
2017	Athletics	IAAF World Athletics Championships	London
2017	Taekwondo	World Taekwondo Grand-Prix	London
2017	Taekwondo	World Para-Taekwondo Championships	London
2019	Taekwondo	World Taekwondo Championships	Manchester
2019	Cricket	ICC Cricket World Cup	Various
2020	Soccer	UEFA European Championships	Various**
2021	Games	Commonwealth Youth Games	Belfast

\*Rugby World Cup 2015 was hosted across various cities with the United Kingdom

\*\*UEFA European Championships 2020 will be hosted across various European cities

## Overview

# Host Profile

## London



London is the largest city in the United Kingdom and is a major sport event hosting city. London is currently ranked 1st in the GSI Cities Index (2017).

Prior to staging the 2017 London World Taekwondo events, the city has hosted a number of major sporting events.

In 2012 the city hosted the Olympic and Paralympic Games in the newly built Queen Elizabeth Olympic Park. The city has also hosted world championships in track cycling, canoeing and athletics.

Within the next three years, London will host world cups in table tennis, field hockey and cricket. London will also host seven games at the 2020 UEFA European Championships, three more than any other host city.

### Key Facts

Size 1,572 km<sup>2</sup>  
Population 8,787,892 (2016)

GSI Cities Index\* 1<sup>st</sup> (2017)

\* GSI Cities Index is Sportcal's proprietary index which analyses the hosting and bidding of major sports events and ranks cities by the cumulative score of the events that city has hosted.

More information on GSI Cities Index  
[www.sportcal.com/GSI](http://www.sportcal.com/GSI)

### Selected events hosted in London (2012-2020)

YEAR	SPORT	EVENT	CITY
2012	Olympics	Olympic & Paralympic Games	London
2013	Rugby league	Rugby League World Cup	Various*
2014	Games	Invictus Games	London
2015	Canoeing	ICF Canoe Slalom World Championships	London
2016	Cycling-track	UCI Track Cycling World Championships	London
2017	Athletics	IAAF World Athletics Championships	London
2017	Taekwondo	World Taekwondo Grand-Prix	London
2017	Taekwondo	World Para-Taekwondo Championships	London
2018	Table tennis	ITTF World Team Cup	London
2018	Field Hockey	FIH Women's World Cup	London
2019	Cricket	ICC Cricket World Cup	London
2020	Soccer	UEFA European Championships	Various**

\*Rugby League World Cup 2013 was hosted across various cities with the United Kingdom

\*\*UEFA European Championships 2020 will be hosted across various European cities



## Overview

# Venue

## Copper Box Arena

Both the World Taekwondo Grand-Prix and the World Para-Taekwondo Championships were hosted in the Copper Box Arena.

The Copper Box Arena was one of the venues built in the Queen Elizabeth Olympic Park for the 2012 London Olympic Games. The venue hosted handball and the fencing competitions of the modern pentathlon during the 2012 games.

The venue has a maximum capacity of 7,500, of which the venue layout used during the London Taekwondo events accommodated a maximum of 1,867 spectators.

There were two layouts used during the London events, with the World Para-Taekwondo Championships having two extra competition mats in place during its one day of competition.

### Venue capacity

Total capacity	7,500
Event capacity	1,867

### London 2017 World Para-Taekwondo Championships Floor Plan



### London 2017 World Taekwondo Grand-Prix Floor Plan





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Stakeholders



## Stakeholders

# World Taekwondo

Prior to awarding the World Taekwondo Grand-Prix 2017 to London, World Taekwondo (WT), the international governing body for taekwondo, had developed a strong strategic partnership with GB Taekwondo (GBT), the high performance arm of taekwondo in the United Kingdom.

In 2015, WT developed a new host bidding process, which convinced GBT to approach WT with a new concept to host three major WT events in three consecutive years: a Grand-Prix event in London 2017, a second Grand-Prix event in Manchester in 2018, and the World Taekwondo Championships in 2019, also in Manchester.

This was the first time that WT had awarded three events to the same country in consecutive years. The decision fitted very closely with WT's new priorities of developing closer working relationships with host cities and nations.

WT's primary objective for the London Grand-Prix event was to develop good relationships with 1) the cities of London and Manchester; 2) UK Sport and GBT; as well as to build a strong awareness of the event amongst the key UK media outlets, thus also generating awareness of the events in 2018 and 2019.

The City of London and UK Sport were keen to use one of the Olympic Games venues from 2012, which would demonstrate a strong legacy from London 2012. This fitted very well with WT's own legacy and sustainability objectives, and provided its athletes with a great experience of competing in an Olympic Games venue.

London 2012 was the catalyst for the growth of taekwondo in the United Kingdom. Prior to 2012 taekwondo was not a strong sport in the UK, but with Jade Jones winning an Olympic gold medal and Lutalo Muhammad becoming the first male ever to win an Olympic medal (Bronze) in taekwondo, it has grown to become one of the leading taekwondo nations, at the elite level, in the world.

In the UK, Manchester is very much the heartland of taekwondo. However, GBT and UK Sport were keen to expand the reach of the sport within the UK. UK Sport has a strong focus on its high-performance programme and this drives its event hosting strategy. WT feels this is quite unique amongst other host nations and it has been very successful in helping develop taekwondo in the UK.

However, WT felt that the engagement with fans and the public was not as strong as it would have liked. WT was disappointed that the event didn't attract more taekwondo fans from Manchester, and didn't seem to have engaged the taekwondo community within the UK as a whole. The event seemed to lack awareness not only in London, but throughout the UK.

Nevertheless, WT was very satisfied with the Grand-Prix event and how it was presented. GBT has developed a lot of experience in organising Grand-Prix events in the UK. The presentation of the event has come a long way since the first Grand-Prix's and benefitted greatly from the experience of London 2012.

## Key objectives

- Develop closer working relationships with host cities and nations
- Build a good relationship with the cities of London and Manchester, UK Sport and GBT
- Develop a strong awareness of the event amongst UK media outlets
- Create awareness of the events in 2018 and 2019
- Ensure there is a knowledge transfer between WT and host cities
- Increase social engagement and responsibility
- Increase the frequency of para-taekwondo events
- To make it the biggest para-taekwondo event ever
- To make para-taekwondo more inclusive and accessible

## Stakeholders

# World Taekwondo

Moreover, WT was very pleased with the overall organisation of the event and with the integration of the World Para-Taekwondo Championships within the event. It deemed the addition of the event to the Grand-Prix programme to be a successful move.

The Para-Taekwondo championships were added to the Grand-Prix at the specific request of WT. By combining the event with a Grand-Prix leg, it is seen as a cost-effective way to organise the para-taekwondo event with the ability to share the venue and the referees.

The number of athletes participating was much higher than expected and by consolidating it down from two days to one it created some challenges to organise everything within the timeframe.

WT was very pleased with the increasing interest in the World Para-Taekwondo Championships and it shows that there is a huge potential to grow this event. Poomsae is very popular amongst the para-taekwondo athletes and WT is proposing to include this in the Paralympics for 2024.

Para-Taekwondo is currently a biennial event and the decision to hold the 2019 championships will be announced in April 2018. The President of WT is keen to increase the frequency of the para-taekwondo events, and has plans to introduce an additional event in 2018.

WT feel there is a greater need to plan the strategy for attracting spectators to their events. It has witnessed this in both London and Moscow, both big cities where it seems to be harder to gain awareness than in smaller cities. The development of the communication strategy is key for generating awareness, has been earmarked for improvement for 2018 and 2019.

Social engagement and responsibility is a high priority for WT at all events, and this was particularly evident in London. A great deal of time is invested in building programmes with host cities that will leave a strong legacy.

WT strongly believes that the most successful events are where the host organisers and the event owners work in close partnership with each other. In the past, the hosting process was focused on the signing of the host city contract, and leaving the host to deliver the event. Nowadays, there is a much stronger focus on building partnerships between the hosts and WT.

WT wants more hosts to provide feedback to them about the positives and the negatives of hosting its events. WT is hoping that there will be more lessons learnt from working more closely with the hosts, and gathering better knowledge and information about their events

WT feel that there is still a long way to go before their events leave significant positive legacies. It is hoped that the two London 2017 events will be the start of a strong legacy programme in the UK.

## INTERVIEWS

### Dr. Chungwon Choue

President

World Taekwondo

### Jeongkang Seo

Deputy Secretary General

World Taekwondo

### Olof Hansson

Manager, Para-Taekwondo Department

World Taekwondo



*Stakeholders*

# GB Taekwondo

GB Taekwondo (GBT) is the high-performance arm of taekwondo in the United Kingdom, responsible for the delivery of athlete performance programmes in partnership with UK Sport. GBT is also responsible for delivering an events programme supporting high-performance objectives. As part of this, GBT organised the London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships.

For GBT, the main objective to hosting the event was to gain the home advantage as this would allow their athletes to perform at a higher standard.

As a result, it was hoped that its athletes were able to gain more medals and ranking points than they would have abroad, putting them in a good position for competing in the Olympic Games 2020.

While it was recognised that its athletes did well on the performance side, GBT needs to be more aware that other stakeholders involved in the event have different objectives.

As the event organisers GBT hoped to build strong relationships with its stakeholders. This was especially relevant to British Taekwondo, to increase engagement with members as it was expected that this would result into stronger ticket sales.

Moreover, GBT was disappointed with the ticket sales of the event, pinpointing poor marketing and lack of member engagement as a reason.

GBT will host both the 2018 World Taekwondo Grand-Prix and World Taekwondo Championships 2019 in Manchester. To maximise the impact from them, GBT aims to focus on marketing these events early, working with British Taekwondo to increase engagement with taekwondo members in Manchester, and by utilising the PR value of their athletes.

With the events being held in Manchester, GBT has set the goal of generating higher commercial revenue than for the London events. This is because its marketing distributor, Sport Collective, will have a longer lead time to sell the marketing rights.

GBT believes that those events will benefit from the overall good feedback of its sports presentation for the two London 2017 events.

GBT hopes that hosting the London 2017 events will have developed its relationship with World Taekwondo, as well as showcase to the international federation first-hand of its ability to host high-class taekwondo events.

*Key objectives*

- Recapture the spirit of London 2012
- Host taekwondo events in two locations: London and Manchester
- Utilise home advantage to perform at a higher standard
- Win as many medals as possible and get more ranking points in the run up to 2020 Olympics
- Increase GB Taekwondo's standing on the world stage
- Increase the legacy of sport in the UK
- Create the building process for events, which can be improved each subsequent year
- Gain ticket and commercial revenue
- Further develop relations with World Taekwondo

**INTERVIEWS****Julia Newton**

Non-executive Chair  
GB Taekwondo

**Matt Archibald**

CEO  
GB Taekwondo

## Stakeholders

# Taekwondo Events Limited

Taekwondo Events Limited is a special-purpose vehicle company which was formed to act as a single entity responsible for the financial and operational management of UK-held taekwondo events. This was in accordance with the LOC contract signed by GB Taekwondo, UK Sport and Mayor of London. The profits from the event would subsequently be shared with UK Sport and Mayor of London.

The event delivery team was small, almost entirely comprised of highly experienced volunteers who helped to run the event alongside the two permanent event organisers.

To achieve the necessary funding from the UK Sport and the Mayor's office, Taekwondo Events Limited had to ensure a comprehensive legacy plan was put in place around the event. A project entitled "The Capital Kicks" was developed with British Taekwondo as part of the funding legacy plan. This also led to using a London 2012 Olympic venue (Copper Box Arena) to host both the London 2017 Grand-Prix and World Para-Taekwondo Championships.

With the UK hosting three taekwondo events during the current Olympic cycle, Taekwondo Events Limited is fulfilling one of the performance objectives set by itself and other stakeholders, including UK Sport and GB Taekwondo. This is to increase the chances of qualification for the 2020 Olympic Games through the wild card entries that the Grand-Prix host nation receives.

Organising three major taekwondo events also provides a stable and consistent platform to develop the sport commercially in the United Kingdom. This has been vindicated with the BBC having signed on as a broadcast partner of a WT event for the first time ever, for the 2017 Grand-Prix event.

While Taekwondo Events Limited was overall pleased by the outcome of the events, the event organisers had to overcome a number of challenging last-minute requests from the event owner, including to change pre-arranged agreements. The event organisers believe that this had a knock-on effect on the efficiency of management over the first few days of competition in London.

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## Key objectives

- Achieve high performance sporting success and ranking points for GB athletes
- Establish an opportunity to engage people with world-class Olympic level sport
- Develop expertise in event hosting and volunteering
- Create economic and social benefits from hosting the event

## INTERVIEWS

### Ian Leafé

Head of Events  
GB Taekwondo

### Steve Flynn

Director  
Taekwondo Events Limited

### Allan Robson

Non-Executive Chair  
Taekwondo Events Limited

## Stakeholders

# British Taekwondo

British Taekwondo is the national governing body of taekwondo in the United Kingdom. The main responsibility of the organisation is to grow and develop the sport of taekwondo at a community and grassroots level. As part of the event, British Taekwondo worked with other stakeholders of the events to maximise the local impact through a community engagement project – “The Capital Kicks”

British Taekwondo believed its key responsibility for the event was to ensure that there was a legacy by facilitating a community engagement programme that can develop the sport of taekwondo and increase physical activity in the surrounding areas of the Queen Elizabeth Olympic Park.

The national governing body believed that the community development project, “The Capital Kicks” was enhanced as British Taekwondo were able to use the event as a platform for engagement. By allowing young children to go to an elite event and watch taekwondo athletes in competition, this increased engagement in the sport would hopefully result in more taekwondo club memberships.

British Taekwondo also hoped to use the event to facilitate an opportunity to develop its relationship with GB Taekwondo.

Additionally, by hosting the subsequent 2018 World Taekwondo Grand-Prix and the World Taekwondo Championships 2019 in Manchester, this has given British Taekwondo a motivation to move its offices to the city. It is hoped that by relocating to Manchester, where GB Taekwondo is based, both organisations can build on their existing relationship and start working towards having the same objectives for the sport.

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## Key objectives

- Create a successful community engagement programme around the event
- Increase club memberships in the surrounding areas of the Olympic Park
- Build a stronger relationship with GB Taekwondo
- To create social legacy

## INTERVIEWS

### Mark Abberley

CEO (Until Dec 2017)

British Taekwondo

### Sivakumar Ramasamy

London Project Officer

British Taekwondo

*Stakeholders*

# UK Sport

UK Sport is the specific government organisation dedicated to the development of elite-level sport in the country. It invests national lottery and exchequer funding in direct support for the bidding and hosting of major sporting events in the United Kingdom. The government organisation also provides resources to enhance the chances of medal success for Olympic and Paralympic athletes. During the 2017-2020 summer Olympic cycle, UK Sport will invest a total of \$449m (£345m).

In early 2016 UK Sport completed a strategic review to examine how the UK could remain a world-leader in sport event hosting into and throughout the 2020s. The mega-event policy framework, developed in partnership with prominent major event organisations in the UK, was set out to ensure that the UK regularly hosts the world's biggest events.

UK Sport, which was part of the bid team to bring the taekwondo events to the UK, believes that hosting the Grand-Prix Series was a fantastic opportunity to give the UK's elite athletes wild card entries into a high-class international event. These events allow them to compete to earn a high number of ranking points that directly contribute to Olympic selection and seeding.

Hosting the event also provided an opportunity to engage people in the sport of taekwondo and to expand the reach of world-class sport across the UK. The London 2017 Grand-Prix Series and World Para-Taekwondo Championships provided a platform to continue developing event hosting and volunteering expertise – the UK has hosted a leg of the Grand-Prix Series every year since the event's inception in 2013. The UK will also host a leg of the Grand-Prix Series in 2018 and the World Taekwondo Championships in 2019, both of which will be held in Manchester.

Social and economic were two other areas of impact of the event that will be measured by UK Sport. "The Capital Kicks" social programme was rolled out in conjunction with British Taekwondo and has been successful within local London boroughs, communities and schools.

UK Sport recognises that the economic impact will be lower than anticipated due to the low turnout at the event. The lessons from the marketing of the London events will be addressed in the lead-up to the 2018 and 2019 World Taekwondo events to be held in Manchester.

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*Key objectives*

- Achieve high performance sporting success and ranking points for GB athletes
- Establish an opportunity to engage people with world-class Olympic level sport
- Develop expertise in event hosting and volunteering
- Create economic and social benefits from hosting the event

**INTERVIEW****Emma Cowley**Major Events Consultant  
UK Sport



## Stakeholders

# Mayor of London

The Mayor of London, along with Greater London Authority (GLA), set out a strategy in 2014 called 'London: Home of World Class Sport'. This strategy was key to maintaining the legacy of the 2012 Olympic and Paralympic Games in London. The Mayor of London committed to funding both the London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships because the events' proposal worked towards the overall objectives of making London a recognised host for major sporting events.

GB Taekwondo submitted a funding application to the GLA Major Sports Events Fund for a £75,000 contribution towards the delivery of the event. The Mayor of London itself agreed to fund the event following an evaluation by GB Taekwondo on how the event would satisfy the criteria set out in the "London: Home of World Class Sport" strategy.

A key strength of the proposal from GB Taekwondo was to use the event as a platform for developing a community engagement programme around the event. Therefore, an additional £25,000 funding from the Mayor's Office went towards the community engagement programme, "The Capital Kicks", organised by British Taekwondo.

Upon the allocation of the 2017 World Para-Taekwondo Championships to London, the Mayor of London and GLA committed to a further investment of £25,000 to British Taekwondo, for its community project's existing disability allocation for para-taekwondo.

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## Key objectives

- Support the delivery of the Mayor's major sports event strategy, 'London: Home of World Class Sport'
- Increase opportunities for Londoners to participate in sport and physical exercise through association with major sporting events
- Assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Game
- Increase economic investment into London
- Increase international exposure of London



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Economic

## Economic

# Attendance

## Overview

The total attendance - ticketed and accredited - across the four days of competition at London 2017 was 3,097.

4,161 tickets were made available for the public to purchase. Of this total 30.2% of the tickets were sold for the event, resulting in 1,258 tickets sales.

1,141 tickets were sold for the London 2017 World Taekwondo Grand-Prix, accounting for 90.7 per cent of ticket sales at the London 2017 events. There were also 475 complimentary ticket holders in attendance.

117 tickets were sold for the London 2017 World Para-Taekwondo Championships, accounting for 9.3 per cent of all ticket sales across both events. There were also 111 complimentary tickets holders present during the championships.

Accredited attendance (1,253) accounted for 40.5 per cent of all attendance and includes all participants, media, staff, contractors, VIPs, guests, observers and volunteers.

According to UK Sport data, there were 911 unique spectators at the Copper Box Arena.

Tickets were sold across three ticket categories, adults, concessions and juniors and were priced based on three ticket types, unreserved, standard and premium.

Tickets were available to purchase on a single-day basis or through a weekend pass and competition pass ticket.

Ticket prices ranged between \$13-87 (£10-66) for adult tickets, \$6-59 (£5-45) for concession tickets, and \$6-43 (£5-33) for junior tickets.

### London 2017 ticket prices

	THU 19 OCT	FRI 20 OCT	SAT 21 OCT	SUN 22 OCT	WEEKEND PASS	COMPETITION PASS
<b>Unreserved</b>						
Adult	£10					
Concession	£5					
Junior	£5					
<b>Standard</b>						
Adult		£15	£20	£20	£34	£45
Concession		£10	£15	£15	£26	£33
Junior		£8	£10	£10	£17	£23
<b>Premium</b>						
Adult		£20	£30	£30	£51	£66
Concession		£15	£20	£20	£34	£45
Junior		£10	£15	£15	£26	£33

### Attendance - Overview

Ticketed	1,844
Sold	1,258
Complimentary	586
Accredited	1,253
<b>TOTAL</b>	<b>3,097</b>

### Ticketing – Grand-Prix Overview

Tickets sold	1,141
Complimentary	475
<b>TOTAL</b>	<b>1,616</b>

### Ticketing – Para-Taekwondo Overview

Tickets sold	117
Complimentary	111
<b>TOTAL</b>	<b>228</b>

### Ticketed attendance - Overview

Unique attendance	911
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## Economic

# Attendance

## Ticketing

There were a total of 1,258 tickets sold for the World Taekwondo Grand-Prix and World Para-Taekwondo Championships.

### LONDON 2017 WORLD TAEKWONDO GRAND-PRIX

1,141 tickets were sold for the Grand-Prix with a further 475 complimentary ticket holders in attendance creating a total ticketed attendance of 1,616.

Adult tickets made up the majority of ticket sales by category, with a total of 693 sold for the Grand-Prix (42.9 per cent), followed by 475 complimentary tickets holders, which accounted for 29.4 per cent of all ticketed attendance.

There were 321 junior tickets sold during the event, which made up 19.9 per cent of all ticket sales for the Grand-Prix, with concession ticket sales (127) accounting for the final 7.9 per cent of ticket sales by category.

The third day of the London 2017 Grand-Prix, Saturday 21 October, was the most popular day in terms of ticketed attendance, with a total of 729 (39.5 per cent of total) tickets distributed.

### LONDON 2017 WORLD PARA-TAEKWONDO CHAMPIONSHIPS

Thursday 19 October, the one competition day of the World Para-Taekwondo Championships, had a total ticketed attendance of 228, registering 12.4 per cent of all ticketed attendance.

111 complimentary tickets accounted for 48.7 per cent of all ticketed attendance at the Para-Taekwondo Championships. The complimentary tickets holders were predominantly made up of local school children.

78 adult tickets were sold (34.2 per cent) for the championships, followed by 26 concession tickets (11.4 per cent) and 13 junior tickets, which accounted for 5.7 per cent of ticket sales.

#### *Ticketed attendance breakdown by day*

#### *Sold tickets and complimentary tickets*

##### Thursday 19 October

Adults	78
Concessions	26
Junior	13
Complimentary	111
<b>TOTAL</b>	<b>228</b>

##### Friday 20 October

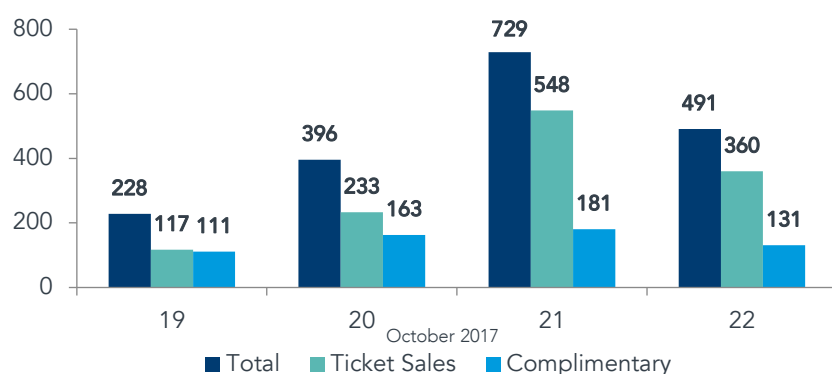
Adults	145
Concessions	25
Junior	63
Complimentary	163
<b>TOTAL</b>	<b>396</b>

##### Saturday 21 October

Adults	320
Concessions	69
Junior	159
Complimentary	181
<b>TOTAL</b>	<b>729</b>

##### Sunday 22 October

Adults	228
Concessions	33
Junior	99
Complimentary	131
<b>TOTAL</b>	<b>491</b>





## Economic

## Financials

## London 2017 Budget

The budget of Taekwondo Events Limited for the London 2017 World Taekwondo events totalled \$722,575 (£548,024).

The most prevalent revenue stream for the LOC came from the central government, which invested \$477,249 (£361,959).

Total expenditure for the LOC came to \$703,030 (£533,203). The venue costs accumulated the largest expense at a cost of \$136,520 (£103,541).

#### London 2017 LOC budget – Overview

Revenues	\$722,575
Expenditures	\$703,030
<b>NET SURPLUS</b>	<b>\$19,545</b>

#### London 2017 revenues

REVENUES	GBP	USD
Accommodation and Transport Commission	6,650	8,768
Central government	361,959	477,249
City Government	75,000	98,888
Competitor Income	12,315	16,237
GB Taekwondo	20,000	26,370
Merchandising & Licensing	8,000	10,548
Other Income (Accommodation repayments)	30,861	40,690
Spectator Income	18,239	24,048
Sponsorship & Advertising	15,000	19,777
<b>TOTAL</b>	<b>548,024</b>	<b>722,575</b>

#### London 2017 expenditures

EXPENDITURE	GBP	USD
Accommodation	95,405	125,793
Accreditation	449	592
Doping Control	14,350	18,920
Development Programmes	372	490
International Federation Hosting Fees*	64,767	85,396
Finance, Legal & Insurance	25,659	33,831
IT & Telecommunications	22,416	29,555
LOC Co-ordination	12,941	17,062
LOC Personnel	93,261	122,966
Marketing, Advertising & PR	18,351	24,196
Media & TV	42,334	55,818
Medical	8,245	10,871
Protocol & Events	3,144	4,145
Security	6,288	8,290
Transportation	21,680	28,585
Venue & Warm-up	103,541	136,520
<b>TOTAL</b>	<b>533,203</b>	<b>703,030</b>

\*International hosting fees includes 50% of entry fee revenue share with World Taekwondo

NB: Conversion rate used for 22/10/2017 (last day of event): £1 = US\$1.3185181658

Economic

# Economic Impact

## Direct

### DIRECT ECONOMIC IMPACT TOURISM

The direct economic impact created in Greater London from tourism for the London 2017 World Taekwondo events was calculated to be \$1.11 million (£843,735).

This was generated by spectators, athletes and team officials, accredited persons, volunteers and members of the media who came from outside the city of London to attend the event.

### DIRECT ECONOMIC IMPACT ORGANISER

The London 2017 LOC had a total operational expenditure of \$703,030 (£533,203). The highest expenditure was the rental fee of the Copper Box Arena for \$136,520 (£103,541) for the event period. Accommodation costs \$125,793 (£95,405) and \$122,966 (£93,261) LOC staff costs were the next greatest expenditures of the event organisers.

The event organisers made \$722,575 (£548,024) in revenue during the event which created a net surplus of \$19,545 (£14,823).

UK Sport calculated that the LOC had a net organisational spend of \$76,102 (£57,718) in Greater London.

### TOTAL DIRECT ECONOMIC IMPACT

The total direct economic impact produced by London 2017 is \$1.18 million (£901,453), based on a direct tourism spend of \$1.11 million (£843,735) and the net organisational spend of \$76,102 (£57,718).



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Tourism



## Tourism

# Overview

Survey data indicates that half of all spectators attending the London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships were London residents. Two in three spectators from outside London had visited the city to attend a major sports event previously, according to a study conducted by Sheffield Hallam University on behalf of UK Sport.

London 2017 was almost evenly attended by males and females and the event was particularly popular with spectators aged 25-44, the age group accounted for over 50 per cent of all attendees.

71 per cent of visitors agreed that the event enhanced their image of London as a visitor destination.

Just over 50 per cent of non-local spectators stayed overnight in London, with attendees staying an average of 2.6 nights in commercial accommodation during London 2017.

## Methodology

The tourism study was conducted in October 2017 by Sheffield Hallam University on behalf of UK Sport.

The data was collected by interviewing 196 spectators (16+ age) and over 500 other attendees such as athletes, media and volunteers on-site during both events.



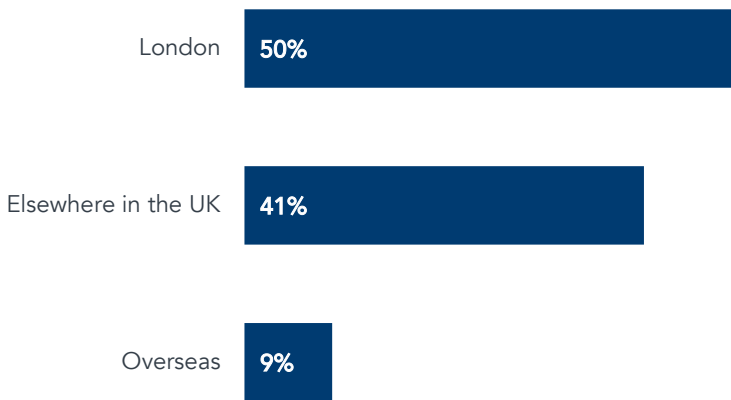


Tourism

# Demographic Profile and Origin

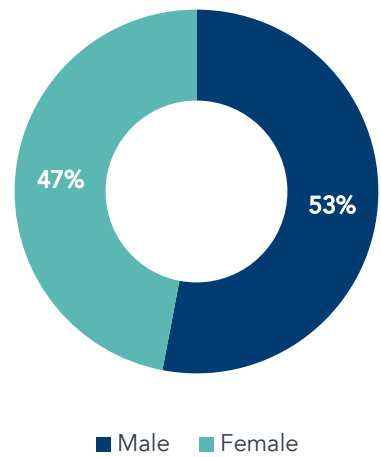
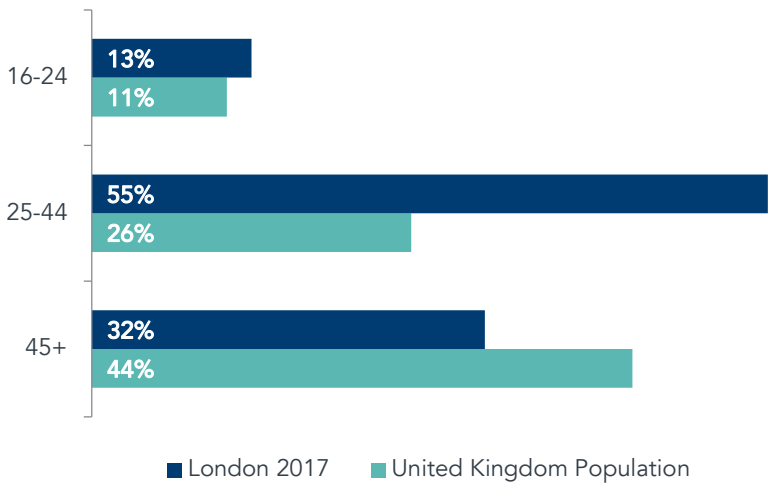
Origin of spectators

- 50 per cent of spectators were from London
- Whilst 41 per cent of attendees were from other areas of the UK
- The spectators at London 2017 were predominately from the UK, with only 9 per cent of spectators attending from overseas



Age and gender profile of spectators

- There was a near equal split by gender amongst spectators during London 2017
- When compared to the demographics of the United Kingdom this event had significantly more appeal to adults aged 25-44
- Comparatively fewer people aged 16-24 were in attendance



## Tourism

## Visitors

## Visitor perceptions

- 12% of non-local respondents said they would be visiting tourist attractions in London during their trip.
- 71% 'strongly agreed' (20.2%) or 'agreed' (50.5%) that their visit to the event had enhanced their image of London as a visitor destination.
- 68% 'strongly agreed' (21.2%) or 'agreed' (46.5%) that they were more likely to recommend London as a place to visit to friends and family.
- 60% 'strongly agreed' (18.2%) or 'agreed' (41.4%) that they were more likely to visit London for a short-break or holiday in the next two years as a result of their visit to the event.

The event enhanced their image of  
London as a visitor destination

71%

Spectators more likely to recommend  
London as a place to visit to friends  
and family

68%

Spectators more likely to visit London  
for a short-break or holiday in the  
next two years

60%

## How did visitors find out about London 2017

- 61 per cent of spectators found out about London 2017 from online sources (30%) or through their local taekwondo club (31%)
- 21 per cent of visitors were told of the event through word of mouth
- Social media posts and adverts informed 12 per cent of all spectators

Online

31%

Taekwondo Clubs

30%

Word of Mouth

21%

Social Media

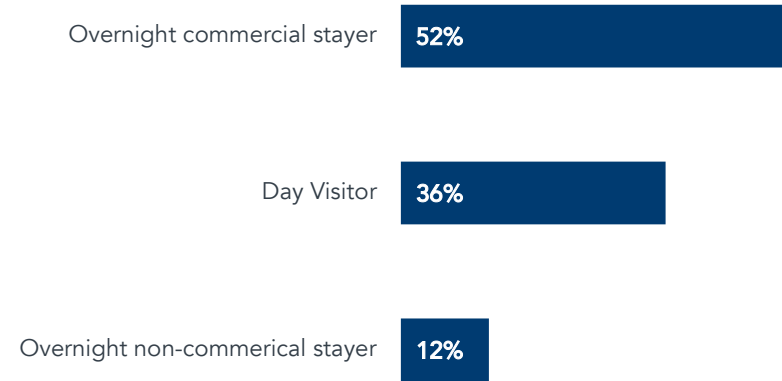
12%

Tourism

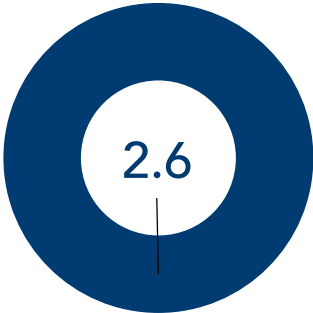
# Accommodation

Where did non-local spectators stay during London 2017

- Over 50 per cent of non-local spectators stayed overnight in commercial accommodation
- On average non-local spectators stayed 2.6 nights in commercial accommodation
- 36 per cent of non-local spectators were day visitors
- Only a small proportion (12%) of non-local spectators stayed overnight in non-commercial accommodation



Average commercial bed nights



## Tourism

# Tourism Spend

## Total Spend

GROUP	NO.	LENGTH OF STAY	BED NIGHTS	VISITOR DAYS	SPEND BY TYPE		TOTAL SPEND	
LOCAL SPEND					ACCOMMODATION SPEND (\$)	NON-ACCOMMODATION SPEND (\$)	TOTAL SPEND PER GROUP (\$)	TOTAL SPEND PER GROUP (£)
Commercial Stayers	216	2.6	516		35,235	n/a	35,235	26,743
Non-Commercial Stayers	48	1.5	72		n/a	n/a	n/a	n/a
Day Visitors	148	1.1		163	n/a	53,797	53,797	40,801
Grand-Prix Athletes	185	5.4	999		120,042	74,180	194,223	147,304
LOC Staff and Contractors	65	6	390		24,896	18,461	43,458	32,884
Media	56	5	280		13,053	9,505	22,557	17,108
Para Athletes	232	4.4	1,021		150,540	93,026	243,556	184,727
Team Officials	359	4.9	1,759		251,765	155,580	407,344	308,941
Technical Officials	55	6	330		-	-	-	-
VIPs, Guests & Observers	87	6	522		33,322	24,712	58,034	44,014
Volunteers	35	5	175		6,862	6,149	13,010	9,866
World Taekwondo Staff & Delegates	62	6	372		23,747	17,610	41,357	31,366
<b>TOTAL</b>			<b>6,436</b>	<b>163</b>	<b>\$659,462</b>	<b>\$453,020</b>	<b>\$1,112,480</b>	<b>£843,735</b>

NB: Conversion rate used for 22/10/2017 (last day of event): £1= US\$1.3185181658

Values may not total due to rounding up

During London 2017 6,436 bed nights were created by spectators and attendees, of which 588 bed nights were created by spectators and attendees accounted for 5,848 of all bed nights created by the London 2017.

In total \$659,462 (£500,153) was spent on accommodation, whereas \$453,020 (£343,582) was spent on food & drink, shopping, travel and other expenses.





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Media

## Media

## Television

## Overview – Grand-Prix

A total of seven TV broadcasters showed live, delayed and highlights coverage of the 2017 London World Taekwondo Grand-Prix, with a potential reach of 73 territories.

The broadcasters were predominantly European, Asian and African with a pan-regional deal with SFR Sport committing to coverage in both Europe and Africa.

An agreement with TyC Sports in Argentina secured event coverage in South America. However, no television rights holder was confirmed in North America.

The European broadcasters accounted for the most broadcast hours. The domestic coverage by public-service broadcaster, BBC, generated eight hours of TV coverage in the United Kingdom.

Most broadcast coverage of the event was non-live, with over 11 hours of highlights shown across multiple broadcasters in multiple territories.

*TV broadcast overview*

TV broadcasters	7
TV channels	7
TV continental reach	5
TV nations	73

*TV broadcasters by region*

Africa & Middle East	2
Asia-Pacific	2
Europe	2
South America	1

*TV broadcast hours by type*

Live	09:30:00
Delayed	03:00:00
Highlights	11:17:06
News & magazine	-
Sport magazine	-

NB: Only includes BBC, CCTV, TyC and SFR

*Domestic focus – United Kingdom*

TV broadcast hours	08:00:00
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NB: Broadcast hours were not available for SBS (Korea), Arryadia (Morocco) and EMTV (Papua New Guinea).

*TV broadcast hours and hours viewed by region*

REGION	BROADCAST HOURS	
	Live	Total
North Africa	-	-
Asia*	-	01:40:06
Europe & Sub-Saharan Africa	05:00:00	13:37:00
Oceania	-	-
South America	04:30:00	08:30:00
<b>TOTAL</b>	<b>09:30:00</b>	<b>23:47:06</b>

\*Only includes CCTV

## Media

# Television

## Broadcast Strategy – Grand-Prix

World Taekwondo appointed Spring Media, the broadcast rights agency, as the international media rights distributors for the London 2017 World Taekwondo Grand-Prix.

With Spring Media, World Taekwondo has developed a broadcast strategy to maximise the media potential of its events.

For World Taekwondo, its main objective for the event is primarily to maximise exposure of the sport, as well as to generate revenue from broadcasting.

As a result, it has favoured deals with free-to-air broadcasters in order to maximise exposure of its competitions. It is hoped that once there is a suitable increase in the size of audiences for its events, it can earn more revenue from broadcast deals.

World Taekwondo feels that it gains the most exposure in Asia and Europe. To exploit the potential in these markets, World Taekwondo is focusing on gaining more individual broadcast deals in different countries across these two regions.

### Key objectives

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- To maximise exposure of World Taekwondo events and generate revenue
- To increase the value of its content around the world
- To show more coverage in different countries across Europe and Asia

### INTERVIEW

#### Kyunghee Park

TV Director

World Taekwondo

## Media

# Television

## Distribution and Production

### DISTRIBUTION

Spring Media, the broadcast rights agency, is the international media rights distributor of World Taekwondo. Spring Media has been partners with World Taekwondo since the creation of the annual Grand-Prix Series.

The objectives of Spring Media is to increase the international reach and revenue for World Taekwondo's top events, including the London 2017 World Taekwondo Grand-Prix.

Spring Media looks to increase World Taekwondo's global viewing figures and rights value by keeping a unified format of the live feeds and engaging in long-term partnerships with key broadcasters.



### PRODUCTION

Televideo, the UK-based outside broadcast and production agency, won the production tender rights for London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships. GB Taekwondo procured Televideo to provide a solution that met all the media-related needs of the event.

Televideo had 25 crew members across different areas of the event. The production company continuously streamed coverage throughout each day of the competition, with the semi-finals and finals being covered by a 7-camera outside broadcast van from Televideo's HD4.

Additionally, Televideo streamed every fight from the World Para-Taekwondo Championships, with action coming from five different mats, simultaneously. BBC Online took additional coverage of the main mat with a 2-camera mini production.

Televideo also took the responsibility of internet distribution throughout the venue, managing the bandwidth and dividing it between other stakeholders involved.



*Televideo's HD4 Outside Broadcast set-up*

## Media

## Television

## Broadcast – London 2017

## TV broadcasters breakdown

TERRITORY	BROADCASTER	CHANNELS	ACCESS	RIGHTS TYPE
China	CCTV 5	CCTV 5+	Free-to-air	Live, Highlights
Europe & Sub-Saharan Africa*	SFR Sport	SFR Sport 5	Pay-TV	Live, Highlights
Korea	SBS	SBS Sports	Free-to-air	Live
Morocco	Arryadia	Arryadia	Free-to-air	Live
South America (excluding Brazil)**	TyC	TyC Sports	Pay-TV	Live, Highlights
Papua New Guinea	EMTV	EMTV	Free-to-air	Live
United Kingdom	BBC	BBC Red Button	Free-to-air	Live, Delayed

## Total broadcast hours by channel

TERRITORY	BROADCASTER	CHANNELS	BROADCAST HOURS (LIVE)	BROADCAST HOURS (TOTAL)
China	CCTV	CCTV 5+	-	01:40:06
Europe & Sub-Saharan Africa*	SFR Sport	SFR Sport 5	-	05:37:00
Korea	SBS	SBS Sports	-	-
Morocco	Arryadia	Arryadia	-	-
South America (excluding Brazil)**	TyC	TyC Sports	04:30:00	08:30:00
Papua New Guinea	EMTV	EMTV	-	-
United Kingdom	BBC	BBC Red Button	05:00:00	08:00:00

\*Belgium, France, Israel, Luxembourg, Portugal, Switzerland, Sub-Saharan Africa (Angola, Benin, Botswana, Burkina Faso, Burundi, Cape Verde, Central African Republic, Chad, Comoros, Congo, Democratic Republic of Congo, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Sao Tome & Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Sudan, Sudan, Swaziland, Tanzania, Uganda, Zambia, Zimbabwe.)

\*\*Argentina, Bolivia, Chile, Colombia, Ecuador, French Guinea, Guyana, Paraguay, Peru, Suriname, Uruguay, Venezuela.



## Media

## Television

## Broadcast Schedule – London 2017

*Total broadcast hours by programme*

CHANNEL	DATE	START TIME	END TIME	BROADCAST HOURS	TYPE
CCTV 5+	21 October 2017	17:04	17:29	00:25:00	Highlights
	22 October 2017	17:30	17:55	00:25:00	Highlights
	22 October 2017	17:59	18:25	00:25:06	Highlights
	23 October 2017	22:20	22:45	00:25:00	Highlights
				<b>TOTAL: 01:40:06</b>	
BBC Red Button	21 October 2017	11:30	14:30	03:00:00	Delayed
	21 October 2017	19:00	22:00	03:00:00	Live
	22 October 2017	18:00	20:00	02:00:00	Live
				<b>TOTAL: 08:00:00</b>	
TyC Sports	21 October 2017	15:00	17:30	02:30:00	Live
	22 October 2017	04:30	06:30	02:00:00	Highlights
	22 October 2017	14:00	16:00	02:00:00	Live
	23 October 2017	01:30	03:30	02:00:00	Highlights
				<b>TOTAL: 08:30:00</b>	
SFR Sport 5	30 October 2017	20:30	22:30	01:56:00	Highlights
	31 October 2017	20:30	22:30	02:06:00	Highlights
	01 November 2017	20:30	22:00	01:35:00	Highlights
				<b>TOTAL: 05:37:00</b>	

No broadcast data available for SBS (Korea), Arryadia (Morocco) and EMTV (Papua New Guinea).

Media

Television

Broadcast Hours – All Programming

The London 2017 World Taekwondo Grand-Prix was broadcast for over 23 hours across four broadcasters, according to information obtained by Sportcal.

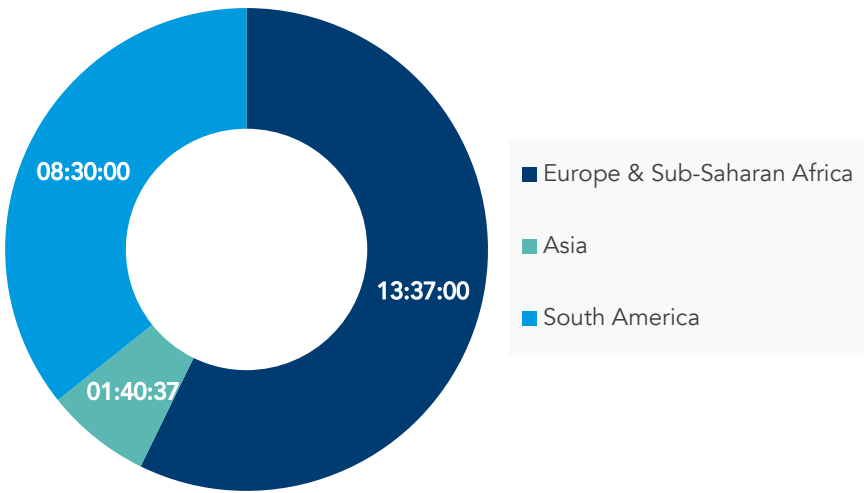
TyC Sports, the Argentina-based broadcaster, showed the most coverage with eight hours and 30 minutes of coverage. BBC showed eight hours of coverage on its Red Button service.

TV broadcast hours – ALL programming

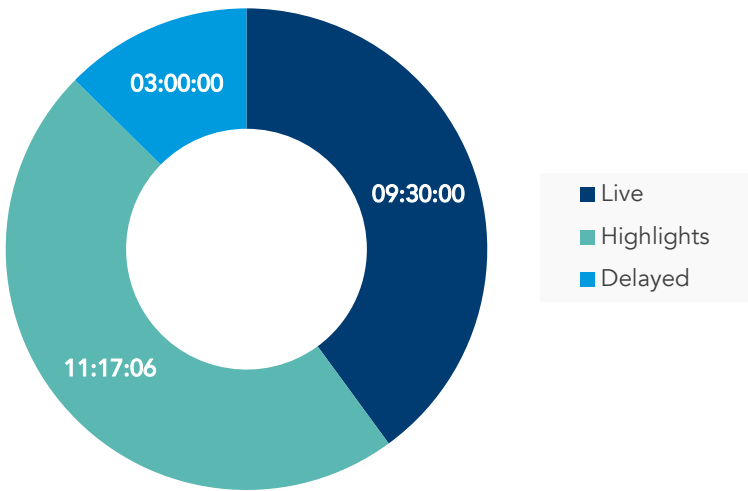
TyC Sport	08:30:00
BBC Red Button	08:00:00
SFR Sport 5	05:37:00
CCTV 5+	01:40:06
<b>TOTAL</b>	<b>23:47:06</b>

No broadcast data available for SBS (Korea), Arryadia (Morocco) and EMTV (Papua New Guinea).

TV broadcast hours by region – ALL programming



TV broadcast hours by type – ALL programming



Media

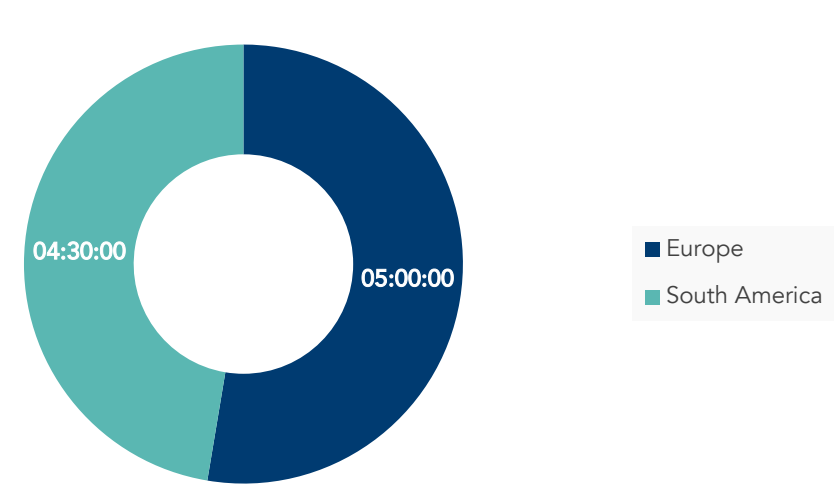
# Television

## Broadcast Hours – Live

The London 2017 World Taekwondo Grand-Prix broadcast live for over nine hours.

Of the total number of live broadcast hours, 53 per cent was shown by BBC, which showed five hours of live coverage.

TV broadcast hours by region – LIVE programming



TV broadcast hours – LIVE programming

BBC Red Button	05:00:00
TyC Sports	04:30:00
<b>TOTAL</b>	<b>09:30:00</b>

No broadcast data available for SBS (Korea), Arryadia (Morocco) and EMTV (Papua New Guinea).

Media

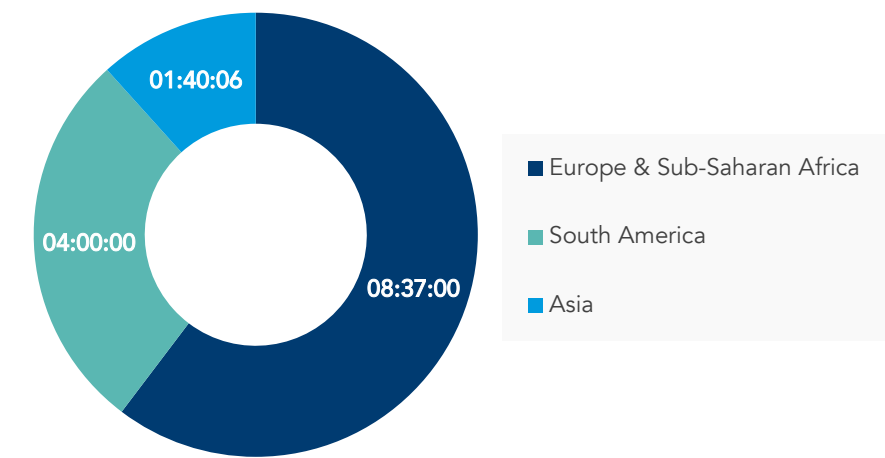
Television

Broadcast Hours – Non-live

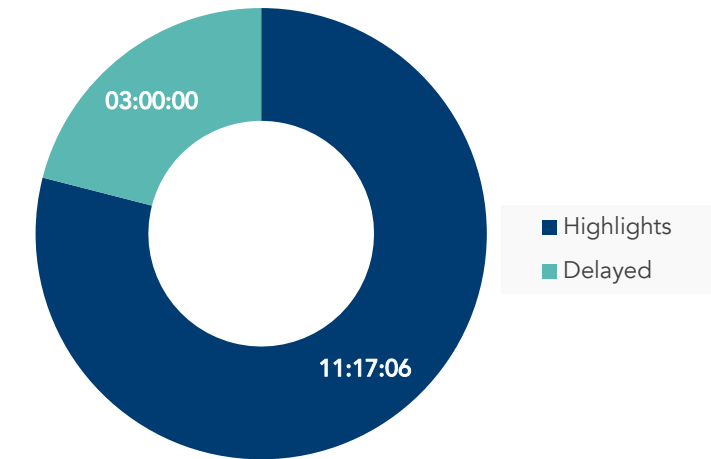
The London 2017 World Taekwondo Grand-Prix was broadcast non-live for over 14 hours, including highlights and delayed coverage.

SFR Sport 5, broadcasting in both Europe and Sub-Saharan Africa, showed the most amount of non-live coverage with over five hours of highlights footage.

TV broadcast hours by region – NON-LIVE programming



TV broadcast hours by type – NON-LIVE programming



TV broadcast hours – NON-LIVE programming

SFR Sport 5	05:37:00
TyC Sports	04:00:00
BBC Red Button	03:00:00
CCTV 5+	01:40:06
TOTAL	14:17:06

No broadcast data available for SBS (Korea), Arryadia (Morocco) and EMTV (Papua New Guinea).

Media

# Domestic Streaming

## BBC Online

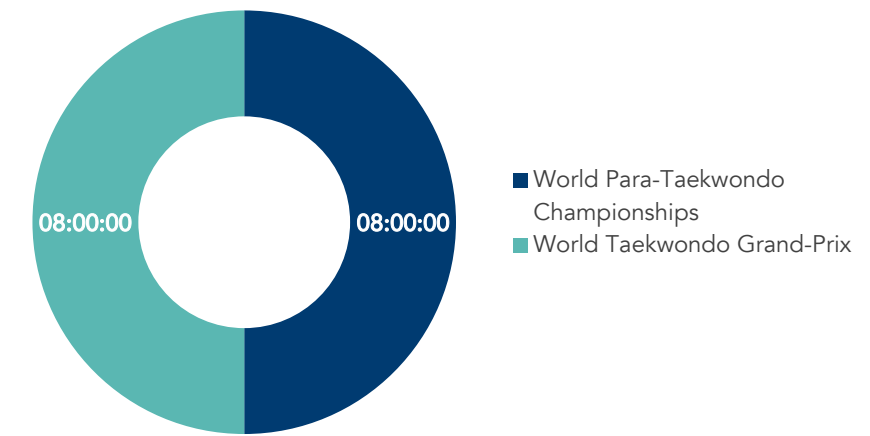
BBC, domestic broadcaster, also provided online coverage of both London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships.

The BBC live streamed 16 hours of event coverage on BBC Online, which was evenly split between the two competitions.

BBC Online Streaming - hours by competition

BBC Online live streaming – hours by day

19 October 2017	08:00:00
20 October 2017	03:00:00
21 October 2017	03:00:00
22 October 2017	02:00:00
TOTAL	16:00:00





## Media

## YouTube

## Video Analysis (World Taekwondo)

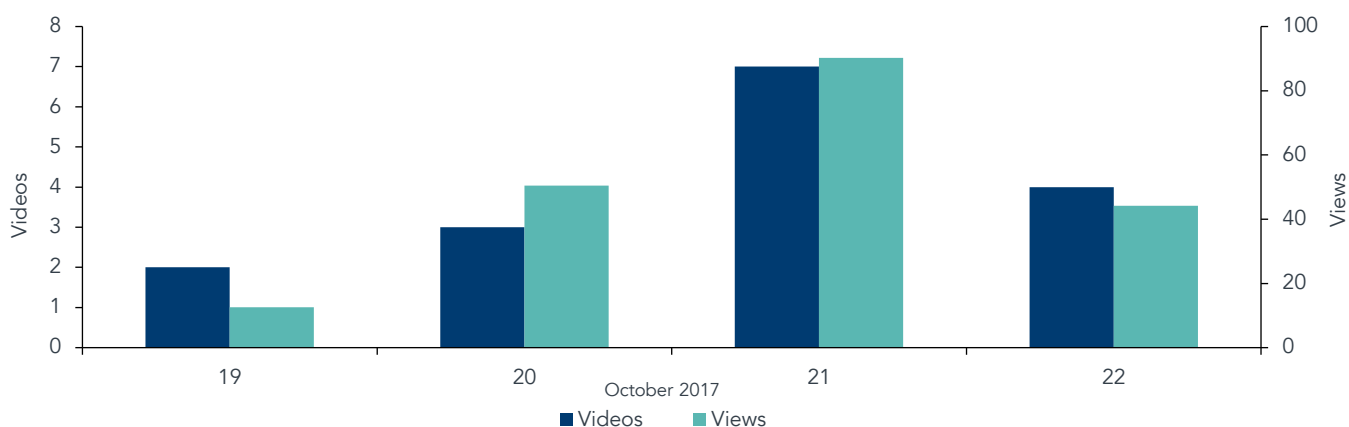
## YouTube activity summary: event period (19 – 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Videos	14	2	16	4
Views	184,883	12,603	197,486	49,371.5
New subscribers (by 23 October 2017)			1,088	272

Sportcal analysed YouTube activity on World Taekwondo's channel over the event period (19 – 22 October 2017) and extended period (12 – 29 October 2017). Over London 2017 World Taekwondo Grand-Prix, World Taekwondo posted 14 videos, which accumulated 184,883 views. Additionally, World Taekwondo posted two videos during the World Para-Taekwondo Championships 2017 which accumulated 12,603 views.

World Taekwondo's YouTube channel peaked activity on 21 October 2017, the second day of the London 2017 World Taekwondo Grand-Prix, with seven videos accumulating 90,186 views.

## YouTube activity: event period by day (19 – 22 October 2017)



## YouTube activity: extended period by day (12 – 29 October 2017)



## Media

## YouTube

## Video Analysis (GB Taekwondo)

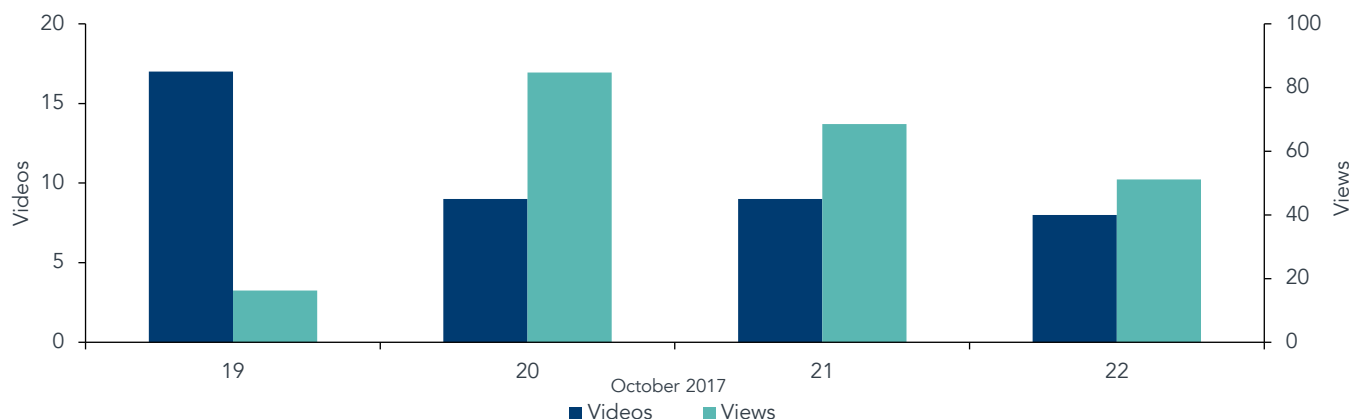
## YouTube activity summary: event period (19 – 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Videos	26	17	43	11
Views	204,378	16,252	220,630	55,158
New subscribers (by 23 October 2017)			816	222

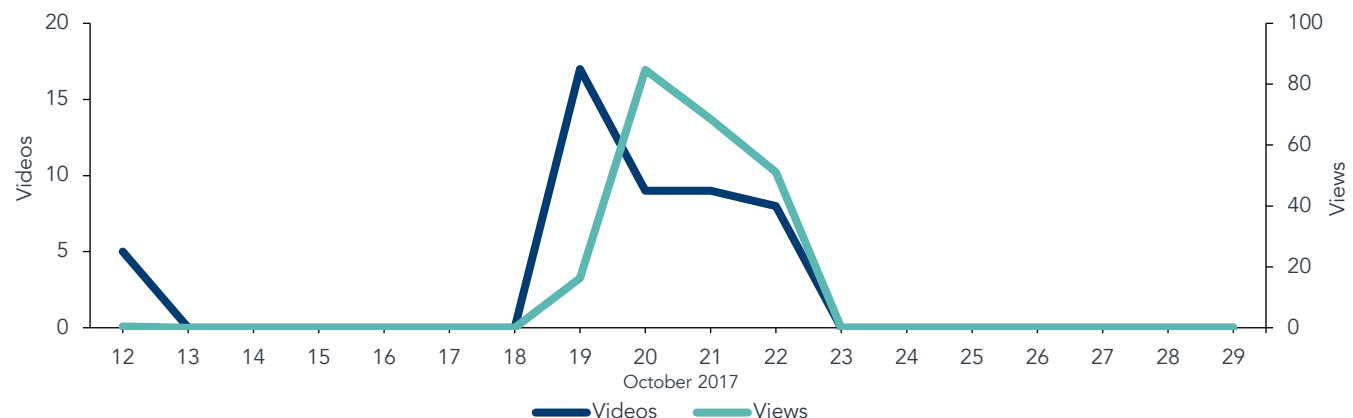
GB Taekwondo's YouTube channel was measured by Sportcal over the event period (19 – 22 October 2017) and extended period (12 – 29 October 2017). GB Taekwondo posted 26 videos over the London 2017 World Taekwondo Grand-Prix with an accumulation of 204,378 views. Furthermore, GB Taekwondo posted 17 videos during the World Para-Taekwondo Championships 2017 with 16,252 views.

The highest number of videos were posted on 19<sup>th</sup> October, during the World Para-Taekwondo Championships, with 17 videos. However, the first day of the London 2017 World Taekwondo Grand-Prix, the 20 October 2017, accumulated a higher number of views with 84,722.

## YouTube activity: event period by day (19 – 22 October 2017)



## YouTube activity: extended period by day (12 – 29 October 2017)



## Media

## YouTube

## Channel Analysis (GB Taekwondo)

*YouTube channel summary: event period (19 – 22 October 2017)*

	TOTAL (GP)	TOTAL (PARA)	TOTAL
Views	204,198	13,838	218,036
Watch Time (Mins)	1,176,324	55,335	1,231,659

GB Taekwondo's YouTube channel was also analysed by views and watch time (mins) over the extended period (12 – 29 October 2017). The YouTube channel accumulated 237,344 views and a total watch time of 1,342,727 minutes.

The nation which accumulated the largest audience on the YouTube channel by views was the United Kingdom with 24,294. Europe had the majority of views with 53.6 per cent of the total views.

The United Kingdom also had the largest watch time on the YouTube channel with 159,873 minutes. Europe comprised the majority of the total watch time with 58.6 per cent of the overall audience.

*GB Taekwondo YouTube audience by nation – top 10 by views (12 – 29 Oct 2017)*

United Kingdom	Europe	24,294
Thailand	Asia	16,412
Jordan	Asia	13,734
Russia	Europe	12,341
USA	North America	12,341
Spain	Europe	11,570
Turkey	Europe	10,484
Morocco	Africa	9,750
Germany	Europe	8,784
Croatia	Europe	7,284

*GB Taekwondo YouTube audience by nation – top 10 by watch time (mins) (12 – 29 Oct 2017)*

United Kingdom	Europe	159,873
Russia	Europe	101,895
USA	North America	84,765
Spain	Europe	74,601
Thailand	Asia	73,355
Jordan	Asia	54,010
Germany	Europe	53,047
Greece	Europe	45,424
Morocco	Africa	43,780
Turkey	Europe	40,007

*Audience by continent – views (12 – 29 Oct 2017)*

Africa	16,592	7.0%
Asia	58,944	24.8%
Europe	127,110	53.6%
N. America	22,271	9.4%
Oceania	2,662	1.1%
S. America	9,765	4.1%
<b>TOTAL</b>	<b>237,344</b>	

*Audience by continent – watch time (mins) (12 – 29 Oct 2017)*

Africa	76,542	5.7%
Asia	243,571	18.1%
Europe	787,185	58.6%
N. America	144,597	10.8%
Oceania	22,091	1.6%
S. America	68,741	5.1%
<b>TOTAL</b>	<b>1,342,727</b>	

Note: Views and watch time (mins) which were tracked from unknown territories were not included in the above analysis. This included 1,630 views and 4,677 minutes of watch time.

## Media

## Facebook

## Video Analysis (GB Taekwondo)

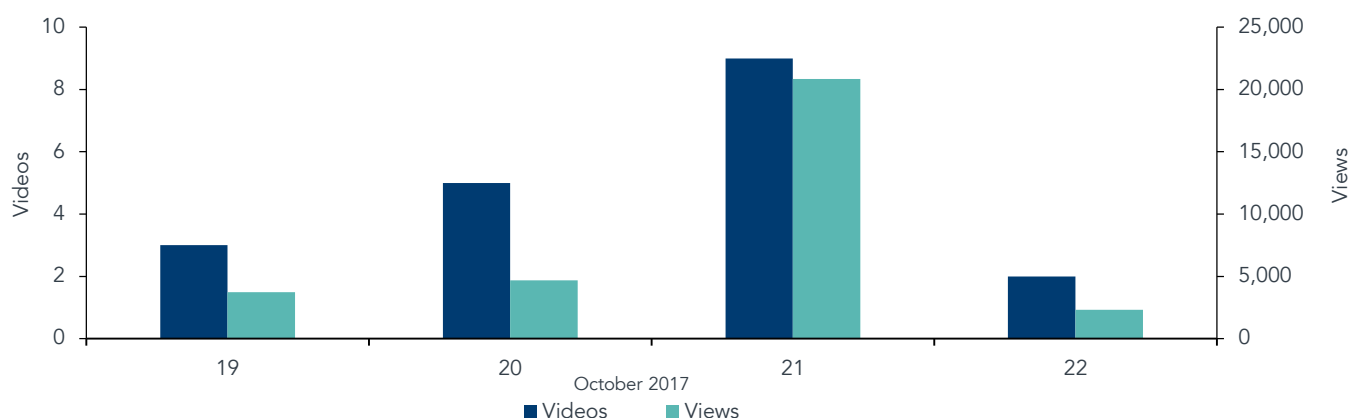
Facebook activity summary: event period (19 – 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Videos	16	3	19	4.75
Views	27,832	3,733	31,565	7,891.25

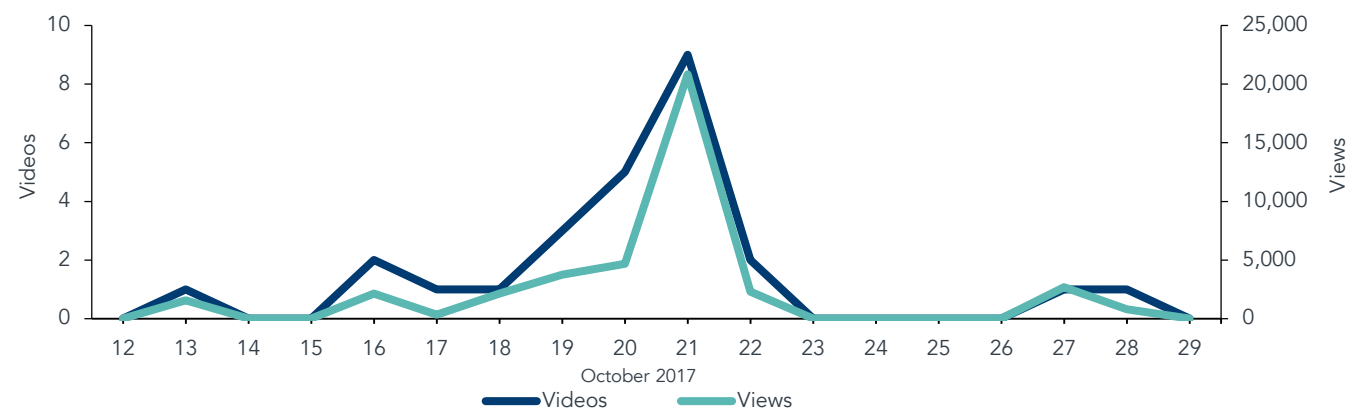
The GB Taekwondo Facebook videos were monitored by Sportcal over the event period (19 – 22 October 2017) and extended period (12 – 29 October 2017). Over the event period, GB Taekwondo posted 19 videos with an accumulation of 31,565 views.

During the London 2017 World Taekwondo Grand-Prix, GB Taekwondo posted 16 videos with 27,832 views. Yet, over the World Para-Taekwondo Championships, GB Taekwondo posted 3 videos which accumulated 3,733 views. Activity on Facebook videos peaked on 21 October 2017, with nine videos registering 20,841 views.

Facebook activity: event period by day (19 – 22 October 2017)



Facebook activity: extended period by day (12 – 29 October 2017)



## Media

## Online

World Taekwondo ([www.worldtaekwondo.org](http://www.worldtaekwondo.org))

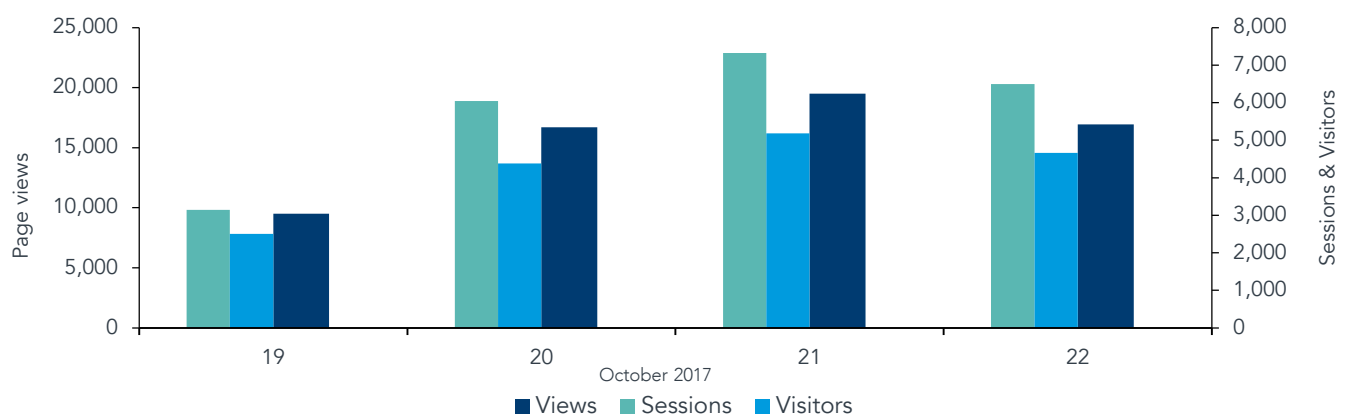
*World Taekwondo website traffic data: event period (19 – 22 October 2017)*

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Visitors	14,223	2,508	16,731	4,183
Sessions	19,858	3,142	23,000	5,750
Page views	53,129	9,497	62,626	15,657

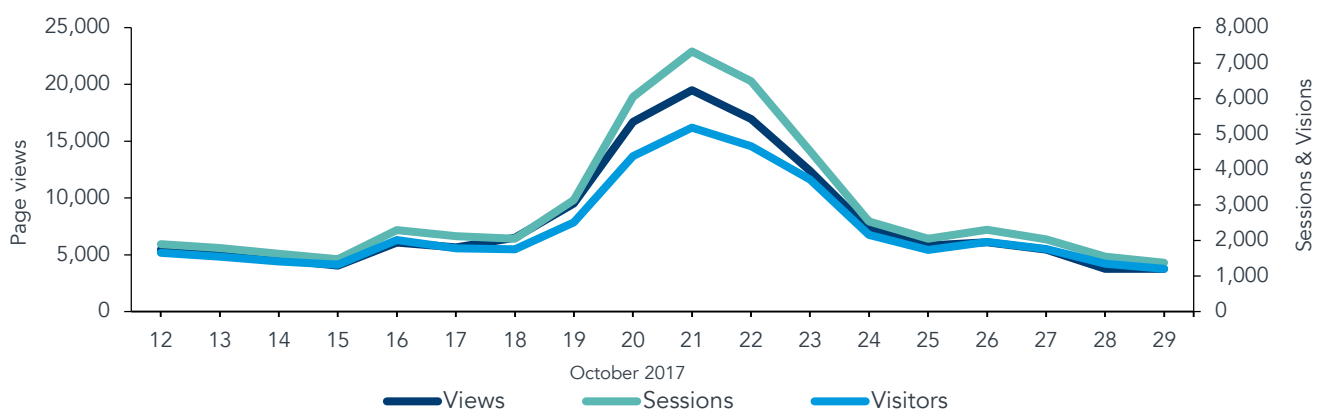
The World Taekwondo website was analysed over the event period (19 – 22 October 2017) and extended period (12 – 29 October 2017). The website handled 62,626 page views, 23,000 sessions and 16,731 visitors over the event period.

Website page views grew by 43 per cent between the two competitions. Activity then remained fairly consistent during the London 2017 World Taekwondo Grand-Prix competition, peaking on 21 October with 19,494 page views, 7,324 sessions and 5,183 visitors.

*World Taekwondo website traffic data: event period by day (19 – 22 October 2017)*



*World Taekwondo website traffic data: extended period by day (12 – 29 October 2017)*





## Media

## Online

GB Taekwondo ([www.gbtaekwondo.co.uk](http://www.gbtaekwondo.co.uk))

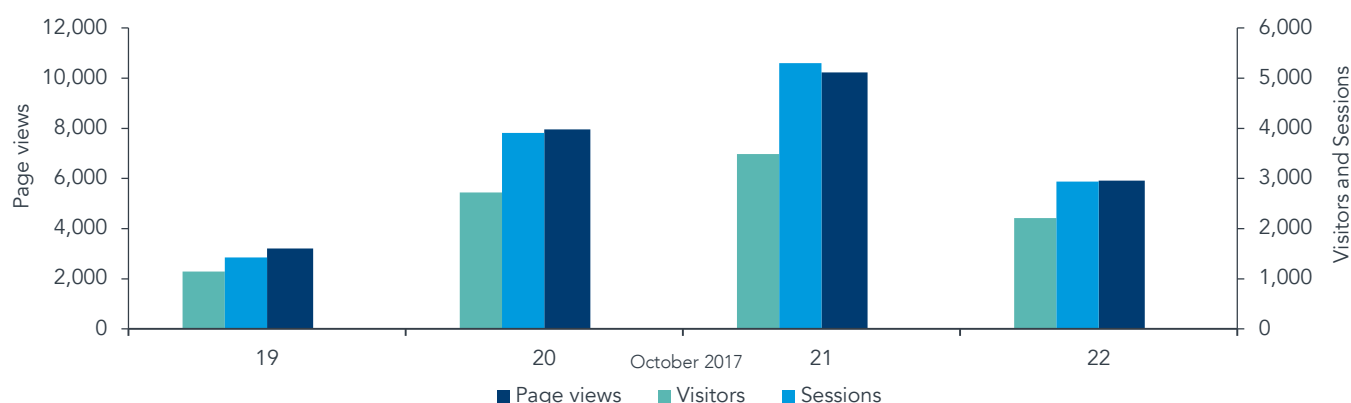
GB Taekwondo website traffic data: event period (19 – 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Visitors	8,420	1,144	9,564	2,391
Sessions	12,141	1,424	13,565	3,391
Page views	21,390	2,205	27,308	6,827

The website traffic of the GB Taekwondo website was analysed over the event period (19 – 22 October 2017) and extended period (12 – 29 October 2017). The website received 27,308 page views over the event period, with 9,564 visitors and 13,565 sessions.

The World Para-Taekwondo Championships 2017 received 2,205 pages views, 1,424 sessions and 1,144 visitors. Yet, website traffic peaked on the second day of the London 2017 World Taekwondo Grand-Prix, 21 October, with 10,233 page views, 3,487 visitors and 5,299 sessions.

GB Taekwondo website traffic data: event period by day (19 – 22 October 2017)



GB Taekwondo website traffic data: extended period by day (12 – 29 October 2017)



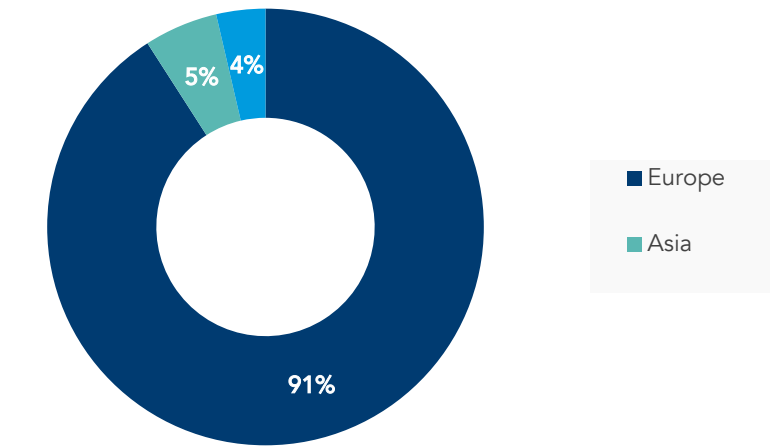
Media

# Accredited Media

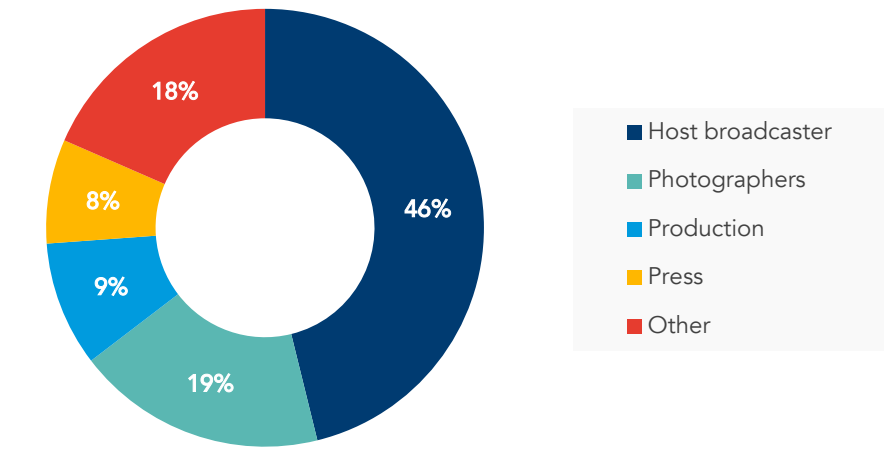
There were 65 accredited media present at the London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships. This comprised of 35 accredited journalists, reporters and photographers and 30 accreditations which were issued for the host broadcasters.

Of the total number of media, 47 were from the United Kingdom. Media mostly came from Europe with 91 per cent of the media accreditations. Additionally, there were some accredited media from Brazil, Japan and Korea.

Accredited media by continent\*



Accredited media by type



Accredited media by nationality

United Kingdom	47
Korea	2
Spain	2
Brazil	2
Japan	1
Germany	1
World Taekwondo	10*
TOTAL	65

\*NB: There were 10 accredited media from World Taekwondo with no known nationality.



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Social Media

## Social Media

## Overview

Sportcal measured 10 official social media accounts related London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships. This comprised the accounts of World Taekwondo, GB Taekwondo, World Taekwondo Grand-Prix and UK Sport across Facebook, Twitter and Instagram.

Over the four-day period of the competitions, these accounts combined recorded 297 posts, 131,344 likes and reactions, 1,353 shares, 332 comments from users and 2,423 new followers, with a 0.25 per cent increase.

#### Social media overview – all accounts (event period)

Posts	297
Likes / Favourites	131,344
Shares / Retweets	1,353
Comments	332
New followers	2,423
Average follower increase	0.25%

#### World Taekwondo social media accounts

<b>Facebook</b> /WorldTaekwondo1	<b>Twitter</b> @worldtaekwondo1	<b>Instagram</b> @worldtaekwondo.pr
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#### GB Taekwondo social media accounts

<b>Facebook</b> /gbtaekwondo	<b>Twitter</b> @GBTaekwondo	<b>Instagram</b> @gbtaekwondo
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#### World Taekwondo GP social media accounts

<b>Facebook</b> /KickingforGlory	<b>Twitter</b> @kicking4glory	<b>Instagram</b> -
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#### UK Sport social media accounts

<b>Facebook</b> /UKSport	<b>Twitter</b> @uk_sport	<b>Instagram</b> -
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#### Account summary: event period (19 – 22 October 2017)

	WORLD TAEKWONDO		GB TAEKWONDO		WORLD TAEKWONDO GP		UK SPORT	
	Total	Avg. per account	Total	Avg. per account	Total	Avg. per account	Total	Avg. per account
Posts	72	24	183	61	37	18.5	5	2.5
Likes / Favourites	14,080	4,693.3	116,944	38,981.3	260	130	60	30
Shares / Retweets	458	152.7	828	276	8	4	19	9.5
Comments	41	13.7	280	93.3	48	24	3	1.5
New followers	1,149	383	1,061	353.7	140	70	73	36.5
Average follower increase	-	0.23%	-	0.32%	-	0.58%	-	0.06%



## Social Media

# Platform Summary

## FACEBOOK

Collectively over the four-day period of both competitions, the Facebook accounts recorded 72 posts, 14,935 likes, 190 shares, 745 comments and 1,026 new followers with a 0.13 per cent increase in follower numbers.

GB Taekwondo was the most active account on Facebook over the events with 59.7 per cent of the posts. These posts accumulated 11,986 likes, 296 shares and 177 comments. Yet, World Taekwondo GP had a higher average follower increase with 0.58 per cent.

## TWITTER

The Twitter accounts accumulated 190 posts, 3,750 favourites, 832 retweets, 61 comments and 344 new followers with a 0.21 per cent increase in follower numbers.

GB Taekwondo had the most active Twitter account with 61.6 per cent of the recorded posts over the event period. As a result, GB Taekwondo also had the highest engagement on Twitter with 2,971 favourites, 532 retweets and 41 comments.

## INSTAGRAM

The Instagram accounts recorded 35 posts, 112,659 likes, 81 comments and 1,053 new followers with a 1.85 per cent increase in follower numbers.

Compared to World Taekwondo, GB Taekwondo had higher engagement on Instagram with 23 posts accumulating 101,987 likes, 62 comments with 634 new followers over the events.

## Social media accounts (event period)

### FACEBOOK

	Total	Avg. per day
Posts	72	18
Likes	14,935	3,734
Shares	190	47.5
Comments	745	186.25
New followers	1,026	256.5
Average follower increase	-	0.13%

### TWITTER

	Total	Avg. per day
Posts	190	47.5
Favourites	3,750	937.5
Retweets	832	208
Comments	61	15.25
New followers	344	86
Average follower increase	-	0.21%

### INSTAGRAM

	Total	Avg. per day
Posts	35	8.75
Likes	112,659	28,165
Comments	81	20.25
New followers	1,053	263.25
Average follower increase		1.85%



## Social Media

# Platform Summary – Grand-Prix

## FACEBOOK

Over the three-day period of the London 2017 World Taekwondo Grand-Prix, the Facebook accounts recorded 58 posts with 12,932 likes, 431 shares and 161 comments.

The Facebook accounts with the most activity over the London 2017 Grand-Prix was GB Taekwondo. This account recorded 36 posts with 10,399 likes, 248 shares and 151 comments.

## Social media accounts (event period)

### FACEBOOK

	Total	Avg. per day
Posts	58	19.3
Likes	12,932	4,310.6
Shares	431	143.6
Comments	161	53.6

## TWITTER

The twitter accounts recorded 156 posts, over the London 2017 World Taekwondo Grand-Prix with 3,189 favourites, 669 retweets and 55 comments.

GB Taekwondo was the most active account on twitter during the London 2017 Grand-Prix with 95 posts. These posts accumulated 407 favourites, 85 retweets and 3 comments.

### TWITTER

	Total	Avg. per day
Posts	156	52
Favourites	3,189	1,063
Retweets	669	223
Comments	55	18.3

## INSTAGRAM

During the London 2017 World Taekwondo Grand-Prix, the Instagram accounts recorded 30 posts with 104,893 likes and 76 comments.

GB Taekwondo was most active over the three-day event with 18 posts which accumulated 94,221 likes and 57 comments.

### INSTAGRAM

	Total	Avg. per day
Posts	30	10
Likes	104,893	34,964.3
Comments	76	25.3

## Social Media

# Platform Summary – Para-Taekwondo

## FACEBOOK

Over the World Para-Taekwondo Championships 2017, 14 posts were recorded across all Facebook accounts. These posts accumulated 2,003 likes, 90 shares and 40 comments.

The most active Facebook account during the event was GB Taekwondo with 7 posts, 1,587 likes, 48 shares and 37 comments.

## TWITTER

The twitter accounts analysed during the World Para-Taekwondo Championships 2017, recorded 34 posts with 561 favourites, 160 retweets and 6 comments.

GB Taekwondo had the majority of activity on Twitter during the event with 22 posts accumulating 407 favourites, 85 retweets and 3 comments.

## INSTAGRAM

GB Taekwondo was the only account to record activity during the World Para-Taekwondo Championships 2017 with 5 posts recording 7,676 likes and 5 comments.

### Social media accounts (event period)

#### FACEBOOK

	Total	Avg. per day
Posts	14	-
Likes	2,003	-
Shares	90	-
Comments	40	-

#### TWITTER

	Total	Avg. per day
Posts	34	-
Favourites	561	-
Retweets	160	-
Comments	6	-

#### INSTAGRAM

	Total	Avg. per day
Posts	5	-
Likes	7,676	-
Comments	5	-

## Social Media

## Facebook

## World Taekwondo (/WorldTaekwondo1)



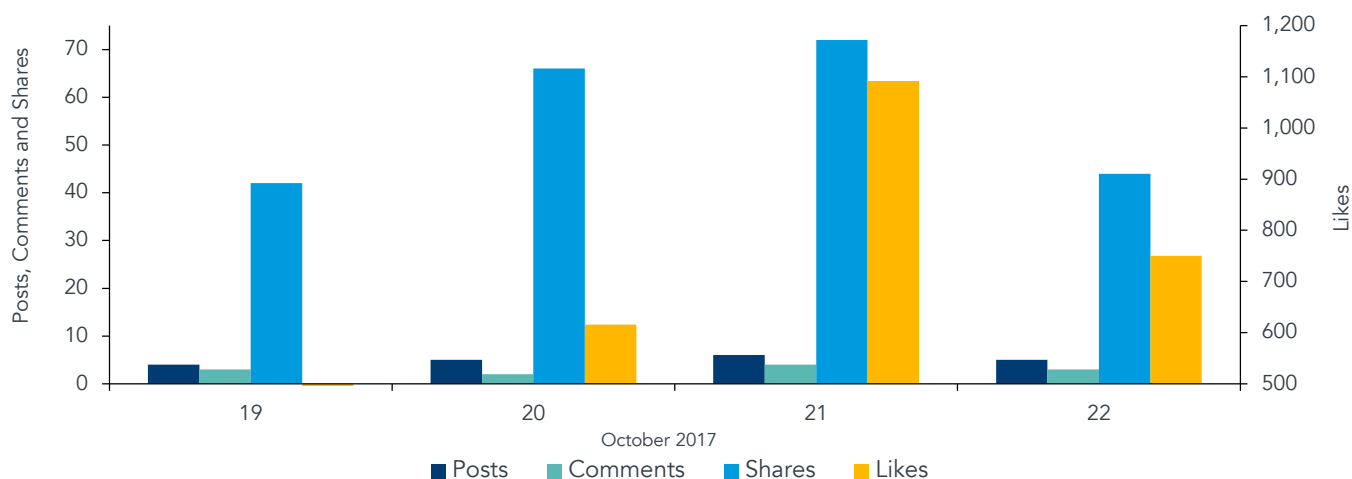
## Facebook activity summary: event period (19 - 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Posts	16	4	20	5.0
Likes	2,458	414	2,872	718.0
Shares	182	42	224	56.0
Comments	9	3	12	3.0
New page likes (by 23 Oct 2017)			611 (0.14% increase)	152.8

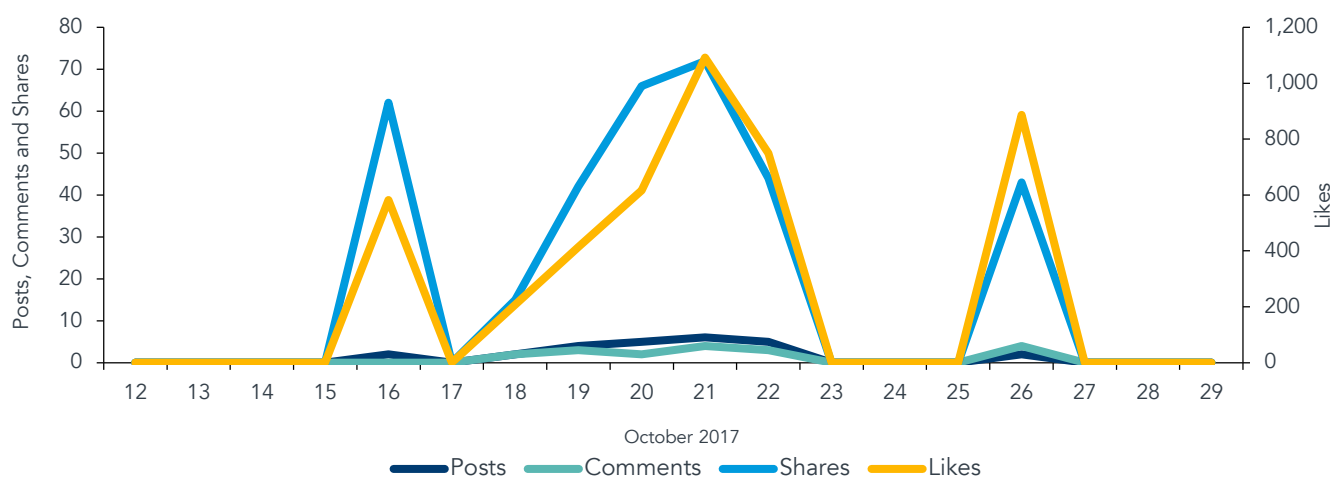
## Page likes

Start (18 October 2017)	445,422
End (23 October 2017)	446,033

## Facebook activity: event period by day (19 – 22 October 2017)



## Facebook activity: extended period by day (12 – 29 October 2017)



## Social Media

## Facebook

## GB Taekwondo (/gbtaekwondo)



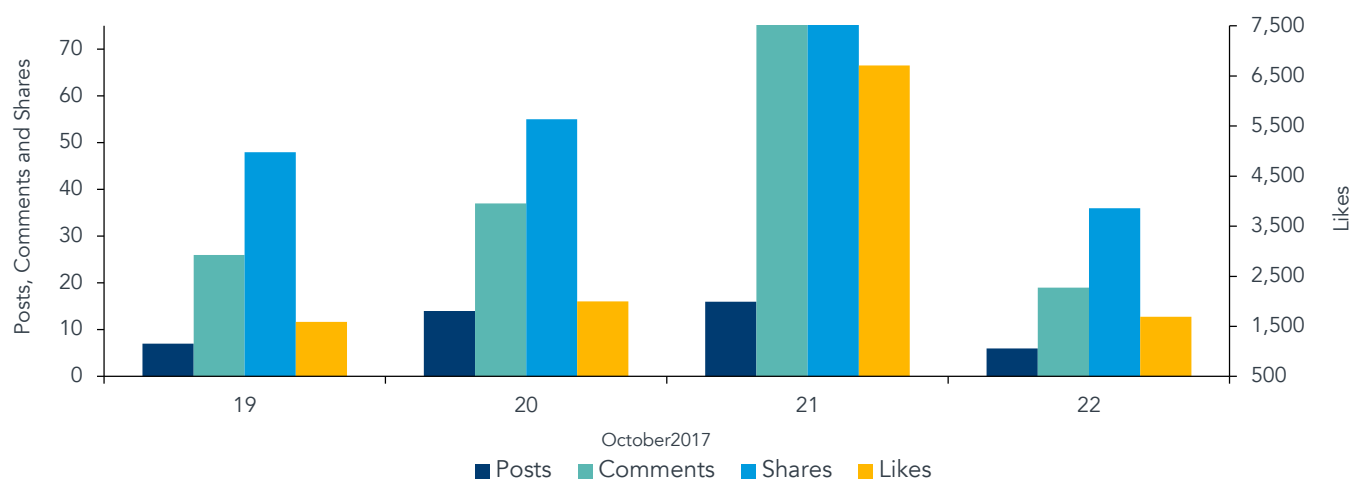
## Facebook activity summary: event period (19 - 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Posts	36	7	43	10.8
Likes	10,399	1,587	11,986	2,996.5
Shares	248	48	296	74.0
Comments	151	37	177	44.3
New page likes (by 23 Oct 2017)			296 (0.10% increase)	74.0

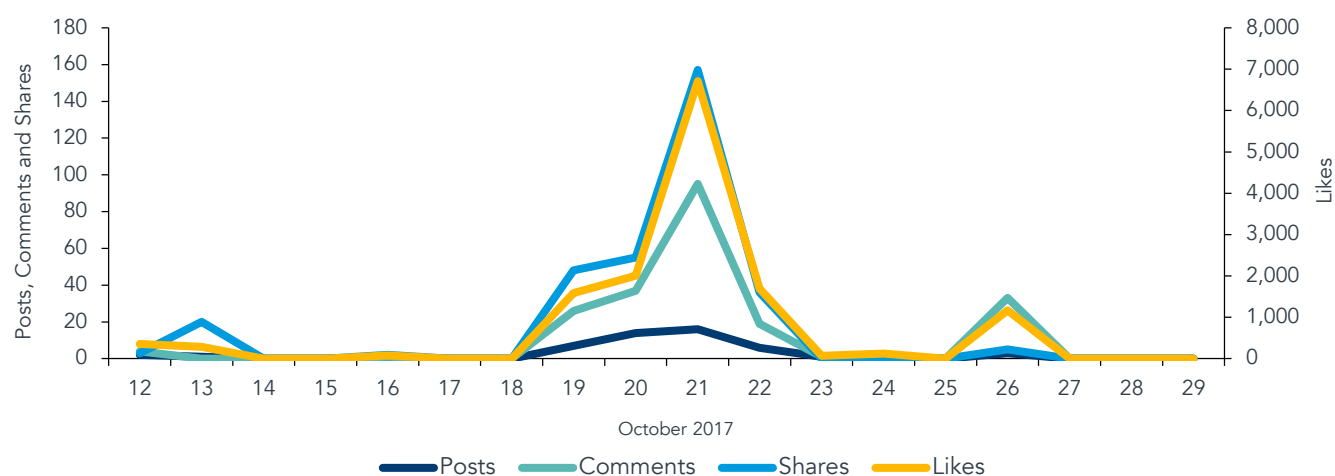
## Page likes

Start (18 October 2017)	284,085
End (23 October 2017)	284,381

## Facebook activity: event period by day (19 – 22 October 2017)



## Facebook activity: extended period by day (12 – 29 October)



## Social Media

## Facebook

## World Taekwondo GP (/KickingforGlory)



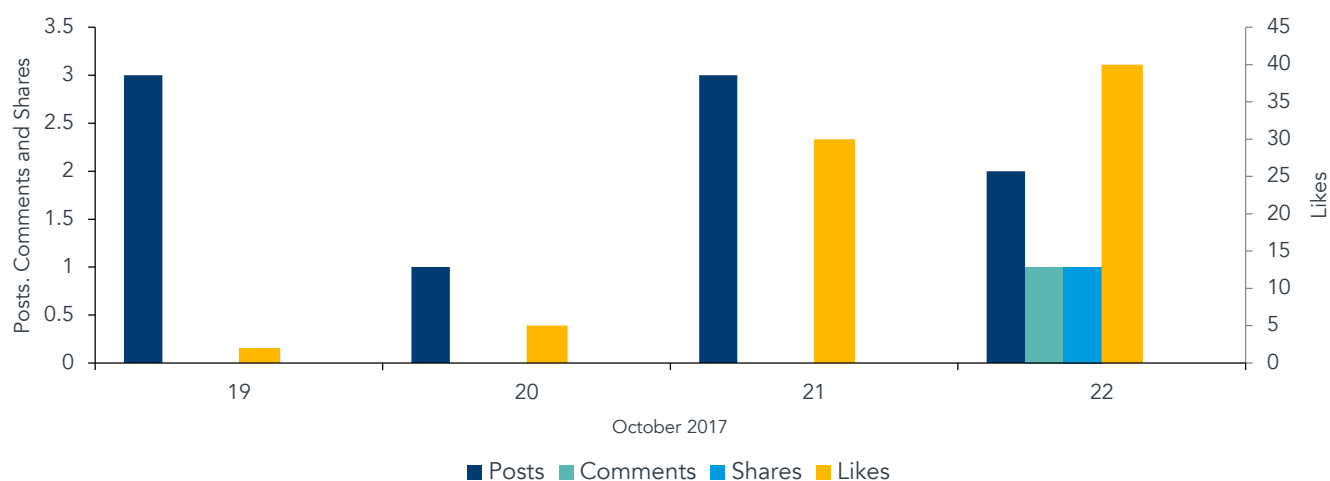
## Facebook activity summary: event period (19 - 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Posts	6	3	9	2.3
Likes	75	2	77	19.3
Shares	1	0	1	0.3
Comments	1	0	1	0.3
New page likes (by 23 Oct 2017)			116 (0.58% increase)	29.0

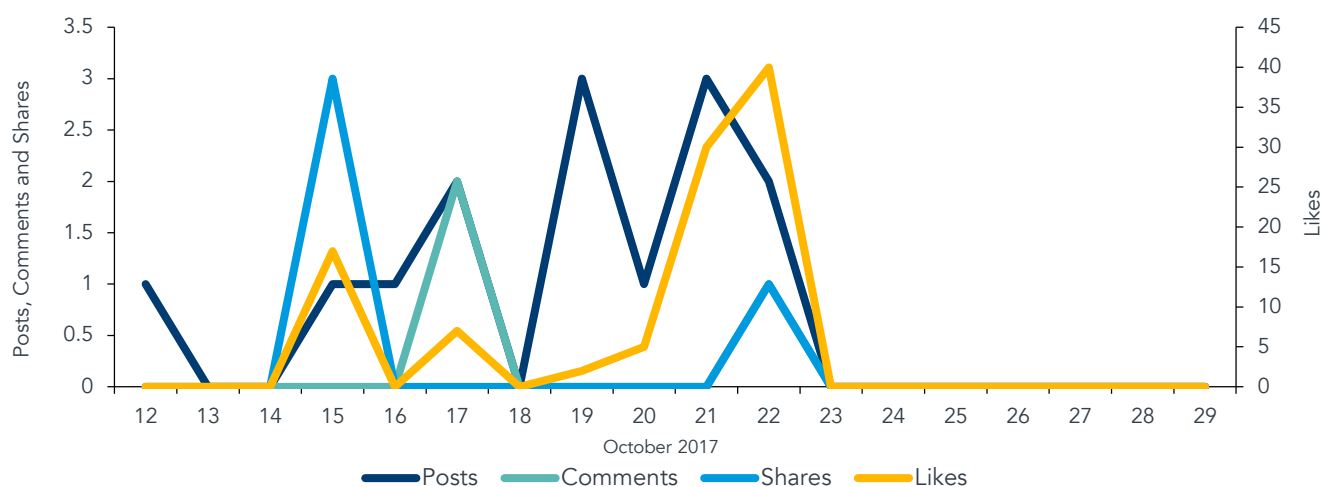
## Page likes

Start (18 October 2017)	20,034
End (23 October 2017)	20,150

## Facebook activity: event period by day (19 – 22 October 2017)



## Facebook activity: extended period by day (12 – 29 October 2017)





## Social Media

## Facebook

UK Sport (/UKSport)



## Facebook activity summary: event period (19 - 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Posts	0	0	0	0
Likes	0	0	0	0
Shares	0	0	0	0
Comments	0	0	0	0
New page likes (by 23 Oct 2017)			3 (0.02% increase)	0.8

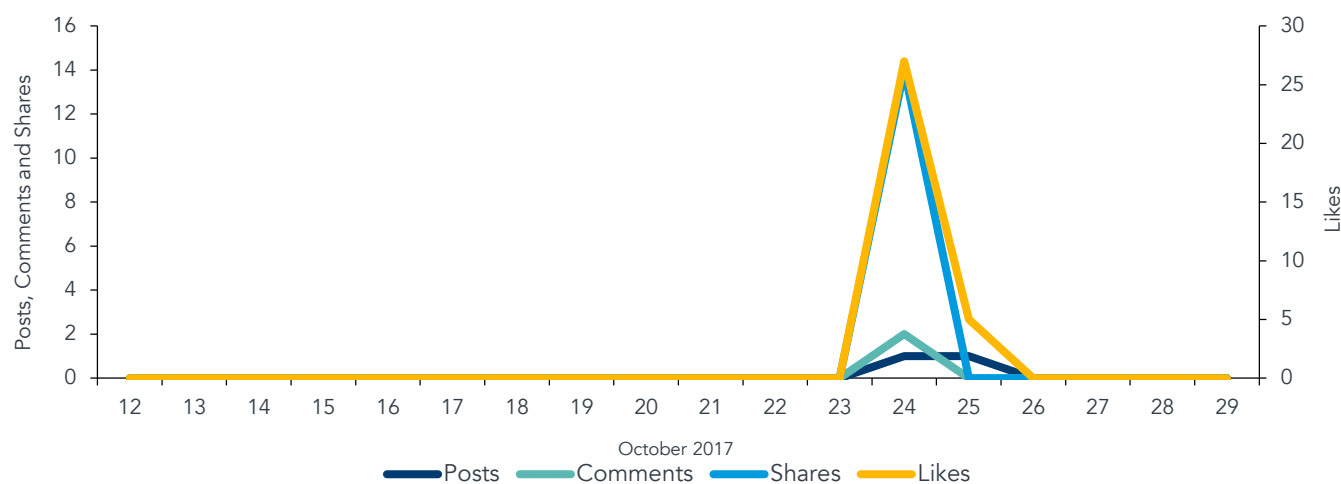
## Page likes

Start (18 October 2017)	20,034
End (23 October 2017)	20,150

## Facebook activity: event period by day (19 – 22 October 2017)

There were no posts for this account over the event period

## Facebook activity: extended period by day (12 – 29 October 2017)



## Social Media

## Twitter

## World Taekwondo (@worldtaekwondo1)



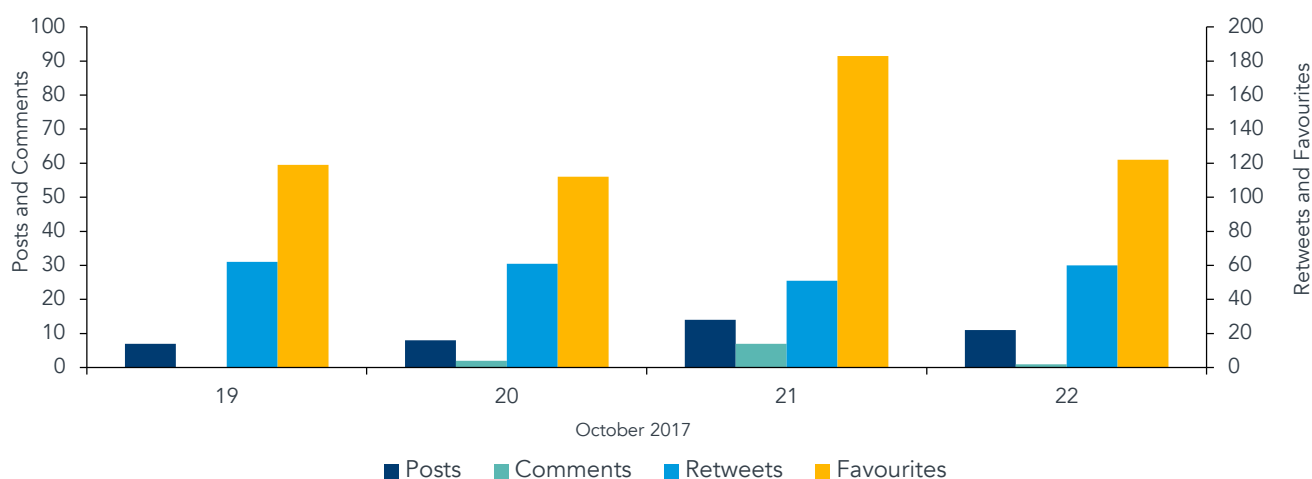
## Twitter activity summary: event period (19 - 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Posts	33	7	40	10.0
Favourites	417	119	536	134.0
Retweets	172	62	234	58.5
Comments	10	0	10	2.5
New followers (by 23 Oct 2017)			119 (0.37% increase)	29.8

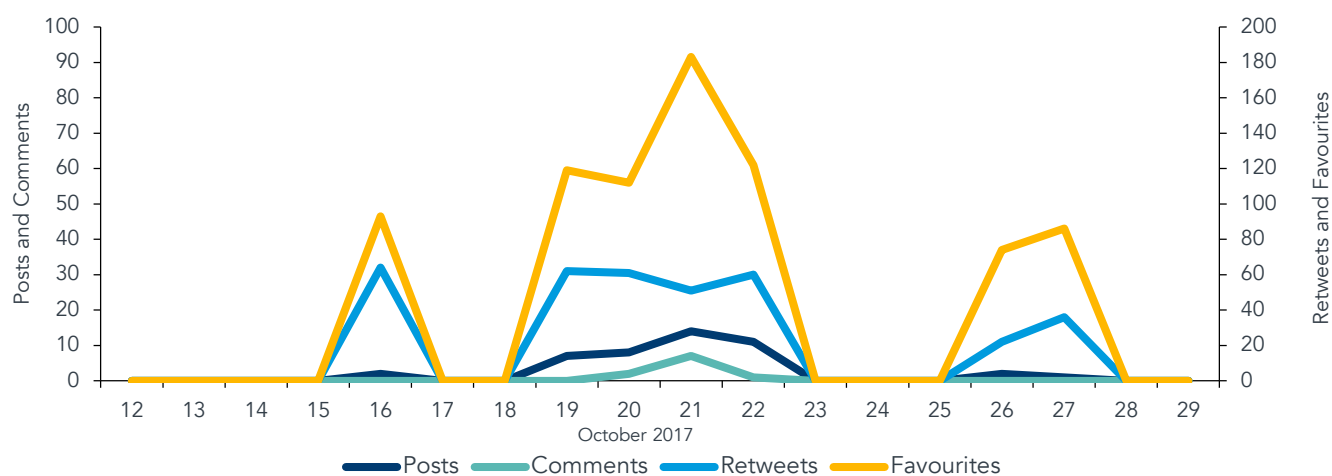
## Page likes

Start (18 October 2017)	32,338
End (23 October 2017)	32,457

## Twitter activity: event period by day (19 – 22 October 2017)



## Twitter activity: extended period by day (12 - 29 October 2017)



## Social Media

## Twitter

## GB Taekwondo (@GBTaekwondo)



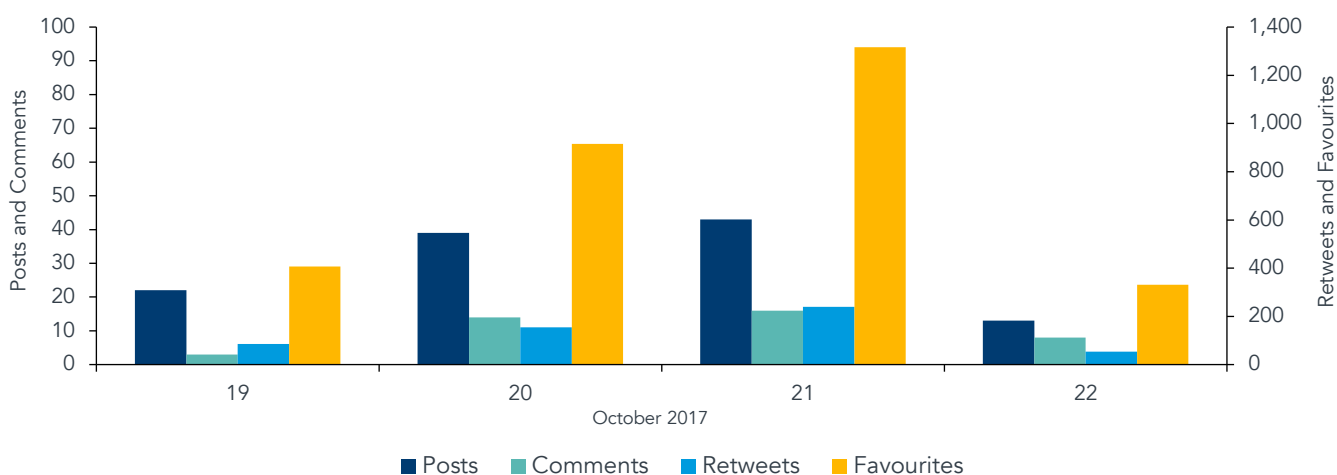
## Twitter activity summary: event period (19 - 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Posts	95	22	117	29.3
Favourites	2,564	407	2,971	742.8
Retweets	447	85	532	133.0
Comments	38	3	41	10.3
New followers (by 23 Oct 2017)			131 (0.53% increase)	32.8

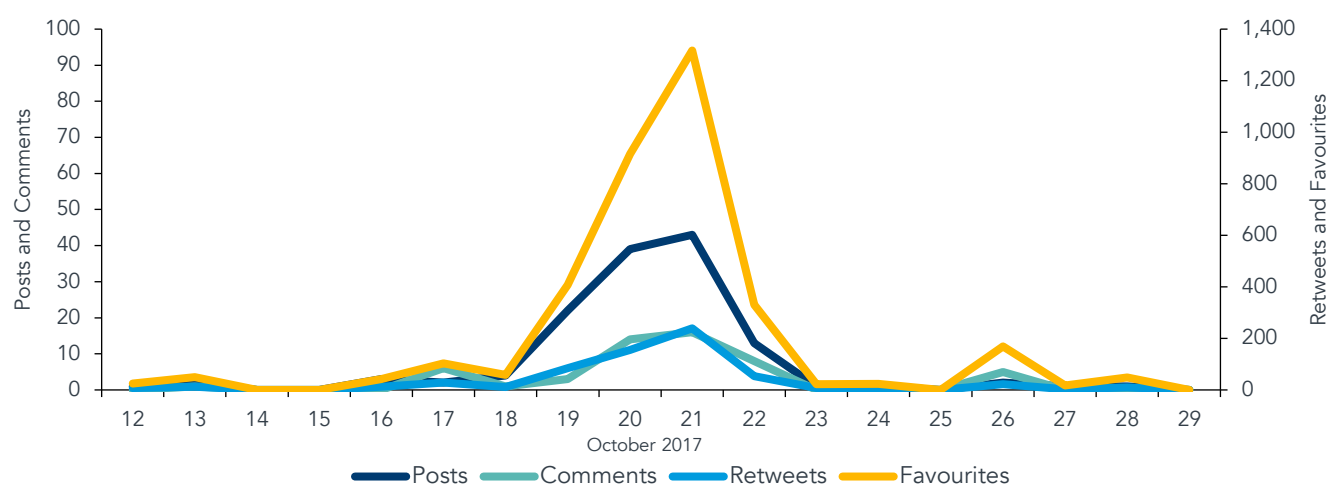
## Page likes

Start (18 October 2017)	24,606
End (23 October 2017)	24,737

## Twitter activity: event period by day (19 - 22 October 2017)



## Twitter activity: extended period by day (12 - 29 October 2017)



## Social Media

## Twitter

## World Taekwondo GP (@kicking4glory)



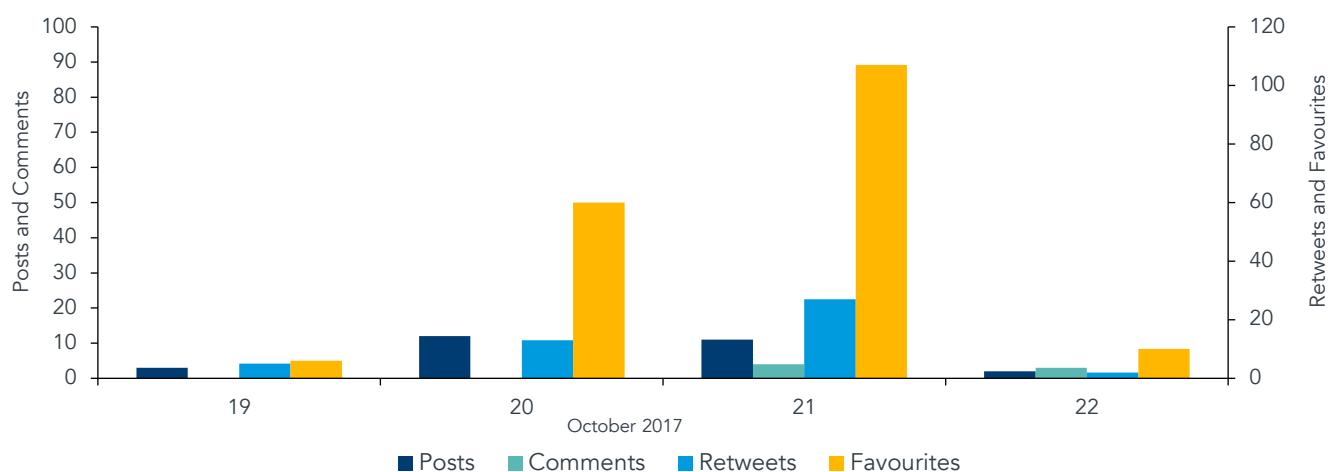
## Twitter activity summary: event period (19 - 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Posts	25	3	28	7.0
Favourites	177	6	183	45.8
Retweets	42	5	47	11.8
Comments	7	0	7	1.8
New followers (by 23 Oct 2017)			24 (0.56% increase)	6.0

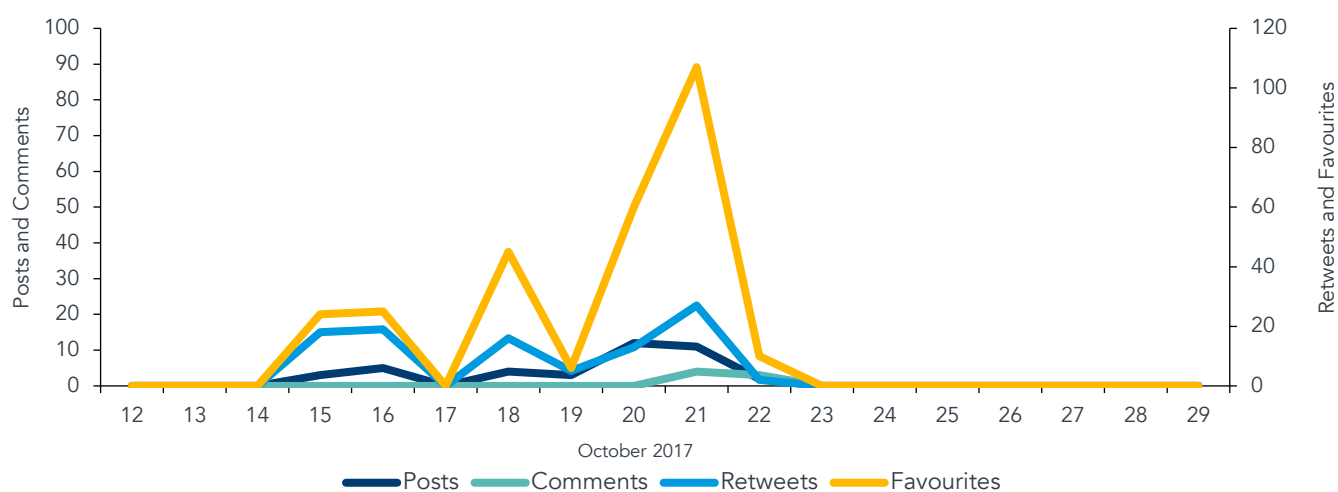
## Page likes

Start (18 October 2017)	4,248
End (23 October 2017)	4,272

## Twitter activity: event period by day (19 – 22 October 2017)



## Twitter activity: extended period by day (12 – 29 October 2017)



## Social Media

## Twitter

UK Sport (@uk\_sport)



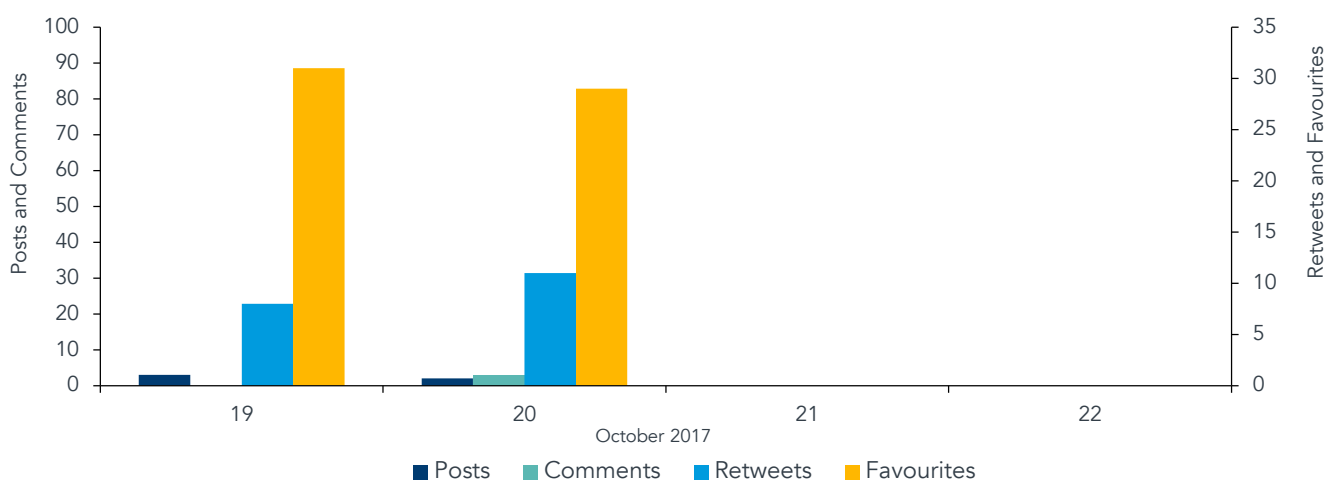
## Twitter activity summary: event period (19 - 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Posts	3	2	5	1.3
Favourites	31	29	60	15.0
Retweets	8	8	19	4.8
Comments	0	3	3	0.8
New followers (by 23 Oct 2017)			70 (0.07% increase)	17.5

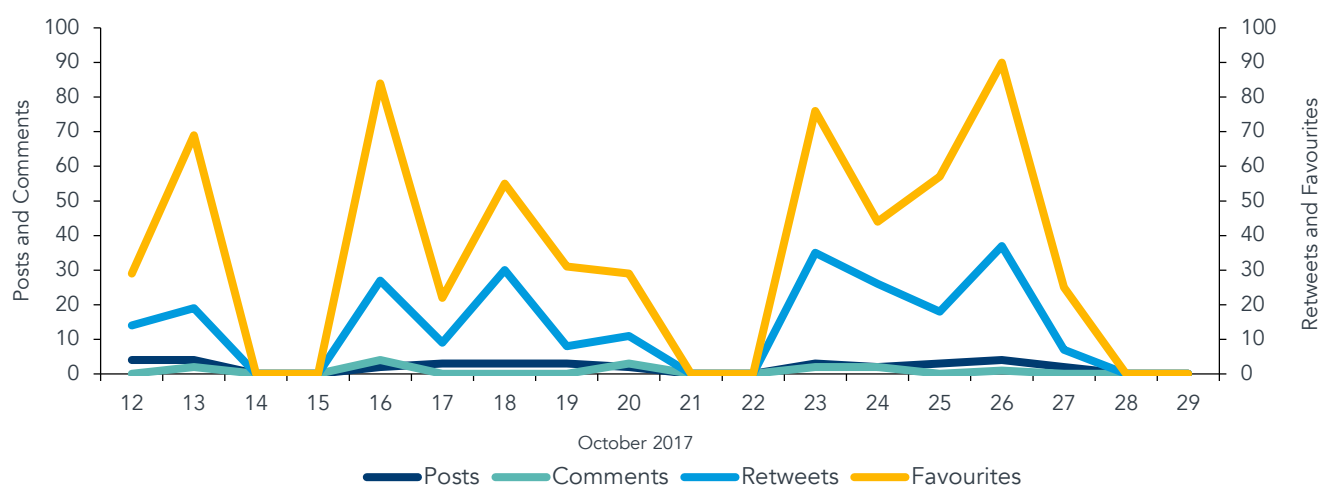
## Page likes

Start (18 October 2017)	103,973
End (23 October 2017)	104,043

## Twitter activity: events period by day (19 – 22 October 2017)



## Twitter activity: extended period by day (12 – 29 October 2017)





## Social Media

## Instagram

World Taekwondo (@worldtaekwondo.pr)



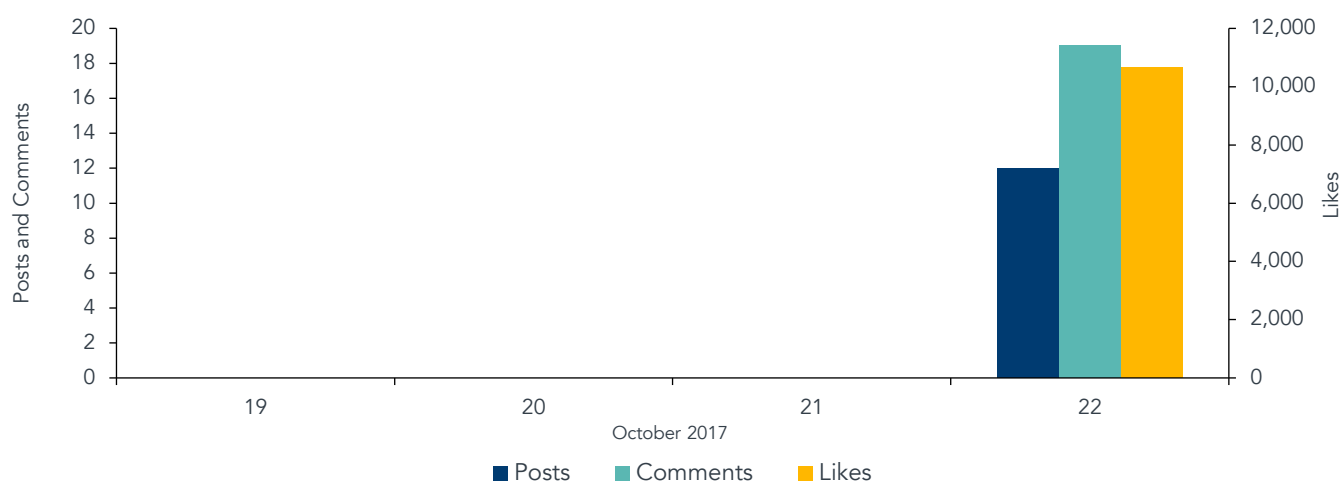
## Instagram activity summary: event period (19 - 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Posts	12	0	12	3.0
Likes	10,672	0	10,672	2,668.0
Comments	19	0	19	4.8
New followers (by 23 Oct 2017)			419 (1.41% increase)	104.8

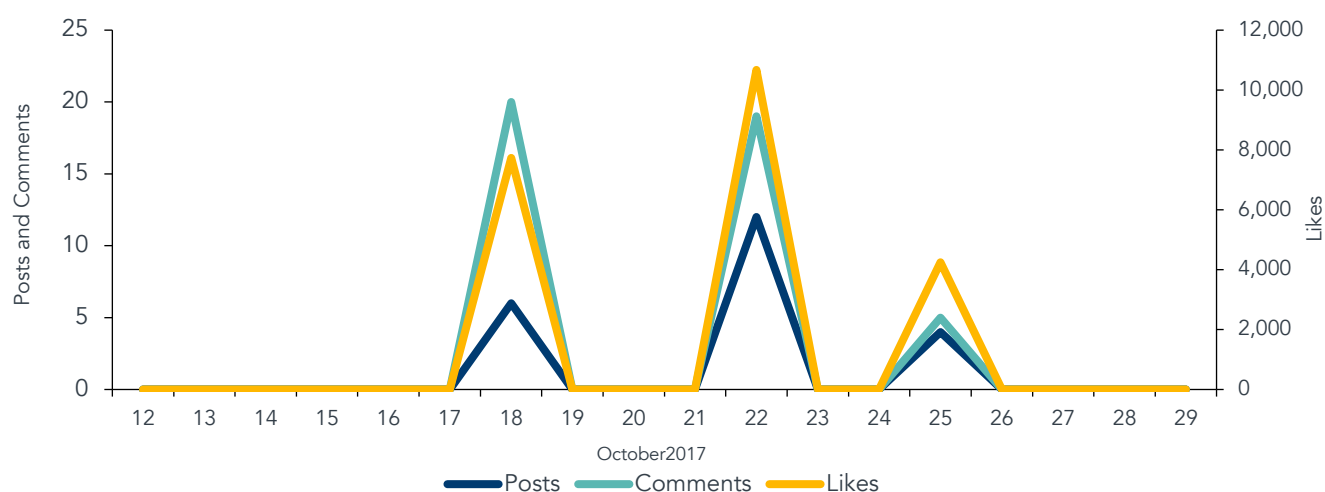
## Page likes

Start (18 October 2017)	29,705
End (23 October 2017)	30,124

## Instagram activity: event period by day (19 - 22 October 2017)



## Instagram activity: extended period by day (12 - 29 October 2017)



## Social Media

## Instagram

## GB Taekwondo (@gbtaekwondo)



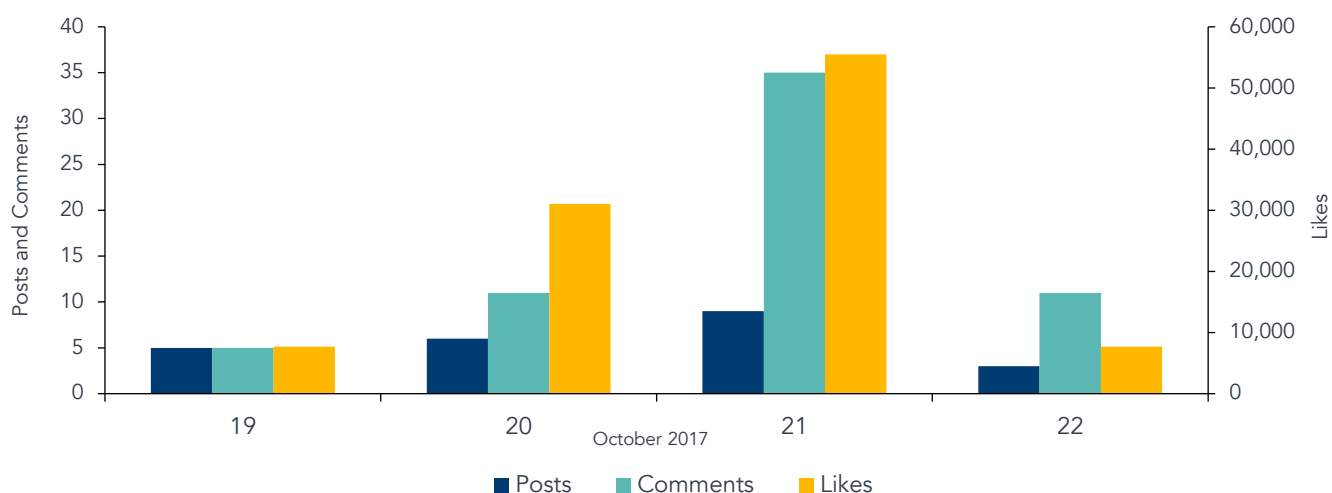
## Instagram activity summary: event period (19 - 22 October 2017)

	TOTAL (GP)	TOTAL (PARA)	TOTAL	DAY AVERAGE
Posts	18	5	23	5.8
Likes	94,221	7,676	101,987	25,496.8
Comments	57	5	62	15.5
New followers (by 23 Oct 2017)			634 (2.33% increase)	158.5

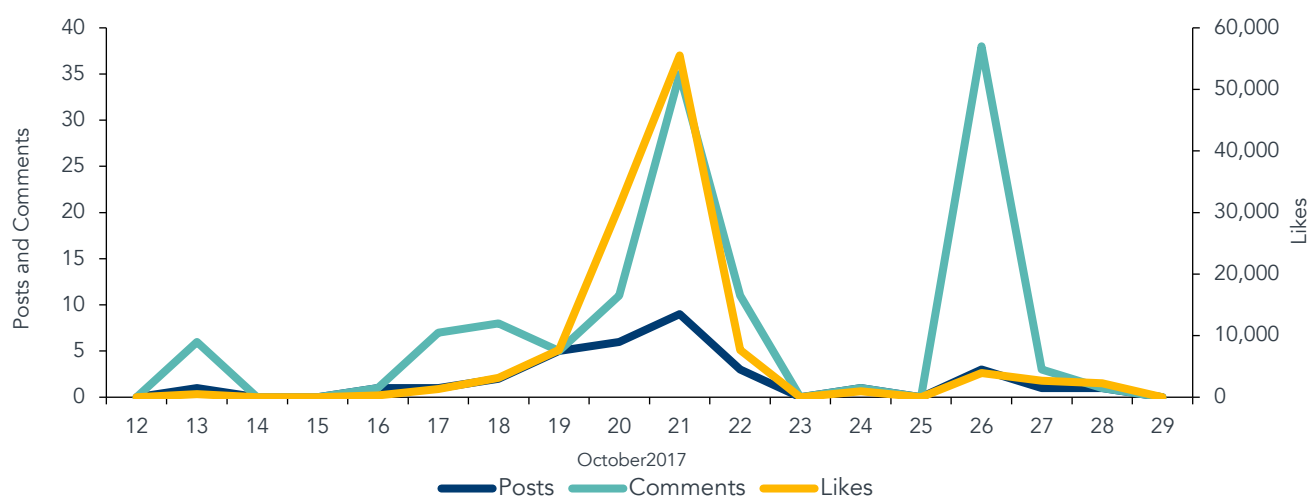
## Page likes

Start (18 October 2017)	27.218
End (23 October 2017)	27,852

## Instagram activity: event period by day (19 - 22 October 2017)



## Instagram activity: extended period by day (12 - 29 October 2017)





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Sponsorship

## Sponsorship

# Overview

The London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships sponsorship rights were distributed by GB Taekwondo with help from its marketing rights distribution partner, Sport Collective.

The Local Organising Committee had a number of local sponsors, suppliers and institutional partners involved in the event. World Taekwondo partners, which included Booyoung Group, AzGroup, Kukkiwon and Daedo International, also had branding presence at the event.

The event was supported by a total of nine partners made up of four official sponsors, two suppliers and three institutional partners.

By sector, the highest number of partners came from sport & leisure facilities and sports governance, represented by two organisations, respectively.

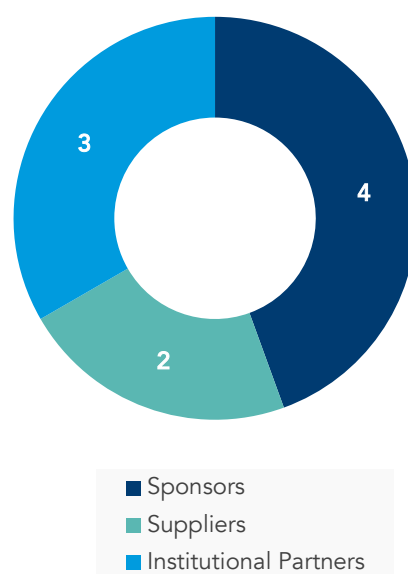
## Partners list

OFFICIAL SPONSORS	
Booyoung Group	Construction
AzGroup	Industrial goods & services
12BET	Betting & gaming
Kukkiwon	Sport & leisure facilities
OFFICIAL SUPPLIERS	
Daedo International	Sports equipment
GLL Foundation	Sport & leisure facilities
INSTITUTIONAL PARTNERS	
Mayor of London	Government
UK Sport	Sports governance
British Taekwondo	Sports governance

## Partners breakdown by type

Sponsors	4
Suppliers	2
Institutional Partners	3
<b>TOTAL</b>	<b>9</b>

## Partners breakdown by type



## Partners breakdown by sector

Sport & leisure facilities	2
Sports governance	2
Government	1
Betting & gaming	1
Construction	1
Industrial goods & services	1
Sports equipment	1
<b>TOTAL</b>	<b>9</b>

Sponsorship

## Overview

Official Sponsors

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Official Suppliers

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Institutional Partners

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MAYOR OF LONDON





## Sponsorship

# Branding

Sponsors and partners of the event were provided with a number of branding opportunities by World Taekwondo and the Local Organising Committee at the competition venue, the Copper Box Arena

Logos of the sponsors were clearly visible across the field of play during the competitions. This included signage around all three mats being used for fights.

Sponsors also had their logos featured on LED screens around the main competition mat, directly facing the main TV camera. This allowed the sponsors to gain brand exposure during live streaming and broadcasts of the competitions, facilitating key TV exposure for event sponsors.

Additionally, brand logos were displayed on the big screens above and behind the competition mats. This meant sponsors were clearly visible to the live audience in the venue.

Sponsors also gained exposure on press banners located throughout the venue including; the VIP areas and in-between both athlete tunnels.

The press banners were used for backdrops during athlete interviews and photo opportunities, allowing brands to gain more exposure through a variety of media.

Institutional partners who supported the event were also given branding opportunities across the competition. These included; UK Sport, British Taekwondo, the Mayor of London and GB Taekwondo. Sport Collective, the marketing rights distributor of the event, were also provided branding elements during the event.



## Sponsorship

# Marketing Rights Distribution

## Sport Collective

Sport Collective, the UK-based sports marketing agency, is the marketing rights distributor of GB Taekwondo. Sport Collective supported GB Taekwondo with marketing rights distribution for London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships.

Sport Collective will also sell the marketing rights for 2018 World Taekwondo Grand-Prix and World Taekwondo Championships 2019 in Manchester.

The agency arranged the partnership between GB Taekwondo and 12BET, the online betting brand, which saw 12BET become the official betting partner of the London event.

It was generally felt that the commercial opportunities around the event could have been exploited better if Sport Collective had more time to market the rights.

It is expected that commercial revenue for the 2018 and 2019 events in Manchester will be higher as Sport Collective will have a longer lead time to sell marketing rights.



## Sponsorship

# Official Sponsor

12BET



In October 2017, 12BET, the online betting brand, agreed a partnership with GB Taekwondo which saw 12BET become an official partner of the London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships. The deal was brokered by Sport Collective.

One of the key objectives of 12BET was to gain brand exposure through broadcasts and online streams of the event, particularly in Asia.

The main selling point of the partnership for 12BET was the coverage that the event was to receive in China through World Taekwondo's deal with CCTV 5. It was expected that the TV coverage in China would result in more betting activity within the region.

As part of the deal, 12BET received branding opportunities during the event, including branding on the LED boards around the main mat.

This allowed 12BET to be clearly visible during broadcasts and online streaming of the event, particularly during semi-finals and finals.

*"12BET have recognised the global reach and value of our sport and event"*

**Julia Newton**  
Chairman  
GB Taekwondo

*"I am looking forward to 12BET receiving great brand exposure in key markets"*

**Rory Anderson**  
CEO (Europe)  
12BET



12Bet.com brand visibility on event live stream and broadcast



## Sponsorship

## Official Sponsor

## Booyoung Group

Booyoung Group, the Korean construction company, is a global partner of World Taekwondo. The six-year agreement, signed on 8 April 2015, will run until the Tokyo 2020 Olympic and Paralympic Games.

This partnership, which is worth \$10 million over six years, includes official sponsorship rights at all World Taekwondo events.

As a result, Booyoung Group received brand visibility at both the World Para-Taekwondo Championships and World Taekwondo Grand-Prix in London. This included branding on press banners and LED boards, as well as, print signage around the competition mat.

The partnership was first initiated by Booyoung Group Chairman, Lee Joong-keun, who had been a supporter of taekwondo prior to the partnership, with his company investing in taekwondo training centres and equipment throughout Southeast Asia.

Furthermore, for Booyoung Group the aim of the sponsorship of World Taekwondo is to build global brand recognition.

The partnership is also contributing to the development of para-taekwondo, a sport which will be featured for the first time in the Paralympic Games programme in Tokyo in 2020.

For World Taekwondo, the partnership supports the federation's efforts in growing the sport worldwide and creates a platform for further investment from more global partners.



*"Investment through partnerships, sponsorships and broadcasting deals is vital to our future development and we are confident in the coming months and years more companies will look to join the Booyoung Group in becoming WTF global partners."*

Dr Chungwon Choue  
President  
World Taekwondo



## Sponsorship

# Official Sponsors & Suppliers

### AZGROUP HOLDING

AzGroup Holding, the industrial goods company based in Azerbaijan, is a partner of World Taekwondo. The partnership was focused on having brand exposure at World Taekwondo's global events. As part of the deal, AzGroup Holdings had branding opportunities during the London event. This included exposure around the mats and on press banners.



### KUKKIWON

Kukkiwon, established in 1972 by the South Korean government, is the home of World Taekwondo Academy which focuses on the development of taekwondo through various training and research programmes. Kukkiwon has been a long-term partner of World Taekwondo through which it promotes training courses to member federations, including taekwondo coaching and referee programmes.



### DAEDO INTERNATIONAL

Daedo is officially recognised by World Taekwondo for PSS equipment, the protector and scoring system for trunk and head and is the official supplier of PSS equipment for World Taekwondo competitions. This allows the company to have branding presence during the events and set up a promotional booth to sell Daedo products.



### GLL

GLL, the UK operator of public leisure and sport facilities, is a supporter of the World Taekwondo Grand-Prix and World Para-Taekwondo Championships. GLL supported the event as the operators of the venue, the Copper Box Arena.

Furthermore, the GLL Foundation, which supports talented UK athletes, also supported Team GB athletes; Lutalo Muhammad and Christian McNeish during the event. This allowed GLL to promote its investment in young talented athletes.





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Sporting



## Sporting

## Overview

The 2017 London Grand-Prix featured 185 athletes representing 52 countries from six continents, and the World Para-Taekwondo Championships saw a record 232 participants from 56 nations representing six continents.

The number of competing nations was the highest ever at a World Para-Taekwondo Championships, beating the previous record of 37 nations. The London 2017 Grand-Prix featured 52 nations, the least amount of nations at a Grand-Prix event in 2017.

51.9 per cent of athletes competing in the Grand-Prix were male, with female athletes accounting for 48.1 per cent, while the World Para-Taekwondo Championships comprised of 75 per cent males and 25 per cent females.

Great Britain won five medals and was ranked first in the medal table at the London 2017 grand-Prix, whilst Russia ranked first in the World Para-Taekwondo Championships with 13 medals

There were a total of 592 officials present for the events in London, of which 388 were team officials and 55 were technical officials that officiated across both competitions. There were 87 VIPs, guests and observers, while delegates and staff from World Taekwondo totalled 62.

A total of 47 anti-doping tests were carried out on athletes across both events in London.

#### Key Statistics – London Grand-Prix Series 2017

Athletes	185
Male	96
Female	89
Continental reach	6
Nations	52
Team officials	210
Technical officials	55

#### Key Statistics – Para-Taekwondo Championships 2017

Athletes	232
Male	174
Female	58
Continental reach	6
Nations	56
Team officials	178
Technical officials	55

## Sporting

## Nations

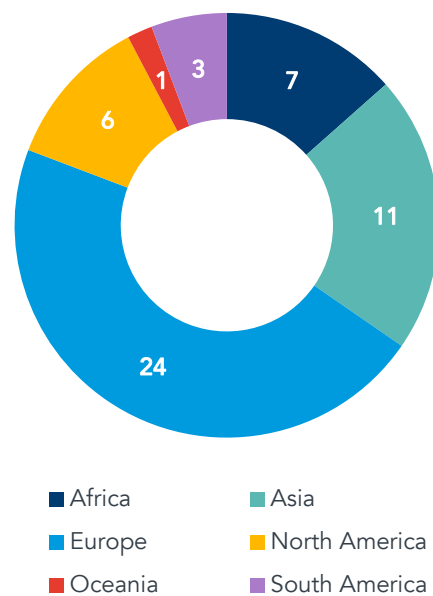
## Grand-Prix

A total of 52 nations were represented by athletes at the London 2017 World Taekwondo Grand-Prix. The London Grand-Prix featured the least nations at a Grand-Prix meeting during the 2017 series.

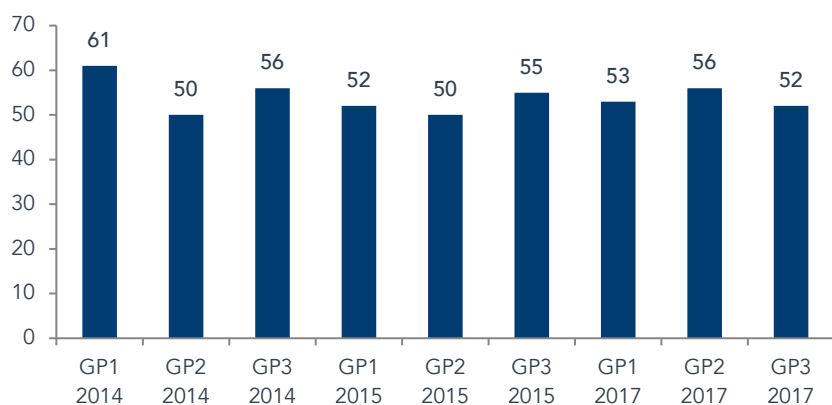
Almost half of the nations present at the London Grand-Prix were European (46.2 per cent), while Asia was the next best represented continent with 11 countries.

Oceania was the least represented continent with only one nation participating from the region.

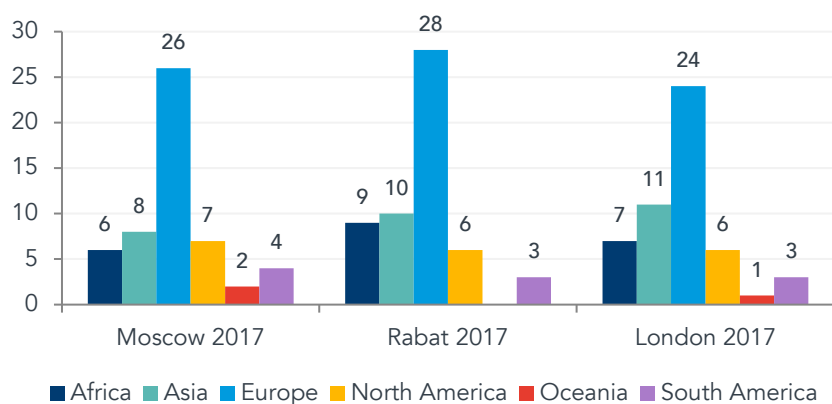
*London 2017 Grand-Prix – Nations by continent*



*World Taekwondo Grand-Prix Series nations 2014-2017*



*World Taekwondo Grand-Prix Series 2017 nations*



## Sporting

## Athletes

## Grand-Prix - By Continent

All six continents were represented by a total of 185 athletes at the London 2017 World Taekwondo Grand-Prix.

Europe accounted for 56.2 per cent of the 185 athletes, with 104 athletes present at the event.

There were 29 athletes from Asia (15.7 per cent) and 26 from North America (14.1 per cent).

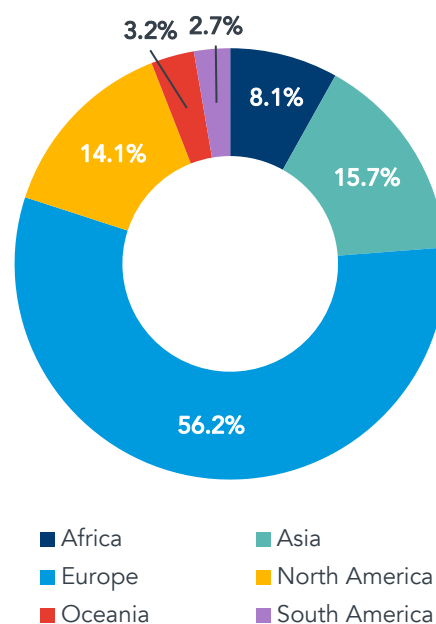
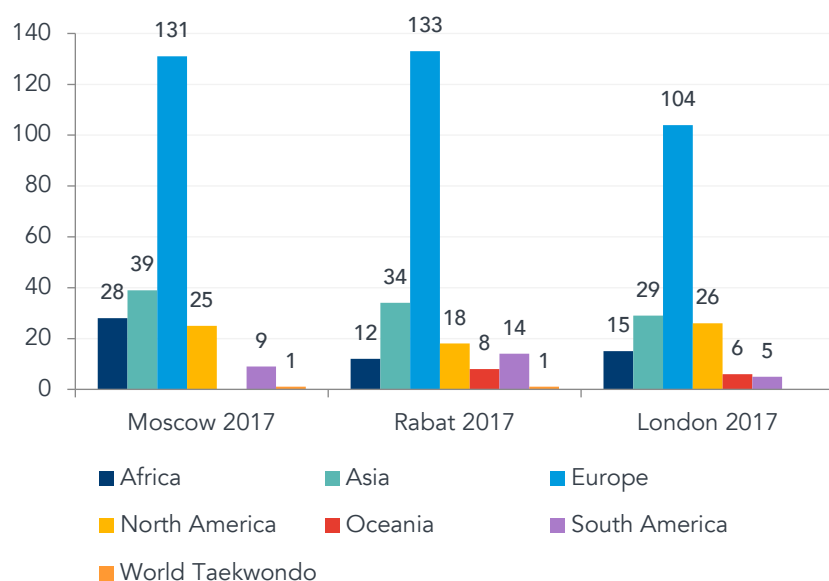
Compared to the other 2017 Grand-Prix events, the London Grand-Prix featured 35 fewer athletes than during the Rabat meeting and 48 fewer athletes than during the Moscow Grand-Prix.

#### London 2017 Grand-Prix – Athletes by continent

Africa	15
Asia	29
Europe	104
North America	26
Oceania	6
South America	5
<b>TOTAL</b>	<b>185</b>

#### World Taekwondo Grand-Prix Series 2017 - Athletes by continent

#### London 2017 Grand-Prix – Athletes by continent



## Sporting

## Athletes

## Grand-Prix - By Nation

## Athletes from Africa (15)

COUNTRY	ATHLETES	COUNTRY	ATHLETES	COUNTRY	ATHLETES
Egypt	2	Morocco	1	Tunisia	4
Gabon	1	Niger	1		
Ivory Coast	5	Senegal	1		

## Athletes from Asia (29)

COUNTRY	ATHLETES	COUNTRY	ATHLETES	COUNTRY	ATHLETES
China	6	Jordan	1	Philippines	1
Iran	5	Kazakhstan	2	Thailand	3
Israel	2	Korea	5	Uzbekistan	2
Japan	1	Mongolia	1		

## Athletes from Europe (104)

COUNTRY	ATHLETES	COUNTRY	ATHLETES	COUNTRY	ATHLETES
Belgium	8	Greece	2	Poland	4
Bulgaria	1	Hungary	1	Portugal	1
Croatia	10	Ireland	1	Russia	13
Cyprus	2	Italy	5	Serbia	4
Finland	1	Latvia	1	Slovenia	1
France	1	Moldova	3	Spain	8
Germany	8	Netherlands	2	Sweden	1
Great Britain	13	Norway	2	Turkey	11

## Athletes from North America (26)

COUNTRY	ATHLETES	COUNTRY	ATHLETES	COUNTRY	ATHLETES
Canada	7	Mexico	8	Puerto Rico	2
Costa Rica	1	Panama	1	United States of America	7

## Athletes from Oceania (6)

COUNTRY	ATHLETES
Australia	6

## Athletes from South America (5)

COUNTRY	ATHLETES	COUNTRY	ATHLETES	COUNTRY	ATHLETES
Argentina	1	Brazil	3	Peru	1

## Sporting

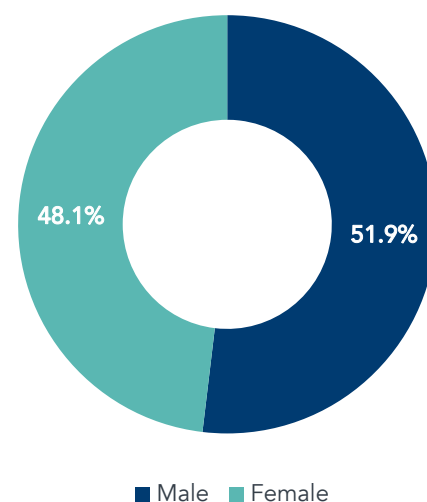
## Athletes

## Grand-Prix - Gender Equality

The London 2017 Grand-Prix had a slightly stronger male than female athlete representation. There were 96 male and 89 female athletes competing (51.9 per cent and 48.1 per cent of the total number of athletes, respectively).

Three of the six continents' athlete contingents were composed of less than 40 per cent female players. European, North American and South American nations had the greatest female representation with 52.9 per cent, 53.8 per cent and 80 per cent respectively.

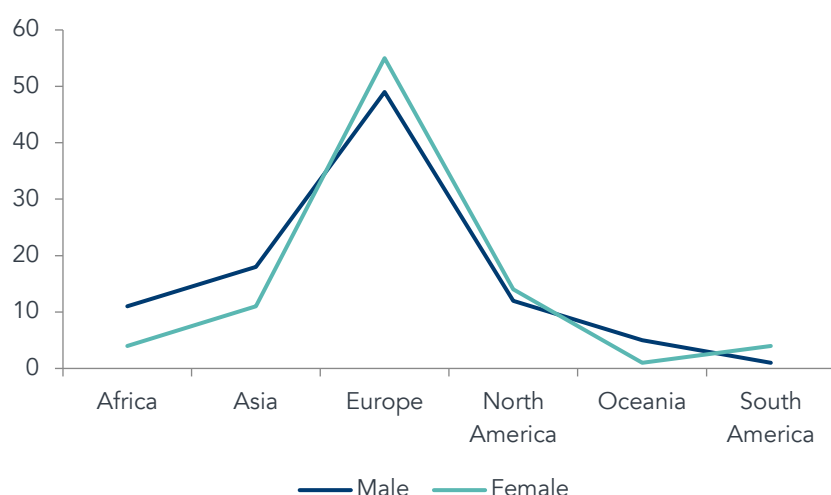
2017 London Grand-Prix – Gender breakdown



2017 London Grand-Prix – Gender breakdown by continent

CONTINENT	ATHLETES		ATHLETES %	
	Male	Female	Male %	Female %
Africa	11	4	73.3%	26.7%
Asia	18	11	62.1%	37.9%
Europe	49	55	47.1%	52.9%
North America	12	14	46.2%	53.8%
Oceania	5	1	83.3%	16.7%
South America	1	4	20%	80%
<b>TOTAL</b>	<b>96</b>	<b>89</b>	<b>51.9%</b>	<b>48.1%</b>

2017 London Grand-Prix – Gender breakdown by continent



## Sporting

## Performance

## Grand-Prix

Great Britain topped the medal table at the London 2017 Grand-Prix, the first time that it has topped the medal ranking at a Grand-Prix event.

Russia was second in the table followed by South Korea and Ivory Coast. Nations from three continents won a gold medal during the event.

Great Britain now ranks second all-time in the Grand-Prix Series medal standings with 25 medals. South Korea (43) maintains its position as the most successful nation to compete in the series.

*London 2017 Grand-Prix – Medal table top 10*

RANK	NATION	GOLD	SILVER	BRONZE	TOTAL
1	Great Britain	3	1	1	5
2	Russia	1	2	2	5
3	South Korea	1	1	1	3
4	Ivory Coast	1	1	0	2
5	Jordan	1	0	1	2
6	Thailand	1	0	1	2
7	Iran	0	1	1	2
8	Poland	0	1	1	2
9	Serbia	0	1	0	1
10	Spain	0	0	3	3

*World Taekwondo Grand-Prix Series – Medal tables (2014-2017)\**

YEAR/LEG	HOST	1ST	2ND	3RD
2014(1)	China	South Korea	China	Chinese Taipei
2014(2)	Kazakhstan	USA	Iran	China
2014(3)	United Kingdom	South Korea	Iran	Spain
2015(1)	Russia	South Korea	Iran	Turkey
2015(2)	Turkey	Russia	China	Iran
2015(3)	United Kingdom	China	Great Britain	South Korea
2017(1)	Russia	South Korea	Russia	Thailand
2017(2)	Morocco	South Korea	Great Britain	Turkey
2017(3)	United Kingdom	Great Britain	Russia	South Korea

\*does not include Grand-Prix Finals

*All-time top ten medal table – World Taekwondo Grand-Prix Series\**

NATION	G	S	B	T
South Korea	15	10	18	43
Great Britain	8	9	8	25
Russia	6	8	5	19
China	6	5	5	16
Iran	6	3	15	24
Spain	4	2	8	14
Thailand	2	3	1	6
Chinese Taipei	2	2	4	8
Ivory Coast	2	2	2	6
France	2	1	4	7

\*does not include Grand-Prix Finals



## Sporting

## Performance

## Grand-Prix - Domestic

The London 2017 Grand-Prix has been the most successful Grand-Prix to date for Great Britain: the host nation won five medals across five disciplines.

Great Britain won three medals in women's disciplines and two medals across men's disciplines. All of Great Britain's gold medals were achieved by women.

Great Britain achieved its highest medals total since the 2015 Grand-Prix leg held in Samsun Turkey.

*World Taekwondo Grand-Prix Series – Great Britain medal performance (2014-2017)*

YEAR/LEG	HOST	GOLD	SILVER	BRONZE	TOTAL
2014(1)	China	0	0	2	2
2014(2)	Kazakhstan	0	2	1	3
2014(3)	United Kingdom	0	1	0	1
2015(1)	Russia	0	1	2	3
2015(2)	Turkey	1	1	1	3
2015(3)	United Kingdom	1	2	0	3
2017(1)	Russia	1	0	1	2
2017(2)	Morocco	2	1	0	3
2017(3)	United Kingdom	3	1	1	5

*Great Britain medals by discipline London 2017*

DISCIPLINE	G	S	B	T
Female -57kg	1	0	0	1
Female -67kg	1	0	0	1
Female +67kg	1	0	0	1
Male -68kg	0	1	0	1
Male +80kg	0	0	1	1
<b>TOTAL</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>5</b>

## Sporting

## Interviews

## GB Taekwondo Athletes

The athletes competing for United Kingdom are managed by GB Taekwondo. Directed by Gary Hall, Team GB won five medals during the London 2017 World Taekwondo Grand-Prix and one medal during the World Para-Taekwondo Championships 2017. Out of these medals, Team GB accumulated four golds, one silver and one bronze.

When it comes to performance, the athletes felt as though the World Taekwondo Grand-Prix held in London was more significant compared to other events in the competition calendar. This was primarily due to regular matches against their main competitors from countries in Asia, and the opportunities to accumulate more ranking points.

Considering this, the main objective for Team GB was to win medals and gain more ranking points. Team GB believes that there is direct correlation between being at home and winning more medals. Therefore, hosting events in the UK is a key factor for Team GB's performance and success, and acts as part of its performance programme.

For the athletes, there is a reduced stress when competing at home compared to abroad. Team GB found it beneficial to have the ability to train in Manchester at its specialised facilities ahead of travelling to London the day before competition, where it also had private warm-up facilities. There was also no need to adapt to new cultures prior to competing.

The athletes made specific reference to the home crowd during the competition, stating that the audience provided them with the extra momentum needed to perform better during a fight. In particular, the athletes felt motivated by local children who were referring to them as "inspirations".

Having found that supporters in the UK will not travel abroad to watch them compete, Team GB aimed to host the event locally to showcase the sport and engage with the UK public. Having that engagement is seen as key for future developments for taekwondo, with the added interest expected to drive participation of potential young Team GB athletes.

This engagement extends to maximising the local media coverage as the athletes believed that they had received good media exposure. For some of the younger athletes, they felt as though they were not receiving as much coverage as athletes with Olympic medals. The athletes felt that the media coverage was generated by their own desire to generate exposure and PR themselves.

Even though Team GB reached its target by winning more medals than it had at previous Grand-Prix events abroad, Team GB believes that there is always room for continuous improvement. It has set itself the target of winning more medals in the 2018 World Taekwondo Grand-Prix and World Taekwondo Championships 2019 in Manchester. There is also an expectation that this increased success will drive more engagement with the public.

Key objectives

- Win medals and gain ranking points
- Utilise the home advantage
- Engage with youth for future developments
- Showcase the sport in the UK
- Maximise local media and PR coverage

## INTERVIEWS

**Gary Hall**

Performance Director  
GB Taekwondo

**Bianca Walkden**

Athlete  
GB Taekwondo

**Jade Jones**

Athlete  
GB Taekwondo

## Sporting

## Nations

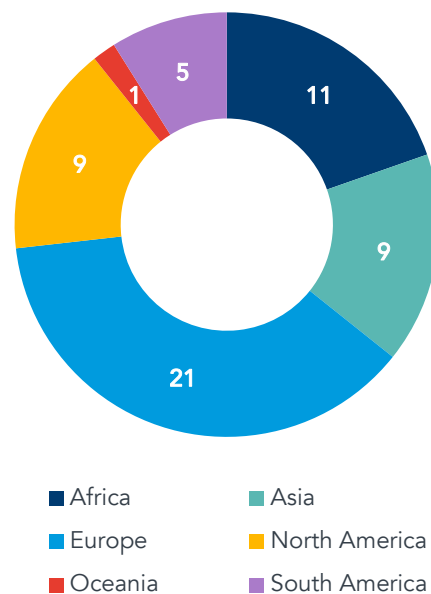
## Para-Taekwondo

A total of 56 nations were represented by athletes at the London 2017 World Para-Taekwondo Championships. This set a new record for the most competing nations at a Para-Taekwondo Championships, beating the previous best of 40 nations at the 2014 championships in Moscow, Russia.

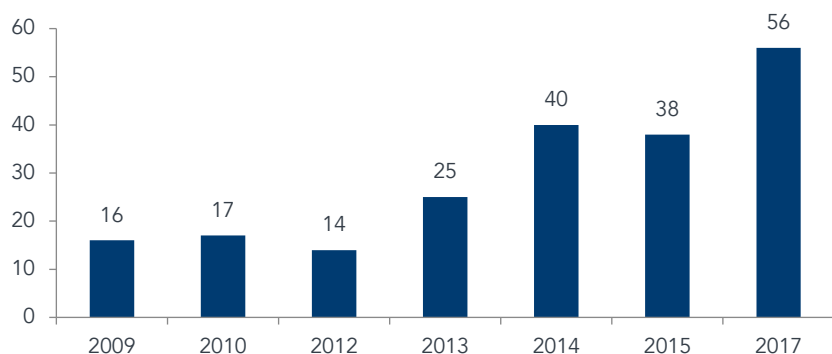
European nations were the most represented during the championships (37.5 per cent), while Africa was the next best represented continent with 11 countries (19.6 per cent).

Oceania was the only continent not to equal or set a new record for the most nations present from a continent at the London 2017 World Para-Taekwondo Championships.

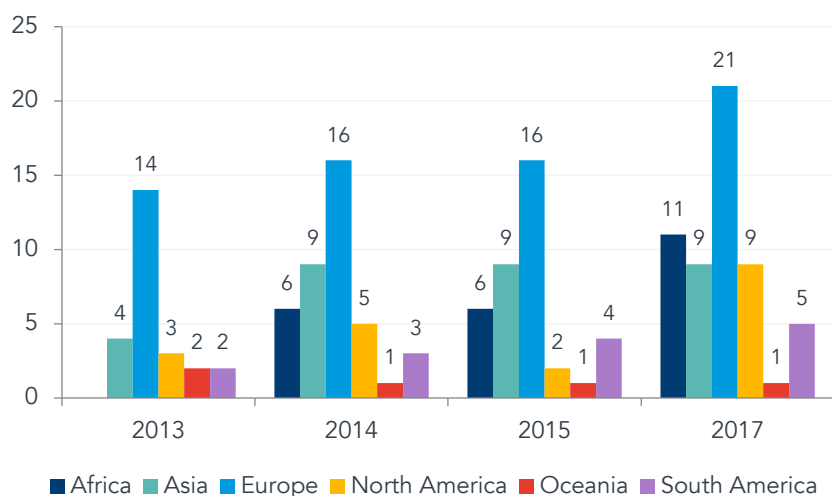
### 2017 London Para-Taekwondo – Competing nations



### World Para-Taekwondo Championships 2009-2017 - Nations



### World Para-Taekwondo Championships 2013-2017 – Nations by continent



Sporting

# Athletes

## Para-Taekwondo - By Continent

All six continents were represented by a total of 232 athletes at the London 2017 World Para-Taekwondo Championships.

Europe accounted for 46.6 per cent of the 232 athletes, with 108 athletes present at the event.

There were 44 athletes from Asia (19 per cent) and 34 from Africa (14.7 per cent).

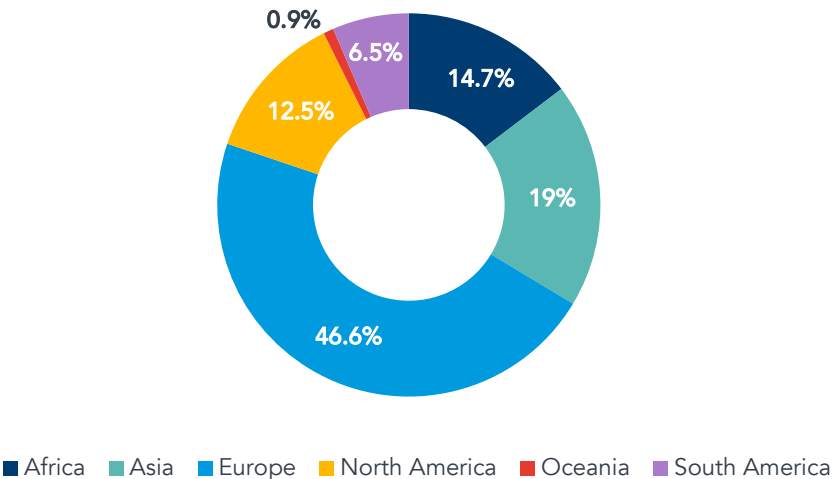
The London World Para-Taekwondo Championships had the highest turnout of competing athletes in the championships history.

The London World Para-Taekwondo Championships featured 104 more athletes than the Samsun World Para-Taekwondo Championship in 2015.

London 2017 Para-Taekwondo – Athletes by continent

Africa	34
Asia	44
Europe	108
North America	29
Oceania	2
South America	15
<b>TOTAL</b>	<b>232</b>

London 2017 Para-Taekwondo – Athletes by continent



## Sporting

## Athletes

## Para-Taekwondo - By Nation

## Athletes from Africa (34)

COUNTRY	ATHLETES	COUNTRY	ATHLETES	COUNTRY	ATHLETES
Comoros	1	Kenya	5	Niger	2
DR Congo	2	Lesotho	1	Nigeria	2
Ethiopia	1	Morocco	9	Rwanda	7
Ghana	2	Mozambique	2		

## Athletes from Asia (44)

COUNTRY	ATHLETES	COUNTRY	ATHLETES	COUNTRY	ATHLETES
India	9	Korea	6	Nepal	4
Japan	5	Laos	1	Pakistan	1
Kazakhstan	6	Mongolia	6	Uzbekistan	6

## Athletes from Europe (108)

COUNTRY	ATHLETES	COUNTRY	ATHLETES	COUNTRY	ATHLETES
Austria	2	France	4	Poland	3
Azerbaijan	13	Germany	1	Russia	30
Belgium	2	Great Britain	11	Serbia	15
Croatia	1	Greece	1	Slovenia	1
Czech Republic	1	Hungary	6	Spain	3
Denmark	1	Italy	5	Sweden	1
Finland	1	Moldova	1	Ukraine	5

## Athletes from North America (29)

COUNTRY	ATHLETES	COUNTRY	ATHLETES	COUNTRY	ATHLETES
Canada	1	Honduras	1	Puerto Rico	1
El Salvador	1	Jamaica	2	Trinidad and Tobago	1
Guatemala	1	Mexico	6	United States of America	15

## Athletes from Oceania (2)

COUNTRY	ATHLETES
Australia	2

## Athletes from South America (15)

COUNTRY	ATHLETES	COUNTRY	ATHLETES	COUNTRY	ATHLETES
Argentina	1	Chile	3	Peru	1
Brazil	7	Colombia	3		

## Sporting

# Athletes Para-Taekwondo

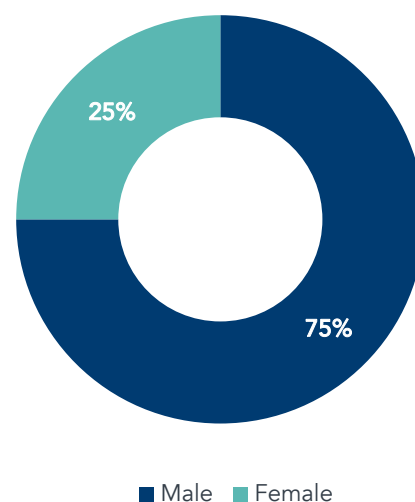
## Para-Taekwondo - Gender Equality

The London 2017 Para-Taekwondo Championships had a stronger male than female athlete representation. There were 174 male and 58 female athletes competing (75 per cent and 25 per cent of the total number of athletes, respectively).

Three of the six continents athlete contingents were composed of more than 70 per cent male athletes.

Only the continent of Oceania had an equal representation between its male and female athletes.

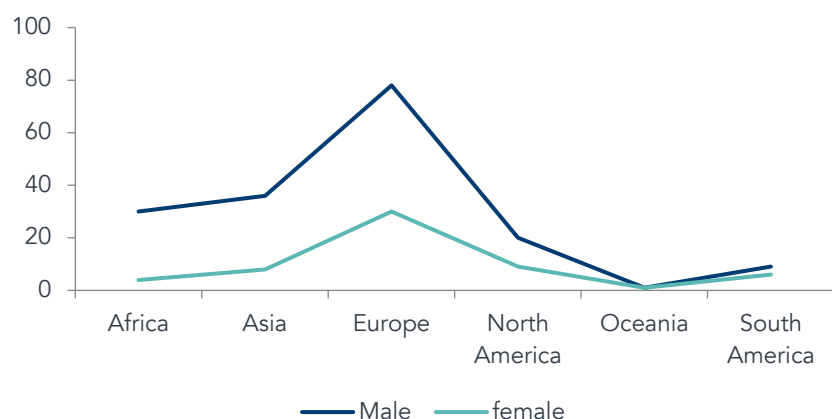
### 2017 London Para-Taekwondo – Gender breakdown



### 2017 London Para-Taekwondo – Gender breakdown by continent

CONTINENT	ATHLETES		ATHLETES %	
	Male	Female	Male %	Female %
Africa	30	4	88.2%	11.8%
Asia	36	8	81.8%	18.2%
Europe	78	30	72.2%	27.8%
North America	20	9	69%	31%
Oceania	1	1	50%	50%
South America	9	6	60%	40%
<b>TOTAL</b>	<b>174</b>	<b>58</b>	<b>75%</b>	<b>25%</b>

### 2017 London Para-Taekwondo – Gender breakdown by continent





## Sporting

## Performance

## Para-Taekwondo

Russia topped the medal table at the London 2017 World Para-Taekwondo Championships with 13 medals, including six golds.

Turkey was second in the medal standings with 11 medals and four golds, followed by Mongolia with 3 medals including two golds.

Great Britain finished ninth overall in the medal standings with one gold medal, equalling its performance at the 2014 World Para-Taekwondo Championships in Moscow, Russia.

*World Para-Taekwondo Championships – Great Britain medal table (2014-2017)*

YEAR	NATION	G	S	B	T
2014	Russia	1	0	0	1
2015	Turkey	0	0	1	1
2017	United Kingdom	1	0	0	1
	<b>TOTAL</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>3</b>

*London 2017 Para-Taekwondo – Medal table top 10*

RANK	NATION	GOLD	SILVER	BRONZE	TOTAL
1	Russia	6	2	5	13
2	Turkey	4	4	3	11
3	Mongolia	2	0	1	3
4	Kazakhstan	2	0	0	2
5	Serbia	1	2	2	5
6	Morocco	1	2	1	4
7	Ukraine	1	1	0	2
8	Rwanda	1	0	2	3
9	Denmark	1	0	0	1
9	Great Britain	1	0	0	1

*World Para-Taekwondo Championships – Medal tables (2014-2017)*

YEAR	HOST	1ST	2ND	3RD
2014	Russia	Russia	Turkey	Iran
2015	Turkey	Russia	Iran	Turkey
2017	United Kingdom	Russia	Turkey	Mongolia

## Sporting

## Officials

## London 2017 - Team and Technical officials

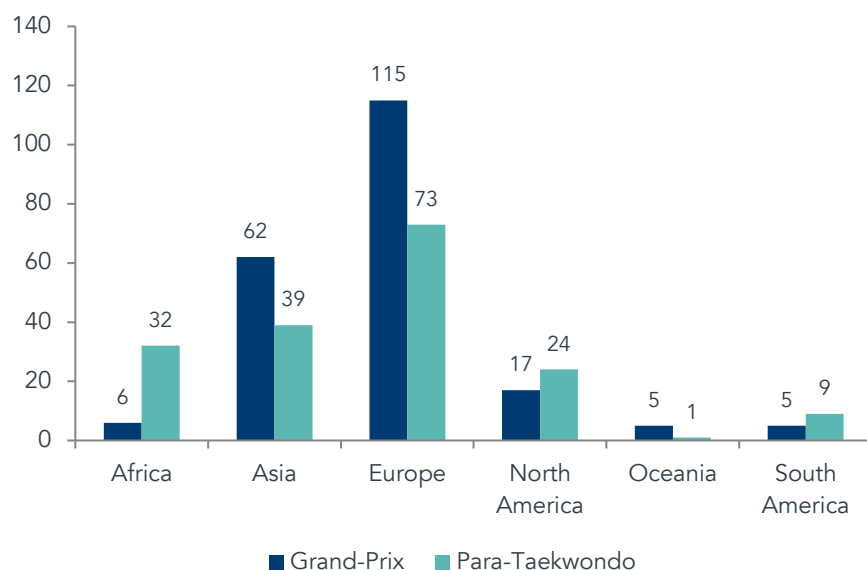
There were 592 officials present at the London 2017 World Taekwondo competitions. Of this total, there were 388 team officials and 55 technical officials.

## TEAM OFFICIALS

There were 388 team officials present in London (65.5 per cent of all officials), with 210 team officials present for the Grand-Prix and 178 team officials present for the World Para-Taekwondo Championships. In total there were 359 unique team officials.

Europe (188) was the most represented continent by team officials across both World Taekwondo events, followed by the continent of Asia which had 101 team officials present in London.

By role, coaches made up the majority of team officials across both the Grand-Prix and World Para-Taekwondo Championships.

*London 2017 – Team officials by continent*

## TECHNICAL OFFICIALS

Technical officials accounted for 9.3 per cent of all officials in London. 50 technical officials were referees and they were supported by a further five competition supervisory board members.

The five competition supervisory board members are all World Taekwondo Committee members.

*London 2017 Grand-Prix – Team officials by role*

Coach	101
Doctor	11
Head of team	16
Manager	13
MNA official	34
Other	7
Physiotherapist	12
Trainer	16
<b>TOTAL</b>	<b>210</b>

*London 2017 Para-Taekwondo – Team officials by role*

Coach	98
Doctor	7
Head of team	22
Manager	15
MNA official	19
Athlete assistant	5
Physiotherapist	5
Trainer	7
<b>TOTAL</b>	<b>178</b>

## Sporting

## Officials

## London 2017 - Other

Although team officials accounted for 65.5 per cent of all officials there were 204 additional officials present in London.

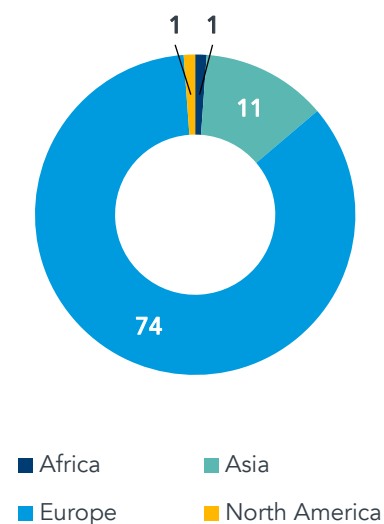
VIPs, guests and observers (87) composed 14.7 per cent of all officials in London and were represented by four continents, the majority of which were from Europe (74).

World Taekwondo delegates (34) and World Taekwondo staff (28) made up 5.7 per cent and 4.7 per cent of all officials respectively.

## London 2017 – Officials

ROLE	OFFICIALS	OFFICIALS (% TOTAL)
Team officials	388	65.5%
Technical officials	55	9.3%
VIPs, guests and observers	87	14.7%
World Taekwondo delegates	34	5.7%
World Taekwondo staff	28	4.7%
<b>TOTAL</b>	<b>592</b>	<b>100%</b>

## London 2017 VIPs, guests and observers – by continent



## Sporting

# Anti-doping

## London 2017

A total of 47 athletes were tested by anti-doping during both the World Taekwondo Grand-Prix and the World Para-Taekwondo Championships in London 2017.

During the London 2017 Grand-Prix Series event 32 athletes were required to take anti-doping tests.

This consisted of 17 urine tests, 15 blood and HGH analysis tests, five ESA analysis tests and 2 GHRF analysis tests were undertaken on the 32 athletes.

A total of 15 anti-doping tests were carried out on para-taekwondo athletes during the world championships. The tests consisted of 12 urine tests and three GHRF analysis tests.

### *London 2017 anti-doping*

Athletes tested	47
Urine test	29
Blood test	15
HGH analysis	15
ESA analysis	5
GHRF analysis	5

### PARA-TAEKWONDO ANTI-DOPING INITIATIVE

World Taekwondo partnered with UKAD, the UK anti-doping agency, to provide an on-site education outreach programme for para-taekwondo athletes ahead of the sports inclusion at the Tokyo 2020 Paralympic Games.

The one-day programme engaged a total of 315 persons, with 120 athletes and 70 athlete support personnel directly engaged in the programme.



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Social

## Social

# Volunteers

## Overview

A total of 144 volunteers were recruited for the London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships.

Female volunteers accounted for 59 per cent. All volunteers came from the United Kingdom.

Applications for the volunteer programme opened on 23 May 2017 with notifications of acceptance and role being sent out from the 1 August 2017.

As part of the volunteer programme, volunteers received a free event t-shirt, a £5 meal payment, for each shift worked and an expenses fee of £5 per day towards transport costs.

Volunteer briefing sessions took place on 15 October and 18 October 2017 at the competition venue, the Copper Box Arena, a week prior to the event starting.

Volunteers were a crucial part of the running of the event, and worked across 15 different functions. Volunteers were present at the competition venue, the Copper Box Arena, hotels and airports.

A total of 45 volunteers worked across multiple functions during the event, allowing the 144 volunteers to spread out to 195 different roles. The role with the most volunteers was stewarding, with 23 volunteers filling this role.

### London 2017 – Volunteer functions

IN-VENUE SUPPORT FUNCTIONS	OFF-SITE SUPPORT FUNCTIONS
Training venue & transport - manage teams as they arrive for training slots.	Airport – information point
Ticketing & front-of-house services	Hotels – event information
Stewarding	Drivers – assisting with the transport of event VIP fleet cars
Rig/De-rig team – assisting with the set up and dismantling of the competition venue	
Athlete & match processing	
Media/PR support – press officer support	
Hospitality, ceremonies & protocol	
Registration, weigh-in and admin support	
Video replay support	
Broadcasting	
Fan & community zones – interacting with fans on the public concourse	
Entertainment team – engage and entertain spectators	

### Key statistics

Volunteers	144
Male / Female	41% / 59%
Domestic / Overseas	144 / 0
No. of nations	1

### Key statistics

Stewarding	23
Athlete & match processing	22
Registration	20
Video replay support	17
Airport "Meet 'n' Greet" Services	15
Hotel services	14
Training venue & transport	14
Fan & community zones	13
Hospitality, ceremonies & protocol	11
Ticketing & front-of-house services	10
Broadcasting	10
Entertainment team	10
Rig/De-rig team	6
Drivers	5
Media/PR support	5
<b>TOTAL</b>	<b>195</b>



## Social

# Education

## UK Anti-Doping's Win Clean Programme

With the inclusion of taekwondo on the Tokyo 2020 Paralympic Games programme, World Taekwondo partnered with UK Anti-Doping to provide an education outreach programme, called Win Clean to athletes and athlete support personnel (ASP) at the World Para-Taekwondo Championships 2017.

The decision was made to educate para-taekwondo athletes, of which many are on medication for their impairments, about the rules of anti-doping and the consequences of rule violation.

The key aspects of the education programme was to teach athletes and their ASP on how to use the Global Drug Reference Online (Global DRO) and apply for Therapeutic Use Exemptions (TUEs) when necessary. The Global DRO allows athletes to check if their medications have any banned substances. If athletes need to take their medication which has a prohibited substance but there is no other viable medication, then they can apply for a TUE which will allow them to compete whilst on the medication.

UK Anti-doping set up an outreach stand during the World Para-Taekwondo Championships to provide information on anti-doping to athletes, ASP and spectators.

A total of 120 athletes, 70 ASP and 125 spectators were engaged with the outreach stand. Athletes were also asked to sign a pledge wall committing to the fight against doping in sport.

The programme allowed UK Anti-doping to promote Win Clean within disability sport to showcase the UK's vigorous anti-doping programme at an international competition.

However, a challenge of the programme was a language barrier, with many athletes not being able to speak English and some not wanting to be distracted during a major competition.

### Key objectives

- Protect clean para-taekwondo athletes from the risk of inadvertent doping
- Educate para-taekwondo athletes on the risks of doping following the sports inclusion in Tokyo 2020 Paralympic Games
- Ensure all athletes, support personnel and team managers are aware of the values of clean sport and are confident in meeting their anti-doping responsibilities
- Effectively promote the UK's robust anti-doping programme to the international sporting community

### Number of engaged participants

Athletes	120
Athlete Support Personnel	70
Spectators	125
<b>TOTAL</b>	<b>315</b>

## Social

# Participation

## "The Capital Kicks"

The London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships was funded by the Mayor of London and London Sport in return for a legacy programme in London that would engage the local community in sports participation.

British Taekwondo, working alongside GB Taekwondo, the London Mayor and London Sport, initiated a 12-month community and club engagement programme across a number of London boroughs before, during and after the event.

The programme, named "The Capital Kicks", consists of five different initiatives; Community Dojang, Kickstar, Kicksister, BT Level 2 Coaching Course and Para-Taekwondo. The programme started in March 2017 and finished in April 2018.

London Project Officer, Sivakumar Ramasamy, stated "The Capital Kicks" project is a necessity to ensure key event legacies in London. With taekwondo offering self-discipline and a mix of exercise for all abilities, the project has seen an increase in funding and participation targets are being met across the programmes.

The project was also nominated and shortlisted for "The Harnessing the Power of Elite Sport Award" at the London Sport Awards in association with the Mayor of London.

### Key objectives

- Promote taekwondo and participation in sport within challenging communities
- Create informal and accessible outreach opportunities for local clubs
- Encourage younger people into sport
- Grow female participation in taekwondo
- Develop and grow taekwondo clubs, workforce and infrastructure within

### INTERVIEWS

**Sivakumar Ramasamy**  
London Project Officer  
British Taekwondo

### Capital Kicks Project

PROGRAMME	OBJECTIVE
Community Dojang	To take the sport of taekwondo to the target audience and break pre-conceptual barriers associated with taekwondo.
Kickstar	Programme aimed to encourage participation amongst children aged 5 – 10 years old.
Kicksister	Programme aimed at women aged 11+ to grow female participation in sport.
BT Level 2 Coaching Course	Programme aimed to deliver more coaching qualifications to enhance local taekwondo resources.
Para-Taekwondo	To research and analyse the barriers and motivations individuals with different forms of disabilities have with participating in taekwondo.

Social

# Participation

## “The Capital Kicks” (Community Dojang)

Community Dojang is part of the Capital Kicks London legacy programme surrounding the London 2017 World Taekwondo Grand-Prix. The concept of the programme is to take taekwondo to the target audience in their setting. By doing so, the project aims to break stereotypical barriers surrounding participation in taekwondo.

At the end of the 12-month programme, 18 Community Dojang programmes were delivered in all boroughs surrounding the Olympic Park. These involved local pop-up taekwondo sessions in the local communities and schools to encourage participation amongst more diverse groups in the area.

The target of the programme was to engage with 150 participants, of whom 30 participants would become members of local clubs. This target has been exceeded with 420 participants involved in the programme and 25 per cent transferring into memberships with local taekwondo clubs.

Additionally, children from the project were able to attend the London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships. The aim of this was to give the children involved a platform to be inspired, by providing them with an experience of high-quality taekwondo. Children were able to watch the taekwondo, as well as receive coaching and experience taekwondo on the event concourse and competition floor.

As a result of the programme, schools have now begun to include taekwondo on their curriculum. It has been noted that schools have seen the benefit of practising taekwondo due to the sport teaching self-discipline amongst young children.

For example, Colvestone Primary School in London Hackney has committed to a total of 96 one-hour sessions of taekwondo being delivered across four terms to four different groups. This delivery is funded by the school at the total value of £4,800.

### Key objectives

- Increase participation of taekwondo in more diverse communities
- Break stereotypical barriers to competing in taekwondo
- Increase the number of participants transferring to local taekwondo clubs
- Showcase the benefits of having taekwondo on schools curriculums

### Programme targets

Participants	150
Participants transferred to club	30

### Programme statistics

Participants	420
Participants transferred to club	105
Conversion rate	25%
Programmes delivered	18

## Social

# Participation

## "The Capital Kicks" (Kickstar)

Kickstar is a participation programme surrounding the Capital Kicks programme. Kickstar is aimed at increasing participation in taekwondo within the target audience of children aged between five and ten years old.

British Taekwondo has found that this target audience has grown. Kickstars was created to grow this audience further and encourage children to use taekwondo to stay active and healthy. The programme also aims to engage children with the values of competing in an Olympic sport.

The target for Kickstars is to have 20 clubs registered in the programme, with 400 children participating in taekwondo. At the end of the project, 18 clubs were registered in Kickstars with 480 registered participants.

The programme has seen a significant increase in the number of registered participants at local taekwondo clubs within London. As a result, local clubs are able to increase their club memberships which allows them to receive more funding for facilities and resources.

### Key objectives

- Increase participation amongst 5 – 10 year olds
- Engage children in an active and healthy lifestyle
- Engage children in the values of competing in an Olympic sport
- Increase the number of registered participants at local taekwondo clubs

### Programme targets

Number of clubs registered	18
Number of new members registered	400

### Programme statistics

Number of clubs registered	18
Number of new members registered	480



## Social

# Participation

## "The Capital Kicks" (KickSister)

KickSister is a participation programme focused on increasing female participation in taekwondo and promote the benefits to living an active lifestyle to women who have a tendency to fall away from sports.

British Taekwondo found that women preferred a women-only environment when initially getting involved in sport. KickSister is a female-only fitness and personal safety programme for women aged 11 and above.

Working in partnership with This Girl Can, the initiative funded by Sport England to get women to be more active, KickSister is structured to increase activity amongst women.

The programme is also used to teach women the ability to use taekwondo to protect themselves in dangerous situations.

The targets for KickSister is to have 15 clubs registering in the programme and 225 new registered members. By April 2018, 18 taekwondo clubs rolled out KickSister with 130 new members registered.

### Key objectives

- Increase female participation in taekwondo
- Encourage women to get active and involved in sport
- Encourage women to use martial arts to learn how to protect themselves

### Programme targets

Number of clubs registered	15
Number of new members registered	225

### Programme statistics

Number of clubs registered	18
Number of new members registered	130





## Social

# Participation

## The Capital Kicks (Coaching Course)

Through the Capital Kicks programme, British Taekwondo trained 24 coaches in two BT Level 2 Coaching Courses prior to the event.

The first course facilitated 18 coaches, with the course taking place from 24 – 25 June 2017, with their final assessment on 20 August 2017. Out of the 18 coaches trained, 14 were male and four were female.

The second course took place from 30 September to 1 October 2017, with six coaches completing the course. The final assessment took place post-event on 17 December 2017. The second course featured four male coaches and two female coaches.

The target for the coaching course was to gain 24 qualified taekwondo coaches. Through the two BT Level 2 Coaching Courses, this target was accomplished.

Additionally, the London 2017 events were used as a training platform for the coaches, providing them with the opportunity to engage with children from the Community Dojang project and experience an elite taekwondo competition.

### Key objectives

- Increase female participation in taekwondo
- Encourage women to get active and involved in sport
- Encourage women to use martial arts to learn how to protect themselves

### Programme targets

Number of trained coaches	24
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### Programme statistics

Number of trained coaches	24
Male / Female	18 / 6





## Social

# Participation

## "The Capital Kicks" (Para-Taekwondo)

With London hosting the World Para-Taekwondo Championships 2017 and the inclusion of taekwondo on the 2020 Paralympic Games programme, British Taekwondo have been conducting participation programmes across a variety of disabilities.

The focus of the para-taekwondo programme is to study the different forms of disabilities and the different motivations and barriers the individuals have to participating in para-taekwondo. By doing so, British Taekwondo will be able to provide programmes suitable to the different forms of disability.

British Taekwondo first piloted two para-taekwondo programmes for people with visual impairments, working in partnership with British Blind Sport. There were 29 participants across the two projects and British Taekwondo recorded that these sessions were a success, with great feedback from the participants and British Blind Sport.

Continuing from this, The Capital Kicks project also implemented more programmes with UK Deaf Sport and Hackney Council Mental Health, which saw an additional 24 participants take part in the programme.

Additionally, as part of The Capital Kicks project, 17 taekwondo coaches were trained on disability sports coaching. This allows more coaches to facilitate special training sessions for participants with disabilities.

Furthermore, British Taekwondo invited para-taekwondo participants to the World Para-Taekwondo Championships 2017. This received great feedback from the participants who were inspired by the athletes to compete in para-taekwondo.

### Key objectives

- To increase participation in Para-Taekwondo and disability sports
- To inspire people with disabilities to participate in taekwondo
- To research and analyse the different forms of disabilities and the motivations and barriers each have to participate in taekwondo
- To get more funding for para-taekwondo in the United Kingdom

### The Capital Kicks Project - Para-Taekwondo

GOVERNMENT ORGANISATION	PILOT CLUB	PARTICIPANTS
UK Deaf Sport	Gurumu Taekwondo	7
British Blind Sport	Walters Taekwondo	29
	Project 1	18
	Project 2	11
Hackney Council Mental Health	Bozdag Taekwondo	17
Disability Sports Coach	Kixstar Dragon Taekwondo	17

Social

# Engagement

## Opening Ceremony

The World Para-Taekwondo Championships 2017 featured an opening ceremony to start the event. Athletes were asked to walk around the competition floor during the opening ceremony to represent their nation.

As part of the schools engagement programme, Capital Kicks, school children were given #kickingforglory t-shirts and walked with the athletes during the opening ceremony, holding up the flag of the represented nation.

The World Para-Taekwondo Championships 2017 was officially opened with speeches from the President of World Taekwondo, Dr. Chungwon Choue, and the Chair of GB Taekwondo, Julia Newton.

During the opening ceremony, World Taekwondo in partnership with their global partner, Booyoung, presented scholarship awards to Rwanda, South Korea, Nepal, Uzbekistan and Peru. These scholarships provide the nations with funding for taekwondo training programmes.

Programme targets

Number of pilot clubs	4
Number of participants	40



Social

# Engagement

## Photojournalism Programme

As part of an engagement programme surrounding the event, GB Taekwondo and Hackney Council facilitated the opportunity for young people to attend the event as photojournalists.

In the lead-up to the event, the young people involved in the programme received training on photojournalism from a sports photographer, Ernest Simmons, and sports choreography agency, Sports On Screen. Media accreditations for the event were provided to students to give them with work experience in photojournalism.

Programme Leader, Ladi Ajayi from Hackney Council, stated that the experience boosted the confidence of the students he worked with. By allowing them to interview, photograph and engage with athletes, the students were able to showcase their creativity and build a portfolio of work experience.

The programme helped to show young people that there are other opportunities in the sports industry, outside of competing or coaching. Particularly focusing on providing more opportunities for women in sports, the programme engaged with young women who typically fall away from sports due to gender inequality in the industry.

With the competition arena being located in the Queen Elizabeth Olympic Park, situated in the London Borough of Hackney, the students were provided with the opportunity to work on an event taking place on their doorstep. Ladi Ajayi stated that the 2017 London taekwondo events had been one of the most successful events within the Olympic Park for engagement with the local community.

The overall programme was deemed a success and it is believed that this type of work experience programme should be provided at future taekwondo events.

### Key objectives

- Show the diversity of employment opportunities in the sports industry
- Provide more opportunities for young women in sports
- Give young people work experience
- Boost the confidence of young people and showcase their creativity

### INTERVIEW

#### Ladi Ajayi

Leisure and Physical Activity  
Development Manager  
Hackney Council



## Social

# Engagement

## Mascot Programme

To engage with children from taekwondo clubs, British Taekwondo, working in partnership with GB Taekwondo initiated a competition amongst clubs for children to be mascots during the London 2017 World Taekwondo Grand-Prix.

The mascot programme provided children, between the ages of seven and 12 with the opportunity to walk with athletes during the semi-final and final competitions from the tunnel up to the competition floor.

As part of the competition, children from the local clubs had to state why they loved taekwondo in 30 words or less.

A total of 12 mascots were chosen from 11 different taekwondo clubs, with four mascots present each night of the competition. All winners were given one free Weekend Pass and one free Adult Day pass for an accompanying parent/guardian.

### Key statistics

Mascots	12
Clubs engaged	11



Social

# Engagement

## Civic and National Pride

A study conducted by UK Sport and the Sports Research Centre at the Sheffield Hallam University, found that 97% of domestic spectators said they felt proud about London hosting the event, with a further 98% agreeing that they felt proud about the event being held in the UK.

Furthermore, interviews with Team GB athletes conducted by Sportcal, found that the athletes felt proud about competing in front of a home crowd. The athletes expressed that the crowd cheering for “Team GB” during a match inspired them to win.

Being held in the United Kingdom, the event allowed the athletes to engage with local people by facilitating the opportunity for children to speak to Team GB athletes during the event. A key highlight for Team GB was having young children tell them they were inspiring, an experience they only get at events held in the United Kingdom.

By enabling these opportunities, the event managed to create strong civic pride amongst domestic supporters and athletes.

Key statistics

Felt proud about the event being held in London	
Strongly agreed	67.5%
Agreed	29.5%
Felt proud about the event being held in the UK	
Strongly agreed	64.6%
Agreed	33.5%

INTERVIEWS

**Lauren Williams**  
Athlete  
GB Taekwondo

**Bradley Sinden**  
Athlete  
GB Taekwondo

“Having the crowd chanting ‘Team GB’ inspired me to get more points during my match.”

Lauren Williams, Team GB





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Legacy



## Legacy

## Short- and Long-term Legacy

A key reason for hosting the London 2017 World Taekwondo Grand-Prix and World Para-Taekwondo Championships at the Copper Box Arena in the Olympic Park was due to the legacy of taekwondo during the London 2012 Olympic Games. While the taekwondo competition of the Games was held in ExCel London, the return of the sport to an Olympic venue was nevertheless an attractive proposition for World Taekwondo.

This was also an attractive proposition for the Mayor of London, as hosting the taekwondo events could ensure the ongoing legacy of the London 2012 Olympic Games. Hosting taekwondo events helps the UK uphold its reputation as a world leader in hosting major sports events.

The two events provided UK Sport and GB Taekwondo with the opportunity to create an innovative sports presentation that could help make the sport more attractive. This would support the objective to increase the number of people who watch or participate in taekwondo. It is also hoped that this innovation will contribute towards making the United Kingdom an attractive place to hold major sports events.

GB Taekwondo also used the event to build its long-term relationship with World Taekwondo and other stakeholders, including UK Sport and British Taekwondo. By hosting the event, GB Taekwondo hopes to gain more recognition within the international taekwondo community.

Other relationships that were important for the legacy of the event for GB Taekwondo, was of those with broadcasters and sponsors. The ability to build a relationship with the BBC, allowed GB Taekwondo to provide domestic exposure of the events. Partnerships with 12Bet and marketing rights distributor, Sport Collective, allowed the events to generate commercial revenue.

The event received strong media exposure with TV coverage across five continents, with over eight hours of domestic TV coverage and a further eight hours of domestic online streaming. It is expected that the domestic media exposure will be greater for the next two events in Manchester.

The event was also able to create economic benefits for London, with athletes and officials travelling from all over the world. Additionally, the social benefits of the event were evident with a number of social programmes increasing the number of people who participate in taekwondo in the surrounding areas of the Queen Elizabeth Olympic Park.

### Key objectives

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"Recapture the spirit of London 2012"

"Establish an opportunity to engage people with world-class Olympic level sport"

"Increase the legacy of sport in the UK"

"To educate, innovate and entertain"

"Ability to leverage international relations"

"Gain ticket and commercial revenue"

"Maximise local media and PR coverage"

"Create economic and social benefits from hosting the event"

Legacy

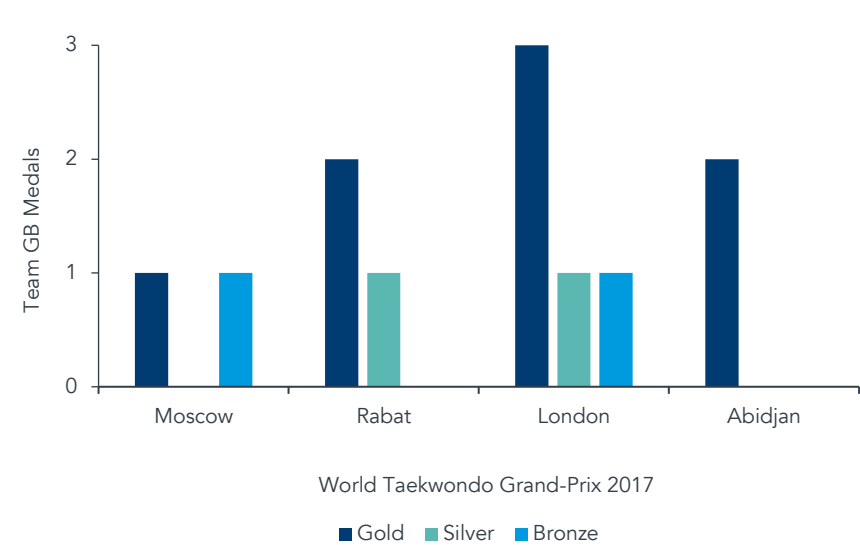
Performance Legacy

A primary reason for hosting the event, for GB Taekwondo and UK Sport, was to aid the performance programme for Team GB athletes. It was predicted that by hosting the event at home, this would facilitate opportunities to win more medals and earn ranking points for other international events.

This is due to wild card opportunities and the home advantage that allowed Team GB athletes to perform at their best. The legacy in performance is evident as Team GB won more medals than they had abroad at other legs in the 2017 World Taekwondo Grand-Prix series, as well as, an additional gold medal during the 2017 World Para-Taekwondo Championships.

This is beneficial for GB Taekwondo and UK Sport as more athletes will have the opportunity to get into the Top 20 World Taekwondo rankings for their respective weight class for the 2020 Olympic and Paralympic Games in Tokyo, Japan.

Team GB World Taekwondo Grand-Prix 2017 medals



Key objectives

“We want a winning legacy”

“Win as many medals as possible”

“To get the home crowd advantage”

“Utilise home advantage to perform at a higher standard”

Team GB World Para-Taekwondo Championship medals (2014 – 2017)

Year	Gold	Silver	Bronze
2014	1	0	0
2015	0	0	1
2017	1	0	0

## Legacy

## Social Legacy

To secure core event funding from the Mayor of London, a community engagement programme was created to ensure a social legacy that met the objectives of the Greater London Authority's "London: Home of World Class Sport."

The purpose of the programme, "The Capital Kicks", was to increase sports participation and physical exercise in the London boroughs surrounding the Queen Elizabeth Olympic Park through association with a major sporting event.

The ongoing project, which has been in place since before the London events has seen a significant rise amongst young children and adults participating in taekwondo. This has in turn seen a rise in the amount of registered participants.

Another key legacy for the programme is the rise in sports participation amongst different groups of people including women, people with disabilities and young children from low income households.

"The Capital Kicks" programme has seen great progress with some local schools committing to fully funding taekwondo as part of their curriculum.

The success of the social programme was enhanced as participants in the programme were given the opportunity to attend. This provided a platform to engage the participants with an elite level of taekwondo – many participants stated that the event inspired them to commit further into the sport.

A key social aspect of the event was the volunteer programme as the event created opportunities for local people to gain work experience across a number of functions. It is also expected that these volunteers will gain the expertise to perform similar duties at the 2018 and 2019 events in Manchester.

Since social engagement is a high priority for World Taekwondo at all events, it is evident that the social legacy programme initiated in London could be transferred to future host cities.

### Key objectives

"Ability to develop the sport in Great Britain"

"The legacy that was built with kids and grassroots is a key highlight"

"The work that British Taekwondo is doing is a great legacy for London"

"Develop expertise in event hosting and volunteering"

### "The Capital Kicks" programmes by participants and trained coaches

PROGRAMME	PARTICIPANTS	COACHING COURSE	TRAINED COACHES
Community Dojang	420	BT Level 2 Coaching Course	24
Kickstar	480	Disability Sports Coach	17
KickSister	130	<b>TOTAL</b>	<b>41</b>
Para-Taekwondo	53		
<b>TOTAL</b>	<b>1,083</b>		

## Legacy

## Para-Taekwondo Legacy

The 2017 World Para-Taekwondo Championships was hosted in London as part of the city's bid for the London 2017 World Taekwondo Grand-Prix. This has allowed for some key legacies to emerge which are specific for the development of para-taekwondo.

A short-term legacy for the para-taekwondo event is the exposure of the sport to a new audience. With many school children in attendance during the event, it is hoped that this exposure to a younger audience will see the sport receive more attention in the future.

Another key legacy of the event was the funding provided by the Mayor of London and Greater London Authority to British Taekwondo's current disability programme. This has provided British Taekwondo with the ability to conduct research into different forms of disabilities, and the motivations and barriers each one has for those wanting to practice taekwondo. Additionally, this funding has facilitated the ability for British Taekwondo to train local coaches to become qualified disability sports coaches.

One of the other key legacies for World Taekwondo of the 2017 World Para-Taekwondo Championships is the significant increase in the number of competing athletes and nations.

Following the sports inclusion of the Tokyo 2020 Paralympic Games programme, the number of nations competing at the 2017 World Para-Taekwondo Championships rose by 40 per cent to 56 nations compared to the 2015 edition. Additionally, the number of athletes competing almost doubled the figure of the 2015 competition, seeing an increase of 81.5 per cent to 232 competitors.

As a result, World Taekwondo met its target of making the event the biggest World Para-Taekwondo Championships yet.

### Key objectives

"To make it the biggest para-taekwondo event ever"

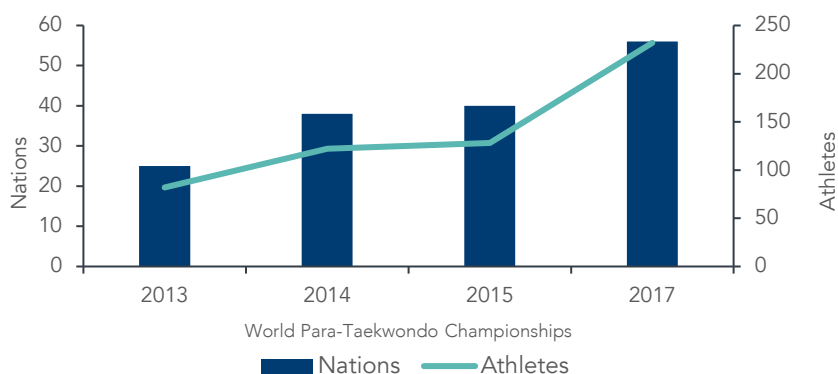
"To open up more opportunities for athletes to compete"

"To make para-taekwondo more accessible and inclusive"

"To encourage more National Paralympic Committees to get involved in the sport"

"To get more exposure of the sport to different audiences"

### World Para-Taekwondo Champions by nations and athletes (2013 – 2017)



## Legacy

# Knowledge Transfer

The 2017 World Para-Taekwondo Championships and World Taekwondo Grand-Prix were part of a joint bid between London and Manchester to host taekwondo events over a three-year period. With Manchester hosting the World Taekwondo Grand-Prix 2018 and World Taekwondo Championships 2019, there is expected to be a knowledge transfer between the two cities with regards to hosting taekwondo events.

A key legacy for the events is their continuous development which sees them improving year on year, with the end objective being the delivery of the most successful World Taekwondo Championship yet in 2019.

As the events in Manchester will have the same Local Organising Committee, organisers and stakeholders will be able to take key learnings from the event to build stronger events in 2018 and 2019. Going forward, GB Taekwondo stated that it has built a delivery model for the events which it believes can work in both cities. The continuity also applies to its marketing strategy, as GB Taekwondo will continue to use the same marketing agency for its future events to gain more commercial partners and revenue.

World Taekwondo hoped to use the event to create strong relationships with the host city and event organisers. By doing so, it is hoped that there will be a transfer of knowledge and learnings between the federation and the host cities and organisers, which in turn can be transmitted to potential future host cities and organisers to help them deliver high-quality events.

## Key objectives

"Creating the building process for events"

"Host taekwondo events in two locations"

"Increase GB Taekwondo's standing on the world stage"

"Create a building process for events, which can be improved each subsequent year"





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## Comparative Data Analysis



*Comparative Data Analysis*

## Overview

The findings from this study were compared to data from other World Taekwondo Grand-Prix and World Para-Taekwondo Championship events.

A total of nine Grand-Prix legs and seven World Para-Taekwondo Championships were identified to conduct comparative analysis.

The indicators chosen for comparison are: nations, athletes, and gender equality.

The data was extracted from competition and federation websites in February 2018.

*Comparative data overview*

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INDICATOR	RANK (GRAND-PRIX)	RANK (PARA-TAEKWONDO)
Nations	7/9	1/7
Athletes	9/9	1/7
Male : female ratio %	1/9	1/7

Comparative Data Analysis

# Nations

## World Taekwondo Grand-Prix

London 2017 World Taekwondo Grand-Prix nations

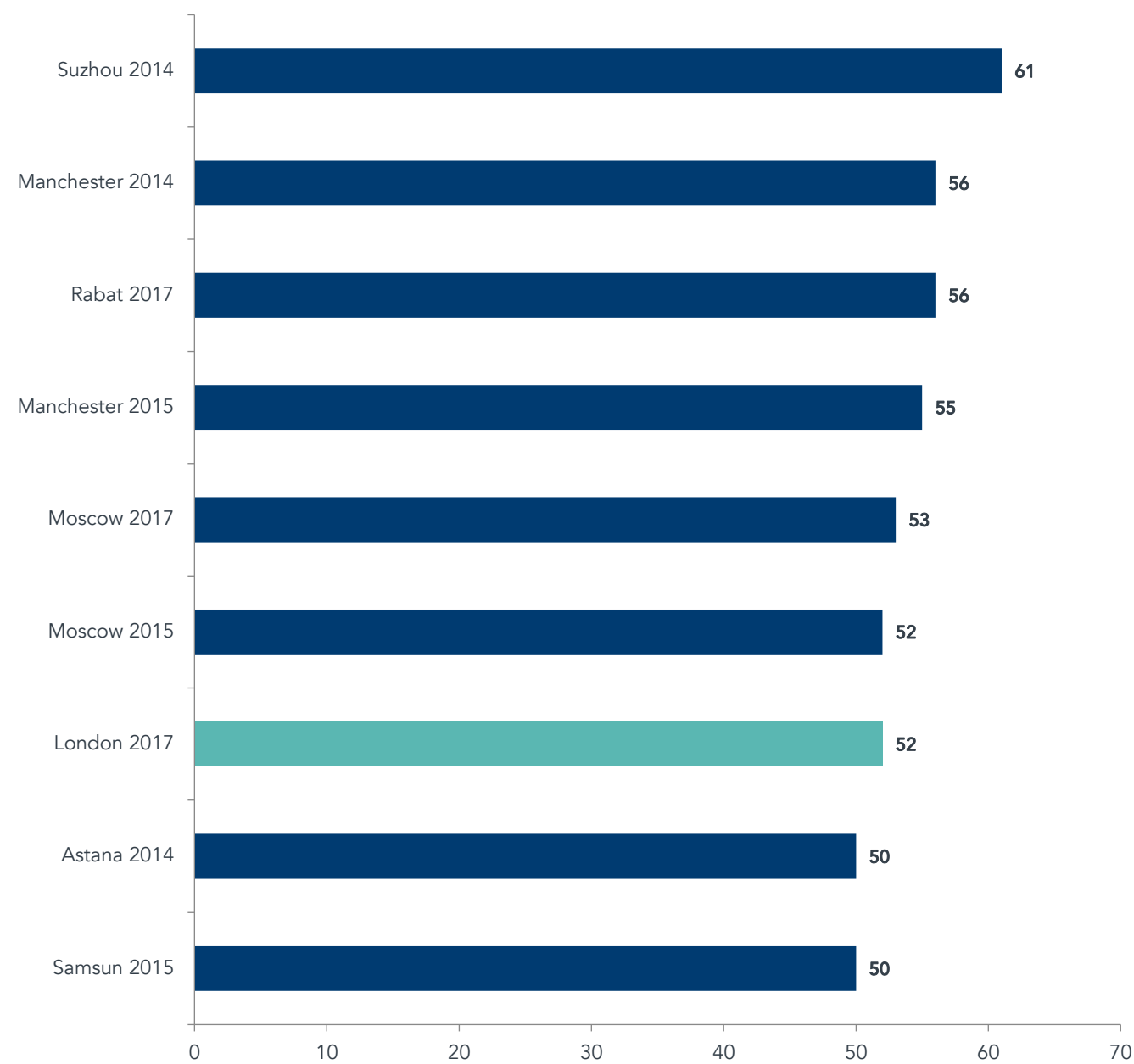
London 2017 World Taekwondo Grand-Prix

**52**

Rank

**7/9** events

Nations comparison



## Comparative Data Analysis

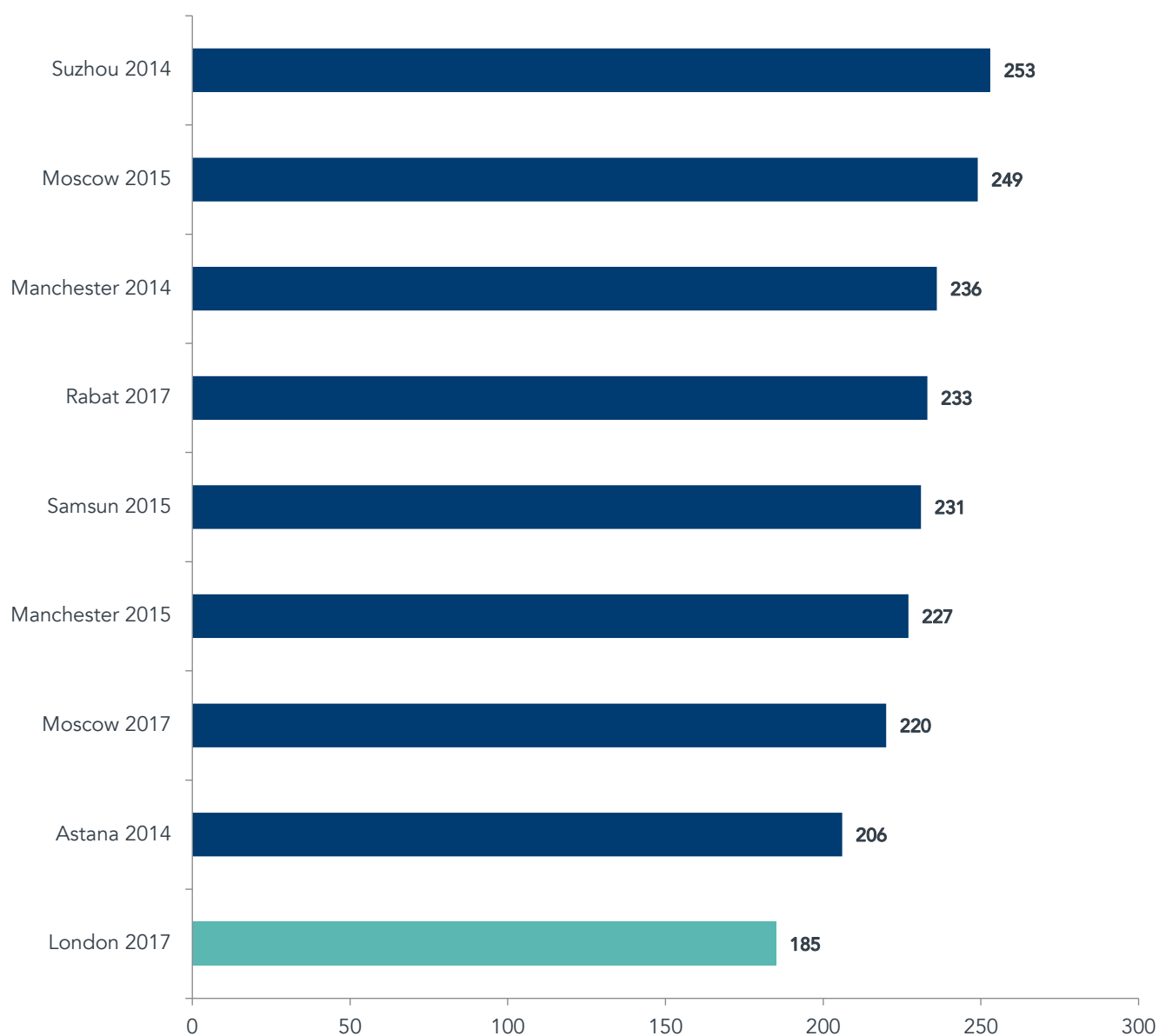
# Athletes

## World Taekwondo Grand-Prix

*London 2017 World Taekwondo Grand-Prix athletes*

London 2017 World Taekwondo Grand-Prix  
**185**

Rank  
**9/9** events

*Athlete comparison*

## Comparative Data Analysis

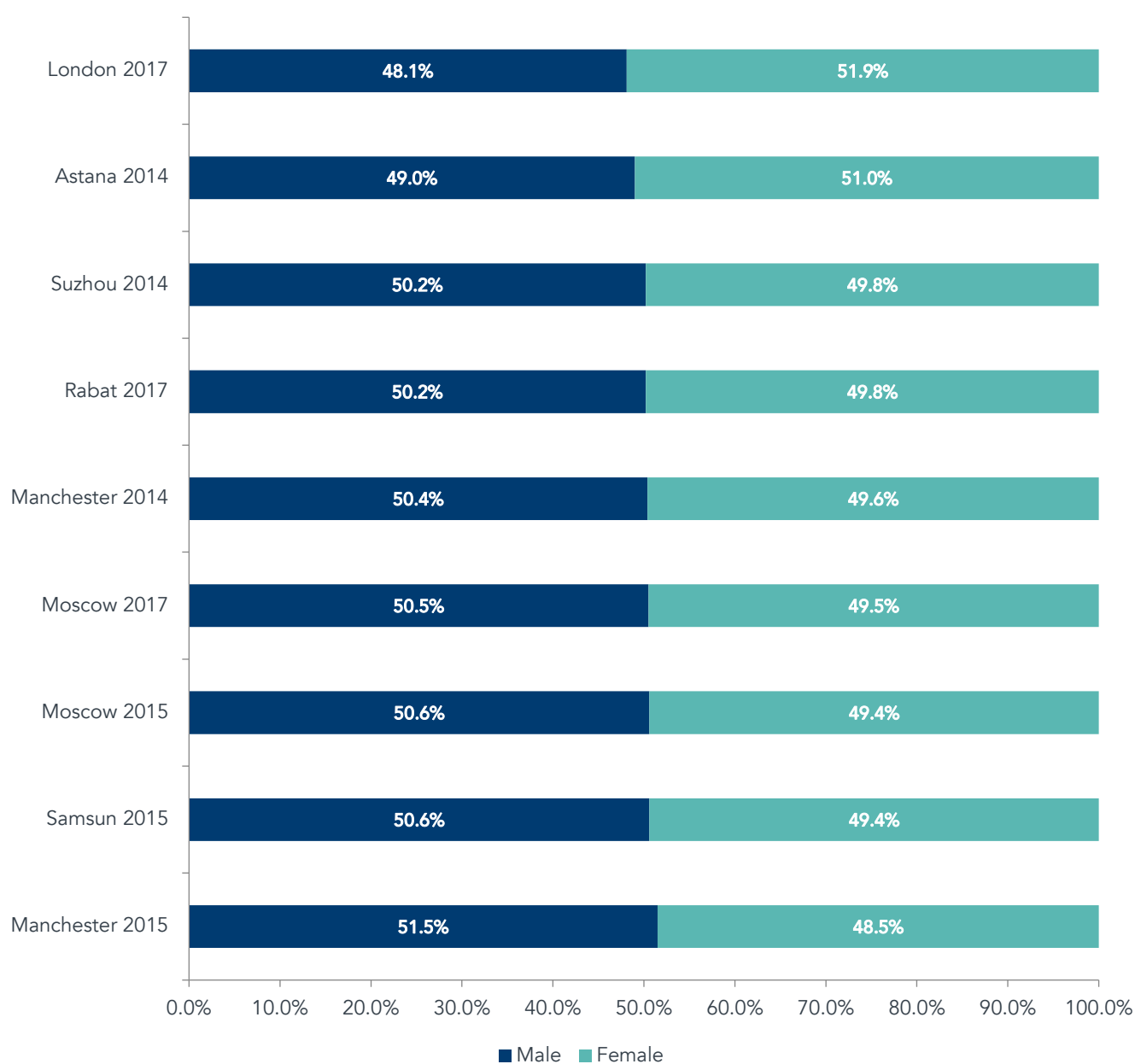
# Male: Female Ratio %

## World Taekwondo Grand-Prix

*London 2017 World Taekwondo Grand-Prix male : female ratio %*

London 2017 World Taekwondo Grand-Prix  
**48.1% : 51.9%**

Rank  
**1/9** events

*Male : female Ratio % comparison*

Comparative Data Analysis

# Nations

## World Para-Taekwondo Championships

London 2017 World Taekwondo Grand-Prix nations

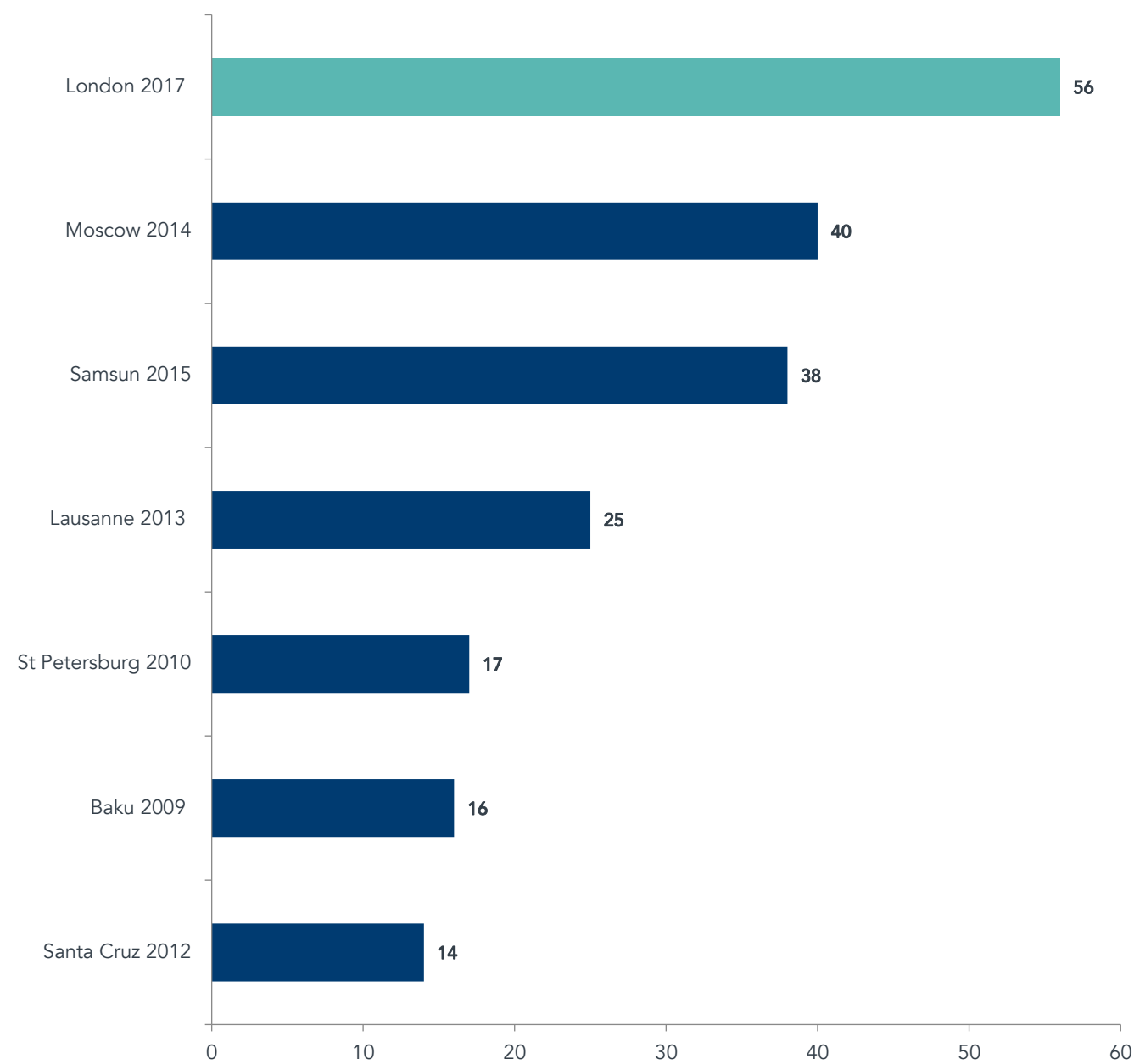
London 2017 World Taekwondo Grand-Prix

**56**

Rank

**1/9** events

Nations comparison



Comparative Data Analysis

# Athletes

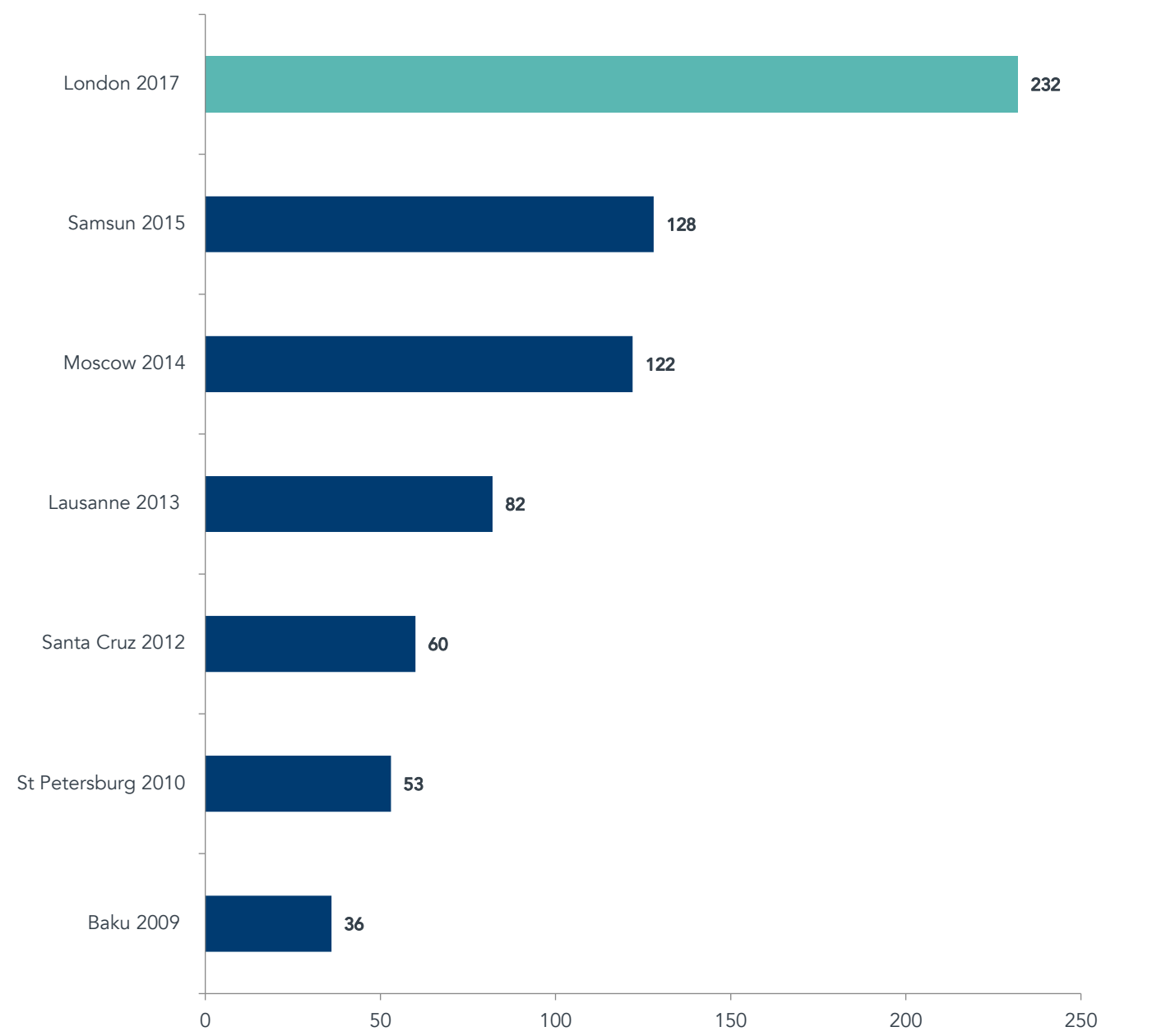
## World Para-Taekwondo Championships

London 2017 World Taekwondo Grand-Prix athletes

London 2017 World Taekwondo Grand-Prix  
**232**

Rank  
**1/9** events

Athlete comparison





## Comparative Data Analysis

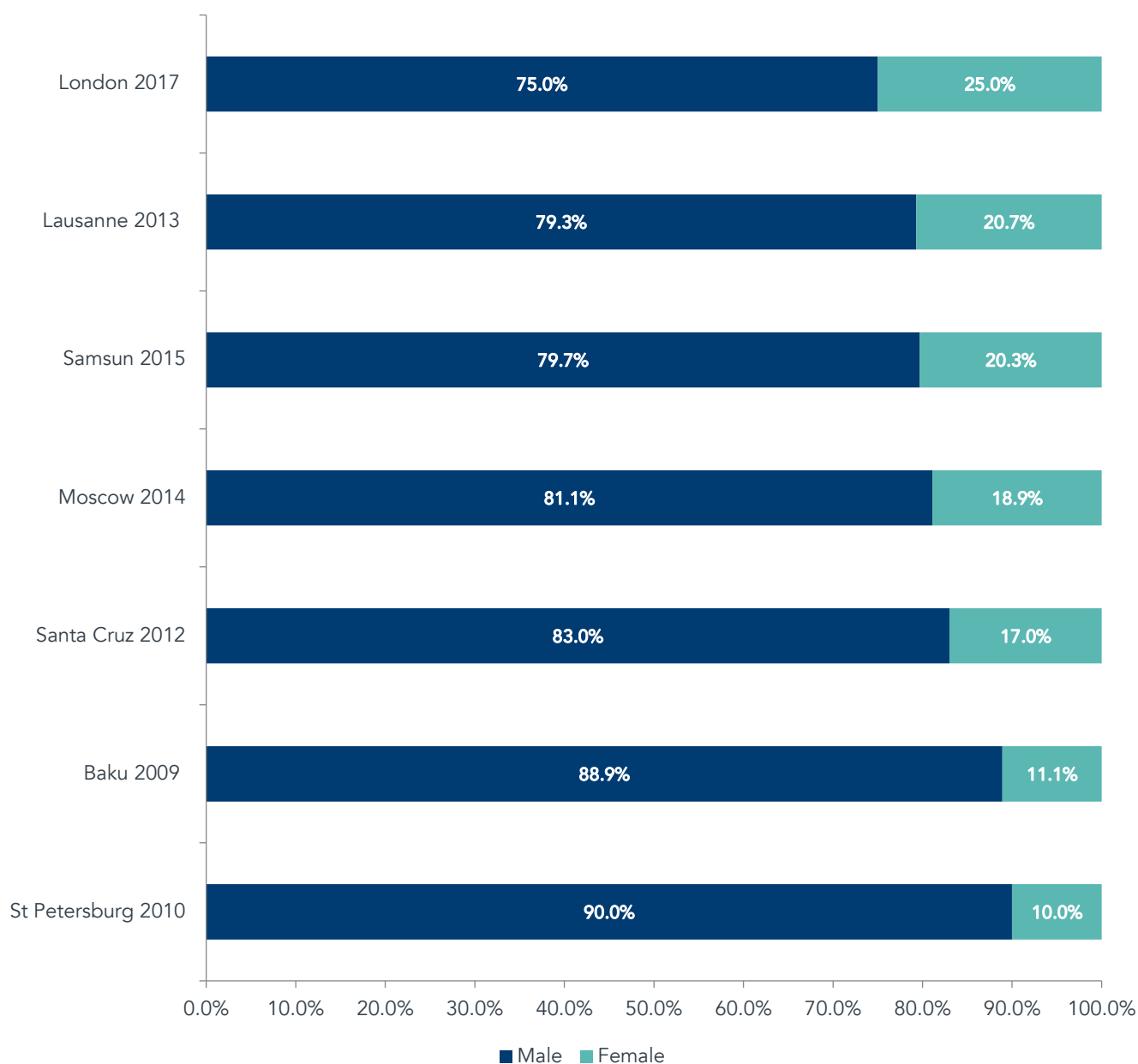
# Male: Female Ratio %

## World Para-Taekwondo Championships

*London 2017 World Taekwondo Grand-Prix male : female ratio %*

London 2017 World Taekwondo Grand-Prix  
**75% : 25%**

Rank  
**1/9** events

*Male : female Ratio % comparison*

## Comparative Data Analysis

## Comparison Events

## World Taekwondo Grand-Prix

SPORT	EVENT	CITY	NATION
Taekwondo	2014 World Taekwondo Grand-Prix Suzhou	Suzhou	China
Taekwondo	2014 World Taekwondo Grand-Prix Astana	Astana	Kazakhstan
Taekwondo	2014 World Taekwondo Grand-Prix Manchester	Manchester	United Kingdom
Taekwondo	2015 World Taekwondo Grand-Prix Moscow	Moscow	Russia
Taekwondo	2015 World Taekwondo Grand-Prix Samsun	Samsun	Turkey
Taekwondo	2015 World Taekwondo Grand-Prix Manchester	Manchester	United Kingdom
Taekwondo	Moscow 2017 World Taekwondo Grand-Prix	Moscow	Russia
Taekwondo	Rabat 2017 World Taekwondo Grand-Prix	Rabat	Morocco
Taekwondo	London 2017 World Taekwondo Grand-Prix	London	United Kingdom

## World Para-Taekwondo Championships

SPORT	EVENT	CITY	NATION
Taekwondo	1 <sup>st</sup> World Para-Taekwondo Championships	Baku	Azerbaijan
Taekwondo	2 <sup>nd</sup> World Para-Taekwondo Championships	St. Petersburg	Russia
Taekwondo	3 <sup>rd</sup> World Para-Taekwondo Championships	Santa Cruz	Aruba
Taekwondo	4 <sup>th</sup> World Para-Taekwondo Championships	Lausanne	Switzerland
Taekwondo	5 <sup>th</sup> World Para-Taekwondo Championships	Moscow	Russia
Taekwondo	6 <sup>th</sup> World Para-Taekwondo Championships	Samsun	Turkey
Taekwondo	London 2017 World Para-Taekwondo Championships	London	United Kingdom



## SPORTCAL GLOBAL COMMUNICATIONS LTD.

[gsi@sportcal.com](mailto:gsi@sportcal.com) | [www.sportcal.com](http://www.sportcal.com)

### *London Office*

Allington House  
25 High Street  
Wimbledon Village  
London  
SW19 5DX  
United Kingdom

*Tel: +44 (0) 20 8944 8786*

*Fax: +44 (0) 20 8944 8740*

### *Switzerland Office*

Maison du Sport International  
Avenue de Rhodanie 54  
1007 Lausanne  
Switzerland

*Tel: +41 (0) 21 310 0740*

*Fax: +41 (0) 21 310 0741*

### *USA Office*

441 Lexington Ave  
3<sup>rd</sup> floor  
New York, NY  
10017  
USA

*Tel: + 001 646 625 7368*

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