



University of Brighton



"... to uphold the freedom ..."

ECONOMIC IMPACT

OF THE

LONDON TO BRIGHTON VETERAN CAR RUN

ON

BRIGHTON & HOVE



FOREWORD

by Lord Montagu of Beaulieu

The Federation of British Historic Vehicle Clubs (FBHVC) exists to uphold the freedom to use historic vehicles on the road.

In 1997 FBHVC took the initiative to measure the value of historic vehicle activity in the UK. The research demonstrated that this activity makes a substantial contribution to the national economy and sustains a large number of jobs. The team undertaking that research established the Historic Vehicle Research Institute (HVRI) which has strong associations with the University of Brighton. The researchers from the University of Brighton volunteered their time for this project.



In 2006, FBHVC and HVRI, assisted by the University of Brighton, carried out further research to update and expand that 1997 data. The result showed that historic vehicle activity contributes at least £3.2bn annual turnover to the national economy and sustains some 27,000 jobs while actual historic vehicle use accounts for just 0.1% of overall traffic.

Work is being undertaken during the summer of 2011 to check what effect the recession may have had on those 2006 figures. That is the big picture.

What that broad research cannot measure is the effect that historic vehicle events have on local communities. In 2010 FBHVC decided to undertake a pilot study in conjunction with the University of Brighton to assess the benefits the annual London to Brighton Veteran Car Run brings to the City of Brighton and Hove.

This report is the result. It shows how one community benefits from one major international historic vehicle event. Dozens of events take place every weekend: some are small, some are enormous. Further research needs to be undertaken in other locations with other events to measure the overall economic benefits.

I close by thanking everyone who has been involved in the work leading to this report. I hope you will find the report interesting and informative.

Montagu of Beaulieu

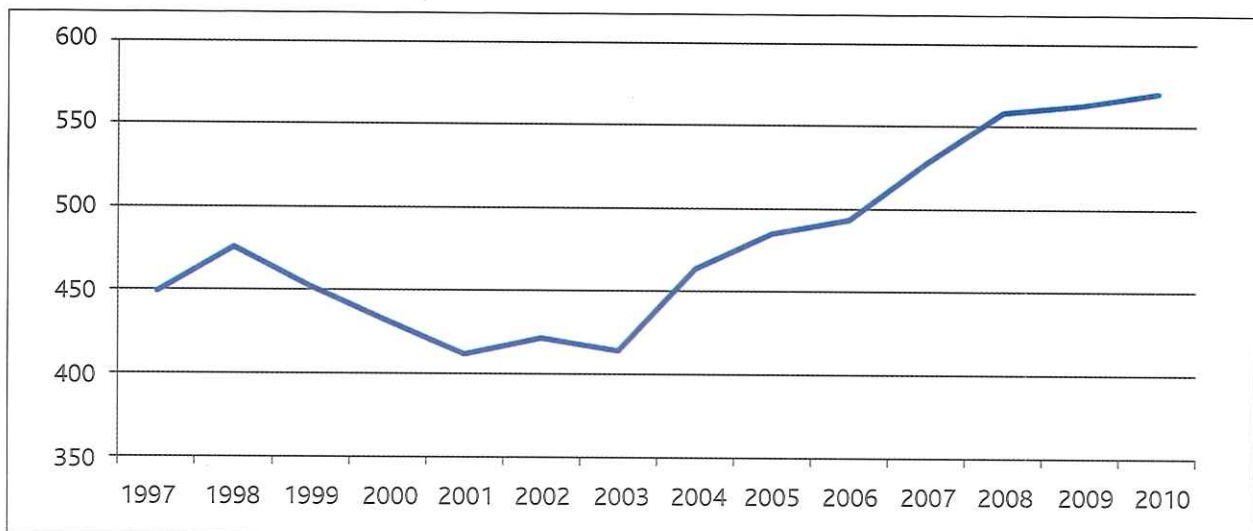
The economic impact of the 2010 London to Brighton Veteran Car Run on the City of Brighton and Hove

Introduction

Organised by the Royal Automobile Club, the annual London to Brighton Veteran Car Run is the longest-running motoring event in the world. The first Run, named 'The Emancipation Run', took place on Saturday 14 November 1896, to celebrate the recently passed Locomotives on Highways Act. On that first, wet Saturday in November 33 vehicles set off from London for the coast. Twenty-two of these pioneers arrived in Brighton but only thirteen within the allocated time. The next run was staged in 1927, and was a re-enactment of the Emancipation Run and was "organised and promoted" by the *Daily Sketch* and the *Sunday Graphic*. Since then it has taken place annually, with the exception of the war years and 1947 when fuel rationing was in force.

The run takes place on the first Sunday in November and starts at sunrise from Hyde Park, London. The route crosses the London suburbs of Brixton, Lambeth and Streatham on the A23 and then moves on through Norbury to Croydon where it joins the A235 to Purley. The route then rejoins the A23 to Redhill, Horley, Gatwick and Crawley, Cuckfield and Burgess Hill before finishing at Brighton.

There are two official stops along the way: Crawley (for coffee) and Preston Park (a suburb of Brighton) which is currently the official finishing point; the cars then proceed to Madeira Drive on the seafront where the majority of the spectators gather. The total distance from start to finish is about 60 miles (97 km). Participants are not permitted to exceed an average speed of 20 mph (32 km/h) and those who finish before 4.15 p.m. are awarded a 'finishers medal'.



Number of vehicles registered to take part in the London to Brighton Veteran Car Run (1997-2010)

Today the London to Brighton Veteran Car Run is the largest meeting of veteran cars in the world. To qualify for entry the motor vehicles must have been manufactured prior to 1 January 1905 and be of four wheel, tri-car or motor tricycle design.

The 2010 London to Brighton Veteran Car Run

In 2010 the Royal Automobile Club won the Fédération Internationale de l'Automobile (FIA) Founding Members' Club Heritage Cup for the London to Brighton Veteran Car Run. The newly inaugurated Heritage Cup recognises outstanding achievement in the historic vehicle world and was presented to the Royal Automobile Club for its dedicated promotion of the annual London to Brighton Veteran Car Run and its related protection of early motoring vehicles.

2010 saw the 77th Run which took place 114 years after the original Emancipation Run. In this year 570 cars registered, including 150 makes of vehicles ranging in age between 105 and 116 years old. The 2010 event included a record 141 overseas entries (25% of all registrations). These included cars from China, Australia, USA, Canada, Mexico, Argentina, South Africa and Europe. Of the 508 starters 434 reached the finish at Brighton.

Methodology

In order to assess the impact of the event on the City of Brighton and Hove, the Federation of British Historic Vehicle Clubs and the University of Brighton conducted an economic impact assessment of the 2010 Run. Three avenues of enquiry were pursued:

- A team from the University of Brighton questioned spectators at the event in order to determine their financial expenditure in Brighton and Hove (this yielded 595 usable responses).
- A further questionnaire was administered to the participants of the London to Brighton Veteran Car Run to ascertain their expenditure in the city (which yielded 138 responses).
- Additionally the organisers were questioned in order to determine their expenditure on the event in the city.

The number of spectators viewing the Run in the city was estimated using a variety of mechanisms, including video recording of the seafront area, manual counting and estimation of turnover of spectators during the event. These observations revealed that an estimated **20,300** spectators watched the Run in Brighton.

Results

The 2010 London to Brighton Veteran Car Run took place on Sunday 7 November, a sunny day with temperatures in the low teens. These fine conditions encouraged spectators to come out in considerable numbers on the seafront. Using a standard questionnaire, spectators were approached at three different locations during the event. This generated 595 usable responses, or 3% of the estimated population. The survey yielded the following results:

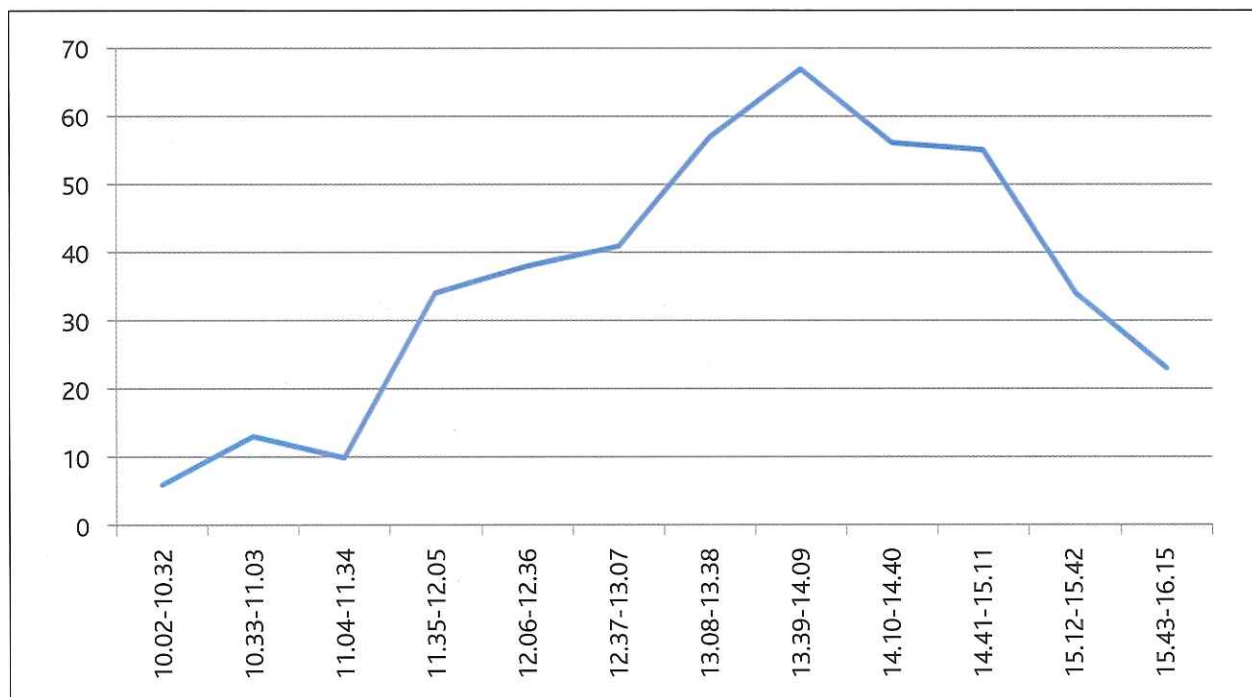
The spectators

Of the 20,300 spectators who watched the Run in 2010, 37% were residents of Brighton and Hove (7,600), while 63% were from outside of the city (12,700). Of these spectators who had come from outside of the city 76% had come specifically to see the Run. Therefore, 48% of all spectators were from outside of the city and had come specifically to watch the Run.

	In Brighton specifically for the Run	In Brighton but not specifically for the Run
Residents	5,000 (24%)	2,600 (13%)
Visitors	9,700 (48%)	3,000 (15%)

Estimated size of different spectator groups at the London to Brighton Veteran Car Run

The majority of the spectators were day visitors (52%) and residents (34%), the remaining 14% staying overnight in the city. This is primarily because the event is highly accessible to day visitors. Although the Run begins at Hyde Park in London at sunrise, and the first vehicles can arrive at Madeira Drive, on the Brighton seafront, from 10.00 a.m. the majority of vehicles arrive between 12.00 noon and 3.00 p.m. This timing means that the majority of spectators can travel to Brighton and return home on the day of the event.



Vehicle finishing times at Preston Park during the London to Brighton Veteran Car Run

Of those spectators who came to Brighton specifically to watch the Run, 39% came from Sussex, 13% from London, 9% from Surrey, 7% from Kent, and 5% from Essex. International visitors who came specifically to watch the Run comprised 4% of the spectators, with those from Australia and Burma travelling the furthest.

Spectator expenditure

The spectator's average spend *within the city* was assessed. It was found that non-Brighton residents visiting Brighton specifically to attend the event spent on average £43.90 per person in the city. Naturally Brighton residents attending the event spent less averaging £8.90 per person.

If these figures are extrapolated to the total population of spectators at the London to Brighton Veteran Car Run, then the total expenditure in city by the 9,700 visitors from outside the city who came specifically to view the Run was **£425,800**.

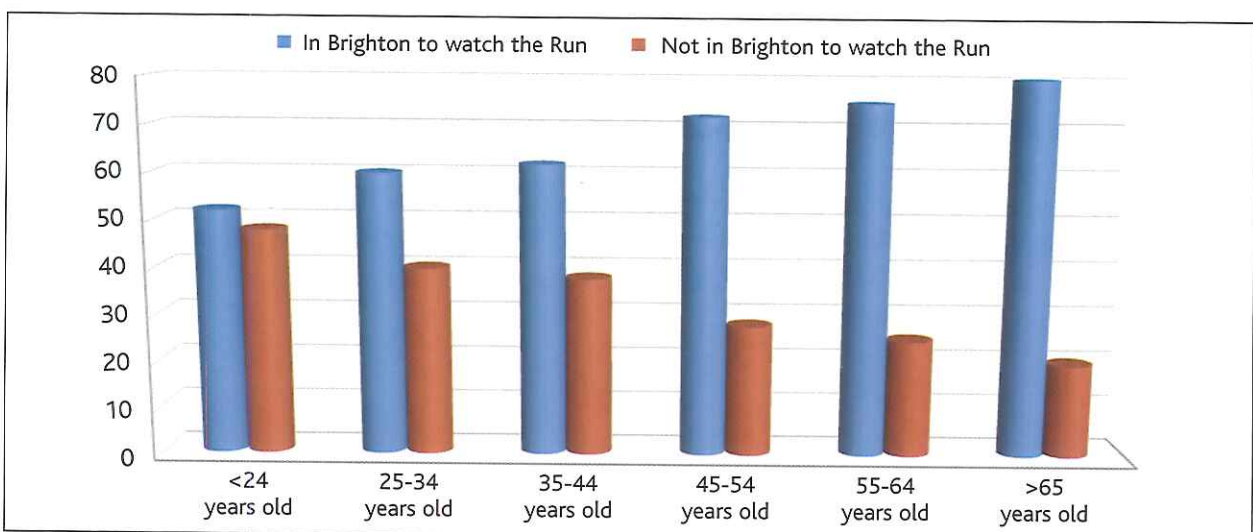
This figure is naturally conservative because it is based exclusively on expenditure in the city that can be directly attributed to the Run. The expenditure of the 3,000 (15%) spectators (£294,800) who were from outside of Brighton and Hove and did not come specifically to see the Run was excluded from the impact assessment even though they may have been partially motivated to visit the city on that weekend because of the Run. Residents' expenditure totalling £67,500 was also excluded because that money may have been spent in the city anyway.

	In Brighton specifically for the Run	In Brighton but not specifically for the Run
Residents	£44,800	£22,700
Visitors	£425,800	£294,800

Total expenditure by different spectator groups at the London to Brighton Veteran Car Run

Attendance according to age group

It is apparent that spectators in older age groups were more likely have come to Brighton specifically to view the Run, while younger age groups were more likely to watch the Run as part of a wider range of activities in the city. The under 24 year old age group was more or less equally divided between those who came specifically for the event (52%) and more casual observers (48%). Successive age groups are more likely to be in Brighton and Hove specifically to see the Run. 80% of the over 65 year old spectators were in the city to watch the run.



The relationship between age and motivation to watch the London to Brighton Veteran Car Run

Spectator composition

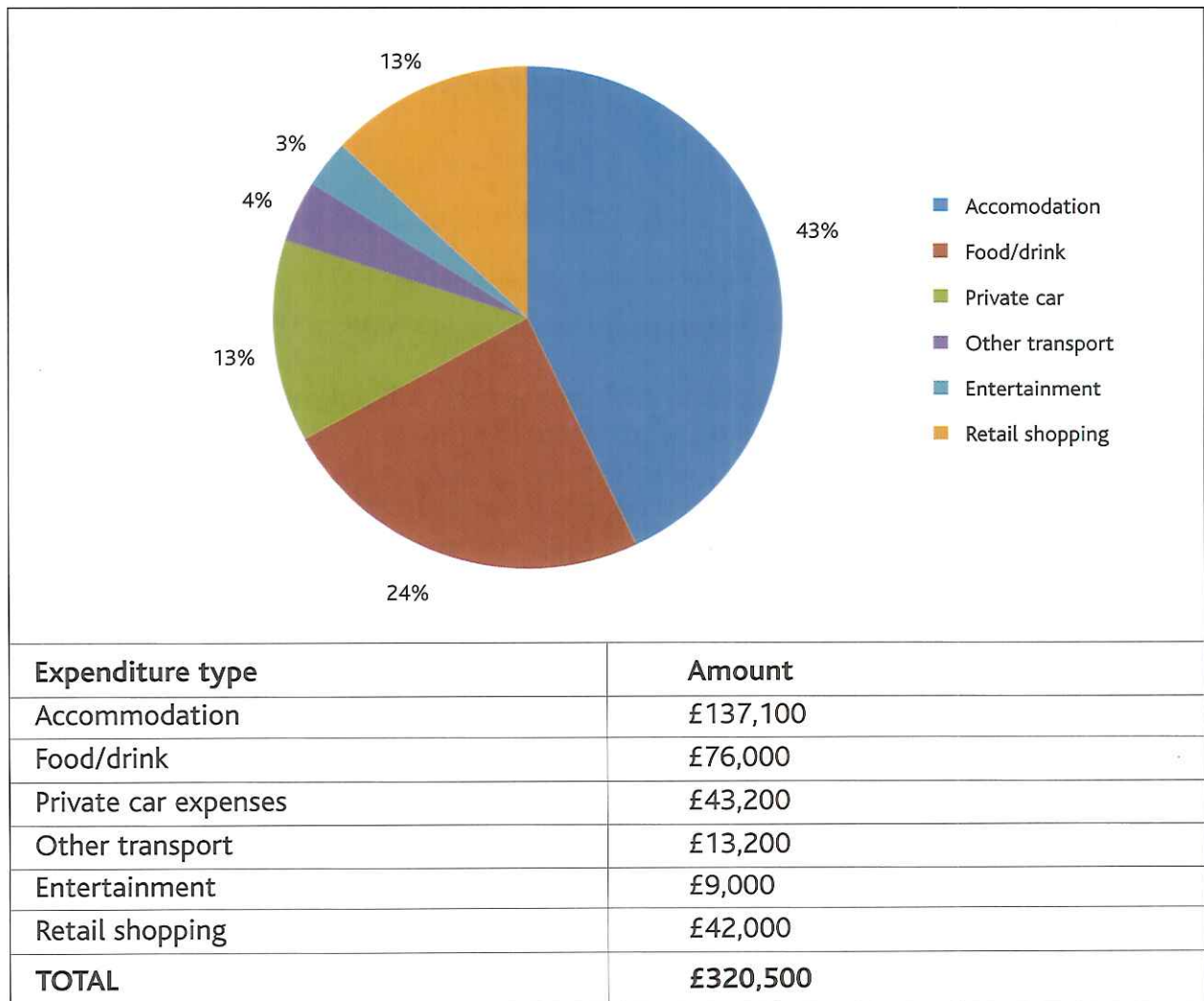
56% of all spectators were males, 44% were female. The average group size of spectators watching the run was 2.2 people suggesting that most people attended as a couple, predominantly without children. 17% of all spectators were members of a vehicle club.

Spectator loyalty

It is apparent that the Run attracts a loyal following of spectators. 65% of the respondents had seen the event previously and a staggering 92% intend to see the event again. Clearly the Run has a huge potential to convert spectators into return visitors to the city. Moreover, 27% stayed longer in Brighton because of the event.

Participant survey

A postal survey was sent to participants of the 2010 Run in mid-December of that year from which 138 responses were obtained. Aside from the drivers, there are often numerous other associated participants such as friends, family and mechanics, hence the responses included the expenditure of 721 people in Brighton and Hove. This totalled £102,400 which equates to an average spend per person of £142.00. During the 2010 Veteran Car Run, 434 cars finished giving an expenditure of £320,500 based on 2,257 participants and their associates.



Participant expenditure in Brighton relating to the London to Brighton Veteran Car Run

The Economic Impact on the City

The London to Brighton Veteran Car Run causes a number of injections of capital from outside the city. These are:

Spectator expenditure:

The expenditure of visitors from outside of the city who came specifically to see the Run was **£425,800**.

Participant expenditure:

The expenditure of the participants who have vehicles in the Run is dominated by accommodation (43% of total expenditure) and food and drink (24%). The total expenditure of the participants and their immediate group was **£320,500**.

Organisers' expenditure:

The total expenditure incurred by the organisers in Brighton and Hove was **£84,500**. This included the license fee, infrastructure costs, services, catering and general events costs.

Expenditure in Brighton and Hove	Amount
Spectator spend (non residents who came specifically for the run)	£425,800
Participant spend	£320,500
Organiser spend	£84,500
Total spend	£830,800

Expenditure sources used to calculate the impact of the London to Brighton Veteran Car Run

A portion of external spending by visitors to any community is subsequently re-circulated within the local economy, thus enhancing the financial benefit such visitors bring. A multiplier is used to reflect these secondary indirect and induced effects. Such multipliers are determined by separate local and regional research. Thus using such a multiplier, the **£830,800** expenditure directly associated with the London to Brighton Veteran Car Run translates to a total **£1,121,000** worth of income for the city.

Intangible benefits

It is evident that the financial expenditure generated by the London to Brighton Veteran Car Run is considerable, but this is only part of the story. Simply using this expenditure to provide an estimate of the economic value on the City of Brighton and Hove will underestimate the event's overall impact. Financial expenditure associated with the Run does not come close to capturing the brand value of the event to the city. The event is world famous, as attested by the vast geographical distances participants are willing to travel with their cars to take part. Moreover, some spectators are willing to travel huge distances as well.

Perhaps more significantly, the London to Brighton formula is the foundation for a plethora of other motoring events. These include runs for Minis, Land Rovers, Citroën 2CVs, Jaguars, MGs, Smart Cars, Volkswagen vans and campers, Triumph TRs, Pioneer motorcycles, vintage motorcycles and vintage commercial vehicles. Many of these motoring events also finish at Madeira Drive on the seafront, highlighting the relationship with the Veteran Car Run.

And the number of such motoring events is increasing year on year. For example in 2010 the Royal Automobile Club launched the latest addition to the family; the 'Brighton to London Future Car Challenge'. This event follows the same route as the veteran car run, but starts in Brighton and finishes in Regent Street, London. It takes place on the day prior to the Veteran Car Run. This new event aims to highlight low energy impact vehicles. In 2010 vehicles using electric, hybrid and Low-Emission ICE (Internal Combustion Engine) technologies took part. The participants compete to reduce energy consumption using 'road legal' vehicles.

The links do not stop there. There are other London to Brighton events including Steam Heavy Haulage, cycling events such as the annual London to Brighton cycle ride for the British Heart Foundation, Capital to Coast challenge, The Moonriders night cycling event, running events such as the ultramarathon (1951-2005) which is now a trail run, and walking events such as the St. Dunstan's London to Brighton 100K Challenge

The cumulative benefit of all these events and the publicity they generate for the city is huge and can in part be attributed to the original London to Brighton Veteran Car Run.

Furthermore, the event has spawned many other 'London to Brighton' runs and events. The appeal of the event is such that a 'New London to New Brighton' Mini rally has been created in the State of Minnesota, USA by the SotaMINIs Car Club in 2005. The car club could take advantage of the fact that Minnesota is the only US state that has both a New London and a New Brighton. In an extraordinary quirk of fate, the distance between the towns is 110 miles; approximately twice the distance from London to Brighton.

Conclusions

The London to Brighton Veteran Car Run is now a part of a global celebration of early motoring that brings together an international community of enthusiasts for one weekend every November. A veteran car auction on Friday is followed by an international concours, where the spectators can see the cars in London's Regent Street, before Sunday Run from Hyde Park, London to Madeira Drive, Brighton.

The London to Brighton Veteran Car Run contributes a conservative **£1,121,000** worth of income for the city through indirect and induced effects. But the impact of the event is far greater than any pounds and pence analysis. The Run is a highly visible, positive element of the overall brand and image of Brighton. The history of the Run has been a catalyst for numerous other vehicle runs choosing Brighton as a finishing point.

This is the legacy of the London to Brighton Veteran Car Run; it has generated a huge benefit to the City of Brighton and Hove and will continue to do so.



RESEARCH TEAM



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